OCS REBRANDING GUIDANCE
"...telling a consistent, compelling story"

COLOR Palette:

- **Crimson**
  - CMYK: C0 M82 Y78 K28
  - RGB: R255 G33 B40
  - HEX: #b82128
  - PANTONE: 1805 C

- **Red**
  - CMYK: C0 M81 Y80 K1
  - RGB: R253 G47 B50
  - HEX: #fd2f32
  - PANTONE: 3556 C

- **Navy**
  - CMYK: C74 M44 Y0 K74
  - RGB: R17 G37 B66
  - HEX: #112542
  - PANTONE: 289 C

- **Blue**
  - CMYK: C91 M66 Y0 K7
  - RGB: R21 G80 B237
  - HEX: #1550ED
  - PANTONE: 2387 C

CO-BRANDING:
Use a vertical line to separate logos.

MAX HEIGHT

- AmeriCorps
- Montana

CLEAR SPACE

DISTANCE FROM EDGES

UNIFORM GUIDELINES:

LOGO PLACEMENT & VERSION
- Front of Shirt, Left Chest: Stacked
- Front of Shirt, Full: Stacked or Horizontal
- Back of Shirt: Stacked or Horizontal
- Right Sleeve: Stacked

PRINT

- AmeriCorps
  - 0.3 IN
  - 0.55 IN
  - 3.5 IN

DIGITAL

- AmeriCorps
  - 24px
  - 44px

CLEAR SPACE:
The space between the logo and anything else on your item should be the size of the "A" in the AmeriCorps logotype.

QUESTIONS?
Full branding guidance can be found here: americorps.gov/newsroom/communication-resources

A NOTE FROM THE "AGENCY"
You cannot separate the "A" from the logotype (AmeriCorps).

Alyssa Mathieu
Outreach & Program Coordinator
(406) 444-1609 | alyssa.mathieu2@mt.gov