



governmentattic.org

"Rummaging in the government's attic"

Description of document: Americorps/Corporation for National and Community Service (CNCS) branding guidelines 2020

Requested date: 23-May-2023

Release date: 11-September-2023

Posted date: 25-September-2023

Source of document: FOIA Request
AmeriCorps
Office of the General Counsel
Attn: Freedom of Information Act Officer
250 E Street, SW
Washington, DC 20525
Fax: 202-606-3467
Email: foia@cns.gov (preferred)

The governmentattic.org web site ("the site") is a First Amendment free speech web site and is noncommercial and free to the public. The site and materials made available on the site, such as this file, are for reference only. The governmentattic.org web site and its principals have made every effort to make this information as complete and as accurate as possible, however, there may be mistakes and omissions, both typographical and in content. The governmentattic.org web site and its principals shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to have been caused, directly or indirectly, by the information provided on the governmentattic.org web site or in this file. The public records published on the site were obtained from government agencies using proper legal channels. Each document is identified as to the source. Any concerns about the contents of the site should be directed to the agency originating the document in question. GovernmentAttic.org is not responsible for the contents of documents published on the website.



September 11, 2023

Via email

Re: Freedom of Information Act Request 2023-32

I am writing in response to your Freedom of Information Act request that the Corporation for National and Community Service (operating as AmeriCorps) received on from you on May 25, 2023. I understand the scope of your request to be “A copy of the Brand Strategy documents developed by Brandpie Inc. for CNS [sic] in 2019-2020.”

Your request is granted in part and denied in part.

I have attached a copy of the document Brandpie prepared in April 2020 for stakeholder presentations, redacted as follows:

- Portions of the slides reveal Brandpie’s creative and business process, and are protected under FOIA exemption 4, which protects privileged trade secrets, commercial, or financial information.
- Some portions of the slides are also withheld under FOIA exemption 5, as they contain information that is pre-decisional and deliberative. Although Brandpie is not a federal agency, the work of contractors has been found to be protectable under what is known as the “consultant corollary” of exemption 5. Per U.S. Department of Justice guidance regarding processing of records under the FOIA, “courts have emphasized that...agencies sought this outside advice, and that in providing their expertise, the consultants effectively functioned as agency employees, providing the agencies with advice similar to what it might have received from an employee.

Brandpie’s reports on the information it used as it developed new branding for AmeriCorps, and images of logos they designed but that AmeriCorps did not, in the end, select have also been withheld in full under exemptions 4 and 5.





However, I am releasing two pages of logo designs provided by Brandpie to AmeriCorps agency in July 2020 because they were ultimately selected, and thus are no longer confidential or pre-decisional.

You are entitled to two free hours of search time, and the search took less than that, so there is no fee for this response.

If you are dissatisfied with my action on this request, you may appeal by writing to Jana Maser, our FOIA Appeals Officer, at AmeriCorps, 250 E Street, SW, Washington, DC 20525, or at jmaser@cns.gov within 90 days of your receipt of this letter.

Additionally, the Office of Government Information Services (OGIS) offers mediation services to resolve disputes between FOIA requesters and Federal agencies as a non-exclusive alternative to litigation. Using OGIS does not affect your right to pursue litigation. You may contact OGIS in any of the following ways:

Office of Government Information Services
National Archives and Records Administration
Room 2510
8601 Adelphi Road
College Park, MD 20740-6001
Email: ogis@nara.gov
Telephone: (301) 837-1996
Facsimile: (301) 837-0348
Toll-free: 1-877-684-6448

You may also contact me at foia@cns.gov. Our FOIA Public Liaison is Kiara Rhodes: krhodes@cns.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Stephanie Soper'.

Stephanie Soper
FOIA Officer
Law Office Manager

The Branding Project

4/22/20

How do we best promote our programs, inform Americans of opportunities to serve, and inspire them to act?

BRANDPIE

Ideas that transform businesses, cultures, and brands



THE BRANDPIE FOUNDATION

1:1 MATCH



AGENCY



NATIONAL SERVICE



Tagline(s):
Be the Greater Good
Get things done for America



Co-branded w/ grantees
Co-branded w/ states



Tagline:
Improving the quality of life for all generations



GENERAL VOLUNTEERISM



Internal Only, Not for Distribution, Pre-Decisional



JOIN FEMA CORPS!



