



**MASSACHUSETTS  
SERVICE ALLIANCE**

# **Brand Guidelines**

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# Tone and Voice

Follow these guidelines in external communications, whether online or offline.

## General branding guidelines

- Be clear, inclusive, and engaging. Use the active voice, keep sentences short and complete, and avoid jargon.
- Only abbreviate “Massachusetts Service Alliance” as “MSA” after mentioning our nonprofit’s name in full. Example: “The Massachusetts Service Alliance (MSA) is a passionate advocate for AmeriCorps. But, did you know that MSA also oversees the Commonwealth Corps program and a host of volunteerism initiatives?”

## Examples for service programs

- “We are excited to be an AmeriCorps program that receives federal funds through the Massachusetts Service Alliance.”
- “\_\_\_\_ is a proud Commonwealth Corps host site partner and receives state funds through the Massachusetts Service Alliance.”

## Example for volunteerism grantees

- “We are a proud Youth Development Volunteer Initiative grantee of the Massachusetts Service Alliance (MSA). We received funding from MSA to pilot a new youth mentoring program.”

# Organizational Boilerplate

**Use this language to describe who we are in communications (e.g., press releases):**

The Massachusetts Service Alliance (MSA) is a private, nonprofit organization that expands volunteerism and service in Massachusetts. MSA provides funding, training, and support to individuals and organizations, enabling them to tackle pressing issues, strengthen communities, and make our Commonwealth a better place to live.

**Learn more at [www.mass-service.org](http://www.mass-service.org).**

**Condensed:**

The Massachusetts Service Alliance is a nonprofit that expands volunteerism and service in Massachusetts, making our Commonwealth a better place to live.

# Logo Guidance

## Primary Logo

*Used whenever possible.*



MASSACHUSETTS  
SERVICE ALLIANCE



MASSACHUSETTS  
SERVICE ALLIANCE

## Secondary Logo

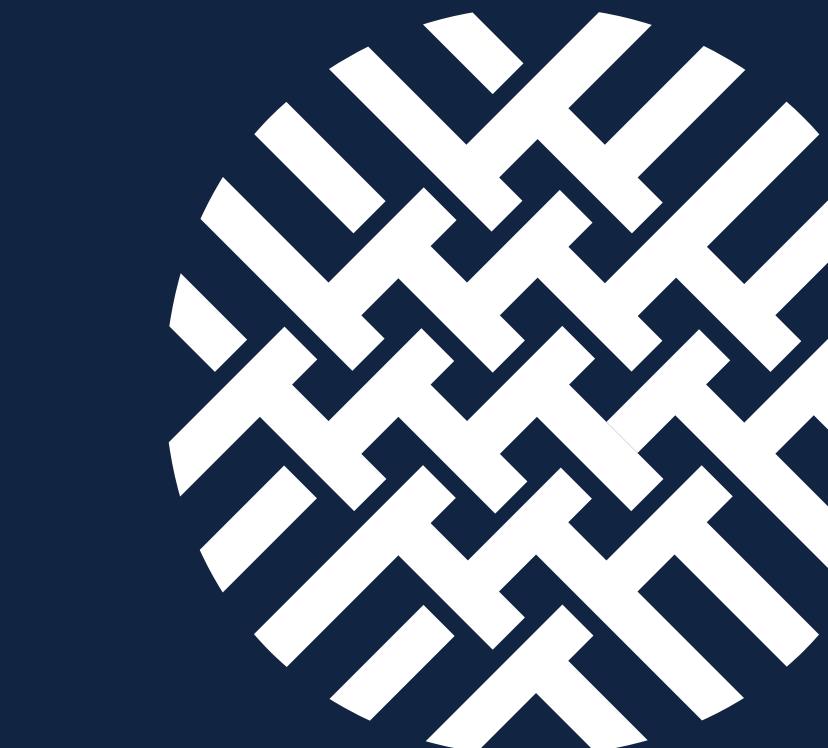
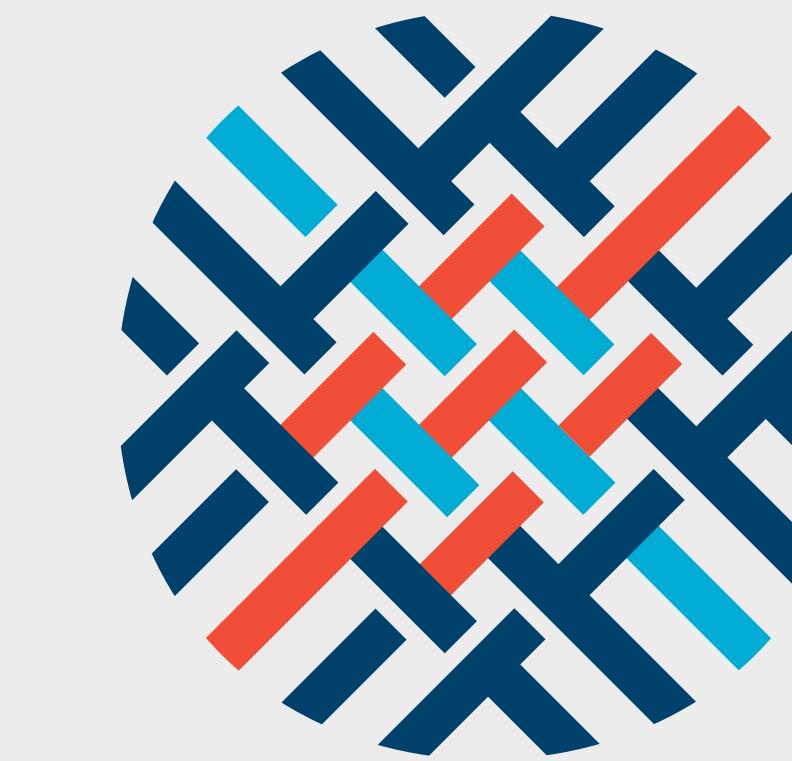
*Used when the primary logo doesn't make proportional sense for the item/visual.*



