



YPO Brand Style and Standards Guide



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THE YPO LEGACY

► History of YPO

YPO's first meeting was held in 1950 in New York, New York, USA. It began with YPO Founder Ray Hickok and just 43 members. Since then, YPO has achieved many milestones to become the premier leadership organization of chief executives in the world.

YPO milestones

1950

YPO Founder Ray Hickok welcomes Robert Wood Johnson II, Chairman of Johnson & Johnson, as guest speaker at the first Young Presidents' Organization meeting.

1951

Elsie Frankfurt, President of Page Boy Fashions in Texas, joins YPO as the first female member.

1952

First YPO Harvard Seminar is held in Cambridge, Massachusetts, USA.

1960

YPO holds the first presidents' university in Miami Beach, Florida, USA, at the Fontainebleau Hotel.

1962

The Japan chapter is founded. Of YPO's 1,635 members, 92 are from Canada, six from Europe, 10 from Latin America, two from India and one from Pakistan.

1969

Two international seminars, the East Asian and Australian-New Zealand Seminars, run concurrently for the first time.

1970

Pope Paul VI greets YPO members attending the Rome University, the first university held outside the United States.

1975

Jiggs Davis of the Northern California Chapter establishes forum as a safe haven within YPO.

1979

Brian Wolfson of the United Kingdom is elected as the first president residing outside North America.

1984

The Board of Directors replaces the YPO logo with a triangle. The triangle was chosen as an internationally recognized symbol that captures each member's rise to success.

1988

Focus Forums are launched, reflecting members' individual interests from kayaking to Vietnam and preparation for midlife challenges.

1990

YPO QE2 University sails from England to Spain, Portugal and Morocco with a record 550 YPO couples on board.

1995

Three Nobel Peace Prize laureates — Nelson Mandela, F.W. de Klerk and Archbishop Desmond Tutu — open the South Africa Presidents' University.

1998

YPO launches the MyYPO website, making education information available online to members for the first time.

2000

First Global Leadership Conference (GLC) unites chapter officers worldwide in Dallas, Texas, USA.

2002

First Global Leadership Summit (for chapter officers attending the GLC) takes place in Los Angeles, California, USA.

2005

The guiding principles of E-CODE are established during a meeting of the International Education Committee in New York, New York, USA.

2006

YPO networks launch to connect members through business, personal and social enterprise interests.

2007

YPO and WPO merge to create the world's premier lifelong leadership network. Membership grows to more than 16,000 members in 100 countries.

2009

YPO Global Pulse launches as the only CEO economic sentiment indicator to span the globe on a quarterly basis.

Jill Belconis of the YPO Chicago Chapter becomes the first female YPO chairman.

2010

First Global Leadership Summit open to all members and spouses/partners is held in Barcelona, Spain.

2011

YPO establishes the Chief Executive Network, an exclusive media partnership with CNBC.

2012

The first phase of YPO-WPO Exchange, a new interactive web platform for members, launches. Mobile technologies drive a new era of connectivity.

2014

The next evolution of the Global Leadership Summit, Global EDGE, debuts in Los Angeles, California, USA.

2016

YPO introduces the "Strategy for Lifelong Leadership and Learning" — a change in long-term mindset and operations to unify and align our name, brand identity, structures and processes to drive more value for members.

YPO Innovation Week, a member-driven weeklong series of events, unleashes the entrepreneurial and innovative spirit that defines YPO.

2017

YPO launches three digital platforms — the Source for 24/7 video accessibility, Go Beyond global events digital catalog and moving Ignite from a print publication to a digital magazine.

YPO Mentoring is a global program that connects members with the world's brightest minds on a one-to-one basis.

2018

YPO introduces two new apps to enhance member connectivity. YPO Connect app makes it faster and easier to network with other members. YPO Forum app gives members and spouses/partners instant access to valuable forum tools.

THE YPO LEGACY
► YPO today

Our history is long, our achievements many and our trajectory ever-forward: more than 30,000 members, 460+ chapters, 142 countries, more than 40 networks and 5,100 forums.

Our brand is strong. Today we are building on that foundation, evolving our positioning and expression to connect more powerfully with today's extraordinary young leaders.

► The YPO Brand



THE YPO BRAND

► Our global brand

A brand is more than a logo, wordmark, slogan or marketing campaign. More than its people, products or services. Brand is the sum total of all its parts. Executed with passion and precision, brand builds trust and loyalty that endears and endures.

Our brand's success hinges on how we tell our story: who we are, how we are different and why we are important in this world. As stewards and ambassadors, this is our story to tell. Every member of our community serves as living proof why YPO is the leadership organization for chief executives in an ever-changing world.

Your continued insight and participation are encouraged, welcomed and deeply appreciated. The future of our brand is in our hands.

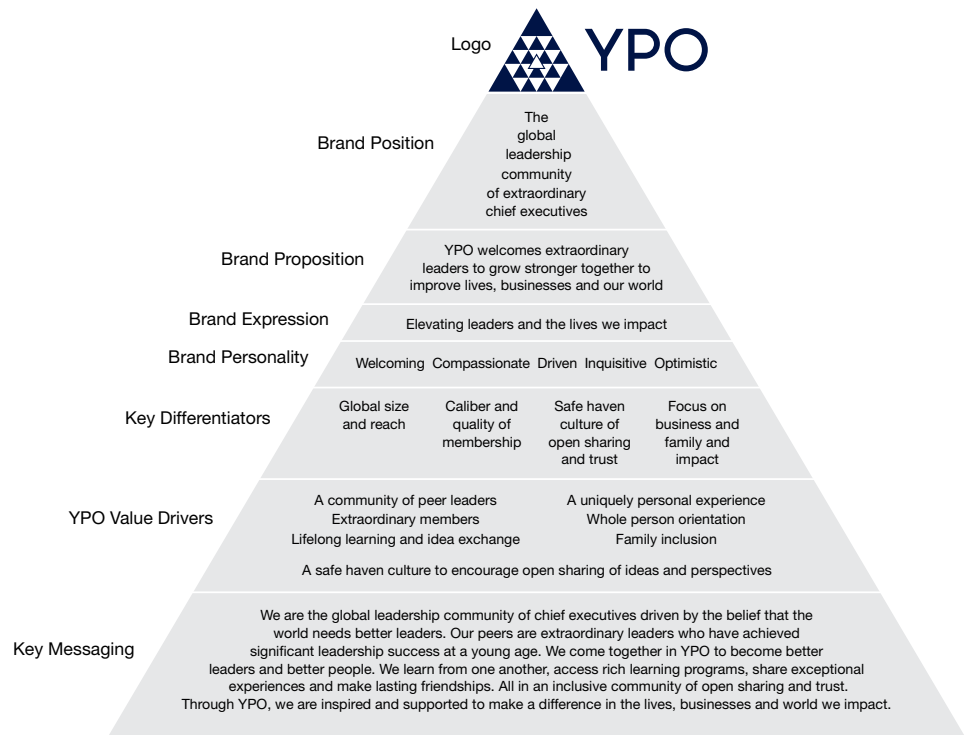
The YPO brand is
a promise.

THE YPO BRAND

► Our global brand

Brand structure

The YPO brand structure comprises the core elements of our brand. It is the foundation for our entire brand expression, and plays a role in inspiring our organizational behaviors and actions. Each element integrates with the rest to create a brand that connects deeply with extraordinary young leaders.



THE YPO BRAND

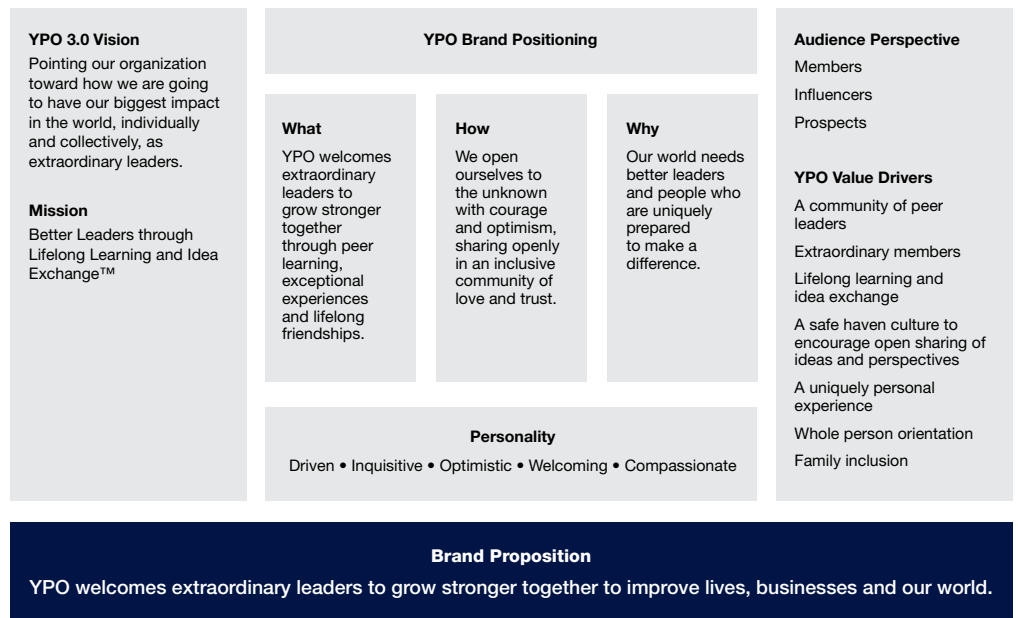
► Brand positioning framework

Brand positioning framework

The most important fundamental elements of our brand strategy are represented in the brand positioning framework.

