



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

A STRONG BRAND A SHARED RESPONSIBILITY

Websites & Platforms* Style Guide

**Guidance and elements for the creation of websites
and platform experiences**

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Benefit-driven headlines used in this resource are provided as examples only. YMCA OF THE USA discourages actual use of these statements due to potential existing Federal Trademark protection status. Use of these benefit-driven headlines may subject your YMCA to legal action for trademark infringement.

1

INTRODUCTION TO ATOMIC DESIGN

INTRODUCTION TO DIGITAL GUIDELINES

This document expands the YMCA Brand Graphics Guide* for use in websites, applications, and other digital interface tools. While the main brand guide dictates foundational elements such as the logo, primary typefaces and primary colors, it does not include the detail necessary to create the robust digital ecosystem YMCA needs in order to elevate and unify its national and local digital experiences. This document can evolve as new digital challenges arise and is intended as the single source of reference for all Y national and local digital efforts.

Using This Guide

The Websites & Platforms Style Guide outlined in this document can be used by internal Y teams or external partner vendors to ensure consistency when creating new digital interfaces or adding to existing ones. Individual Y associations or associated vendors can leverage national guidelines for consistent digital brand application—and can further leverage any local level guidance to create, add to, or refresh their digital experiences.

Any terms in this guide with an asterisk* are defined further in the glossary at the end of the document.

For Local Associations

Local websites that fall within the Y-USA Digital Transformation will leverage design styles and guidelines set in place for the national re-design. However, a key distinction is that local sites are far more functional and transactional in nature than the national site, which serves as an introductory or “front door” to the YMCA.

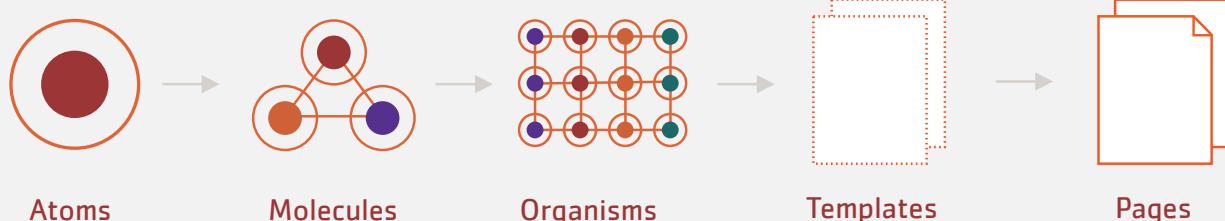
LOCAL ASSOCIATIONS

Look for callouts like this for instruction on association-specific items, such as:

- balancing storytelling + functional content
- transactional items and usages
- funneling users quickly to conversion

The Atomic Design System

The Atomic design system relies on smaller elements in combination to make larger elements, which in turn create templates and pages. This system helps ensure consistency across an organization’s digital design efforts at every level, in order to present the most clean and clear articulation of the brand’s principles to consumers at every point along their customer journey.



INTRODUCTION TO DIGITAL GUIDELINES

Atomic Design: Visual Examples

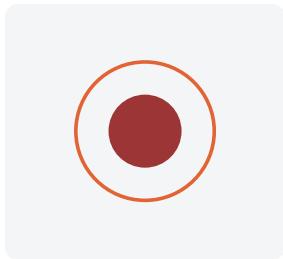
The image displays a website layout illustrating the atomic design system. The layout is divided into three main sections: Atoms, Molecules, and Organisms.

Atoms: The top section shows a header with the YMCA logo, navigation links (Who We Are, What We Do, Get Involved, Donate), and search functions. Below the header is a large image of diverse children and young adults having fun outdoors. A teal-colored overlay contains the text "WE ARE THE Y" and a call-to-action button "Find a Y Near You".

Molecules: The middle section shows a "WHAT WE DO" heading and a "Our Programs" sub-section. It includes three cards: "Youth Development" (showing a child swimming), "Healthy Living" (showing children playing with a dog), and "Social Responsibility" (showing people working together outdoors). Each card has a small icon and a brief description.

Organisms: The bottom section features a "HIGHLIGHT" box titled "Virtual Learning" showing a child using a laptop. It includes a "Learn More" button and a brief description. To the right is a "Our 2020 Impact" section with a "Explore Our Impact" button. At the bottom are two large, bold statistics: "22 MILLION" (community members served annually) and "\$5.5 MILLION" (in annual grants for food programs).

INTRODUCTION TO DIGITAL GUIDELINES



Atoms

Design atoms are the fundamental building blocks of the atomic system. An atom is typically the smallest level of design deconstruction and consists of foundational pieces such as type, color and iconography. Technically speaking, some of the elements in this section—such as iconography and calls to action—may constitute molecules rather than atoms but we've included them because they are still fundamental building blocks for the system.



Carat/Arrow

1.5MM

Text/Statistic

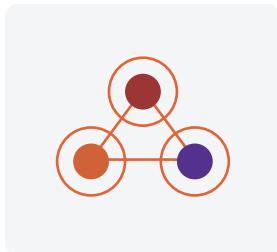


Summer Camp Wayfinding Icon



Photograph

INTRODUCTION TO DIGITAL GUIDELINES



Molecules

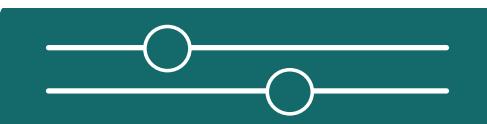
Molecules are the second level of atomic complexity and are comprised of groupings of atomic elements, or of the relationship between atomic level elements. The following molecular elements are oriented more around the relationship between the atomic elements we've defined in the first portion of the digital guidelines.

Call to Action

Primary Button, Dark

 **View all programs**

Primary Button, Light



Slider UI* element

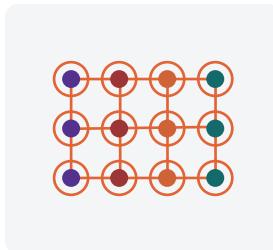
Lore ipsum per viam dolens
quodentur nonde pervissime.

Tooltip UI* element



Progress Bar UI* element

INTRODUCTION TO DIGITAL GUIDELINES



Organisms

Organisms consist of collections of molecules and typically exist as components* or other larger pieces of digital communication within a web page or other digital experience. Spacing and relationship of elements is important within organism design, as is adherence to a consistent design grid. Examples of organisms include:

- Website header or footer
- Website component*
- Sidebar or flyout “more” menu
- Modal window*

KEY EVENTS

- The Founding of the Y
- The First African American Y
- Serving Immigrant Communities
- YMCA Housing
- The First Summer Camp
- The Birth of Basketball

Jump Navigation Component*

Accordion Component*

KANSAS - 1889

The Hi-Y Club



Action Bar Component*

ⓘ A Message on Reopening Ys ›

X

INTRODUCTION TO DIGITAL GUIDELINES

Digital Best Practices & Accessibility*

The atomic, molecular and organism-level elements within these guidelines adhere to best digital design practices, with the common goal of clearly communicating all digital content as well as YMCA core brand values. Best practices examples include:

- Easy-to-read typography
- Clear visual hierarchy in navigation and layouts
- Brand & aesthetic consistency across all elements and layouts
- Consistent copywriting stylistic and tonal treatments
- Proper balance of user needs and business priorities

Additionally, all design elements and approaches need to adhere to AA WCAG* accessibility* guidelines. All iconography and wayfinding elements need to clearly communicate purpose, and all text treatments need to pass at least a 3:1 color contrast ratio. All digital elements should be screen reader accessible and follow clear and easy-to-use semantic order. Text links should underline on rollover to indicate clear interactivity.

