

Branding: Image, Idea & Ideal

This session includes:

- ways to distinguish your program from the other similar programs
- ways to get both internal and external audiences energized about your program
- strategies to remind and reinforce your brand among primary and secondary audiences.

**Branding Tips –
How to Make Sure Your Brand Stands the
Test of Time**



2. Keep It Simple

- » The more information you add, the harder it is for people to decipher your brand's message.
- » Utilize the Elevator Speech rule
- » Forget the jargon

KISS
keep it simple ...

HILL & KNOWLTON

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Okay, Here's Your 30 Seconds...



HILL & KNOWLTON

Additional Resources for Branding...

- » American Marketing Association, www.marketingpower.com
- » Bigpond Marketing, http://www.kaminc-usa.com/BigPond_Marketing/What_Is_Branding/what_is_branding.html
- » *Branding for Dummies*, Bill Chiaravalle & Barbara Findlay Schenck, www.brandingchannel.com
- » *Emotional Branding: The New Paradigm for Connecting Brands to People*, Marc Gobe

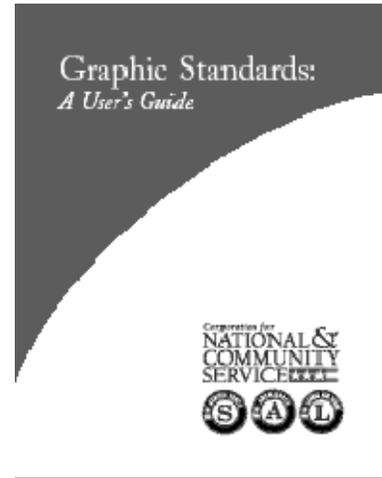
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Logos: Appropriate Use

In October 2002, the Corporation for National & Community Service and its three major programs—Senior Corps, AmeriCorps, and Learn and Serve America—unveiled their new logos.

The new logos were designed to:

- Better reflect the Corporation's mission
- Give a strong, consistent look to the Corporation and its programs
- Allow for customization by states and grantee programs
- Connect national service to the idea of patriotic duty



Guidelines For Using the Corporation Logo and Other National Service Insignia

The Corporation logo and other national service insignia (AmeriCorps, Senior Corps, Learn and Serve America, Get Involved, and the Martin Luther King, Jr. Day of Service) are the property of the Corporation for National and Community Service, an agency of the federal government. They may be used only in accordance with authorization provided by the Corporation.

Appropriate Use of the Corporation Logo (and Other National Service Insignia)

The Corporation logo (and other national service insignia) may be used on informational materials describing Corporation and other Corporation-supported programs and in connection with approved programmatic activities.

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Inappropriate Use of the Corporation Logo (and other National Service Insignia)

The Corporation logo (and other national service insignia) may not be used in any of the following ways:

- Attempting to influence legislation
- Organizing or engaging in protest, petitions, boycotts or strikes
- Assisting, promoting, or deterring union organizing
- Impairing existing contracts for services or collective bargaining agreements
- Engaging in partisan political activities, or other activities designed to influence the outcome of an election to any public office
- Participating in, or endorsing, events or activities that are likely to include advocacy for or against political parties, political platforms, political candidates, proposed legislation or elected officials
- Engaging in religious instruction, conducting worship services, engaging in religious proselytization
- Supporting for-profit, commercial activities

Available Formats

Each logo is available in six different file formats - GIF, JPG, EPS, Photoshop PSD and TIF. The EPS, and high resolution (300 dots per inch) JPEG and TIFF files are for printed materials, and the GIF file is for web use and should be 72 DPI.

- **Helpful tips on how to use and customize the Corporation and program logos** can be found at http://www.cns.gov/pdf/graphic_standards.pdf.

Choosing a File Format

- The EPS version is appropriate for commercial printing and can be used with vector/illustration programs.
- The JPEG and PNG versions are appropriate for printing and for photo usage on the web.
- The PSD and TIFF versions are appropriate for both commercial and laser printing.

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Please note that the file sizes are large. Set aside some time for download, particularly with TIFF files!

Usage Tips

- The logos are also available in Pantone Spot Color, grayscale and reverse versions. Please contact logos@cns.gov for these versions.
- JPEG and GIF web images need to be saved at 72 DPI.
- Most commonly used programs, such as Microsoft Word and PowerPoint, require that you simply "place" or "insert" a graphic into a document.
- Unless you have image-editing software (e.g., Illustrator, Freehand, Photoshop) on your computer, you won't be able to edit the file dimensions.
- The Corporation logos and photos that appear on this and other Corporation-related websites are low resolution GIF or JPEG files and should not be used for printing purposes. Do not cut and paste to a document that will be commercially printed.
- If you are scaling an image from a TIFF file, you'll get best results by doing it in factors of two (half, quarter, etc.).

The logos on this page have been provided only for use by official Senior Corps AmeriCorps, Learn and Serve America and other Corporation for National and Community Service-sponsored programs and projects. Use of the new logos by the Corporation and its programs is required. In addition, all grantees and sub-grantees are strongly encouraged to use the new logos on service gear and on their printed and electronic documents. Such usage, however, must be in accordance with Corporation grant provisions.

If you have any questions or require additional information, contact logos@cns.gov.

