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Youth For Christ Releases Rebrand to Start 2014

Since 1944, Youth for Christ has played a pivotal, catalytic role in youth evangelism. Committed to be “geared for the times” and pursue a mission-centric logo and message, Youth for Christ USA is presenting a new brand identity.

Youth for Christ’s mission is to “reach young people everywhere, working together with the local church and other like-minded partners to raise up lifelong followers of Jesus who lead by their godliness in lifestyle, devotion to the Word of God and prayer, passion for sharing the love of Christ and commitment to social involvement.”

The rebrand effort includes a new suite of logos for its various ministry models, a new tagline (“Give Life to Your Story”), a freshly designed national website experience, and new local websites supported by changes to the color palette and design aesthetic.

The new icon is a nod to the organization’s unified focus of authentic, Christ-sharing relationships -- the 3Story® way of life -- which encourages teens and leaders to see how the relationships they have with other people and God can be connected and grown.

Advocating the new direction, President of Youth for Christ, Dan Wolgemuth offered, “A united, mobilized, and committed organization deserved a visual identity that reflected what we esteemed most. In the very center of this renewed focus we discovered the heartbeat of the mission. God’s unrelenting and pursuing love giving life to young people in every and any context.”

Youth for Christ’s rich history lends itself to the organization’s forward-thinking employees, the first of whom was Billy Graham. “It seems like just yesterday that, in fear and trembling, I spoke at my first Youth for Christ rally in Chicago in 1944,” said Graham. “I’m praying that this 70th anniversary of the organization will launch Youth for Christ into a deeper understanding of what it means to authentically share the transformational message of Christ and His Kingdom, and to do so with renewed vision, passion, boldness and courage to a generation of young people who are desperate to hear words of life and truth.”

Youth for Christ USA is now one of over 100 chartered nations of Youth for Christ International. In the US, the organization spans nearly 2,000 ministry sites in local communities, led by 1,800 employees and 20,000 volunteers. Their national ministry models often serve teens in tough situations including unplanned pregnancy, juvenile detention, and poverty. Currently, 300,000 young people are connected to US programs, with nearly two-thirds of those kids involved in an ongoing, intentional relationship with a Youth for Christ leader. Today, the organization is celebrating renewed growth, having launched 600 new ministry sites in the last three years and continuing at that rate.

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For more information, or to schedule an interview with Youth for Christ leadership, please contact Tasha Weber at 303-843-6748 or email tweber@yfc.net.