The left side summarizes our vision and mission from an internal perspective. The right side focuses on the external perspective and summarizes our audience's needs and the drivers of choice that attract prospects.

The bottom section is our proposition to prospects — an invitation and explanation of who and what YPO is, and why we are relevant in today's world.



THE YPO BRAND

► The YPO brand personality

YPO personality traits

Welcoming

We embrace and value each other in our global community.

Inquisitive

We are curious by nature and lifelong learners.

Compassionate

We care deeply about each other and all those we serve.

Driven

We are tenacious in our goal to succeed in every challenge.

Optimistic

We open ourselves to the unknown in a *culture of yes*.

► Verbal
Identity



VERBAL IDENTITY

► Our overarching message

YPO. Elevating leaders and the lives we impact.

We are the global leadership community of chief executives driven by the shared belief that the world needs better leaders. Our peers are extraordinary leaders who achieved significant leadership success at a young age. We come together in YPO to become better leaders and better people. We learn from one another, access rich learning programs, share exceptional experiences and make lasting friendships. All in an inclusive community of open sharing and trust. Through YPO, we are inspired and supported to make a difference in the lives, businesses and the world we impact.

VERBAL IDENTITY

► Our key messages

Each of our key messages is separate narratives explaining the who, how and why of YPO. Draw from them freely to meet the requirements of your creative brief.

You do not have to copy the messages word-for-word. Rather, use the messages to guide you and inspire the words you choose for your narrative. When relevant, consider using the proof points to support the claims in your creative brief.

Who YPO is

We are the global leadership community of more than 30,000 chief executives in 142 countries who have achieved significant leadership success at a young age.

Combined, our members lead businesses and organizations contributing USD9 trillion in annual revenue.

We come together in YPO to become better leaders and better people.

Proof points

Member profiles
Profiles of member businesses
Requirements for membership
Only chief executives

How YPO is different

Our peers are extraordinary leaders who show up for each other.

We learn from one another, access rich learning programs, share exceptional experiences and make lasting friendships.

Our unique community enables us to openly share our perspectives, ideas and challenges with one another. We inspire and encourage one another to put what we learn into action.

We strive for deeper growth across all aspects of our lives and our YPO experience includes our families.

Only in YPO will you find expertise, learning and experiences as diverse and transformative as our members.

Proof points

Forum
Family inclusion
Member testimonials
Lifelong learning and exceptional YPO experiences

Why YPO is important

We are driven by the belief that the world needs better leaders. Through YPO, we are inspired and supported to make a difference in the lives, businesses and world we impact.

Proof points

Profiles of member impact in community, family, business and the world
Thought leadership and participation in media opportunities

VERBAL IDENTITY

► Our statement to the world

This is a more functional version of our story. In contrast to our overarching message, it relies more on facts and figures about YPO to provide clarity about our organization.

When prospects are just getting to know us, this is the helpful information they want to know first.

About YPO. The global leadership community of extraordinary chief executives.

YPO is the global leadership community of more than 30,000 chief executives in 142 countries who are driven by the belief that the world needs better leaders. Each of our members has achieved leadership success at a young age. Combined, they lead businesses and organizations contributing USD9 trillion in annual revenue. YPO members become better leaders and better people through peer learning and exceptional experiences in an inclusive community of open sharing and trust. Visit ypo.org for more.

VERBAL IDENTITY

► How to speak about YPO

Here you'll find sound bites that answer typical questions asked of YPO members. Use them to formulate your own answers to these kinds of questions.

For questions such as:

What is YPO?

Tell me about YPO.

What do members in YPO do?

What makes YPO special?

Why YPO matters

For the organization

YPO is the global leadership community of extraordinary chief executives who are driven by the shared belief that the world needs better leaders.

We serve more than 30,000 members in 142 countries, all of whom have achieved leadership success at a young age. Combined, they lead businesses that contribute USD9 trillion in annual revenue.

Our members come together in YPO to become better leaders and better people. They learn from one another, access rich learning programs, share exceptional experiences and they make lasting friendships.

Our unique community enables them to openly share their perspectives, ideas and challenges with one another.

Their YPO experience also extends to their families, so it fulfills and rewards all aspects of their lives.

Our members look to make a difference in business and beyond. They are a powerful source of ideas and opportunities that improve the lives, communities and the world they impact.

VERBAL IDENTITY

► Talking points

Here you'll find sound bites, or talking points, that answer typical questions asked of YPO members. Use them to formulate your own answers to these kinds of questions.

For members

We are a global business leadership community of chief executives who are driven by the shared belief that the world needs better leaders.

We have more than 30,000 members in 142 countries, and all are chief executives who have achieved significant success at an early age. Combined, our members lead businesses that contribute USD9 trillion in annual revenue.

For me, YPO has been the most transformative experience of my life. Really. It is not easy finding others that get what it is like to lead a company, have a family, and still at an age where I have so much to learn.

Here, I am surrounded by people who get it. More than that, I learn so much from them. When I am with them, I feel I can finally be myself. I can share openly and trust that other members support me completely. We strive to grow in all aspects of our lives and extend our YPO experience to include our families. I am a better leader and person for it.

YPOers look to make a difference beyond business success. They inspire and encourage me to put what I learn into action. Together, we can make a greater difference.

For questions such as:

What is YPO?

Tell me about YPO.

What do members in YPO do?

What makes YPO special?

Why YPO matters

VERBAL IDENTITY

► YPO voice principles

Our brand voice is guided by principles that quickly help you, our brand authors, achieve and sustain our unique sound throughout every communication.

At the highest level, our voice sounds like one chief executive speaking with another, often in first person. Our tone is authentic. We avoid complex ideas and language so non-native English speaking people will understand the ideas in our stories.

Brand voice principles

Embracing

We reflect the compassion and openness integral to our community.

Purposeful

We get to the point and make every sentence intentional.

Challenging

We are bold and inquisitive demonstrating the unique views of our members and YPO.

Inspiring

We see optimism, hope and love – a world to be explored, understood and improved, not fixed.

VERBAL IDENTITY

► YPO voice principles

Take some time to learn why these voice principles were chosen for the YPO brand voice. You'll get a more intimate understanding of what the YPO voice can achieve.

Embracing

We reflect the compassion and openness integral to our community.

Why?

To demonstrate the welcoming and trusting nature of the YPO community

To distinguish YPO from the formal business language used by some competition

Challenging

We are bold and inquisitive, demonstrating the unique views of our members and YPO.

To illustrate YPO's place as a thought leader with a unique view on issues

To distinguish YPO's thought leadership with bold assertions

To demonstrate the value of YPO's knowledge by providing a healthy challenge to preconceived views

Purposeful

We get to the point and make every sentence intentional.

To demonstrate our confidence and resolve in living the brand proposition

To be respectful of the time of our audiences

To be mindful of audiences whose first language is not English

Inspiring

We see optimism, hope and love – a world to be explored, understood and improved, not fixed.

To live YPO's positive worldview that business is a force for good

To stand apart from negativity in media that our audiences may be used to, and inspire them with examples of impact

To underscore our thoughtful approach and combat any negative perceptions of YPO

VERBAL IDENTITY

► YPO word and phrase bank

When referring to our members, we say
extraordinary chief executives, leaders, peers

When referring to YPO, we say **the global leadership community of extraordinary chief executives**

When referring to the YPO experience, we say **our members learn from one another, access rich learning programs and share exceptional experiences**

Instead of “company,” we say **“organization”**

YPO is an organization. It should not be referred to as a company, business or corporation.

Instead of “exclusive,” we say **“an inclusive community”**

Rather than focusing on who YPO excludes, we focus on who YPO includes.

Instead of “network,” we say **“community”**

YPO is much more than a network. Community emphasizes the role of trust and support between members.

Instead of “change,” we say **“impact”**

Impact demonstrates the scale and positivity of our members' work.

Instead of “confidential,” we say **“trust”**

When describing our community, we use positive terms like trust rather than more secretive terminology.

Instead of “CEO,” we say **“chief executive”**

Except in cases where specificity is required (e.g., member requirements), we avoid using CEO.



► Visual Identity

VISUAL IDENTITY

► Our identity

Our brand is represented by certain symbols that have evolved over time. Our refreshed brand identity reflects our evolved strategy and supports expanded design diversity: logo, color palette, imagery, product design, tagline, typography and nomenclature.

1952



1972

YPO

1984



2000



2020



VISUAL IDENTITY

► The meaning behind our logo

The triangle symbol

The triangle is the strongest geometric shape.

Bringing triangles together to form one larger triangle multiplies the strength of them all. The uniformity of the global triangle shape epitomizes unity and alignment. Its three sides signify power, energy and direction.

The many triangle sizes making up the YPO triangle characterize the diversity of our organization.

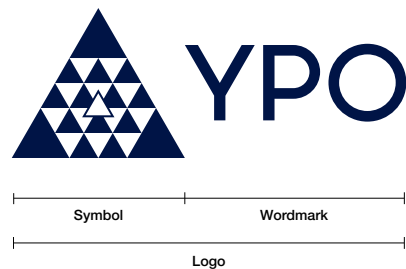
The triangle at the center of the symbol represents the uniqueness of each member. A network of smaller triangles within evokes the unifying strength of our community of peers.

