

Graphic Standards:

A User's Guide

Corporation for
NATIONAL &
COMMUNITY
SERVICE 





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October 2002

Upon request this material will be made available in alternative formats for people with disabilities.

TABLE OF CONTENTS

SECTION 1: THE LOGOS

The new logos	2
New Corporation logo	3
New program logos	3

SECTION 2: LOGO STANDARDS

Elements	5
Individual program logos	9

SECTION 3: CUSTOMIZING THE LOGOS

Customizing by state	11
Customizing with your program name	11
Logo combinations	13
USA Freedom Corps and Corporation logos	14

SECTION 4: APPROVED COLORS

Color palettes	15
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SECTION 5: HOW TO GET AND USE LOGOS

Logo use	17
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SECTION 6: LOGOS AND SERVICE GEAR

Service Gear	18
Logo combinations	18

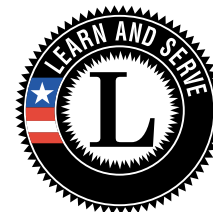
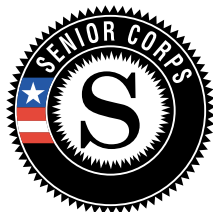
SECTION 7: WEB GUIDELINES

Logos	20
Web banners	20

SECTION 8: PROGRAM NAMES AND DESCRIPTIONS

Official program names	22
Approved descriptions of the Corporation and its programs	22

SECTION 1: *The Logos*



The new logos

In October 2002, the Corporation for National and Community Service and its three major programs—Senior Corps, AmeriCorps, and Learn and Serve America—officially unveiled their new logos. The logos were designed to better represent the agency’s mission and to reflect more clearly the connections between its programs. From that date forward, all new printed, electronic, and other materials produced by the Corporation must use the new logos. In addition, Corporation grantees that choose to use a Corporation or program logo in connection with their program must use the new logo(s). We also ask grantees to update any Corporation logos that currently appear online in a timely manner, and to change expired logos when reprinting materials or producing new service gear.

We realize that the complete transition to the new logos is an evolving process that will take some time. Some of you may have recently ordered service gear that features the old logos, or have recently printed brochures, stationery, banners, and other materials that incorporate the old logos. If that is the case, you may continue to use those items. Once they are depleted, however, we ask that you use the new logos in all of your materials.

Why new logos?

Logos are visual symbols that help us communicate the meaning and purpose of our

programs to all our audiences—current and potential volunteers and members, grantees, elected officials, corporate and foundation donors, and the general public. In some cases, our logos are the public’s only connection with our programs.

The new logos were designed to:

- 1) *Better reflect the Corporation’s mission;*
- 2) *Give a strong, consistent look to the Corporation and its programs;*
- 3) *Allow for customization by states and local programs; and*
- 4) *Connect national service to the notion of patriotic duty.*

We rely on you to help us communicate the distinctive look, feel, and identity of the Corporation and its programs. By using our logos in accordance with the standards contained in this guide, you can help us convey a clear and consistent message about who we are and what we do. This, in turn, can help you recruit members and volunteers, build partnerships, and raise awareness about the good work your programs do.

Who can use the new logos?

Use of the new logos by the Corporation, its programs, and state offices is required. In addition, we strongly encourage all grantees and sub-grantees to use the logos on service gear and on printed or electronic documents such as stationery, application forms, recruitment

brochures, websites, banners, and press releases. However, because the new logos are service marks of the Corporation for National and Community Service, usage must be in accordance with Corporation grant provisions and the standards spelled out in this guide. As always, grantees must obtain the written permission of the Corporation before using the logos on items that will be sold, and before permitting donors to use the logos on promotional material.

Finally, we realize that much of the language contained in this manual is technical. As a result, we strongly encourage you to share these graphic standards with the graphic designer or printer with whom you work.

How do I get the new logos?

The Corporation provides logos for partners and grantees. The new logos can be found online at www.nationalservice.org/logos.

New Corporation logo

The new Corporation logo contains several elements that reflect the new direction of the agency and its programs. Specifically, the new logo:

1) Places added visual emphasis on the words “National” and “Community Service.” This is consistent with our desire to show how our programs, though national in scope, operate on the community level. It also expresses our desire to reach out to more small, community-based groups, both faith-based and secular.

For many years, the official logo of the Corporation did not include the word “Community,” even though the statutory name

of the agency has always been the Corporation for National and Community Service. In an effort to better reflect the agency’s mission, goals, and direction, the Board of Directors and leadership of the Corporation have decided to use the full statutory name.

2) Reflects the imagery of the U.S. flag, demonstrating graphically the connection between patriotism and service. We believe that serving the country, whether through military service, Corporation programs, or other volunteer networks, is a patriotic duty and an obligation of citizenship.

3) Demonstrates visually that the Corporation is made up of three programs—Senior Corps, AmeriCorps, and Learn and Serve America. Each program is represented by a white star in a blue field, which appears together with red and white stripes. The three stripes represent citizenship, service, and responsibility. That imagery is carried over to the individual program logos.