FEMA

serve in the outdoors!

Be the Greater Good!

Corporation for NATIONAL & COMMUNITY SERVICE

earn S for college!



VISTA

GO WHERE YOU'RE NEEDED.

build capacity!!

JOIN VISTA!

serve in an office!

JOIN NCCC!

SERVE YOUR COUNTRY!



choose from 1000's of organizations!

MUST BE 18-24!!!

serve on a team



JOIN AMERICORPS STATE & NATIONAL

be a mentor!



FIGHT POVERTY!



20 YEARS

JOIN AMERICORPS!

GET THINGS DONE!



WHAT IS THE BRANDING PROJECT?

Corporation for
NATIONAL &
COMMUNITY
SERVICE 



Strengthening our brand is the critical first step in the effort to build awareness of national service and our programs. This project will include updated:

**Visual
Representation**

Messaging

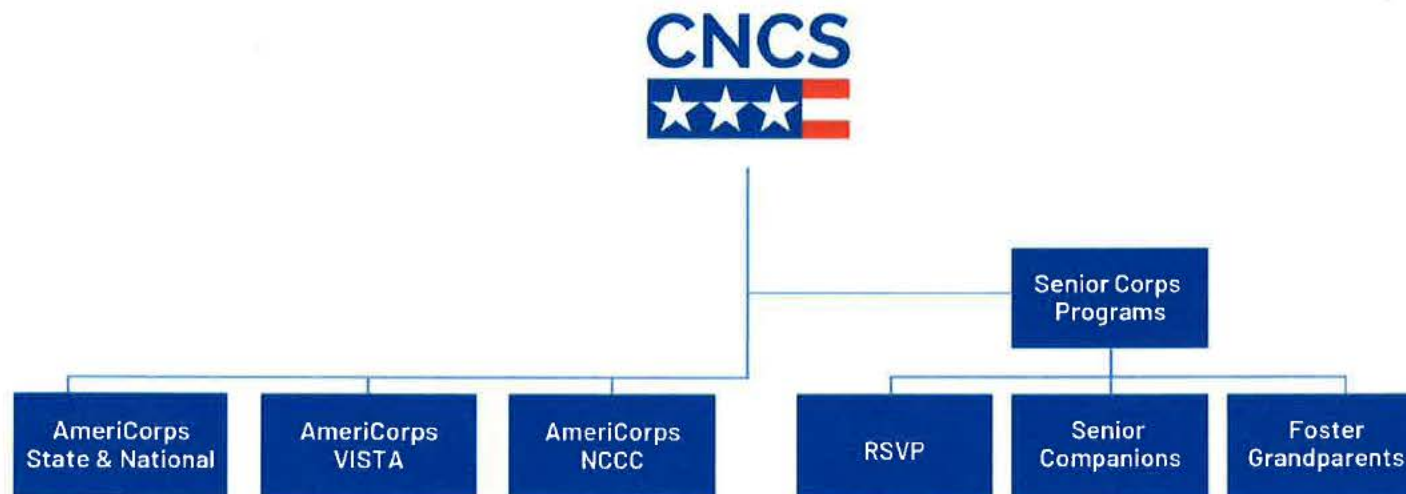
**Architecture and
Naming**

WHAT IS OUT OF SCOPE?

Corporation for
NATIONAL &
COMMUNITY
SERVICE



- Changes to our work
- How the agency and programs are structured
- The work our programs do
- Service eligibility, requirements, benefits, etc.



1

(b)(4)

2

(b)(4)

3

(b)(4)

4

(b)(4)

5

(b)(4)

6

(b)(4)

**Overall, what makes up good
brand architecture?**

(b)(4)

BRAND ARCHITECTURE

Corporation for
NATIONAL &
COMMUNITY
SERVICE



The organizational structure of a company's portfolio of brands, products, and/or services.



