

Brand Guidelines



AmeriCorps



Introduction

For decades, AmeriCorps, a federal agency, has worked to make service to others a cornerstone of our national culture and an indispensable part of the American experience. With our new brand, we will increase awareness of opportunities to serve and usher in a new era of service in America.

Following our brand guidelines is crucial to establish our presence more firmly in the minds of people across the country.

Inside this document, you'll find required guidelines for communications using visual and verbal elements of our brand. These guidelines will be used by all grantees and partners.



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Messaging Framework

OUR PURPOSE

To bring out the best of America

OUR AMBITION

Make service to others the cornerstone of our national culture and an indispensable part of the American experience.

OUR POSITIONING

We are uniting America by bringing people together to serve communities.

BRAND PILLARS

Unite

We bridge divides by bringing people together: connecting individuals and organizations to help communities tackle their toughest challenges.

Strengthen

We provide resources and people power to organizations dedicated to the improvement of communities.

Impact

We enrich the lives of those we serve and those who serve.

Lead

We empower an entire ecosystem committed to the betterment of communities across America.



Messaging Framework Explained

The messaging framework illustrates the key parts of our agency's brand story. Our purpose and ambition explain why we exist, what we are trying to accomplish, and how we intend to achieve our goals.

The positioning and brand pillars are the key elements of our messaging. They help us explain our story to our key audiences; including our members, volunteers, grantees and sponsors, potential partners, and individuals who want to serve.

The language in our messaging framework should be used with steadfast consistency. If we want people to understand who we are and what we do, then it's essential our story is told in a disciplined and simple way.

Think of all the individual elements of our messaging framework as pieces of narrative that we will use over and over again in our communications. Resist the temptation to reinvent the wheel.

As our recipients, you are critical communicators of our story. If everyone is telling the same story in the same way using the same language, then we'll succeed in building a stronger brand.

Agency Boilerplate



Use this language to describe who we are in communications, such as press releases.

AmeriCorps, a federal agency, brings people together to tackle the country's most pressing challenges, through national service and volunteering. AmeriCorps members and AmeriCorps Seniors volunteers serve with organizations dedicated to the improvement of communities. AmeriCorps helps make service to others a cornerstone of our national culture. **Learn more at [AmeriCorps.gov](https://www.americorps.gov).**

Condensed:

AmeriCorps is the federal agency connecting individuals and organizations through service and volunteering to tackle the nation's most pressing challenges.



Creative Idea

The Best of America

Other taglines and slogans can still be used, but the following will be used as the primary creative idea for future communications.

PRIMARY CALL TO ACTION

Bring Out the Best of America

#AMERICORPS #AMERICORPSSENIORS



Creative Idea Explained

The intent behind our creative idea is to communicate that people who serve and volunteer represent the best ideals of America. Our members and volunteers improve lives and strengthen communities, representing that when we come together, we bring out the best of our nation.

We need to ensure that this sentiment comes across accurately in all our visual communications. Our creative idea is best used in communications where you can feature imagery showing a member or volunteer.

A few additional things to keep in mind if you would like to use the creative idea in your communications:

- Strong headlines that focus on the impact of volunteers also lends important context. Wherever possible, try to ensure that the creative idea plays off the other messaging in your communications.
- You do not always need to lock the logo and creative idea together. If your communication has no space to feature any imagery or supporting copy, then in most instances we'd suggest you do not partner the creative idea with the logo.
- There may be instances where you choose to have the creative idea sign-off a longer piece of copy. That is acceptable. In instances where you do this, please do not also attach the creative idea to the logo. The creative idea should only appear once on any communication.
- Please refer to the brand video to see how the logo and creative idea should appear in video or animation.



Pledge

The AmeriCorps and AmeriCorps Seniors Pledge will continue to be used with our members and volunteers. The AmeriCorps Seniors pledge has been updated to reflect the brand's new name.

AmeriCorps Pledge

I will get things done for America – to make our people safer, smarter, and healthier.

I will bring Americans together to strengthen our communities.

Faced with apathy, I will take action.

Faced with conflict, I will see common ground.

Faced with adversity, I will persevere.

I will carry this commitment with me this year and beyond.

I am an AmeriCorps member, and I will get things done.

AmeriCorps Seniors Pledge

I will get things done for America – to make our people safer, smarter, and healthier.

When faced with a pressing challenge, I will bring Americans of all generations together to strengthen our communities.

When faced with children at risk, I will help them stay in school and on track for a brighter future.

When faced with older adults in need, I will provide support and compassion so they may age with grace and dignity.

