

AmeriCorps Branding Internal Audit

Requirements

Website:

AmeriCorps logo is present on organization homepage, footer, or prominent placement on program-specific page(s).

AmeriCorps logos link to americorps.gov.

Printed and digital collateral (one pagers, brochures, recruitment resources):

Logo present on all printed and digital collateral. Placement flexible.

Follows AmeriCorps Brand Guidelines (available at bit.ly/americorpsbrand):

- All mentions of AmeriCorps are spelled "AmeriCorps";
- All mentions of members are referred to as "AmeriCorps members," without capitalizing the "m" in members;
- Follows all co-branding guidelines.

Nondiscrimination statement included on:

- Any AmeriCorps member related materials (handbooks, forms);
- All AmeriCorps related pages on organization website;
- Paper applications;
- Any public recruitment materials.

This program is available to all, without discrimination on the basis of race, color, sex, sexual orientation, pregnancy, religion, age, national origin, genetic information, disability, military status, familial status, political affiliation, or any other characteristic protected by law.

Uniforms and branded gear:

AmeriCorps logo present. Placement flexible.

Media:

Messaging follows messaging requirements.

Photos and videos show branded uniforms and gear.

Identification at service sites:

Signs are placed at all service sites and include the AmeriCorps name and logo. Can use the slogan "AmeriCorps Serving Here."

Social media:

If using AmeriCorps program-specific profile, AmeriCorps appears in "about" section, bio, or other permanent profile feature. If using organization-wide profile, AmeriCorps appears in all posts relating to the AmeriCorps program, project, initiative, or members.

All posts follow messaging requirements.

Recommended: tag AmeriCorps in all AmeriCorps related posts, use AmeriCorps hashtags; Photos capture members wearing uniforms and branded gear.