



Messaging Advice

- Be clear and concise.
 - What will members be doing in your program?
 - What are the unique benefits of serving in your program?
- For the link to the commission website on the second page, make sure you select a URL that has relevant information about your service opportunities and that there is a clear path from the page to the AmeriCorps application. Note: the callout box features a QR code that leads to AmeriCorps.gov/Serve. If you prefer, this can be deleted and replaced with a QR code that leads to your preferred URL.

Editable Text







The areas outlined in red are editable text boxes. Double check you are using Century Gothic.

All other areas of text are standard program language and are not editable to ensure consistent branding across the AmeriCorps network.

Inserting a Photo



Blue outlined rectangles are blank to provide spaces to add in preferred images:

- Select rectangle
- Shape Format > Shape Fill > Picture > From a File
- Picture Format > Crop/Resize, as needed

Additional notes

- Header bar is editable to allow for color changes. Please adhere to the approved color palette on page 16 of the brand guidelines.
- Programs are encouraged to add their logos to the header bar. Pages 26-27 of the brand guidelines show the approved co-branding set up. An alternative would be to have your logo right-aligned like the "program" logo" red box.





