



onestar
foundation

Branding Best Practices

AmeriCorps Texas Branding Initiative

Presenters: Emily Steinberg & Gabriella Medina

- **Background & Overview**
 - Why does branding matter?
 - AC TX Compliance
 - Brand IDEA Framework
- **OneStar's AmeriCorps Branding Initiative**
- **Using the AmeriCorps Logo**
- **Best Practices Affiliating with AmeriCorps**
 - Elevator Speech
 - Service Gear
 - Websites
 - Signage
- **New Branding Materials Unveiled**
- **Branding Tool Kit**
- **Action Items**

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



From the 2014-15 NOFO (page 13):

e. Commitment to AmeriCorps Identification (Required)

How will the program participants know they are AmeriCorps members? How will the communities in which they serve know they are AmeriCorps members? **How will the applicant's program ensure that its participants will wear the AmeriCorps logo daily?** How will the applicant ensure participants are prepared to speak about their AmeriCorps experience to members of the community?

From 2014-15 Terms & Conditions:

B. AFFILIATION WITH THE AMERICORPS NATIONAL SERVICE NETWORK.

Identification as an AmeriCorps Program or Member. The grantee **must identify the program as an AmeriCorps program and eligible members as AmeriCorps members.** All partnership agreements/MOUs related to the AmeriCorps program must explicitly state that the program is an AmeriCorps program and AmeriCorps members are the resource being provided.

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.

The brand IDEA framework differs from traditional brand management approaches in three key ways. First, the focus of the **brand is on the mission and values of the organization**, not on customers. Second, positioning of the **brand is designed to support collaboration to achieve shared goals**, rather than competitive advantage. Third, instead of tight policing of the brand, **we argue for much greater participation and engagement in defining and communicating the brand**.

- **Brand Integrity** means that an organization can describe who they are, what they do, and why in a way that embodies their core mission and values.
- **Brand Democracy** refers to a process that actively engages internal and external audiences in both defining and communicating the organization's brand.
- **Brand Affinity** leverages the brand to support collaboration and partnerships, working with other organizations toward shared goals in order to maximize social impact.

Laidler-Kylander: The acronym IDEA stands for brand Integrity, brand Democracy, and brand Affinity. (*The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy and Affinity*, by Jossey-Bass, 2014 with co-author Julia Shepard Stenzel)
http://www.ssireview.org/articles/entry/the_brand_idea_managing_nonprofit_brands_with_integrity_democracy_and_affin

OneStar Foundation aims to increase awareness and visibility of our AmeriCorps Texas grantees, members, and activities both statewide and in the communities you serve. We believe that providing tools and resources to grantees (such as signage, templates, and guidelines) will better assist you in your efforts to affiliate with the AmeriCorps brand and identity, raising the profile of all AmeriCorps Texas programs individually, collectively as a portfolio, and nationally.

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 Texas
4. Co-branding designs need to meet real program needs – i.e. recruitment, attracting and retaining new funders/partners, etc.

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 Texas 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.



No



No

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."

Examples for members:

"My name is Krista and I am an AmeriCorps member for the East Side Learning Center, a children's literacy nonprofit in St. Paul."

"I'm an AmeriCorps member for a children's literacy nonprofit in St. Paul."

