

U.S. Department
of Transportation

United States
Coast Guard



Commandant
United States Coast Guard

2100 2nd Street, SW
Washington, DC
20593-0001
202-267-0726

COMDTINST 7010.15
21 AUG 1991

COMMANDANT INSTRUCTION 7010.15

Subj: Organizational Name and Terminology Changes

Ref: (a) COMDTINST M7010.5, Non-Appropriated Fund Activities Manual
(b) COMDTINST M1710.13, Morale, Welfare, and Recreation Manual

1. **PURPOSE.** The purpose of this Instruction is to establish the organizational titles "Coast Guard Exchange System" and "Coast Guard MWR," with related terminology and to clarify the relationship between the exchange and morale programs while promulgating related logos. The content of this Instruction applies to all units with exchange and morale programs.

2. **BACKGROUND.**

a. In the early 1970's, the Coast Guard's various exchange stores, service clubs, beverage stores and other non-appropriated fund revenue-generating operations were combined into a single system, Coast Guard Non-Appropriated Fund Activities, or "NAFA." This permitted the centralization of administrative support for these activities as well as greater flexibility in the application of revenues. However, it also made less clear the distinction between exchange and morale/special services programs, since the latter is supported to a great extent by non-appropriated funds.

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- b. In 1987, under the Coast Guard realignment, district office oversight of unit exchange activities was terminated. This necessitated an administrative reorganization under which the exchange and morale programs were placed under the same Program Manager, further tending to cloud the distinction between them.
 - c. For these reasons, the need exists to better identify each program by name.
3. DISCUSSION. The following changes:
- a. Align the terminology for Coast Guard Exchange and Morale Programs with that used by the Armed Services within the Department of Defense. This will enhance both intra- and interagency communications regarding exchange and morale matters.
 - b. Emphasize that, although both exchange and morale programs rely upon non-appropriated fund resources, they are separate and distinct entities for which financial and labor resources are not to be commingled.
4. INFORMATION.
- a. The organizational title "Non-Appropriated Fund Activities" and its acronym "NAFA," and the term "Special Services," are no longer to be used. All communications, and future changes to existing directives in which these terms have been used, are to incorporate the terminology established in paragraphs 4. a. (1) through 4. a. (4) below.
 - (1) The organizational title "Coast Guard Exchange System" and the acronym "CGES" are established for use in referring to the Servicewide system of retail activities delineated in reference (a).
 - (2) The organizational title "Coast Guard Morale, Welfare, and Recreation Program" and the acronym "CGMWR" are established for use in referring to the Servicewide system of facilities, activities, and programs outlined in reference (b).

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- (3) The acronyms "CGX" and "MWR" may be used as desired and when considered appropriate in referring to individual unit exchange and morale, welfare, and recreation operations, respectively.
 - (4) The term "non-appropriated fund" and the acronym "NAF" will continue to be used to indicate, as applicable, funding type and employment status.
 - b. Members assigned or employees hired as heads of unit exchange or MWR operations will be referred to as CGES Officers or CGMWR Officers, respectively.
 - c. The CGES logo as shown in enclosure (1), will be used with all exterior signing and other exchange operation purposes for which it is appropriate. Specific guidance will be provided separately to all units with exchanges by Commandant (G-PXM).
 - d. The CGMWR and combined CGES/CGMWR logos in enclosure (1) can be used by commands as desired in conjunction with unit MWR programs. Camera-ready copies of each logo are available from Commandant (G-CP-3).
 - e. The only direct operating relationship between CGES and CGMWR is that approximately one-half of CGES profits is provided directly to CGMWR for funding morale programs throughout the Coast Guard.
5. ACTION. Area and district commanders, commanders of maintenance and logistics commands, unit commanding officers, and chiefs of offices and special staff divisions in Headquarters, and Commander, Coast Guard Activities Europe shall disseminate the information in this Notice to all military and civilian personnel.

/s/ G. D. PASSMORE
Chief, Office of Personnel
and Training

Encl: (1) CGES and CGMWR Logos

CGES and CGMWR Logo Instructions

1. On the following pages are logos which have been developed for CGES and CGMWR. The third logo shown combines those for the individual programs. It reflects not only the operating relationship between the two, i.e. the funding of CGMWR by CGES, but more importantly their common mission of service to the Coast Guard and the military community.
2. All three logos are composed of red and blue colors on a white background. For each, a composite version and color sections are shown. Colors used are to be in accordance with the following Pantone Matching System (PMS) Codes:

Primary Secondary

Red	179	032
Blue	307	072

The primary colors are the ones officially used for the Coast Guard "slash" emblem. However, on glossy surfaces these colors tend to appear faded. For such surfaces use of the secondary colors is recommended.

