



# AmeriCorps Washington

## 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?

# Serve Washington - Subgrantee Network

This is a space for Serve Washington sub-grantees to communicate and share resources.

AM AP BC BL BB CT CD CK CB DK DT EW Add/remove people

## Message Board

- FieldPrint Kiosk**  
FYI — We just had a great
- Job Fair at Tacoma Convention Center - July 21**
- Discussion on Planning for the 20th Anniversary of 9/11**
- Free Webinar - How volunteers can help in disasters and did**
- Research Survey Request**  
I am sharing this out with you

## Campfire

- Bridget N. Talebi** 7:31am  
Good morning.
- Mark Duncan** 7:45am  
At WSC, we've been struggl...
- Bridget N. Talebi** 12:39pm  
Thanks Mark. I'm also curio...

## Peer Resource Library

Essential Service Member Documentation

Life After AmeriCorps

Misc

Diversity/Equity/Inclusion

## Email Forwards

support@serviceyearmail.org (via ...)  
Time's almost out, take ou... 1

[Change tools \(add To-dos, Schedule, etc.\)](#)

## Team Activity

Today

+ New...

## Peer Resource Library

Unsorted

Essential Service Member Documentation

Life After AmeriCorps

Misc

Diversity/Equity/Inclusion

Recruitment

Program Policies & Procedures

Site Agreements

Site Training

Member Service Agreements

Member Training

Member Position Descriptions

Member Performance Reviews

# Basecamp



# AmeriCorps Washington



Are you  
using the  
new  
logos?



AmeriCorps  
Washington



# 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 [Branding Guidelines!](#)



# Brand Guidelines

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**AmeriCorps**

# 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.”*





# 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



**AmeriCorps**  
Washington



# 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
  - [National Service Gear](#)
  - [Good Deed](#)
  - Wherever you get customized gear
  
- Other links:
  - [Serve WA Communications Toolkit](#)
  - [AmeriCorps Branding Guidelines](#)
  - [AmeriCorps Communications Resources](#)



# Many Thanks!

