



# Volunteer Maine

Maine Commission for Community Service



## BRAND BOOK AND STYLE GUIDE

V 1.0 - July 2020

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# VOLUNTEER MAINE BRAND GUIDELINES

These guidelines are meant for Volunteer Maine staff, commissioners, and grantees. Please use this guide when developing materials, publications, and a web presence. Volunteer Maine staff are available for technical assistance in implementing this style guide.

## Volunteer Maine terminology

**Key Message:** Volunteer Maine builds capacity and sustainability in Maine's volunteer and service communities by funding programs, developing managers of volunteers, fostering adoption of high-quality volunteer management practices, raising awareness of sector issues, and promoting service as a strategy. On Oct. 16, 2019, the Maine Commission for Community Service adopted the public identity Volunteer Maine.

When providing more detail about Volunteer Maine, please share these talking points:

### Funding programs by ...

- Targeting AmeriCorps funds at critical local needs
- Granting and administering over \$2 million to community organizations
- Providing technical assistance and training to all National Service programs operating in Maine

### Developing volunteer managers and practices by...

- Providing resources through our website
- Promoting Service Enterprise and supporting networks of Service Enterprise trainers
- Providing training for volunteer managers
- Promoting Volunteer Management Competencies and National Certification in Volunteer Administration
- Financially supporting professional development of volunteer managers

### Raising awareness of sector issues by...

- Monitoring service trends and educating the public and policy-makers on policy implications
- Publishing Maine's volunteer statistics and civic engagement profile
- Conducting outreach and education activities
- Developing pertinent publications and white papers
- Coordinating/conducting research

### Promoting service as a strategy by...

- Connecting individuals to volunteer opportunities through our website
- Engaging citizens in targeting service events and modeling best practices
- Encouraging lifelong service for volunteers and AmeriCorps Alumni
- Recognizing Maine Volunteers and sharing their impact
- Promoting National Days of Service

<b>Please do not say or use</b>
Maine Commission for Community Service*
ME Commission for Community Service
ME Commission
MCCS
VolunteerME
Volunteer ME
VolunteerMaine

<b>Please do say or use</b>
Volunteer Maine
Volunteer Maine, the Maine Commission for Community Service
Volunteer Maine, Maine’s Service Commission
Volunteer Maine, The State’s Service Commission
Volunteer Maine State Service Commission
The Volunteer Maine Service Commission (refers to the Commissioners)
The Commission (refers to the Commissioners)
Volunteer Maine Commissioner
Commissioner for Maine’s Service Commission

\*This name is not interchangeable with “Volunteer Maine” and should only be used in conjunction with this new public identity.

## Volunteer Maine logo guidelines

The Volunteer Maine logo should be included on all Volunteer Maine initiatives or sponsored activities. All publications and public information materials must include the logo. (Please see grant agreement for the most up to date guidance.)

### Here are some helpful tips for proper logo use:

- Do not alter the fonts, colors, or appearance of the logo
- Do not run the logo smaller than ½-inch tall
- Preserve proportions as you resize the logo – don’t stretch or squeeze (maintain the aspect ratio)
- Do not place the logo alongside bright primary colors or colors that are close to (but not the same as) the brand colors – they will clash and create an unattractive result
- Always use colors opposite of the background when using a single-color version of your new logo
- Use a transparent version of your logo when placing it over active backgrounds
- Any service activity supported by Volunteer Maine funding must prominently display the Volunteer Maine logo on print, web, and social media materials
- To ensure legal compliance, please do not use the Volunteer Maine logo without accompanying text that states “Volunteer Maine” or another approved public identity
- Negative and black and white versions of each logo are available upon request
- Please direct request for logo files and questions about the graphic guidelines to Bryan Roche at [bryan.roche@maine.gov](mailto:bryan.roche@maine.gov)

## Volunteer Maine logo variations

Web and print versions are available for each logo.

### 1 Vertical / Primary Logo

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### 2 Horizontal Logo

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### 3 Circular Logo

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## Volunteer Maine logo use guidance

Always place your logo according to its correct aspect ratio. Never "stretch" or "squish" your logo to resize it:



Use a transparent version of your logo when placing it over active backgrounds:



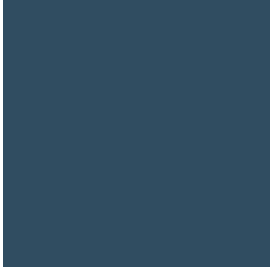

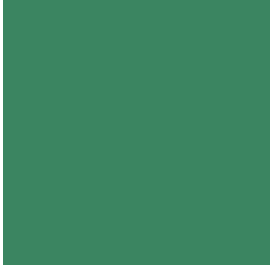
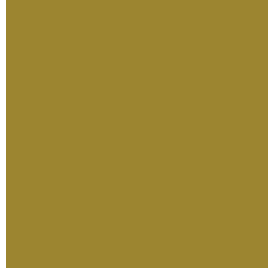
Always use colors opposite of the background when using the single color version of your new logo:





