2020-2021 YMCA
DIGITAL SUMMIT SERIES

Online Trainings

YMCA OF METROPOLITAN DALLAS
YMCA OF METROPOLITAN FORT WORTH
ARLINGTON-MANSFIELD AREA YMCA

OCTOBER – LUCID PRESS

#ydigitalsummit

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2020-2021 YMCA DIGITAL SUMMIT SERIES

As many are aware, a 2020 YMCA Digital Summit in-person event was planned for March 2020, but was canceled due to COVID-19.

In the spirit of continuing learning, the YMCAs in Dallas, Fort Worth and Arlington are coming together to provide digital trainings that are internally focused called the **YMCA Digital Summit Series**. Our goals are to provide information, training, advanced knowledge and hands-on experiences for staff, executives and volunteers to learn more about social media, digital marketing and more. It is designed to meet people where they are to further enhance skillsets and further advance the cause and mission of the Y.

The trainings will be about once/month leading up to the full **YMCA Digital Summit** being planned for **March 2021** as a virtual conference experience

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2020-2021 YMCA
DIGITAL SUMMIT SERIES

Date	Time	Topic	Speaker(s)	Time
Mon, Aug 31st	2pm	Social Media	La Shae Leonard	30-45min
Mon, Sep 28th	1pm	Media Training	Allyn Media	30-45min
Mon, Oct 26th	1pm	Lucid Press & Branding	David Frederick	30-45min
Mon, Dec 7th	1pm	Storytelling	TBD	30-45min
Jan 2021	TBD	Presentations	TBD	30-45min
Feb 2021	TBD	Photography	TBD	30-45min
Mar 2021	8:30am	2021 DIGITAL SUMMIT	Various	Half-day

Available to all FT/PT Staff (with supervisor approval)

DFWAM YMCA (YMCA OF METROPOLITAN DALLAS, YMCA OF METROPOLITAN FORT WORTH and ARLINGTON-MANSFIELD AREA YMCA

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA BRANDING GUIDELINES

Quick overview of our organization's visual identity and brand standards.
www.theybrand.org

Presenter: La Shae Leonard, Digital Communications Manager

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If you work for or volunteer at the Y, then this quick brand lesson applies to you.

WHY?

Our brand is a guide for how we think, act and communicate.

So everything we do impacts our brand.

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OUR MISSION & IMPACT STATEMENT (DALLAS)

YMCA Mission:

To put Christian values into practice through programs that build healthy spirit, mind and body for all.

Impact Statement:

The Y ensures all people have equitable access to the essentials needed to become thriving members of the community. Daily, the Y bridges and fills individual and community needs as a catalyst for impactful change.

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OUR LOGO

Bold, active and welcoming, our logo adds color and vibrancy to our identity.

When designing, you can choose from five different color combinations, and each has a color family that showcases the diversity of our organization and the communities we serve.

You'll also notice that our logo now reflects our familiar name: the Y.

WELCOMING
ACTIVE
DIVERSE
VIBRANT
BOLD

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LOGO – AREAS OF IMPACT

LOGO VARIATION

Our logo adds vibrancy to our identity. The Y has a masterbrand strategy that mandates the use of a single, stand-alone logo. Below are the **only** acceptable versions of our logo. Make sure to use a variety of logo colors in your Y location, and use the knockout and black versions only when necessary. Logo color should not be assigned to a location, department or program. The logo is available in full-color, 2-color, white and black on the Brand Resource Center.

AREAS OF IMPACT

When we do present our areas of impact with our logo, we provide a clear framework around how we strengthen community and where our impact can be seen. When a logo is paired with the areas of impact, the primary color from the logo is applied to the areas of impact. Do not alter these colors for any reason. **Do not use the areas of impact without the logo.** The areas of impact are available in full-color, 2-color, white and black on the Brand Resource Center.

CLEAR SPACE/AREAS OF IMPACT

The correct amount of clear space gives our logo maximum impact. The minimum clear space around our logo is equal to the full height of the word "the" in the logo. Also shown is the preferred relationship of the logo to the areas of impact: FOR YOUTH DEVELOPMENT aligns with the baseline of "the" in the logo; FOR SOCIAL RESPONSIBILITY aligns with the baseline of the logo.

MINIMUM SIZE

To ensure legibility, the logo must always be **0.25" in height or larger**.

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LOGO & AREA OF IMPACT – PROPER SPACING

vertical relationship (for use when space is limited)

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COLOR PALETTE

The use of color helps us express that we are as vibrant as the communities we serve, and it is important to be consistent and use only the colors that we've chosen as part of our brand.

Gray, black and white

C 0 M 0 Y 0 K 75
R 99 G 100 B 102
#636466
PMS Cool Gray 11 C

C 0 M 0 Y 0 K 100
R 35 G 31 B 32
#231f20
PMS Process Black C

C 0 M 0 Y 0 K 0
R 0 G 0 B 0
#0
PMS Process White

To download color swatches for applications, go to the **Brand Resource Center**

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FONT

FONT

The welcoming and caring feel of our organization is also found in the "form" of our words. Typography is the element that gives our words a distinctive look and feel even before someone reads the text. Handle typography sensitively, using a keen eye to keep the overall layout organized yet dynamic.

Primary font—Cachet
Cachet is our primary font and must be used for all internal and external materials. It is a sans serif font with an approachable and friendly feel that matches the work we do.

Cachet font may not be altered by shadowing, stretching, outlining or applying any other modifications.

note: Cachet does not have an Italic typeface. To call out areas of copy, you can use underline, color, case, scale or weight; bold titles of movies, books and plays; and use quotation marks for titles of articles.

Download cachetfont
The Cachet font is available on the Brand Resource Center on YMCAexchange for Y staff and volunteers only. **vendors and agencies need to purchase their own Cachet font at www.fonts.com.** They will need to look up 'Cachet Complete Family Pack' and select the True Type version.

Electronic / systemfont—verdana
For instances in which our primary font is not available, or for online applications, use our secondary font, Verdana. Examples of applications include Microsoft® Word, Excel and PowerPoint, websites and e-mail.

Verdana is a system font, available on all computers, and communicates the openness of our organization.

Cachet and verdana are the only two fonts ever to be used for YMCa collateral.

Primary font – Cachet Book

Cachet

Book
ABCDEFGHIJKLMNOPQRSTUVWXYz
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Primary font – Cachet Bold

CACHET

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

electronic / system font

Verdana

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*

Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789!@#$%^&**

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

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FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

LUCID PRESS INTRODUCTION WITH HANDS ON TRAINING

Learn to use this online software platform to create marketing collateral
www.lucidpress.com

Presenter: David Frederick, Chief Marketing & Communications Officer

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AGENDA

- What is Lucid Press
- Logging In & Overview
- Templates
- YMCA Templates
- Branch Info
- Print Production (online)
- Review/Approval Process

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WHAT IS LUCID PRESS

Lucid Press is an online design platform with brand management capabilities that provides a centralized resource for Dallas Y Marketing & Communications Templates, graphics, logos, stock photos & fonts. Allows branches to be more self-sufficient with quicker turnaround times on projects

It allows templates have pre-determined customizable areas with automated text features.

It is more powerful than Canva with tools and organizational structure to manage branch assets as well as keep assets separated

Learn more at **www.lucidpress.com**

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BENEFITS

- Less than the cost of Adobe Creative Cloud
- Allows us to create consistency
- Provides quicker turnaround on projects
- Self-serve with the ability create and execute marketing projects
- Branch staff have access to own templates
- Commercial printing options available
- Serve the association with better quality designs
- Allow branches access to better marketing materials

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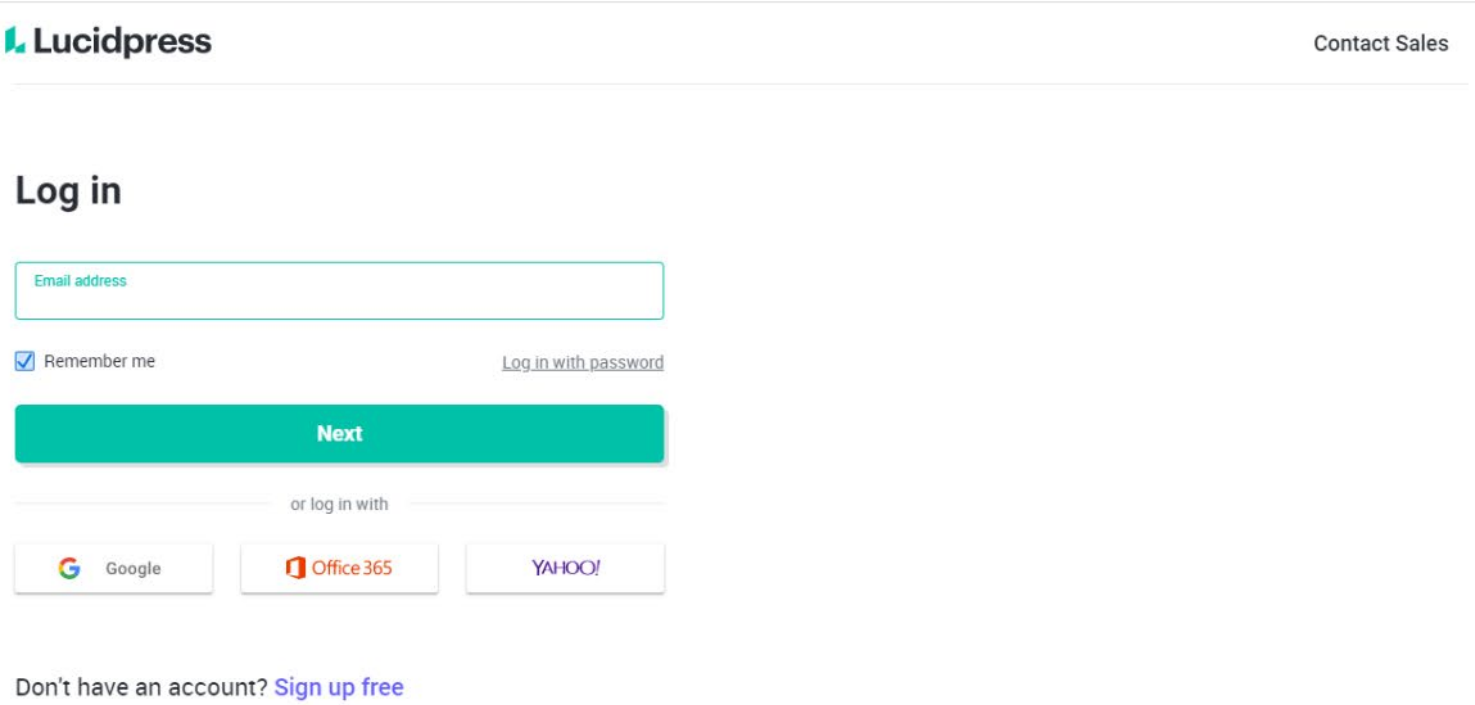
LUCID PRESS – LOGIN PAGE



