



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
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## WHAT IS THE BRAND REVIEW?

The brand review is the process YMCA of the USA uses to verify that your YMCA has successfully completed all phases of the brand transition. Successful completion of the brand review results in brand certification.

### HOW DOES IT WORK?

1. During the 2011 Annual Report process, CEOs identified a brand transition year - 2011, 2012, 2013, 2014 or 2015. This is the year you agree to complete your transition. *Need to confirm your year? Email [ybrandcompliance@ymca.net](mailto:ybrandcompliance@ymca.net) and we'll let you know right away.*
2. You have from January 1 of your chosen year until March 31 of the following year to activate your brand review.
3. Only the Brand Advocate may activate the brand review.
  - a. *Not sure who your Brand Advocate is or want to make a change? No problem! Email [ybrandcompliance@ymca.net](mailto:ybrandcompliance@ymca.net) and we'll help you out right away!*

### HOW DO I ACTIVATE IT?

1. Visit [www.yexchange.org](http://www.yexchange.org) and login to your account.
2. Click '**My Profile**' (top right).
3. Click '**My Apps.**'
4. The Brand Advocate will see '**Audit App,**' click it.
5. Click '**Activate my Association's Audit.**'
6. Submit the five items as instructed within seven days.

\*When activated, you will be asked to submit five items as a sampling of your fully transitioned brand suite. You will have seven days to upload these files. These five items are:

1. **Exterior signage** - *If you do not yet have your exterior signage in place, you may still earn brand certification by submitting a rendering of your proposed sign for review with the requirement that you will email a photograph of the completed sign to [ybrandcompliance@ymca.net](mailto:ybrandcompliance@ymca.net) to close your file.*
2. **Website**
3. **Promotional item used by your YMCA** (e.g. water bottle, gym bag, key chain, etc.)
4. **Print Marketing Piece** (e.g. activity schedule, brochure, flyer, direct mail piece, etc.)
5. **Business Essential** (e.g. letterhead, envelope, business card, notecard, etc.)

After all materials are uploaded and submitted, we will review them within 30 days. If your materials are brand aligned, congratulations. You will receive an email confirming your brand certification. If one or more items do not meet brand standards, don't worry! We will personally follow up with you and schedule a coaching call. At that time we will develop a plan and timeline for you to make the required changes, resubmit and complete the review with flying colors.

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**REMEMBER.** This is an important accomplishment for all Ys to achieve and is required by December 31, 2015 per the National YMCA Constitution, adopted by YMCA associations in 2010.

This document provides a quick look at the brand review process. For in-depth requirements, please see the Y Brand Protection and Compliance Guide, available on the Brand Resource Center.

If you have any questions on the brand review process, please email [ybrandcompliance@ymca.net](mailto:ybrandcompliance@ymca.net).

***\*Beginning August 5, 2013***