

THE "JOHN" LOGO



In 1878, the Eight World Alliance of YMCAs met in Geneva, Switzerland, and had on the agenda the creation of a distinctive international badge of the Associations. The matter was turned over to a committee, and three years later at the Ninth Conference in London, the alliance approved the World Alliance insignia.

In 1895, the annual convention of the U.S. and Canadian YMCAs authorized adding Gulick's triangle to the old World Alliance insignia. The triangle stood for an essential unity - spirit, mind, and body. In the intervening 69 years, the logo was revised, with a second ring added representing friendship and love without end among individuals. It was developed to express the purpose and direction of YMCAs everywhere.

This official emblem has represented the YMCA for over 150 years. The symbol is known as the "John Logo." The circle represents the oneness of humankind and encircles the Greek symbols for Christ: Chi and Rho (XP). A Bible is open to John 17:21, "That they all may be one... as We are one," an expression of ecumenical purpose. The triangle is superimposed on the original emblem.

This final version of the John logo is one of two official YMCA registered marks - the bent bar triangle and this one. It was first registered by the National Board of YMCAs in 1965 by the U.S. Patent and Trademark Office.

*"That they all may be one,
as We are one"*