More on AA compliance can be found here: <https://www.w3.org/TR/WCAG20/>

2

ATOMS

ATOMS

Design atoms are the fundamental building blocks of the atomic system. An atom is typically the smallest level of design deconstruction and consists of foundational pieces such as type, color and iconography. Technically speaking, some of the elements in this section—such as iconography and calls to action—may constitute molecules rather than atoms but we've included them because they are still fundamental building blocks for the system.

To understand how atomic pieces exist in relationship with one another, please consult the subsequent pages related to molecular and organism-level design.



Carat/Arrow

1.5MM

Text/Statistic



Summer Camp Wayfinding Icon



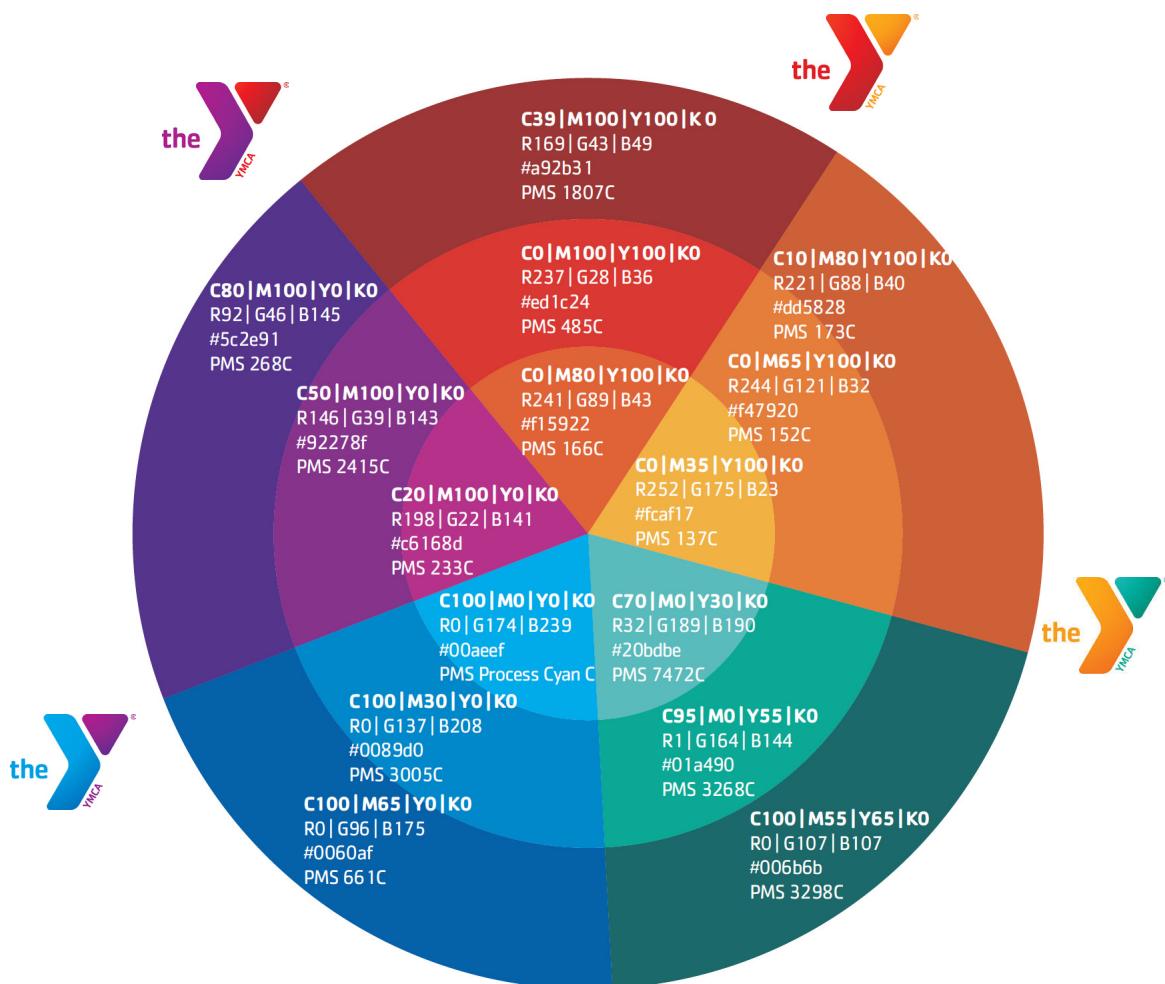
Photograph

ATOMS

THE GLOBAL COLOR SYSTEM*

The Y color guide consists of 5 color zones which connect to form a complete color wheel. Each color zone is subdivided into 3 tones, referred to as a Y color triad. Zones and triads are intended to be paired in an adjacent manner, to convey the notion of partnered or “neighboring” color. As suggested by the approved logo pairings, paired colors should only be used in a neighboring manner and colors should not appear in conjunction if they don’t touch each other on the color wheel.

The Y Color Wheel and Neighbored Color Zones



ATOMS / The Global Color System*

Approved Website Logos and Color Pairings



Section primary:
Green Triad



Section primary:
Blue Triad



Section primary:
Purple Triad



Section primary:
Red Triad



Section partner:
Blue Triad



Section partner:
Purple Triad



Section partner:
Red Triad



Section partner:
Orange Triad

The orange and green pairing is not supported for primary digital usage because the orange color triad poses accessibility challenges for typography.

Translating the Global Color System* for Digital Purposes

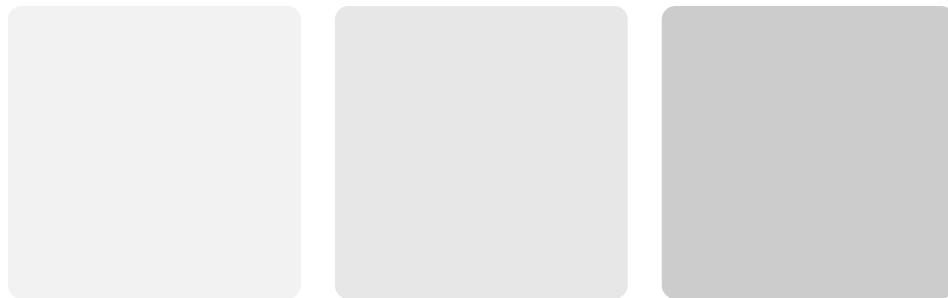
Wherever possible, the new Y website should project the concept of neighboring colors. It will not be possible to enforce a neighbored color transition every time a user changes location within the website, so we assign neighbored color pairings on a per-page and potentially per-section basis. Users often navigate to one section of a website and stay there, so this approach not only assigns color rationale to our website pages and sections, but also offers us the best chance to serve users a consistent color experience. These color pairs should align with approved logo options and should include at least one triad with shades that pass AA accessibility for reversed white type and logo treatments.