www.lucidpress.com
Or directly
https://app.lucidpress.com/users/login#/login

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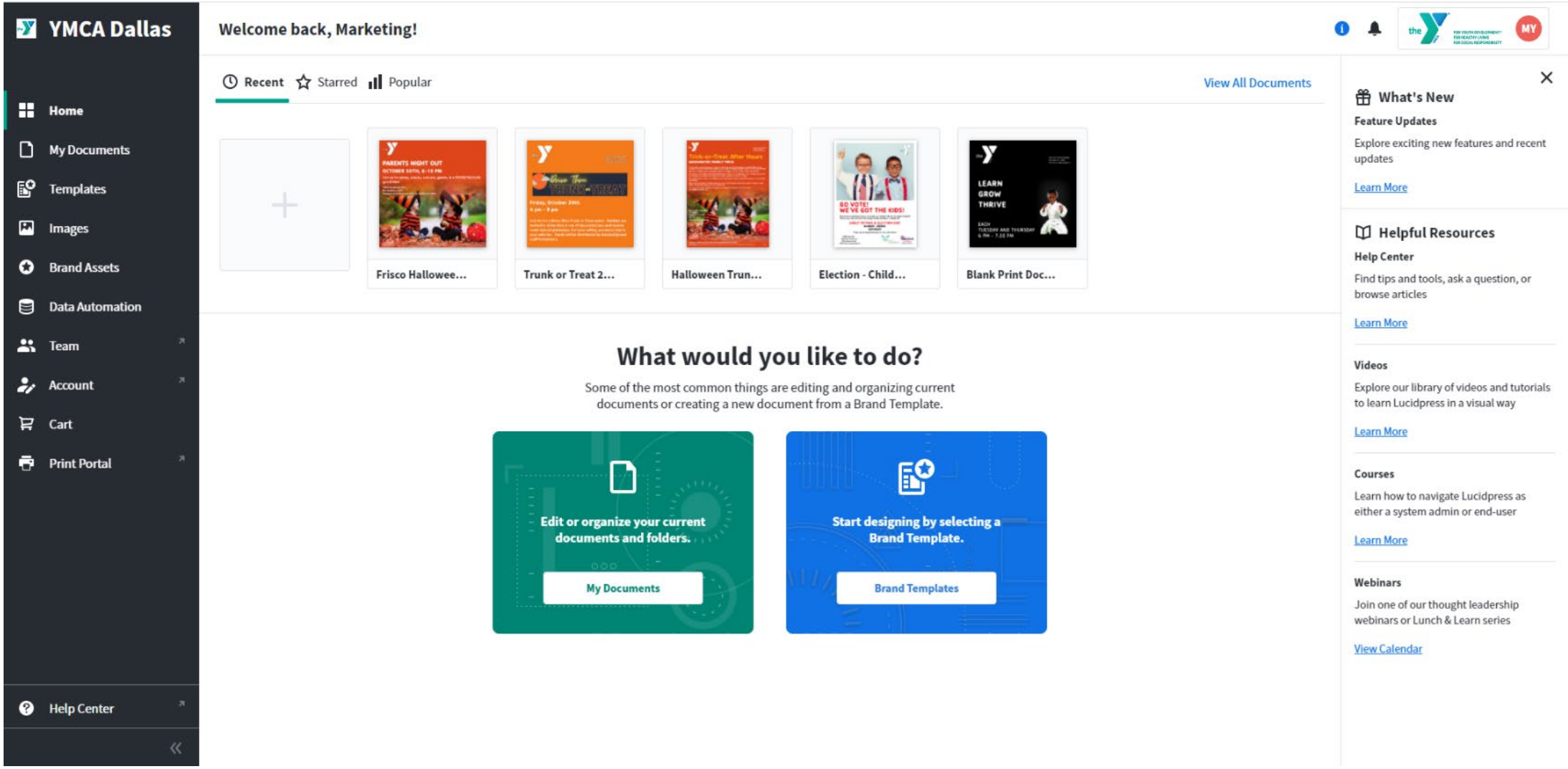
LUCID PRESS – LOGIN HOME PAGE



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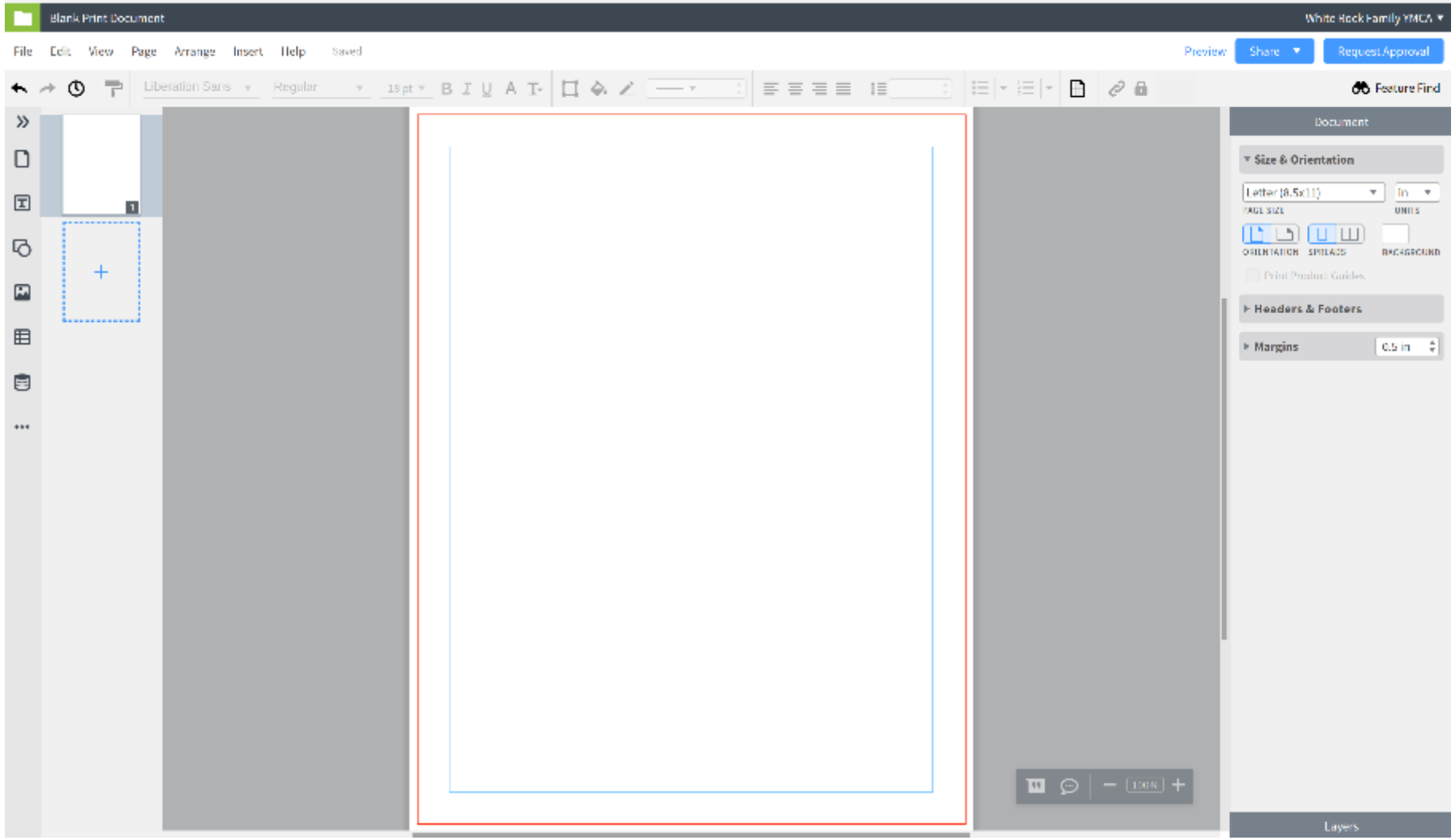
NEW DOCUMENT



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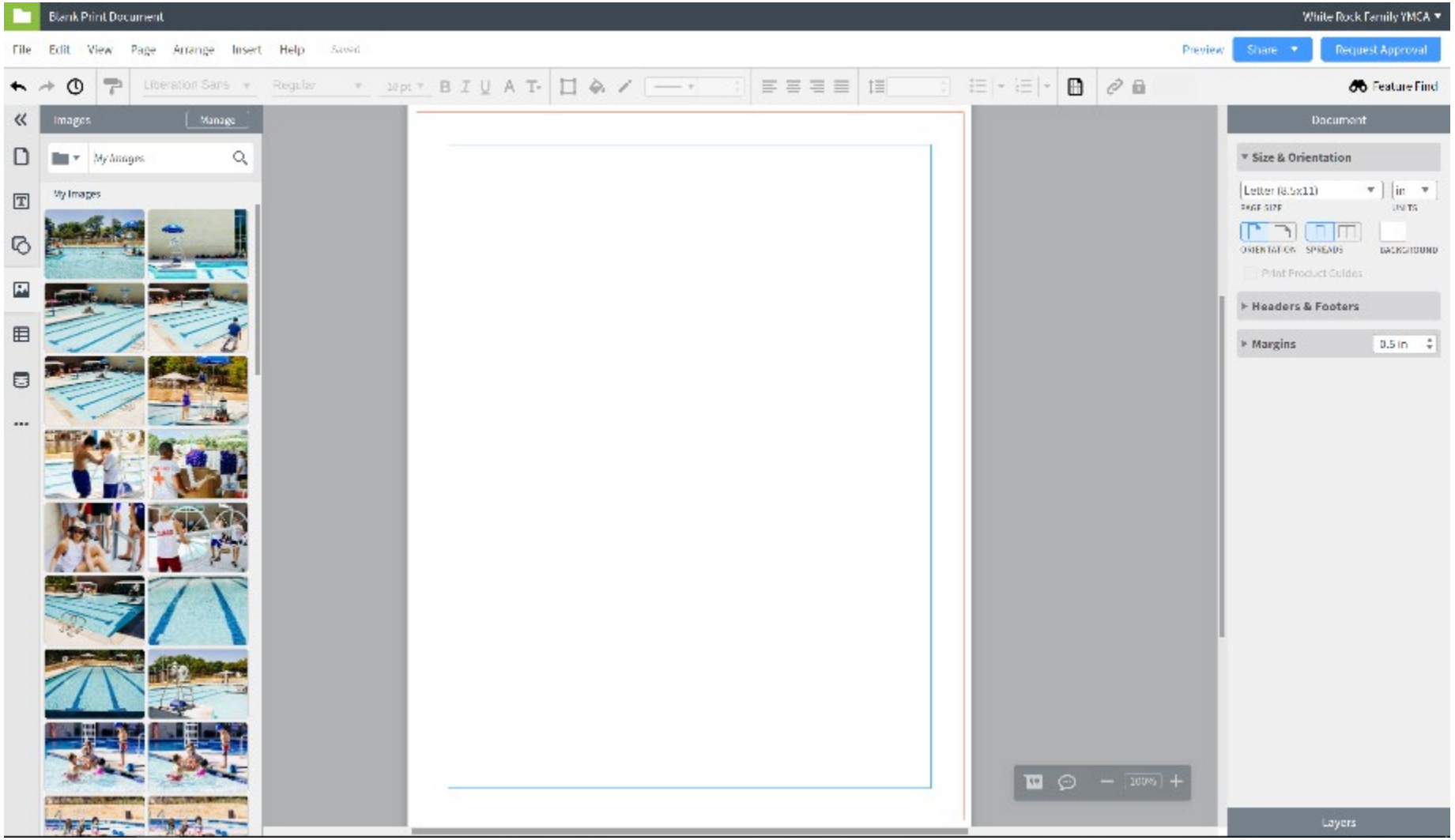
ADD IMAGES



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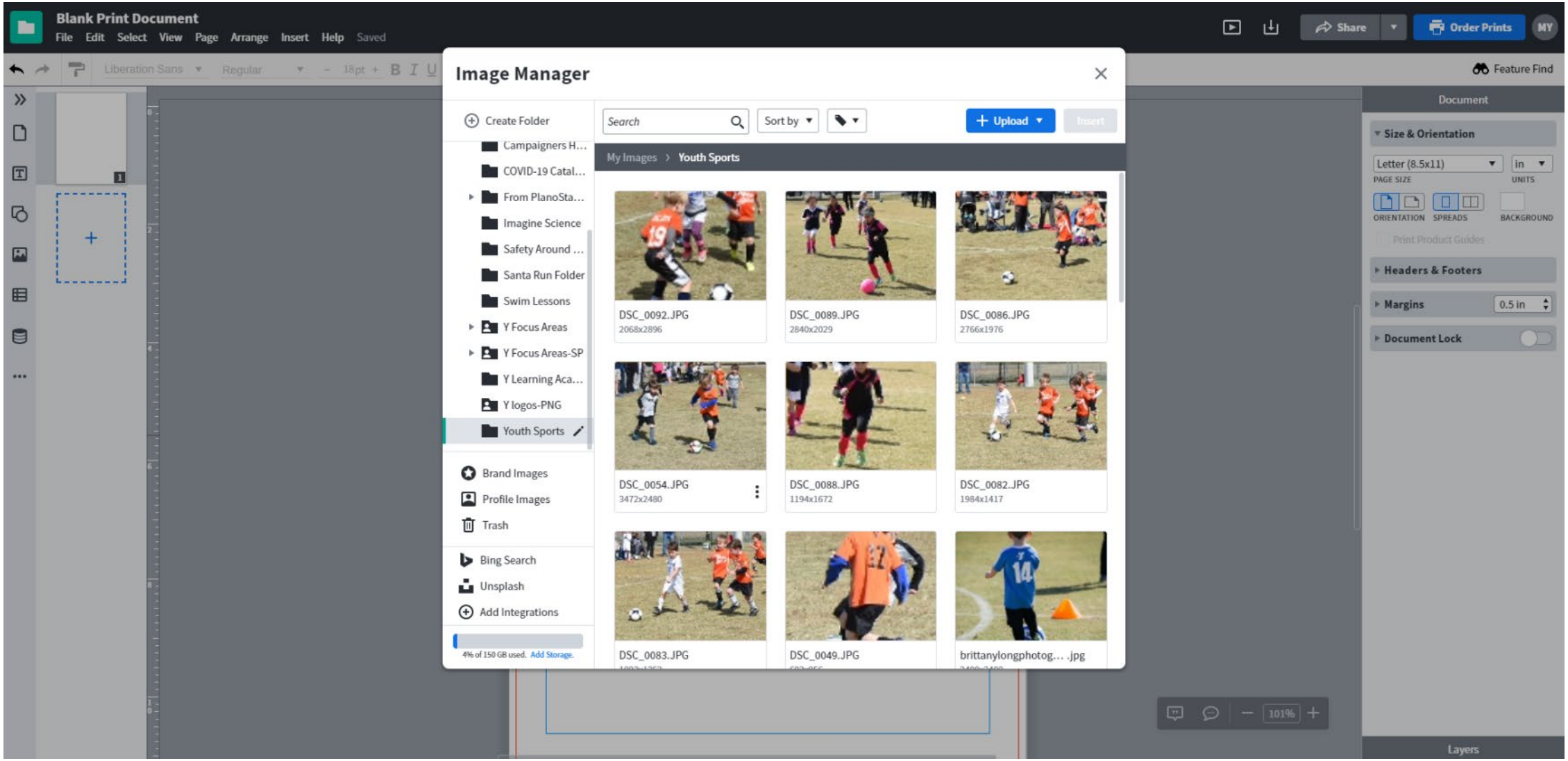
IMAGES – UPLOAD / IMAGE MANAGER