MASSACHUSETTS  
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## Icon Only

*Very limited use; avoid externally without approval.*



Download logos [HERE](#)

# Logo Restrictions

- ✗ Do not change the colors of the logo.
- ✗ Do not change the position or ratio of the icon to the text.
- ✗ Do not position the logo at an angle (e.g., diagonally).
- ✗ Do not add new elements to the logo.
- ✗ Do not use special effects with the logo (e.g., drop shadows).
- ✗ Do not place the logo on distracting backgrounds.

- ✓ Use a colored logo for pale backgrounds.
- ✓ Use a white logo for dark backgrounds.

## Color Palette

P 289 C CMYK: 97 84 45 49 RGB: 17 37 66 HEX: 112542	P 111-16 C CMYK: 100 35 0 60 RGB: 0 65 107 HEX: 00416B	P 118-8 C CMYK: 100 0 15 0 RGB: 0 172 212 HEX: 00ACD4
P 45-7 C CMYK: 0 85 86 0 RGB: 240 78 54 HEX: F04E36	P 320 C CMYK: 100 0 41 13 RGB: 0 152 153 HEX: 009899	

# Co-Branding Requirements

Where	Placement	What
Website	Homepage, footer, or another prominent place	Logo
Printed and digital collateral	Flexible, but logo should appear at least once	Logo
Social media	Photos, videos, and posts	Tagging the MSA account*, using MSA hashtags and logo
Branded gear (t-shirts, water bottles, etc.)	Flexible, but logo should be visible (e.g., t-shirts should have it on the arm/front, not the back)	Logo
Media	Press releases, TV, radio, newspapers, etc.	Messaging should follow language guidelines

## \*Our social media accounts:

Instagram [@MassService](#)

Twitter [@MassService](#)

Facebook [@MassVolunteers](#)

**For questions regarding our branding in  
external communications, contact  
Samantha: [smackie@mass-service.org](mailto:smackie@mass-service.org)**