ATOMS / The Global Color System*

Color Saturation and Additional Triad

The global brand guidelines rely on somewhat heavy and full-bleed usage of the bold color palette. In order to lighten the digital experience, particularly with regard to background elements and the chevron motif, we have added a light gray color triad to the digital style guide palette to act as a lighter, color-agnostic (yet universal reflection) of the Y brand. The goal with the website is to allow impactful photography and messaging content to attract more of the focus.

Light Gray Triad



#F2F2F2

#E7E7E7

#CCCCCC

ATOMS / The Global Color System*

Color System*: Homepage and Section Agnostic Spaces

The website homepage poses a unique challenge, as we want to introduce to the full Y color spectrum without overloading the color experience or making it feel garish. Universal elements such as navigation links and utility icons should display in Y medium gray (#636466), or in white against a solid color, as long as the contrast ratio passes accessibility*. If color is introduced to these universal areas, it should be done with neighbored color in mind.

In order to evenly present our color spectrum to users on the homepage, colors should switch triads in a neighbored fashion from one content section to the next as the user scrolls down the page.

LOCAL ASSOCIATIONS

For homepages and key pages of association sites, consider picking a single color triad or neighbored pair—particularly if your association already uses parts of the color wheel for other marketing channels. This will help communicate that your association is part of a greater whole.

WEBSITE HOMEPAGE

WHAT WE DO

HIGHLIGHT

LOCAL ASSOCIATIONS

ATOMS

TYPOGRAPHY

Digital typography follows the global brand type guidelines, but includes a number of enhancements and parameters to ensure design consistency and search readability throughout digital Y experiences.

H1

WHAT WE DO

Cachet Pro bold
32 px size
40 leading
Uppercase only

H2

The Y is a community that cares

Cachet Pro medium
32 px size
40 leading
Upper/lower

H3

Category headline or links list example header

Cachet Pro medium
24 px size
30 leading
Upper/lower

H4

EYEBROW EXAMPLE HEADER

Cachet Pro bold
18 px size
24 leading
Upper only

H5

Category headline or links list example header

Cachet Pro medium
18 px size
24 leading
Upper/lower

H6

1.5MM

Cachet Pro bold
100 px size
120 leading
Upper only



LOCAL ASSOCIATIONS

Keep visual intent and SEO* in mind when selecting which H styles to use on your association site. For example, it might be tempting to use an H6 for a main headline, but these are reserved for callouts and oversized statistics. Use an H1* or H2* style for headlines—Google will categorize the page better.

ATOMS / Typography

BODY LARGE

Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit. Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit.

Verdana regular
16px size
24 leading
Upper/lower

BODY MEDIUM

Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit. Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit.

Verdana regular
14px size
20 leading
Upper/lower

BODY SMALL

Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit.
Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit.

Verdana regular
12px size
18 leading
Upper/lower

CACHET LINKS

[Building Community](#)
[Diversity & Inclusion](#)
[Global Reach](#)
[Our People](#)
[Our History](#)
[Our Impact](#)

Cachet Pro book
16px size
Leading 24 or 30+
Upper/lower

A Note on Typography

The YMCA Brand Graphics Guide* often sets Cachet headlines in all caps for emphasis. However, our digital system requires many different headlines within the same page experience and we want to ensure that all caps headlines don't overwhelm the experience or compete for attention. We've made the decision to rely on sentence case for most headlines, with the exception of primary H1s*, large statistic features, or eyebrow headers.

ATOMS

PHOTOGRAPHY

Digital YMCA photography relies on strong foundations set in place by recent additions to the global imagery library, available at the Y Brand Resource Center. Imagery should be authentic in feel and reflective of Y core audiences. Digital placements should rely on full-bleed and full-color imagery and avoid clipped shots or otherwise unnatural stylistic treatments. This section includes a number of things to consider when choosing and placing photography for digital use.

Subject Matter & Visual Energy

The Y is a vibrant, multi-faceted organization and imagery selections should reflect this. Visual energy and impact can be conveyed through action photography, cropping, color, lighting, or a combination of selection and placement criteria.



ATOMS / Photography

Accessibility*

Accessibility* should always be considered when constructing page layouts and selecting imagery. The Y component* system requires copy and headlines to pass WCAG* AA 2.1 approved color contrast ratios. This is easier to achieve against solid colored, high contrast backgrounds, so type should never be placed directly over photography (which varies in contrast and affects readability).