4) Demonstrates visually the connection of the Corporation and its programs to USA Freedom Corps. The Corporation and its programs are part of USA Freedom Corps, President Bush’s initiative to foster a culture of citizenship, service, and responsibility in America. The new Corporation logo has the same basic horizontal shape as the USA Freedom Corps logo, reflects similar symbolic imagery from the U.S. flag, and uses the same color palette. Those elements draw connections between the programs and make them more visually appealing when they appear together.

New program logos

The new program logos are very similar in design to the old ones. However, they differ in

several important respects and were designed with the following purposes in mind:

1) To demonstrate more clearly the relationships between and among the Corporation's programs. Previously, each of the major programs had its own distinctive background color for the star symbol. Now, the flag blue field is standard for all, and the addition and inclusion of the red and white stripes in all program logos signifies graphically the programs' connections to one another. It also further underscores the patriotic theme of serving your country by participating in the Corporation's programs.

2) To reduce the number of logos used so as to increase the public's understanding of our programs and the connections between them. The logos included in this manual are the only logos authorized for use by our programs. That means that the uniquely designed AmeriCorps*NCCC and AmeriCorps*VISTA logos should no longer be used. Those programs should instead use the standard AmeriCorps logo, with either "NCCC" or "VISTA" placed inside the outer black ring at the bottom. Further, the text-type logos developed by RSVP, Foster Grandparents, and Senior Companions are no longer to be used.

3) To allow for customization by states and local programs. The removal of the words "National Service" from the bottom of the program logos provides space to add the names of states or national and local programs. This feature allows for a graphical expression of the unique federal-state-local partnership that is the essence of national and community service. *For more information on customizing program logos, please see pages 11-14 of this guide.*

4) To simplify the color scheme. The reduction in the number and variety of colors used will ensure a more consistent look across all our materials.

Graphic elements to avoid

- ★ Do not use any Corporation or program logo other than those included in this manual. That includes the program-specific logos formerly used by the AmeriCorps*NCCC and AmeriCorps*VISTA programs, and the text-type logos previously used by RSVP, Foster Grandparents, and Senior Companions.
- ★ Never run the logos sideways, upside down, or placed within a shape.
- ★ Use logos proportionally—don't stretch or squeeze.
- ★ Do not alter the fonts or colors.
- ★ Obtain written permission from the Corporation before using the logos on materials that will be sold or permitting donors to use the logos in promotional materials.
- ★ Do not use the image of the star in a red field (or in any other color field other than the specified blue) to represent the Corporation or any of its programs.
- ★ Do not use the logos smaller than ½-inch high.

SECTION 2: *Logo Standards*

Elements

The Corporation logo consists of two elements:

- 1) the name of the Corporation; and
- 2) three stars representing our three programs and three stripes representing citizenship, service, and responsibility.

The program logos consist of several elements:

- 1) a black, serrated seal;
- 2) two white outlines of circles;
- 3) a white sunburst;
- 4) a capital letter representing each program;
- 5) the full name of the program; and
- 6) a stylized American flag with one star, to represent the program, and three stripes representing citizenship, service, and responsibility.

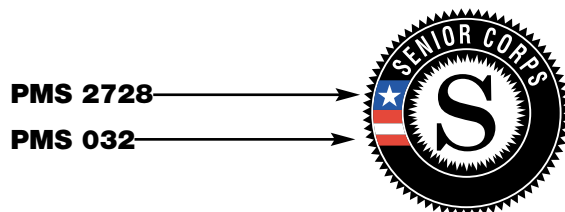
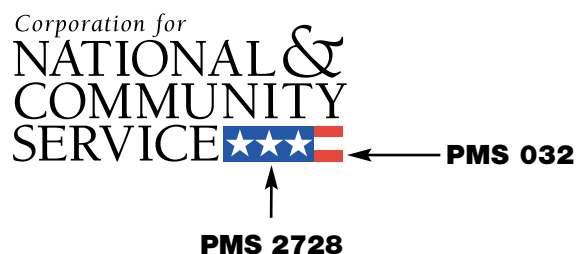
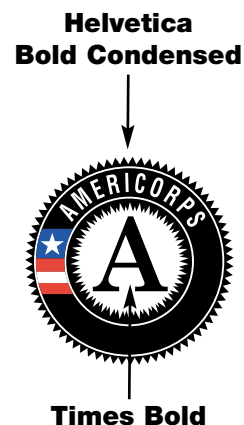
The proportion, spacing, and size relationships have been carefully developed and must remain intact. The logos should always be used as shown—never split, altered, redrawn, flipped, added to, animated, or recreated in any way.

The logos are service marks and trademarks. Creating variations of them is unacceptable from both a legal and an identity standpoint.

Fonts

The Corporation and program logos use specially selected fonts. The Corporation for National and Community Service logo is set in Berkeley Oldstyle Bold. It includes both italic and medium versions of the font.

The program logos use Helvetica Bold Condensed for the name and Times Bold for the initial cap.



Colors

The Corporation has standards for reproducing the logos so they will always look consistent, no matter where they appear. Most importantly, the logos must always appear in either full color or in halftones of black (grayscale). They should not be reproduced in solid white or in solid black. They may also not be reproduced in any other colors besides those designated by these standards.

The official colors of the Corporation logos are black, red, white, and blue, with the words in black and the flag in red, white, and blue. In printing, there are two ways to create these colors: with Pantone® spot colors or with four-color process.

