



Youth Challenge

Brand Identity Guide

Last Updated on August 11, 2025



Youth Challenge

Table of Contents

Our Story	3
Mission	4
Vision	5
Diversity, Equity, & Inclusion	6
Voice	7
Differentiators	8
Logos	9
Colors	18
Typography	19
Photography	20



Our Story

In 1976, Mary Sue (Anter) Tanis had a vision to help young people with physical disabilities, such as cerebral palsy or spina bifida, engage in recreation. That vision sparked the beginning of Youth Challenge, which has since grown into a thriving community serving hundreds of children each year.

Today, Youth Challenge changes lives in simple yet extraordinary ways. Children with physical disabilities are paired with teen volunteers to participate in adaptive sports, recreation, the arts, and life-skills training. We believe every child deserves the chance to play, learn, build friendships, and thrive in a safe, supportive environment—always free of charge to families.

Mission

Youth Challenge brings together young people with physical disabilities and teen volunteers who **inspire each other through adapted sports, recreation, and social growth activities.**

Youth Challenge





Youth Challenge

Vision

Youth Challenge is the recognized leader in Northeast Ohio for **enriching the lives of young people of all abilities**, and supporting their growth and well-being.

Diversity, Equity, & Inclusion Commitment

Inclusion is Our Superpower

At Youth Challenge, everyone is empowered to be themselves.

We were created to be inclusive. We strive to provide equitable opportunities for all. We are committed to being more diverse to celebrate our differences and broaden our shared experiences.

Youth Challenge was founded in 1976 to give young people the opportunity to play sports and have fun, regardless of their physical abilities. Today we strive to build on that legacy by becoming the most diverse, equitable, and inclusive organization we can be, and we ask everyone in the YC community to help us achieve this goal.

Our continued commitment is to ensure Youth Challenge is Diverse, where we represent and appreciate the range of differences in our community; Equitable, where we provide fair opportunities based on individual needs; and Inclusive, where everyone feels valued, supported, and respected.



Voice

Youth Challenge's voice is fun, inclusive, and confident, reflecting its role as a leader in disability advocacy and peer-to-peer connection. Interacting with the YC brand inspires you to push boundaries and find the courage to try something new. At the same time, it brings a sense of calm and relief: families feel supported, programming is easy to access, and every child is welcomed, included, and fully engaged.



What Sets Youth Challenge Apart

Fun Comes First

Our programs prioritize fun and inclusion with competition being secondary.

Free Programming and Transportation

Programs and transportation are free of charge, removing barriers to accessing recreation and social activities.

Peer-to-Peer Connection

Participants with physical disabilities are paired with teen volunteers, not adults, to create genuine friendships.

Developing Leaders, Advocates, and Allies

Many participants and volunteers go on to become passionate and effective disability advocates, empowered by the confidence and perspective they developed at YC.

Logos



Horizontal Logo



Stacked Logo

Primary Logo

Horizontal Orientation

Use where horizontal space allows for full brand display.



Youth Challenge



Youth
Challenge



Youth
Challenge



Youth
Challenge

Primary Logo

Stacked Orientation

Use in square or vertical layouts like social media profiles or mobile screens.



**Youth
Challenge**

Youth Challenge



**Youth
Challenge**



**Youth
Challenge**



**Youth
Challenge**

Primary Logo

Wordmark Only

Use when icons may be unclear or distracting, and clear brand name recognition is essential.

Youth Challenge

Youth Challenge

Youth Challenge

Youth Challenge

Youth Challenge

Secondary Logo

Horizontal Orientation

Use when space permits use of icons for audiences with existing brand awareness.



Secondary Logo

Stacked Orientation

Use in compact vertical areas for audiences with existing brand awareness.



Secondary Logo

Letters Only

Use when a highly minimal layout is beneficial for audiences with existing brand awareness.

The primary logo consists of the letters 'Y' and 'C' in a bold, sans-serif font. The 'Y' is blue and the 'C' is teal.The secondary logo 'YC' is centered on a solid blue background. The 'Y' is white and the 'C' is teal.The secondary logo 'YC' is centered on a solid teal background. The 'Y' is blue and the 'C' is white.The secondary logo 'YC' is centered on a solid black background. Both the 'Y' and 'C' are white.

Secondary Logo

Icon Only

Use as design accent, such on branded merchandise or as a favicon where a simplified visual is preferred.



Sizing Note - Versions Without Date

Logo variations without “Est. 1976” are available for use cases that will be low-res or obscure detail. Use these versions for uses less than 250–300 px wide for digital or 2" wide at 300 DPI for print.



Color Palette

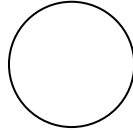
Primary Palette



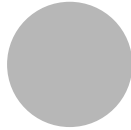
YC Blue
#003d9b
RGB: 0, 61, 155
CMYK: 100, 87, 5, 0
Pantone 661 C



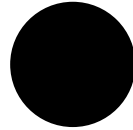
YC Green
#00b694
RGB: 0, 182, 148
CMYK: 76, 0, 55, 0
Pantone 3275 C



White
#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Gray
#b4b4b4
RGB: 180, 180, 180
CMYK: 30, 24, 24, 0



Black
#000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

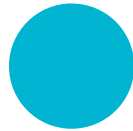
Secondary Palette



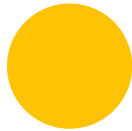
YC Faded Blue
#7c9ed1
RGB: 124, 158, 209
CMYK: 55, 29, 0, 0
Pantone 659 C



YC Faded Green
#7fdac9
RGB: 127, 218, 201
CMYK: 54, 0, 31, 0
Pantone 7471 C



Light Blue
#00b4d2
RGB: 0, 180, 210
CMYK: 73, 5, 14, 0
Pantone 638 C



Gold
#ffc306
RGB: 255, 195, 0
CMYK: 0, 24, 98, 0
Pantone 7548 C

Typography

Typography is an important tool in supporting and establishing a consistent look for the Youth Challenge brand.

For headers and subheads, please use Barlow Condensed Bold. When appropriate, you may use different weights of Barlow.

For body copy and other supporting text, please use Open Sans. Avoid using italic forms of Open Sans whenever possible; instead, use a different weight or color for emphasis.

Header

Barlow Condensed Bold

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

Body Copy

Open Sans Normal

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

Photography

Youth Challenge imagery should reflect energy, inclusion, and genuine connection. Use bright, candid photos that showcase participants and teen volunteers actively engaged. Prioritize moments that capture joy, teamwork, and accessibility in action. Avoid overly posed or sterile images; authenticity is key. Diversity in ability, age, and background should be clearly represented.



