Brand Guidelines
Abbreviated

February 2025 | Version 1.0

Peace Corps

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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.

Logomark

Agency name

The logomark combined with our agency name creates the official Peace Corps logo. **Do not remove the name from the Peace Corps logo.**

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

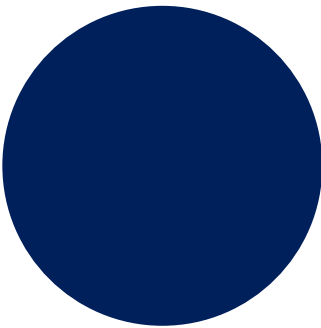Use when horizontal space is limited.

Banner Logo

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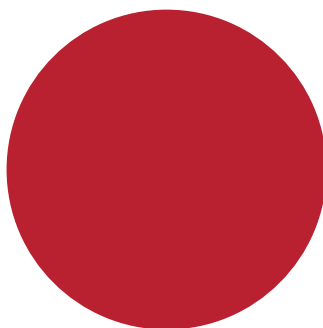
Logo Colors

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**
R**0** G**32** B**91**
C**100** M**78** Y**0** K**57**

Peace Corps Red
HEX **BA0C2F**
R**186** G**12** B**47**
C**0** M**100** Y**76** K**13**

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

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

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.

jpg

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.

Peace Corps

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.
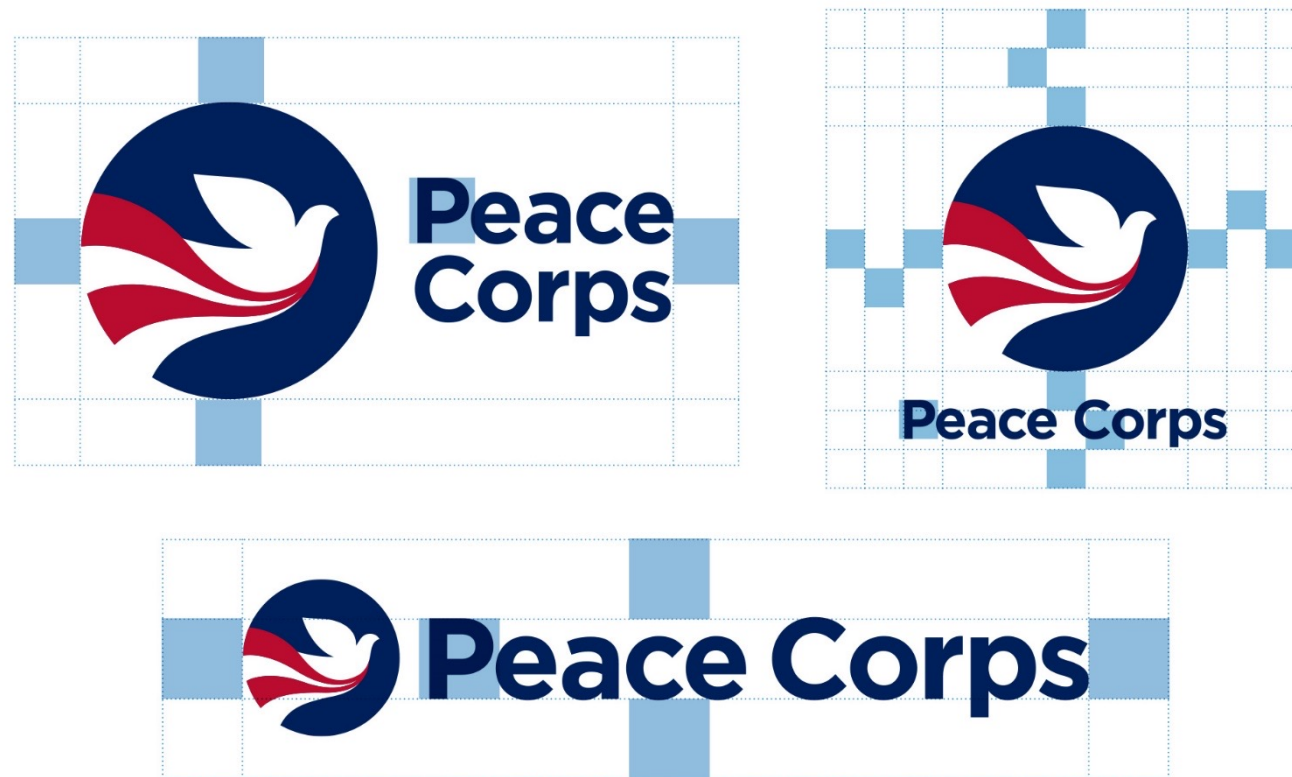
Sizing

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

0.75 inches	0.5 inches	1.5 inches
19 mm	13 mm	25 mm
72 pixels	48 pixels	144 pixels

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 animate the logo.