The YPO wordmark

By definition, a wordmark is a distinct typographic style or font of a company, organization or product name used for identification or branding.

From our earliest days, the three initials that represent our organization have been more than an abbreviated identifier. They personified our spirit and adaptability, our inspiration and aspiration, our camaraderie and learning. Today, the YPO name is recognized around the world. It unifies us as it has since 1950.

We are all YPOers.



The YPO logo is an enduring symbol of community and strength. It is the primary visual element people use to identify or recognize our brand.

VISUAL IDENTITY

► Logo configurations

The logo exists in two configurations, horizontal and vertical.

The horizontal configuration is preferred, but vertical may be used any time horizontal space is limited or if a centered symmetrical positioning is more appropriate.

Our logos must always be reproduced from approved digital artwork and should never be altered in any way.

Approved logos are available in the YPO Brand Library on Connect.

Primary Logo – Horizontal (preferred use)



Primary Logo – Vertical



VISUAL IDENTITY

► Logo color versions

One color logos

The primary use of our logo is in one color, using YPO Dark Blue.

The reverse (white) versions are used on YPO Dark Blue or other dark colored backgrounds.

The black version of the logo is used on white or light backgrounds, and is reserved for greyscale print production.

1 Color Blue



1 Color White



1 Color Black



Two color logos

The secondary use of our logo is in two colors, with the center triangle of the symbol in YPO Gold.

This version of the logo is used for YPO Gold chapters or in instances where the logo is used large and the gold color can be easily seen and properly reproduced.

The reverse (white) versions are used on black or dark backgrounds.

Approved logos are available in the YPO Brand Library on Connect.

2 Color – Positive



2 Color – Reverse



VISUAL IDENTITY

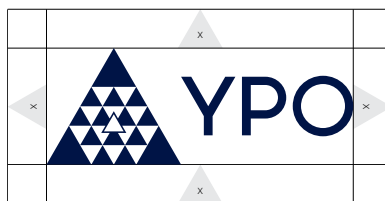
► Logo clear space requirements

Always leave a sufficient amount of clear space around the logo to ensure it is not crowded by surrounding elements. The minimum required clear space is shown here. You may always leave more than the minimum space.

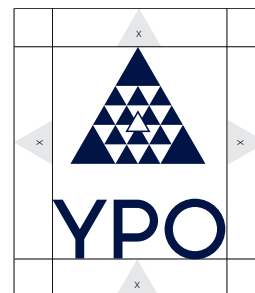
The clear space is determined by the *height* of the large triangle at the top of the symbol. Always use the height of the triangle, not the width, as the two measurements are slightly different.

Approved logos are available in the YPO Brand Library on Connect.

Horizontal Logo



Vertical Logo



VISUAL IDENTITY

► Logo minimum size requirements

The logos shown here are the smallest size allowed for general use. To ensure quality of production, never use a smaller version.

Print

In printed applications, the smallest the logo should appear is 5/16 inch in height for the horizontal logo version and 1/2 inch in height for the vertical logo version.

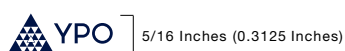
Some media, such as silk-screening, may demand the mark be larger due to technical limitations.

On screen

On screen, the horizontal logo must be no smaller than 40 pixels high and the vertical logo version no smaller than 58 pixels wide.

Approved logos are available in the YPO Brand Library on Connect.

Print



On screen



Retina screens



VISUAL IDENTITY

► The symbol used alone

In some instances, the YPO triangle symbol may be used alone, without our wordmark. Only use the symbol alone when the viewer has already seen the full logo, or is aware that the symbol refers to YPO.

The YPO triangle symbol should not be used alone when there is no way for the viewer to know that the symbol is representative of YPO.

Clear space

Always leave a sufficient amount of clear space around the symbol to ensure it is not crowded by surrounding elements. The clear space is determined by the *height* of the large triangle at the top of the symbol.

Minimum size

In printed applications, the smallest the logo should appear is 5/16 inch in height. Some media, such as silk-screening, may demand the mark be larger due to technical limitations.

Screen

The resolution of on-screen use demands the minimum size be larger than in print. On screen, the symbol must be no smaller than 40 pixels high.

Approved symbol art files are available in the YPO Brand Library on Connect.

1 Color Positive



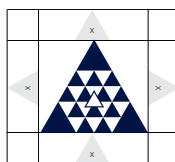
1 Color Reverse



2 Color Positive



2 Color Reverse



Clear Space



5/16 Inches (0.3125 Inches)

Minimum size – print



40 Pixels

Minimum size – on-screen



80 Pixels

Minimum size – retina screen



260 Pixels

Favicon size for retina screens

VISUAL IDENTITY

► Logo incorrect usage

The following examples illustrate logo misuse and are NOT permitted.

Approved logos are available in the YPO Brand Library on Connect.



Do not outline the logo.



Do not move or change elements of the logo.



Do not change the color of the logo.



Do not distort the proportions of the logo.



Do not use the logo on a background color that impairs legibility.



Do not use the logo on a background image that impairs legibility.



Do not change the wordmark typeface.



Do not add graphic treatments like drop-shadows.



Do not attach text or other elements to the logo.

VISUAL IDENTITY

► Chapter logo application

YPO provides logos for all YPO and YPO Gold chapters.

There are two chapter logo formats. The preferred format is a horizontal application.

Chapter logos use the one color logo with the chapter name in YPO Dark Blue. Use of the two color logo should be reserved for YPO Gold chapters (see following page).

YPO and YPO Gold chapter logos are available in the YPO Brand Library on Connect.

Preferred format (horizontal)



Secondary format (vertical)



VISUAL IDENTITY

► Gold chapter logo application

Gold chapter logos should be used with the two color logo and the chapter name in YPO Gold.

Gold chapter logos may also be reproduced in single color only when two-color printing is not available.

There are two Gold chapter logo formats. The preferred format is a horizontal application.

YPO and YPO Gold chapter logos are available in the YPO Brand Library on Connect.

Preferred format (horizontal)



Secondary format (vertical)



VISUAL IDENTITY

► Committee and program application

Committee or program names may be locked up with the YPO logo. The name is positioned to the right of the logo, separated by a single triangle.

Committee and program logos are available in the YPO Brand Library on Connect. Do not create your own artwork.

Preferred format (horizontal)



Secondary format (vertical)



VISUAL IDENTITY

► Event and meeting application

Event and meeting names may be locked up with the YPO logo. The name is positioned to the right of the logo, separated by a single triangle. The date of the event appears below the event name.

Event and meeting logos are available in the YPO Brand Library on Connect. Do not create your own artwork.

Preferred format (horizontal)



Secondary format (vertical)



VISUAL IDENTITY

► Core brand colors

Our core palette represents the principal color impression of our brand, and is an important part of building recognition for our visual identity.

Consistent reproduction of our colors is essential. The core palette should always be dominant in our branded materials, with our Secondary palette playing a supplementary role when required. *(See secondary palette on following page.)*

Always follow the color specifications shown here when reproducing our brand colors.

PANTONE® and CMYK colors are used for printed materials, RGB is used for on-screen applications.

The PANTONE® Color Standards is an industry color matching tool used to reproduce colors consistently across various printing mediums. Consult current PANTONE® publications for accurate color reference.

Adobe Swatch Exchange (.ase) files for our color palettes are available in the YPO Brand Library on Connect.



VISUAL IDENTITY

► Secondary color palette

Our secondary palette supplements the core palette, and allows for a broad range of color choices to differentiate materials and information and provide additional visual interest.

The secondary palette should always be visually subordinate to the core brand palette. See more on palette usage on the following page.

The PANTONE® Color Standards is an industry color matching tool used to reproduce colors consistently across various printing mediums. Consult current PANTONE® publications for accurate color reference.

Adobe Swatch Exchange (.ase) files for our color palettes are available in the YPO Brand Library on Connect.

BLUE
2935 C
RGB
0 87 183
HEX/HTML
0057B7
CMYK
100 63 0 2

SKY
2193 C
RGB
0 144 218
HEX/HTML
0090DA
CMYK
86 21 0 0

TEAL
7473 C
RGB
39 153 137
HEX/HTML
279989
CMYK
76 6 44 8

GREEN
369
RGB
100 167 11
HEX/HTML
64A70B
CMYK
58 0 100 4

ORANGE
716
RGB
234 118 0
HEX/HTML
EA7600
CMYK
0 59 100 0

RED
485
RGB
218 41 28
HEX/HTML
DA291C
CMYK
0 95 100 0

PURPLE
266
RGB
117 59 189
HEX/HTML
753BB0
CMYK
71 88 0 0



LIGHT BLUE
2172
RGB
20 123 209
HEX/HTML
147BD1
CMYK
81 43 0 0

LIGHT SKY
298
RGB
65 182 230
HEX/HTML
41B8E6
CMYK
65 3 0 0

LIGHT TEAL
7465
RGB
64 193 172
HEX/HTML
40C1AC
CMYK
65 0 38 0

LIGHT GREEN
375
RGB
151 215 0
HEX/HTML
97D700
CMYK
40 0 98 0

LIGHT ORANGE
1375
RGB
255 158 27
HEX/HTML
FF9E1B
CMYK
0 40 97 0

LIGHT RED
1785
RGB
248 72 94
HEX/HTML
F8485E
CMYK
0 82 51 0

LIGHT PURPLE
2655
RGB
150 120 211
HEX/HTML
9678D3
CMYK
49 55 0 0

VISUAL IDENTITY

► Color usage proportions

Our overall color impression is an essential component of our consistent visual identity.

