

# U. S. Coast Guard



## TRADEMARK AND LICENSING PROGRAM

# Guidance - Regulations



- *14 U.S.C. § 639*
  - No individual, association, partnership, or corporation shall, without authority of the Commandant, use the combination of letters "USCG" or "USCGR", the words "Coast Guard," "United States Coast Guard" ... or any combination or variation of such letters or words alone ... for the purpose of trade, or by way of advertisement to induce the effect of leading the public to believe that any such individual, association, partnership, or corporation has any connection with the Coast Guard.
- *COMDTINST M5200.14A*
  - The Coast Guard Emblem is a key component of the Coast Guard's visual identity, and is widely used within the Coast Guard for official purposes, often within the Coast Guard Mark.
  - Any use of the Coast Guard Emblem to identify Coast Guard property shall be done in accordance with the Coatings and Color Manual, COMDTINST M10360.3 (series).
  - Commercial concerns wishing to incorporate the Coast Guard Emblem in their products must first receive approval from the Community Relations Division, Commandant (CG-09232).
- *COMDINST M5728.2D*
  - Use of the U.S. Coast Guard's name by non-federal entities requires the approval of the Coast Guard. The Community Relations Branch of (CG-09232) is the point of contact.
  - Coast Guard may approve the use of its protected words and symbols by non-federal entities provided that the usage falls within the provisions of the federal law, the public interest is served and the Coast Guard in no way appears to endorse a product or service.

# Coast Guard Insignias



Coast Guard Seal (**Official Use Only**)



Coast Guard Mark (Racing Stripe)



Coast Guard Emblem

# Improper Renderings of the Coast Guard Emblem

## - M5200.14A



# Guidance – Design Guidelines



Stand off spacing is required



Do not encroach



Do not stretch



Do not use official seal



Do not add or subtract elements



Color/Design

# Pantone Colors



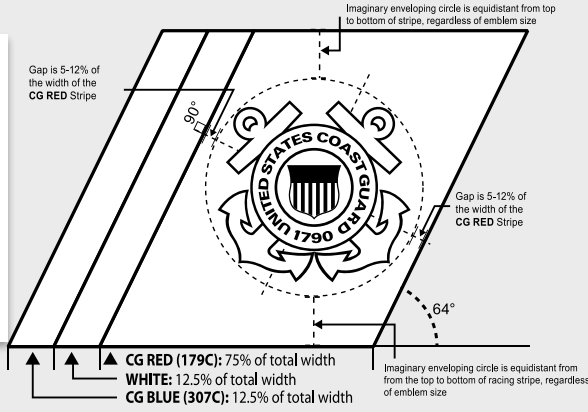
- PMS 179 C (CG RED)
- PMS 307 C (CG BLUE)
- WHITE



When printed in black ink only, all red and blue sections shall be printed in black. Halftones (dots to represent shades and tones) shall not be used



- PMS 200 C (Scarlet)
- PMS Reflex Blue C
- PMS 116 C (Golden Yellow)
- PMS 471 C (Gold Brown)
- PMS 3115C (Grotto Blue)
- White



# For additional Information Contact:



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