

Approved by: _____
Cathleen Plager, Executive Director

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Policy Title: AmeriCorps Branding

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PURPOSE

To outline ServeNebraska's AmeriCorps Branding policy as well as specific AmeriCorps Branding statements that an AmeriCorps grant subawardee must adhere to.

REGULATORY AUTHORITY

Corporation for National & Community Service (CNCS) 2018 Communications Guide:

https://www.nationalservice.gov/sites/default/files/documents/2018%20Grantee%20Communications%20Toolkit%20508_2.pdf

CNCS 2017 Branding Guidance

<https://www.nationalservice.gov/documents/2017/2017-branding-guidance>

POLICY

It is required that, all AmeriCorps subawardees must meet minimum AmeriCorps Branding requirements. ServeNebraska will verify that all digital properties, media materials, gear, sites and other relevant items reflect the subawardees association with AmeriCorps. AmeriCorps subawardees must be compliant with this policy to ensure that all audiences know that their community is benefiting from national service.

Branding Requirements

Branding conveys to individuals, communities, and the nation what AmeriCorps stands for, our value, our character, our national movement of service. ServeNebraska subawardees will adhere to the strategy to demonstrate AmeriCorps uniformity, quality, credibility, and experience.

- **Logo:** Prominently display the standard AmeriCorps logo on websites, most notable on the home page and "About Us" sections
- **Language:** Use standardized language to describe the program in press releases, public documents, and all speaking events to identify the organization's AmeriCorps affiliation.
- **Gear:** It is a requirement that the program provide each of their AmeriCorps member with service clothing and other gear appropriate to the program. Members will be branded with the AmeriCorps logo while in service. Include appropriate AmeriCorps logo on all gear for AmeriCorps-funded programs.
- **Service Sites:** Display readable and recognizable quality signs or posters which include the AmeriCorps logo at all sites where AmeriCorps members are serving. 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.
- **Budget:** AmeriCorps gear should be reflected in the programs application budget and budget narrative. Gear should be purchased at the start of the program year not at the end of the program year.

ServeNebraska will ensure that all subawardees are compliant with the following:

Identification as an AmeriCorps program or Member

Subawardee shall identify the program as an AmeriCorps program and members as AmeriCorps members. All agreements with subawardees, operating sites, or service locations, related to the AmeriCorps program must explicitly state that the program is an AmeriCorps program and AmeriCorps members are the resources being provided.

The AmeriCorps Name and Logo

Subawardee websites must clearly state that they are an AmeriCorps recipient and prominently display the AmeriCorps logo. Subawardee shall use the AmeriCorps name and logo on all member service gear, which must be worn while serving and logging hours. AmeriCorps name and logo must appear on all materials such as stationery, application forms, recruitment brochures, on-line position postings, advertisements for AmeriCorps positions or other recruitment materials, as well as orientation materials, member curriculum materials, signs, banners, social media, press releases and publications.

Subawardee may not alter the AmeriCorps logo, and must obtain written permission from ServeNebraska before using the AmeriCorps name or logo on materials that will be sold or permitting donors to use the AmeriCorps name.

Gear

AmeriCorps subawardees are required to provide AmeriCorps members with service gear (clothing). Whenever in service, members should wear branded shirts (t-shirts, polo's, dress shirts, and/or sweatshirts as appropriate to the program). Shirts must have a 3-4" logo placed on the right sleeve and a 3" logo placed on the left chest. Awardees are encouraged to add a large logo on the back of t-shirts. Programs may order a variety of gear branded shirts, pins, patches, and more at nationalservicegear.org, Industries of the Blind, and Good Deed. Programs may use a local vendor as long as the official AmeriCorps logo is used.

Website Reference

Subawardee organization's connection to AmeriCorps should be displayed on your website home page (or program home page) and "About us" page. Use the AmeriCorps logo and language for further connection of your brand.