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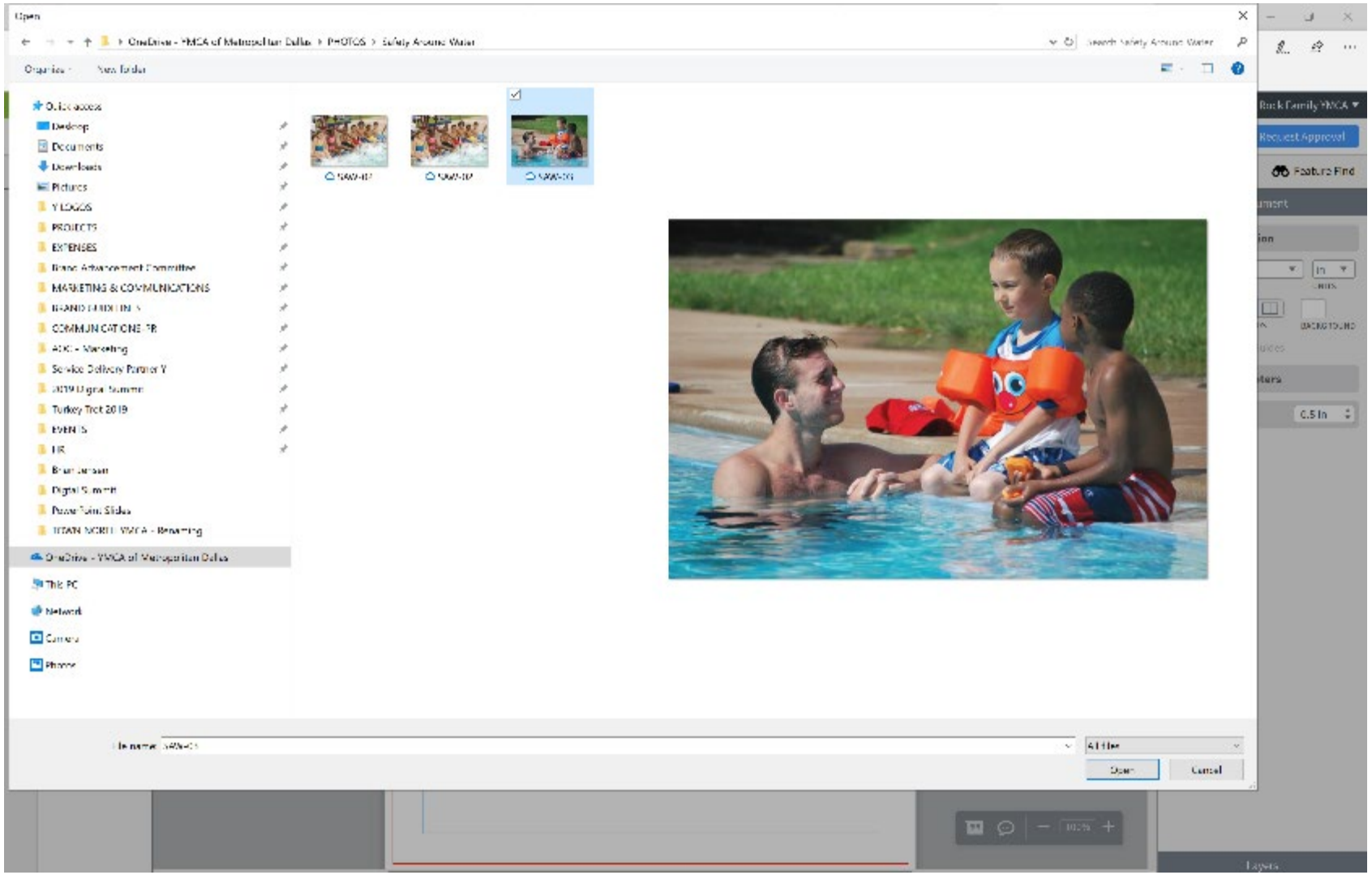
UPLOAD NEW IMAGES



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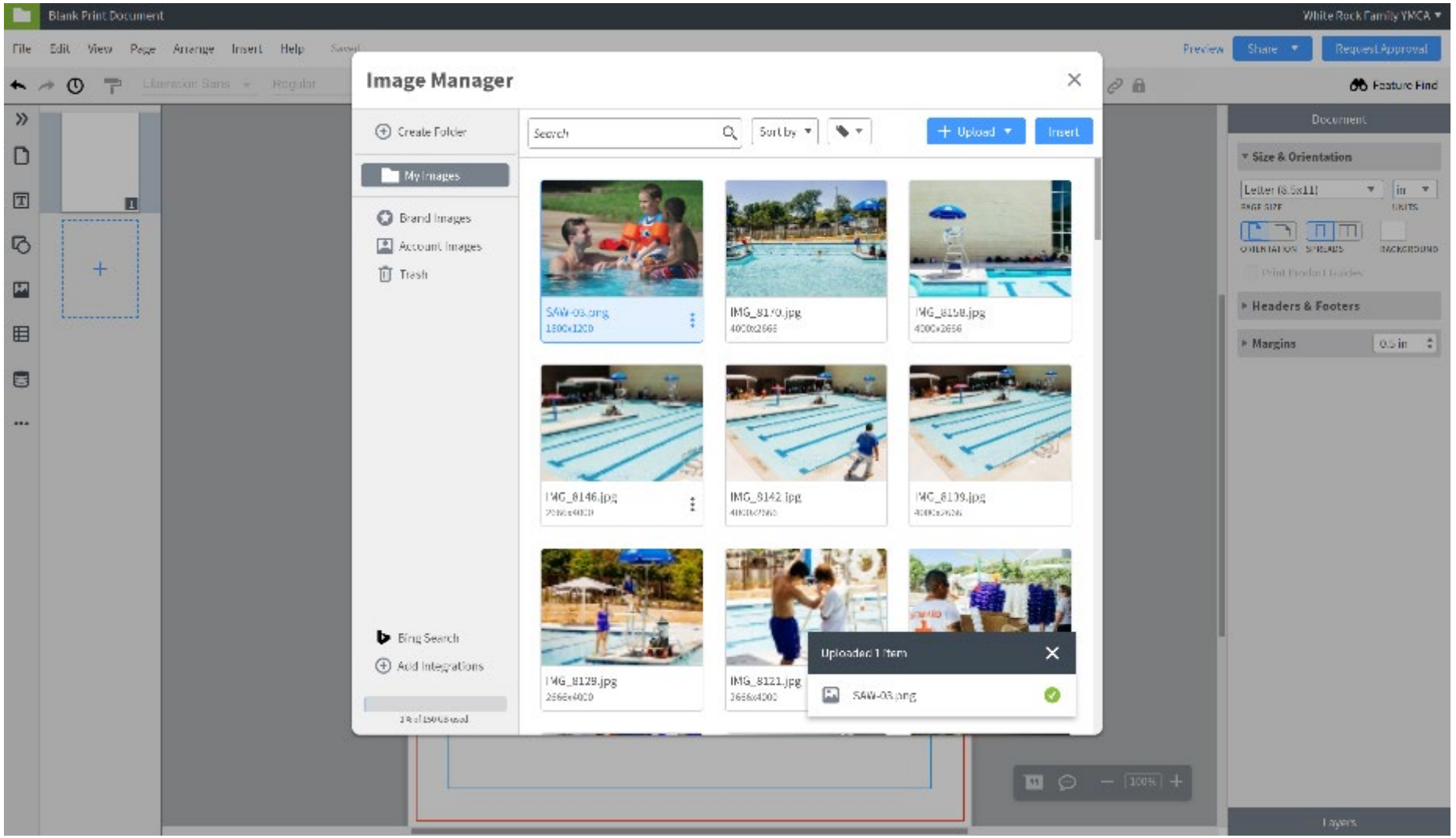
UPLOAD NEW IMAGES



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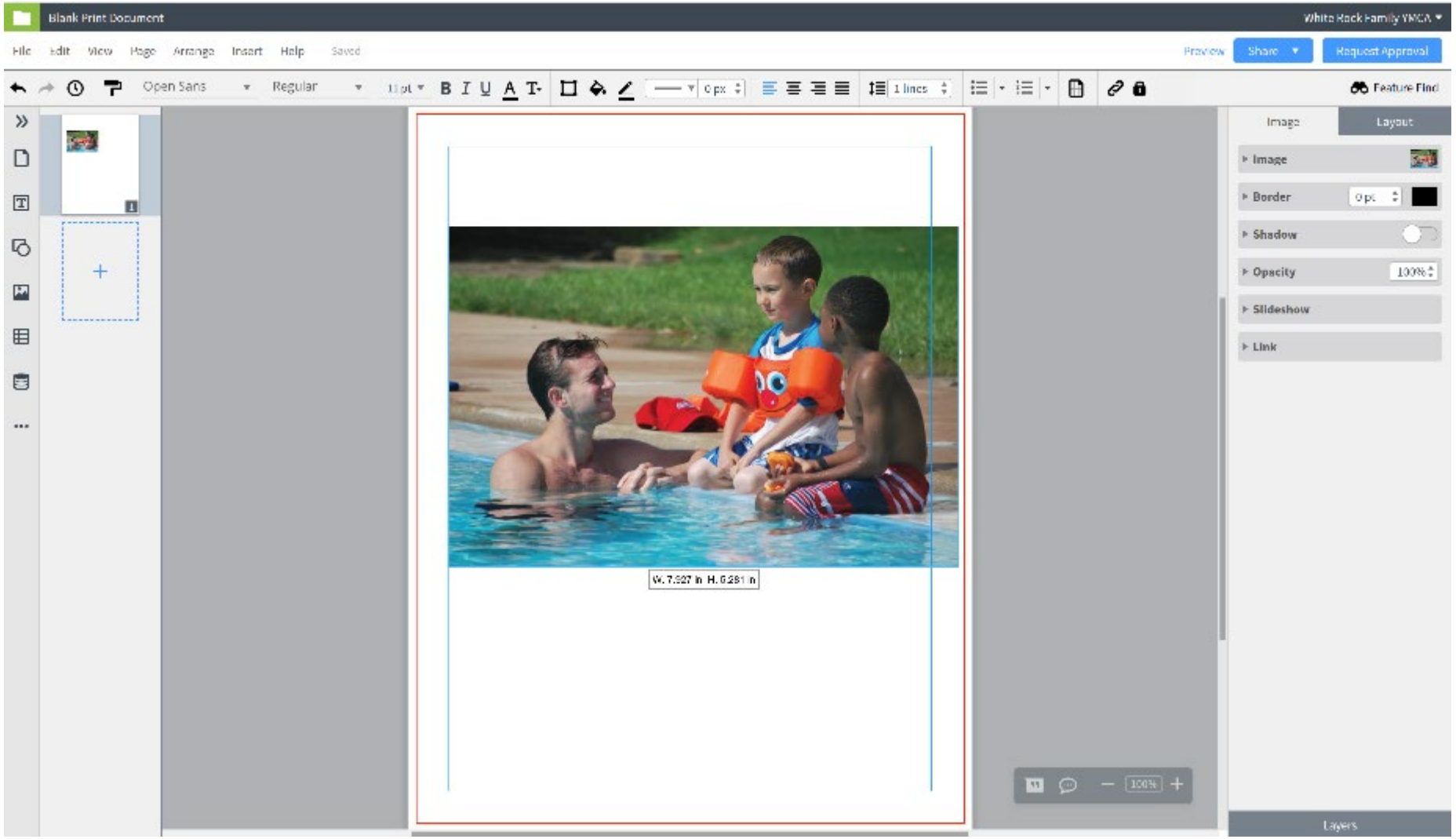
RESIZE NEW IMAGES



