



BRAND IDENTITY GUIDELINES

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MAINTAINING OUR BRAND'S INTEGRITY

The following guidelines provide the Peace Corps staff with general rules on the use of the official Peace Corps logo. It is the responsibility of the Peace Corps staff and Volunteers to follow these guidelines in connection with such use. For any questions not covered in these guidelines, please contact pcbrand@peacecorps.gov

Guidelines for using the Peace Corps name and logo

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.

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 the Manual Section.

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

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 and logo require approval of D/C and OGC. The following uses are approved:

- 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).
- 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.
- 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 approve all such uses.
- 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.

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

RO G33 B71

#002664

C100 M85 Y5 K20

PANTONE 200 C

R183 G18 B52

#B71234

C3 M100 Y66 K12

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.

LOGO OPTIONS

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.



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



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



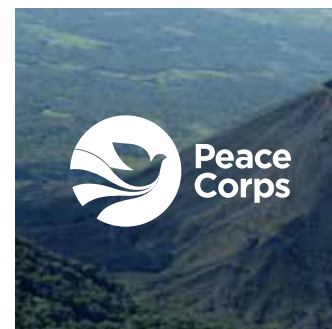
Black Format

Only use this format when color is not an option



White (Knock-Out) Format

Only use against a full color photo, pattern or solid color



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, any way.



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 & COUNTRY USE

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.





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