



Community  
HealthCorps



## GUIDANCE ON USAGE OF LOGOS

### **AMERICORPS LOGO**

The grantee must identify the program as an AmeriCorps program, and members eligible for an education award as AmeriCorps members. The AmeriCorps name and logo is a registered service mark of the Corporation for National and Community Service.

The logo must be used on service gear and public materials such as stationary, application forms, recruitment brochures, orientation materials, member curriculum, signs, banners, press releases, and publications created by AmeriCorps members in accordance with Corporation requirements.

To establish the relationship between the program and AmeriCorps, the grantee must use the phrase “The AmeriCorps National Service Network” or “an AmeriCorps program” and may use the slogan “Getting Things Done”™ on such materials in accordance with Corporation guidelines and requirements.

The grantee may not alter the AmeriCorps logo, and must obtain the written permission of the Corporation before using the AmeriCorps name or logo on materials that will be sold, or permitting donors to use the AmeriCorps name or logo in promotional materials. The grantee may not use or display the AmeriCorps name or logo in connection with any activity prohibited in these grant provisions.

Please consult the AmeriCorps Provisions for the most up to date language regarding use of the AmeriCorps logo.

### **COMMUNITY HEALTHCORPS LOGO**

#### ***Logo Usage Guidelines***

Generally, the same standards that apply to the AmeriCorps logo also apply to use of the Community HealthCorps logo. In most cases, if the AmeriCorps logo is going to be used on something, the Community HealthCorps logo should be used as well in an effort to highlight our health focused program model. Additionally, to establish the relationship between NACHC and Community HealthCorps in materials which describe the program, the grantee must use the phrase “Community HealthCorps, a program of the National Association of Community Health Centers...”

The following standards apply for all media of communication, including the Web, print collateral, news articles, event signage, direct mail and promotional items. The Community HealthCorps logo should be used on all outward-facing communication materials.

### *The Components*

The Community HealthCorps logo is comprised of two components, the community/hand image and the words “Community HealthCorps”. There is only one acceptable configuration, horizontal. Please seek NACHC approval (from your Point of Contact or the Monitoring and Compliance Team) if you would like to separate the two components for use independently of one another; for example ONLY the words OR the image as a patch on member gear:

Community  
HealthCorps

OR



### *Size and Space*

For the Community HealthCorps Logo to maintain impact, the surrounding area must be open and uncluttered. Careful consideration must be used when placing the Logo close to graphic elements. The same clear space rule applies for all versions of the identity. The logo must be of a size large enough to read. As a general rule, the logo should not be smaller than 2 inches wide for Web and print. Do not distort the logo by stretching or resizing. If resizing is needed, it should only be done with the proportions intact. The exception is in cases where the reproduction area is very small, such as on pens or flash drives.

### *Restrictions*

**DO NOT** alter the logo artwork in any way, or combine the logo with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols, or Web audio files. Special considerations may be given upon approval by NACHC.

**DO NOT** place the logo on top of an image, photo or patterned background. The black and white version of the logo should only be used on a white background. Do not place the logo on a background that does not offer sufficient contrast. Do not use the logo with a drop shadow, or create any type of border around it.

**DO NOT** take the logo apart and recombine it in any way to create new artwork. No part of the logo may be changed or re-sized in any way relative to the rest of the logo.

**When in doubt, always contact Community HealthCorps directly for assistance.**