



Using the Peace Corps Logo

A Brief Guide for Master's International and Paul D. Coverdell Fellows Programs

Congratulations!

As a Peace Corps university partner, you have the right to use the Peace Corps logo. Designed in the 1970s by a returned Peace Corps Volunteer, the logo is an illustration of stars turning into doves within an American flag. We are delighted that you will be helping to spread awareness of the Peace Corps and its programs through use of the logo. However, there are some legal guidelines of which you should be aware.

Legal Framework

The use of the Peace Corps name and logo is regulated by Section 2518(b) of the Peace Corps Act, U.S. Code, Title 22, Chapter 34. Specifically, Section 2518(b) states:

(b) Exclusiveness of use; penalties for violations; injunctions

(1) The use of the official seal or emblem and the use of the name "Peace Corps" shall be restricted exclusively to designate programs authorized under this chapter.

(2) Whoever, whether an individual, partnership, corporation, or association, uses the seal for which provision is made in this section, or any sign, insignia, or symbol in colorable imitation thereof, or the words "Peace Corps" or any combination of these or other words or characters in colorable imitation thereof, other than to designate programs authorized under this chapter, shall be fined not more than \$500 or imprisoned not more than six months, or both. A violation of this subsection may be enjoined at the suit of the Attorney General, United States attorneys, or other persons duly authorized to represent the United States.

Express Prohibitions

The logo may not be used for fundraising purposes, or to make the Peace Corps appear to support or endorse a particular institution, organization, entity, or its goods or services. In addition, it may not be printed on apparel or novelty items.

Prior Approval Required

The Peace Corps has established a system of monitoring logo use because there are some instances when such use may not be appropriate. Therefore, every time partners wish to use the logo, they must obtain prior written approval from the Peace Corps.

Approval Process

In general, for your request to be approved, you must use the logo in conjunction with a description or discussion of your Master's International or Coverdell Fellows program.

For Master's International partners, please email your draft materials to mastersinternational@peacecorps.gov and type "approve marketing materials for (school/program name)" in the subject line. For Coverdell Fellows partners, please email your draft materials to fellows@peacecorps.gov and type "attention marketing specialist" in the subject line.

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The Peace Corps will make every attempt to review your materials within one week. For larger projects or during periods when many partners are submitting materials for review, more time may be necessary. Especially for video and audio productions, please be sure to submit your scripts well in advance of final production. Video scripts should also detail the graphic elements being considered for use.

Examples of Materials Requiring Review

Materials containing any reference to the Peace Corps are subject to Peace Corps approval including, but not limited to, the following:

- Catalogs used to recruit and admit students
- Program newsletters
- Advertisements for Peace Corps-related events
- Articles in external publications referring to Peace Corps programs
- Web pages describing Peace Corps programs
- Videos/audios that market Peace Corps programs
- Display or radio advertisements for Peace Corps programs

Appearance of the Logo

The colors, shape, orientation and design of the Peace Corps logo may not be changed in any way. The only changes that may be made to the logo are proportional changes in size. Artwork is available in the following formats:



Gray-scale vector logo



2- and 4-color vector logo (best format for large-scale printing)



4-color patch logo

Obtaining Artwork

The logo may not be cut and pasted from electronic materials. It must be provided to you directly by the Peace Corps. Please submit your request by email to one of the following:

For Master's International: mastersinternational@peacecorps.gov Subject line: "PC logo request for (school/name)"

For Fellows/USA: fellows@peacecorps.gov Subject line: "attention marketing specialist"

Additional Questions

If you have any additional questions, please contact the marketing specialist at the email addresses provided above.