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

- 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



The screenshot shows the Texas HIPPY website homepage. At the top left is the Texas HIPPY logo, which consists of three stylized figures in blue, orange, and green holding hands above an open book. Below the logo is the text "TEXAS HIPPY" and "Home Instruction for Parents of Preschool Youngsters". To the right of the logo is a large black and white photo of a young child smiling. Below the photo is the text "every face has a story... ...every story has a beginning". Below this is a navigation bar with three tabs: "OUR STORY", "OUR IMPACT", and "GET INVOLVED". The "OUR STORY" tab is selected and highlighted in blue. Below the "OUR STORY" tab is a blue box containing the text "HIPPY is a home visitation program that serves as a catalyst for change at all levels - family, school, and community - by increasing school readiness and parent involvement." and a link ">>>>> Learn more.". The "OUR IMPACT" tab is highlighted in green. Below it is a green box containing the text "HIPPY empowers parents as the primary educators of their children. We foster parent involvement in school and community life to maximize the chances of successful early school experiences." and "AmeriCorps brings the ethic of community service and responsibility to the HIPPYCorps Home Instructors, while furthering their personal leadership and higher educational goals." Below this text is the AmeriCorps logo, which is a circular seal with the word "AMERICORPS" at the top and "A" in the center. The "GET INVOLVED" tab is highlighted in orange. Below it is an orange box containing the text "Just as Parent Involvement directly impacts the success of the child, community involvement is crucial to the success of Texas HIPPY." and a list of activities: "Star", "Enr", "Dor", "Vol", "Ope", "Stay", and "Con".

[HIPPY Research](#)
[School Readiness](#)
[Parent Involvement](#)
[Developing Leaders](#)

- [AmeriCorps](#)

Prominent display of
AC logo on homepage





UTB > Enrollment Services > Financial Aid > AmeriCorps



UTB AMERICORPS PROGRAM

ABOUT UTB AMERICORPS

AmeriCorps is an opportunity to make a big difference in your life and in the lives of those around you. As a member, you will learn teamwork, leadership, responsibility and other essential skills that will help you for the rest of your life. And you will gain the personal satisfaction of taking on challenges and seeing results.

AmeriCorps members assist students with the college enrollment process (admissions, testing, academic advising, financial aid, orientation, registration, etc.), facilitate parent workshops and serve as a liaison for students (at ISD high schools and other designated venues, via phone and/or email). Members will maintain program activity logs, compile reports and other required documentation.

Each year the UTB AmeriCorps Program serves over 2,000 12th grade students; AmeriCorps members answer questions and guide students with all college enrollment requirements.



AMERICORPS OFFERS TANGIBLE BENEFITS

SEGAL AMERICORPS EDUCATION AWARD

REQUIREMENTS TO JOIN

COMMUNITY SERVICE ACTIVITIES

PROGRAM OVERVIEW

AMERICORPS FAST FACTS

APPLICATION

More information about
AmeriCorps at your organization

Describe AmeriCorps and what
being an AmeriCorps member
looks like for your program



Join Our Team

Since our founding in 1999, Reading Partners has helped thousands of children from low-income communities become confident readers. Our volunteers and staff are dedicated to improving the lives of children and we are seeking career professionals committed to making a difference. Reading Partners is an equal opportunity employer committed to diversity.

[Career Opportunities](#)

[Become a Volunteer](#)

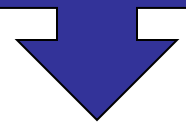
Join AmeriCorps. Get things done.

AmeriCorps members get things done. From our hundreds of Site Coordinators working with volunteers and students in low-income schools across the country, to those who work to recruit men and women to become volunteer tutors, Reading Partners AmeriCorps members are committed to equipping students with the literacy skills necessary to become active, engaged, and successful members of society.

[Reading Partners AmeriCorps Opportunities](#)

Embody AmeriCorps at your organization.
Make them feel a part of something bigger

Use logo to send
people to
AmeriCorps pages



Apply Now
Join our team. Get
things done!

Unique Ideas

- AmeriCorps brand satchel
- V-neck t-shirts
- Hoodies and totes
- AmeriCorps buttons, lapel pins, stickers