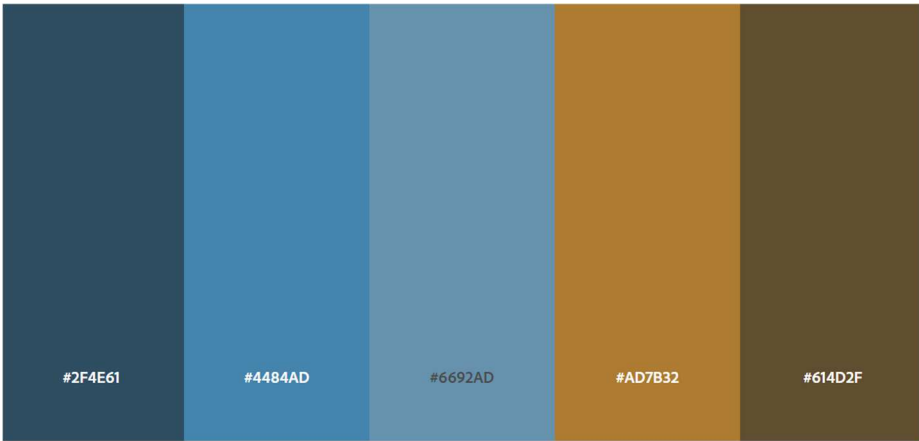
## Colors

The colors for the Volunteer Maine brand are as follows:

			
R 48 G 77 B 97 C 85 M 64 Y 44 K 28 HEX #304D61	R 163 G 36 B 48 C 24 M 98 Y 83 K 18 HEX #A32430	R 59 G 133 B 97 C 78 M 27 Y 73 K 10 HEX #3B8561	R 156 G 133 B 48 C 0 M 15 Y 69 K 39 HEX #9C8530

When placing the Volunteer Maine logo alongside other colors, remember that blue should be the first choice, while red should be the secondary choice used for “eye-catching” effect. Green and gold are the tertiary and quaternary options, respectively.

The complimentary colors on the following page allow for design flexibility across different color palettes.



**Complementary Colors for Blue  
(#304D61)**



**Complementary Colors for Red  
(#A32430)**



**Complementary Colors for Green  
(#3B8561)**



**Complementary Colors for Gold  
(#9C8350)**



## Volunteer Maine typeface

Sans Serif Primary	<b>ITC Avant Garde Gothic</b> (all weights) is available at <a href="https://fonts.adobe.com">fonts.adobe.com</a> )
Alternative Sans Serif	ITC Avant Garde Pro (all weights)
Free Web-Friendly Alternative Sans Serif	<b>Raleway</b> (all weights) is available for free from Google Fonts (access here: <a href="https://fonts.google.com/specimen/Raleway">https://fonts.google.com/specimen/Raleway</a> )
Serif Primary	<b>Garamond</b> (all weights)
Free Web-Friendly Alternate Serif	EB Garamond (all weights) is available for free at <a href="https://fonts.google.com/specimen/eb+garamond">https://fonts.google.com/specimen/eb+garamond</a> )

## Social media

When using social media channels to amplify any story related to Volunteer Maine, be sure to use **#VolunteerMaine**. Please use **#ServeInMaine** when posting National Service-related content from Volunteer Maine or AmeriCorps program accounts.

Facebook	Facebook.com/VolunteerMaine  When tagging the page, use @VolunteerMaine
Twitter	@VolunteerMaine
Instagram	@volunteermaine
YouTube	YouTube.com/Volunteermaine
LinkedIn	linkedin.com/company/volunteer-maine

## Email signature

Volunteer Maine has adopted a uniform email signature for use by the staff team. Utilizing a consistent and branded email signature helps to reinforce the new identity of Maine's state service commission. This format can also be utilized by sitting Commissioners and contracted partners.

**Please note:** This email format is not required for any National Service Grantees.

In order to comply with State regulations, some elements of the email signature do stray from regular brand guidance, chiefly font choice and color.

## Signature essentials

- Please utilize the default font, weight and color provided by your email client. For State employees, that would be Microsoft Outlook
  - The two exceptions are with name and slogan:
    - Please use the bold version of the default font for first and last name. Utilizing a digital signature is an acceptable alternative to typing out first and last name
    - Please italicize the official slogan: *A Stronger Maine Through Volunteerism*
- Include contact information, such as email address, the general office phone number, or a state-issued cell phone number
- Please include links to the Volunteer Maine Website and social media profiles to help increase exposure
- Please utilize the horizontal logo at the bottom of the signature to help clearly communicate the visual identity of Volunteer Maine

## Signature example

### First Last

Title

Volunteer Maine, the state service commission

*A Stronger Maine Through Volunteerism*

19 Elkins Lane, Room 105

105 State House Station

Augusta, ME 04333-0105

Office: (207) 624-7792

Cell: (xxx) xxx-xxxx (if applicable)

[www.MaineServiceCommission.gov](http://www.MaineServiceCommission.gov)

Follow Volunteer Maine on [Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#)!



# THANK YOU!

Following brand guidelines is one small way to help advance the mission of Volunteer Maine. For additional guidance, questions or suggestions, please contact Volunteer Maine's Communication Officer:

**Bryan Roche**

Email: [bryan.roche@maine.gov](mailto:bryan.roche@maine.gov)

Office: (207) 624-7792

Cell: (207) 446-3471

