<table>
<thead>
<tr>
<th>TABLE OF CONTENTS</th>
<th>IDENTITY</th>
<th>COLLATERAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Page 3 Maintaining Our Brand’s Integrity</td>
<td>Page 13 Background Patterns</td>
</tr>
<tr>
<td></td>
<td>Page 4 The Peace Corps Logo</td>
<td>Page 14 Icons</td>
</tr>
<tr>
<td></td>
<td>Page 5 Logo Options</td>
<td>Page 15 Positioning Statement</td>
</tr>
<tr>
<td></td>
<td>Page 6 Clearance &amp; Sizing</td>
<td>Page 16 How Does Our Brand Relate?</td>
</tr>
<tr>
<td></td>
<td>Page 7 Color Formats</td>
<td>Page 17 Our Brand’s Character</td>
</tr>
<tr>
<td></td>
<td>Page 8 What to Avoid</td>
<td>Page 18 Our Brand’s Personality</td>
</tr>
<tr>
<td></td>
<td>Page 9 Office &amp; Country Use</td>
<td>Page 20 Our Brand’s Voice</td>
</tr>
<tr>
<td></td>
<td>Page 10 Photography</td>
<td>Page 21 Brand Language</td>
</tr>
<tr>
<td></td>
<td>Page 11 Accent Colors</td>
<td>Page 22 Lapel Pins</td>
</tr>
<tr>
<td></td>
<td>Page 12 Fonts</td>
<td>Page 23 Baseball Caps</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Page 24 Polo Shirts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Page 25 T-shirts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Page 26 Patches</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Page 27 Stickers</td>
</tr>
</tbody>
</table>
Guidelines for using the Peace Corps name and logo

The Peace Corps name and logo may be used only to designate programs authorized under the Peace Corps Act, which may include Peace Corps recruiting and Third Goal activities. The Peace Corps name and logo may not be used by third parties for commercial or fundraising purposes, or for endorsement or promotion of such third parties or their respective goods or services.

In the case of Peace Corps posts, it is permissible to add the name of the country and/or the Peace Corps name in the native language such as “Cuervo de Paz” or “Bulgaria” per the instructions on page 9. The country director, regional director, regional office manager, or other office manager, as applicable, must approve usage.

In accordance with these guidelines, the logo and name may be used by/for the following:

• In connection with Peace Corps programs, events, and activities that are held to publicize Peace Corps programs at home and abroad (e.g., handouts and logo items to promote PC programs to the local community).

• Peace Corps publications (e.g., posts’ annual reports or materials, such as brochures, flyers, papers), banners and logo items (e.g., T-shirts) for service project events, trainings, and PST swearing-in ceremonies.

• The logo may also be used on T-shirts for general staff and Volunteer use to publicize the Peace Corps and its programs.

• Educational institutions within the Master’s International program and Paul D. Coverdell Fellows program. For further information, please refer to guidance provided by the MI and Paul D. Coverdell points of contact.

• In connection with Volunteer primary or secondary projects with the expressed written consent of the respective country director.

• Volunteers may use the Peace Corps name and logo on their business cards during service, but the cards must be used only in connection with their Peace Corps service. Volunteers should not use them after their service terminates.
THE PEACE CORPS LOGO

Our logo has been redesigned to focus on the elements in our previous design that best represent our mission and vision and to simplify the overall design to work well in today’s digital media landscape.

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

Brand Colors

- **PANTONE 281 C**
  - C100 M78 Y0 K57
- **PANTONE 200 C**
  - C0 M100 Y76 K13
- **PANTONE 86 G**
  - R6 G12 B47
- **BA0C2F**

File Usage

- **The zip file with the following logo formats is available on the Intranet.**
  - **PNG:** RGB color PNG files have transparent backgrounds and are used for online and digital media.
  - **EPS:** Vector EPS files in CMYK or Pantone PMS are for all professionally printed materials.
  - **JPEG:** RGB color JPEGs are for online and digital media.
We now have three logo design layouts that were created to optimize marketing and media opportunities. See below for guidance on how to best use each layout.

**Primary Logo**

The primary logo is designed to provide optimum visibility of the mark and name. This layout should work well for the majority of opportunities and is considered our standard logo.

**Vertical Logo**

The vertical logo was designed for instances when horizontal space is limited.

**Banner Logo**

The banner logo was designed for narrow horizontal spaces and to maximize our name recognition in longer format layouts such as event banners and website ad banners.
CLEARANCE & SIZING

Our 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 “P” of the logo as shown. The minimum size for each logo layout has been determined to maintain design integrity and legibility.

Clearance

Minimum Size

Never use a size under 0.73 inches for print, or 144 pixels for electronic communications.