Pantone® spot colors

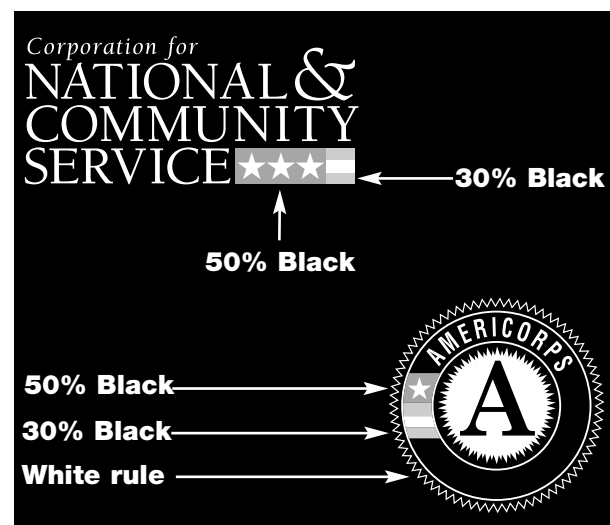
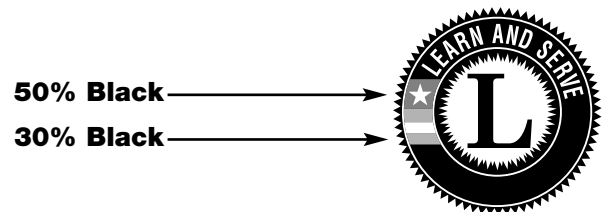
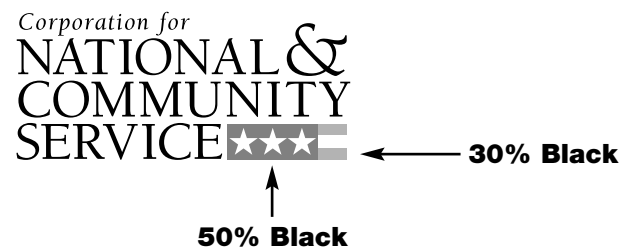
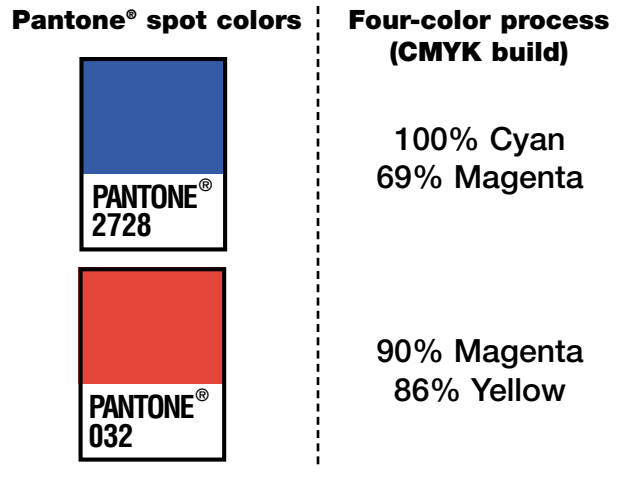
The blue in the flag is designated to print in a color known as PMS 2728, and the red in the flag is designated to print in a color known as PMS 032. (PMS stands for Pantone® Matching System, a color standard used by designers and printers.) To learn more about Pantone®, go to www.pantone.com.

Four-color process (CMYK build)

CMYK stands for Cyan, Magenta, Yellow, Black. These are the four inks used to create millions of colors on printing presses. If printed materials are being produced in “four-color process printing,” color “builds” should be used to make the official PMS blue and red. Commercial and government printers will know how to use these percentages.

Black and white

The logos may also be produced using halftones of black, also known as “grayscale.” In this case, the blue field should always print as a 50 percent black screen, and the red stripes should print as a 30 percent black screen. The white stars and stripes should always remain white.



Contrast

When working with the logos, keep in mind that proper contrast will make the logos easier to read.

Corporation logo and contrast

When used in full color, the Corporation logo should be placed on white or moderately light backgrounds only. Avoid using the color Corporation logo on a busy or patterned background or on top of a busy photograph.

When you are working with a dark background, you may use a white version of the Corporation logo with a color or grayscale flag.

The stars and white stripe should always remain white no matter what style logo you use.

Program logos and contrast

The program logos may be used on any background. When the background is extremely dark or black, use the version of the logo—in color or grayscale—that has a white outline around the seal. This is referred to as a “knockout” version. When the background is light, use the standard versions without the white outline. *For more information on proper use of color in conjunction with the logos, please see pages 15–16 of this guide.*

Orientation

Never run the logos sideways, upside down, or diagonally.

The only exception is that an individual program logo may be used tilted 20 degrees clockwise or counterclockwise. *For more information on the characteristics and use of individual program logos, please see pages 9–14 of this guide.*



Yes



No



Yes



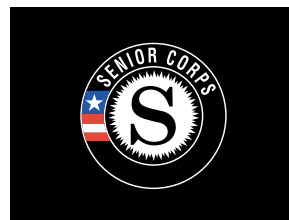
Yes



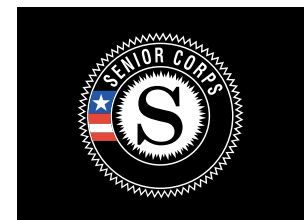
No



No



No



Yes



No



Yes

Special effects and variations

When using any of the logos in pieces that will be printed:

- Don't use shading or a "drop shadow" behind the logos.
- Don't turn the logos into outlines.
- Don't place the logos in a shape (circle, starburst, rectangle, or other form).
- Don't combine the logos with clip art.

