



BOYS & GIRLS CLUBS  
OF AMERICA

# BRANDING GUIDELINES

Marketing@BGCA.org  
MAY 2016

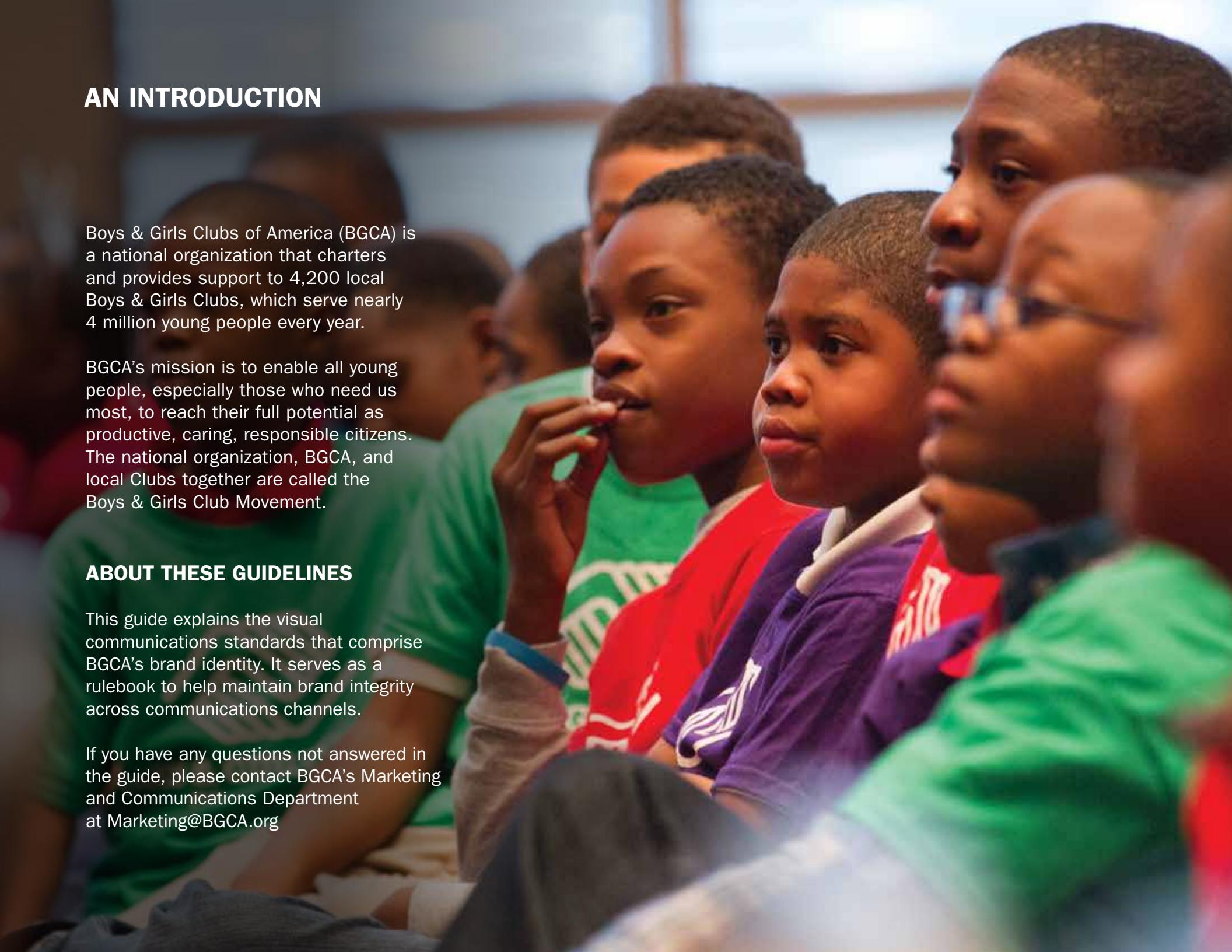


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*This is a living document that will be updated as needed. Last updated May 2016.*

## AN INTRODUCTION



Boys & Girls Clubs of America (BGCA) is a national organization that charters and provides support to 4,200 local Boys & Girls Clubs, which serve nearly 4 million young people every year.

BGCA's mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. The national organization, BGCA, and local Clubs together are called the Boys & Girls Club Movement.

## ABOUT THESE GUIDELINES

This guide explains the visual communications standards that comprise BGCA's brand identity. It serves as a rulebook to help maintain brand integrity across communications channels.

If you have any questions not answered in the guide, please contact BGCA's Marketing and Communications Department at [Marketing@BGCA.org](mailto:Marketing@BGCA.org)



# NATIONAL LOGOS

## OUR NATIONAL LOGO

Boys & Girls Clubs of America's logo was created by the well-known graphic designer, Saul Bass.

Our logo is the simplest expression of BGCA's brand. It consists of two elements.

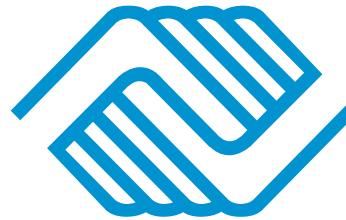
### THE CLASPED HANDS SYMBOL

Represents the guiding hands that Boys & Girls Clubs extend to youth.

### THE LOGOTYPE

A customized typeface created for BGCA. It must always be reproduced from artwork provided by BGCA's Marketing Department or Marketing.BGCA.org. The BGCA logotype is not available for purchase or download and cannot be altered in anyway.

There are two approved configurations of the logo: the vertical and horizontal. The clasped hands symbol and logotype should NEVER be separated without prior approval from BGCA's Marketing Department. Exceptions include in digital when the area is small. For customizing Club logos while conforming to brand standards, refer to the Local Logos section on page 21.