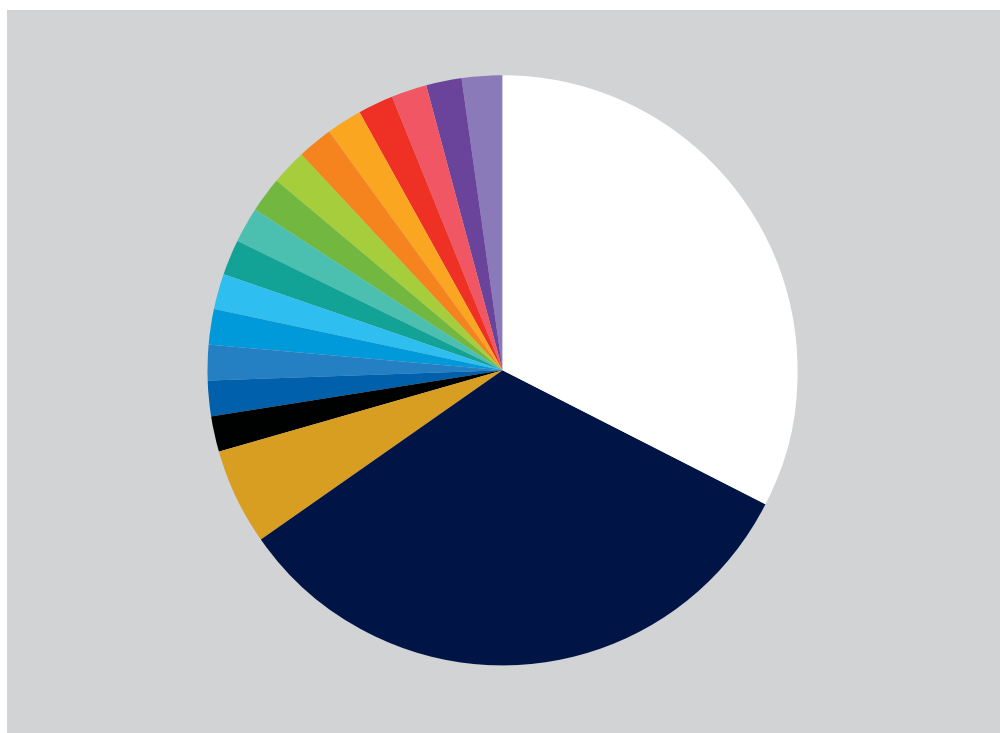
The graphic to the right is a demonstration of the appropriate use of core and support colors.

Our core palette should be the dominant color impression for our brand. The support palette should be visually subordinate.

The secondary palette is for creating color accents, and should not dominate the core colors. Secondary colors are used in graphs, tables, information graphics and gradients. It may also be used in typography, icons and our graphic patterns.

The secondary palette should not be used in large areas of color, unless those are within a context where the core brand palette has already been introduced. For example, secondary color may be used prominently within the interior of a document that has used the YPO Dark Blue prominently on the cover.

Adobe Swatch Exchange (.ase) files for our color palettes are available in the YPO Brand Library on Connect.



VISUAL IDENTITY

► Color gradients

Using color gradients in our communications helps further convey our brand personality and principles. They can bring energy or calm to layouts adding visual depth and interest.

Use these gradients sparingly as support elements or in interior layouts. Gradations may be used in graphic elements or as overlays on photography. (See page 45)

The color pairings are not interchangeable. The gradients shown here are the only gradients approved for use.

In *vibrancy* gradations, the gradient runs from the main version of a secondary color to the light version of the same color.








Color shift gradations run from one secondary color to the next color of the palette.

Colors may also gradate from a secondary color to transparent.








Remember that the overall color impression must align with color usage detailed in *Color usage proportions* on the previous page.

Gradient variations








Vibrancy

Blue		Light Blue
Sky		Light Sky
Teal		Light Teal
Green		Light Green
Orange		Light Orange
Red		Light Red
Purple		Light Purple

Color shift

Blue		Sky
Sky		Teal
Teal		Green
Green		Orange
Orange		Red
Red		Purple
Purple		Blue

Blend to transparent

Blue	
Sky	
Teal	
Green	
Orange	
Red	
Purple	

VISUAL IDENTITY

► Typography – primary typeface

Our brand typeface is Helvetica Neue LT Std. Helvetica is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication.

Helvetica Neue LT Std has a broad range of weights and widths to choose from for headlines, subheads, call-outs and notes.

Use Helvetica Neue LT Std across all professionally produced communication materials, such as brochures or advertising, to ensure a unified identity for our audiences.

Helvetica Neue LT Std is a licensed font and is not a standard system on PC or Mac computers. Because of this, replacement typefaces are used for associate-generated correspondence. A replacement typeface, Arial, is discussed on the following page.

Helvetica Neue LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Styles used

Helvetica Neue LT Std 35 Thin

Helvetica Neue LT Std 36 Thin Italic

Helvetica Neue LT Std 45 Light

Helvetica Neue LT Std 45 Light Italic

Helvetica Neue LT Std 55 Roman

Helvetica Neue LT Std 56 Italic

Helvetica Neue LT Std 65 Medium

Helvetica Neue LT Std 66 Medium

Helvetica Neue Bold LT 75 Bold

Helvetica Neue Bold LT 75 Bold

Helvetica Neue LT Std 47 Light Condensed

Helvetica Neue LT Std 47 Light Condensed Oblique

Helvetica Neue LT Std 57 Condensed

Helvetica Neue LT Std 57 Condensed Oblique

Helvetica Neue LT Std 77 Condensed Bold

Helvetica Neue LT Std 77 Condensed Bold Oblique

VISUAL IDENTITY

► Typography – replacement typeface

Our alternate typeface is for desktop-based correspondence.

Arial is used for documents created in Microsoft Word®, Microsoft PowerPoint®, Microsoft Excel® and any other programs that do not have Helvetica Neue LT Std. as a choice.

Arial is available on all computers.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Styles of Arial used

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

VISUAL IDENTITY

► Type hierarchy

This section provides guidance to the use of type styles to provide a consistent, clear and understandable hierarchy.

These specifications shown are based on print and are intended as guidance. The sizes and weights may not be appropriate for all uses.

As a general principle, the larger the text, the less weight it requires. This principle keeps our typography looking sophisticated and premium.

Type color can have a significant impact on legibility. Always ensure your selected color provides sufficient contrast.

YPO Gold text can difficult to read when used on a white background. When using YPO Gold in text, always ensure the text is large enough.

See the *Showcase* section of the guidelines for examples of the typography in use.

Cover Titles

Lorem ipsum dolor
sit amet elit

Font: Helvetica Neue LT Std
Weight: 25 Ultra Light or 35 Thin
Case: Sentence case
Tracking: -10
Leading: 110% of point size
Size: 4x body copy or greater
Color: Core or Secondary palette

Secondary Headlines/Section Heads

Lorem ipsum dolor sit amet
consectetur adipiscing elit

Font: Helvetica Neue LT Std
Weight: 35 Thin or 45 Light
Case: Sentence case
Tracking: 0
Leading: 110% of point size
Size: 2x body copy or greater
Color: Core or Secondary palette

Intro text or call-outs

Lorem ipsum dolor sit amet consectetur adipiscing elit. Nullam eleifend sodales ultrices idem fusce nec varius est lorem ipsum dolor.

Font: Helvetica Neue LT Std
Weight: 45 Light or 55 Roman
Case: Sentence case
Tracking: 0
Leading: 110% of point size
Size: 1.5x body copy or greater
Color: Core or Secondary palette

Body copy

Dignissim vitae libero vitae, molestie ultrices sem. Donec fermentum ex lorem. Conectecum autatis dit lacestendia pe senda que cor aut que ventias sequat quas moloritatem as dundae ped eriat. Cum sed ea acernam, sae ped magnit et aut ium quas volum explit untio bea

Font: Helvetica Neue LT Std
Weight: 45 Light or 55 Roman
Case: Sentence case
Tracking: 0
Leading: 120% of point size
Size: 9 or 10 points
Color: Black or YPO Dark Blue

VISUAL IDENTITY

► Type hierarchy

This section provides guidance to the use of type styles to provide a consistent, clear and understandable hierarchy.

These specifications shown are based on print and are intended as guidance. The sizes and weights may not be appropriate for all uses.

See the *Showcase* section of the guidelines for examples of the typography in use.

Body headlines

Lorem ipsum dolor sit

Dignissim vitae libero vitae, molestie ultrices sem. Donec fermentum ex lorem. Conectecum autatiis dit lacestendia pe senda que cor aut

Font: Helvetica Neue LT Std
Weight: 45 Light, 55 Roman or 65 Medium
Case: Sentence case
Tracking: 0
Leading: 120% of point size
Size: 120% -150% body copy size
Color: Core or Secondary palette

Body subheads

Lorem ipsum dolor sit amet consectetur

Dignissim vitae libero vitae, molestie ultrices sem. Donec fermentum ex lorem. Conectecum autatiis dit lacestendia pe senda que cor aut

Font: Helvetica Neue LT Std
Weight: 65 Medium or 75 Bold
Case: Sentence case
Tracking: 0
Leading: 120% of point size
Size: 100% -120% body copy size
Color: Same color as body copy

Sidebars or captions

Lorem ipsum dolor sit amet consectetur adipiscing elit. Nullam eleifend sodales ultrices. Fusce nec varius est. Nullam imperdiet Crci hendrerit, id porta risus maximus. Fusce finibus velit eget magna tincidunt efficitur.