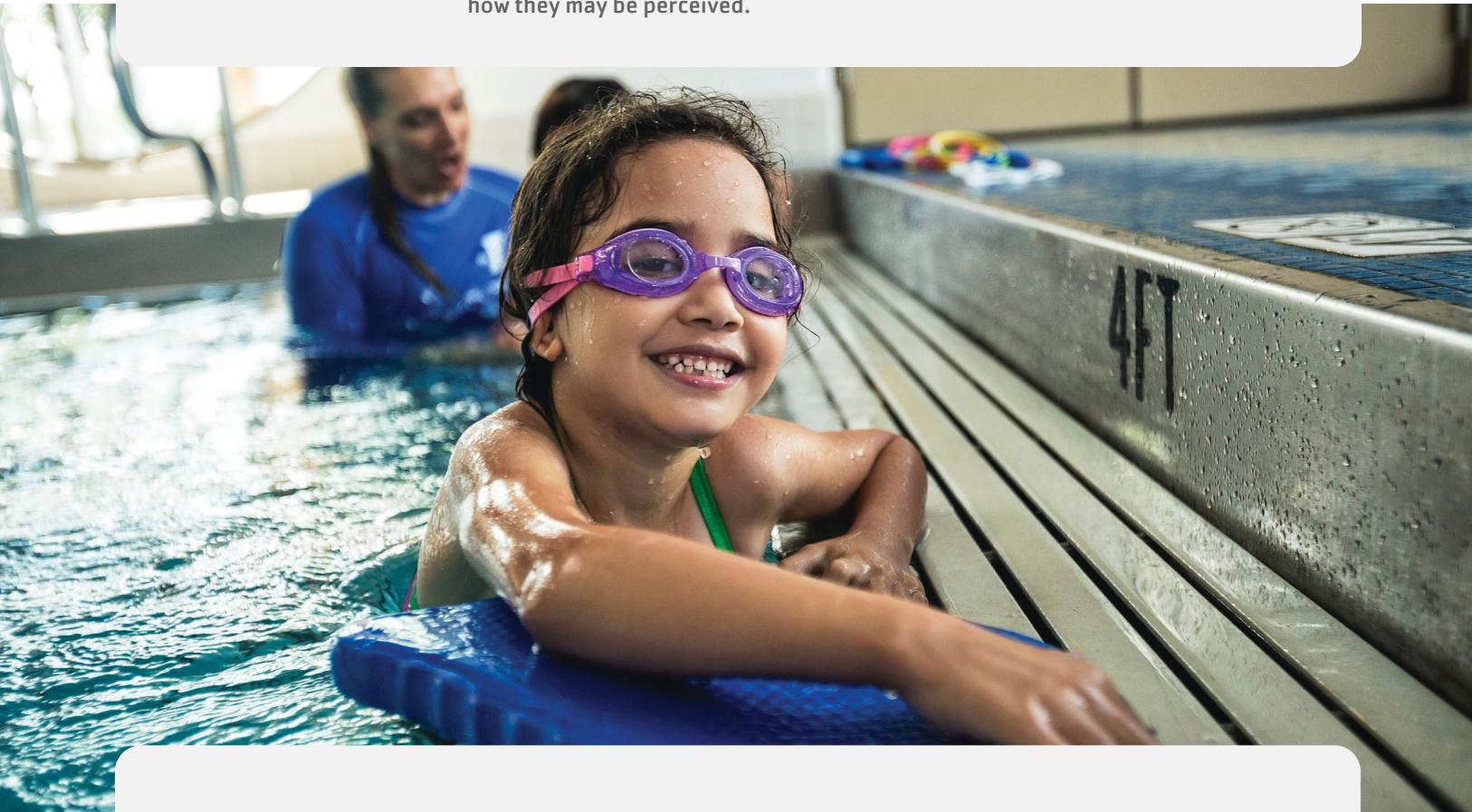
Color System* & Color Matching

The Y color system** is an integral part of the overall brand and photography should always be selected, when possible, with color in mind. Photos don't need to be 100% aligned with the primary or neighboring page colors, but hero photos and other key imagery should ideally include color accents to align with overall color themes.

ATOMS / Photography

Child Safety

We want our imagery to be compelling and reflect the great connections and community created by the Y. We believe compassion and care should be reflected in our imagery. But when interacting with children, all adults—whether staff, volunteers or parents—need to be mindful of interactions and how they may be perceived.



Composition & Focal Points

Image placement within layouts should be done with photographic and compositional best practices in mind. Images should be positioned and cropped with attention to neighboring elements and for maximum visual impact.

LOCAL ASSOCIATIONS



Refer to the **Brand Graphics Guide*** for more information on the Y's approach to photography.

ATOMS / Photography

Tight Cropping

Certain components* specify tight or very horizontally-oriented dimensions in order to best address page layout needs. Images should be selected appropriately for these placements—pay careful attention to composition to ensure that human subjects aren't placed awkwardly into frames and cropped in unintended ways.

LOCAL ASSOCIATIONS

If you have high-quality imagery specific to your YMCA association, use it! Beyond just amenities and facility exteriors, users will be interested to get a sense for the character and energy your association provides. Leverage lifestyle photography for key page headers and high-visibility areas. If you don't have assets to use, consider staging a small shoot to see what you can capture. A high-quality image library is a great marketing tool that pays off in the long run.

For new photo shoots, keep in mind that many of our Y components* are very horizontal in nature. Be sure to capture wide angle shots, or images that can be cropped for a very horizontal aspect ratio.



ATOMS

ICONOGRAPHY

The YMCA digital icon library relies on influence and inputs from our brand and global iconography, and includes responsible adaptations for digital use. The library is divided into functional icons and wayfinding icons.

Icon Sizing

Icons can display at a range of sizes, but should adhere to our base 8 design system and should not be displayed too small or too large.

Global Icon Sizing



24px x 24px



36px x 36px



48px x 48px



72px x 72px

Social Icon Sizing



24px x 24px



36px x 36px



48px x 48px



72px x 72px

Wayfinding Icon Sizing



36px x 36px



48px x 48px



72px x 72px



96px x 96px

Icon Usage

Icons can only be used in approved website components* that allow a field for adding iconography.

Functional icons should be used to denote an interactive digital element that allows the user to perform a task, such as conducting a search or printing a screen.

Wayfinding icons are intended to help users quickly identify Y offerings or areas of focus (subdivided into sports, other programs, and general Y themes). Wayfinding icons can also be used to aid users through a transactional flow and understand next steps or an ultimate result.

ATOMS / Iconography

Functional Icons

Functional icons are intended to provide the user with clear and recognizable interactive functionality and should be easy to decipher and understand in all circumstances. Visual priority should be clear readability over aesthetic styling, relying on bold contrast and simple, recognizable imagery.

Global



Social



Color Examples



Back to top

Expand



Close

Next Arrow



Refresh

ATOMS / Iconography

Wayfinding Icons

Wayfinding Icons are intended to assist the user in deciphering different Y programs or content areas. They also utilize the broader Y color palette to accent the visual experience and contribute a more ownable overall look and feel to the Y digital experience. Individual wayfinding icons should only utilize colors in the same triad in order to retain simplicity and order to overall iconography system.

Sports



Aerobics



Aquatics—
Swimming



Aquatics—Water
Aerobics



Aquatics—Lessons
& Safety



Baseball



Basketball



Climbing



Diving



Flag football



General Fitness



Gymnastics



Handball



Skating/Hockey



Karate



Racquetball



Roller Skating



Ropes Challenge



Running/Track



Skateboarding



Soccer



Tennis



Volleyball



Weightlifting



Yoga

ATOMS / Iconography

Wayfinding Icons (Cont'd)

Other Programs



Arts & Humanities



Camping
(Resident & Day)



Camping
(General)



Chapel/
Spiritual



Child Care/
Day Care



Computer/Technology



Food programs



STEM programs



Achievers
programs

ECommerce/UX* Flow



Complete/Finished



Thumbs Up/Good
Job



Did you know?



Calendar



Time, Clock,
TBD



Check Your
Spelling



Try a Broader
Search



Use our Popular
Searches



Warning

A Note on Color

Our wayfinding icon system is not strictly compliant to the neighboring color system*. The icons are built from a single color family but the icon may be used on a page that is not a neighboring color approach. This is a deliberate decision, as icon readability/understandability is paramount and certain color sets make more sense for certain icons. Further, icons should act as visual highlights within a page layout and should not be placed at a size that might visually compete with the larger color system* at work within a page layout or other digital interface.

ATOMS / Iconography

Wayfinding Icons (Cont'd)

Themes



Senior Development



Careers



Diversity & Inclusion



Education & Leadership



Executive Leadership



Fundraising & Donations



Healthy Living



Information Technology



Legal Counsel



Marketing Comms/ PR



Membership



Partnership



Social Responsibility



Summer



Teen Development



Volunteerism/ Community Outreach



Youth Development



Global Services



Military Outreach



Social Services



Caring



Honesty



Respect



Responsibility

Avatars



Green Colorway



Blue Colorway



Purple Colorway



Red Colorway

LOCAL ASSOCIATIONS

Not seeing the iconography you'd like to use for the needs of your association site? Contact us at the Y-USA and we can discuss a solution to help address the breadth of amenities, themes and topics the Y offers and addresses.

ATOMS / Iconography

Non-style guide icons and logos

External icons and logos may be used to represent a Y subservice or affiliate program if the icon/logo will enhance the user's understanding and connection to this service. Non-guide logos and icons should be used sparingly to avoid diluting the overall system and experience.





YMCA Safe Place Services

With locations throughout the Greater Louisville area, we provide young people in crisis with somewhere to stay, someone to trust and someone to listen.

[Find the Nearest Safe Place](#)



YMCA Safe Place Services



Zumba

A fusion of Latin and international music/dance themes that create a dynamic, exciting workout! Based on interval training, Zumba is a mixture of body sculpting movements and easy-to-follow dance steps.