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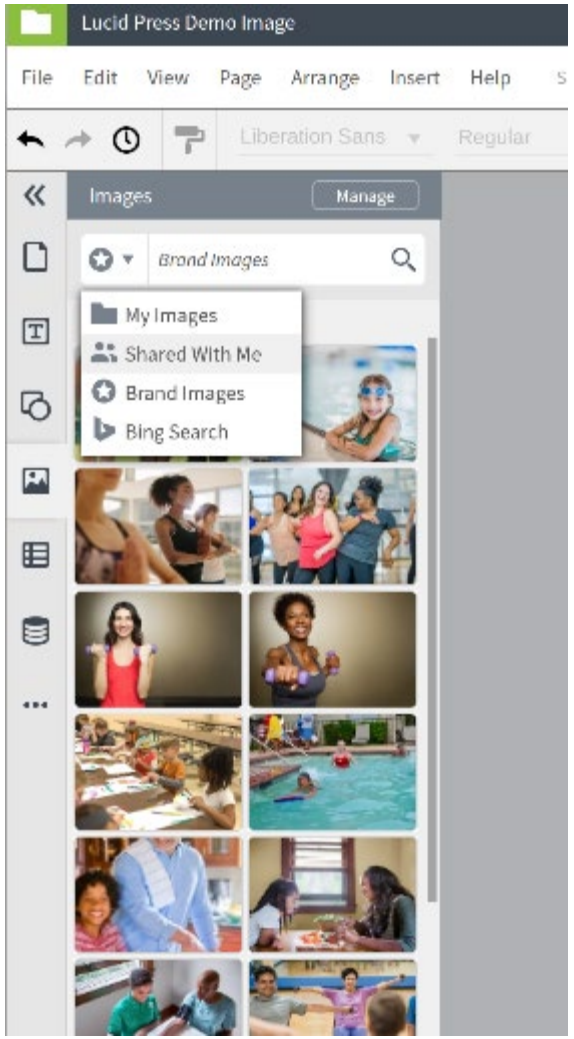
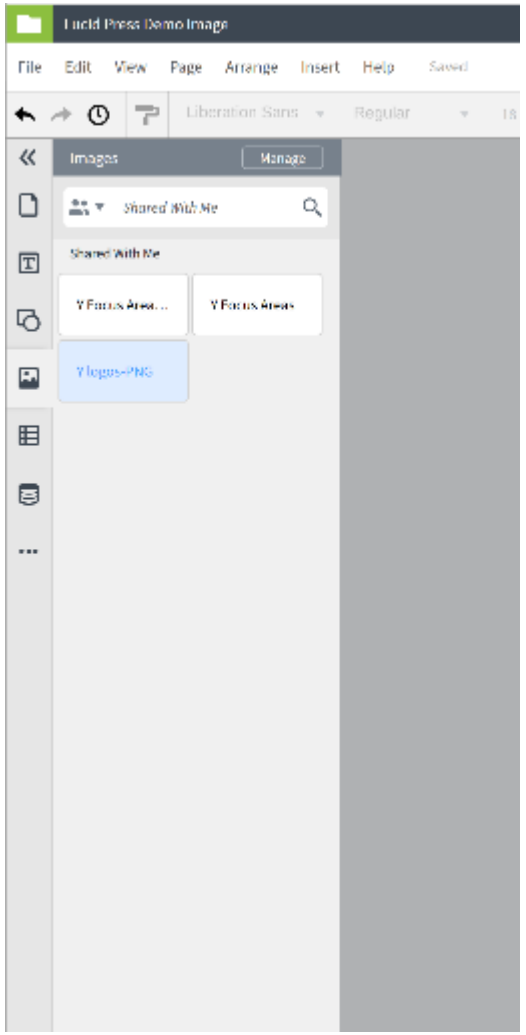
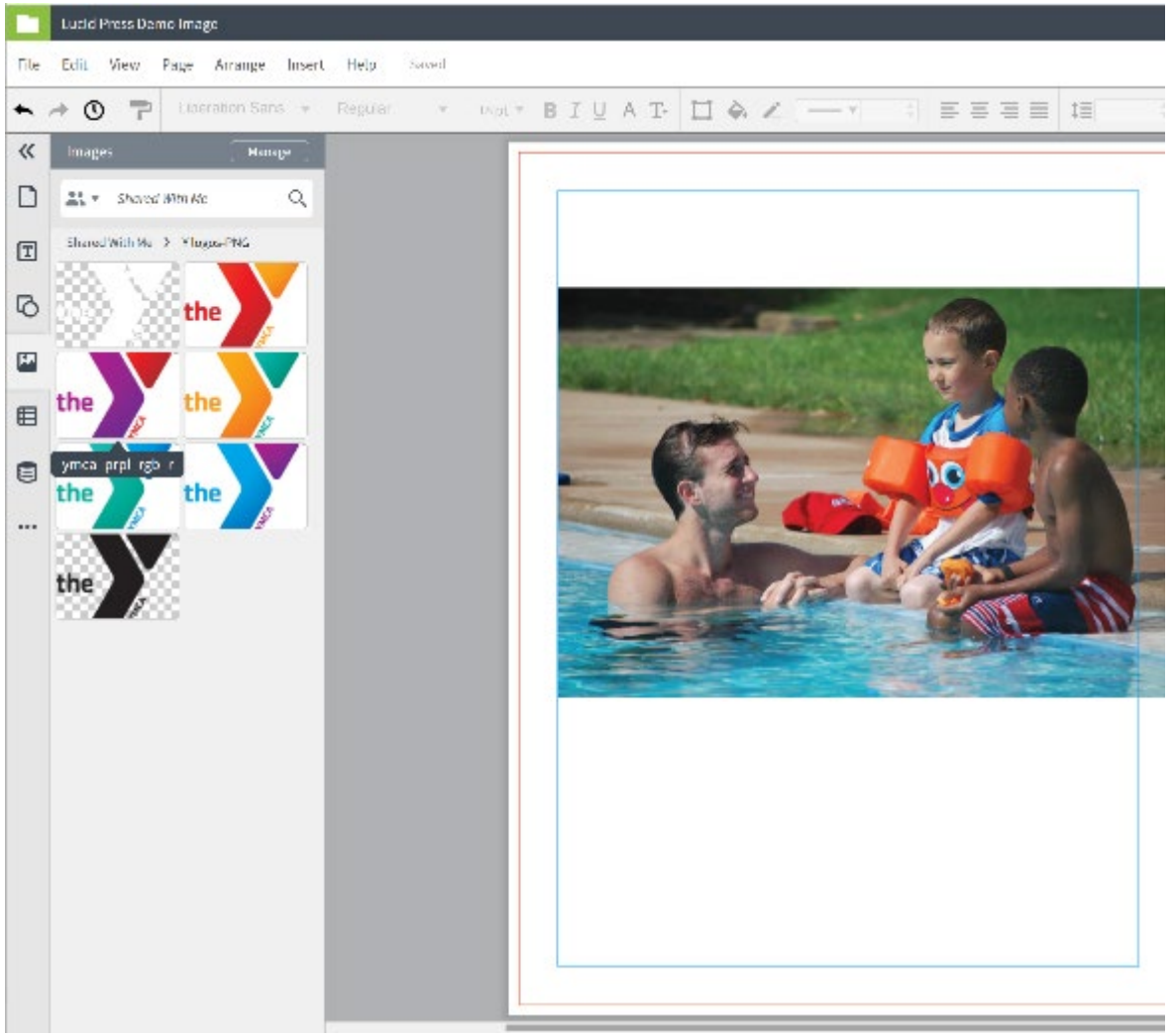
BRAND IMAGES & LOGOS







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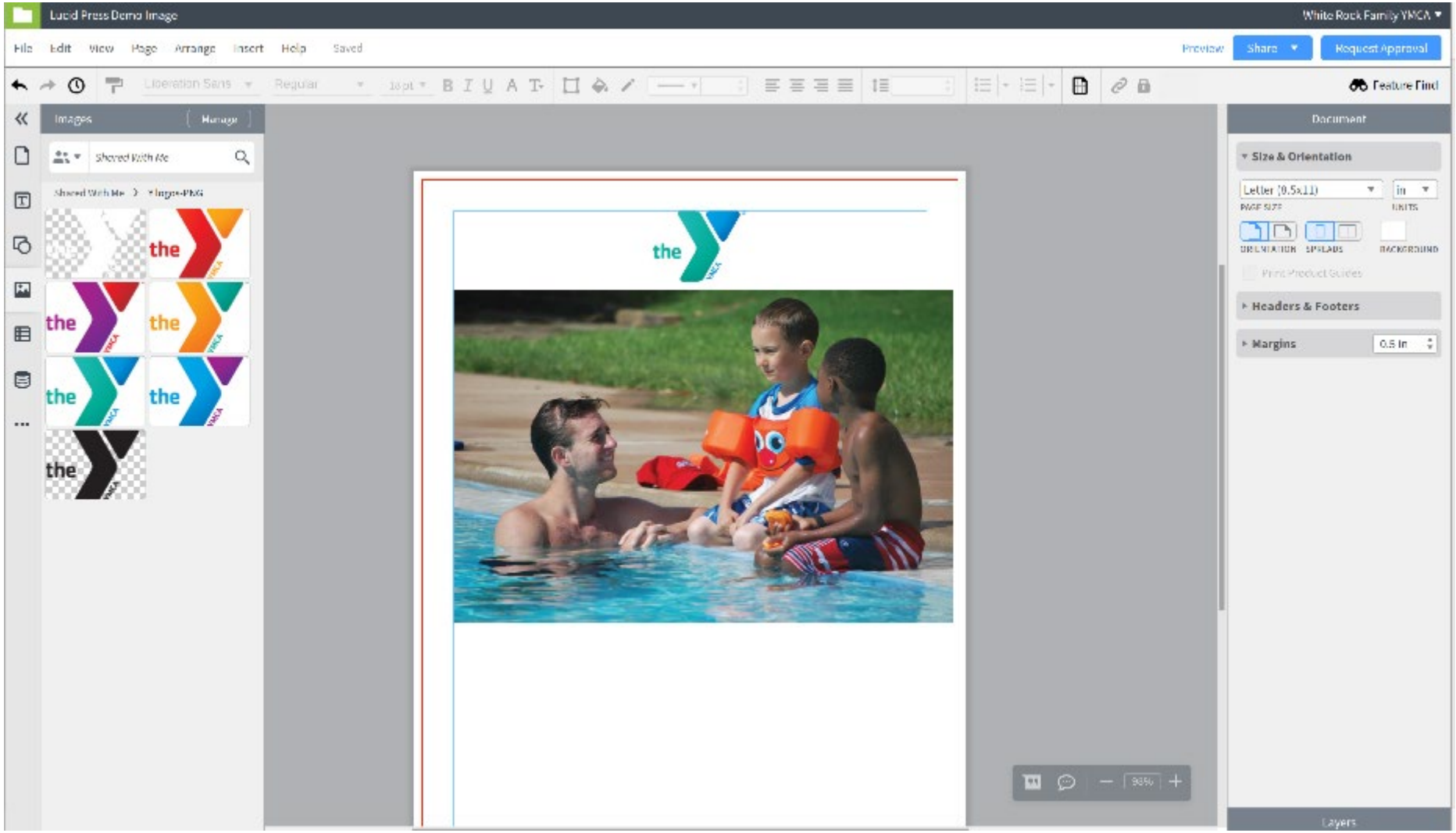
ADDING A LOGO



