



# BRANDING OVERVIEW

## YFC Logos and Icons

Location-specific logos can be created through the Logo Generator in Storefront. Login at [yf.cx/storefront](http://yf.cx/storefront).



Youth For Christ Stacked  
Without Tagline



Youth For Christ Horizontal  
Without Tagline



Youth For Christ  
Icon



Youth For Christ Stacked  
With Tagline



Youth For Christ Horizontal  
With Tagline



Youth For Christ  
Hanging Icon\*

\*Hanging Icon  
is specifically for  
upper left corner.

## YFC USA Colors

YFC Red	PROCESS	C0 M85 Y100 K4
	SCREEN	R209 G65 B36
	WEB	HEX #d14124
	PANTONE	PMS 7597

YFC Black	PROCESS	C100 M79 Y44 K93
	SCREEN	R16 G24 B32
	WEB	HEX #101820
	PANTONE	PMS Black 6

YFC Grey	PROCESS	C30 M20 Y19 K58
	SCREEN	R112 G115 B114
	WEB	HEX #707372
	PANTONE	PMS 424

# YFC Fonts

PRIMARY FONT: AVENIR NEXT

## Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## Avenir Next Medium

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

## Avenir Next Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

SECONDARY FONT: STEELFISH\*

## STEELFISH

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

\*Steelfish is a limited-use supplemental typeface that pairs well with Avenir Next. Because of its extremely condensed set width, Steelfish should only be used at larger sizes for things like a location or label.

*Visit [yfc.net/branding](http://yfc.net/branding) to download fonts, logos and other resources*

# YFC Imagery and Graphics

## What makes a good YFC photo?

**It's good quality.** Not everyone is a professional photographer, but even smart phones are now equipped to take high-quality photos. Avoid using blurry or low-resolution images.

**It highlights the mission and passion of YFC.** Photos featured on social media, your website or on print pieces should be ministry-specific and centered on the mission of Youth For Christ. When you can, feature photos of YFC kids and/or volunteers.

## What about graphics and other designs?

YFC-branded graphics are a great way to share quotes, scripture, or promote events. Words should be used minimally when designing graphics to avoid distracting or overcrowding the image.

All YFC materials should be in Avenir Next font and primarily feature our brand colors. When designing, keep in mind the visual identity of the Youth For Christ brand, which is bold colors and feature photos.

*If you have questions about branding, contact [marketingservices@yfc.net](mailto:marketingservices@yfc.net)*

