

THE HISTORY OF THE Y LOGO



1881 – The Ninth Conference in London approves the first Y logo, which highlights Y values by featuring a reference to John 17:21: “That they may all be one ... as We are one.”



1891 – Luther H. Gulick, M.D., proposes a red triangle as the Y symbol. The equal sides of the triangle stand for “man’s essential unity, body, mind and spirit, each being a necessary and eternal part of man, he being neither one alone...”



1895 – The annual convention of the U.S. and Canadian Ys authorizes adding the triangle to the old World Alliance Insignia.



1896 – The logo is simplified and a second ring is added. It is said the second ring represents friendship and love without end among individuals. This remains the Y’s official emblem.



1897 – The everyday logo from 1897 to 1967 is the red triangle.



1967 – The Y creates and trademarks the logo with the triangle and bent bar.

INSIDE OUR NEW LOGO

The Y's new visual system reflects our true identity: a caring, people-oriented organization that is devoted to the cause of strengthening communities. Our refreshed logo, for instance, is bold, active and welcoming, suggesting our determined commitment to social progress. Plus, the many colors reflect the vibrancy and diversity of our communities and activities.



Bringing it to Life....



Please note: To request images of the Y logo, please contact media@ymca.net.