For more information on pairing other logos or special program or event information with the Corporation's logos, please see pages 11-14 of this guide.

White space

The Corporation logos look best when they have some breathing room (often called "white space") around them. The proportional diagram at right shows about how much room to leave.

As a general guide, white space around the Corporation logo should be about as wide or as high as half of the height of the entire logo. For example, if the logo is 1 inch high, there should be ½ inch of space between logos.

There should always be white space around the program logos that is equal to the approximate width of the inner black circle.

Size

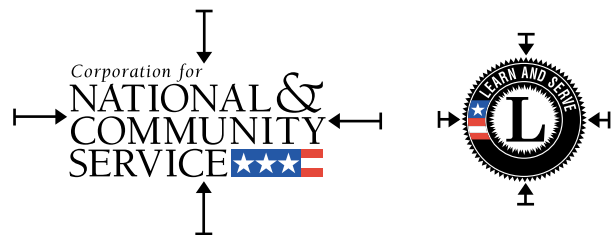
The minimum height for the logos is ½ inch. Do not use the logos smaller than this, as the type would be illegible.

Proportion

Whether large or small, the logos' height/width ratio should stay the same. The logos should never be stretched or squeezed.



No



**1/2" High
(minimum)**



No



No

Individual program logos

Each of the Corporation's programs—Senior Corps, AmeriCorps, and Learn and Serve America—has a logo that ties it to the Corporation through the star and stripes.

Within Senior Corps, RSVP, Foster Grandparents, and Senior Companions are recognized with individual logos of their own, as shown at right.

Please note that the terms “National Senior Service Corps” and “Retired and Senior Volunteer Program” are no longer to be used. Instead, please use either Senior Corps or RSVP in all references.

Within AmeriCorps, AmeriCorps*NCCC, AmeriCorps*VISTA, and AmeriCorps Promise Fellows are recognized with individual logos of their own, as shown at right.

Within Learn and Serve America, School-Based, Community-Based, and Higher Education programs are recognized with individual logos of their own, as shown at the right. An additional logo for K-12 is also available. Please note that the full official name of the program remains Learn and Serve America; it has been shortened for logo purposes only.

All of the standards that apply to the main program logos apply to these program logos as well. These logos are not to be altered or used outside of the guidelines in this manual.

For information on customizing the logos, see pages 11-12.



It will sometimes be necessary to use more than one of the logos at the same time. For these instances, standards have been developed to keep the usage consistent and recognizable.

When you need to identify all three of the Corporation's programs, the order will always be as follows:

- 1) Senior Corps
- 2) AmeriCorps
- 3) Learn and Serve America

The program logos, when used in this manner, should run in a horizontal row, based on the spacing standards set forth on page 8 of this guide.

When it is necessary to use the Corporation for National and Community Service logo along with the program logos, the Corporation logo should be placed either first in a horizontal row with the program logos or on top of the row of program logos when possible. The Corporation logo should always be at least the same height as the program logos, but never smaller.



SECTION 3: *Customizing the Logos*

Customizing by state

A key feature of the new program logos is the ability to customize logos by state, as shown at right. This will allow members and volunteers to feel connected to their home states while also being part of a national network. The Office of Public Affairs has designed state-specific program logos for all 50 states, Puerto Rico, the District of Columbia, and the territories. To request a state-specific logo, email logos@cns.gov.



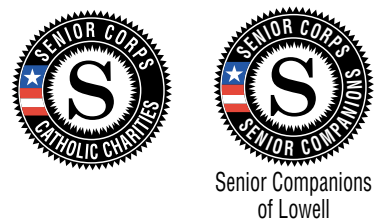
Customizing with your program name

The Corporation encourages the placement of a national or local program name within the outside ring of the program logo. For the Senior Corps logos and AmeriCorps logos, only program names that are under a total of 18 characters, including spaces between words, can be used inside the logo ring. For the Learn and Serve America logo, the total number of characters allowed is 17 or less. Additional conditions depend on the type of program, as described below.



Senior Corps

Senior Corps programs are encouraged to place their local sponsor or project name under the program specific logo (that is, under the RSVP, Foster Grandparents, or Senior Companions logo). The font should be in a size approximately the same as the name of the program at the top of the logo. The proper font to use is Helvetica Condensed Bold, at 100% horizontal scale. Use standard upper and lower case letters, not all capitals.



In certain instances, Senior Corps programs may want to include their sponsor or project name inside

the logo ring if it is under the 18 character limit. The Corporation will provide logos with blank space at the bottom of the outside ring for your graphic designer to modify. The correct font to use in this space is Helvetica Condensed Bold, adjusted to 80% horizontal scale. Use all capital letters.

