

YMCA of Western North Carolina Brand Revitalization Staff Question & Answer

Is the Y changing its name?

The YMCA of Western North Carolina is not changing its name – we will continue using the name YMCA. Individual Ys across the country are required to use YMCA as a part of their association or branch name. Our corporate visual identity via the logo has changed to a more forward-looking logo that reflects the vibrancy and diversity of the organization. The new logo incorporates the YMCA name – the previous logo did not. Moving forward, we will refer to ourselves as “the Y” - that is how people refer to us informally – folks will say “I’m going to the Y” but we will continue to be called the YMCA of Western North Carolina as well as keep our branch center names. The national Y will continue to use the Young Men’s Christian Association in legal and constitutional materials.

Is the Y not a Christian organization anymore?

The Y’s mission is unchanged – “To put Christian principles into practice through programs that build a healthy spirit, mind, and body for all.”

Why was the logo updated?

The revitalized logo reflects the vibrancy of our organization, the diversity of the communities we serve and the many programs and services that help strengthen our communities. The new logo retains the triangle (symbolizing mind, body and spirit—foundational elements of the Y) and for the first time in 43 years, it requires “YMCA” to be present in all treatments, creating a stronger connection between our name and visual identity. This wasn’t the case with the previous logo. The Y’s logo is the seventh design since the organization’s 1844 founding in London.

Will this change the way you operate?

The Y will continue to provide programs and services that strengthen our community. This revitalization allows us to better communicate that cause and engage more people in our movement.

Why did the YMCA drop the “C” as part of its name?

Our YMCA is not dropping the “C” as part of our name. When speaking about the Movement in the United States, we will refer to ourselves as “the Y” to align with how people most commonly refer to our organization. Individual Ys are required to use YMCA as a part of their association or branch name. We will continue to use the Young Men’s Christian Association in legal and constitutional materials. While we are going to be known as “the Y” our exciting new logo incorporates YMCA and our local branch names will remain the same!

Is the Y going to be more secular now?

The Y’s mission is unchanged – “To put Christian principles into practice through programs that build a healthy spirit, mind, and body for all.” We will remain open to all.

Are you going to spend a lot of money to change signs?

Fiscal responsibility for this transition is at the forefront of our minds and a rolling implementation during the next 12 - 18 months makes this possible.