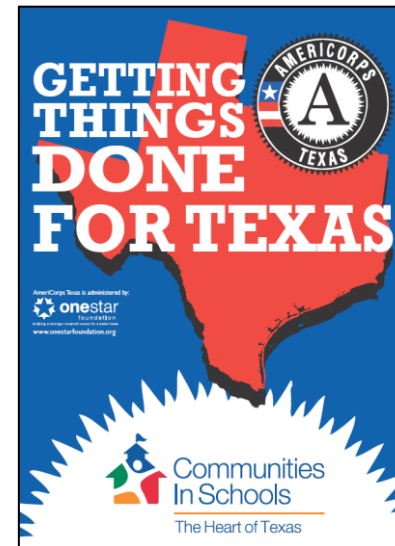
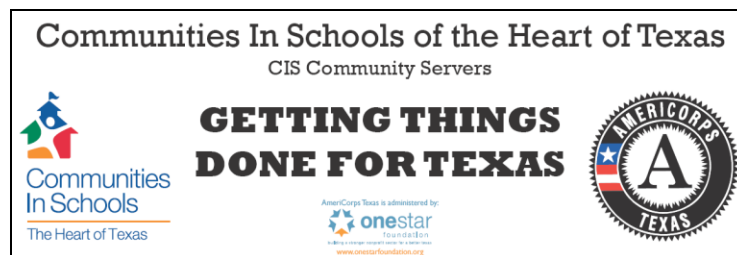
What works

- Nametags with AC TX Logo
- Lanyards
- Heather grey t-shirts
- Polos

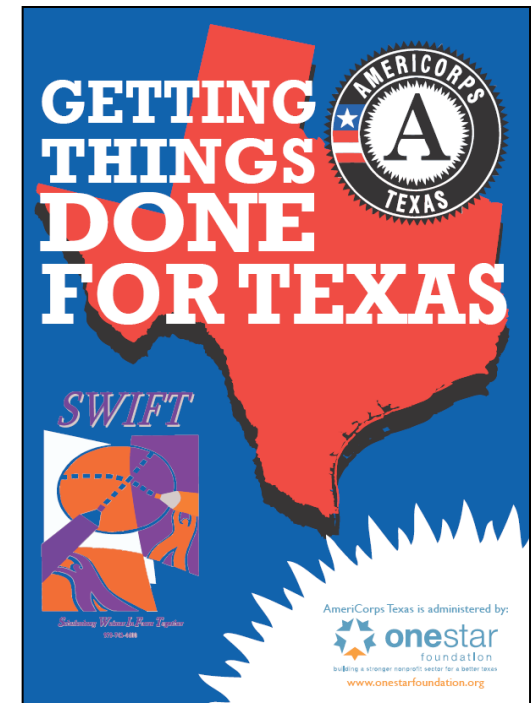
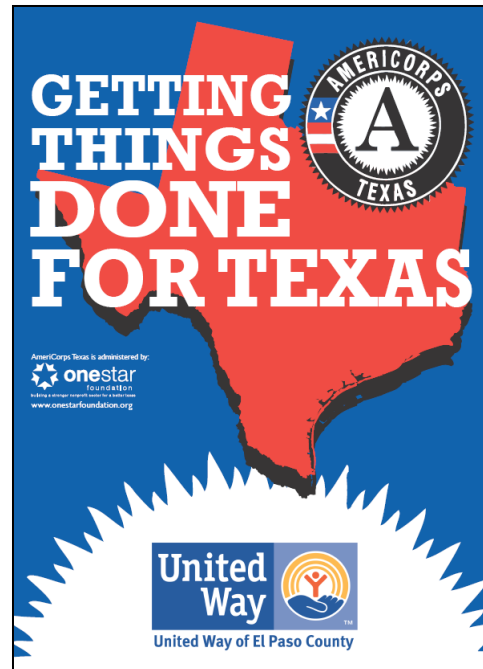


Products

- 24"x36" Foam Core Poster
- 3'x5' Vinyl Banner with Grommets
- Large Retractable Banner
- White Table (8ft) Cloth



- Sturdy and easy to transport
- Value = \$35
- Best Use: Service sites, in the office, facing outward of a busy window, small group photos, on an easel, trainings, graduation
- PDF version in Branding Toolkit to print on cardstock and hang at multiple site locations



