

MS 321 Use of the Peace Corps Name, Seal and Logo

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Responsible Office: Office of Communications and Office of the General Counsel

New Manual Section

Issuance Memo

Peace Corps Brand Identity Guidelines

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1.0 Purpose

The purpose of this Manual Section is to provide guidance regarding the use of the Peace Corps name, seal and logo by personnel and third parties.

2.0 Policy

- (a) The Peace Corps name, seal and logo may be used exclusively to designate programs authorized under the Peace Corps Act, which may include Peace Corps recruiting and Third Goal activities.
- (b) The Peace Corps name, seal and logo, or any colorable imitation thereof, may not be used by third parties for commercial or fundraising purposes, or for promotion or endorsement of such third parties or their respective officers, employees, goods or services. Third parties may be authorized in writing to use the Peace Corps name and logo in connection with fundraising activities for the benefit of the Peace Corps or for other authorized purposes, as provided in this Manual Section.

- (c) Applicants, invitees or other members of the public may not use the Peace Corps name, seal, and logo.

3.0 Applicability

This Manual Section applies to Peace Corps staff, Volunteers, trainees and third-parties. It does not apply to marks created, approved and used by Employee Resource Groups. See MS 683.

4.0 Authorities

Section 19 of the Peace Corps Act, 22 USC 2518; Executive Order 12137, as amended on April 8, 2016.

5.0 Definitions

5.1 *Peace Corps Mark* refers to any word, name, symbol, device, or any combination thereof, used by the Peace Corps to identify itself or its programs, and may include the Peace Corps name, seal, logo, particular Peace Corps programs, and any other Peace Corps brand, identity, mark, slogan or tagline.

5.2 *Fundraising Partner* means a donor with whom the Peace Corps enters into a fundraising agreement or otherwise collaborates to raise funds for the benefit of the Peace Corps in accordance with the provisions of MS 721 *Gifts and Fundraising*.

5.3 Peace Corps Logo



5.4 Peace Corps Seal



5.5 Office of Inspector General Seal



6.0 Roles and Responsibilities

6.1 Director. The Director is responsible for approving the Peace Corps seal and the Peace Corps logo.

6.2 Office of Communications (D/C) and Office of the General Counsel (OGC). D/C and OGC are responsible for approving the use of the Peace Corps logo by third parties. D/C is responsible for approving the use of the name and all other Peace Corps Marks, in consultation with OGC.

6.3 Country Directors. Country Directors have authority to approve the use of the Peace Corps name and logo in connection with Volunteer primary and secondary projects.

7.0 Peace Corps Name

7.1 Under 22 USC 2518, the use of the name “Peace Corps” is restricted exclusively to designate programs authorized under the Peace Corps Act.

7.2 The name “Peace Corps” should be used appropriately in connection with Peace Corps programs, operations and activities. Third parties may request prior approval from the Peace Corps to use the “Peace Corps” name to indicate that the Peace Corps considers use of the name to be appropriate. The Peace Corps may authorize such use when the Peace Corps considers it to be for activities or programs authorized under the Peace Corps Act.

8.0 Peace Corps Seal and Logo

8.1 The Peace Corps seal and logo are the property of the Peace Corps and may only be used in connection with Peace Corps programs, operations and activities. The Peace Corps seal and logo may not be altered or manipulated in any manner. No element may be removed or added to the seal or logo.

8.2 Use of the Peace Corps seal may only be authorized by the Director of the Peace Corps.

8.3 The Peace Corps seal may only be used on agency correspondence and agreements, written, printed or digital materials, or for other purposes as may be authorized by the Director of the Peace Corps.

8.4 D/C and OGC, in consultation with Office of Strategic Partnership, have the authority to approve a Fundraising Partner's use of the Peace Corps logo in such Fundraising Partner's fundraising campaign or other activity by a third party for the benefit of the Peace Corps.

8.5 Third parties may use the Peace Corps logo only with the prior approval of the Peace Corps.

8.6 The Office of the Inspector General (OIG) may continue to use its seal set forth in section 5.5, which incorporates the Peace Corps seal, for any authorized purpose as the OIG may determine.

9.0 Approved Uses of Name and Logo

The Peace Corps has approved the use of the name and logo in the cases set forth below. All other uses of the Peace Corps name require approval of D/C. All other uses of the Peace Corps logo require approval of D/C and OGC. The following uses are approved:

9.1 Educational institutions may use the Peace Corps name and logo in connection with their participation in specific Peace Corps programs (such as Paul D. Coverdell Fellows and Peace Corps Prep Programs).

9.2 Volunteers may use the Peace Corps name and logo in connection with Volunteer primary and secondary projects with the approval of their respective Country Directors.

9.3 Volunteers and Trainees may use the Peace Corps name and logo on their business cards, emails and other official communications during service, but only in connection with their Peace Corps service and for the purposes of accurately identifying their position to interested parties. Country Directors must approval all such uses.

Volunteers and Trainees may not use the Peace Corps name or logo for personal gain, financial benefit or other individual purposes. Returned Volunteers may not use the Peace Corps logo after their service ends, except it may be used in connection with activities authorized under the Peace Corps Act.

10.0 Conditions on use of Peace Corps Name and Logo

10.1 The Peace Corps name or logo may not be used to imply Peace Corps promotion or endorsement of any organization, its officers, employees, products or services.

10.2 The Peace Corps may impose such other conditions or requirements necessary to protect the Peace Corps Marks and visual integrity of the seal or logo.

11.0 Unauthorized Use of Peace Corps Name, Seal, and Logo

Under 22 U.S.C. §2518, the Peace Corps Act provides civil and criminal penalties for unauthorized use of the Peace Corps name, seal, and logo, or any colorable imitation thereof. Allegations of possible unauthorized use of the Peace Corps name and seal, and any colorable imitation thereof, will be reported to D/C. D/C will forward the report to OGC for review and appropriate action, including the issuance of a “cease and desist” letter. If further legal action is warranted, OGC will coordinate with OIG for referral to the U.S. Department of Justice for action.

12.0 Transition Provision

12.1 Any merchandise, publicity or recruitment materials, or other items containing the Peace Corps seal set forth in section 5.4 and authorized by the Peace Corps to be produced and used prior to the effective date of this Manual Section may continue to be sold and used until such are depleted. After the effective date of this Manual Section, no further use of the Peace Corps seal in this manner is permitted, unless otherwise authorized by the Director of the Peace Corps.

12.2 Any other approved use of the Peace Corps seal set forth in section 5.4 given prior to the effective date of this Manual Section may continue only if authorized by the Director of the Peace Corps.

13.0 Procedures

Procedures implementing this Manual Section may be adopted with the approval of D/C and OGC. The current procedures (i) *Brand Identity Style Guide* and (ii) *Guidelines for Use of The Peace Corps Name, Seal and Logo* continue in effect until revised by D/C and OGC.

14.0 Effective Date

The effective date of the Manual Section is the date of issuance.