

Brand Guidelines

June 2024 | Version 3.0



Peace Corps



Logo Guidelines



Logo Formats

The logomark combined with our agency name creates the official Peace Corps logo.

The logomark was created in 2016. It is evolved from the Peace Corps seal, which was based on David Battle's tenth anniversary poster design. This design became a U.S. postage stamp in 1973 and was subsequently adopted as the seal for official use by the agency.

The Peace Corps name, seal, and logomark may be used exclusively to designate programs authorized under the **Peace Corps Act**, which may include Peace Corps recruiting and Third Goal activities.



**Peace
Corps**

Primary Logo

This is the standard Peace Corps logo and should be used whenever possible.

Logo Formats

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 name and logo in connection with fundraising activities for the benefit of the Peace Corps or for other authorized purposes.

Please refer to **Manual Section 321** for full guidance regarding the use of the name, seal, and logo by personnel and third parties.



Vertical Logo

Use when horizontal space is limited.



Peace Corps

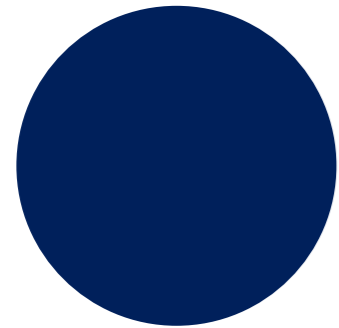
Banner Logo

Use for narrow horizontal spaces and to maximize name recognition in longer layouts such as event or digital ad banners.

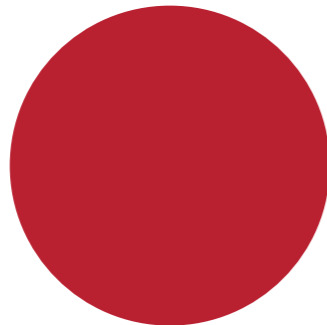


Logo Colors

The Peace Corps logo color values for blue and red are below. The logo has several color formats and should not be used beyond the recommendations provided.



Peace Corps Blue
HEX 00205B
RO G32 B91
C100 M78 Y0 K57



Peace Corps Red
HEX BA0C2F
R186 G12 B47
C0 M100 Y76 K13



Full Color Format

Use on white backgrounds or photos with a light or white area.



White Format

Use with solid colors, patterns, or photos if contrast is optimum.



Black Format

Use only when color is not an option.



Logo Usage

The Peace Corps logo is available in three file formats for varying applications.

For questions regarding the use of the logo, please contact pcbrand@peacecorps.gov



EPS (Encapsulated Postscript) is a vector-based format and can use CMYK, RGB, and/or Pantone colors. It is the format for preserving the logo's original design. Use for commercial printing such as posters, brochures, or outdoor signs.



PNG (Portable Network Graphic) is a pixel-based format, uses RGB colors, and maintains image detail and background transparency. This means, for example, a white logo can be layered onto a photo, color, or pattern. Use this format for online and digital media and PowerPoint presentations.



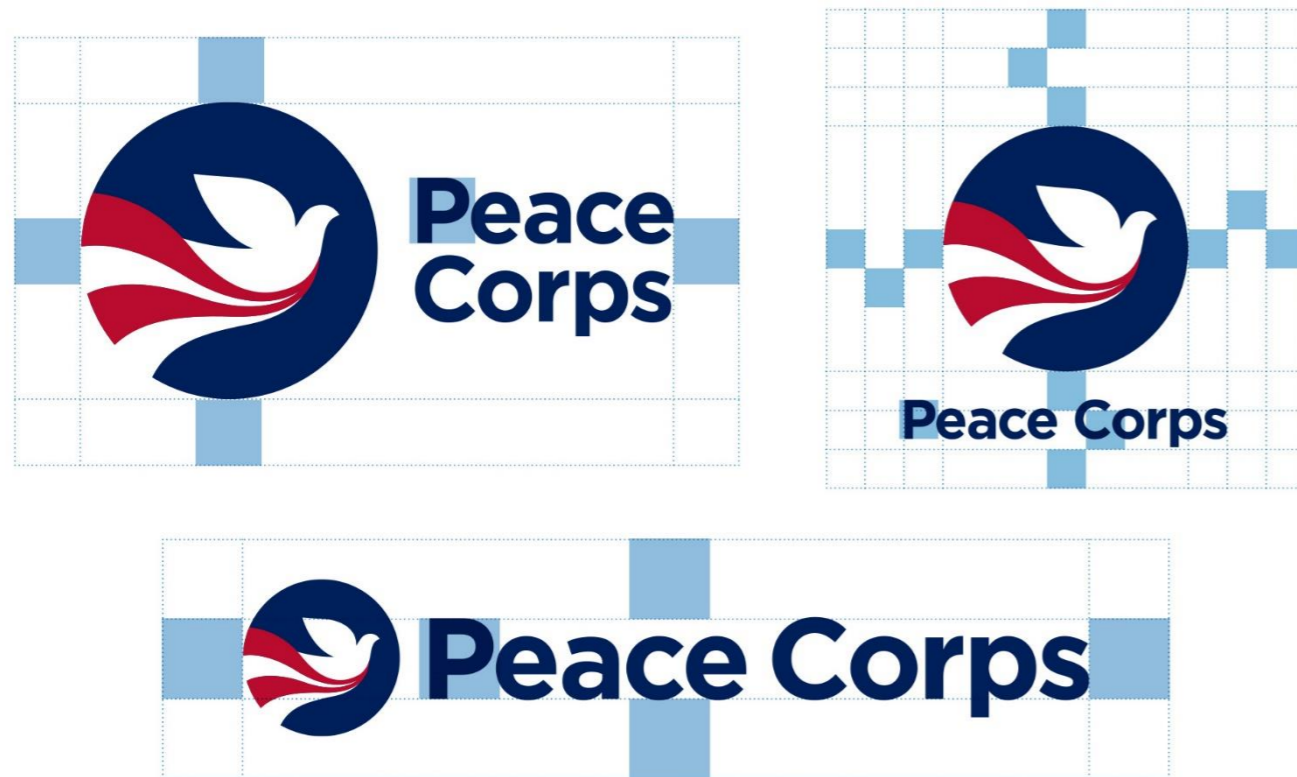
JPEG (Joint Photographic Experts Group) is similar to PNGs — it's pixel-based and uses RGB colors — but does not maintain background transparency. Use for online/digital media and PowerPoint presentations.