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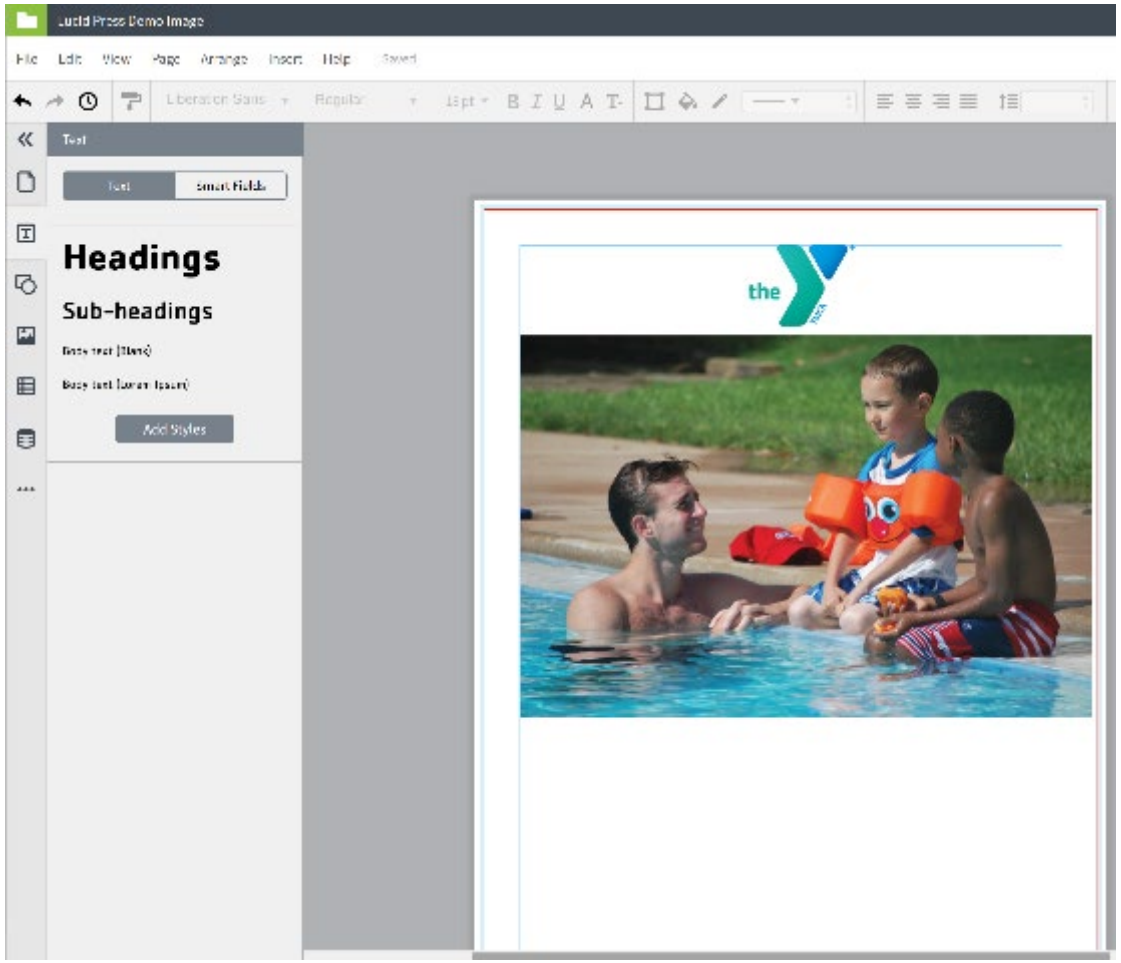
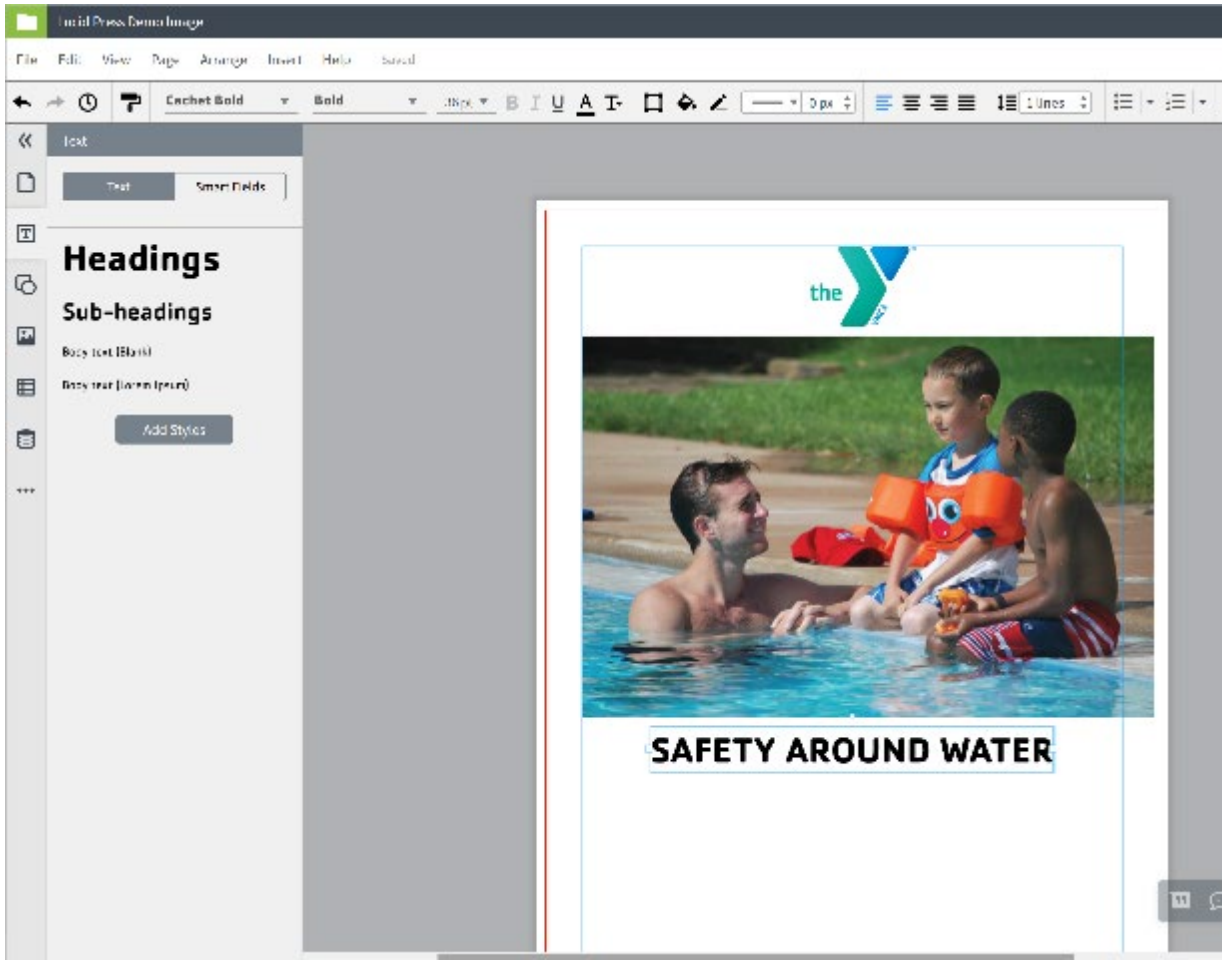
ADD TEXT





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