

BRANDING GUIDANCE

The “A” and “S” symbols support our nation’s tradition of citizens from all walks of life coming together in service to overcome their community’s and nation’s greatest challenges. The “A” and “S” represent hope to individuals and communities coping with a variety of challenges. The “A” and “S” say someone cares. Branding in the proper way provides instant recognition to communities across the nation that we are here to help them, and instills a strong sense of comfort and empowerment. Proper branding helps all of us deliver on our mission to improve lives, strengthen communities, and expand service and volunteering.

HOW TO BE COMPLIANT WITH BRANDING REQUIREMENTS

Gear and Site Signs

Order a wide variety of AmeriCorps-branded or Senior Corps-branded shirts, pins, patches, and more at nationalservicegear.org. If you need advice on procuring gear, please email engagement@cns.gov.

All permanent and temporary (e.g. disaster recovery) service locations should display AmeriCorps or Senior Corps site signs so others will know you are serving at that location.

Website Reference

Your organization’s connection to AmeriCorps or Senior Corps should be prominently displayed on your website. Using the AmeriCorps or Senior Corps logo, the AmeriCorps or Senior Corps boilerplate language, and your program narrative will help to further brand your connection to AmeriCorps or Senior Corps, and provides added credibility to your organization.

Press Releases

Our press release template will help you inform local media that your program has received an AmeriCorps or Senior Corps grant. It includes all the basic information you need about AmeriCorps, Senior Corps, and CNCS. All of your press releases should directly reference AmeriCorps or Senior Corps and CNCS. When you plan press engagements or make pitches, please notify pressoffice@cns.gov.

Photography

Showcase AmeriCorps or Senior Corps by using powerful photos that convey impact and branding

(“Display the “A” or “S”). You can use strong images to tell your story online. Prominently display well-branded photos on your website and share your great photos on social media channels. Always use #AmeriCorps or #SeniorCorps.

VIP Site Visits

When you receive visitors to your AmeriCorps-funded or Senior Corps-funded program from elected officials, corporate partners, and other key constituents, be sure that your program is well-branded. Display the AmeriCorps or Senior Corps logo prominently in key locations, and prepare staff, volunteers, and program participants to talk about the impact of your program from their individual perspectives. Make sure your members or volunteers understand and can convey your program’s affiliation to AmeriCorps or Senior Corps. This is also a time when you may want to reach out to the CNCS press office and/or government relations, especially if media is involved. (See Common Language.)

Recognition Events

It’s important to specifically mention AmeriCorps or Senior Corps as a key funder at public events, especially at ceremonies where you are recognizing your private sector, foundation, and other funding supporters. Make sure to provide context around the support you receive from AmeriCorps or Senior Corps, and emphasize the critical nature of the public-private partnership that fuels the work you do.

Common Language

When writing press releases, public documents, and speeches to identify an organization’s AmeriCorps or Senior Corps affiliation, always use standardized language to describe the program.

One vital way to maintain our brand is to make sure our verbal and written communications are as consistent as possible. Below are some key tips to remember as you craft language and talk about the great service members do:

DO SAY	DON'T SAY
AmeriCorps member	Volunteer or worker Corps member Service member
Selected to	Hired to
Serve as	Work as
A year of AmeriCorps or Senior Corps service	A job
AmeriCorps member doing service year with [organization]	Service year member
Senior Corps volunteer or Senior Corps member	Senior volunteer

Here are a few more important ways you and your members or volunteers should connect with AmeriCorps or Senior Corps.

- [program name] is part of the AmeriCorps or Senior Corps network of programs.
- [program name] is a Senior Corps [Foster Grandparent, Senior Companion or RSVP] program.
- I am an AmeriCorps member serving with [program name].
- I am a Senior Corps [Foster Grandparent, Senior Companion or RSVP] volunteer with [program name].

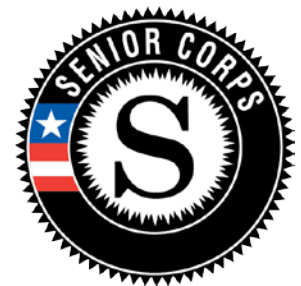
When writing a boilerplate, you should include the following copy:

[AmeriCorps or Senior Corps] is a program of the Corporation for National and Community Service, the federal agency for volunteering, service, and civic engagement. CNCS engages millions of Americans in citizen service through its AmeriCorps and Senior Corps programs and leads the nation’s volunteer and

service efforts. For more information, visit NationalService.gov.

When telling an AmeriCorps or Senior Corps story, use IMPACT to make it a great narrative.

- **INFORM:** Our story should make people feel good about themselves, their community, and their government.
- **MEASURE:** Our story gives us a chance to share numbers in a compelling way that illustrates our progress.
- **PERSONALIZE:** Our story should connect the audience with the outcome, demonstrating why they should care about national service.
- **ACTIVATE:** Our story gives people something to do. For some, it will motivate them to join national service. For others, it will compel them to share this story with their own networks or to volunteer (friends and families).
- **CULTIVATE:** Our story can open the door to new partnerships or relationships with elected officials, for example.
- **TEACH:** Through storytelling, we get better at communicating our impact.



Logo

You must use the AmeriCorps or Senior Corps logo to correctly brand (or co-brand) any newsletters, signage, and collateral that you create for any program activity related to your AmeriCorps or Senior Corps grant. The logo should appear in any collateral material that references your grant. Should you need assistance in how to do this, please reach out to engagement@cns.gov.

You can download various formats of the AmeriCorps and Senior Corps logos (and all other CNCS logos) at nationalservice.gov/logos.

Here are the guidelines for proper logo use:

- Do not alter the fonts, colors, or appearance of the logo.
- Never use the logo sideways, upside down, or placed within a shape.
- Do not run the logo smaller than ½-inch tall.
- Preserve proportions as you resize the logo – don't stretch or squeeze (maintain the aspect ratio).
- Maintain white space around the logo equal to the approximate width of the inner black circle.
- Obtain written permission before using the logo on any materials that will be sold.
- Need to confirm that your logo meets the proper usage guidelines, email engagement@cns.gov.

Colors



Pantone 2728
C 100
M 69
Y 0
K 0



Pantone 0032
C 0
M 90
Y 69
K 0

Co-Branding

Your organization does great work. And AmeriCorps and Senior Corps help make it happen! Displaying our brands side-by-side reinforces our partnership, and ties your work into the nationwide narrative of powerful service. It's easy – just make sure the "A" or "S" appears next to your program logo. You can also use a customized AmeriCorps or Senior Corps logo to clearly make the connection. Or you can do both!

Logo Customization

You can customize the AmeriCorps or Senior Corps logo with a state or program name. This allows members and staff to feel connected to their home states and builds on your program identity while maintaining a strong link back to the national service network. We can add your program name in the lower black area of the outside ring of the logo. The maximum length is 18 characters including spaces. To request a customized logo, please email logos@cns.gov.

Social Media

When using social media channels to amplify any story related to your AmeriCorps or Senior Corps grant, be sure to use #AmeriCorps or #SeniorCorps. Include photos and videos to further draw attention to your impact, and tag our accounts



Twitter @AmeriCorps
@SeniorCorps
@NationalService@NationalService



Facebook facebook.com/AmeriCorps
facebook.com/SeniorCorps
facebook.com/NationalService



Tumblr NationalService.tumblr.com



Instagram @NationalService



Snapchat @NationalService



YouTube youtube.com/nationalservice