Working for the greatest good, I will use my lifetime of experiences to improve my country, my community, and myself through service.

I am an AmeriCorps Seniors volunteer and I will get things done.

Logo

The first element of our brand identity is our logo.

Our logo is a piece of symbolism that was built from our brand strategy and helps to bring our brand pillars to life. It provides a visual representation of the agency's role to unite America by bringing people together to serve communities. The logo depicts an A with a flag lifting one pillar, symbolic of the way AmeriCorps members and AmeriCorps Seniors volunteers lift up and strengthen communities through service and volunteering.

The logo should be treated with respect. It can appear in different ways, but follows a few basic rules.

PRIMARY LOGOS

There are multiple configurations of the logo. As you build communications, you may use the one that best fits your space requirements.

The “A” and name “AmeriCorps” or “AmeriCorps Seniors” must always be displayed together in visual representation.* Our logos cannot be modified under any circumstance without permission.**

The AmeriCorps logo will be used to represent the agency as a whole. This logo will also be used when referencing one of the following AmeriCorps programs: State and National, VISTA, NCCC, or Volunteer Generation Fund.

The AmeriCorps Seniors logo will be used when referencing the programs available exclusively to individuals 55+ years: RSVP, Foster Grandparents, and Senior Companions.

**There are a limited number of cases when our agency will be using the “A” due to stylistic or space limitations.*

***State Service Commissions may use their state specific logo provided by AmeriCorps.*



HORIZONTAL
PRIMARY LOGOS



AmeriCorps

AmeriCorps
Seniors

STACKED

MINIMUM SIZES

When using our logo, please adhere to the following minimum size rules on this page. These have been set to ensure that our logo and name are clear and visible in all communications.

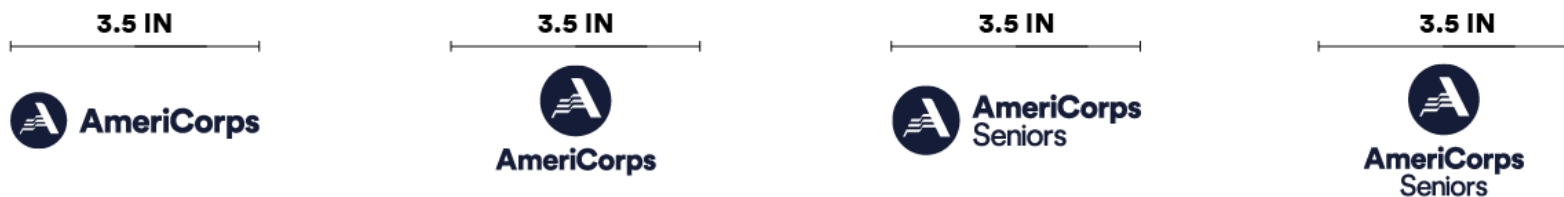
Digital



Print



Uniform



CLEAR SPACE

To make sure our logo is legible, it must be surrounded with a minimum amount of clear space.

This isolates the logo from competing elements, such as photography, text, or background patterns that may detract attention and lessen the overall impact. The space between the logo and anything else on your item should be the size of the “A” in the AmeriCorps logotype.

Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of our brand. The clear space applies to all versions of the logo.



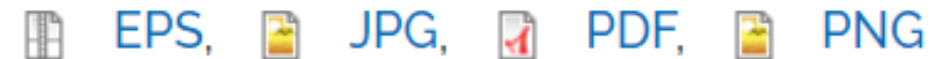
FILE TYPES

The primary and stacked logos for both AmeriCorps and AmeriCorps Seniors are available in the following formats:

- EPS: This is a vector file format that can be easily scaled and is best used for t-shirt and gear printing.
- JPG: This is an image type that is a smaller file size and has a white background. It is best used for web applications.
- PDF: This will be the preferred file type for most print jobs.
- PNG: This is an image type with a transparent background that is best used digitally, not suitable for print.



AmeriCorps Main - Navy



AmeriCorps Seniors Main - Navy



INCORRECT USES

- Don't remove, add, or change any elements of the logo, including the agency name. Do not add your organization name to logo.
- Don't change the logo's orientation.
- Don't use bevel or emboss effects on the logo.
- Don't add "glow" effects to the logo.
- Don't add "drop shadow" effects to the logo.
- Don't put a white box around the logo when placed on a dark or busy background.
- Don't reconfigure or change the size or placement of any logo elements.
- Don't distort proportions by stretching or squeezing the logo.
- Don't recreate elements or replace them with something.
- Don't change the logo font.