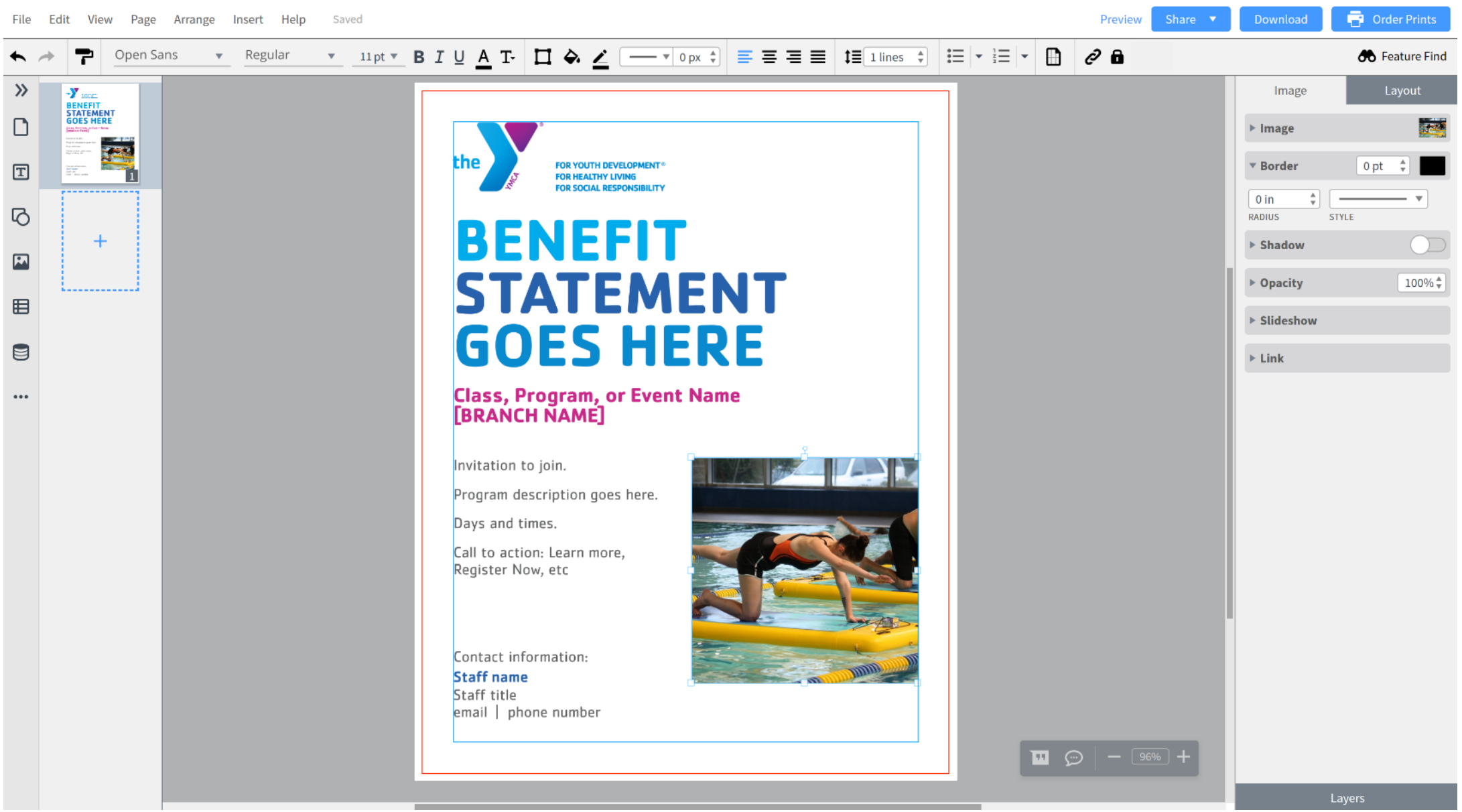
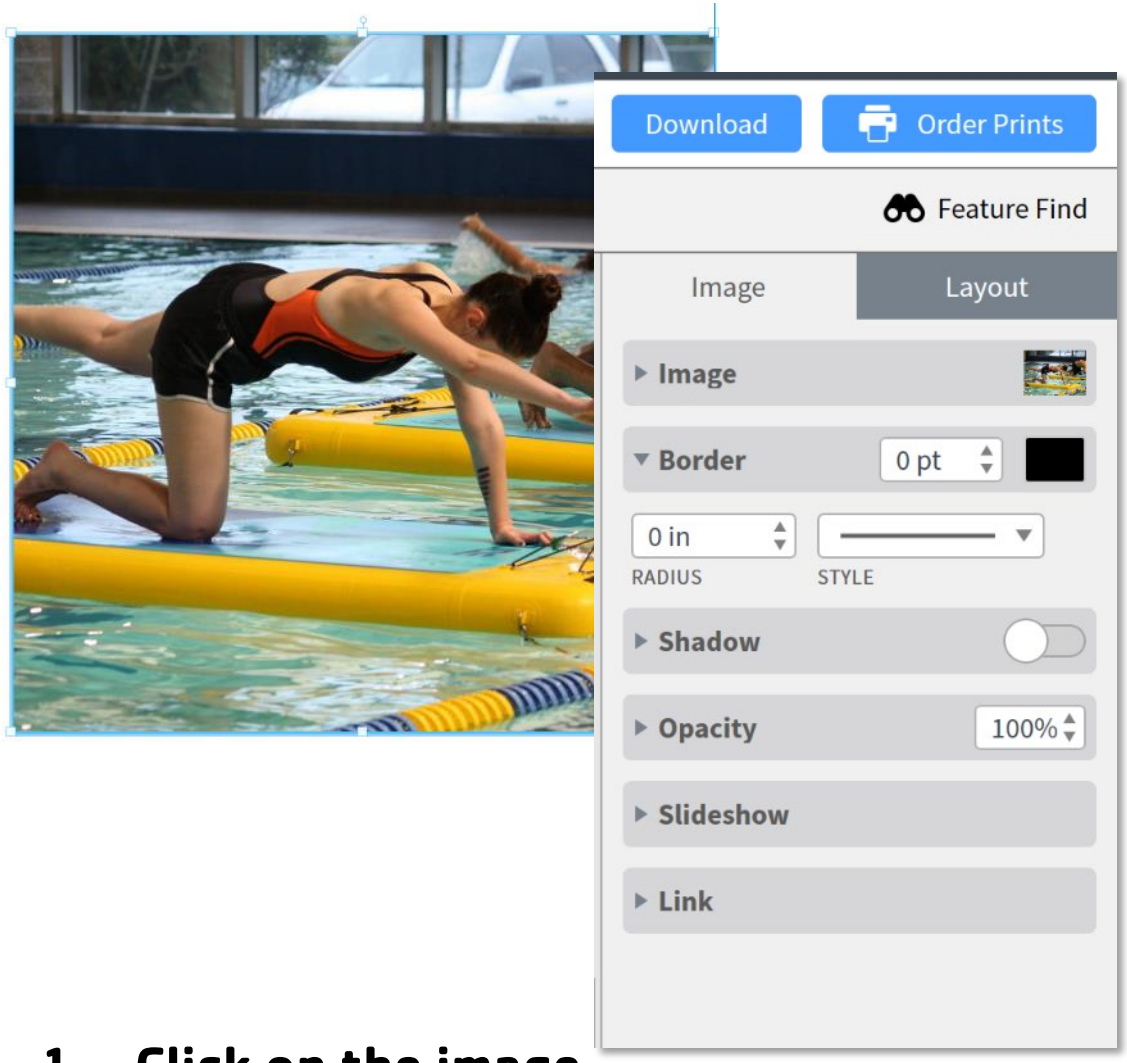
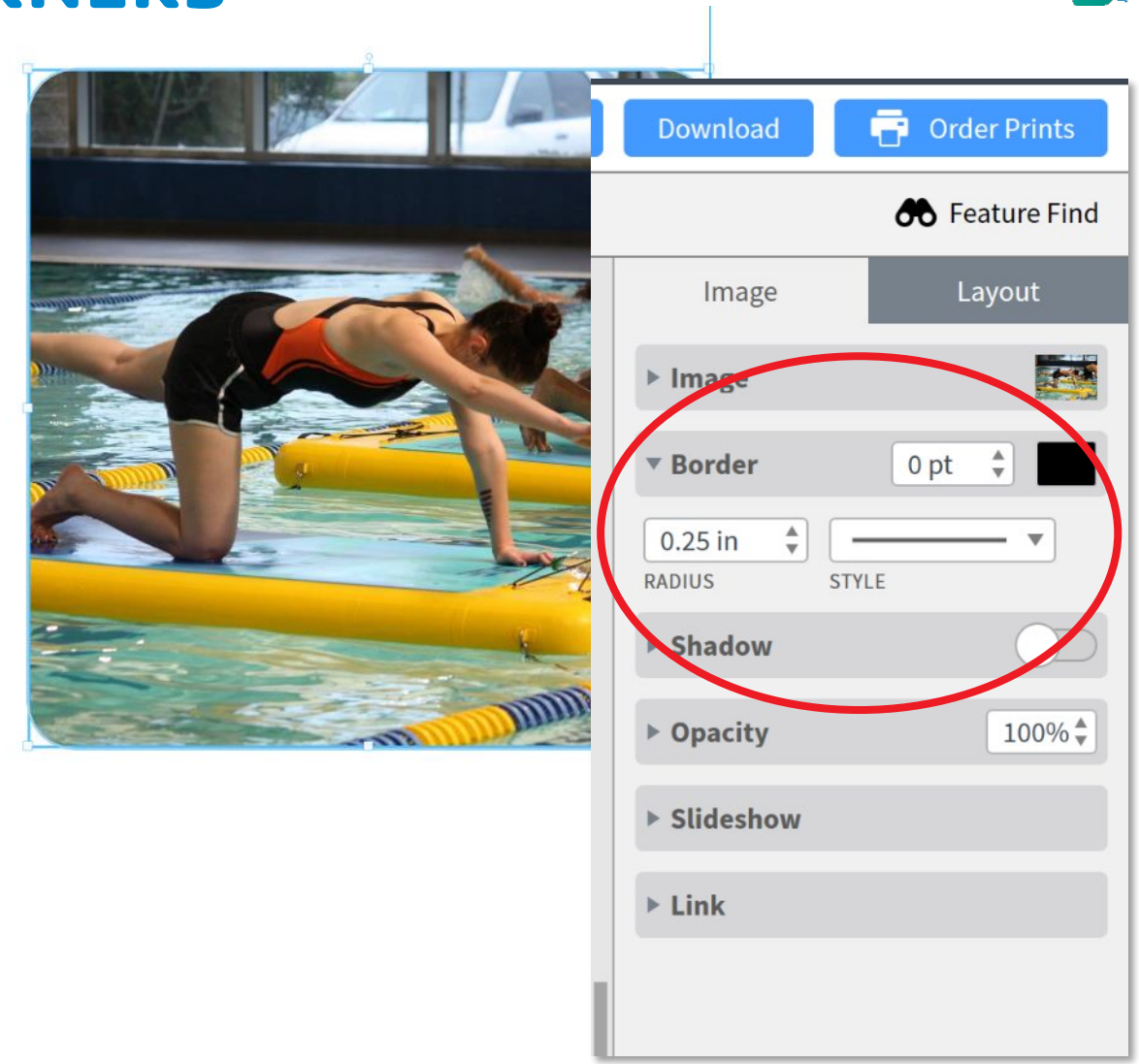
HOW TO MAKE ROUNDED CORNERS



