

WE'RE LOOKING FOR THE VERY FIRST LOGO OF THE YCBC



AND WE WOULD LOVE YOUR DESIGN!

1. Who is YCBC?

The Young Catholic Broadcasting Community Limited (YCBC) ^[1] is a registered charity with the [Australian Charities and Not-for-profits Commission \(ACNC\)](#), focused on addressing significant health challenges experienced by young people, particularly in Victoria.

YCBC's mission is to inspire, support and equip young people of all backgrounds to achieve better mental health outcomes – specifically by reducing social isolation, anxiety, and related risk factors – using state-of-the-art media and community engagement programs. All activities are planned and delivered through a faith-informed, empathetic, and non-stigmatising approach that prioritises the wellbeing and personal growth of every participant.

YCBC will establish a purpose-built studio within a Catholic environment (such as the Australian Catholic University or other Catholic premises), equipping it with advanced audio-visual technology to foster youth engagement and communication, in producing and outputting content (via recorded podcasts).

[1] The Catholic Church is, by most measures, the largest non-government provider of social, health, and educational services globally helping people of all or no faith. It operates roughly 5,500 hospitals, 18,000 clinics, 16,000 homes for the elderly and disabled, with the majority in developing countries. There are over 20,000 Catholic healthcare facilities, including specialised leproseries and AIDS clinics. It educates more than 62 million students worldwide. Caritas Internationalis, the Church's umbrella humanitarian network, operates in over 200 countries and spends over A\$4billion annually.

2. Use and Appearance

2.1. Target Audience

This YCBC logo will be intended to attract the youth, specifically those who may have mental health challenges, while still being professional. So, the logo will be joyful in needing to attract younger people, have a warmth/calmness to it, and be a logo that can be shared with philanthropists and donors, as well as at significant events (such as with the Melbourne Archdiocese).

2.2. Brand Colours

The YCBC logo should have no more than three colours.

Since YCBC is closely related with ACU and the Melbourne Archdiocese, it is preferred that our colours are not too like the colours of these two organisations (altered tones are acceptable, for example, a light purple can be used, but not a dark purple like in the ACU logo) – refer to each logo below.

Ideally, the colours selected for the logo will have intentional meaning for their selection, which reflect on the Catholic faith that is foundational to our mission.



2.3. Specific Elements

The YCBC logo will include a Cross in the logo, to symbolise the rooted faith of the organisation.

Ideally, some sort of imagery to identify the work of broadcasting (podcasts) that YCBC performs, would be a good addition.

2.4. Presentation

The logo will be used as a watermark over imagery (both photos and videos), so it will need to be able to be converted into one colour (i.e. all white, all black, and each of the three brand colours) without losing the identity of the elements that make up the logo.

3. Required Deliverables

The required files and formats that the YCBC logo will be provided in are:

- High resolution design file formats, including: AI, EPS, PNG, JPG
- Black and white versions (with transparent backgrounds)
- Other single colour versions, being the brand colours (also with transparent backgrounds)
- Any possible logo variations (such as horizontal, vertical, icon-only)

4. Timeline

There is no dedicated due date to receive logo ideas/submissions by; rather, when we see the YCBC logo, we'll know that's the one!

So please share your designs with us! We will have an open timeline until the selection of the YCBC logo is finalised.

5. Thank You!

This is a very exciting opportunity to be part of our beginning! We would love to have your creativity and enthusiasm contributing to what will help be a visual representation who YCBC is and our mission – let your creative spirit flow!

If we select your designed logo, we would love to give credit and mention to you on our upcoming website.

For any questions, and to submit your design proposal, please contact Mike (Director) at mike.lescai@ycbc.org

Thank you!