Color Palette

The second key element of building a brand identity is color selection. Every color has a different feel and association. Colors act as great identifiers and evoke certain feelings toward our brand.

Always use the correct color mode and ink formulation for the appropriate application to ensure color consistency across all mediums.

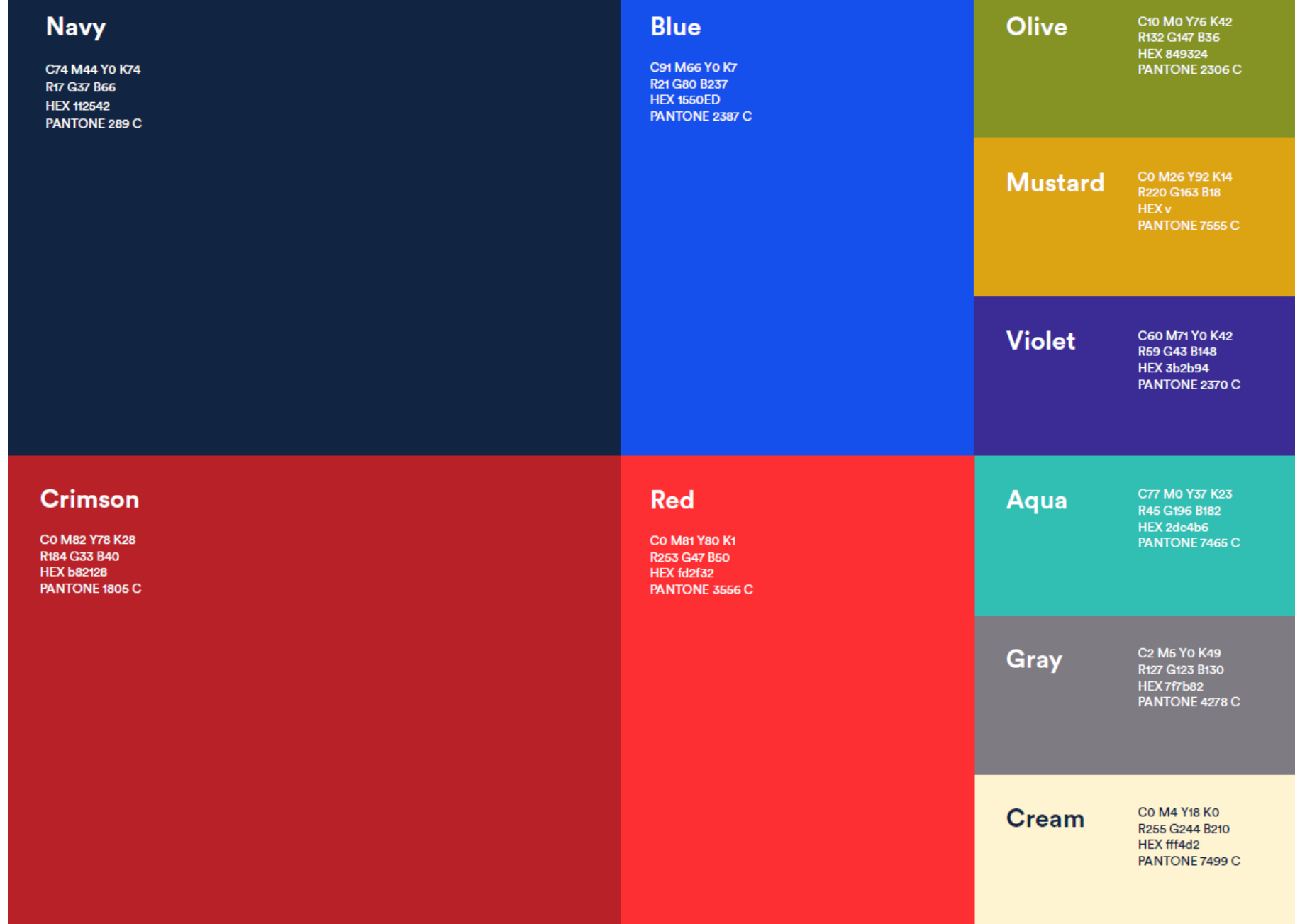
COLOR PALETTE

The primary colors of our brand are navy, crimson, blue, and red. When secondary colors are needed olive, mustard, violet, aqua, gray, and cream can be used.

Pantone should be used for solid color printing.

CMYK should be used for 4-color process printing.

RGB should be used for digital application.



TINTS AND SHADES

A range of tints and shades of our color palette are available to use when you need a bit more flexibility.

Tints are available at 20% and 40% lighter than the original color.