AmeriCorps

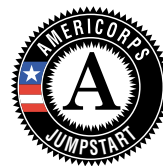
AmeriCorps*State, AmeriCorps*National, and AmeriCorps*Education Awards programs may include their program names inside the logo ring if they are under the 18-character limit. The Corporation will provide logos with blank space at the bottom of the outside ring for your graphic designer or printer to modify. The correct font to use in this space is Helvetica Condensed Bold, adjusted to 80% horizontal scale. Use all capital letters.

If your program name does not fit inside the ring, center your name under the program logo as shown at right. The proper font to use is Helvetica Condensed Bold, at 100% horizontal scale, in a size approximately the same as the name of the program at the top of the logo. Use standard upper and lower case letters when you are centering a name below the logo, not all capitals.

For AmeriCorps*VISTA, AmeriCorps Promise Fellows, and AmeriCorps*Tribes, use the new program-specific logos and place your local program sponsor below the logo, as shown.

Learn and Serve America

Learn and Serve America programs have the option of including their local program name, school or university name, or hometown inside the logo ring if the name is under the 17 character limit. The Corporation will provide logos with blank space at the bottom of the outside ring for your graphic designer to modify. The correct font to use in this



space is Helvetica Condensed Bold, adjusted to 80% horizontal scale. Use all capital letters.

If the program name is too long to fit in the ring, the name should be centered under the logo in a size approximately the same as the name of the program at the top of the logo. The proper font to use is Helvetica Condensed Bold, at 100% horizontal scale. Use standard upper and lower case letters, not all capitals. We recommend using the program specific logos (School-Based, Community-Based, Higher Education) rather than the plain Learn and Serve logo to better identify your Learn and Serve America program.



Massachusetts
Campus Compact

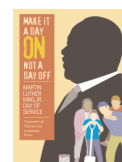


CalServe
Initiative



Logo combinations

For some materials, a local sponsor may wish to place its event or program logo together with Corporation program logos. These materials could be stationery, recruitment brochures, press releases, or banners for events. Whenever possible, local program logos should be the same size as or smaller than the Corporation program logos as shown at right. If a local program's logo is a type treatment, it is acceptable to place that



Editing the logo

What you'll need:

- EPS versions of the Senior Corps, AmeriCorps, or Learn and Serve logos.
- Adobe Illustrator 7 or above. Macromedia FreeHand 9 or above. Mac or PC.
- Adobe font: Helvetica Condensed Bold Available for purchase at www.adobe.com/type

Step 1:

- Request the appropriate logo based on your needs (CMYK, Pantone®, Black and White) by e-mailing logos@cns.gov.

Step 2:

- Open the EPS file into your graphics program.

- Select the Type Tool from the tool bar.
- Highlight "Insert Text" at the bottom of the logo.

Step 3:

- Edit this text keeping the restrictions in mind listed on pages 11-13. Remember that it is important that the logo match the style and consistency presented in this guide.

Step 4:

- Save the logo as an EPS file for inclusion in your publication or other artwork.
- Remember to consult with your printer or other vendor about what logo format they need. It may be best to provide them with this guide and the logo files and have them create the artwork for you.

logotype alongside the Corporation program logo. *(Please use the standards set forth on page 8 of this guide for spacing requirements. For questions on how to use logo combinations for gear, see page 18.)*

USA Freedom Corps and Corporation logos

The Corporation and its programs are part of USA Freedom Corps, a White House initiative to encourage volunteerism and foster a culture of citizenship, service, and responsibility. As part of that effort, President Bush has asked all Americans to devote at least 4,000 hours, the equivalent of at least two years of their lives, in service to their communities and country. The programs of the Corporation are one way for Americans to answer that call.

As a result, you may wish to use the USA Freedom Corps logo along with the appropriate Corporation program logo. If you are interested in displaying the USA Freedom Corps logo on your website or on other materials such as T-shirts or letterhead, you must abide by the usage rules described at www.usafreedomcorps.gov/link_to_us.asp. Please note that the words “The President’s Call to Service” are part of the official logo and should always be used. When using the USA Freedom Corps logo in conjunction with the Corporation logo or a particular program logo, the USA Freedom Corps logo should always be the same height or smaller than the Corporation logo, but never bigger, and it should come at the end of a horizontal row of logos when possible.

It will not always be possible to run the logos in this horizontal fashion. In cases where the logos must be vertical, please apply the rules of size and space so that each of the logos has appropriate breathing room and a reasonable size relationship to its neighbors.



SECTION 4: *Approved Colors*

Color palettes

The Corporation and each of its programs has an official palette of colors that are to be used on all general materials. The consistent use of the colors helps lend a familiar tone to all printed materials. Colors are a part of the identity of the Corporation and its programs.

Colors in these palettes should be used in any printed pieces of the Corporation or its programs, especially on “core” materials — brochures, guides, website pages, stationery, and exhibits.

The palette colors serve as design accents, so our printed materials will be more colorful and visually appealing than if only the blue and red from the logos were used.







Following are both the Pantone® spot color numbers and the four-color build formulas for each of the colors in the Corporation’s and programs’ color palettes.

Important notes

1) The four-color build formulas are not exact matches for the Pantone® spot colors. They are simply close approximations for achievable colors when printing with the four-color process. You should not expect the CMYK build versions of the palette colors to match the specified Pantone® spot colors exactly.