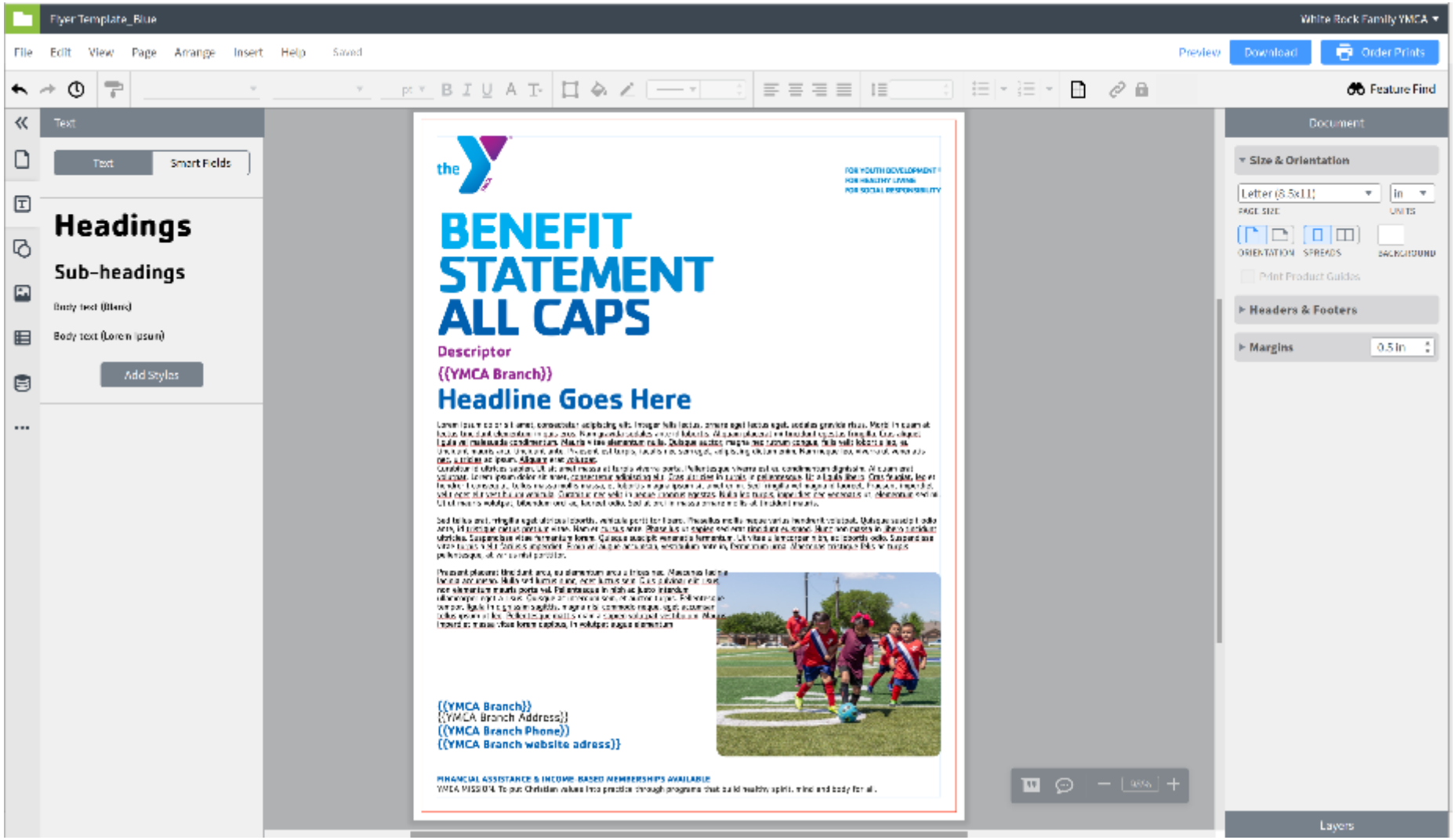
HOW TO MAKE ROUNDED CORNERS





1. Click on the image
2. Then go to Border and click up arrow to change radius.
3. This rounds the corners

PRE-BUILT TEMPLATES



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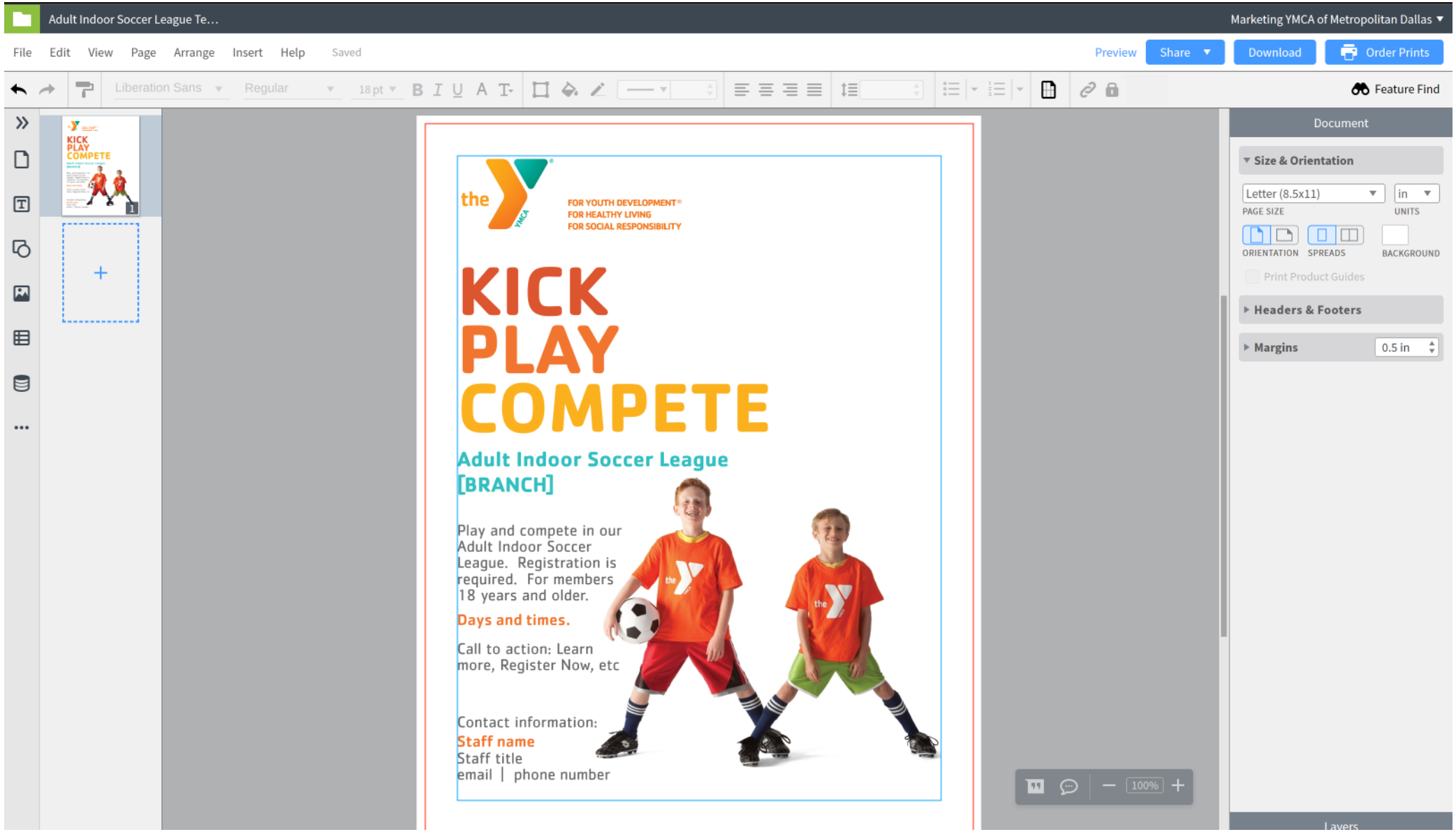
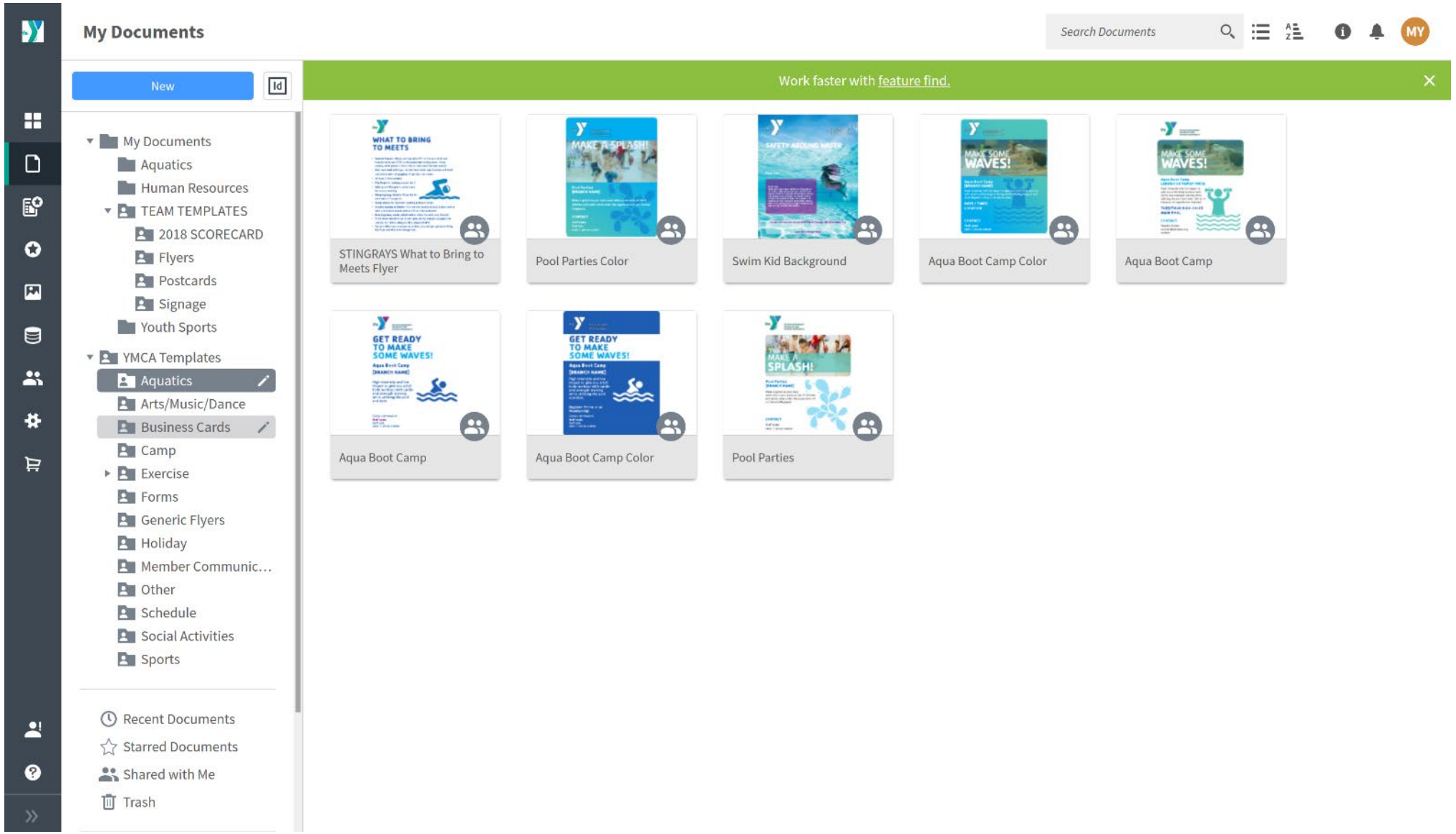
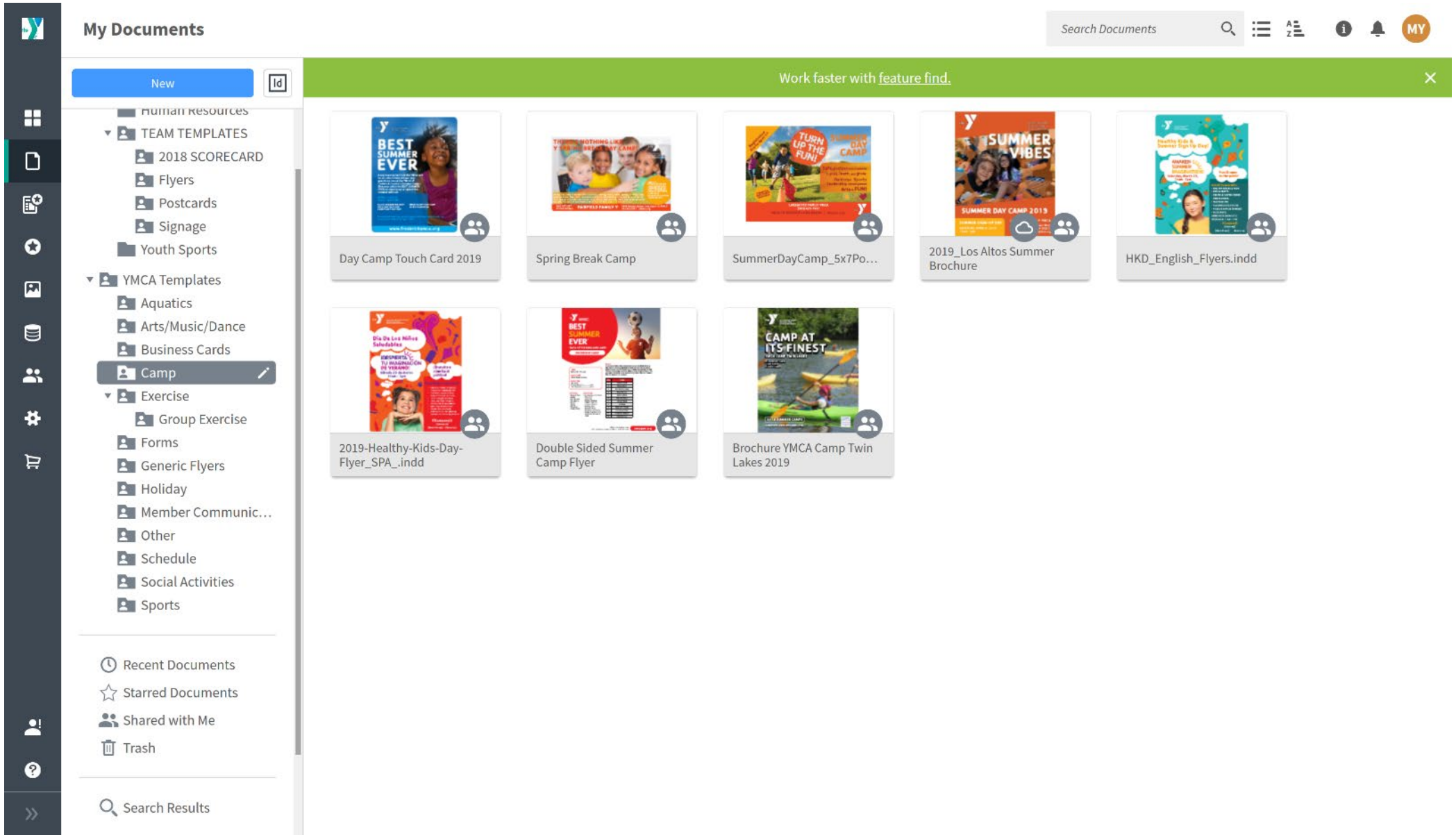
TEMPLATES – FLYERS THAT CAN BE CUSTOMIZED