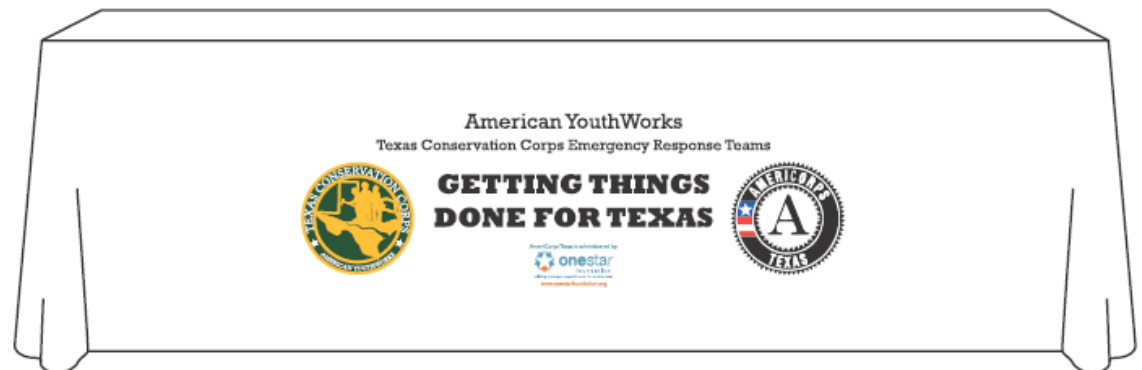
- Large and easy to transport
- Value = \$75
- Best Use: outdoors, group photos, service sites, hanging high and visible, national days of services, in the office
- PDF version in Branding Toolkit to print on cardstock and hang at multiple site locations



- Large and easy to transport
- Value = \$250
- Best Use: Indoors, recruitment/job fairs, service sites, national days of service, graduation, trainings, co-sponsored speaker series



- Light and easy to transport; Washable
- Value = \$360
- Best Use: information tables, recruitment fairs, service sites, office, trainings



Total Value = \$850

- Other Signage
 - MLK Day
 - AmeriCorps Week
 - Mayors Day
- AmeriCorps Texas Mouse pads
- Reordering Information

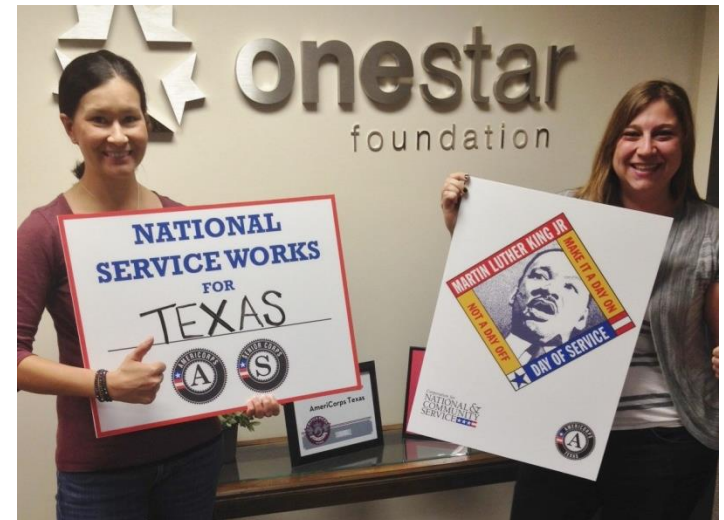
Print Graphics

Cheryl Etie

Service Representative

- Original Logos
- Simple co-branding guidelines
- Relevant branding resources

<http://www.nationalservice.gov/newsroom/marketing>



- Use your new signs!
- Review contents of the electronic Branding Toolkit
- Visit your webpages and see how you can improve AmeriCorps affiliation after seeing strong examples of what works
- Austin grantees: expect to pick up packages from OneStar Foundation office between **December 28-31** (or arrange another time if needed)

CHALLENGES?

QUESTIONS?

IDEAS?





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