AmeriCorps Communications and Branding

Thursday, July 15

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and Commission Liaison

Goals for Today

- Share AmeriCorps Brand Guidelines

- Share Serve Colorado's Communications plan and goals

- Discuss ways we can work together to broaden awareness of AmeriCorps in Colorado

- Answer your questions

Why does all this matter?

- Brand Consistency

- Raising awareness of AmeriCorps
  - Recruitment
  - Funding (locally and statewide)
  - Community Support
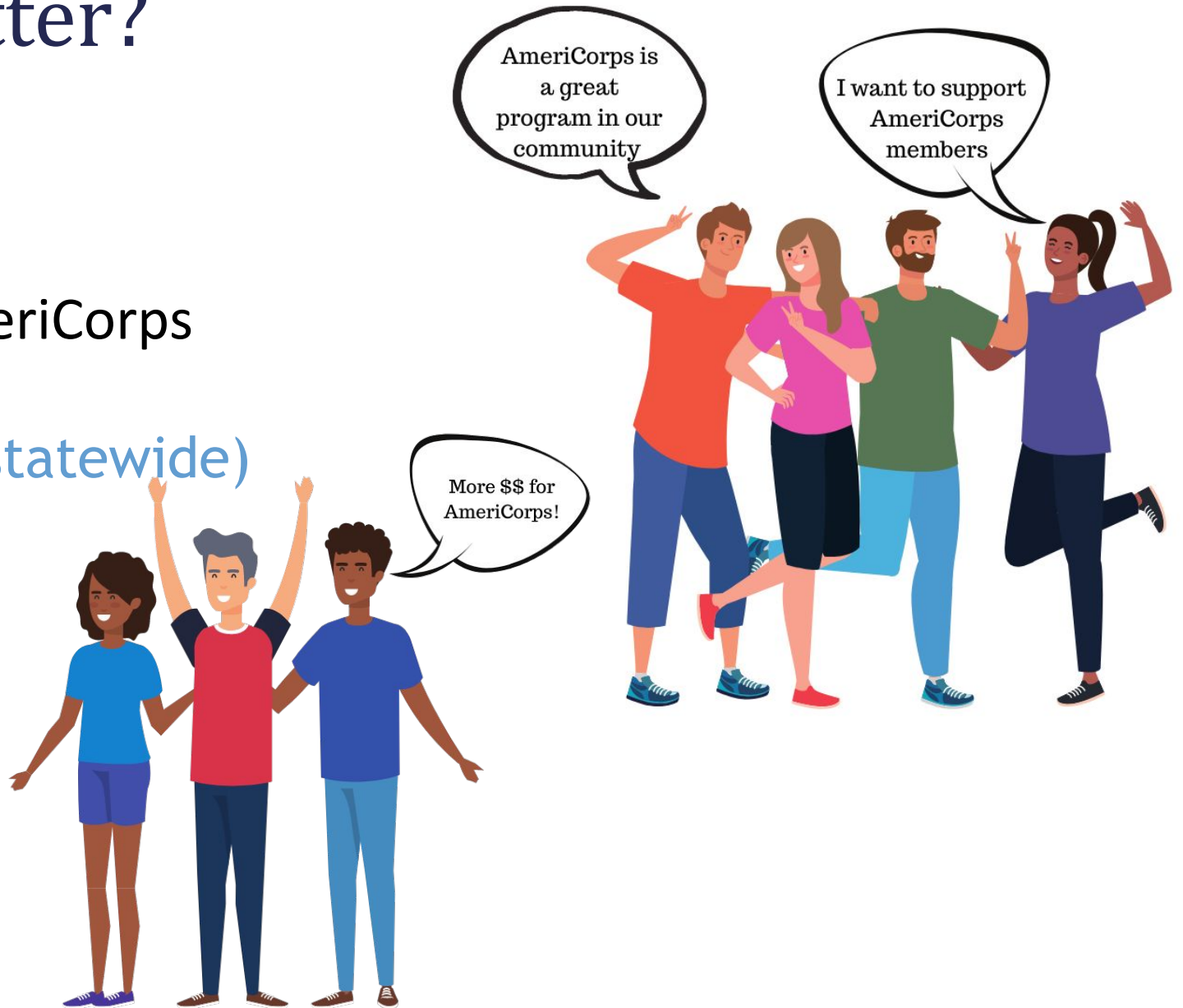
AmeriCorps Requirements

Recipients shall identify their programs and members 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.

<u>All visual representations must follow current AmeriCorps branding guidelines, which include proper logo use and co-branding requirements.</u>

**More information on branding guidelines can be found at
https://www.americorps.gov/newsroom/communication-resources. **

Which Logo should I use?

We prefer you use the AmeriCorps Colorado, but any of the logos are fine!

Logos can be found in the Google Drive or on AmeriCorps' Website

Where to use the new logo?