(b)(4)

(b)(4)

(b)(4)

(b)(4)

Visit
CNCS
website

(b)(4), (b)(5)

Stakeholder Engagement

(b)(4)

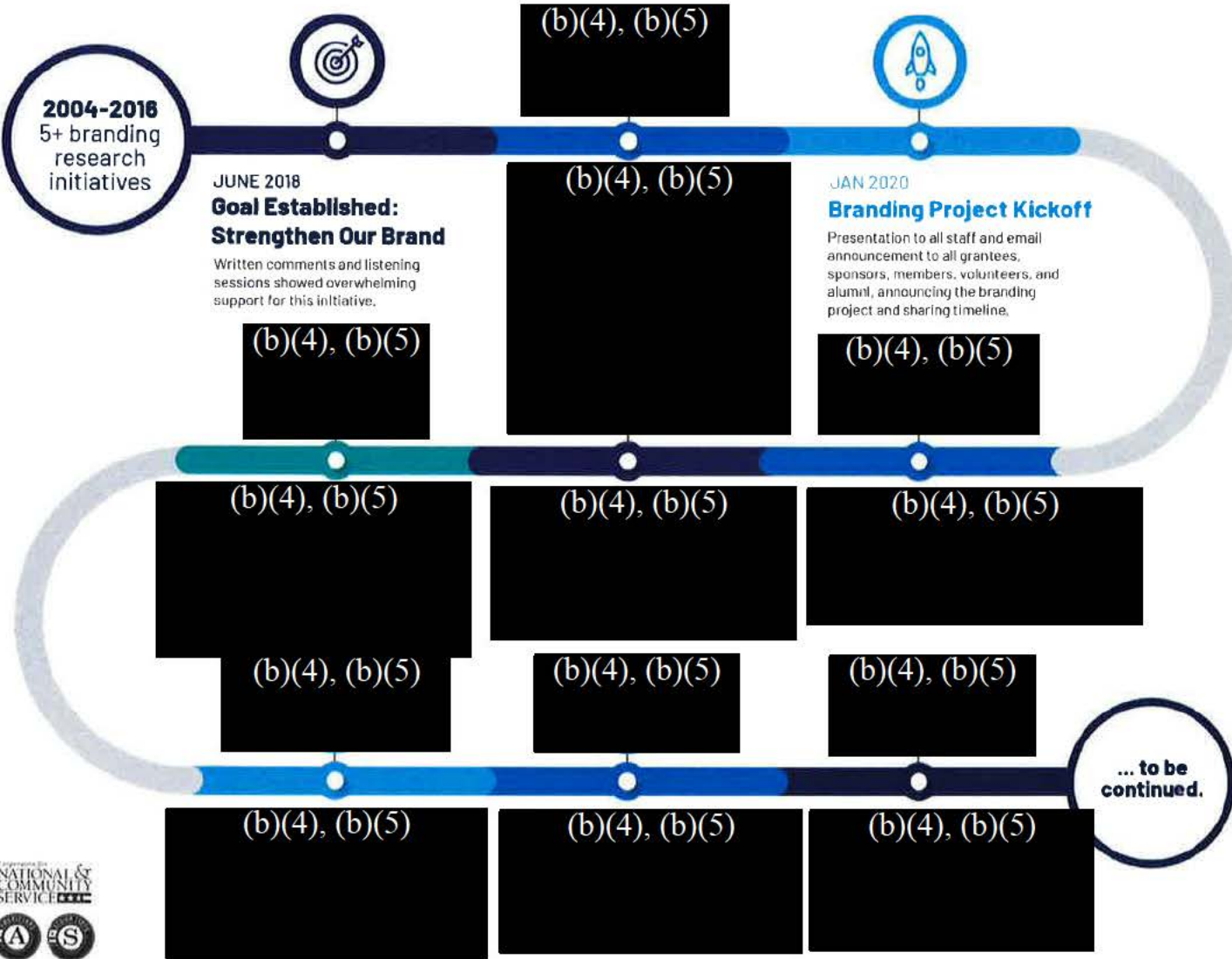
BRANDPIE



When asked the question,
“Do you think the public understands the purpose
of the organization and its programs?”

97% said 'no'

For this reason, it's not surprising that the general public does not understand our mission



Questions?



Added a base to support the flag, suggesting a pole raising a flag