2) The colors you are viewing on this page are also not exact matches for the Pantone® spot colors. The only way to see exact printed representations of the palette colors is to use a professional Pantone® specifier.

3) Different budgets require different specifications, which is one reason people like the choice of using either Pantone® spot colors or four-color builds. Historically, spot colors have been less expensive than the four-color process. With the recent advances in digital printing, however, you may find that smaller budgets allow for four-color printing. Please check with your vendor for comparative estimates before you assume that you must print using three or fewer Pantone® spot colors.

Corporation Color Palette					
					
PANTONE® 032	PANTONE® 32-1	PANTONE® 130	PANTONE® 355	PANTONE® 2728	PANTONE® Pro Black
CMYK build: M: 90 Y: 86	CMYK build: M: 50 Y: 100	CMYK build: M: 27.5 Y: 100	CMYK build: C: 100 Y: 91 K: 6	CMYK build: C: 100 M: 69	CMYK build: K: 100
LOGO RED (ALSO AMERICORPS RED)		<i>*When printing on uncoated paper, please use Pantone® 129</i>	LEARN AND SERVE AMERICA GREEN	LOGO BLUE (ALSO SENIOR CORPS BLUE)	LOGO BLACK

Senior Corps Color Palette



CMYK build:
M: 90
Y: 86

LOGO RED



CMYK build:
M: 50
Y: 100

RSVP
ORANGE



CMYK build:
C: 43
M: 100
K: 23.5

FOSTER
GRANDPARENTS
GREEN



CMYK build:
C: 100
M: 69

LOGO BLUE
(ALSO SENIOR
CORPS BLUE)



CMYK build:
C: 79
K: 100

SENIOR
COMPANIONS
PURPLE



CMYK build:
K: 100

LOGO BLACK

AmeriCorps Color Palette



CMYK build:
M: 87
Y: 83
K: 30.5

VISTA
MAROON



CMYK build:
M: 90
Y: 86

LOGO RED
(ALSO
AMERICORPS
RED)



CMYK build:
M: 30.5
Y: 94

NCCC
GOLD



CMYK build:
C: 100
Y: 47
K: 47

NCCC
GREEN



CMYK build:
C: 100
M: 69

LOGO BLUE



CMYK build:
K: 100

LOGO BLACK

Learn and Serve America Color Palette



CMYK build:
M: 90
Y: 86

LOGO RED



CMYK build:
M: 50
Y: 100



CMYK build:
M: 27.5
Y: 100

**When printing on uncoated paper, please use Pantone® 129*



CMYK build:
C: 100
Y: 91
K: 6

LEARN AND
SERVE AMERICA
GREEN



CMYK build:
C: 100
M: 69

LOGO BLUE



CMYK build:
K: 100

LOGO BLACK

SECTION 5: *How to Get and Use Logos*

Logo use

There are many places the Corporation logos might be used—in print, on the web, on TV, on T-shirts and hats, and on display materials. Providing specific technical information and standards on all possible uses is beyond the scope of this guide. Some basic guidelines are covered here.

How can I get an electronic/digital copy of the Corporation logo or a program logo?

You can download several versions of the logos at www.nationalservice.org/logos. If you need help, e-mail logos@cns.gov.

Which file format is best to use?

Logo files are available in full-color, spot color, and in grayscale.

Use this file type	Available in these forms	For these applications
EPS	Pantone Spot Color, Four-Color (CMYK), and Grayscale	Commercial Printing (e.g. Quark XPress, PageMaker, Corel, Illustrator, Freehand)
JPEG	Color (RGB) and Grayscale	Laser Printing and Web (e.g. Microsoft Office, Word Perfect)
TIFF	Four-Color (CMYK) and Grayscale	Commercial Printing and Laser Printing (e.g. Quark XPress, PageMaker, Corel, Illustrator, Freehand, Microsoft Office, Word Perfect)
GIF	Indexed color	Web

Logo slicks

Upon request, the Office of Public Affairs can provide logo slicks for your use. E-mail logos@cns.gov.

How do I use the logo in a Word document?

- Decide which version of the logo you want to use (either color or grayscale). Download the appropriate logo onto your hard drive.
- Open your Word document. Place your cursor at the point where you want the logo to appear.
- On the Tool Bar menu, click on INSERT.
- Click on PICTURE.
- Click on FROM FILE.
- Scroll to the file that contains the logo that you downloaded from the Corporation website, and double click on it.

Technical notes

- 1) You won't be able to edit logo files unless you have image editing software (e.g., Illustrator, Freehand, Photoshop) on your computer. Most programs, like PowerPoint and Microsoft Word, allow you to simply "place" or "insert" a graphic into a document.
- 2) The Corporation logos that appear on the Corporation website are very low resolution JPEG and GIF files. They are meant only to be viewed in a web browser. *Please do not copy-and-paste or download these versions of the logo for use in your printed documents.* For full-resolution logo files that are appropriate to your end-use, please use the link on this page to access the files you need.

SECTION 6: *Logos and Service Gear*

Service gear

The Corporation strongly encourages programs to provide T-shirts, hats, and other service gear for members and volunteers to wear while they are serving. The Corporation has produced a wide variety of service gear for all national service programs—Senior Corps, AmeriCorps, and Learn and Serve America, as well as special items for Martin Luther King, Jr. Day of Service. These items can be purchased online through the national service catalog located at www.nationalservicecatalog.org.