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.

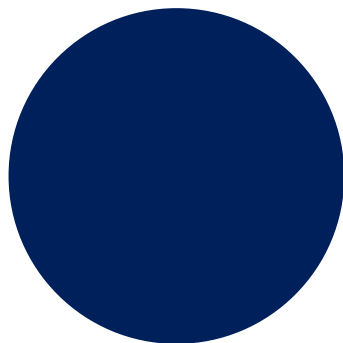DON'T place the color logo on photos that will render it illegible.

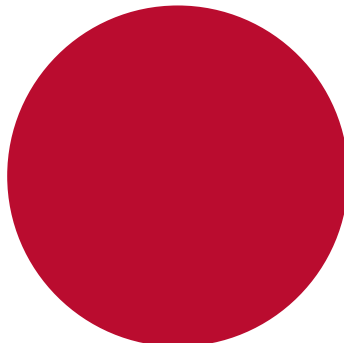DON'T place the logo on a busy pattern.

Color Palette

Color **Palette**

Note: Some colors are modified strictly for web usage.
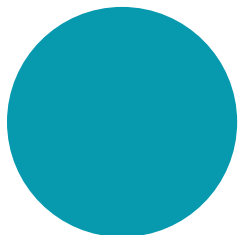Please refer to the section **Web Guidelines/Web Colors.**

Primary

Peace Corps Blue
HEX **00205B**
R**O** G**32** B**91**
C**100** M**78** Y**0** K**57**

Peace Corps Red
HEX **BA0C2F**
R**186** G**12** B**47**
C**0** M**100** Y**76** K**13**

Secondary

Peace Corps Aqua
HEX **079AAF**
R**7** G**154** B**175**
C**80** M**21** Y**27** K**0**

Peace Corps Lime
HEX **81AF40**
R**129** G**175** B**64**
C**55** M**12** Y**100** K**4**
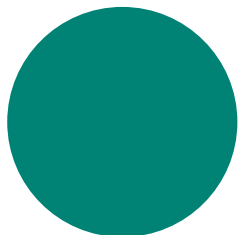
Peace Corps Green
HEX **008375**
R**O** G**131** B**117**
C**100** M**21** Y**63** K**7**
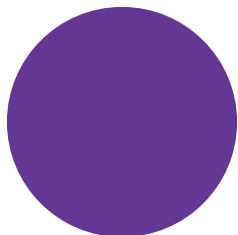
Peace Corps Purple
HEX **643795**
R**100** G**55** B**149**
C**75** M**94** Y**0** K**0**
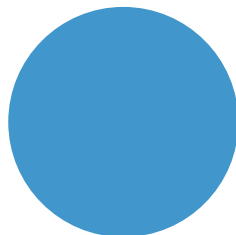
Peace Corps Turquoise
HEX **4197CB**
R**65** G**151** B**203**
C**71** M**28** Y**4** K**0**

Peace Corps Pearl
HEX **E8E5E2**
R**232** G**229** B**226**
C**8** M**7** Y**8** K**0**
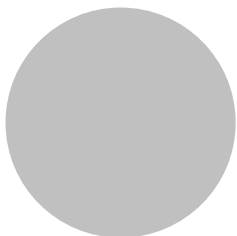
Peace Corps Pewter
HEX **BFC0BF**
R**191** G**192** B**191**
C**25** M**19** Y**21** K**0**
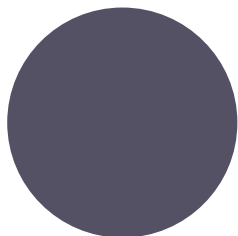
Peace Corps Gray
HEX **545164**
R**84** G**81** B**100**
C**69** M**65** Y**42** K**24**
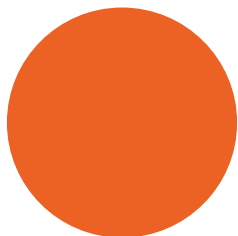
Peace Corps Orange
HEX **EC6124**
R**236** G**97** B**36**
C**2** M**77** Y**99** K**0**
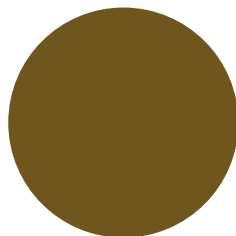
Peace Corps Brown
HEX **6E561C**
R**110** G**86** B**28**
C**46** M**66** Y**100** K**34**

Peace Corps

Typeface Guidelines

Typeface **Family**

Our brand's primary typeface is **Figtree**. If Figtree is not available, **Arial** can be substituted. Keep typography simple and do not use too many type sizes.

