

USE OF AIR FORCE MARKS BY NON-FEDERAL ENTITIES

OSD/PA has released a guide on the use of military logos and identifiers (“marks”) by non-federal entities (NFEs). The document is intended to educate NFEs about Military Services’ intellectual properties.

This guide effects the large portfolio of Air Force-unique identifier, from the highly recognizable Air Force Symbol, Seal, Emblem, and Thunderbirds, to unit patches, enlisted ranks, and commemorative and program-specific logos.

Guide Highlights

- Air Force marks are not legally authorized for use by NFEs without first obtaining permission from the Air Force Branding and Trademark Licensing Office (AFBTL).
- AFBTL generally authorizes the use of Air Force marks on memorial monuments, for military appreciation events, or for other special occasions. The scope of use is evaluated on a case-by-case basis, to include, but not limited to, event programs, signage, marketing, and décor. NFEs should request use of Air Force marks for qualified events through the AFBTL website: <http://www.trademark.af.mil/Licensing/Applications/PublicUse.aspx>
- Unless otherwise authorized by law, the use of Air Force marks, including reproduction on merchandise, is expressly prohibited without written permission from AFBTL. If permission is granted, NFEs should make a reasonable attempt to procure the merchandise through an official licensee. The list of official licensees is maintained on the AFBTL website.
- Generally, Air Force marks are not permissible as part of a NFE’s identity. Nor may Air Force marks be used to bolster a NFE’s online presence, imply DoD endorsement, or for promotional, advertising, membership drives, or fundraising purposes. This restriction includes, but is not limited to, use on associated websites and social media pages.
- The Air Force Seal may be used only by the Air Force for official purposes and is protected by law from unauthorized use. The Air Force Seal is distinguishable by the following text in its outer border: Department of the Air Force, United States of America.

The link to the full guide and contact information for all Military Service Trademark Licensing Program Offices can be found at <http://www.defense.gov/Media/Trademarks>.

The guide supports the Joint Ethics Regulation, DODI 5535.12, *DoD Branding and Trademark Licensing Program Implementation*, and AFI 35-114, *Air Force Branding and Trademark Licensing Program*.

For more information on Air Force Branding and Trademark Licensing, visit www.trademark.af.mil or email us at licensing@us.af.mil.