

The Metro YMCAs of the Oranges

The Metro YMCAs of the Oranges is the largest Y organization in New Jersey. Available to people of all ages and backgrounds, the five branches offer numerous programs and services designed to enrich the lives of the children, families and communities they serve. Since its inception well over a century ago, the Y has been a place for participants to learn, exercise, play, have fun, make friends and connect in positive ways.

Intelligence

The goal was to attract a bigger audience by creating a more professional image for all five YMCAs of the New Jersey Oranges — one that could hold its own among the exclusive health clubs and after — school programs in the area. The new brochures had to say “we’re a lot more than just the neighborhood Y — we’re constantly growing and changing to meet the needs of all our participants.”

Inspiration

Langton Cherubino Group created a publication system that addressed the various needs of all five Y’s — from summer camp to adult swim classes, and everything in between. After reorganizing all the communication materials, we created easy-to-read typography and colorful pallets that appeal to a wide variety of ages. The result was a professional, streamlined look that could be used consistently for all five Ys, branding and connecting them as a united group.

Langton Cherubino Group

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