CALIFORNIA YOUTH CONNECTION

Brand and Style Guide

Why Brand is Important

A brand is more than a logo, colors, and a slogan. A brand is how people feel, think, and talk about an organization. It's our reputation built through actions, stories, and the ways in which we show up.

At California Youth Connection (CYC) our brand should reflect who we are and what we stand for. It helps people understand why youth leadership is important, and why foster youth should be at the center of decisions that impact their lives. When more people understand who we are and what we do, the more support we can build for youth-led advocacy and a safer child welfare system.

Our brand is in every experience someone has with CYC. It's how we welcome new people, help our communities, advocate, and treat one another. These interactions might seem small, but they shape how people feel and think about CYC. That means building our brand is a shared responsibility. The way members, staff, volunteer supporters, and board members show up matters. Every event, conversation, meeting, and post is an opportunity to show who we are.

Our brand is deeply rooted in youth leadership, lived experience, community, equity, and the strong belief that young people hold the power to change systems. CYC is an authentic organization that listens, empowers, and creates meaningful leadership opportunities for system-impacted youth to shape their futures, and thrive.

Logo Usage

California Youth Connection's (CYC) primary logo should be used on all communication materials internally and externally.

Primary Logos

Black

DOWNLOAD

White

Secondary Logos

Improper Logo Usage

Examples on improper logo usage in designs.

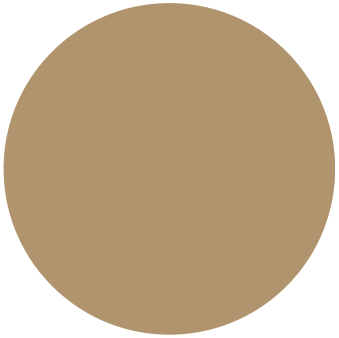
The “CYC” in our primary logo isn’t visible against red. Use a deeper red behind it our a shadow.

The “black” logo is not visible against a black or dark background. Pair this logo with light backgrounds.

The “white” logo is not visible against a white background. Use the white logo on dark colors.

Color Palette

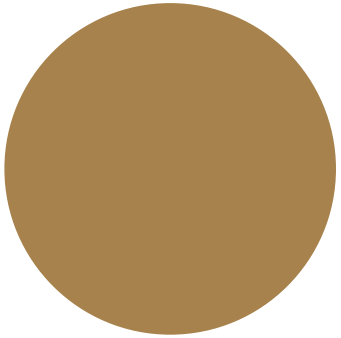
Primary Colors



Hex
#b0946d

RGB
176,148,109

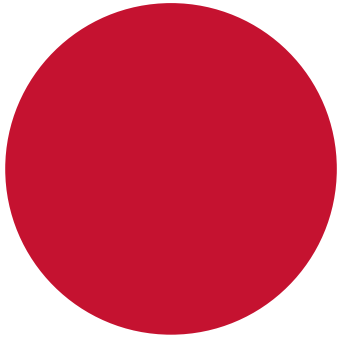
CMYK
31,38,62,3



Hex
#a7824c

RGB
166,149,91

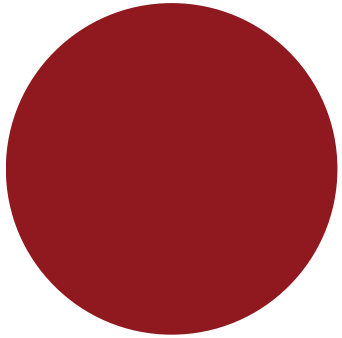
CMYK
32,39,63,4



Hex
#c41230

RGB
196,18,48

CMYK
15,100,87,6



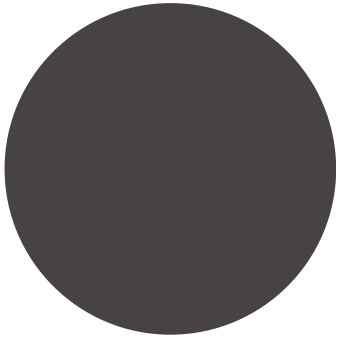
Hex
#90181F

RGB
144,24,31

CMYK
0,83,78,44

Color Palette

Secondary Colors



Hex
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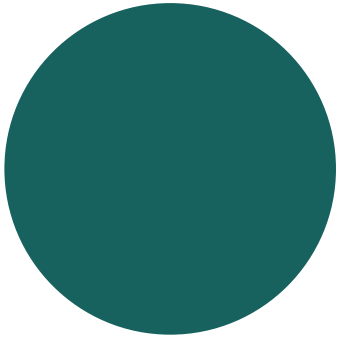
RGB
70,67,66

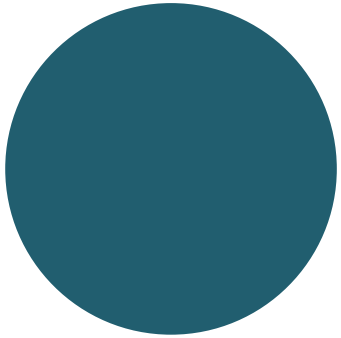
CMYK
0,4,6,73



Hex
#17625E

RGB
23,98,94

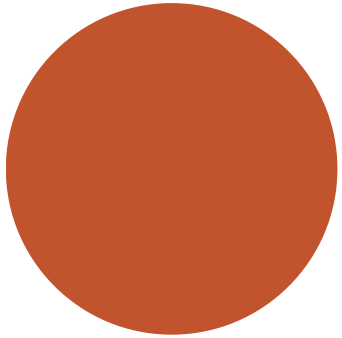
CMYK
77,0,4,62



Hex
#215E6F

RGB
33,94,111

CMYK
70,15,0,56



Hex
#C1532D

RGB
193,83,45

CMYK
0,57,77,24

Typography

Gill Sans Bold Regular *Italic*

For print, web

Rockwell Bold Regular *Italic*

Emphasis, headline font for print, web

Arial Bold Regular *Italic*

Web body font - PPT font

Socials

Visit our social pages here!

Mission and Vision

California Youth Connection (CYC) is a youth-led organization that develops and grows leaders who empower each other and their communities to transform the foster care system through legislative and policy change.

Our vision is that youth impacted by child welfare and intersecting systems are empowered to have their needs met and the support to grow into healthy and vibrant adults.