**BOYS & GIRLS CLUBS  
OF AMERICA**

Vertical Version

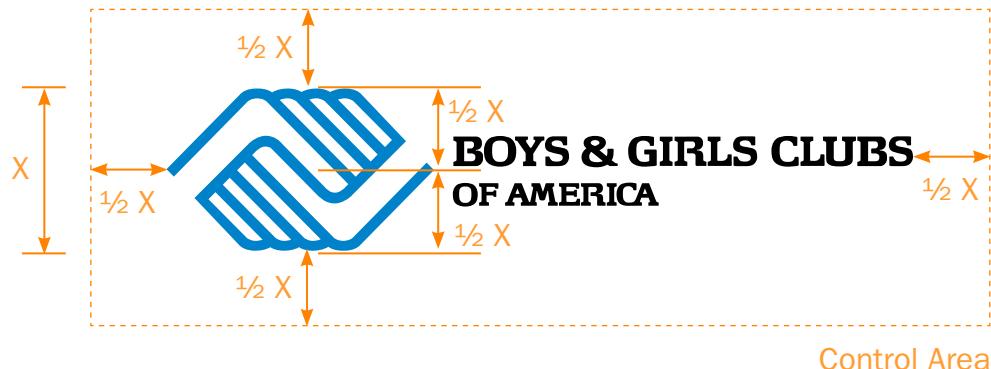
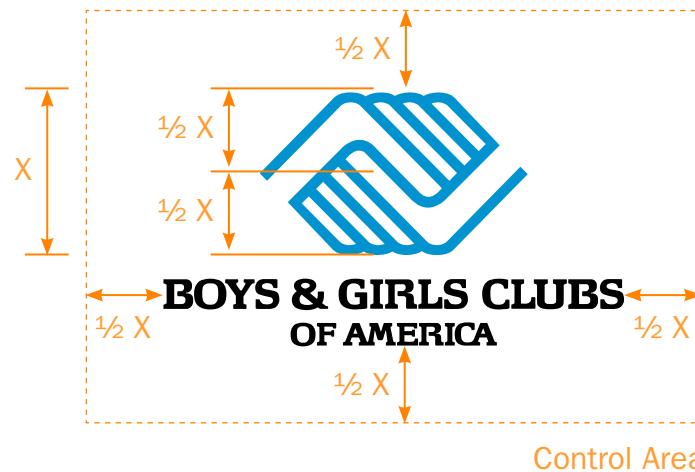


**BOYS & GIRLS CLUBS  
OF AMERICA**

Horizontal Version

## LOGO CONTROL AREA

The Control Area is the space that must always surround the logo to make sure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the hands symbol. Nothing should encroach within this area.



## STAGING THE LOGO

The Control Area (see previous page) ensures that the logo is easily seen. In addition, the logotype is never used within text, either with or without the hands symbol. When the name “Boys & Girls Clubs,” or any of its variations, is used in printed text, it is the same type as the rest of the text.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Boys & Girls Clubs of America sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, vene natis vitae, justo. Nullam dictum felis eu



Proper Staging

~~Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo. BOYS & GIRLS CLUBS OF AMERICA enean massa. Mor sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus.~~



Improper Staging

## STAGING THE LOGO CONTINUED



Staged with another logo



Staged with another logo

## APPROVED LOGOS

Standard colors for the Boys & Girls Club logo are Boys & Girls Club Pantone Process Blue for the hands symbol and black for the logotype. The configuration can also be used in all black or reversed to white for on dark backgrounds. A logo in all Pantone Process Blue is acceptable when limited to one color print projects.



**BOYS & GIRLS CLUBS  
OF AMERICA**

Vertical Two-Color Version



**BOYS & GIRLS CLUBS  
OF AMERICA**

Horizontal Two-Color Version



**BOYS & GIRLS CLUBS  
OF AMERICA**

Vertical One-Color Version



**BOYS & GIRLS CLUBS  
OF AMERICA**

Horizontal One-Color Version



**BOYS & GIRLS CLUBS  
OF AMERICA**

Vertical One-Color Version



**BOYS & GIRLS CLUBS  
OF AMERICA**

Horizontal One-Color Version

## MINIMUM LOGO SIZES

To maintain readability, it is imperative the logo doesn't get too small. For print, do not make smaller than  $\frac{3}{4}$  inch wide for the vertical version and  $1\frac{1}{4}$  inch wide for the horizontal version.

For web, do not make it smaller than 200 pixels wide for the vertical version and 330 pixels wide for the horizontal version.



