

## 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.

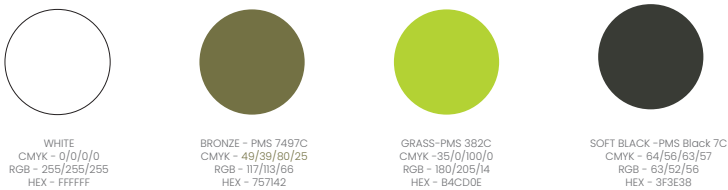
3. Black and gray on white background.

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

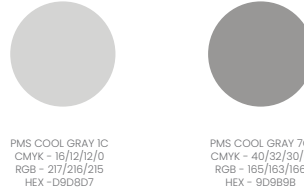


## Color guide

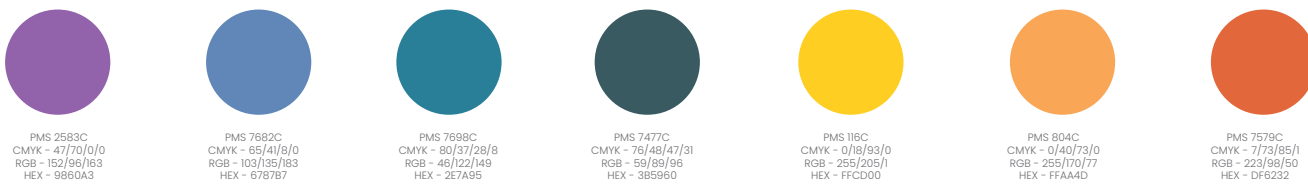
### Primary



### 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](mailto:ServMO@ded.mo.gov) for this type of request.