Figtree

Aa Figtree Light / Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz/!?@#&
0123456789

Aa Figtree Regular / Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz/!?@#&
0123456789

Aa Figtree Bold / Headline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz/!?@#&
0123456789

Aa Figtree Black / Headline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz/!?@#&
0123456789

Arial

Aa Arial Regular / Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz/!?@#&
0123456789

Aa Arial Italic / Highlight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz/!?@#&
0123456789

Aa Arial Bold / Headline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz/!?@#&
0123456789

Aa Arial Black / Headline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz/!?@#&
0123456789

Peace Corps

Typeface Usage

For setting copy, follow the guidelines below for style, fonts, and colors. There should be no exceptions to these standards. Copy set against a color from the Peace Corps palette, or against a photo, must have sufficient contrast.

Text on white background:

HEADLINE One Color:
STYLE: **Sentence Case**
FONT: **Figtree Bold**
COLOR: **Peace Corps Blue**
CMYK: C**100** M**78** Y**0** K**57**

Ready to go the distance to make a difference?

HEADLINE Two Colors:
STYLE: **Sentence Case**
FONT: **Figtree Bold**
COLOR: **Peace Corps Blue & Turquoise**
CMYK: C**100** M**78** Y**0** K**57** & C**71** M**28** Y**4** K**0**

Ready to go the distance to make a difference?

MAIN HEAD/LEAD IN
STYLE: **Initial Caps, No Punctuation**
FONT: **Figtree Bold**
COLOR: **Peace Corps Blue**
CMYK: C**100** M**78** Y**0** K**57**

Service Sectors

BODY COPY:
STYLE: **Sentence Case**
FONT: **Figtree Regular**
COLORS: **Peace Corps Gray**
CMYK: C**69** M**65** Y**42** K**24**

As a Volunteer, you will live and work side-by-side with community members on locally prioritized projects, receiving a stipend and other support as you immerse yourself in a new experience.

Text on color/photo background

Ready to go the distance to make a difference?

Serve Boldly

Protect Our Planet

Environment

Promote efforts to protect natural resources at the local level and strengthen understanding of environmental and sustainability issues.

Photography

Photography

The Peace Corps brand comes to life in photography. The images are motivational, inspire action, help communicate the Peace Corps' commitment to partnering with communities around the world, and showcase the passion and commitment of Volunteers and their counterparts.

Use this and the following slide as a guide for choosing and taking photos for the Peace Corps.

Photography

Human Connection: It's about the partnership between volunteers and host-nation individuals—a teacher and his/her students, planting crops together, or just having a conversation. Note that each person should have equal billing.

Authenticity: Avoid stock photography or photos that appear too staged. Capture real moments with real people doing everyday things big or small.

Emotional and Inspirational: Look for images that tug at the heart—a child's smile, a hug, or a shared moment of accomplishment.

Cultural Context: Consider backgrounds and items that communicate a sense of place, respectfully photographing the environment, attire, people, and culture-centric activities to capture real moments in real places.

Lighting and Angles: Natural light is always best. Artificial illumination is fine if it compliments the subject and doesn't look harsh. Look for interesting angles beyond just the straight-on shots.

Subjects: It's important to have a range of human subjects represented, including those of different races, sexes, ages, locations, and occupations.

Icons

Sector **Icons**

Full Color

Agriculture

Community Economic
Development

Education

Environment

Health

Youth in
Development

Black

White

Sector **Icons**

Full Color - Circle

Agriculture

Community Economic
Development

Education

Environment

Health

Youth in
Development

Black

White

Communication & Global Initiative Icons

Blue

Blog

News & Press
Release

Volunteer

Black

White

Donation Fund Icons

Blue

Business Development	Drinking Water & Sanitation	Women in Development	Information & Communication Technology

The Donation Fund Icons are from Font Awesome, an open-source icon library that is free to use. View the license here.

Black

White

Brand Micro-Illustrations

Full Color

Be Part of
Something Bigger

Global

Human Connection

Lasting Impact

Partnership

Black

White

White & Blue

Peace
Corps

Functional Micro-Illustrations

Full Color

Peace Corps Network

Benefits

Intercultural Competence

Language

Medical/Dental Reimbursement

Black

White

White & Blue

Peace
Corps

Thank you!