- Use the logo on all:
  - Promotional materials
  - Member gear
  - Photos of members
  - Websites, Social media
  - 'Serving Here' signs
- Must use full logo, which includes the word "AmeriCorps"

Clear Space and Size Requirements

Minimum Size

More size rules on pg. 12 of guidelines

Clear Space

Brand Colors

- Main Colors:
  - Navy, Crimson, Blue, and Red
- Use other colors as accents
- Color codes available in the brand guidelines

Navy
C74 M44 Y0 K74
R17 G37 B66
HEX 112542
PANTONE 289 C

Blue
C91 M66 Y0 K7
R21 G80 B237
HEX 1550ED
PANTONE 2387 C

Olive
C10 M0 Y76 K42
R132 G147 B36
HEX 849324
PANTONE 2306 C

Mustard
C0 M26 Y92 K14
R220 G163 B18
HEX v
PANTONE 7555 C

Violet
C60 M71 Y0 K42
R59 G43 B148
HEX 3b2b94
PANTONE 2370 C

Crimson
C0 M82 Y78 K28
R184 G33 B40
HEX b82128
PANTONE 1805 C

Red
C0 M81 Y80 K1
R253 G47 B50
HEX fd2f32
PANTONE 3556 C

Aqua
C77 M0 Y37 K23
R45 G196 B182
HEX 2dc4b6
PANTONE 7465 C

Gray
C2 M5 Y0 K49
R127 G123 B130
HEX 7f7b82
PANTONE 4278 C

Cream
C0 M4 Y18 K0
R255 G244 B210
HEX fff4d2
PANTONE 7499 C

Co-Branding

- Vertical line to separate logos

- Logos are the same height

- Equal clear space between logos and line

- Co-branding is not required as long as AmeriCorps logo is present

Uniform Guidelines

- Preference is for the AmeriCorps logo to be placed on the right sleeve

- Grey or Royal Blue shirts preferred

- AmeriCorps logo must appear at least once on all gear

Acceptable use of the AmeriCorps logo on service gear?

Acceptable Use?

Side 1

Side 2

Prohibited Activities and Logo

- May not use or display the AmeriCorps name or logo in connection with any activity prohibited by statute or regulation, including any political activities.

- Entire list of prohibited activities is listed in the Grant Terms and Conditions and the handbook.

AmeriCorps Language

- CNCS → AmeriCorps (the federal agency)

Do Say:	Don't Say:
AmeriCorps member*	AmeriCorps Volunteer Worker Corps member
Selected to	Hired to
Serve as	Work as

*Members must be identified as AmeriCorps members, not only by program name (EX: AmeriCorps member serving with Climate Corps vs Climate Corps member).

Member Email Signature?

Sally Service
After-School Program Lead
Boys and Girls Club

Sammy Service
AmeriCorps member

Sam Service
AmeriCorps Member
After-School Program Lead- Boys and Girls Club
Fun for Kids AmeriCorps Program

Key Thing to Remember

- Identify as an AmeriCorps Member

Branding Resources

- AmeriCorps Website
  - Brand guidelines
  - 'Serving Here' signs
  - Social Media graphics
- AmeriCorps Flickr account
  - Stock photos of AmeriCorps members
- Serve Colorado Google Drive
  - AmeriCorps Colorado logos

Press Releases and Media Inquires

- Help create brand/program awareness for all of us

- Programs **must** be identified as AmeriCorps programs

- Include information about Serve Colorado and AmeriCorps, if possible

Members must be identified as AmeriCorps members in all external communications (press, social media, website, etc.)

Program Websites

- Include the AmeriCorps and Serve Colorado logo on the homepage

- Information about the program's AmeriCorps efforts on or within one click from the program's homepage

- Include Serve Colorado and AmeriCorps as funders/partners, if the website has a funders/partners page

Photos

- Logos visible, when possible

- Permission (publicity releases for all!)
  - Consider including photo sharing clause in your host site agreements
  - Encourage members to ask before taking photos of minors

- Action Shots

Serve Communications Plan

Three Goals

- Encourage organizations to think of AmeriCorps when they need to get things done in their communities

- Encourage individuals to serve in AmeriCorps and volunteer in their communities, with an emphasis on recruiting diverse members

- Support partnership development to increase funding from non-AmeriCorps partners

Plan Highlights

- Instagram and LinkedIn

- Recruitment campaigns
  - Amplify program posts
  - Increase recruitment posts during key times of year

- More program impact highlights
  - Program testimonials

- Create sample social media and press templates for programs

Serve Colorado's Social Media

- Member Mondays
  - Opportunity to highlight outstanding members from your program
  - Members submit a photo and answer questions about their service