Shades are available at 20% and 40% darker than the original color.



Typography

The third key element of building a brand identity is our font, or typography.

TYPOGRAPHY

For awareness, Circular is the primary font for our brand and what is used in our logo. We do not expect grantees and partners to use the Circular font in communication materials.

Century Gothic is our supporting font that is available on most writing platforms. Feel free to utilize this font to enhance your communications, but it is not required.

Aa
Circular

Circular was chosen for its geometric sans serif look that marries purity with warmth, Circular has unmistakable characters and near-universal appeal, lending itself beautifully for use in headlines or for body copy.

Book
Book italic
Medium
Medium italic
Bold
Bold italic
Black
Black italic

Century
gothic Regular
Bold

While Circular is our main brand font, Century Gothic is our supporting system font. In situations where Circular is not available, Century Gothic is a great alternative that will work on Mac or PC.

Photography

Photography is pivotal to tell our story. Our albums are made up of members, volunteers, and the communities we serve.

If you have photos to amplify the stories we tell, please send them to engagement@cns.gov.

PHOTOGRAPHY

You can access and use photos that we have made available through our Flickr account:

<https://www.flickr.com/photos/nationalservicephotos/albums>



PHOTOGRAPHY

You can access and use photos that we have made available through our Flickr account:

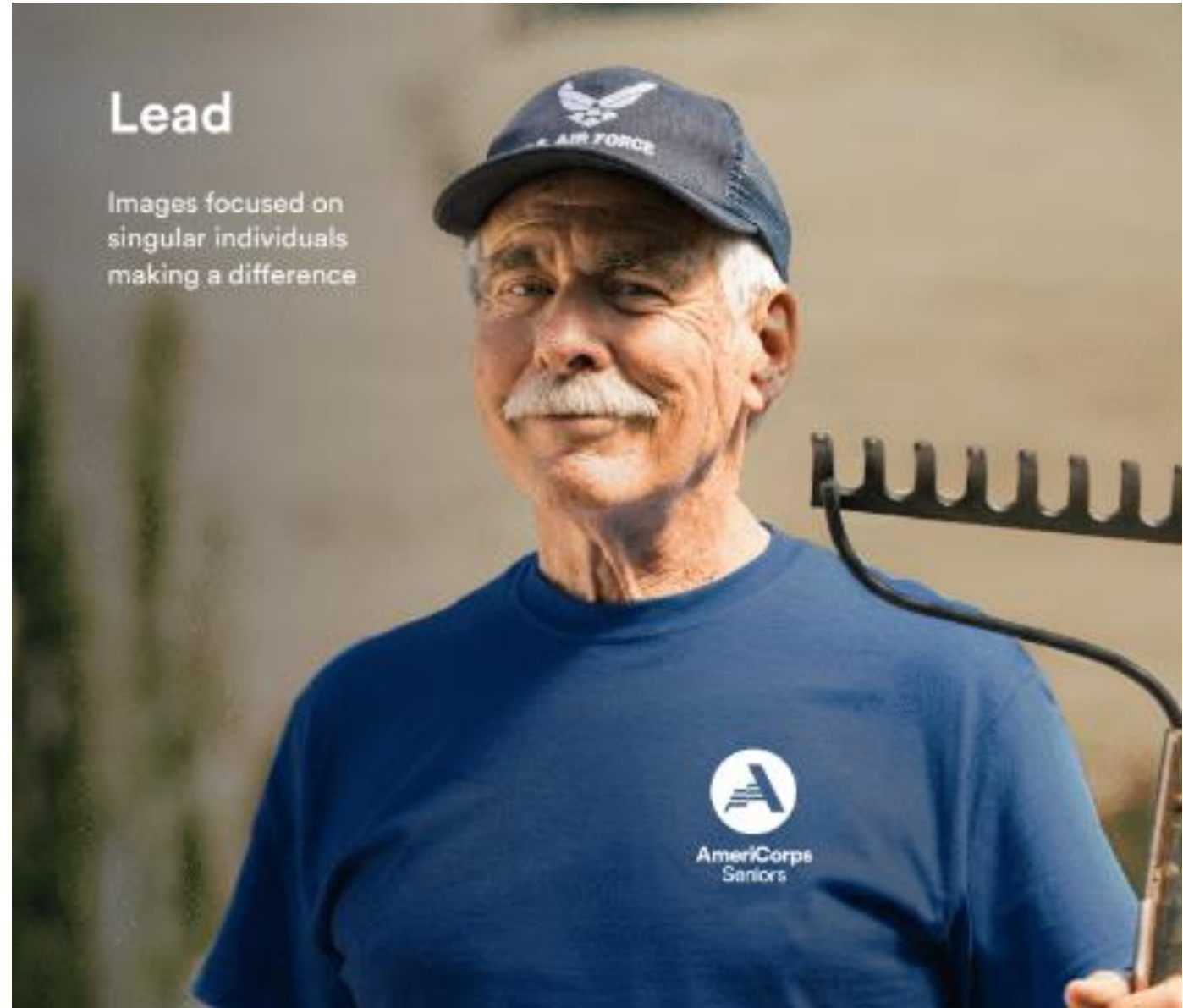
<https://www.flickr.com/photos/nationalservicephotos/albums>



