



## Branding Guidance

### Reasons we brand

It is crucial that we brand all AmeriCorps-funded programs to call attention to the innovative work you are doing in communities across the state. These materials showcase your community impact.

### Requirements for branding

AmeriCorps grantees are required to verify that all digital properties, media materials, and other relevant items reflect their association with AmeriCorps. AmeriCorps members must wear the AmeriCorps logo every day, and the logo must be prominently displayed on your website homepage.

### Non-Compliance

A fine of \$500 will be assessed if a program is found to be out of compliance with the ServeNebraska AmeriCorps Branding Policy (100.2). Programs will also provide a corrective action plan.

### Logo

- Prominently display the AmeriCorps logo on website homepage and "About Us" page.
- Logo must be part of gear AmeriCorps members wear while they are serving. All members should wear branded shirts.
  - Logo should be 3-4" on the right sleeve AND
  - Logo should be 3" on the left chest
  - A large logo may be centered on the back or front of t-shirts
  - A logo used on badges or buttons should be clearly recognizable
- An AmeriCorps logo must be prominent on any program media, electronic or hard copy.
- The logo must be readable and recognizable in all circumstances.
- Do not alter the fonts, colors, or appearance of the logo.
- Never use the logo sideways, upside down, or placed within a shape.
- Preserve proportions (maintain the aspect ratio) when resizing – don't stretch or squeeze
- Do not run the logo smaller than .5 inches tall, but should still be clearly readable.
- Maintain white space around the logo equal to the approximate width of the inner black circle.
- Obtain written permission before using the logo on anything that will be sold.

## Service Sites

Main program sites should post a sign which features an AmeriCorps logo of at least 5". *AmeriCorps Serving Here* clings are also acceptable. Programs with mobile service sites should use *AmeriCorps Serving Here* yard signs, banners, or other readable and recognizable quality signs.

## AmeriCorps Colors

**Blue:** PANTONE 2728; CMYK 100,69,0,0; Hex: #004fff **Red:** PANTONE 032; CMYK 0,90,69,0; Hex:#ff194f

## Language

DO SAY	DON'T SAY
AmeriCorps member	Volunteer Worker Employee Corps member Service member
Selected to	Hired to
Serve as	Work as
A year of AmeriCorps service	A job
AmeriCorps member serving with [organization]	AmeriCorps member working with
AmeriCorps [program name] program	[Program name] program

## Elevator Speech

AmeriCorps grantee staff and members should be prepared to quickly and simply describe their AmeriCorps experience. An elevator speech is a prepared summary that can be delivered in 30 seconds – the time it would take to spark interest during a chance meeting in an elevator. Here's a straightforward structure to follow:

My name is [NAME], and I'm an AmeriCorps member serving with [ORGANIZATION]. For the next year, I will be doing [TYPE OF SERVICE] while working to [TANGIBLE OUTCOME] in [LOCATION].

## Sharing a Member's Story

Support AmeriCorps members and alums in learning to tell their story. Here are some tips:

- Begin with the elevator speech.
- Share what led you to serve.
- Share the impact of your service on the community.
- Current members: share what you will do after your service year.
- Alums: share how your service shaped your future (professionally and/or personally).

## Example Member Impact Story

My name is Lindsey, and I'm an AmeriCorps member serving with College Possible. I tutor high school students like Luis, a great kid from a low-income neighborhood in Omaha. During my AmeriCorps service, I've helped him and 38 other students raise their ACT scores and apply to college – and they

were all accepted! But that's the norm with my program: AmeriCorps members have helped 98% of College Possible's students get into college, and those students are 10 times more likely to earn a college degree than their low-income peers. We're a great investment because every federal dollar invested in our program is matched by four dollars from private, philanthropic, and local funding. Over the past 14 years, AmeriCorps members serving with College Possible like me have reached more than 56,000 students and have served more than 1.2 million hours.

## **Boilerplate Language**

### **AmeriCorps**

AmeriCorps is a program of the Corporation for National and Community Service (CNCS), 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](http://nationalservice.gov).

### **ServeNebraska**

ServeNebraska is the state agency responsible for distribution of grant funding, technical assistance, training, support and oversight of Nebraska's AmeriCorps programs. Additional information on the Commission or ServeNebraska's AmeriCorps programs can be found at [serve.nebraska.gov](http://serve.nebraska.gov).

### **Social Media**

Follow national service, America's Service Commissions (ASC), and ServeNebraska's social media accounts. Amplify any story related to your AmeriCorps grant by using #AmeriCorps and #GetThingsDone. Include photos and videos to further draw attentions to your impact and tag these accounts:

**Twitter**      @AmeriCorps    @ServeNe    @NationalService    @StateCommission

**Facebook**      facebook.com/AmeriCorps    /ServeNebraska    /NationalService    /StateCommissions

**Instagram**      @NationalService    @ServeNebraska

**LinkedIn**      linkedin.com/company/corporation-for-national-and-community-service

linkedin.com/company/servenebraska

linkedin.com/company/statecommissions

## Branding and Messaging Quick Checklist

### Web/Digital Documents

- AmeriCorps logo and standard language on website pages
  - AmeriCorps logo on newsletter and other digital communications
  - AmeriCorps logo on print materials and other collateral
  - AmeriCorps logo visible in photos and videos used for outreach and recruitment
  - AmeriCorps language included in press releases and public documents
  - Hashtag and handle (@AmeriCorps) used when posting to social media
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### Sites and Members

- AmeriCorps logo on all service gear (clothing, badges, buttons, etc.)
- Members wear clearly recognizable gear while performing service and at official AmeriCorps events
- AmeriCorps logo prominently displayed on signage at events
- “AmeriCorps Serving Here” signs or banners at service sites
- AmeriCorps members and staff prepped with both elevator speech and impact story for meetings, public events, service projects, etc.

#### **Gear & Signs**

You are required to provide basic AmeriCorps service gear (shirts) for each member (t-shirt, polo, dress shirt, sweatshirt, etc.) as appropriate.

Programs may order a variety of gear branded shirts, pins, patches, and more at [nationalservicegear.org](http://nationalservicegear.org) (Industries of the Blind) and [GoodDeed.org](http://GoodDeed.org). Gear can be purchased at other vendors as long as the official AmeriCorps logo is used.