Mississippi Industries for the Blind (MIB) is the official supplier of service gear. MIB operates the national service catalog and fulfills orders for service gear. MIB currently has in stock some service gear with the old logos. Due to the large cost involved in producing this gear, MIB will continue to distribute gear with the old logos until supplies run out, at which time gear with new logos will be provided. Given the similarity in look, it is acceptable for national service participants to wear the old or new logos when serving together.

In addition to providing official service gear, MIB can custom design T-shirts, sweatshirts, hats and other items. To special order gear, call 601-984-3200 or e-mail Ada Jordan at ajordan@msblind.org.

Size

On T-shirts and other clothing, program logos should never be printed smaller than 1 inch and never larger than 9 inches. On hats, program logos should be no smaller than 2 inches. In every case, you should attempt to make program logos at least as big as any other logo with which they will appear.

Contrast

The same principles that apply to the use of the logo in print apply to the logo as it might be applied to gear. One important thing to remember is that if you are planning to apply the logo to a dark item—such as a black hat—you must be sure that, in addition to the standard red, blue, and black colors, you must also specify white as a printing color. The application of white onto dark objects can be achieved through screen printing or embroidery.

Logo combinations

Grantees may wish to use their own logos in conjunction with program logos on gear. Usage must be in accordance with Corporation grant provisions and the standards outlined in this manual. Grantees may not alter the logos and must obtain written permission from the Corporation before using the logos on materials that will be sold and before permitting donors to use the logos on promotional material.

The preferred placement for any of the programs logos is as follows:

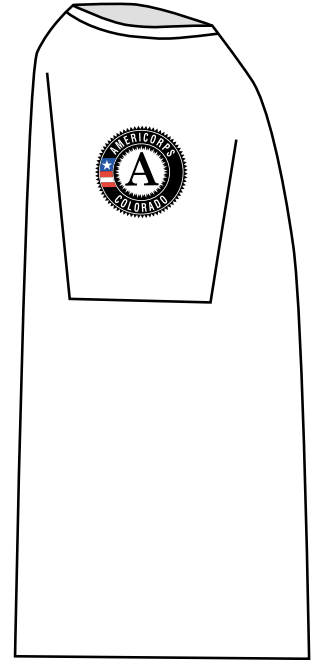
- 1) on the chest
- 2) on the right sleeve
- 3) on the back

See examples on the next page.

**First
choice**
(chest)



**Second
choice**
(sleeve)



**Third
choice**
(back)



SECTION 7: *Web Guidelines*

Logos

We welcome the use of the Corporation logo and program logos on websites. Generally, the graphic standards for the use of the logos outlined in this guide also apply to websites, but there are some special considerations.

Size

The minimum height for the logos on the web is $\frac{3}{4}$ inch, but we urge you to keep legibility in mind when considering your content as well as your average viewer.

Linking

We encourage you to link your website to www.nationalservice.org, www.seniorcorps.org, www.americorps.org, or www.learnandserve.org. You can use program logos or national service web banners as link buttons. Go to www.nationalservice.org/linktous for more details.

Web colors







Just as there are guidelines for using the appropriate colors for each of the logos in print,

there are special guidelines for using color when you put the program logos on the web.

You should always place the program logos on white backgrounds. Knockout versions of the logos are not available in the JPEG format, so placing the logos on dark backgrounds on the web is not an option. If you do this, you will end up with a white box around the logo. This is not acceptable.

Web banners

A web banner is an advertisement designed specifically for websites. The Corporation has developed several banners promoting national service that you can use for free on your website. When an individual clicks on the national service banner, he or she will go directly to the related website, such as www.seniorcorps.org. To get national service banners, go to www.nationalservice.org/linktous.

Corporation Web Color Palette					
					
PANTONE® 032	PANTONE® 32-1	PANTONE® 130	PANTONE® 355	PANTONE® 2728	PANTONE® Pro Black
Hex: #CC0000	Hex: #FF6600	Hex: #FF9900	Hex: #006600	Hex: #003399	Hex: #000000
LOGO RED (ALSO AMERICORPS RED)			LEARN AND SERVE AMERICA GREEN	LOGO BLUE (ALSO SENIOR CORPS BLUE)	LOGO BLACK

Senior Corps Web Color Palette



Hex:
#CC0000

LOGO RED



Hex:
#FF6600

RSVP
ORANGE



Hex:
#669900

FOSTER
GRANDPARENTS
GREEN



Hex:
#003399

LOGO BLUE
(ALSO SENIOR
CORPS BLUE)



Hex:
#660099

SENIOR
COMPANIONS
PURPLE



Hex:
#000000

LOGO BLACK

AmeriCorps Web Color Palette



Hex:
#990000

VISTA
MAROON



Hex:
#CC0000

LOGO RED
(ALSO
AMERICORPS
RED)