Font: Helvetica Neue LT Std
Weight: 55 Roman or 65 Medium
Case: Sentence case
Tracking: 0
Leading: 120% of point size
Size: 75%-100% body copy size
Color: Same color as body copy

Legal text or footnotes

Lorem ipsum dolor sit amet consectetur adipiscing elit nullam eleifend sodales ultrices. Fusce nec varius est. Nullam imperdiet elit ac orci hendrerit id porta risus maximus fusce finibus velit eget magna tincidunt efficitur. Nunc ipsum ligula, dignissim vitae.

Font: Helvetica Neue LT Std
Weight: 55 Roman or 65 Medium
Case: Sentence case
Tracking: 0
Leading: 120% of point size
Size: 60%-75% body copy size
Color: Same color as body copy

Footers or Page Headers

Page 2 | YPO Report Title 2021

Font: Helvetica Neue LT Std
Weight: 55 Roman or 65 Medium
Case: Sentence case
Tracking: 0
Leading: 120% of point size
Size: 60%-80% body copy size
Color: Same color as body copy

VISUAL IDENTITY

► Our graphic pattern

Derived from our YPO triangle symbol, the graphic pattern is used to create visual interest and consistency in our layouts.

Adjusting the graphic pattern

The graphic pattern may be expanded or reduced in size to fit a layout.

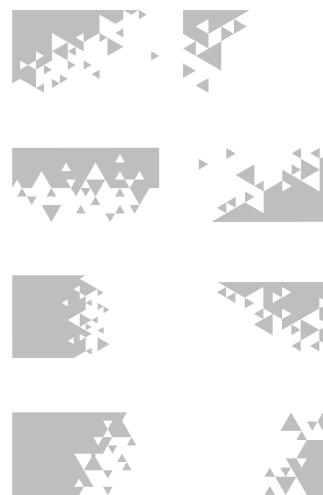
When scaling the graphic pattern ensure that the proportions are not altered. Do not stretch or skew.

Color

Our core color palette is preferred, but the secondary palette may be used

See the *Showcase* section of the guidelines for examples of the graphic pattern in use.

Art files for graphic patterns are in the YPO Brand Library on Connect.



Versions of the graphic pattern

VISUAL IDENTITY

► Photography

The images we use generally fall into four categories:

Members in the world



This candid style depicts YPO members as leaders in the world, actively making a difference in business and beyond. These images are of members' activities and lives outside of YPO.

This style is used broadly throughout our communications materials. Authentic photos of people and activities create a dynamic and human feeling to our communications.

Members in YPO



This documentary style of imagery depicts our members coming together in YPO to become better leaders and better people. Sharing their perspectives, ideas and challenges with one another in a safe and trusting environment.

The scope of these images also extends to member families, so they fulfill and reward all aspects of their lives.

Regional images



This type of image shows the global scope and rich diversity of YPO chapters and regions around the world. These images dramatize the vitality of the cultures of the leaders that make up the YPO community.

Abstract/conceptual



Abstract/conceptual photos graphically represent an idea in either an overt or subtle manner.

Abstract/conceptual images are often used in thought-leadership materials, where a broad range of subjects and ideas must be represented in an engaging manner.

VISUAL IDENTITY

► Photography

Members in the world

This style is a powerful tool in showing the impact YPO members make in business and beyond.

Here are some points to keep in mind:

- Images appear unstaged and spontaneous.
- Imagery uses natural lighting, or lighting that is not overtly staged.
- Images should have a focal area and sense of depth.
- Color should remain in a natural range, and should not be overly saturated or filtered.
- Moments of interaction and connection are preferred.
- Blurred movement and activity may be used if it does not distract from the subject of the image.
- Be aware of implied power dynamics in images, ensuring others are portrayed as respected partners and not subordinates.

Approved photography is available in the YPO Brand Library on Connect.



VISUAL IDENTITY

► Photography

Members in YPO

This documentary style of imagery depicts our members in YPO interacting, learning and celebrating together in and an environment of love and trust.

Here are some points to keep in mind:

- It is important to show subjects representing a diversity of genders and cultures.
- We should show the diversity in the age of our members, but the overall impression should be youthful.
- Events including member families may be included.
- Images may be entirely candid, or subjects may look into the camera.
- Subjects should have a relaxed, natural feel, not overly posed.
- There is a distinct area of focus and a shallow depth of field.
- Lighting should feel natural for the environment.

Approved photography is available in the YPO Brand Library on Connect.



VISUAL IDENTITY

► Photography

Regional photos

This type of image shows the global scope and rich diversity of YPO chapters around the world.

- Images may be dramatic cityscapes or landscapes where chapters are located.
- Cultural sites or traditions of the region may be depicted.



Abstract/conceptual photos

Abstract/conceptual photos are used where complex or abstract concepts need to be represented.

Keep in mind:

- Colors should be in the range of the brand palette as much as possible.
- Colors may be more saturated in abstract photography than in our candid or portrait styles.



VISUAL IDENTITY

► Photography color treatments

Gradient color treatments

To create visual interest and distinction through color, gradient overlays may be used on photographs. Here are examples of the palette used in overlays.

The gradient runs from 100% of the color to transparent.

The gradient may be used horizontally, vertically or at an angle. The examples show here are at 45 degrees.



YPO Gold



Blue



Sky



Teal



YPO Gold



Green



Orange



Red



Purple



Gradient shown without image



VISUAL IDENTITY

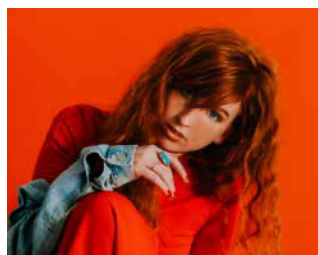
► Photography incorrect usage

The following examples illustrate misuse of photography that are NOT permitted.

Approved photography is available in the YPO Brand Library on Connect.



Do not use cliché stock business image.



Do not use studio environments.



Do not use imagery without appropriate diversity.



Do not use imagery that is obviously staged.



Do not use clip art.

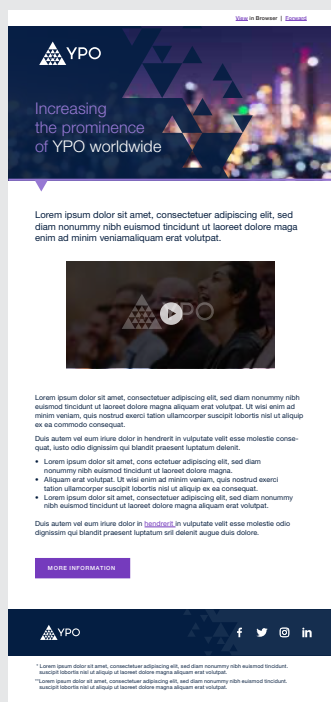
The image features a large, abstract geometric pattern composed of numerous triangles in two colors: a vibrant orange and a clean white. These triangles are arranged in a complex, interlocking fashion that creates a sense of depth and movement. The pattern is most dense in the lower half of the image, where it appears to recede into the background, while the upper half is dominated by a solid orange field. The word "Showcase" is written in a white, sans-serif font, positioned in the upper left area of the orange field.