3

MOLECULES

MOLECULES

Molecules are the second level of atomic complexity and are comprised of groupings of atomic elements, or of the relationship between atomic level elements. The following molecular elements are oriented more around the relationship between the atomic elements we've defined in the first portion of the digital guidelines.

Below are examples of molecular level elements detailed elsewhere in this set of guidelines.

Call to Action

 **View all programs**

Primary Button, Dark

Primary Button, Light



Slider UI* element

Lore ipsum per viam dolens
quodentur nonde pervissime.

Tooltip UI* element



Progress Bar UI* element

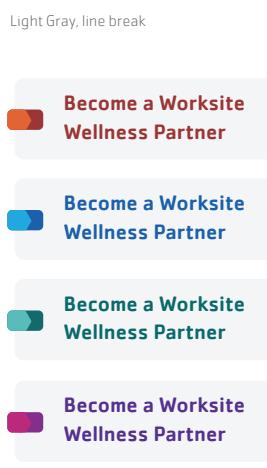
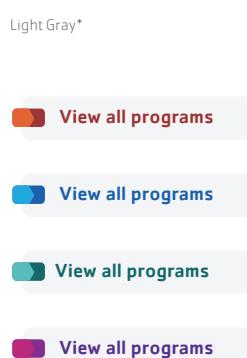
MOLECULES

BUTTONS, LINKS AND CALLS TO ACTION

The button and link system within Y digital experiences should reinforce hierarchy of content within a page layout or experience and should help set appropriate user focus and expectations

Primary Buttons

Use primary buttons to prompt user action on key impact content or otherwise in areas where desired goal is to set expectation for single and clear user path forward. Primary CTAs* draw a lot of visual attention and should be used sparingly within layouts so they don't compete against each other or against other page elements.



LOCAL ASSOCIATIONS

For your association website, keep CTA* labels short, clear and action-oriented. Multi-line CTAs* are sometimes necessary (as shown below) but keep in mind that user attention span is short and brevity is important in terms of user conversion.



MOLECULES / Buttons, Links and Calls to Action

Secondary Buttons

Use secondary buttons to call attention to multiple areas of content or multiple actions within the same content area which require an intermediate level of visual focus. Secondary buttons can be used for multi-column modules or for multiple focus CTAs* in components* such as action bars.

Full Color



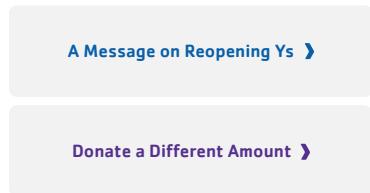
Reversed



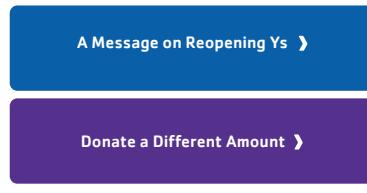
Tertiary Links

Tertiary links can be used for article CTAs* or components* which feature a range of different click-through points. Links are meant to identify as clearly interactive elements but not overload the visual layout.

Light Gray



Reversed



Navigation Links
(Desktop)

- Building Community
- Diversity & Inclusion
- Global Reach
- Our People
- Our History
- Our Impact

Navigation Links (Mobile)

- | | |
|--------|---|
| Filter | → |
| Filter | → |
| Filter | → |

LOCAL ASSOCIATIONS

Keep in mind that many association sites are more transactional in nature than the national Y website, which means more buttons and links may be necessary. Don't overdo it on the treatments—it's not necessary to use primary CTA* styles on a screen that has 6 competing links. When everything is important, nothing is. Also, refer to page 33 for different button states and treatments for transactional reservations and purchases.



MOLECULES / Buttons, Links and Calls to Action

Primary Navigation

The treatments below are variants of the primary button style, but are reserved solely for primary navigation treatments. Any of the digital-approved color triads can be applied to the desktop primary navigation carat.

Desktop

Who We Are 

What We Do 

Get Involved 

Donate 

Mobile

Who We Are 

What We Do 

Get Involved 

Donate 



LOCAL ASSOCIATIONS

When creating a navigation architecture for your association, keep in mind that a limited number of primary navigation sections will fit into the nav bar. Try to plan your site structure around four (or maximum five) key content sections. Keep labels short and instructional.

Text Links

Text links are reserved for link lists, linked text within content blocks and other areas where links are intended to be visually recessive.

HELPFUL LINKS

- About Us
- Financial Information
- Careers
- Contact Us
- YMCA Child Safety Hotline

Lake View YMCA

[3333 N Marshfield Ave](#)

[Chicago, IL 60657-2123](#)

Phone: [773-248-3333](#)

MOLECULES / Buttons, Links and Calls to Action

Alternate Link Interactions

In areas with paired headline/image combinations or a high number of headlines, CTAs* can add clutter to an experience and are unnecessary for intuitive click-throughs. In these situations, CTAs* can be omitted in favor of linked headlines and image sets.

Default Example



Top Program 3

Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit.

Rollover (Example)



Top Program 3

Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit.

Use lightest shade from color triad

Button States

In some situations, button sets may need to appear inactive or with combined primary and secondary treatments to communicate properly.

Class Has Occured

Use 50% opacity screens for situations where an option was previously active/available but is now inactive/unavailable.

Class is Canceled

Use full 100% opacity CTA's for active/selectable options.

Reserve a Spot

Use secondary CTA* styles for available options that may be secondary or alternate to user's primary goal or path.

Join Waitlist

Use CTA* text only to represent options that do not require any action in order to utilize/enjoy.

Open Class



LOCAL ASSOCIATIONS

These CTA* style treatments are primarily used for transactional / conversion areas of association sites. Reserving classes, making purchases, and other functional flows often rely on CTAs* like these.

MOLECULES

UI* ELEMENTS

User interface* elements within Y digital experiences should be easy to understand and use, and should primarily rely on UX* and UI* best practices for easy interaction. Primary color usage should default to either global gray #636466 or to align with the primary color of the page where the elements are displayed (see examples below).

Any digital-approved color triad can be applied to below UI* examples. Typically, UI* elements leverage the darkest color in an approved triad for the majority of design elements, for purposes of accessibility*.

Forms & Form Interactions

The image displays a grid of UI element examples:

- Default:** A standard input field.
- Error:** An input field with a red border and a red exclamation mark icon in the top right corner. Below it is an orange callout bubble containing the text "Error description text goes here lorem."
- Default with hint:** An input field with a question mark icon in the top right corner. A purple callout bubble below it contains the text "The 3 digit code on the back of your card".
- Dropdown:** A dropdown menu with a downward arrow icon.
- Hint interaction:** An input field with a question mark icon in the top right corner.
- Complete dropdown:** A dropdown menu with a downward arrow icon.
- Default disabled:** A standard input field with a grayed-out appearance.
- Focused:** An input field with a blue border and a blue exclamation mark icon in the top right corner.
- Hover / Complete:** An input field with a blue border and a blue exclamation mark icon in the top right corner.
- Open dropdown:** An open dropdown menu showing five items: Selection One (Hover), Selection Two, Selection Three, Selection Four, and Selection Five.