3. Any of the three logos may be used either by itself or as an integral portion of signing or printing. However, the logos are not to be altered without the specific approval of Commandant (G-PXM).

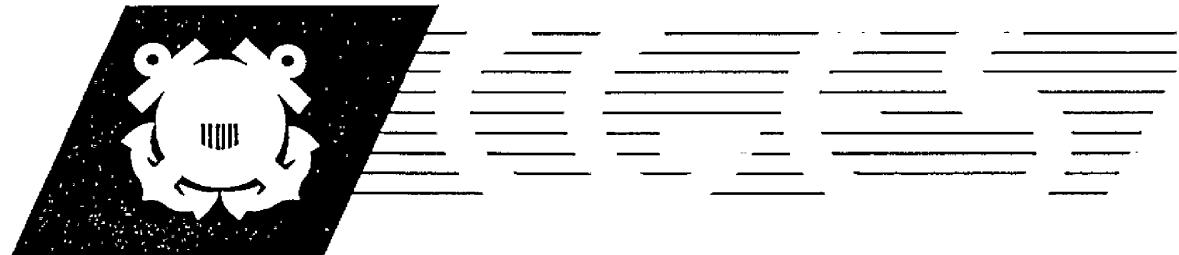
Enclosure (1) to COMDTINST 7010.15

CGES LOGO

1. Composite:



2. Red: PMS 179



3. Blue: PMS 307



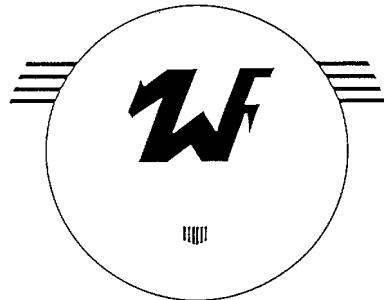
Enclosure (1) to COMDTINST 7010.15

MWR LOGO

1. Composite:



2. Red: PMS 179



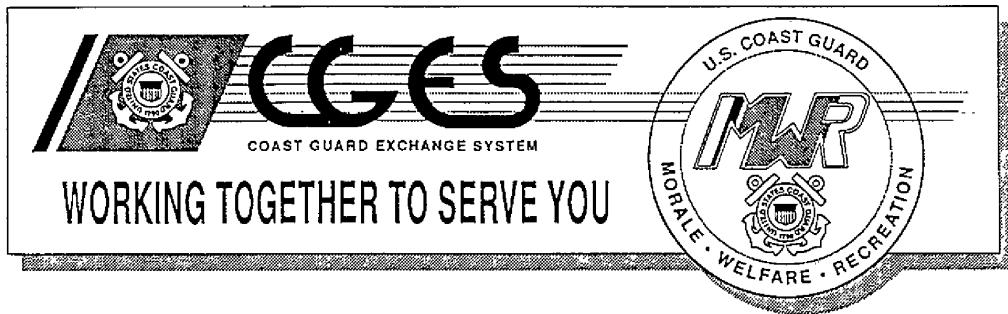
3. Blue: PMS 307



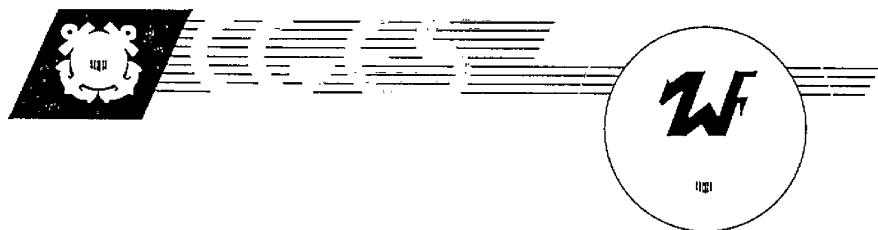
Enclosure (1) to COMDTINST 7010.15

COMBINED CGES/MWR LOGO

1. Composite:



2. Red: PMS 179



3. Blue: PMS 307