- Recruitment Posts

- Program stories and accomplishments
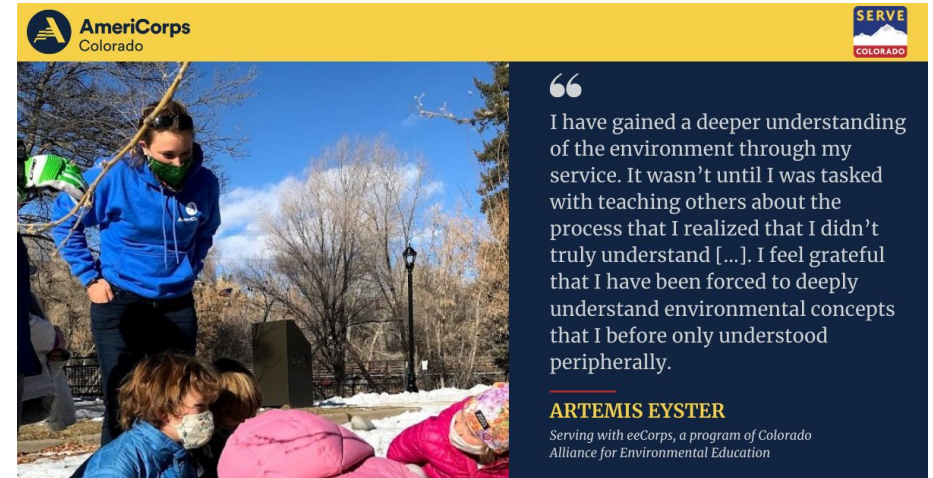
Alumni Engagement

- 'Stay Connected' pdf included with member end-of-year certificates
  - Encourage alumni to
    - Stay connected to Serve Colorado and programs via Social Media & Newsletters
    - Join AC Alums
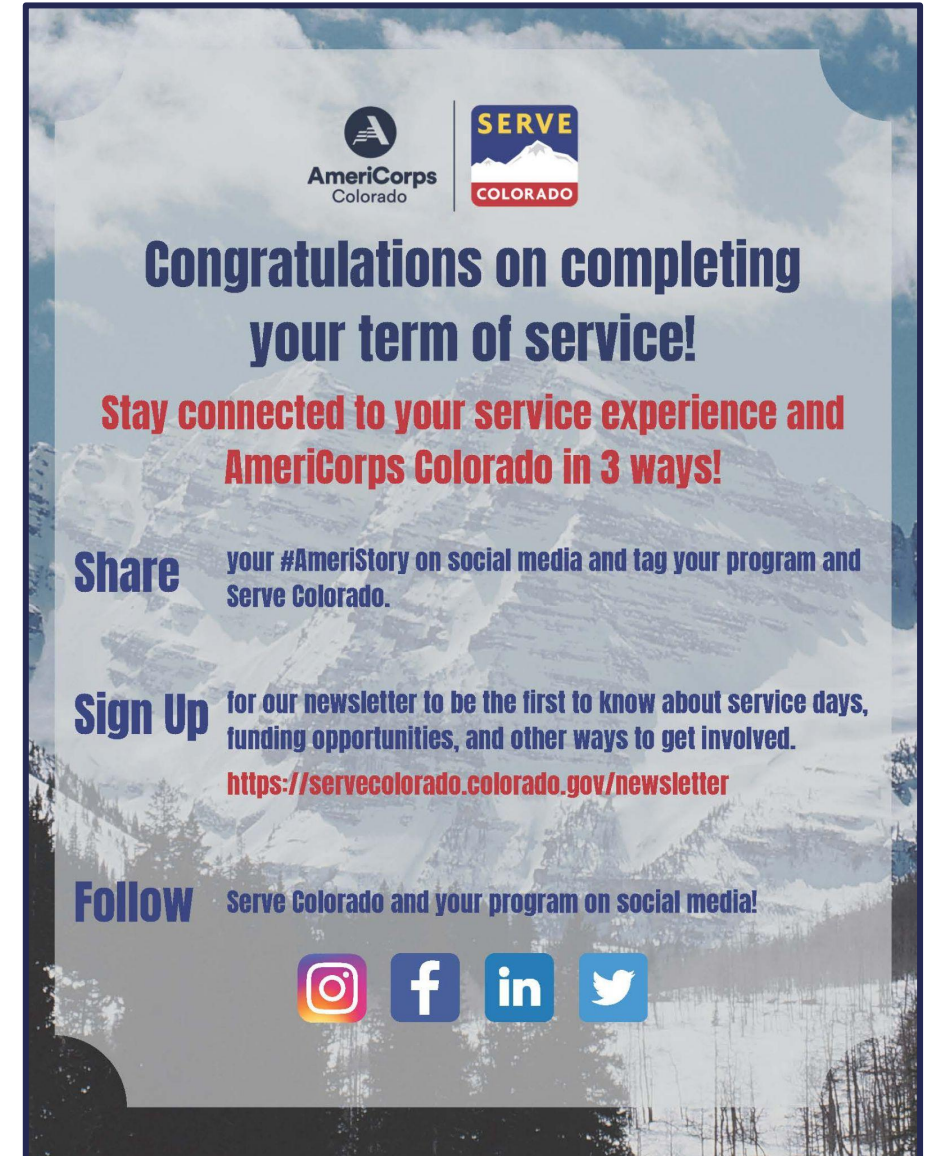
How can Serve CO better support your program in sharing program or member impact in your communities?

Questions? Comments? Thoughts?

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