PHOTOGRAPHY

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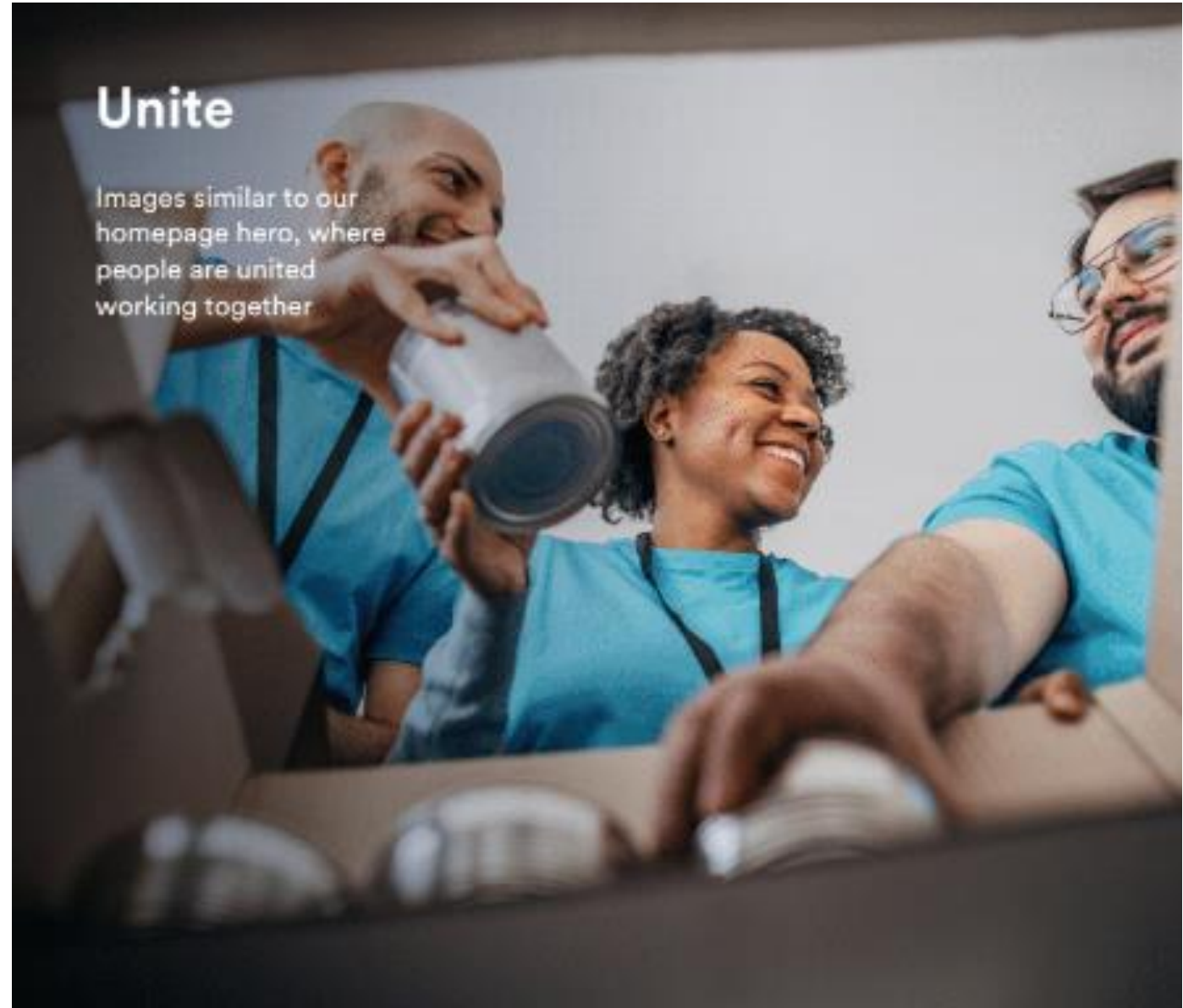
<https://www.flickr.com/photos/nationalservicephotos/albums>



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<https://www.flickr.com/photos/nationalsevicephotos/albums>





Co-branding

All recipients and subrecipients of federal agency AmeriCorps assistance or resources shall identify their programs, projects, or initiatives as AmeriCorps or AmeriCorps Seniors programs or projects according to their current funding terms and conditions. Terms and conditions that will apply to future grants and agreements are available [here](#).