$\frac{3}{4}$  in  
200 px



Minimum Vertical Version

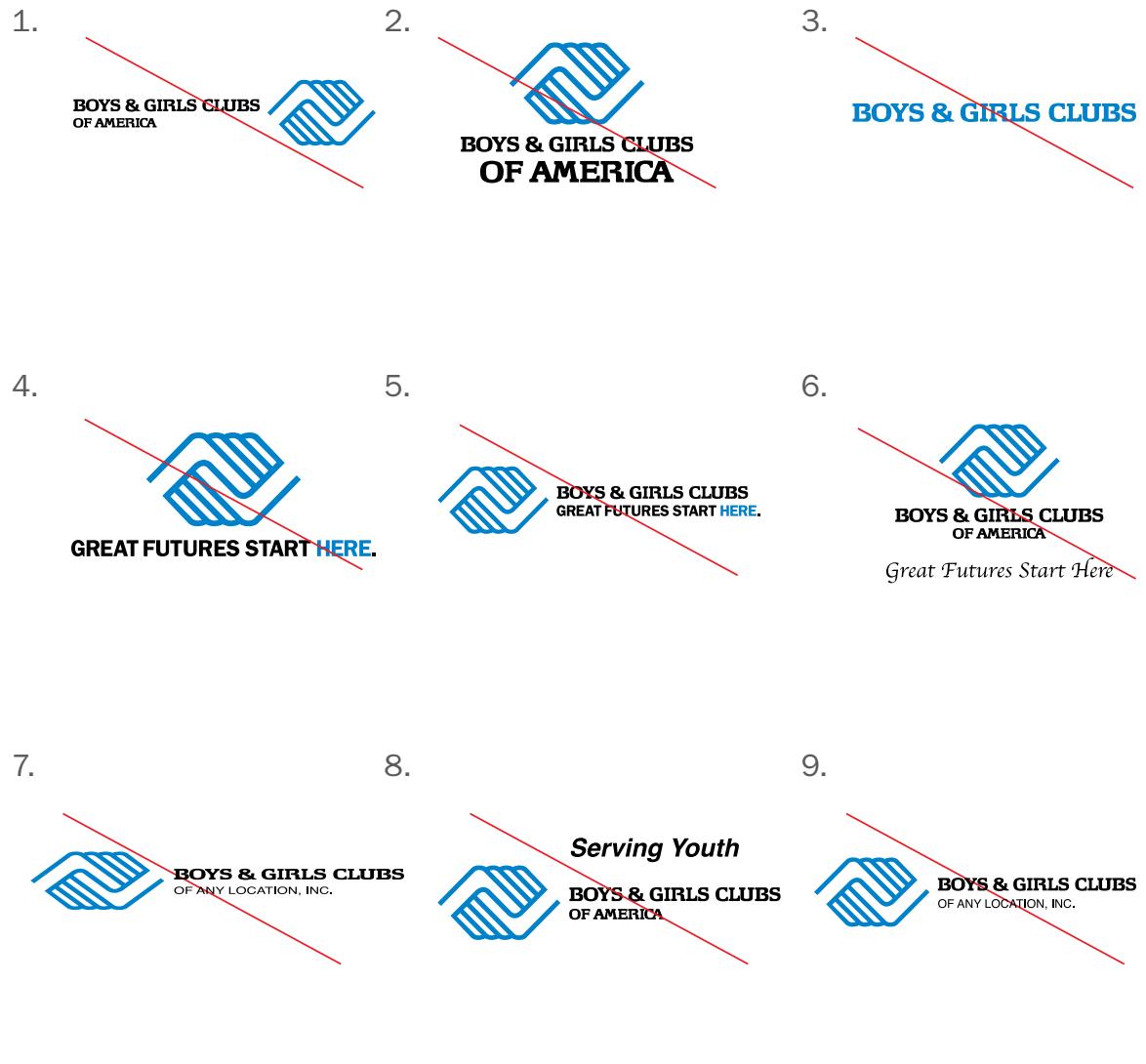
$1\frac{1}{4}$  in  
330 px



Minimum Horizontal Version

# IMPROPER USAGE OF LOGO

1. **Do not** rearrange the logo in any configuration.
2. **Do not** change the size relationship of the elements within the logo.
3. **Do not** use the logotype without the hands symbol, or the hands symbol alone. *Exception for jewelry and web elements with approval from Marketing.*
4. **Do not** pair the hands symbol with the positioning statement tagline alone.
5. **Do not** place the positioning statement, or any other text or graphic element within the Control Area, except as specified in Great Futures Start Here tagline.
6. **Do not** alter typeface for the positioning statement/tagline.
7. **Do not** stretch logo in any way.
8. **Do not** use another phrase in place of the positioning statement/tagline.
9. **Do not** use legal name as part of location name. "Inc." is not necessary in the logo.



## IMPROPER USAGE OF LOGO CONTINUED

10. **Do not** have the logo smaller than our minimum size for web or print.

10.



11. **Do not** alter the colors of the logo.

11.



BOYS & GIRLS CLUBS  
OF AMERICA

12. **Do not** fill any part of the logo with a color or image.

12.



BOYS & GIRLS CLUBS  
OF AMERICA

13. **Do not** use unapproved colors of the logo.

13.



BOYS & GIRLS CLUBS  
OF AMERICA

14. **Do not** place logo over a busy or distracting background, or one that offers poor contrast to the logo.

14.



15. **Do not** outline the logo.

15.



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OF AMERICA

16. **Do not** place logo on an angle.

16.



BOYS & GIRLS CLUBS  
OF AMERICA

17. **Do not** surround part of the configuration with panels and shapes. They distract from the power and integrity of the logo.

17.



BOYS & GIRLS CLUBS  
OF AMERICA

18. **Do not** reverse only part of the logo.

18.



## GREAT FUTURES LOGO LOCK-UP

Boys & Girls Clubs of America's tagline is Great Futures Start Here. It can be used with both the vertical and horizontal configuration.

The tagline is positioned above the logo with the "Great Futures Start" portion in black and word "Here" in Pantone Process Blue, period in black. The spacing between the tagline and the logo is the height of the hands symbol (x), with the standard Control Area of x surrounding the combined unit of logo and tagline.

The lock-up (tagline and BGCA logo) may also be used in all black or reversed to all white.

**GREAT FUTURES START HERE.**



**BOYS & GIRLS CLUBS  
OF AMERICA**

Vertical Version

**GREAT FUTURES START HERE.**



**BOYS & GIRLS CLUBS  
OF AMERICA**

Horizontal Version

# GREAT FUTURES LOGO VARIATIONS

Standard colors for the Great Futures logo lock-up are Boys & Girls Club Pantone Process Blue for “Here” and the hands symbol plus black for “Great Futures Start” and the logotype. The configuration can also be used in all black or reversed to white for on dark backgrounds. A logo in all Pantone Process Blue is acceptable when limited to one color print projects.

