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

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

Download LOGOS
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 reconfigure 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.

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.
Photography

Visit our Flickr account

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

Strengthen
Images showing 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

DISTANCE FROM EDGES
BOTH LOGOS SAME HEIGHT
CLEAR SPACE

Co-branding Requirements for Partners

<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</td>
<td>Flexible based on material but logo should appear at least once. Messaging</td>
<td>Logo and messaging</td>
</tr>
<tr>
<td>collateral (one pagers,</td>
<td>should follow requirements in main brand guidelines.</td>
<td></td>
</tr>
<tr>
<td>brochures, recruitment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>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>
<tr>
<td>Media</td>
<td>Online coverage, press releases, TV, radio, newspapers</td>
<td>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.</td>
</tr>
</tbody>
</table>
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