The following information provides requirements and guidance for co-branding with AmeriCorps.

Requirements



Where	Placement	What
Website	Homepage, footer, or suitable prominent placement	Logo
Printed and digital collateral (one pagers, brochures, recruitment resources)	Flexible based on material but logo should appear at least once. Messaging should follow requirements on page 32.	Logo and messaging
Social media	Photos, videos, posts, hashtags	Where possible, tagging an AmeriCorps account and using logo and messaging.
Uniforms and branded gear	Flexible but must appear at least once.	Logo
Media	Online coverage, press releases, TV, radio, newspapers	Messaging should follow requirements on page 32. Photos and videos should show branded uniforms and gear. Boilerplate language recommended on page 6.

Uniform Guidelines



While logo placement and gear colors are flexible based on your organization's uniform design, AmeriCorps' preference – not requirement – is to have the logo placed on the right sleeve and the uniform to be either grey or royal blue.

We understand this preference may not meet your organization's brand; therefore, we provided flexible options for co-branding logo placement.

AmeriCorps or AmeriCorps Seniors logo should appear at least once on co-branded shirts and may not be modified or placed in locations not outlined.

Logo Placement and Version

1. Front of Shirt (Left Chest) / Stacked Logo
2. Right Sleeve / Stacked Logo
3. Front of Shirt (Full) / Stacked or Horizontal Logo
4. Back of Shirt / Stacked or Horizontal Logo

Horizontal versions:



Stacked versions:



Primary Uniform Example



Front

Back



Co-branding Guidelines



Use a vertical line to separate logos



Co-branding Guidelines



Proper spacing

MAX HEIGHT



CLEAR SPACE



DISTANCE FROM EDGES





Messaging Requirements

To avoid confusion when referring to AmeriCorps and AmeriCorps Seniors, and to ensure that we consistently position these brands, use the following protocols in all online and offline communications.

- Always capitalize the A and C without a space between Ameri and Corps, so it reads AmeriCorps.
- When referring to AmeriCorps members and AmeriCorps Seniors volunteers, do not capitalize the m in members or the v in volunteers. It should read AmeriCorps members and AmeriCorps Seniors volunteers.
- Never abbreviate AmeriCorps or AmeriCorps Seniors.
- Use AmeriCorps member when referring to an individual serving in a State and National, VISTA, or NCCC program.
- Use AmeriCorps Seniors volunteer when referring to an individual in an RSVP, Foster Grandparents, or Senior Companions program.

Messaging Requirements



Do Say:	Don't Say:
<p>AmeriCorps member</p> <p>“I am an AmeriCorps member.” “I am an AmeriCorps member in [organization name’s] VISTA program.”</p>	<p>AmeriCorps Volunteer Worker Corps Member NCCC Member VISTA Member</p>
<p>AmeriCorps Seniors volunteer</p> <p>“I am an AmeriCorps Seniors volunteer.” “I am an AmeriCorps Seniors volunteer in [organization name’s] RSVP program.”</p>	<p>AmeriCorps Seniors Member a Foster Grandparent serving with a Senior Companion serving with RSVP Volunteer</p>
<p>Selected to</p>	<p>Hired to</p>
<p>Serve as</p>	<p>Work as</p>

Note: Program names are still acceptable to use to describe the program one is running; however, the members and volunteers participating should be referred to as AmeriCorps members and AmeriCorps Seniors volunteers.



Examples of Application

The following examples show the co-branding requirements applied.

Website Example



YouthBuild

- ABOUT YOUTHBUILD
- WHAT WE DO
- GET INVOLVED
- STORIES
- UPDATES
- PROGRAM DIRECTORY
- ALUMNI SUPPORT
- COVID-19 RESPONSE

How Can You Help?

Donate to support the standards, training, oversight, and advocacy that we provide to YouthBuild programs across the globe. In the U.S., young people seeking a chance to rebuild their lives are turned away from YouthBuild programs, on average, three to one, solely for lack of funds.

Take Action and help advocate for increased federal support of local YouthBuild programs.