Hex:
#FFCC00

NCCC
GOLD



Hex:
#006666

NCCC
GREEN



Hex:
#003399

LOGO BLUE



Hex:
#000000

LOGO BLACK

Learn and Serve America Web Color Palette



Hex:
#CC0000

LOGO RED



Hex:
#FF6600



Hex:
#FF9900



Hex:
#006600

LEARN AND
SERVE AMERICA
GREEN



Hex:
#003399

LOGO BLUE



Hex:
#000000

LOGO BLACK

SECTION 8: *Program Names and Descriptions*

Official program names

Official program names should be spelled out as follows:

Senior Corps

Foster Grandparents
Senior Companions
RSVP

AmeriCorps

AmeriCorps*State
AmeriCorps*National
AmeriCorps*VISTA
AmeriCorps*NCCC
AmeriCorps Promise Fellows
AmeriCorps Education Awards Program
AmeriCorps U.S. Territories
AmeriCorps Indian Tribes

Learn and Serve America

Learn and Serve America K-12
Learn and Serve America School-Based
Learn and Serve America Community-Based
Learn and Serve America Tribes and
U.S. Territories
Learn and Serve America Higher Education

When translating documents into different languages, please do not translate the official name of the program.

When giving the website address, always include “www” in the address and use all lower-case letters, such as:

www.nationalservice.org
www.seniorcorps.org
www.americorps.org
www.learnandserve.org

Approved descriptions of the Corporation and its programs

To ensure consistency in all materials, please use the following language when describing the Corporation and its programs. We have included both a short and a long version. If your space is limited, you may also use just the first sentence of any of the descriptions.

The Corporation for National and Community Service

The Corporation for National and Community Service provides opportunities for Americans of all ages and backgrounds to serve their communities and country through three programs: Senior Corps, AmeriCorps, and Learn and Serve America. Together, the programs of the Corporation engage more than two million Americans each year in meeting critical needs in education, the environment, public safety, homeland security, and other areas.

or

The Corporation for National and Community Service provides opportunities for Americans of all ages and backgrounds to serve their communities and country through three programs: Senior Corps, AmeriCorps, and Learn and Serve America. Working with national and community nonprofits, faith-based groups, schools, and local agencies, the Corporation engages more than two million Americans each year in meeting critical needs in education, the environment, public safety, homeland security, and other areas. The Corporation and its programs are part of USA Freedom Corps, a White House initiative to foster a culture of citizenship, service,

and responsibility, and help all Americans answer the President's Call to Service.

Senior Corps

Senior Corps taps the skills, talents, and experience of more than half a million Americans age 55 and older to meet community needs in education, the environment, public safety, homeland security, and other areas. Senior Corps is administered by the Corporation for National and Community Service, which also oversees AmeriCorps and Learn and Serve America.

or

Senior Corps taps the skills, talents, and experience of more than half a million Americans age 55 and older to meet a wide range of community needs through three programs: RSVP, Foster Grandparents, and Senior Companions. Among other activities, RSVP volunteers help local police departments conduct safety patrols, participate in environmental projects, provide intensive educational services to children and adults, and respond to natural disasters. Foster Grandparents serve one-on-one as tutors and mentors to young people with special needs. Senior Companions help homebound seniors and other adults maintain independence in their own homes. Senior Corps is administered by the Corporation for National and Community Service, which also oversees AmeriCorps and Learn and Serve America. It is part of USA Freedom Corps, a White House initiative to foster a culture of citizenship, service, and responsibility, and help all Americans answer the President's Call to Service.

AmeriCorps

AmeriCorps engages more than 50,000 Americans each year in intensive service to meet community

needs in education, the environment, public safety, homeland security, and other areas. AmeriCorps is administered by the Corporation for National and Community Service, which also oversees Senior Corps and Learn and Serve America.

or

AmeriCorps engages more than 50,000 Americans each year in intensive service to meet community needs in education, the environment, public safety, homeland security, and other areas. Members serve with national nonprofit organizations like Habitat for Humanity, the American Red Cross, and Teach for America, as well as with hundreds of smaller community organizations, both secular and faith-based. Other members serve with AmeriCorps*NCCC (National Civilian Community Corps), a team-based residential program for adults 18 to 24 years old, or in low-income communities with AmeriCorps*VISTA. In exchange for a year of service, AmeriCorps members earn an education award that can be used to pay for college or to pay back qualified student loans. AmeriCorps is administered by the Corporation for National and Community Service, which also oversees Senior Corps and Learn and Serve America. It is part of USA Freedom Corps, a White House initiative to foster a culture of citizenship, service, and responsibility, and help all Americans answer the President's Call to Service.

Learn and Serve America

Learn and Serve America provides grants to schools, colleges, and nonprofit groups to support efforts to engage 1.5 million students each year in community service linked to educational goals. Learn and Serve America is administered by the Corporation for National and Community Service, which also oversees Senior Corps and AmeriCorps.

or

Learn and Serve America provides grants to schools, colleges, and nonprofit groups to support efforts to engage 1.5 million students each year in community service linked to educational goals. This type of learning, called service-learning, improves communities while helping young people develop their academic and civic skills. In addition to providing grants for such activities, Learn and Serve America sponsors a scholarship and recognition program for outstanding community service by young Americans. Learn and Serve America is administered by the Corporation for National and Community Service, which also oversees Senior Corps and AmeriCorps. It is part of USA Freedom Corps, a White House initiative to foster a culture of citizenship, service, and responsibility, and help all Americans answer the President's Call to Service.