

Who we are

Established in 1994, **we have strengthened Missouri communities through volunteerism and service for twenty years.** Guided by the Missouri Community Service Commission, SERVMO administers AmeriCorps funding and strives to make service and volunteerism a common expectation of all Missourians.

Our values

- We value **public service** and seek to inspire it in others.
- We value **excellent customer service**, making federal funding more accessible to Missourians.
- We value **impact and action** to tackle unaddressed community needs.
- We value **collaboration** and serve as a convener for new partnerships and programs.
- We value the **grit and compassion** of AmeriCorps members, program directors and community volunteers.

The wordmark

Our two-font wordmark visually conveys the importance of strong public-private partnerships in support of stronger Missouri communities.

"SERV" uses the Ubuntu font, named after an ancient African concept meaning *"humanity towards others"* or *"I am because you are."* It is a reminder of our interconnectedness and why we serve.

"MO" is short for *Missouri* or *more*, as in *"Serve Missouri"* or *"Serve More."* MO's friendly Lobster script symbolizes the energy and impact of our actions.

Wordmark variations

1. **Preferred use:** White and grass green on dark background.

2. Bronze and grass green on white background.

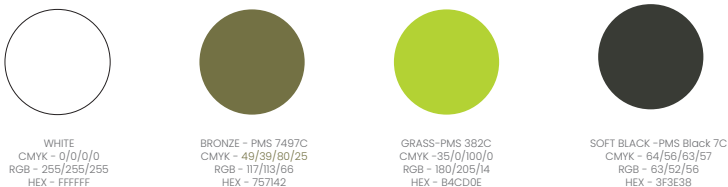
3. Black and gray on white background.

Placement: Use the 'E' as a guide to create a clear space around the wordmark.

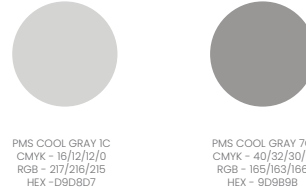


Color guide

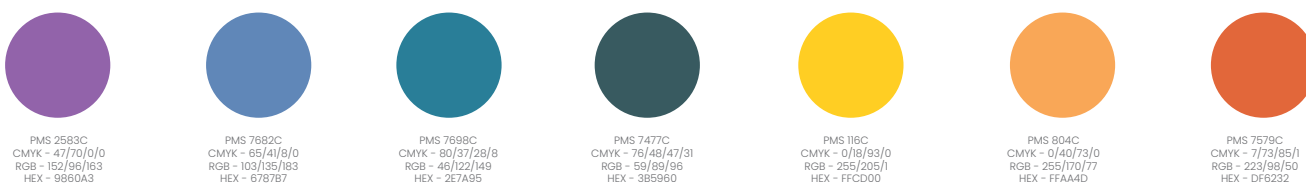
Primary



Neutral



Secondary



Tone of voice

The way we talk is as important as what we talk about. When crafting content, choose words that embody ServMo's **personality**.

The tone should convey **trustworthiness, compassion, inspiration** and be **plain-spoken**.

Font Palette

The **Aptos font family** is the new default font in the Microsoft Office suite and is free to download. It is used to clearly and objectively communicate information and to support the Wordmark. Select from a variety of weights according to your need. Use **Bold** or *Italic* for emphasis.

- APTOS light *and italic*
- APTOS regular *and italic*
- APTOS semibold *and italic*
- APTOS bold *and italic*
- APTOS extrabold *and italic*
- APTOS black *and italic*

Headlines: Primary colors preferred.
Body copy: Soft black or neutral colors.

Co-branding

We only combine logos separated by | for official brand partnerships. Email ServMO@ded.mo.gov for this type of request.