[DONATE](#) | [TAKE ACTION](#)

JOIN **THE CONVERSATION**

[f](#) [t](#) [v](#) [+](#)

Sign up for email updates

CAREER OPPORTUNITIES CONTACT MEDIA INQUIRIES PRIVACY POLICY TERMS OF USE LOG IN

YouthBuild U.S.A. | **YouthBuild** INTERNATIONAL

YouthBuild USA and YouthBuild International are divisions of YouthBuild USA, Inc.

AmeriCorps

This institution is an [equal opportunity](#) provider, and employer.

© 2019 YouthBuild USA, Inc.

Uniform Example



Front

Back

Front

Back



Collateral Example



  **AmeriCorps**

ORGANIZATION DESCRIPTION
[Describe your organization's mission, history, connection to national service, etc.]

SERVICE DATES
[Start and end date for this position]

APPLICATION DEADLINE
[Application due date]

LOCATION
[Where will the member serve?]

POSITION DESCRIPTION
[Why should candidates be excited to apply for this position? Discuss nature of the service, focus area, service setting, etc.]



ORGANIZATION DESCRIPTION
[Describe your organization's mission, history, connection to national service, etc.]

SERVICE DATES
[Start and end date for this position]

APPLICATION DEADLINE
[Application due date]

LOCATION
[Where will the member serve?]

POSITION DESCRIPTION
[Why should candidates be excited to apply for this position? Discuss nature of the service, focus area, service setting, etc.]

 **AmeriCorps Seniors** |  **Jewish Family Service of MetroWest New Jersey**

Social Media Accounts and Examples



<p>Facebook</p>	<p>@AmeriCorps @AmeriCorpsSR (formerly Senior Corps)</p>
<p>Twitter</p>	<p>@AmeriCorps @AmeriCorpsSR (formerly Senior Corps)</p>
<p>Instagram</p>	<p>@AmeriCorps</p>




Press Release Boilerplate Example



YOUTHBUILD USA RECEIVES \$8.9M AMERICORPS GRANT

THURSDAY, MAY 28, 2020



Award marks the continuation of a longstanding partnership between YouthBuild and AmeriCorps

SOMERVILLE, Mass., May 28, 2020 — In recognition of its outstanding service to opportunity youth, YouthBuild USA has been awarded an \$8.9 million grant from the Corporation for National and Community Service (CNCS), the federal agency responsible for AmeriCorps and other national service programs. This funding is a continuation of a three-year grant. Funds will be distributed to YouthBuild programs across the country that are helping young people reclaim their education and careers.

YouthBuild programs help unemployed and out-of-school young people ages 16 to 24 attain their High School Equivalency (HSE) or high school diploma. During that time, they also learn career skills by building affordable housing and other community assets in their neighborhoods while engaging in community service and leadership training. Graduates leave prepared for success in post-secondary education, careers and registered apprenticeships — and as a part of a strong and supportive global community.

"For more than two decades, Americans have answered the call to serve by pledging to 'get things done' as AmeriCorps members," said Chester Spellman, director of AmeriCorps. "Through their dedication and sacrifice, I know our nation is in good hands. We are so pleased to be supporting more AmeriCorps members for YouthBuild USA, where their service will help to create a brighter tomorrow. I salute all of our AmeriCorps members — past, present, and future — and thank those who help make their service possible."

This award will support approximately 2,642 YouthBuild AmeriCorps members focused on building affordable housing and providing community healthcare, conservation, recycling and sustainability, computer infrastructure, and child development services for individuals and families in 65 low-income communities in 29 states. Through the grant, more than 1 million direct service hours will be completed by the members, and at least 350 units of affordable housing will be made available for low-income individuals and families.

In addition, CNCS will also make available an additional \$4.7 million in Segal AmeriCorps Education Awards for the AmeriCorps members funded by these grants. After completing their term of service, AmeriCorps members receive awards they can use to pay for post-secondary education and future job training activities.

"This funding from CNCS for the YouthBuild AmeriCorps program is crucial in developing the next generation of young leaders who are committed to transforming their lives and making a positive impact on those around them," said John Valverde, CEO of YouthBuild USA. "As we make our way through a global pandemic, the need has never been higher. When young people have access to an education and a support system of people who believe in them, a healthy, productive future is well within their grasp. YouthBuild greatly appreciates its longstanding partnership with CNCS, which has resulted in decades of service to the community and leadership development for opportunity youth."