**GREAT FUTURES START HERE.**



Two-Color Vertical

**GREAT FUTURES START HERE.**



Two-Color Horizontal

**GREAT FUTURES START HERE.**



One-Color Vertical

**GREAT FUTURES START HERE.**



One-Color Horizontal

**GREAT FUTURES START HERE.**



Reversed Vertical

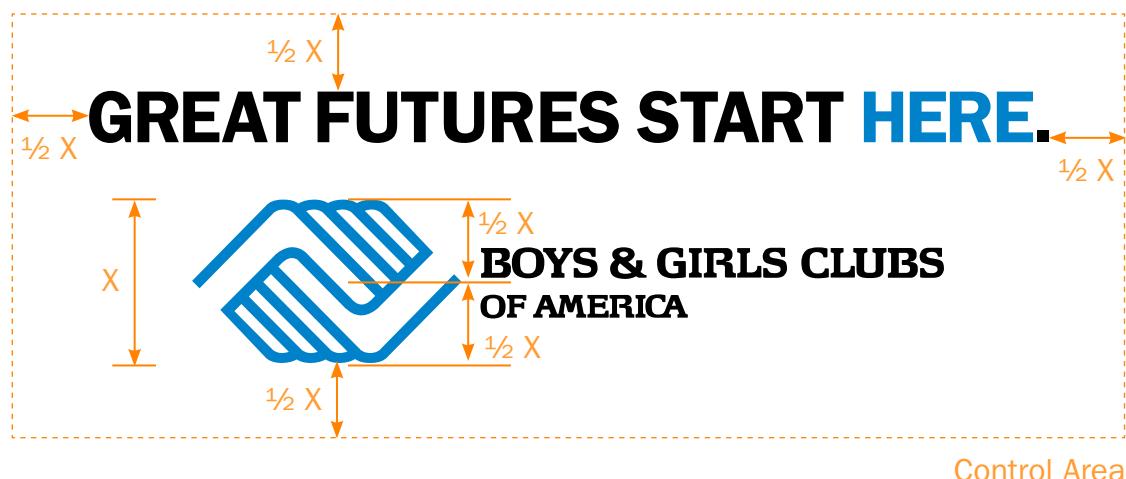
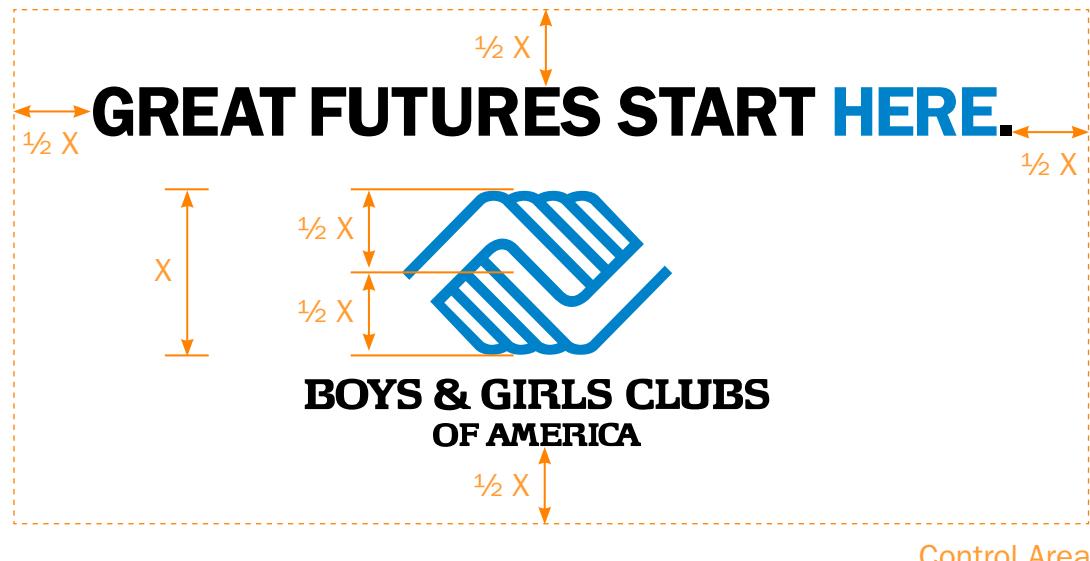
**GREAT FUTURES START HERE.**



Reversed Horizontal

## GREAT FUTURES LOCK-UP CONTROL AREA

The Control Area is the space that must always surround the lock-up to make sure it is easily visible. This area, measured from the outermost edges of the lock-up, is equal to half the height of the hands symbol. Nothing should encroach within this area.



## THE BLUE DOOR

The Blue Door is a visual representation of the great futures for America's youth that lie behind every Boys & Girls Club door, especially for those who need us most.

The Blue Door represents opportunity. It is not only the door to a Club, it is the door to a great future.

With this in mind, it is imperative that we maintain graphic standards in regards to the Blue Door. The Blue Door image artwork is available in a Photoshop PSD file available on Marketing.BGCA.org and should only be used by trained graphic designers who can correctly manipulate the artwork while adhering to the following guidelines as well as all BGCA Graphic Standards.

There are two versions of the Blue Door: the closed door and the open door. When the door is used by itself, without any other graphics, the height of the middle panel equals the control area around the frame of the blue. Use the open door version if accompanied by the BGCA logo as the open door logo is harder to read when it is not accompanied by our logo elsewhere.



## THE BLUE DOOR CONTINUED

When the open Blue Door is to the left of the logo lock-up, the Great Futures Start Here tagline should line up with the top right corner of the door. The distance from the door to the leading edge of “GREAT” should equal the width of the “H.”



When the open Blue Door is placed to the right of the logo lock-up, the Great Futures Start Here tagline should line up with the top left corner of the door. The distance from the door to the leading edge of the “period” should equal the width of the “H.”



## THE CLUB

In 2005, Boys & Girls Clubs of America introduced “The CLUB”— a brand specifically designed for teens (12-18). Teens currently see themselves as young adults rather than “boys” and “girls.” With this in mind, Teen Centers within local Clubs are branded The CLUB and allow for a different experience more focused on teens.

The CLUB logo is a fun, modern take on the Boys & Girls Clubs logo. There are three versions of The CLUB logo:

1. Base The CLUB logo
2. MyClubMyLife.com logo, which is a BGCA website specifically for teen members and non-members to share their Club Experience
3. Teen Center logo that can be used by local Clubs for their Teen Centers



Base Logo



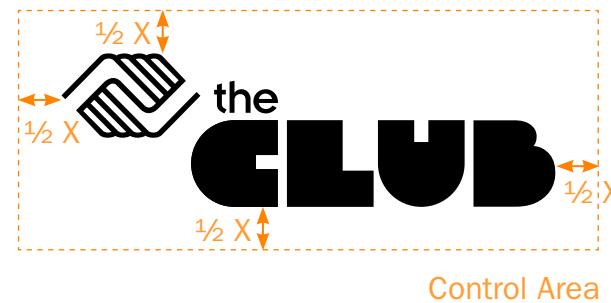
MyClubMyLife.com



Teen Center Signage

## THE CLUB LOGO CONTROL AREA

The Control Area is the space that must always surround the logo to make sure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the hands symbol. Nothing should encroach within this area.

