

boys & girls  
clubs of  
america



**BOYS & GIRLS CLUBS  
OF AMERICA**

sehnsucht design

## brand identity

logo



billboards



tagline

whatever it takes to build great futures.

color palette



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## brand identity

### mission

to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

### vision

provide a world-class club experience that assures success is within reach of every young person who enters our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.

### commitment to inclusion

we believe every kid has what it takes. the mission and core beliefs of boys & girls clubs fuel our commitment to promoting safe, positive, and inclusive environments for all. boys & girls clubs of america supports all youth and teens – of every race, ethnicity, gender, gender expression, sexual orientation, ability, socio-economic status, and religion – in reaching their full potential.

### goals

career development  
character & leadership  
sports & recreation  
health and wellness

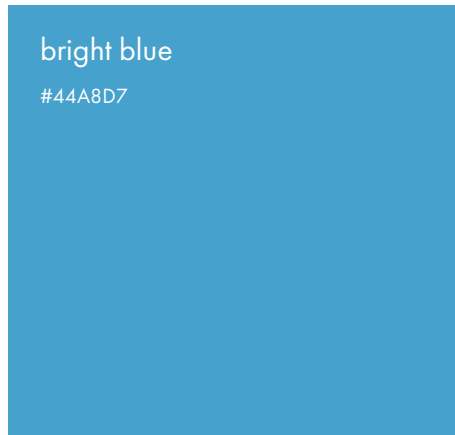
### core attributes

supportive	caring
inclusive	inspiring
community	fun
growth	engaging

### explanation

we chose to keep the values and mission of youth club the same. it is clear that these have been updated recently and that the commitment to inclusion has been added. we believe that updating the visuals and branding to better fit will give boy & girls club of america the update they need.

## palette rebrand



### explanation

we chose a color palette that is fun, gender-neutral, and pulls from the original color palette. we chose to add a yellow to represent a bright future.

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## typography rebrand

### primary typography

#### galvji

Aa Bb Cc Dd Ee Ff Hh  
Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz  
1234567890

#### explanation

we chose an updated and cleaner looking typeface that is round and friendly-looking. we like the contrast between the bold and regular font.

### examples

**this is galvji bold in  
30 pt type.**

this is galvji regular in 18 pt  
type.

***this is 16 pt bold oblique in 16  
pt type.***

this is galvji regular in 14 pt type.

this is body copy at 9/12 pt. nam est laturiatem vit quas expe am  
sed ut etur acia vid qui to eicteseriam, nobis dusapelit vellabo.  
xerferfe rsperro ressequ amendictur am quatur? Ugias ea com-  
nieni corestias eum nos moles delentus est lab imendae.

logo  
rebrand



tagline

whatever it takes to build a greater future.

explanation

we chose to completely update the logo to something more playful and energetic. our logo shows two stars representing a mentor and a child, reaching for the stars and a bright future. it focuses on personal growth and potential. we also updated the name from boy & girls to youth to be more inclusive for anyone who might not identify as a boy or a girl and changed club to be singular to represent the community that youth club creates. we kept the original tagline because it summarizes the mission/goal of the youth club well.

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## billboard rebrand



### explanation

we chose to include shapes with diagonal edges as part of our visual language drawing from the stars' points in our logo. we used these shapes behind photos of happy kids with the back-grounds masked out to give a more modern and bright look. We also chose to include a mixture of bold and light types in our visual identity to highlight important words like our logo.



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**every kid has  
what it takes.**

 **Youth Club  
of America**

Find out more at [yca.com](http://yca.com)






**whatever it takes to  
build great futures.**

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great futures  
start **here.**

 Youth Club  
of America

Find out more at [yca.co.uk](http://yca.co.uk)



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compare

before



after



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