

Overview of updated brand related terms & conditions and effective timelines

v. 2020-08-21

Brand related terms and conditions

Effective timelines for:

- State Commission program grants (competitive, formula)
- National Direct grant
- Tribes grant
- Territories grant
- VGF grant
- MLK Jr. DoS grant
- September 11th National DoS grant

Effective timelines for:

- Commission Support Grant
- Commission Investment Fund grant

Effective timelines for:

- VISTA Support Grant
- VISTA Program Grant

Effective timelines for:

- Foster Grandparent Program grant
- RSVP Program grant
- Senior Companion Program grant
- Senior Demonstration Program grant

A. General Statement. 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 accordingly. All agreements with subrecipients, operating sites, or service locations, related to AmeriCorps programs and initiatives must explicitly state that the program is an AmeriCorps or AmeriCorps Seniors program and AmeriCorps members, AmeriCorps Seniors volunteers, Day of Service volunteers, or where appropriate for Volunteer Generation Fund simply “volunteers”, are the resource being provided.

Similarly, recipients and subrecipients shall identify all national service members or volunteers serving at their programs, projects or initiatives as either AmeriCorps members, AmeriCorps Seniors volunteers, Day of Service volunteers or where appropriate for Volunteer Generation Fund simply “volunteers”, accordingly.

Effective with the next annual issuance of the Terms & Conditions.

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For a current recipient of resources through the VISTA program and with a project that initiated prior to October 2020, effective as of 10/1/2021.

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<p>B. Visual Representations and Prominent Display. 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 cobranding requirements. To provide recipients technical assistance in ensuring compliance with proper logo use and cobranding requirements, AmeriCorps provides a toolkit, to which recipients and subrecipients should refer and follow.</p> <p>All recipient and subrecipient websites and social media communications shall clearly state, as appropriate, that they are an AmeriCorps partner or funded by a grant from AmeriCorps and shall prominently display the AmeriCorps or AmeriCorps Seniors logo. Recipients and subrecipients shall prominently display the AmeriCorps, AmeriCorps Seniors, or appropriate AmeriCorps day of service name and logo on all service gear and public materials, in accordance with AmeriCorps' requirements. Public materials are defined in the branding toolkit.</p>	<p>Brand guidance and toolkit will specify that use of new logo during an existing grantees' current project period is not required.</p>	<p>Brand guidance and toolkit will specify that use of new logo must be implemented by no later than 10/1/2023, to accommodate state commissions who utilize the AmeriCorps logo for their organization's own visual identity.</p>	<p>For a current recipient of resources through the VISTA program and with a project that initiated prior to October 2020, effective as of 10/1/2021.</p>	<p>Brand guidance and toolkit will specify that use of new logo must be implemented by no later than 10/1/2021.</p>

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<p>C. Acknowledgement and Disclaimer on Published Materials. The appropriate AmeriCorps or AmeriCorps Seniors logo shall be included on publications related to an award of AmeriCorps assistance or resources. An acknowledgement and disclaimer shall be displayed on all reports and other published materials based upon work supported by the award. The acknowledgement and disclaimer may contain language the same as or similar to:</p> <p><i>This material is based upon work supported by AmeriCorps under Grant No(s) []. Opinions or points of view expressed in this document are those of the authors and do not necessarily reflect the official position of, or a position that is endorsed by, AmeriCorps.</i></p>	Effective with the next annual issuance of the Terms & Conditions.	Effective with the next annual issuance of the Terms & Conditions.	For a current recipient of resources through the VISTA program and with a project that initiated prior to October 2020, effective as of 10/1/2021.	Effective with the next annual issuance of the Terms & Conditions.

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<p>D. Brand Identification Through Publicity. Recipients shall provide information or training to their AmeriCorps members, AmeriCorps Seniors volunteers, Day of Service volunteers, or Volunteer Generation Fund volunteers about how their programs, projects or initiatives are part of AmeriCorps. Recipients are strongly encouraged to place signs that include the AmeriCorps or AmeriCorps Seniors name and logo, or the appropriate AmeriCorps version of the Day of Service logo at all their service sites and may use the slogan “AmeriCorps Serving Here” or “AmeriCorps Seniors Serving Here,” as appropriate. When AmeriCorps members and programs or AmeriCorps Seniors volunteers and programs are publicized – including but not limited to public speaking opportunities, press releases, news stories, blog posts, websites, social media posts, online videos, public service announcements, paid advertising, brochures and other communications channels – individuals must be identified as AmeriCorps members or AmeriCorps Seniors volunteers, while programs should be identified as AmeriCorps or AmeriCorps Seniors programs or projects and, where possible, appropriate logos must be displayed.</p>	<p>Effective with the next annual issuance of the Terms & Conditions.</p>	<p>Effective with the next annual issuance of the Terms & Conditions.</p>	<p>For a current recipient of resources through the VISTA program and with a project that initiated prior to October 2020, effective as of 10/1/2021.</p>	<p>Effective with the next annual issuance of the Terms & Conditions.</p>

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<p>E. Alteration of Brand Identities Prohibited Without AmeriCorps Written Permission. Recipients may not alter the AmeriCorps or AmeriCorps Seniors logos or other AmeriCorps branding and must obtain written permission from AmeriCorps before using the AmeriCorps name or logo, or the AmeriCorps Seniors name or logo on materials that will be sold. Recipients must also obtain written permission from AmeriCorps before permitting donors to use the AmeriCorps name or logo, or the AmeriCorps Seniors name or logo in promotional materials.</p>	Effective with the next annual issuance of the Terms & Conditions.	Effective with the next annual issuance of the Terms & Conditions.	For a current recipient of resources through the VISTA program and with a project that initiated prior to October 2020, effective as of 10/1/2021.	Effective with the next annual issuance of the Terms & Conditions.
<p>F. Prohibited Use or Display of Names and Logos for Certain Activities. The recipient or subrecipient may not use or display the AmeriCorps name or logo, or the AmeriCorps Seniors name or logo in connection with any activity prohibited by statute or regulation, including certain political activities.</p>	Effective with the next annual issuance of the Terms & Conditions.	Effective with the next annual issuance of the Terms & Conditions.	For a current recipient of resources through the VISTA program and with a project that initiated prior to October 2020, effective as of 10/1/2021.	Effective with the next annual issuance of the Terms & Conditions.