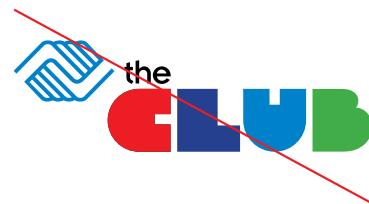


## THE CLUB APPROVED LOGOS

The CLUB logo may appear in solid black, reversed white or Process Blue. “The CLUB” and the clasped hands symbol should be one solid color with significant contrast to the background. Do not change the logo in any way.



### UNACCEPTABLE EXAMPLES OF LOGO USAGE





# LOCAL LOGOS

## LOCAL CLUB LOGO SINGULAR

The same rules that apply to the national logo apply to logos for local Clubs. Local Club logos consist of the same clasped hands symbol and logotype as the national logo; the name of the Club on the second and third lines is customizable. The font on the second and third lines is Arial Bold.

Local logo options are available in both singular and plural variations (Club and Clubs) in the standard vertical and horizontal configurations. They can be customized down to the unit name using the local Club logo builder available at Marketing.BGCA.org.

Horizontal Version



Vertical Version



## LOCAL CLUB LOGO PLURAL

The same rules that apply to the national logo apply to logos for local Clubs. Local Club logos consist of the same clasped hands symbol and logotype as the national logo; the name of the Club on the second and third lines is customizable. The font on the second and third lines is Arial Bold.

Local logo options are available in both singular and plural variations (Club and Clubs) in the standard vertical and horizontal configurations. They can be customized down to the unit name using the local Club logo builder available at Marketing.BGCA.org.

Horizontal Versions

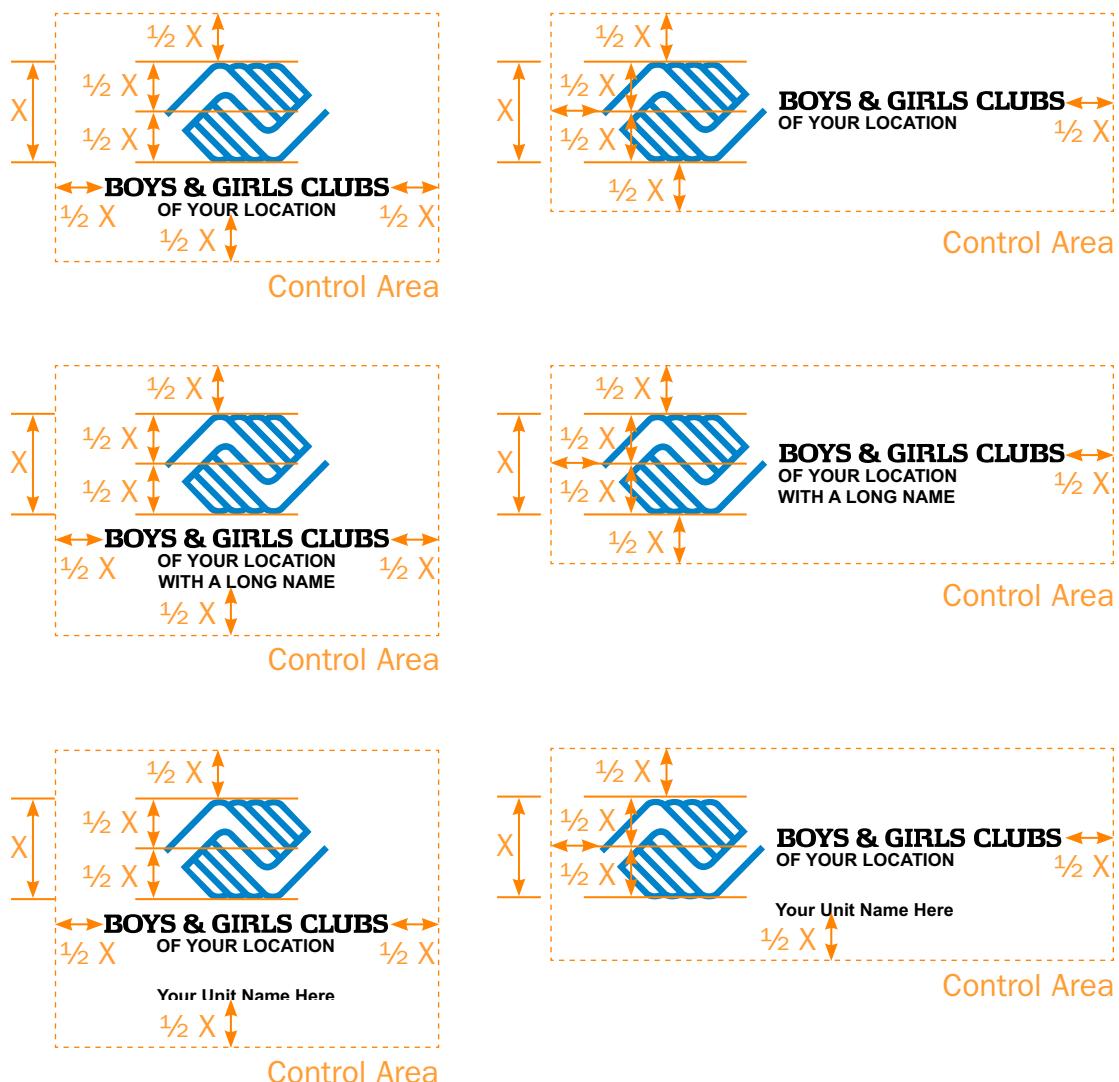


Vertical Versions



## LOGO CONTROL AREA

The control area is the space that must always surround the logo to make sure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the hands symbol. Nothing should encroach within this area.