LOCAL ASSOCIATIONS

Many of the elements on pages 34-39 will be key for transactional flows and functional needs on association-level websites. We've included a few notes on how best to use them. Forms are great for collecting user input, but you can also use them to allow users to make selections in conjunction with other tools (such as filters)



MOLECULES / UI* Elements

Text Selection

A screenshot of a user interface showing a search bar labeled "Search Amenities". Below the search bar is a list of amenities with checkboxes and counts: Aerobics (8), Babysitting (4), Handball Courts (2), Indoor Running Track (3), Pool (8), Sauna (8), and Showers (8).

Search Fields

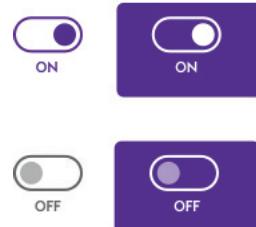
A screenshot of a search field containing the placeholder text "60614". To the right of the search field is a microphone icon with a play button symbol.

Progress Indicator



Form Selections & Toggles

- Multi-select default
- Multi-select active
- Single-select default
- Single-select active



LOCAL ASSOCIATIONS

Text selections and form selections are excellent to gather user input on which amenities, classes and programs they might be interested in. You can also use these to allow users to select association locations, times of day, or other scheduling criteria.



LOCAL ASSOCIATIONS

Use this for a flow that requires multiple steps to complete. For example, if a user needs to supply several steps worth of personal information in order to sign up for a class or activate a membership, this element would be appropriate to help them know what to expect.



MOLECULES / UI* Elements

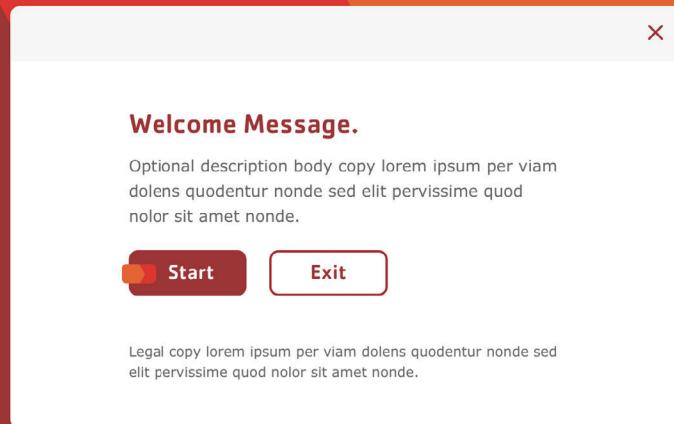
Pagination

Page 5 of 5 Viewing All
[View All](#) [View Less](#)

LOCAL ASSOCIATIONS

Paginators* are great for limiting page length in situations that have a lot of content to display (like search results or class listings). These are built into our components* that warrant them so often you will not need to make a manual decision to include them.

Modal Window*



Tags

Sauna (8) × Aquatics (8) ×

LOCAL ASSOCIATIONS

Filter tags give users a higher degree of customization and personalization in order to find options that align with their needs. We've incorporated these pieces with our search tools.

MOLECULES / UI* Elements

Tabs



Home > Page 1 > Page 2 > **Current Page**

LOCAL ASSOCIATIONS
Incorporate breadcrumbs if your site has many layers of architecture. These help users find their way back and understand where they are in the site.

Loader



LOCAL ASSOCIATIONS
Elements like these can help with further user customization as we build out components* that allow for more tailored results and solutions.

Slider & Interactions



MOLECULES / UI* Elements

Calendar



Accordions*

KANSAS - 1889
The Hi-Y Club



LOCAL ASSOCIATIONS

Accordions* and tool tips are great for condensing information that may be important to some users, but not to all.

Tool Tips

Dolor sit amet nonde sed elit.

!Lorem ipsum per viam dolens quodentur nonde pervissime.

!Lorem ipsum per viam dolens quodentur nonde pervissime. Dol appio nondentur quodens per dol sedent.

MOLECULES / UI* Elements

Priority Alerts & Announcements

A Message on Reopening Ys ›

X

A Message on Reopening Ys ›

X

⚠ A Message on Reopening Ys ›

X

LOCAL ASSOCIATIONS



Use these strips to make important announcements, but be careful about overusing them. If they are everpresent or used too frequently, users may start to ignore them.

MOLECULES

ANIMATION & INTERACTION

Animation within Y digital channels should reflect the overall character of the Y brand and should also act to aid user navigation and recognition of elements throughout digital experiences.

Standard examples of animation treatments that can aid user experience* include:

- Expand/contract easing for flyover menus
- Build animation for new components* as user scrolls down a digital experience
- Interactive animation for calls-to-action on rollover (typically fills, color/shade change or slight growth in size)
- Image enlargement or slight pan on rollover to indicate interactive clickability

Interaction Levels

We have not finalized our detailed animations but we propose dividing recommendations into 3 groups.

Level 1 (small)

Level 1 interactions apply to buttons, text links, and icons. Rough timing for these interactions is 400 milliseconds or less.

Level 2 (medium)

Level 2 interactions apply to images or larger format text to create visual focus. Rough timing for these interactions is 400-800 milliseconds.

Level 3 (large)

Level 3 interactions apply to page-spanning elements such as the search flyout desktop menu or animated transitions within the more menu on mobile. Rough timing for these interactions is 800-1000 milliseconds or possibly longer.

MOLECULES / Animation & Interaction

Live References/Examples

Card image zoom

<https://makiaclothing.com/>

Underline on text CTA* moves up and fades in on hover

Image contraction and line movement on hover

<https://cuveechocolate.com.au/>

Button—solid to ghost (primary), ghost to solid (secondary)

<https://sassiholford.com>

Button—add shadow (primary), ghost to solid (secondary)

https://store.google.com/us/product/nest_wifi?hl=en-US

Progressive page build/load

<https://www.mikiyakobayashi.com>

4

ORGANISMS

ORGANISMS

Organisms consist of collections of molecules and typically exist as components* or other larger pieces of digital communication within a web page or other digital experience. Spacing and relationship of elements is important within organism design, as is adherence to a consistent design grid. Examples of organisms include:

- Website header or footer
- Website component*
- Sidebar or flyout “more” menu
- Modal window*

The following pages contain not only examples of organism-level components*, but also guidance around how atoms and molecules can be constructed together to communicate consistently and effectively.

A vertical list of historical YMCA milestones, each preceded by a downward arrow indicating further information. The items are: "The Founding of the Y", "The First African American Y", "Serving Immigrant Communities", "YMCA Housing", "The First Summer Camp", and "The Birth of Basketball".

