Introduction

For decades, AmeriCorps, the federal agency for volunteerism and national service, 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, the federal agency for volunteering and national service, 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 invests more than $800 million in grants for local nonprofit, community, tribal, and state organizations; places more than 250,000 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.

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.
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 also will 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.

In materials featuring both young adult and older American programs, lead with the AmeriCorps logo. Both logos should not appear on the same page.

*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.
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.
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.
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.
WAVES

In addition to the logo, an iconic brand element available for use is the AmeriCorps wave.

There are two options for the number of lines in the wave:
• Four lines
• Single line

The wave is only represented in the core red and blue AmeriCorps brand colors, as shown in the examples right.

9/11 Day and MLK Day special events have specific brand colors that can be used in a four or single line wave.

The single line wave can be represented in any brand color.
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 and Avenir Next LT Pro are our supporting system fonts. In situations where Circular is not available, Century Gothic and Avenir Next LT Pro are great alternatives 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 logos@cns.gov.
PHOTOGRAPHY

You can access and use photos that we have made available through 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
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. View terms and conditions that will apply to future grants and agreements.

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

<table>
<thead>
<tr>
<th>WHERE</th>
<th>PLACEMENT</th>
<th>WHAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Homepage, footer, or suitable prominent placement</td>
<td>Logo</td>
</tr>
<tr>
<td>Printed and digital collateral</td>
<td>Flexible based on material but logo should appear at least once. Messaging should follow requirements on page 29-30.</td>
<td>Logo and messaging</td>
</tr>
<tr>
<td>(one pagers, brochures, recruitment resources)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td>Photos, videos, posts, hashtags</td>
<td>Where possible, tagging an AmeriCorps account and using logo and messaging.</td>
</tr>
<tr>
<td>Uniforms and branded gear</td>
<td>Flexible but must appear at least once.</td>
<td>Logo</td>
</tr>
</tbody>
</table>
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:**
- AmeriCorps
- AmeriCorps Seniors

**Stacked versions:**
- AmeriCorps
- AmeriCorps Seniors
Primary Uniform Example
Co-branding Guidelines

Use a vertical line to separate logos
Co-branding Guidelines

Proper spacing

- Distance from edges
- Both logos same height
- Clear space

AmeriCorps

Jewish Family Service of MetroWest New Jersey
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

<table>
<thead>
<tr>
<th>DO SAY:</th>
<th>DON'T SAY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americorps member</td>
<td>Americorps Volunteer Worker</td>
</tr>
<tr>
<td>“I am an Americorps member.”</td>
<td>Corps Member</td>
</tr>
<tr>
<td>“I am an Americorps member in [organization name’s] VISTA program.”</td>
<td>NCCC Member</td>
</tr>
<tr>
<td></td>
<td>VISTA Member</td>
</tr>
<tr>
<td>Americorps Seniors volunteer</td>
<td>Americorps Seniors Member</td>
</tr>
<tr>
<td>“I am an Americorps Seniors volunteer.”</td>
<td>A Foster Grandparent serving with</td>
</tr>
<tr>
<td>“I am an Americorps Seniors volunteer in [organization name’s] RSVP program.”</td>
<td>A Senior Companion serving with</td>
</tr>
<tr>
<td></td>
<td>RSVP Volunteer</td>
</tr>
<tr>
<td>Selected to</td>
<td>Hired to</td>
</tr>
<tr>
<td>Serve as</td>
<td>Work as</td>
</tr>
</tbody>
</table>

**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
Uniform Example
Social Media Accounts and Examples

Facebook
- @AmeriCorps
- @AmeriCorpsSR (formerly Senior Corps)

Twitter
- @AmeriCorps
- @AmeriCorpsSR (formerly Senior Corps)

Instagram
- @AmeriCorps
Press Release Boilerplate Example

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, the federal agency for volunteering and national service, 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 invests more than $800 million in grants for local nonprofit, community, tribal, and state organizations; places more than 250,000 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.

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 co-branding requirements.

- **Additional time for logos on printed materials.** To support the transition to the new logo and co-branding requirements, recipients may continue to use the agency’s legacy logos on printed gear and printed materials through the periods outlined below:

<table>
<thead>
<tr>
<th>TYPE OF AWARD MADE PRIOR TO OCTOBER 1, 2020:</th>
<th>MAY USE LEGACY LOGOS ON PRINTED GEAR AND PRINTED MATERIALS UNTIL:</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Commission program grants (competitive, formula)</td>
<td>Through remainder of existing award period</td>
</tr>
<tr>
<td>National Direct grant</td>
<td>Through remainder of existing award period</td>
</tr>
<tr>
<td>Tribes grant</td>
<td>Through remainder of existing award period</td>
</tr>
<tr>
<td>Territories grant</td>
<td>Through remainder of existing award period</td>
</tr>
<tr>
<td>Volunteer Generation Fund grant</td>
<td>Through remainder of existing award period</td>
</tr>
<tr>
<td>MLK Jr. Day of Service grant</td>
<td>Through remainder of existing award period</td>
</tr>
<tr>
<td>September 11th National Day of Service grant</td>
<td>Through remainder of existing award period</td>
</tr>
<tr>
<td>Commission Support Grant</td>
<td>Through no later than 9/30/2023</td>
</tr>
<tr>
<td>Commission Investment Fund grant</td>
<td>Through no later than 9/30/2023</td>
</tr>
<tr>
<td>VISTA Support Grant</td>
<td>Through no later than 9/30/2021</td>
</tr>
<tr>
<td>VISTA Program Grant</td>
<td>Through no later than 9/30/2021</td>
</tr>
<tr>
<td>Foster Grandparent Program grant</td>
<td>Through no later than 9/30/2021</td>
</tr>
<tr>
<td>RSVP Program grant</td>
<td>Through no later than 9/30/2021</td>
</tr>
<tr>
<td>Senior Companion Program grant</td>
<td>Through no later than 9/30/2021</td>
</tr>
<tr>
<td>Senior Demonstration Program grant</td>
<td>Through no later than 9/30/2021</td>
</tr>
</tbody>
</table>

*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.