Clearance

Minimum Size

Never use a size under 0.5 inches for print, or 144 pixels for electronic communications.

Clearance

Minimum Size

Never use a size under 1.5 inches for print, or 144 pixels for electronic communications.
COLOR FORMATS

The Peace Corps logo is available in three color formats. Each format serves a particular need and should not be used beyond the recommendations provided below.

**Full Color Format**
Use on plain white backgrounds or photos with a clear light/white area

**White (Knock-Out) Format**
Only use against a full color photo, pattern or solid color

**Black Format**
Only use this format when color is not an option
WHAT TO AVOID

Presenting a clear and consistent brand is crucial to building recognition for our mission and protecting our image and reputation abroad. Please do not alter the Peace Corps logo in any way.

- Do not rotate the logo.
- Do not distort the logo composition in any way.
- Do not reposition the elements and do not change the typeface.
- Do not add additional graphic elements such as drop shadow, outline, glow, etc.
- Do not place the color logo on any color other than white for the background.
- Do not use unapproved colors or change color arrangement.
Office and country name placement is prescribed below. Please only use the logo format, font sizing, and alignment as shown, whether the country name appears in English or another language. Translations of “Peace Corps” should now appear below the English logotype following the same format below.

Office Identification Treatment

Use the “P” in Peace Corps to determine the placement and font size (half of “P”). The office name treatment should appear in Gotham or Arial Regular typefaces (not bold) in Title Case.

Country Identification Treatment

Use the “P” in Peace Corps to determine the placement and font size (half of “P”). The country name treatment should appear in Gotham or Arial Regular typefaces (not bold) and in all caps as shown above. Follow the same guides for translations and non-English languages.
PHOTOGRAPHY  Photography is an important element in storytelling so it is crucial that we select images that are authentic and on brand. Use color photography whenever possible and avoid stock photos or overly posed scenes. Choose vibrant colors and well-lit images that help connect the viewer to Peace Corps’ story.
The brand identity includes accent colors that are rich and vibrant and can be used to add a hint of color, visual interest and vibrancy to our designs.
**Fonts**

Our brand’s primary typeface is Gotham. Arial can be used when the Gotham font is not available. Keep typography simple and do not use too many type sizes.

**Gotham Bold**
Use as a headline

```
Aa
```

Source Sans Pro Light / Headlines

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 (!@#$%^&*)
```

**Gotham Medium**
Use as a sub-head

```
Aa
```

Source Sans Pro Regular / Body copy

```
Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 (!@#$%^&*)
```

**Gotham Book**
Use as the body copy

```
Aa
```

Source Sans Pro Light / Headlines

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 (!@#$%^&*)
```