KEY EVENTS	
The Founding of the Y	↓
The First African American Y	↓
Serving Immigrant Communities	↓
YMCA Housing	↓
The First Summer Camp	↓
The Birth of Basketball	↓

Jump Navigation Component*

Accordion Component*

KANSAS – 1889

The Hi-Y Club



Action Bar Component*

(!) A Message on Reopening Ys ➞

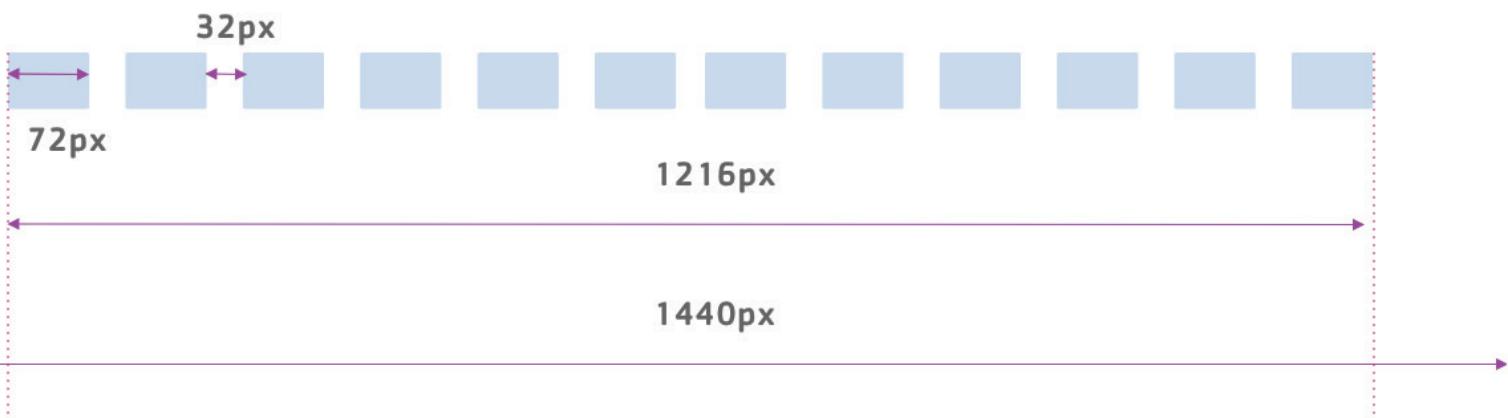


ORGANISMS

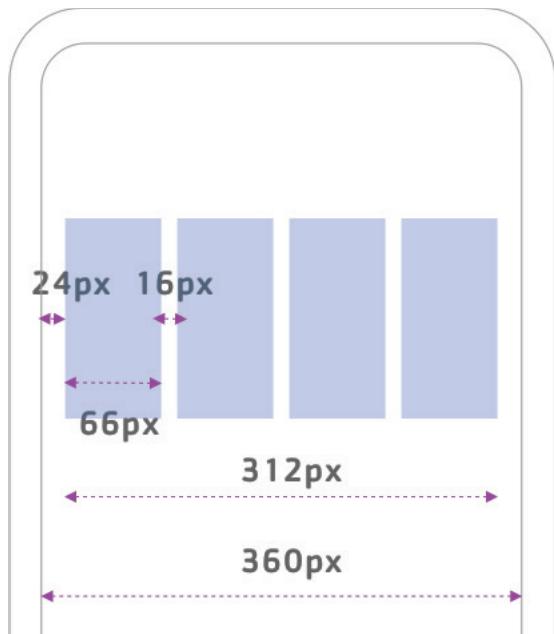
GRID AND SPACING

The Y grid relies on a base-8 mathematical system where, whenever possible, margins and design elements are spaced out in multiples of 8 pixels. The desktop grid below illustrates a perfect base-8 relationship between columns, gutters and other spacing. Alignment to the grid and assigning vertical spacings according to base-8 rationale will help ensure that Y digital experiences retain visual consistency across all platforms* and for all purposes.

12-Column Grid Example



4-Column Grid Example



These grids are only national site examples, and final grid preferences should be aligned on between creative and development teams at the beginning of any Y digital project.

ORGANISMS / Grid and Spacing

Spacing

All Y components* should have feature-appropriate spacing and breathing room to elevate the sophisticated feel of digital communications. Overclutter can lead to cognitive confusion for users and can make the brand presentation feel unrefined. Look for consistencies in terms of margins and padded spaces in order to fortify cohesiveness.

YOUR NEAREST Y

80px

Lake View YMCA

3333 N. Marshfield Ave.

Chicago, IL

773.248.3333

3.8 miles away

Visit this Y's Website

Hours of Operation

Sunday: 6 a.m. - 7 p.m.

Monday: 5 a.m. - 10:30 p.m.

Tuesday: 5 a.m. - 10:30 p.m.

Wednesday: 5 a.m. - 10:30 p.m.

Thursday: 5 a.m. - 10:30 p.m.

Friday: 5 a.m. - 10:30 p.m.

Saturday: 6 a.m. - 7 p.m.

Also Near You

McKormick YMCA

3333 N. Marshfield Ave.

Chicago, IL

773.248.3333

3.8 miles away

Irving Park YMCA

3333 N. Marshfield Ave.

Chicago, IL

773.248.3333

3.8 miles away

Find more Ys

40px

520px

528px

520px

392px

EYEBROW GOES HERE

Per dolor sit amet nonde sed
appio quodens dolor

80px

Body copy lorem ipsum per viam dolens quodentur nonde
sed elit pervissime quod nolor sit amet nonde adipiscing
elit. Body copy lorem ipsum per viam dolens.

Call to Action

40px

448px

448px

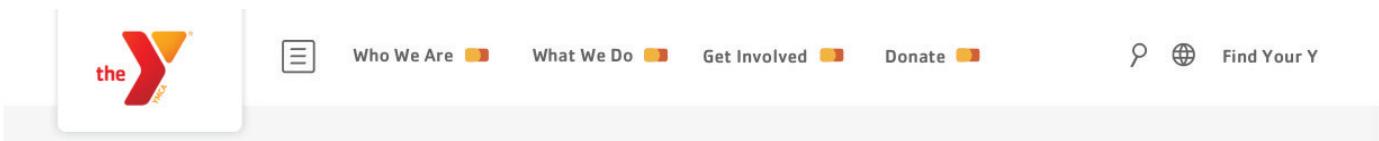


ORGANISMS

COMPONENT* EXAMPLES

Components* are the quintessential examples of atomic organisms within the Y design system. These component* pieces can be used to construct pages and other pieces of flows within Y digital experiences. Most components* allow customized content authorship flexibility of many elements. For a full component* set (and for mobile examples), please reference the Y component* desktop and mobile libraries.

Example Header Component*



Example Hero Component*

A hero component featuring a photograph of a man and a young girl smiling in a swimming pool. Overlaid on the bottom right is a white rectangular box containing text and a call-to-action button.

Per dolor sit amet nonde sed
appio quodens dolor

Body copy lorem ipsum per viam dolens quodentur nonde
sed elit pervissime quod nolor sit amet nonde adipiscing
elit. Body copy lorem ipsum per viam dolens quodentur
nonde sed elit pervissime quod nolor sit amet nonde
adipiscing elit.

[Call to Action](#)

ORGANISMS / Component* Examples

Example Logo Grid

Our Partners

Body copy lorem ipsum per viam dolens quodentur nonde sed
elit pervissime quod nolor sit amet nonde adipiscing elit. Body
copy lorem ipsum per viam dolens.

JCPenney

Robert Wood Johnson
Foundation

Walmart
Foundation

DELTA

COMCAST

macy's

Example Image Grid



ORGANISMS / Component* Examples

Example Content Split



EYEBROW GOES HERE

**Per dolor sit amet nonde sed
appio quodens dolor**

Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit. Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor.

[Visit this Y's Website](#)

Example Video Component*



**Take a Clark
County Tour**

Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit. Body copy lorem ipsum per viam dolens quodentur nonde sed elit pervissime quod nolor sit amet nonde adipiscing elit.