## APPROVED LOCAL CLUB LOGOS

Standard colors for the Boys & Girls Club logo are Boys & Girls Club Pantone Process Blue for the hands symbol and black for the logotype. The configuration can also be used in all black or reversed to white on dark backgrounds. A logo in all Pantone Process Blue is acceptable when limited to one color print projects.

The same rules apply to all local Club logos as they do to national logos. Do not alter the logo in any way. See the Improper Usage pages on what to avoid.



Vertical Two-Color Version



Horizontal Two-Color Version



Vertical One-Color Version



Horizontal One-Color Version



Vertical One-Color Version



Horizontal One-Color Version

## GREAT FUTURES LOCAL CLUB VARIATIONS

Standard colors for the Great Futures logo lock-up are Boys & Girls Club Pantone Process Blue for “Here” and the hands symbol plus black for “Great Futures Start” and the logotype. The configuration can also be used in all black or reversed to white for use on dark backgrounds. A logo in all Pantone Process Blue is acceptable when limited to one color print projects.

Also available with two lines for long local Club name and with unit name.

**GREAT FUTURES START HERE.**



Two-Color Vertical

**GREAT FUTURES START HERE.**



Two-Color Horizontal

**GREAT FUTURES START HERE.**



One-Color Vertical

**GREAT FUTURES START HERE.**



One-Color Horizontal

**GREAT FUTURES START HERE.**



Reversed Vertical

**GREAT FUTURES START HERE.**



Reversed Horizontal

## THE BLUE DOOR FOR LOCAL CLUBS

The Blue Door is a visual representation for the great futures that lie behind every Boys & Girls Club door for the youth of America, and especially those who need us most. The Blue Door represents opportunity. It is not only the door to a Club, it is the door to a great future.

With this in mind, it is imperative that we maintain graphic standards in regards to the Blue Door. The Blue Door image artwork is available in a Photoshop PSD file available on Marketing.BGCA.org and should only be used by trained graphic designers who can correctly manipulate the artwork, adhering to the following guidelines as well as all BGCA Graphic Standards. The local version of the Blue Door has only the clasped hands and “Boys & Girls Clubs” logotype.

There are two versions of the local Blue Door: the closed door and the open door. When the door is used by itself, without any other graphics, the height of the middle panel equals the control area around the frame of the blue. Use the open door version if accompanied by the BGCA logo as the open door logo is harder to read when it is not accompanied by our logo elsewhere.



# BRAND IDENTITY COMPONENTS



## EDITORIAL GUIDELINES

Boys & Girls Clubs of America, like any large organization, has its own language guidelines to ensure brand integrity. The following rules are meant as a quick reference. For more detailed information on BGCA's language standards, please consult the "BGCA Style Guide" available at Marketing.BGCA.org or email Marketing@BGCA.org.

**Boys & Girls Clubs of America** is singular. Do not add "the" to the beginning.

**Always use an ampersand (&)** in the name of the national organization and local Clubs.

**Club/Clubs** – Always capitalize Club(s), in both the phrase Boys & Girls Club(s) and when used alone.

**The Boys & Girls Club Movement** refers to BGCA and Clubs collectively. Club is singular. Movement is capitalized.

**Club member** – Young people who are registered with the Club; "members" is not capitalized.

# BRAND COLORS

## PRIMARY COLOR

Color is a powerful tool for branding. Stick to what's approved to proudly uphold our brand. Pantone Process Blue is our primary color.

## ACCENT COLORS

The accent colors are primarily used for clarity in data visualization or when additional color is needed to differentiate information. Other colors may be used to suit the visual identity and messaging.

### Pantone Process Blue

**CMYK:** 100/13/2/0

**RGB:** 0/129/198

**HEX:** #0081c6

**Paint:** Valspar™ 5001-10C  
Deep Blue Sea

### Pantone 376 C

**CMYK:** 54/0/100/0

**RGB:** 132/189/0

**HEX:** #84BD00

### Pantone 2592 C

**CMYK:** 58/90/0/0

**RGB:** 155/38/182

**HEX:** #9B26B6

### Pantone Orange 151 C

**CMYK:** 0/60/100/0

**RGB:** 255/130/0

**HEX:** #FF8200

### Pantone Cool Gray 11 C

**CMYK:** 44/34/22/77

**RGB:** 83/86/90

**HEX:** #53565A

### Pantone 301 C

**CMYK:** 100/53/4/19

**RGB:** 0/75/135

**HEX:** #004B87

# DIGITAL COLORS

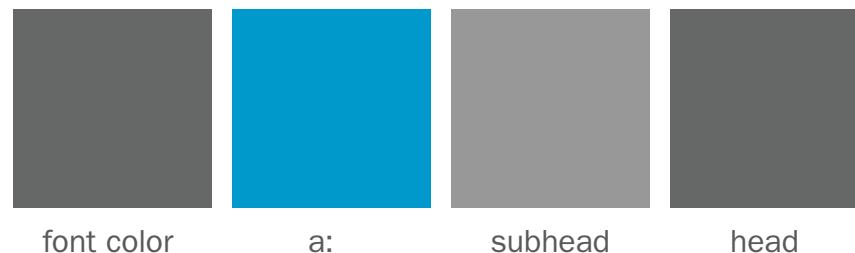
## WEB AND EMAIL

Emails – body copy;  
font-color: #3f3e3e  
a: #0094d0  
a:hover: #666666  
We switch over to red links at holiday time.



## BGCA.ORG

font-color: #666666  
a: #0099cc  
a:hover: none  
Sub-heads;  
font-color: #999999  
Heads;  
font-color: #666666



## GREATFUTURES.ORG

font-color: #4d4d4d  
a: #0099cc  
a:hover: #003764  
Sub-heads;  
font-color: #083463  
Heads;  
font-color: #2d82bb



## TYPOGRAPHY

Typography is essential to establishing the character of the brand and making it recognizable. The typefaces chosen are an important vehicle for a message and play a significant role in setting the tone for the brand.