Showcase

SHOWCASE

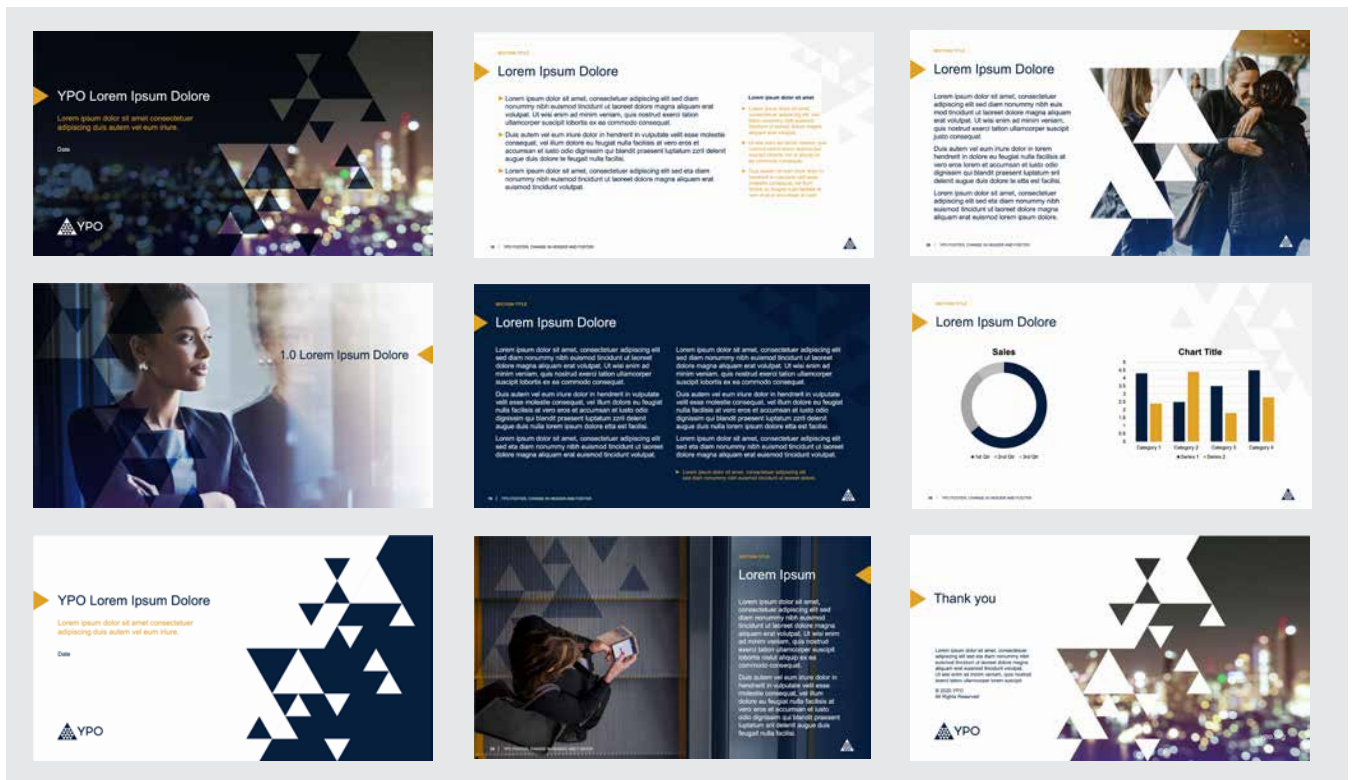
► Report covers





SHOWCASE

► PowerPoint presentation template

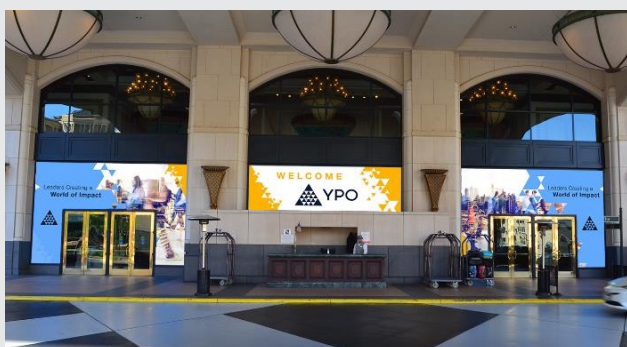


SHOWCASE
▶ Social media



SHOWCASE

► YPO Hub, Davos 2020



SHOWCASE

► YPO Global Pulse on Trust 2020



► Communicating YPO
Around the World



► YPO Communications Guidelines and Best Practices

YPO communications should always provide immediate value with a message focusing on what members, spouses/partners, chapter managers and/or associates need.

Answer these questions before you begin writing:

1. From the user's perspective, what is the immediate, tangible value of this communication?
2. What action is this communication driving?

"Brevity, clarity and simplicity are simply the hallmarks of good communications."

— Frank Luntz, Ph.D., "Words That Work"

YPO communications materials should be written as follows:

- Conversational with authentic tone/voice.
- Use first or second person.
- Active verb tense.
- Brief and simple; short sentences, simpler words.
- Aim for three sentences or fewer in each paragraph.
- Limit use of contractions.
- No buzzwords, jargon or colloquialisms.
- Avoid burying the main point. Aim to deliver the message/theme within the first three sentences.
- Focus on one central message in a communication with one to three supporting points as often as possible. Only if you absolutely need additional central messages — and understand this may decrease readership — you can have more than one but never more than three per communication.
- Include a member's perspective or anecdote when it enhances the communication. Ensure it conveys warmth and is personable.

► Global reference guide

All publishers and many organizations use a stylebook to achieve consistency in communications and messaging.

YPO uses the “The Associated Press Stylebook” in digital and print communications, including magazines, newsletters, marketing materials, web content and emails. The Associated Press is a global standard for publications and institutions.

To maintain and uphold the YPO brand, we also follow a number of customized organizational guidelines.

Acronyms

Universally recognized acronyms are acceptable. Do not use abbreviations or acronyms that are not easily recognized.

If an acronym is not universally recognized, spell out the full name of an entity on first reference followed by the acronym in parentheses.

YPOI is **never** an accepted acronym.

Turn to page 66 for a list of approved YPO acronyms.

Capitalization

Capitalize proper nouns and formal names that refer to a specific person, place, event or entity. Only capitalize common nouns when they are part of a proper name.

- The YPO Global Board of Directors elected a new chairman.
- The board met in Paris.
- The YPO Member Experience Insights and Marketing (MXIM) team manages logo requests.
- The creative services team works on design requests.

Capitalize plural nouns after two or more proper names for regions, chapters, networks, etc.

- Europe and Latin America Regions
- YPO Pan Africa and YPO Morocco Gold Chapters

Lowercase the following when referring generally to products and services: experience, family, forum, groups, learning, mentoring and networks. Uppercase a formal network or event name.

- The Entrepreneurship and Innovation Network is open to all members.
- The network event has a waitlist.

For business or volunteer titles, capitalize when used in reference to a specific person; lowercase when the title is used without reference to a person who holds the title.

Chief executives

Refer to YPO members as chief executives unless specifying a title.

Cities, states/provinces and countries

All cities must be referred to in the following format: city, corresponding country or corresponding state/province followed by the country. Commas are placed after the city, state and country names.

UPDATE: Follow [AP dateline entry](#) (some cities can stand alone).

- Join the meeting-in-meeting 23-24 September 2021 in Columbus, Ohio, USA.
- The event will take place in London.

Currency codes

Monetary values are represented by a three-letter alphabetic country code based on the [International Organization for Standardization \(ISO 4217\)](#) for currencies.

The country code is listed first followed by the monetary figure. There is no space between the code and figure. YPO recognizes five country codes for global events.

- Australia: AUD3,000
- Canada: CAD450
- European Union: EUR1,000
- United Kingdom: GBP450
- United States: USD1 million

For regional or chapter events, use the local currency code.

Please email editorial questions to [Karen Burkum](#).

► Global reference guide

Date format

All dates should be written as day-month-year with no commas. Spell out the month to avoid confusion.

- Example: 6 July 2021.

For sentences using the day of the week followed by the date and location, both the day and date should be followed by commas.

- The chapter retreat will begin Saturday, 27 August 2021, in New York.

Separate dates across different months using a dash, with a space before and after the dash. Do not use spaces with the dash between two numbers in the same month

- 31 August - 2 September 2021.
- 5-6 October 2021.

NEW: Dr. vs. Ph.D.

We follow AP Style and only use the title Dr. in front of a medical doctor. Other doctoral degrees can be identified after the name.

Email

The word email is not hyphenated and is lowercase except when the first word of a sentence.

Email Salutation

Simply use the recipient's name, without "Dear."

English language understanding

YPO membership is diverse. Straightforward communication is key to their understanding and retention of messages. Keep writing concise and use common language rather than complex words and phrases. The [Flesch Reading Ease](#) is a tool that can help you ensure your writing is easily understood. Aim for a Flesch Reading Ease Test score of 60 or better.

Fiscal year

YPO's fiscal year spans two calendar years. The two years always must be represented.

- When writing for internal use to members or within the management organization, use the last two numbers of each of the years in the fiscal year span. For example: FY21-22.
- When writing for external use, use complete numbers for the years. For example: FY2021-2022.

Generations

Millennials were born between 1 January 1981 and 31 December 1996.

Generation Z members were born between 1 January 1997 and 31 December 2014. They may be referred to as Gen Z.

Hyperlinks and calls to action

To decide when and what to link, ask yourself what is most useful for the reader. If there is a call to action, it should be hyperlinked.

Avoid the phrase "click here" as a call to action. Instead, guide the reader to take the desired action.

- Visit the YPO website.
- Register today.

Language and spelling

When addressing a global audience, use the U.S. English version of a word.

- Use realize instead of realise.

When addressing a regional audience, follow that standard.

- Use colour in a YPO London Chapter newsletter.

Measurement

For YPO global communications, list the metric unit first, followed by the U.S. customary measurement in parenthesis.

Follow the regionally appropriate measurement when addressing a regional audience.

► Global reference guide

Numerals

Spell out whole numbers below 10; use numerals for 10 and above. Note there are a number of exceptions to this rule in AP Style. Two common exceptions are:

- Always use numerals for ages.
- Always use numerals for percentages.

If unsure, email kburkum@ypo.org.

Spell out fractions less than one. Use numerals for fractions higher than one, include decimals as appropriate.

Phone numbers

Phone numbers should be written with spaces separating grouped digits. Each phone number must be preceded by the plus sign and the country code.

+1 972 650 4600

+44 06 990 2498

When using a toll-free number, list the country or countries where the number can be used in parentheses after the number.

+1 800 555 1234 (U.S. toll-free number)

Postal addresses

Postal addresses should be written in country-specific formats.

Publication names

UPDATE: YPO now follows AP Style and puts names of titles of books, movies, plays, poems, albums, songs, operas, radio and television programs, lectures, speeches, and works of art in quotation marks. Newspapers, magazines, event, seminar, session and workshop titles, as well as television networks, channels or station names do not get special treatment.

Punctuation

YPO has internal punctuation guidelines. Check page 59 for a complete listing.

Quotes

Every quote must be attributed to a name. YPO does not use anonymous quotes.