[Optional Call to Action](#)

ORGANISMS / Component* Examples

Example Program Features

 **Schedule**
Year-round. Contact your local branch for info on the next session.

 **Price**
Lessons start at \$130. Final pricing varies by age and location.

 **Ages**
Available for all ages and any swim level. Classes start at 6 months old.



Lower income-based fees are available for households earning less than \$65,000. Contact your local Y for more info.

[Learn about financial assistance](#)

Example Builder Tiles

Large	Medium	Small
<p>Community-Wide Membership \$95.00 per month</p> <p>Access any Y in the Louisville community including all classes and programs.</p> <p>View on Map</p>	<p>Access Calypso Cove \$250.00 one time fee</p> <p>As long as you maintain your membership, you'll never have to pay the pool fee again.</p>	<p>Clark County Family YMCA 4812 Hamburg Pike Jeffersonville, IN 47130</p> <p>View on Map</p>
<p>Solid color</p> <p>Family Member Clark County (Single Branch)</p> <p>\$81.00 per month + \$65.00. one-time join fee</p>	<p>Number selector</p> <p>Youth (0-17) <input type="button" value="-"/> <input type="button" value="0"/> <input type="button" value="+"/></p> <p>Adult (26-64) <input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/></p>	<p>Radio/single selector</p> <p>Under \$25,000 <input checked="" type="radio"/></p> <p>Under \$25,000 <input type="radio"/></p>

ORGANISMS / Component* Examples

Example tile farm

Choose Your Summer Camp

Discover a place where your kid can find a place they belong and build great friendships.

Each site is unique, every child will have the opportunity to develop the confidence, character and teamwork they need to achieve their full potential.

Bullitt County Grades K-8	→	Additional branch Grades K-8	→	Additional branch Grades K-8	→	Additional branch Grades K-8	→
Chestnut Street Ages 5-13	→	Additional branch Ages 5-13	→	Additional branch Ages 5-13	→	Additional branch Ages 5-13	→
Clark County Ages 3-13	→	Additional branch Ages 3-13	→	Additional branch Ages 3-13	→	Additional branch Ages 3-13	→
Floyd County Ages 3-13	→	Additional branch Ages 3-13	→	Additional branch Ages 3-13	→	Additional branch Ages 3-13	→

Example schedule filter and results

Default and result states

Applied Filters: Norton Commons (8) Dance (8)

Date	Location	Category	Class Name	Instructor	Action	Status
July, 23 2021	Northeast	BODYPUMP	Norton Commons	Penny C.	Class Has Occured	Occurred
		ZUMBA	Sharon W. (sub for Audra S.)		Add to Calendar	
		CARDIO POWER	Erin K.		Join Waitlist	Waitlist

5

GLOSSARY

GLOSSARY

Digital Design Terminology

Sometimes the terms used in this guide can be confusing. We've pulled out some of the most common digital-specific labels and phrases to add clarity to the overall conversation.

UX / User Experience

User experience refers to the structure, clarity and ease-of-use of a digital product or ecosystem. If building a website (or app) can be compared to building a house, UX would correlate to blueprints and structural considerations. Is the digital experience built in a way that addresses user needs? Can users easily find information they are looking for? Is the site structure aligned to the goals of the business? What is the best location for key content? These are the kinds of items typically addressed in the UX process.

UI / User Interface

User Interface is UX's counterpart in the design process and encompasses the visual design and brand tone of a digital product or ecosystem. Using the UX "building a house" analogy—if UX is the structure of house, then UI refers to the cosmetics. Color, typography, iconography, and composition are all part of the UI conversation. Often, UI can play a large part in defining a brand—particularly in cases where that company's products or services are primarily digital.

UX Flow/Ecommerce Flow

A UX flow typically refers to any multi-step process that allows a user to submit information in exchange for a desired result, such as booking a class or signing up for something. An Ecommerce flow is a type of UX flow that is more specific to financial transactions—for example, a new Y prospect signing up for an association membership.

Brand Graphics Guide

This refers to an entirely separate set of guidelines for the Y brand. Please contact the national association for the Brand Graphics Guide.

GLOSSARY

Platforms/Platform Experiences

A platform is a broad term that refers to a range of different interfaces designed to facilitate interactions and transactions between users and a company or organization, or between multiple users with a company as an intermediary. Examples of different types of platforms include websites, apps, wearables, interactive touchscreens, and software platforms (for example, logistics or retail tools to aid business efficiency).

Accessibility

Digital accessibility is a practice to ensure that all users can properly digest and interpret content regardless of physical or cognitive challenges. The accessibility process typically consists of several activities including color contrast checks, semantic ordering, cognitive design reviews, and more.

WCAG Standards and AA Compliance

WCAG stands for Web Content Accessibility Guidelines. It is a series of guidelines created by the accessibility initiative of the World Wide Web Consortium and is the universal standard for accessibility best practices on the internet. It contains several levels of compliance (A to AAAA). Each level demands a higher degree of rigor and accommodation to users with accessibility challenges. Similar to most brand guidelines, the Y adheres to level AA accessibility requirements for most digital initiatives.

H Tags and H1-H6 Labeling

H tags are important code designations that help search engines properly categorize pages and display them in search results. Higher H tags (H1s and H2s) are intended for page titles and key headlines. Lower level H tags are used to designate subheaders and other typographic treatments that are visually distinct from standard body copy.

Color System

A digital color system is a method for applying a set of brand colors to a website or other digital experience. Color application can be very complicated in a digital environment because it not only reflects the brand but also acts to draw attention, set tone, and indicate certain interactions. A detailed color system is important for defining how all of these elements will be properly balanced, and for how they will be consistently applied in the future.

GLOSSARY

Component

Components are individual design pieces that can be used in different combinations to create page designs for the network of YMCA websites. Think of components as lego blocks that can be stacked together and rearranged as necessary. Some components are better for certain purposes—some are transactional, others for storytelling, others yet for allowing users to select items. Refer to the Open Y component library for more detail.

Modal Windows, Accordions, Paginators

These terms (and more) reference individual UI elements and are intended to describe the function of these pieces. An accordion element, for example, expands and contracts like an accordion to reveal more content. A modal window appears in a modular fashion over the top of a desktop or mobile web page. A paginator—you guessed it—divides up separate pages of results so users can more easily review and digest them.

SEO

This acronym is an abbreviation for the phrase "search engine optimization" and applies to the excercise of making web content more visible, organized, and attractive to search engines in terms of positioning and ranking. This is important for the Y as we want to ensure our content gets as much visibility and click-through from Google and other search engines as possible.

CTA

This is an abbreviation for the term "call to action" and can refer to any link or item intended for users to link forward to another page or step in a flow. However, it is most commonly used to refer to visually embellished link elements such as buttons and carat arrows.

STAY CONNECTED AND INFORMED

One of Y-USA's goals is to empower Ys through providing new campaign assets and resources, sharing best practices and starting conversations that will help you share ideas across the Movement.

Connect with your colleagues who manage marketing for their Ys in the **Link Marketing Community**.

Y-USA will update this resource annually to keep up with changing trends in social media, Ys' needs and your feedback!

All artwork and imagery used in this document is for visual reference only and should not be extracted from this PDF file.