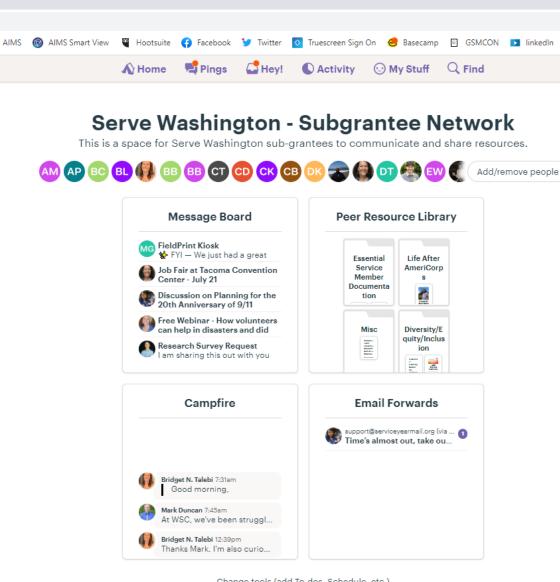


## New AmeriCorps Brand

Friday, July 9 – 9:00 am session

Please sign-in via the chat box:

- Organization/Program
- Name(s)
- Where would you go on your dream vacation?



New	Peer Resou	rce Library	Unsorted
C Essential Service Member Documentation	Life After AmeriCorps Freiburger	O Misc Resurce Working Working Autores Control Stat	Diversity/Equity/ nclassion when the short to the the short to the short t
Recruitment	Program Policies & Procedures	Site Agreements	Site Training
Member Service Agreements	0 Member Training	Member Position Descriptions	Member Performance Reviews

# Serve Shington - Subgrantee Network

•••

## Basecamp

Change tools (add To-dos, Schedule, etc.)

**Team Activity** 

Today

# **AmeriCorps** Washington

AmeriCorps

Washington

Are you using the new

logos?



## Terms and Conditions for AmeriCorps State and National Grants

III. AFFILIATION WITH THE AMERICORPS NATIONAL SERVICE NETWORK

- A. Identification as an AmeriCorps Program or Member. Recipients and subrecipients shall identify their programs or projects as AmeriCorps programs. All agreements with subrecipients, operating sites, or service locations, related to the AmeriCorps program must explicitly state that the program is an AmeriCorps program. Similarly, recipients and subrecipients shall identify all national service members serving in their programs AmeriCorps members.
- B. The FY 2021 General Terms and Conditions contain all requirements for recognition of AmeriCorps Support.

2021 Terms and Conditions for AmeriCorps State and National Grants



## General Terms and Conditions: General Statement



- Identify all programs and projects as AmeriCorps
- All agreements with sites should state this is an AmeriCorps program
- Members must be identified as AmeriCorps members

FY 2021 General Grant And Cooperative Agreement Terms and Conditions



General Terms and Conditions: Visual Representation and Prominent Display

- What is visual representation?
  - LOGOS, insignias, written acknowledgements
- Where is this important?
  - Websites, Social Media, communications, publications
  - GEAR
- Follow <u>Branding Guidelines</u>!



### **Brand Guidelines**

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General Terms and Conditions: Acknowledgement and Disclaimer on Published Materials

 Reports and published materials based on AmeriCorps service should include a disclaimer.

#### • Sample Language:

"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."

Disclaimer

General Terms and Conditions: Brand Identification Through Publicity

Place signs at sites



- Make sure to identify AmeriCorps members as such in:
  - Public speaking, press releases, news stories, blog posts, websites, social media posts, online videos, PSAs, paid advertising, brochures, other communications channels

## Train your members!



General Terms and Conditions: Alteration of Brand Identities Prohibited Without AmeriCorps Written Permission

- Don't change the logo without permission from AmeriCorps
- Don't let donors use the logo on promotional materials without permission from AmeriCorps





General Terms and Conditions: Prohibited Use or Display of Names and Logos for Certain Activities

> Influencing legislation **Organizing protests Union** organizing **Partisan** politics **Political advocacy Religious instruction Providing direct benefit to business** Abortion referrals Census activities Election and polling activities



Serve Washington Special Terms and Conditions

- Affiliation with the AmeriCorps National Service Network:
  - Use of name and logo
  - Service gear



#### Serve Washington Special Terms and Conditions

- Affiliation with the AmeriCorps National Service Network:
  - Website and social media
  - Host sites
  - Photographs/videos/recordings







# Final Thoughts and important links

- Where to get gear
  - <u>National Service Gear</u>
  - Good Deed



- Wherever you get customized gear
- Other links:
  - <u>Serve WA Communications Toolkit</u>
  - <u>AmeriCorps Branding Guidelines</u>
  - <u>AmeriCorps Communications Resources</u>