For print, Franklin Gothic font family is the preferred typeface. For web, Helvetica Neue or Arial font families are the preferred typefaces. Other typefaces may be used as long as they are readable and improve the visual identity or messaging.

### ITC Franklin Gothic Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### ITC Franklin Gothic Demi

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

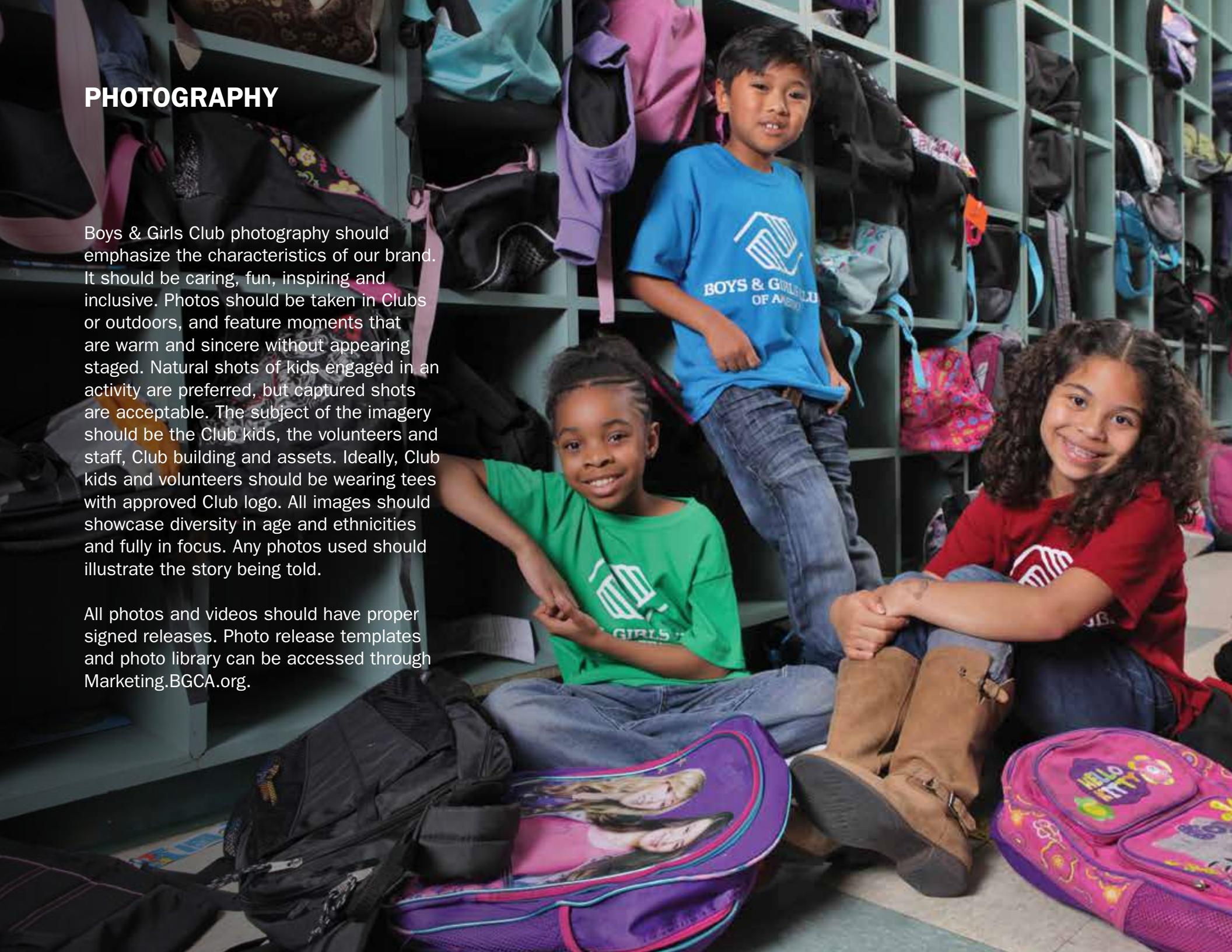
### Helvetica Neue Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

## PHOTOGRAPHY

Boys & Girls Club photography should emphasize the characteristics of our brand. It should be caring, fun, inspiring and inclusive. Photos should be taken in Clubs or outdoors, and feature moments that are warm and sincere without appearing staged. Natural shots of kids engaged in an activity are preferred, but captured shots are acceptable. The subject of the imagery should be the Club kids, the volunteers and staff, Club building and assets. Ideally, Club kids and volunteers should be wearing tees with approved Club logo. All images should showcase diversity in age and ethnicities and fully in focus. Any photos used should illustrate the story being told.

All photos and videos should have proper signed releases. Photo release templates and photo library can be accessed through [Marketing.BGCA.org](http://Marketing.BGCA.org).



## PHOTOGRAPHY CANDID EXAMPLES



## PHOTOGRAPHY POSED EXAMPLES



A photograph of two young children, a Black boy and a white girl, smiling and playing foosball. They are wearing shirts with the Boys & Girls Clubs of America logo. The background shows a room with large windows and a bulletin board.

VIDEO, SOCIAL MEDIA  
AND DIGITAL

## VIDEO – LOGO USAGE

Always follow approved graphics standards when using logos and lock-ups in videos. Use approved current specific program graphics that support the BGCA programs included in the video. Never break up, animate, modify, change color or otherwise alter the BGCA logo or program logos that are to be included in the video.

Boys & Girls Club and BGCA blue should always match the graphics color values stated in the graphics style guide.

When using the Blue Door, please adhere to the established print, web and graphics standards concerning it. The blue door should not be modified or customized.

Always keep the Boys & Girls Club brand in mind, especially when linking the brand with any partner programs or initiatives. When displaying partner program logos in video productions, take time to locate and use the approved graphic for that partner and program.



