

Messaging Framework

- OUR PURPOSE** ————— To bring out the best of America
- 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 unites Americans through service.

AmeriCorps is the federal agency for national service and volunteerism. AmeriCorps provides opportunities for Americans to serve their country domestically, address the nation’s most pressing challenges, improve lives and communities, and strengthen civic engagement. We send people power and funding to communities across the country. Disaster response, opioid crisis, education – these are just a few of the causes where the more than 250,000 AmeriCorps members and AmeriCorps Seniors volunteers have stepped up to strengthen their communities. AmeriCorps members and AmeriCorps Seniors volunteers serve in intensive service roles; and empower millions more to serve as long-term, short-term, or one-time volunteers. By bringing people together to serve communities, AmeriCorps is making service to others an indispensable part of the American experience. Learn more at AmeriCorps.gov.

Logo Guidance

[Download LOGOS](#)

<p>Primary Logo Lead with this version</p> 	<p>Stacked Logo Secondary logo, used mostly on gear and as appropriate depending on shape of item/visual</p> 	<p>Seal Only Logo Very limited use in small spaces or unique circumstances <i>Example: small promotional items, like ink pens</i></p> 
		

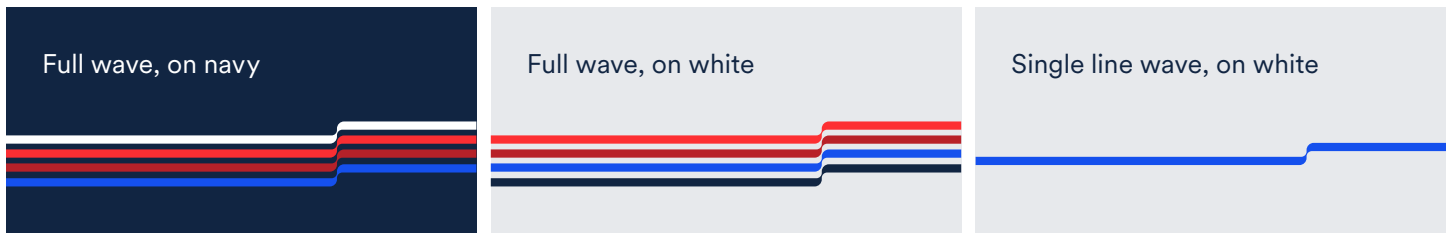
Incorrect Logo Uses

- 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's 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](#)



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 or staff to use this font for routine communications.

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 and Avenir Next LT Pro

Photography

[Visit our Flickr account](#)



Impact

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



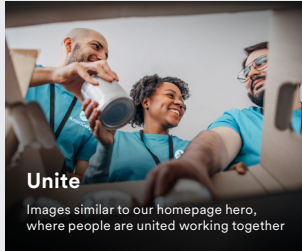
Strengthen

Images that show objects or moments of the process of strengthening



Lead

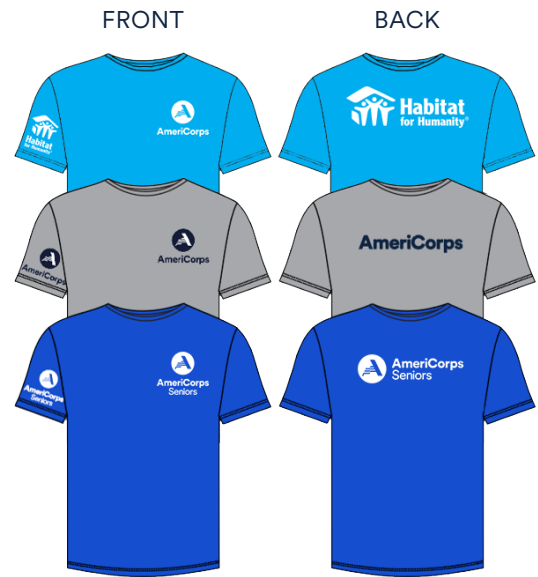
Images focused on singular individuals making a difference



Unite

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

Uniform Examples



Co-branding

Proper spacing



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