# Messaging Framework

OUR AMBITION ——————— Make service to others a 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

# Agency Boilerplate

AmeriCorps, the federal agency for national service and volunteerism, provides opportunities for Americans to serve their country domestically, address the nation's most pressing challenges, improve lives and communities, and strengthen civic engagement. Each year, the agency places more than 200,000 AmeriCorps members and AmeriCorps Seniors volunteers in intensive service roles; and empowers millions more to serve as long-term, short-term, or one-time volunteers.

**Learn more at AmeriCorps.gov.**

# Logo Guidance

Download LOGOS

### Primary Logo
Lead with this version



### Stacked Logo
Secondary logo, used mostly on gear and as appropriate depending on shape of item/visual



### Seal Only Logo
Very limited use in small spaces or unique circumstances
*Example: small promotional items, like ink pens*

# Incorrect Logo Uses

- Don't remove, add, or change any elements of the logo, including the agency name. Do not add your organization or department name to logo.
- Don't change the logo orientation.
- Don't use bevel or emboss effects on the logo.
- Don't add "glow" or "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.

# Wave Guidance

[Download WAVES](#)

| Full wave, on navy | Full wave, on white | Single line wave, on white |
| --- | --- | --- |

# Color Palette

**Pantone** should be used for solid color printing. **CMYK** should be used for 4-color process printing. **RGB** should be used for digital application. Consult with OEA for all printing projects.

## PRIMARY COLORS

**Navy**
C74 M44 Y0 K74
R17 G37 B66
HEX 112542
PANTONE 289 C

**Blue**
C91 M66 Y0 K7
R21 G80 B237
HEX 1550ED
PANTONE 2387 C

**Crimson**
C0 M82 Y78 K28
R184 G33 B40
HEX B82128
PANTONE 1805 C

**Red**
C0 M81 Y80 K1
R253 G47 B50
HEX FD2F32
PANTONE 3556 C

## SECONDARY COLORS

**Olive**
C10 M0 Y76 K42
R132 G147 B36
HEX 849324
PANTONE 2306 C

**Mustard**
C0 M26 Y92 K14
R220 G163 B18
HEX DCA312
PANTONE 7555 C

**Violet**
C60 M71 Y0 K42
R59 G43 B148
HEX 3B2B94
PANTONE 2370 C

**Aqua**
C77 M0 Y37 K23
R45 B196 G182
HEX 2DC4B6
PANTONE 7465 C

**Gray**
C2 M5 Y0 K49
R127 G123 B130
HEX 7F7B82
PANTONE 4278 C

**Cream**
C0 M4 Y18 K0
R255 G244 B210
HEX FFF4D2
PANTONE 7499 C

# Typography

For awareness, **Circular** is the primary font for our brand and what is used in our logo. We do not expect grantees, sponsors, partners or staff to license Circular for use.

**Century Gothic** and **Avenir Next LT Pro** are our supporting system fonts. In situations where Circular is not available, Century Gothic or Avenir Next LT Pro are alternatives.

## PRIMARY FONT

# Circular

## SECONDARY FONTS

**Century Gothic**  OR  Avenir Next LT Pro

# Photography

**Impact**
Images showing members and volunteers engaged in service to meet pressing needs

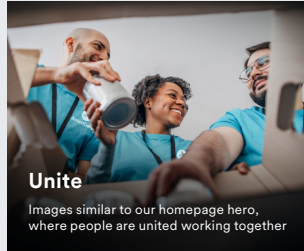**Strengthen**
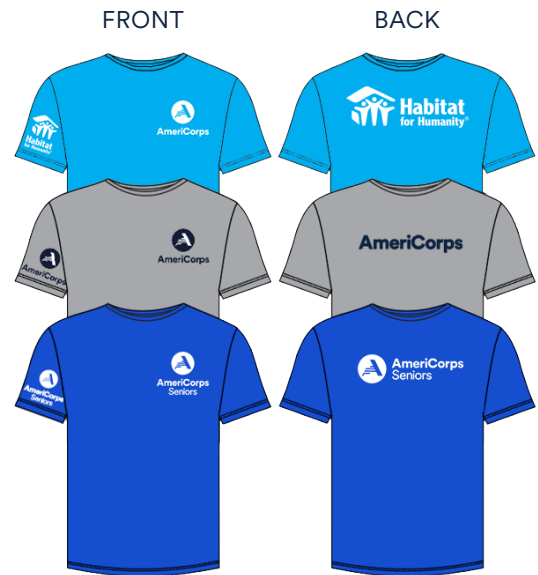Images that show objects or moments of the process of strengthening

**Lead**
Images focused on singular individuals making a difference

**Unite**
Images similar to our homepage hero, where people are united working together

# Uniform Examples

FRONT          BACK

# Co-branding

Proper spacing

DISTANCE FROM EDGES

BOTH LOGOS SAME HEIGHT

CLEAR SPACE

# Co-branding Requirements for Partners

| 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 in main brand guidelines. | 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 in main brand guidelines. Photos and videos should show branded uniforms and gear. Boilerplate language recommended on page 1 of this quick reference guide. |

# Tone and voice

It is important to communicate clearly and professionally with all audiences. Use the tips below to ensure your communications are clear and effective. 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.

## General branding guidelines
- 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.

## Lead with AmeriCorps and AmeriCorps Seniors.
- All participants in AmeriCorps programs including NCCC, VISTA, and State and National programs are **AmeriCorps members**.
- Participants in AmeriCorps Seniors programs including the Foster Grandparent program, Senior Companion program, and RSVP are called **AmeriCorps Seniors volunteers**.
- If you are discussing both AmeriCorps members and AmeriCorps Seniors volunteers in the same sentence, you may refer to them as **AmeriCorps members and volunteers**.
- Grantees and sponsors must identify their programs funded by AmeriCorps as **AmeriCorps** or **AmeriCorps Seniors programs** and program participants as **AmeriCorps members** or **AmeriCorps Seniors volunteers**.
    - We are an **AmeriCorps grantee**.
    - We are an **AmeriCorps Seniors grantee**.

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

## Recommendations for Grantees
- 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 Senior Demonstration program.

## Write in active voice.
- Active voice: writing for AmeriCorps should be informal, inclusive, straightforward, and engaging. Active voice is direct and more engaging than the passive.
    - Active: AmeriCorps will celebrate National Volunteer Week in April.
    - Passive: AmeriCorps will be celebrating National Volunteer Week in April.
- Use short and complete sentences.

## Review the AmeriCorps Style Guide for grammar, punctuation, and capitalization details.

For questions, email **logos@cns.gov**