Call to action with logo program lock-up



Call to action with program logo, sponsor logo and BGCA logo



Blue Door end with call to action



MLB and BGCA lock-up end screen

## VIDEO AND AUDIO QUALITY AND FORMAT

When possible, produce final video content 1920x1080, 30 or 29.97 fps, progressive scan. Stereo mixed audio. When possible, avoid ultra heavy audio compression and maximum brick wall limiting.

### VIDEO MUSIC AND COPYRIGHT

Always use royalty free or properly licensed music in your videos. If you do not have a license agreement or express written consent for use from the copyright holder, do not use the music track.

If permission is obtained to use a track containing vocal arrangement, make sure the lyrical content is appropriate for the Boys & Girls Club brand.

Avoid imagery appearing in the video that is clearly copyrighted or trademarked unless it is integral to the story, natural to the public environment of your production, or approved for use. If in doubt, don't use the image.



## VIDEO SUPERS AND LOWER THIRDS

Lower third graphics and name supers, for ADULTS, should include: first and last name, honorifics when appropriate, job title, and Club affiliation/company/organization.

Lower third graphics and name supers, for MINORS, should include: first name and last name initial only, Club affiliation.



Lower third on branded background



Lower third for a minor, generic



Lower third on non-branded background



Lower third for a minor, Sprint-MCML

## VIDEO - OTHER

### NAMES

Please keep in mind the safety and security of Club members. If a minor is to appear on screen, use first name only or first name and last name initial. If a Club member introduces themselves with first and last name, ask them to introduce themselves with first name only. It is fine to record their full name for reference and release forms.

### VIDEO RELEASE

All people appearing in the video should have a signed a video release form, if the video will be displayed for the public in any fashion, whether locally or nationally. Videos for internal use only may not require a release. Some Club members' parents and guardians have signed forms prohibiting video recording of their children. Club staff should take extra care to make sure these video prohibited members are not recorded. Always ask the Club staff to be diligent in this matter. Always address the video release issue prior to showing up at any Club or Club event that is to be recorded. In the case of videos for public consumption, make sure parents and guardians sign the video release forms for minors well in advance of your production.

### TABOO SUBJECTS

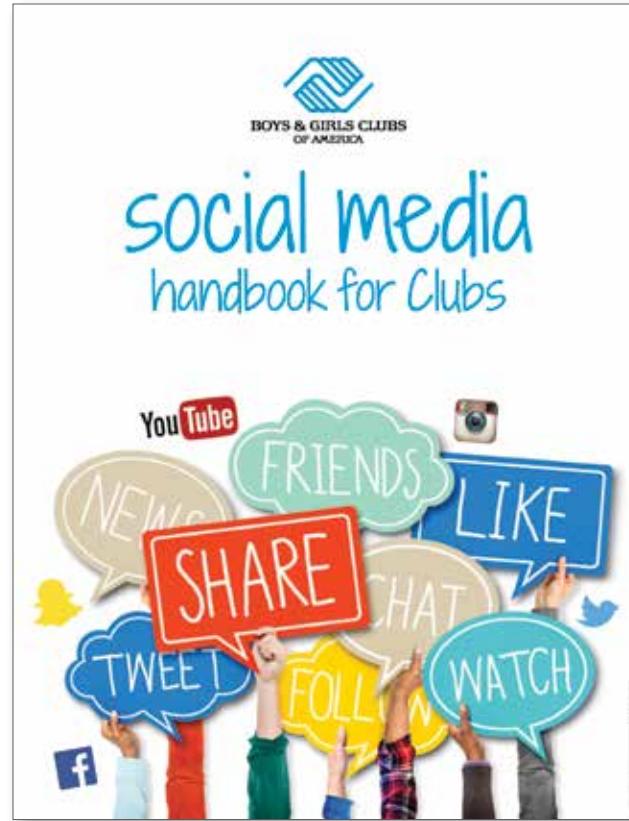
Be cognizant of all non-Boys & Girls Club branding and unsavory visuals or audio making its way into the video production. Example: In most cases, no alcoholic beverages or associated logos, drug use-promoting references, violence-promoting references, adult language, or adult content should be in Boys & Girls Club video productions. Keep in mind subtle things as well, like non-Boys & Girls Club logos on shirts and book bags. Sometimes a subtle acronym on a shirt may appear non-offensive at first glance. If in doubt, make sure it isn't in the frame.

Stay clear of aligning the Boys & Girls Club brand with any political movement by way of recorded statements or imagery appearing in frame or on screen. Endorsing or opposing any politician, political cause or movement is to be avoided. BGCA wishes to avoid public controversy or alignment that may damage the brand as a whole. If in doubt, just don't.

## SOCIAL MEDIA

A new tool to guide Clubs on how to use social media to engage Club-goers and the community at large was published in Spring 2016. Please refer to the Social Media Handbook for Clubs or the Marketing Department in creating and utilizing all social media items.

The Social Media Handbook is available at [Marketing.BGCA.org](http://Marketing.BGCA.org).



## WEB AND EMAIL

Watch for the Digital Style Guide in late 2016 on Marketing.BGCA.org.



A close-up photograph of a young African American girl with curly hair, wearing an orange t-shirt with the Boys & Girls Clubs of America logo. She is smiling and looking towards the camera. Her hands are visible, holding a purple crayon and coloring on a piece of paper. In the background, there's a yellow wall and some papers on a table.

## LEARN MORE AND STAY CONNECTED

If you are excited to discover more about Boys & Girls Clubs of America, please visit:

**BGCA.org**  
**GreatFutures.org**  
**Marketing.BGCA.org**

Please email [Marketing@BGCA.org](mailto:Marketing@BGCA.org) for any questions or guidance.

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### **OUR HASHTAG**

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**BOYS & GIRLS CLUBS  
OF AMERICA**

**National Headquarters**

1275 Peachtree Street NE

Atlanta, GA 30309-3506

Phone: (404) 487-5700

e-mail (general inquiries): [info@BGCA.org](mailto:info@BGCA.org)

[BGCA.org](http://BGCA.org)