- No: "Anonymous quotes reduce the impact of communications and raise questions about the credibility of the content," says a member of the Member Experience, Insights and Marketing department.
- Yes: "Anonymous quotes reduce the impact of communications and raise questions about the credibility of the content," says YPO Chief Marketing Strategy and Digital Experience Officer Sabrina Cendral.

Seasons

Avoid using seasons (summer, winter, spring, fall) when addressing a global audience. Use a specific month (or span of months) when referring to an event or other opportunity.

- The regional board meetings will be held in April and May.

Temperature

List the temperature in Celsius first, followed by the Fahrenheit conversion in parentheses. Do not use the degree symbol.

- The temperature in Melbourne, Australia, was a brisk 10 degrees Celsius (50 degrees Fahrenheit).

Follow the regionally appropriate term when addressing a regional audience.

Time format

For conference calls, meetings, webinars and global events open to all members, use the 24-hour clock and specify the three major time zones: New York, London and Hong Kong. Each city is separated by a forward slash and the time and date precedes the city name.

Please refer to a [time converter](#) that allows for changes in daylight savings to confirm time conversions prior to sending communications. If the time crosses into the following day, a (+1 day) style applies.

- The YPO Global Pulse survey will close on 14 July at 08:00 New York/13:00 London/20:00 Hong Kong.
- Learn more about forum during a global conference call at 13:00 New York/18:00 London/00:00 Hong Kong (+1 day).

Local event communications such as invitations, newsletters or schedules that are specific to chapter or regional attendees are written in the local time format, using either the 24-hour or 12-hour clock with a.m. or p.m.

Please email editorial questions to [Karen Burkum](mailto:karen.burkum@ypo.org).

► Guide to punctuation

Ampersand

Do not use an ampersand instead of the word “and” unless it is part of the official name or character count in social media or headlines make it necessary. Q&A is an acceptable acronym on first reference.

Bullet points

UPDATE: Align with AP Style, which requires periods for all bulleted copy. Capitalize the first word in all bullets. Best practice is to make all bullets either complete sentences or fragments.

Commas

Use commas to separate elements in a series, but do not place a comma before a conjunction (and, or) in a simple series:

- Offsite participants include members, key associates and spouses/partners.

There are two exceptions to this comma rule:

Use a comma before the concluding conjunction (and, or) in a series if an element in the series contains a conjunction:

- He is registered for the Jordan University, the Galapagos Family Adventure, and the Mergers and Acquisitions Seminar.

Use a comma before the concluding conjunction (and, or) in a series that contains complex phrases:

- The main considerations are whether the youth have the maturity to be left unsupervised, whether they have the skills to succeed as a team, and whether they have the resourcefulness to survive in the wilderness.

Double hyphen and em-dash

Do not use a double hyphen in any sentence. Use an em-dash with a space before and after the em-dash.

Ellipses

When using ellipses, make sure to use only three and have a space before and after the ellipses.

Prepositions

Prepositions with four or more characters like “with” and “through” are capitalized in a subject line or headline.

- Share the Experience With Your Family Today

► Communicating our
Organization



COMMUNICATING OUR ORGANIZATION

► YPO reference guide

Better Leaders through Lifelong Learning and Idea Exchange™

YPO unites its globally diverse membership around a shared mission: Better Leaders through Lifelong Learning and Idea Exchange™. This should always carry a trademark symbol. Use uppercase when referring to the mission of YPO, except the words “and” and “through.”

Chairman and chair

There is only one use of the title chairman in YPO: the global chairman of the YPO Global Board of Directors. The title is capitalized before and after a name and includes the date range of service.

After the YPO Global Chairman finishes their term, the title becomes YPO Global Chairman Emeritus with the appropriate fiscal years of service in front of YPO.

- 2022-2023 YPO Global Chairman **Rafi Demirjian** (YPO Lebanon)
- YPO Global Chairman Emeritus **Anastasios (Tassos) Economou** (YPO Monaco) met with the committee.

All other leadership positions in YPO and YPO Gold are referred to as chairs.

- Chair of the YPO Gold Council **Alan Hepburn** (YPO Singapore Integrated, YPO Pan Asia Gold).
- YPO Indonesia Chapter Chair **Ratna Maknawi** (YPO Indonesia Gold).

Capitalize formal titles such as chairman or chair before and after a name.

- **Raymond Watt** (YPO Pacific West Integrated, YPO Coastal San Diego), Host City Chair of the 2020 YPO EDGE.

Use the plural form chairs when referring to a member and their spouse/partner. Use co-chairs when referring to more than one member.

- Brazil Family Seminar Chairs **Anna and Ricardo Felizzola** (YPO Euro-LATAM Integrated).
- Hospitality Network Co-Chairs **Maddy Alfano** (YPO Gold City of Angels) and **Dupree Scovell** (YPO Dallas).

Uppercase chair or chairs following a hyphen in all instances.

- Doing Business Globally Network Co-Chairs **Devin Narang** (YPO Gold Delhi) and **Sanjay Kucheria** (YPO Gold Pacific US at Large).
- **Devin Narang** (YPO Gold Delhi) and **Sanjay Kucheria** (YPO Gold Pacific US at Large), Doing

Business Globally Network Co-Chairs.

Chapter manager

Capitalize chapter manager as a title immediately before or after a name. All other instances should be lowercase. The term CM is acceptable on second reference.

- YPO Orange County Chapter Manager **Julie Wilbanks**.
- Chapter managers met in March at the annual Chapter Managers' Workshop (CMW) to share stories and best practices, review challenges and brainstorm solutions.

Chapters

Many cities have both YPO and YPO Gold chapters, so always include the affiliation before the name of the chapter. Capitalize the “C” in chapter when it is included as part of a formal chapter name.

- YPO Gold Japan Chapter.
- He is a member of the YPO Pennine Chapter.
- Several South Asia Region chapters collaborated on the event.

Please email editorial questions to [Karen Burkum](#).

YPO Editorial Guidelines August 2022

► YPO reference guide

Committees

The Policies and Procedures Manual (P&P) outlines the YPO Global Board of Directors' committees. Refer to the P&P for a complete list of committees, councils and panels, including the following:

- Chapters and Regions Committee (CRC).
- Compensation and HR Committee (CHRC).
- Events Committee (EC).
- Finance Committee (FiC).
- Forum Committee (FoC).
- Global Conduct Committee (GCC).
- Governance and Succession Committee (GSC).
- Learning Committee (LC).
- Networks Committee (NC).

Committee chairs are identified as follows:

- Chair of the Global Conduct Committee **Ya Ping Chang** (YPO Metropolitan São Paulo, YPO São Paulo, YPO São Paulo Interior).
- **Alan Hepburn** (YPO Pan Asia Gold) Co-Chair of the Chapters and Regions Committee.

Dine-around

Hyphenate dine-around but do not capitalize unless it is part of an event name.

Forum

Forum is lowercase unless at the beginning of a sentence. Forum facilitators and certified forum facilitators are also lowercase unless the title is being used to identify a specific person.

Uppercase forum when part of a formal name.

- The Forum Fundamentals voucher is effective 1 July 2021.
- YPO Jordan Chapter Spouse Forum.

Global

When discussing events, programs, offerings or the work of YPO that is not regional or chapter based, use global, not international. Global by definition refers to the whole world (worldwide) wherein international can be as narrow as affecting two or more nations.

Leadership Development Workshop

The Leadership Development Workshop (LDW) is a ½-day event held in multiple global locations as part of YPO officer education program. Formerly known as the Global Leadership Conference.

Integrated chapter

UPDATE: An integrated chapter is composed of YPO and YPO Gold members and is incorporated as one chapter. The term integrated is now used when identifying a member by their chapter in communications' materials.

For more information on integrated chapters, contact Chief Chapter and Regions Officer [Susannah Collins](#).

Member

Only uppercase member if it is the first word of a sentence.

COMMUNICATING OUR ORGANIZATION

► YPO reference guide

Member and spouse/partner identification

On first reference, boldface a member's name, and hyperlink to the member's YPO Connect profile. Follow the name with the member's chapter in parentheses. Include Integrated when identifying integrated chapters. If a member belongs to more than one chapter, identify all chapter affiliations, separated by commas. If the member name is possessive and includes an apostrophe followed by an "s" boldface both the apostrophe and "s."

- **Claire Kuo's** (YPO Gold Taiwan) chapter event was a success.

When referring to a member's spouse/partner, follow the name with the term "spouse" and the member's chapter in parentheses. Do not boldface the spouse's name.

- Malu Duhau (spouse, YPO Miami/Ft. Lauderdale Gold) is Co-Chair of the Be Fully Alive event in Costa Rica.

When referring to a member and the spouse/partner, list the member name second in boldface font followed by chapter affiliation as indicated above.

- Please join Jacqui and **Adam Craker** (YPO Gold Johannesburg) for the AFSE.

UPDATE: When referring to a member's child, follow the name with a comma, then identify the member parent. Do not boldface the child's name. Use "child" instead of "son" or "daughter."

- Jack Alpe, child of **Jeremy Alpe** (YPO Gold Sydney), will chair a YNG livestream event in June.

If you are referring to a lifetime member, mention this status with the member's name.

- Lifetime member **Bob Landucci** (YPO Gold British Columbia) is speaking at the YPO Canadian Regional Conference.

Do not boldface names and identify member chapters or other internal identifiers on external communications.

