

## CASE STUDY COMMUNITY BUILDING

# Metro YMCAs of the Oranges

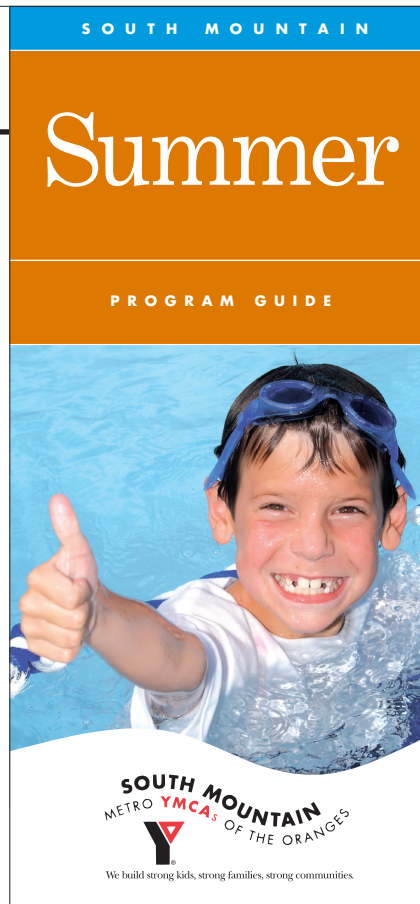
## A streamlined brand delivers a competitive advantage

The Metro YMCAs of the Oranges — the largest organization of YMCAs in New Jersey — needed to attract a bigger audience as they compete with the exclusive health clubs and after-school programs in the area. The new brochures had to say, "We're growing and changing to meet the needs of all our participants."

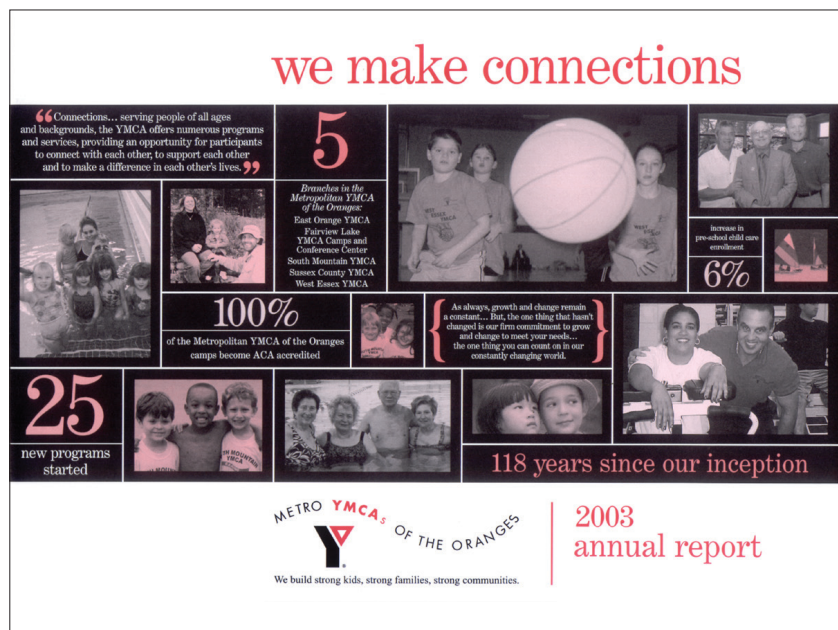
Langton Creative Group designed a publication system that addresses the range of services, from daycare and summer camp to adult swim classes. The result is a professional, streamlined design that is used consistently for all five branches. The new formats allow for easy updating and bulk printing discounts.

Print Communication System  
Annual Report

SERVICES



The color-coded publication system unites all YMCA branches. The easy-to-read brochures address the range of services to a large and varied constituency.



The annual report design features success stories and celebrates athletic accomplishments among all the participants at the Metro YMCAs of the Oranges.

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