Service Sites

Anywhere AmeriCorps members are serving (every service site) should have clearly readable and recognizable AmeriCorps signage. Wall signs, banners, or yard signs may be used as appropriate to the service site. Signs can be purchased through <https://cnsc.nationalservicegear.org>, <http://gooddeed.org/>, or at a local vendor as long as the official AmeriCorps logo is used. 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.

Press Releases

Press release templates will help your organization pitch your local media about your program receiving the AmeriCorps grant. All of your press releases should directly reference AmeriCorps. ServeNebraska should be notified of all planned press engagements.

Printed Materials

All printed materials regarding AmeriCorps programming, members, and staff need to identify the program as being funded by AmeriCorps.

Photography

All photos of the subawardee's program should include the intended impact of the AmeriCorps grant. Images of displaying the "A" can tell your story.

Media Inquiries

Program representatives should provide information only on their local AmeriCorps program. Media inquiries pertaining to AmeriCorps programs, ServeNebraska, CNCS, statewide initiative areas, statewide performance measures or other statewide statistics/information, etc. should be directed to ServeNebraska Executive Director Cathleen Plager at 402-471-6227. During media responses, the programs should use the following language regarding the commission and its role/relationship to the state's AmeriCorps programs:

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 <http://serve.nebraska.gov>.

This language should be used in reference to 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 nationservice.gov.

Programs are encouraged to share local media coverage of their AmeriCorps program, members and/or program directors with the commission through the public information officer. Programs may submit information electronically to the public information officer's email address.

Media & Photography Releases

AmeriCorps programs are required to obtain media and photography releases for all beneficiaries who are captured in photos for publication use. Beneficiaries under 18 require a parent or legal guardian to complete the release.

VIP Site Visits

When a program is visited by an elected official, corporate partners, and/or other key constituents, check that the required prominent branding is in place, and prepare staff, volunteers, and program participants to talk about the impact of your program. Notify ServeNebraska of visits.

Recognition Events

Mention AmeriCorps and ServeNebraska as a key funder at public events, especially 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 and ServeNebraska, emphasize the critical nature of the public-private partnership that fuels the work you do.

Social Media

When using social media channels to amplify stories related to your AmeriCorps grants, be sure to use **#AmeriCorps**. Also use the hashtag **#GetThingsDone**. Always tag ServeNebraska when utilizing social media so we can help spread your messages. All subawardees must share social media blasts that ServeNebraska posts as it relates to the subawardee.

Facebook: ServeNebraska **Twitter:** @servene **Instagram:** @ServeNebraska

Logo

Subawardee must use the AmeriCorps logo to correctly brand any printed materials, signage and collateral that you create for any program activity. Subawardee can download formats of the AmeriCorps logo at national.service.gov/logos. AmeriCorps logo for download are available at the ServeNebraska website. Do not alter the fonts, colors, or appearances 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. Even at ½ inch, the AmeriCorps logo may be difficult to read. The logo should be clearly readable. Preserve proportions as the logo is resized (do not stretch or squeeze the logo). Maintain white space around the logo equal to the approximate width of the inner black circle. Obtain written permission from ServeNebraska before using the logo on any materials to be sold.

Colors

The PMS colors of the flag in the AmeriCorps logo (and the CNCS logo) are as follows: Blue: Pantone 2728 CMYK: 100 69 0 0; Hex: #004fff
Red: Pantone 032 CMYK 0 90 69 0; Hex: #ff194f

Co-Branding

Subawardee organization do great work, ServeNebraska encourages displaying both brands side by side.

Non-Compliance:

If a program is found to be out of compliance with any or all of the previously mentioned areas of branding, a one-time annual fine will be assessed to the program of \$500.00, and be responsible for providing ServeNebraska with a corrective action plan. If a fine is assessed subawardee must make payment to ServeNebraska and federal funds may not be used to pay the fine. Non-Compliance will be indicated on the program risk assessment.