Networks

The noun network and verb networking are not capitalized. Only the formal name of a YPO network or product should be capitalized.

- He is a member of the Entrepreneurship and Innovation Network.
- YPO has many networks covering all areas of interest such as wine, golf and family business.

Officer status

All officer titles should be referred to with the fiscal year(s) of service listed before the specific officer role. Never use the terms incoming or outgoing before an officer title.

Only-in-YPO

When referring to an event or program that is unique to YPO, hyphenate the term.

Always capitalize "Only" in Only-in-YPO.

Never use quotation marks around Only-in-YPO.

Relevance Event Evaluation

YPO's custom metric that measures the relevance of YPO virtual events. This rating question and follow-up open-ended question provides insight into what content, resources and event modality members find most relevant. This metric is separate from the overall Relevance Index.

UPDATE:

Relevance Index now known as Satisfaction Index

YPO consistently monitors member satisfaction to ensure all members have every opportunity for optimal experiences. YPO management regularly incorporates satisfaction considerations into strategic initiatives, and the YPO team is encouraged to put member satisfaction first in every member interaction.

COMMUNICATING OUR ORGANIZATION

► YPO reference guide

Resources

YPO engages with resources to interact with members at events, chapter meetings, and regional conferences.

Our preference is to use “resources” rather than “speakers.”

The Source

The Source is an on-demand destination for YPO videos, podcasts and livestream recordings. The only time the “the” in the Source is capitalized is at the beginning of a sentence.

Spouse/partner

Both terms are to be used in the context of a “member and spouse/partner” with the following guidelines:

- When describing a member and their spouse/partner, use singular “spouse/partner.”
- Alternatively, if the reference is to members and spouses/partners, a consistent plural noun should be used.
- “S/P” is not an accepted acronym.

YNG Community

YPO and YPO Gold members’ adult children (ages 18-30) are welcome to join this global community of peers. YNG is an opt-in, user-pay program. When referencing a YNGer, please use their name followed by YNG. (Ex: Sarah Smith, YNG).

Identify parents of YNGers as ‘parent of ...’ instead of ‘mother or father of ...’

YPO boilerplate

The global leadership community of extraordinary chief executives.

YPO is the global leadership community of more than 30,000 chief executives in 142 countries who are driven by the shared belief that the world needs better leaders. Each of our members has achieved significant leadership success at a young age. Combined, they lead businesses and organizations contributing USD9 trillion in annual revenue. YPO members become better leaders and better people through peer learning and exceptional experiences in an inclusive community of open sharing and trust. Visit ypo.org for more information.

YPO EDGE

YPO EDGE is the world’s largest gathering of chief executives, bringing together YPO and YPO Gold members, spouses/partners and invited thought leaders.

Use YPO EDGE on first reference. It can be abbreviated to “the EDGE” on second reference.

When referring to the EDGE, you may also include the host city and year:

- 2019 YPO EDGE in Cape Town, South Africa.
- Cape Town, South Africa, YPO EDGE.

COMMUNICATING OUR ORGANIZATION

► YPO reference guide

YPO Global Board of Directors

YPO Global Board of Directors should always be capitalized when referencing the group.

Use a lowercase "b" when only using the word board.

- The board met after the Cape Town Global Leadership Conference.

YPOI Board and YPO International Board are never accepted uses.

YPO Store

When you order YPO-branded merchandise from the YPO Store, you can rest assured knowing that you'll have a great selection of inventory that meets our brand standards. If you choose to order from another vendor, please follow the guidelines in this brand guide.

YPO usage

Refer to the organization as YPO in all instances.

It is not acceptable to use YPO Young Presidents' Organization.

WPO and World Presidents' Organization have been retired and cannot be used in any instance.

The organization should never be referred to as YPO International.

Never use YPOI or YPO-WPO.

YPOer

With an internal audience it is acceptable to use YPOer for a YPO or YPO Gold member, but use YPO member when communicating with external audiences.

COMMUNICATING OUR ORGANIZATION

► YPO acronyms

Acronyms are used throughout YPO. To help ensure brand consistency, only use universally recognized acronyms as listed in this section.

The program, event or position title should be spelled out completely followed by the acronym in parentheses on first reference. The acronym may be used on all subsequent references.

Administrative

CBMS	chapter below minimum standards
CHM	chapter health metrics
CRM	customer relationship management
GCODE	Governance Leadership Framework
P&P	Policies and Procedures Manual
SPS	strategic planning session

Benefits, programs, services

E-CODE	learning excellence code for Only-in-YPO events
F2GL	Faculty to Global Leaders
FPBP	For Presidents by Presidents
M2Mx	Member-to-Member Exchange
OE	Officer Education
YNG	YNG Community (formerly YPO Next Generation)

Board, committees, councils and panels

AP	Arbitration Panel
CHRC	Compensation and HR Committee
CRC	Chapters and Regions Committee
ExCo	Executive Committee
FaC	Family Council
FIC	Finance Committee
FoC	Forum Committee
GCC	Global Conduct Committee
GSC	Governance and Succession Committee
LC	Learning Committee
MC	Membership Council
NC	Networks Committee
PRP	peer review panel
RBM	regional board meeting
REX	regional executive committee
YC	YPO Council
YGC	YPO Gold Council

Events

CLW	Chapter Leadership Workshop
ECW	event champion workshop
LDW	Leadership Development Workshops
MIM	meeting-in-meeting

Forum

4SFE	Four-Step Forum Exploration™
CFF	certified forum facilitator
FF	Forum Fundamentals
FMLD	Forum Moderator & Leadership Development
TF	transformational forum

COMMUNICATING OUR ORGANIZATION

► YPO acronyms

Networks

CIN	Construction Industry Network
DBG	Doing Business Globally Network
E+I	Entrepreneurship and Innovation Network
FSN	Financial Services Network
GFBN	Global Family Business Network
INC	Impact Networks Council
MXN	Manufacturing Excellence Network
PAN	Peace Action Network
PIN	Personal Investing Network
REIN	Real Estate Industry Network
SBN	Sustainable Business Network
SEIN	Sports and Entertainment Industry Network
SPBN	Spouse/Partner Business Network

Officer education workshops

AEOW	Assistant Learning Officers Workshop
CCW	Chapter Chairs Workshop
CMW	Chapter Managers Workshop
FOW	Forum Officers Workshop
LOW	Learning Officers Workshop
ROW	Regional Officers Workshop
MEOW	Member Engagement Officers Workshop
MOW	Membership Officers Workshop
NOW	Network Officers Workshop

Positions and roles

CM	chapter manager
EM	events manager
NCM	network community manager
RC	regional chair
RD	regional director
RS	regional specialist
WDT	workshop delivery team

Super regions

Americas	Canada, Latin America and United States
APAC	Australia/New Zealand, North Asia, South Asia, Southeast Asia (also referred to as Asia Pacific)
EMEA	Europe, Middle East/North Africa and Africa

Regions

Aus/NZ	Australia/New Zealand
EUR	Europe
LA	Latin America
MAR	Mid-America U.S.
MENA	Middle East/North Africa
NA	North Asia
NEUS	Northeastern U.S.
PacUS	Pacific U.S.
SA	South Asia
SEA	Southeast Asia
SEC	Southeast U.S. and Caribbean
WUS	Western U.S.

COMMUNICATING OUR ORGANIZATION

► Trademark, copyright and intellectual property

Trademark

A trademark is a term or design that identifies a source of certain goods or services. For example, YPO's triangle design is a trademark that identifies YPO as the source of certain services. The names of several YPO products, offerings and programs are legally protected as trademarks.

YPO's trademarks are used by chapters under a license agreement.

In some jurisdictions, chapters should provide notices in marketing materials that the YPO trademarks are owned by YPO and used under a license.

YPO holds the following trademark registrations in various jurisdictions. Please note that in some jurisdictions, the ® symbol should be used with each registered trademark to indicate the mark is registered while the TM symbol should be used with unregistered trademarks.

While capitalized here, in YPO communications, our standard capitalization guidelines should be used.

YPO®

YOUNG PRESIDENTS' ORGANIZATION®

YPO GLOBAL PULSE®

The Triangle Design (in color; registered in U.S. Patent and Trademark Office)

The Triangle Design (in black & white; registered in U.S. Patent and Trademark Office) WPO®

FORUM™ YPO EDGE™

MICROFORUM™

FOUR-STEP FORUM EXPLORATION™

YNG™

BETTER LEADERS THROUGH LIFELONG LEARNING AND IDEA EXCHANGE™

BETTER LEADERS THROUGH EDUCATION AND IDEA EXCHANGE™

For more information on trademark usage and notice, please contact a member of YPO's Risk Management Team.

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COMMUNICATING OUR ORGANIZATION

► We're here to help

We're here to help

As you use this editorial guide, feel free at any time to connect directly with members of the YPO Writing & Communications team:

[Karen Burkum](#), Senior Editor

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COMMUNICATING OUR ORGANIZATION

► Best practices

We're here to help

As you use this guide, feel free at any time to connect directly with members of the YPO Marketing and Communications Team who can best answer your questions. Contact us for advice and brand support, and for approval to use the logo in any format not covered within this brand guide.

For support in the development of all marketing and communications materials, including promotional products, digital and print collateral, direct mail, email broadcasts, videos and anything else, please email the following contacts:

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Public relations and regional support
Public Relations Senior Manager
[Angela Mers](#)

Brand Style and Standards Guide
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