

OCS REBRANDING GUIDANCE

"..telling a consistent, compelling story"

COLOR PALETTE:

Crimson C0 M82 Y78 K28 R184 G33 B40 HEX b82128 PANTONE 1805 C

Red C0 M81 Y80 K1 R253 G47 B50 HEX fd2f32 PANTONE 3556 C

Navy C74 M44 Y0 K74 R17 G37 B66 HEX 112542 PANTONE 289 C

Blue C91 M66 Y0 K7 R21 G80 B237 HEX 1550ED PANTONE 2387 C



CO-BRANDING:

Use a vertical line to separate logos.

MAX HEIGHT



CLEAR SPACE

DISTANCE FROM EDGES



MINIMUM SIZING:

PRINT



UNIFORM



DIGITAL



UNIFORM GUIDELINES:



Stacked:



Horizontal:



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

QUESTIONS?

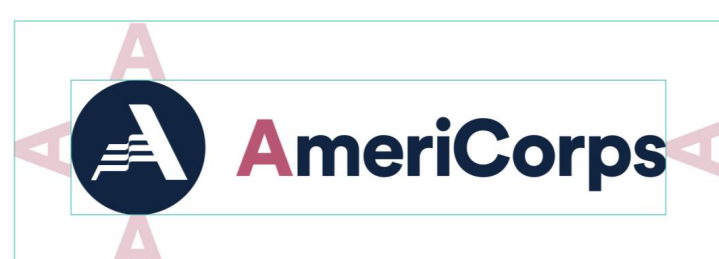
Full branding guidance can be found here:
americorps.gov/newsroom/communication-resources

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CLEAR SPACE:

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



A NOTE FROM THE "AGENCY"

You cannot separate the "A" from the logotype (AmeriCorps).