Logo Usage

Clearance

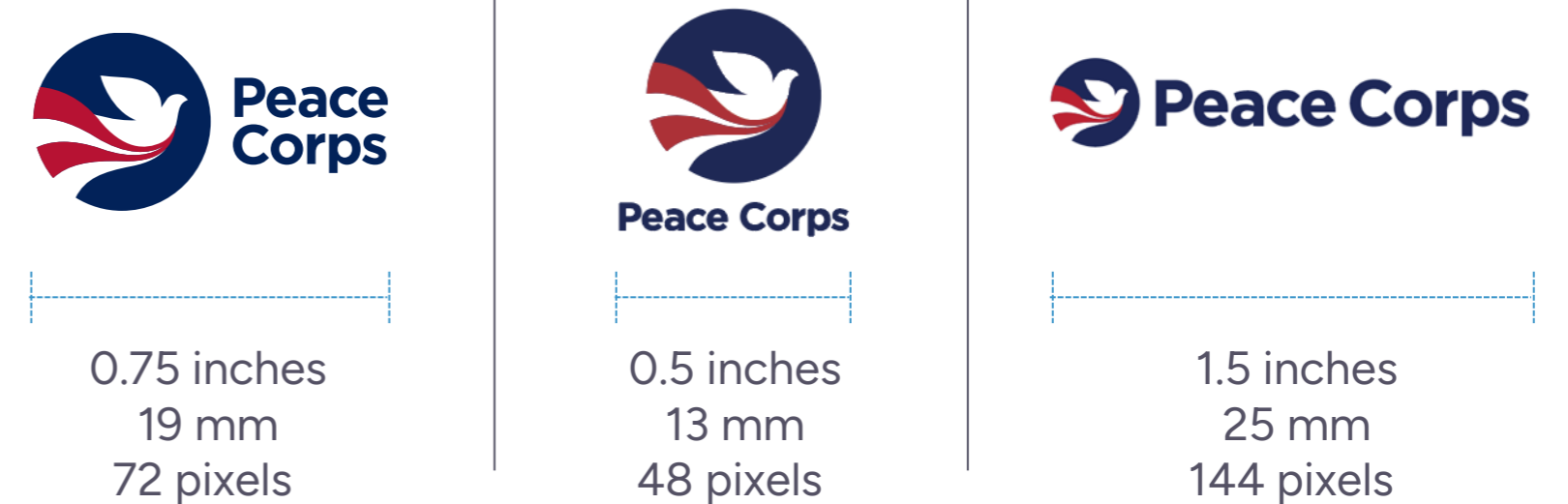
The Peace Corps logo should not be crowded or placed too close to the edge of a page. The minimum required clear space can be determined by using the height of the "P" of the logo and squaring it, as shown.



Sizing

The minimum size for each Peace Corps logo has been determined to maintain design integrity and legibility. Each has a print (inches) and digital (pixel) size threshold. DO NOT go below these sizes.

For social avatars, contact pcbrand@peacecorps.gov



Logo Don'ts

Avoid any of these examples of logo misuse.

Presenting a clear and consistent brand is crucial to building recognition for the Peace Corps mission and protecting its image and reputation abroad. **DO NOT** alter the Peace Corps logo in any way or animate it. For more information, please refer to the Peace Corps **Manual Section 321**.



DON'T rotate the logo.



DON'T distort the logo.



DON'T reposition logo elements.



DON'T change the logo font.



DON'T add graphic elements to the logo, such as drop shadows, glows, etc.



DON'T change the colors of the logo.



DON'T place the color logo in a white box over a background or photo.



DON'T place the color logo on any color other than a white background.



DON'T place the color logo on photos that will render it illegible.



DON'T place the logo on a busy pattern.





Peace
Corps

Thank you!