**Gotham Condensed Bold**
Use for quotes and call outs

```
Aa
```

Source Sans Pro Regular / Body copy

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 (!@#$%^&*)
```
BACKGROUND PATTERN

The brand identity includes textural background patterns available in each of the colors in our palette.
ICONS  The Peace Corps’ icon style is simple graphic shapes with overlays of color. The icons are also available in outlines for use against photos and patterned backgrounds.
For motivated change makers who want to partner with communities in need to build sustainable solutions, the Peace Corps is a global catalyst powered by the energy and ingenuity of our volunteers, because only Peace Corps has decades of development expertise, the trust of a global network, and a commitment to bring people together for real progress.
HOW DOES OUR BRAND RELATE? Our audiences experience the Peace Corps brand through multiple touchpoints. Each one is an opportunity to build the relationship and influence their perception of our organization. The tone and style we use and messages we share are keys to shaping the experience and can impact all other opportunities.

- **Our Brand**

  - How we express what matters to us
    - The tone, style and messages we share
  - The touchpoints we design
    - The visual elements and technology that we control
  - How and where we connect
    - The channels and platforms we choose can say a lot about us
  - The moments we enable
    - The experiences we facilitate and how we shape them

- **Our Audience**

  - The opportunities we have to influence perceptions
An organization’s role can be determined by the evaluation and refinement of core human archetypes—characters found to be present in all cultures that define a specific need and thus the role the organization is best suited to play in their brand’s story.

**Primary Archetype**

**The Creator** promises innovation and offers to help solve the problem. They position themselves as the key to unlocking possibilities. They embrace all manners of creative thinking including invention, art, design, and entrepreneurialism.

**Supporting Archetype**

**The Challenger** promises change and provides a path to leave your mark on the world. They position themselves as an alternative to the status quo and a catalyst for change.
Our brand’s character is defined by the promise we make and the role we see our brand taking in the world. This is at the core of our brand’s personality.

You will make a lasting change in the world. The Peace Corps will help get you there.

The Peace Corps is a catalyst for creative and resourceful problem solvers who want to make a lasting change in the world in a very tangible way—working side-by-side with communities that request our help. We know that real progress happens one project, one handshake, one friendship at a time. We take the road less traveled because we welcome new experiences that expand our world. That’s why we’re always up for the challenge.
OUR BRAND’S PERSONALITY

Our brand’s character is realized through its personality—the style and tone of our communications. Our brand’s personality should be as clear and recognizable as possible. These traits should help guide all external recruitment communications.

inquisitive bold mission-driven
real enthusiastic

We are passionately interested in the world and our Volunteers. And though we have years of experience, we still share a sense of wonder for the world.

Being a Peace Corps Volunteer isn’t for everyone so we try to be straightforward and clear. That means we don’t sugarcoat things and we stay clear of jargon and government speak.

We are proud of the work we do and the unique experience we offer. We don’t shy away from attention-getting content that expresses our passion or celebrates the Peace Corps’ amazing accomplishments.

Our service can be tough but that doesn’t mean we don’t enjoy the challenge. We have a positive attitude and an energy and optimism that comes through in all of our stories.

We are driven by our mission and the promise we make to our Volunteers and that should be reflected in our communications. That is why Peace Corps focuses on people—the relationships our Volunteers build and the impact they’re able to have on people’s lives.
The example content below provides a comparison for easy reference. Audience—who we are primarily trying to reach—is important to keep in mind when developing content. In this case, the audience is potential Volunteers.

Old content

As the preeminent international service organization of the United States, the Peace Corps sends Americans abroad to tackle the most pressing needs of people around the world. Peace Corps Volunteers work at the grassroots level toward sustainable change that lives on long after their service—at the same time becoming global citizens and serving their country. When they return home, Volunteers bring their knowledge and experiences—and a global outlook—that enriches the lives of those around them.

New content

It’s true, the Peace Corps is a life-changing experience. As America’s preeminent international service organization, we help people who share our passion for improving the human condition tackle the world’s most pressing needs. Peace Corps Volunteers live and work in our partner communities to create real solutions on the ground while leading the exchange of ideas and cultures that is vital for building open global communities and inspiring friendships that will last a lifetime.
BRAND LANGUAGE

Word choice affects tone. We always want to be clear, careful to avoid confusing language, jargon, and acronym overload.

Please familiarize yourself with these recommendations and apply them consistently across all communications.

Refer to the Peace Corps Stylebook for comprehensive writing guidelines.

Active Vs. Passive Voice
A passive voice can be dull and wordy, so writers should avoid using it. When passive voice is used, the subject receives the action of the sentence or is acted upon, which allows the writer to obscure responsibility for an action. It is better to use active voice, where the subject performs the action:

Example of active:
The Volunteers chose their secondary projects.  
(Straightforward, tells who did what.)

Example of passive:
Secondary projects were chosen.  
(No mention of who did the choosing; the subject is acted upon rather than causing the action.)

Secondary projects were chosen by the Volunteers.  
(Focuses on the projects rather than the Volunteers who chose them.)

There are three cures for passive verbs:
• Put the doer before the verb. Not: The request must be approved. (By whom?) Write: The supervisor must approve the requests.
• Drop part of the verb. Not: The results are listed in the attachment. Write: The results are in the attachment.
• Change the verb. Not: Letter formats are shown in the style manual. Write: Letter formats appear in the style manual.

Gender Neutrality
Try to use gender-neutral words such as person and individual instead of the pronouns he and she or the adjectives his and her. If possible, rewrite the sentence to use they or their instead of using he or she. However, consider the context; if a singular subject is most appropriate, use that.

For example, change: Today’s Volunteer must come to training with the technical skills to perform his or her assignment.

To: Today’s Volunteers must come to training with the technical skills to perform their assignments.
PIN FORMATS

The agency uses two types of pins; a round pin format and a rectangular pin format. Both showcase the full-color Peace Corps logo on a white background. The round pin format uses the vertical format logo, while the rectangular pin format uses the primary logo.
**BASEBALL CAPS**

The agency uses baseball caps in two different colors, navy and khaki. These caps are primarily used as recruitment collateral and showcase the primary or vertical Peace Corps logos.
EMBROIDERED POLO SHIRTS

The agency uses polo shirts in two different colors, white and blue to ensure the logo is visible. The Peace Corps country specific logo is allowed. Office names are not allowed on the shirts.
SCREEN PRINTED T-SHIRTS
The agency uses t-shirts that reflect the colors of our branded color palette. These shirts are primarily used as recruitment collateral and showcase the vertical or banner Peace Corps logos.
OFFICIAL PATCH

The agency uses patches of our primary logo. These patches are primarily used as recruitment collateral.
The agency uses stickers of our primary and vertical logos. These stickers are primarily used as recruitment collateral.