YouthBuild USA has been an AmeriCorps grantee since AmeriCorps' inception in 1994. Since then, YouthBuild USA has enrolled more than 42,000 AmeriCorps members who have generated millions of direct service hours, including developing or repairing thousands of units of affordable housing for low-income individuals and families. Nearly 12,000 YouthBuild AmeriCorps members have earned their HSE or high school equivalency and have earned a total of \$35.5 million in Segal AmeriCorps Education Awards.

About YouthBuild USA

YouthBuild USA is the nonprofit support center for 300 local YouthBuild programs operating in 21 countries, with 252 programs in 46 U.S. states and 48 programs in 20 other countries. In YouthBuild programs, unemployed, low-income, and out-of-school young people ages 16 to 24 work toward their high school diploma or equivalency, while learning job skills by building affordable housing and other community assets in their neighborhoods and engaging in community service and leadership training. Proven effective by the most rigorous program evaluation research, YouthBuild's comprehensive model gives graduates the confidence and tools they need to become strong, responsible, and ethical young leaders. For more information, visit www.youthbuild.org.

When the press release is primarily about activities related to AmeriCorps or AmeriCorps Seniors serving with the organization or announcing the receipt of funding, the AmeriCorps boilerplate should be added.

About AmeriCorps

AmeriCorps, a federal agency, brings people together to tackle the country's most pressing challenges, through national service and volunteering. AmeriCorps members and AmeriCorps Seniors volunteers serve with organizations dedicated to the improvement of communities. AmeriCorps helps make service to others a cornerstone of our national culture. **Learn more at AmeriCorps.gov.**

For questions about use of boilerplate, contact pressoffice@cns.gov.

Messaging Examples for Grantees



Lead with AmeriCorps and AmeriCorps Seniors.

- We are an **AmeriCorps grantee**.
- We are an **AmeriCorps Seniors grantee**.

Program names still exist, but they are de-emphasized when communicating publicly.

- We are an **AmeriCorps grantee** and receive funds as part of their State and National program.
- [Insert organization name] is a proud grantee of **AmeriCorps**. We receive funding from them to operate our VISTA program.
- We are an **AmeriCorps Seniors grantee** and receive funds through their RSVP program.

Messaging Examples for Members and Volunteers



Lead with AmeriCorps and AmeriCorps Seniors.

- I am an **AmeriCorps member**.
- I am an **AmeriCorps Seniors volunteer**.
- I am an **AmeriCorps member** serving with [insert organization] to help students succeed in school.
- As an **AmeriCorps Seniors volunteer**, I help tutor young students with [insert organization].

Program names still exist, but they are de-emphasized when communicating publicly.

- I am an **AmeriCorps alumni** and I served through their VISTA program at [insert organization].
- I am an **AmeriCorps Seniors volunteer** serving through their Senior Companions Program.

Implementation timeline for logos on printed materials



Additional time is provided to implement new AmeriCorps and AmeriCorps Seniors logos on printed materials

- Effective upon the issuance of your organization’s FY21 Terms & Conditions or Memorandum of Agreement.**
 Recipients shall identify their programs, projects, or initiatives, and their members or volunteers, through the use of visual representations, including logos; insignias; written acknowledgements, publications and other written materials; websites and social media platforms; and service gear such as clothing. All visual representations must follow current AmeriCorps branding guidance, which include proper logo use and cobranding requirements.
- Additional time for logos on printed materials.** To support the transition to the new logo and cobranding requirements, recipients may continue to use the agency’s legacy logos on printed gear and printed materials through the periods outlined below:

Type of award made prior to October 1, 2020:	May use legacy logos on printed gear and printed materials until:
State Commission program grants (competitive, formula)	Through remainder of existing award period
National Direct grant	Through remainder of existing award period
Tribes grant	Through remainder of existing award period
Territories grant	Through remainder of existing award period
Volunteer Generation Fund grant	Through remainder of existing award period
MLK Jr. Day of Service grant	Through remainder of existing award period
September 11th National Day of Service grant	Through remainder of existing award period
Commission Support Grant	Through no later than 9/30/2023
Commission Investment Fund grant	Through no later than 9/30/2023
VISTA Support Grant	Through no later than 9/30/2021
VISTA Program Grant	Through no later than 9/30/2021
Foster Grandparent Program grant	Through no later than 9/30/2021
RSVP Program grant	Through no later than 9/30/2021
Senior Companion Program grant	Through no later than 9/30/2021
Senior Demonstration Program grant	Through no later than 9/30/2021

*This slide expires and may be removed from the AmeriCorps Brand Guidelines on 10/1/2023.

For questions regarding our new branding:

✉ logos@cns.gov

To access logo files visit our [brand resources page](#).

