Branding Best Practices
AmeriCorps Missouri Branding Initiative

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Program Directors Training
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Agenda

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- Using the AmeriCorps Logo
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Background & Overview

Why does branding matter?

• Sends a clear and consistent message to raise awareness and visibility
• Invokes a promise, an emotional reaction, a recognizable standard of service
• Visibility = relevance = funding sustainability
  • Instrumental in attracting and supporting the partners that we need
• Co-branding also helps your organization affiliate with something bigger than you!
• Compliance
AmeriCorps Compliance

The AmeriCorps Name and Logo. AmeriCorps is a registered service mark of the Corporation for National and Community Service. CNCS provides a camera-ready logo. All grantee and subgrantee websites must clearly state that they are an AmeriCorps grantee and must prominently display that AmeriCorps logo. Grantees and subgrantees, except for Education Award Programs (EAPs), must use the AmeriCorps name and logo on service gear and public materials such as stationery, application forms, recruitment brochures, on-line position postings or other recruitment materials, orientation materials, member curriculum materials, signs, banners, press releases and publications related to their AmeriCorps program in accordance with CNCS requirements. EAPs are strongly encouraged to use the AmeriCorps name and logo on such materials.

To publicize the relationship between the program and AmeriCorps, the Sub-Grantee shall describe their program as "an AmeriCorps Program." Sub-Grantees shall provide information or training to their AmeriCorps members about how their program is part of the national AmeriCorps program and about the other national service programs of CNCS. Sub-Grantees are strongly encouraged to place signs that include the AmeriCorps name and logo at their service sites and may use the slogan “AmeriCorps Serving Here.” AmeriCorps members should state they are AmeriCorps members during public speaking opportunities.

The Sub-Grantee may not alter the AmeriCorps logo, and must obtain written permission from CNCS before using the AmeriCorps name or logo on materials that will be sold, or permitting donors to use the AmeriCorps name or logo in promotional materials. The Sub-Grantee may not use or display the AmeriCorps name or logo in connection with any activity prohibited by statute, regulation, or in these grant provisions.
Brand Initative

Missouri Community Service Commission aims to increase awareness and visibility of our AmeriCorps Missouri grantees, members, and activities both statewide and in the communities you serve.

The growth of social media and an increased emphasis on collaboration have changed the nonprofit landscape. As a result, organizations are increasingly interested in understanding how they can best manage their brand to achieve their desired impact.

Considerations:
1. Grantees have individual organizational identities and brands.
2. Increase reach and awareness without losing each program’s identity.
3. Unify AmeriCorps Missouri.
4. Co-branding designs need to meet real program needs – i.e. recruitment, attracting and retaining new funders/partners, etc.
Using the AmeriCorps Logo

Logo Standards

• Use official logos and proper file formats for the end product
• Never turn the AC logo sideways, upside down, or place within a shape.
• Use logos proportionally; don’t stretch or squeeze
• AmeriCorps Missouri logo cannot be less than ½ inch high
• Do not alter the fonts or colors
• Obtain written permission from CNCS before using logos on materials that will be sold.
Elevator Speech Training

A ten second elevator speech summarizes who you are, what you do and why it is important.

The Sub-Grantee (staff, administration, management) should use one of the following phrases when describing their program: "The AmeriCorps National Service Network", "an AmeriCorps Program," or “a proud member of the AmeriCorps national service network.”

**Components & Tips:** Elevator speeches can vary a lot depending on the goal, audience, and circumstances but they should all contain the following elements.

- **Pertinent Facts**—The five W’s: who, what, where, why, how
- **Sparkle**—What makes your organization/service/product compelling or unique
- **Impact**—Statistics and stories that show results
- **Simplicity**—Jargon-free language that anyone can understand
- **Passion**—Show that you care about what you’re pitching
- **Flexibility**—Use a framework but adjust your speech to your audience
- **Preparation**—Practice your speech and ask for feedback
Website Best Practices

- Display photos of members in service gear with the AC logo
- Prominently display AmeriCorps logo on homepage or a designated AmeriCorps page
- Describe your relationship with AmeriCorps (grantee/program)
- Describe AmeriCorps – i.e. service, opportunities, benefits, qualifications
- Application instructions
- Contextual Navigation – includes mention of “AmeriCorps” in your page navigation
Service Gear

Ideas that Work

– AmeriCorps brand satchel
– V-neck t-shirts
– Hoodies and totes
– AmeriCorps buttons, lapel pins, stickers
– Nametags with AC Logo
– Coats/Jackets with AC Logo
– Polos
– Lanyards
Branding

Any Questions?