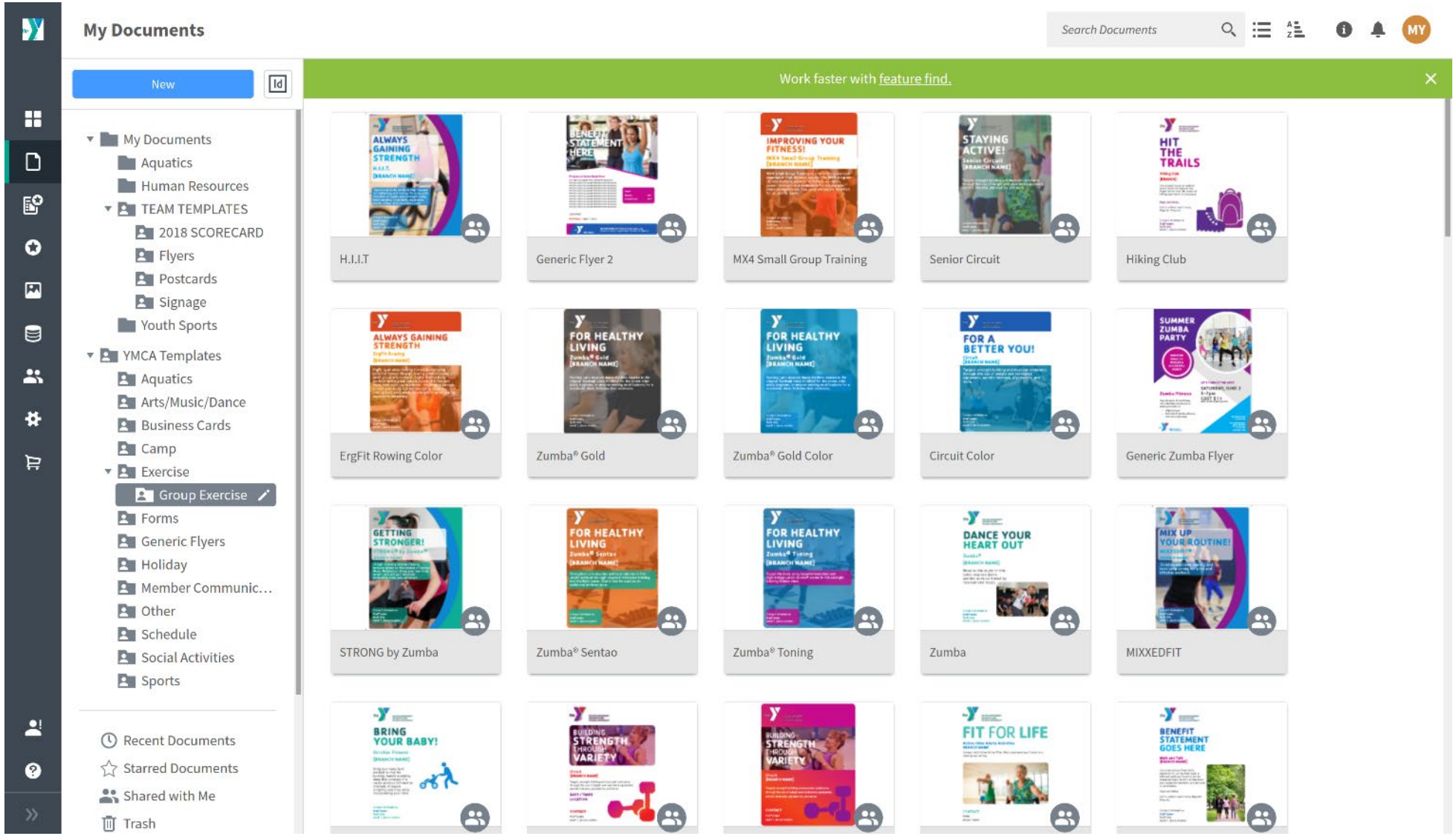
YMCA TEMPLATES – AQUATICS



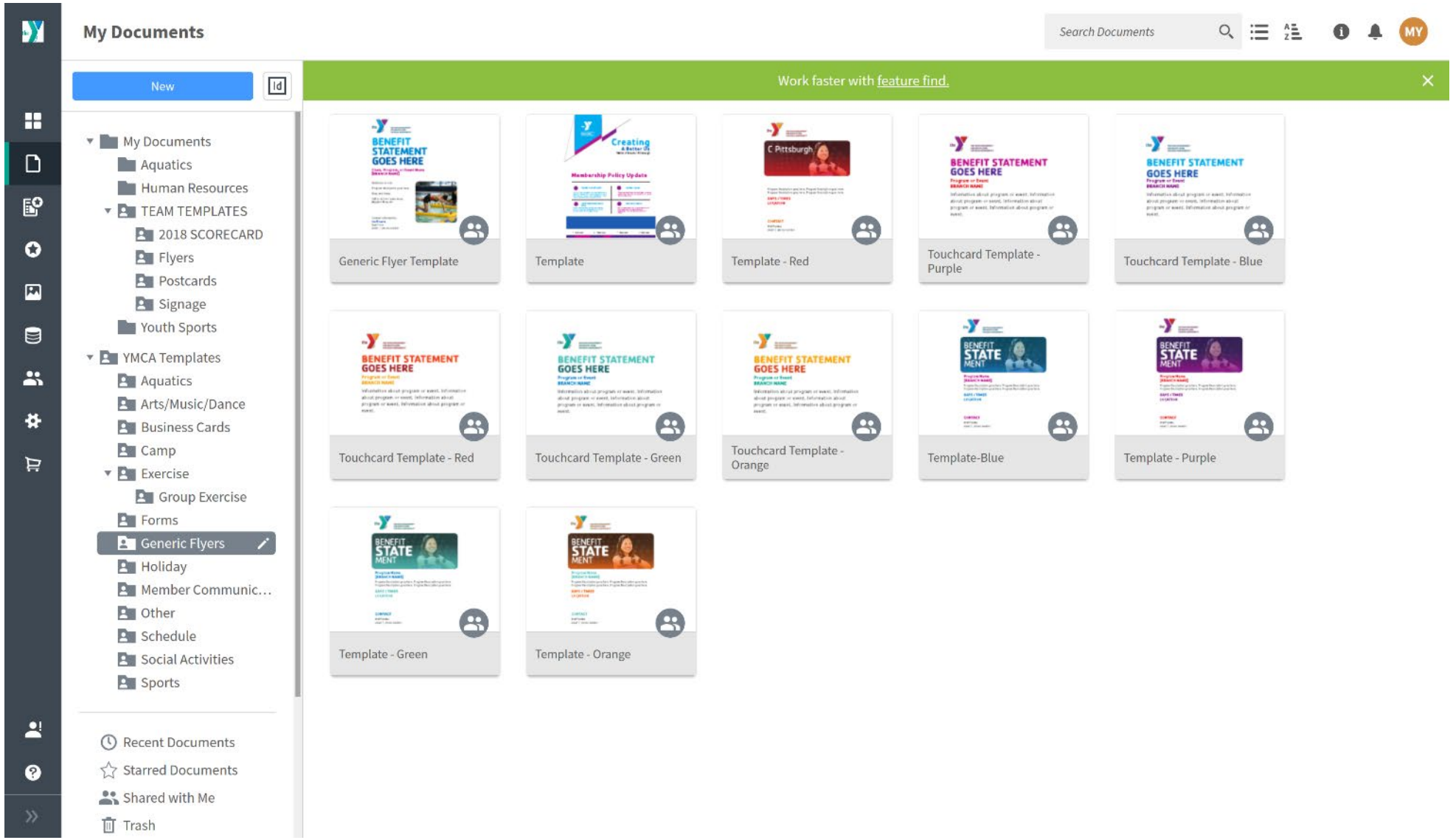
YMCA TEMPLATES – CAMPS



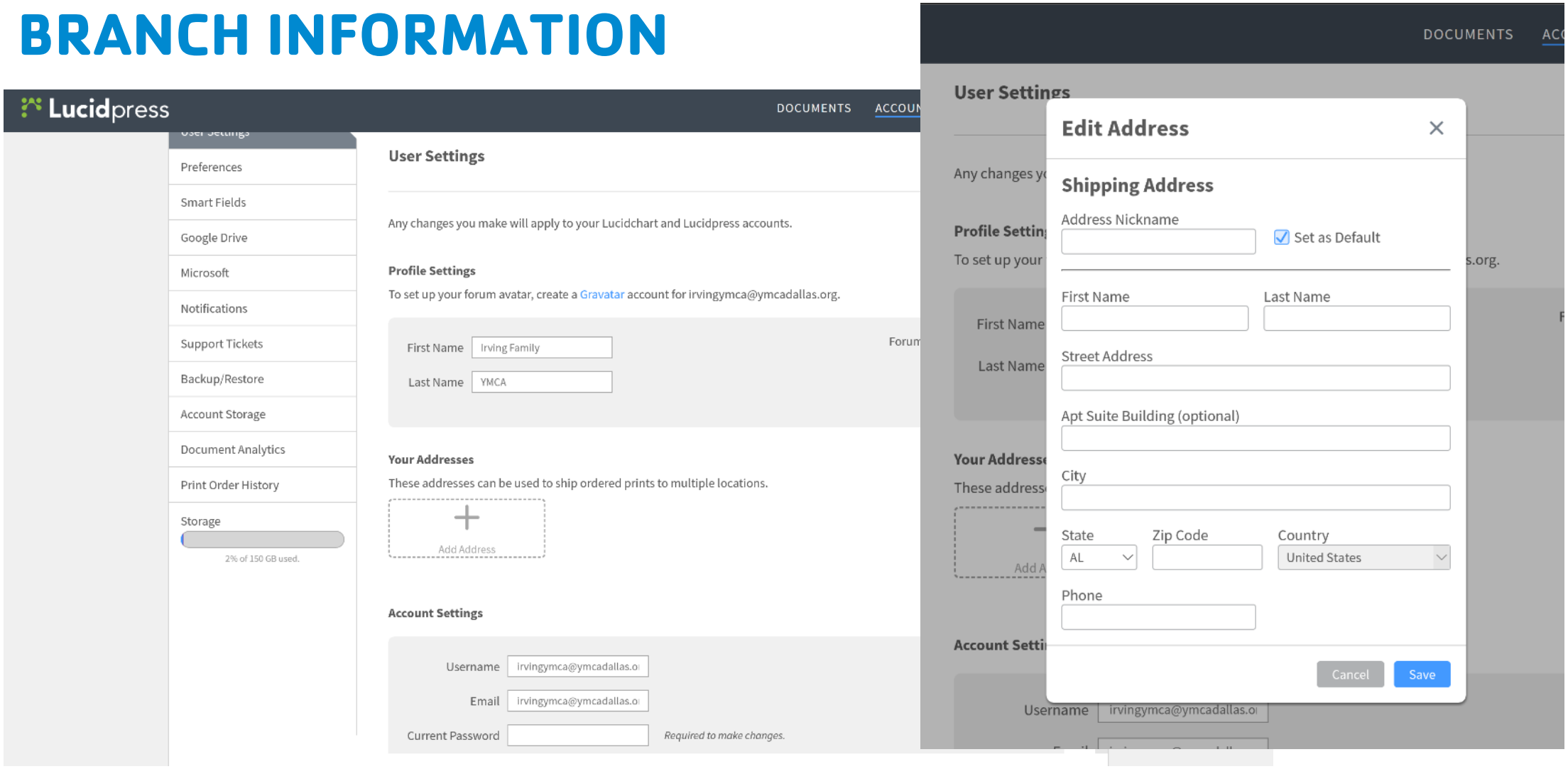
YMCA TEMPLATES – GROUP EXERCISE



YMCA TEMPLATES – GENERIC FLYERS



BRANCH INFORMATION



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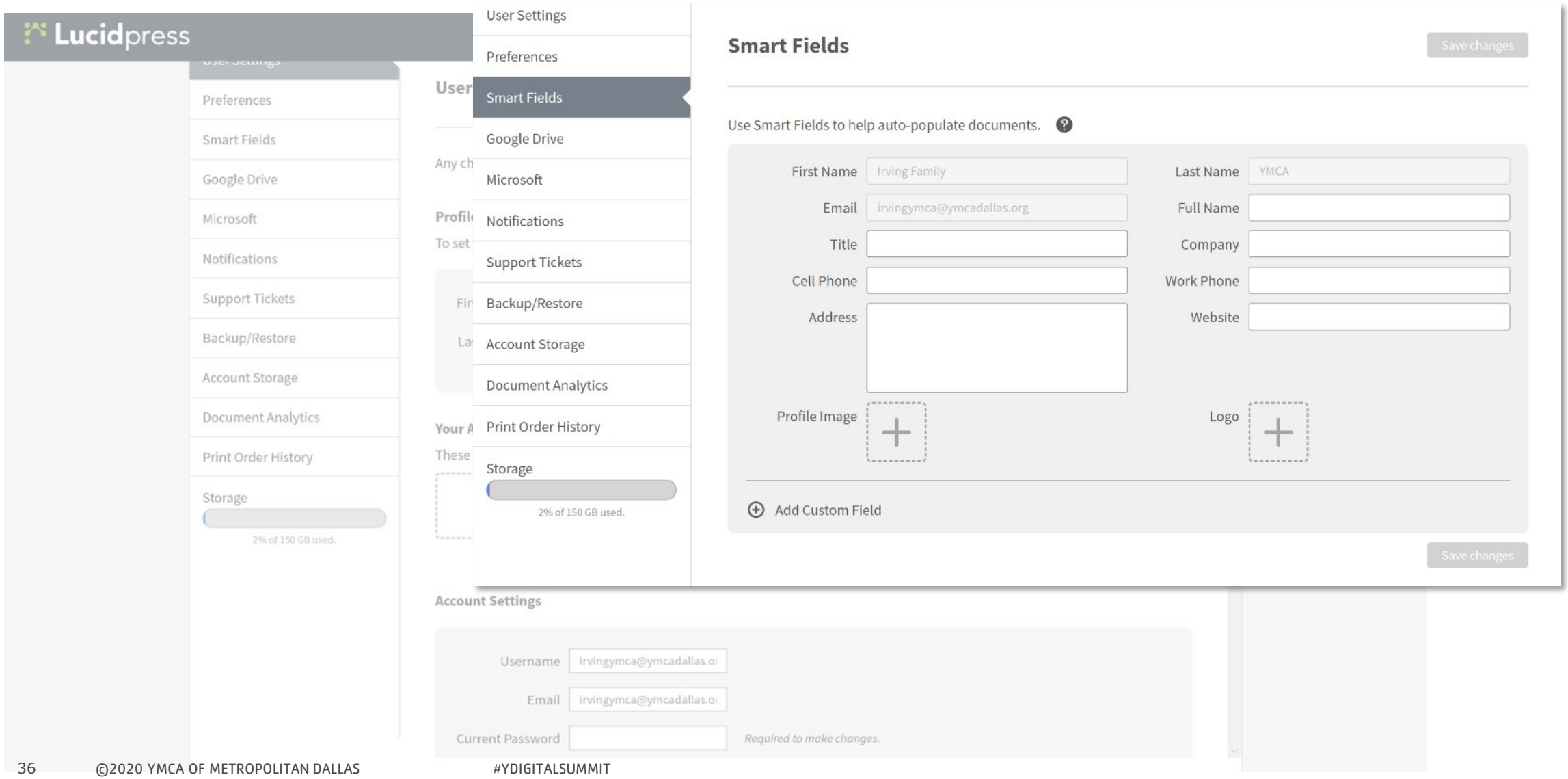
BRANCH INFORMATION



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COMMERCIAL PRINTING – COSTS

2 OPTIONS:

1. **Download high resolution PDF (300dpi)**
   a. Request to have printed and cost charged to branch
   b. Send to approved print vendor and pay costs directly
2. **Print directly through Lucid Press. Prices are pre-determined & set.**
   See prices at: https://www.lucidpress.com/pages/print

Product	Dimensions	Package Size	Price per pack	Options
A-Frame Sign	24x36	1	1+$22.75	With a stand+$117.00
Banner	24x60	1	1+$29.99	With a stand+$70.00
Banner	24x62	1	1+$29.99	With a stand+$70.00
Brochure Bifold	12x11	25	1+$36.50	Heavy paper, scored for folding$5.00
Envelopes	9.5x4.125	50	1+$13.00 5+$9.50	
Flyer	5.5x8.5	50	1+$15.99 2+$13.99 5+$11.99 10+$8.99 20+$6.99	
Flyer	5.5x8.5	50	1+$17.99	

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QUESTIONS?

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THANK YOU!!!!

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