



U.S. AIR FORCE

Air Force Public Affairs Agency



Air Force Branding & Trademark Licensing Program

Integrity - Service - Excellence



U.S. AIR FORCE

Air Force Branding & Trademark Licensing

- Builds instant, consistent USAF brand recognition



Sample of current license agreement holders



zippo



new balance

www.trademark.af.mil

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Common insignia and marks

U.S. AIR FORCE



U.S. AIR FORCE

Air Force Symbol



Emblem



Hap Arnold Wings



Air National Guard



Thunderbirds



Enlisted Rank



Patches



Insignia

Slogans:

Air, Space, Cyberspace

Aim High

Fly...Fight...Win

Cross into the Blue

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U.S. AIR FORCE

All Air Force logos, symbols and insignia

- All are legally recognized marks
- Does not include the Air Force Academy's Fighting Falcons
- Officer ranks not included because mirrored throughout services and some countries



Office Of The Secretary

DEPARTMENT OF THE AIR FORCE
WASHINGTON, DC

16 Jan 09

MEMORANDUM FOR SAF/PA
SAF/GCQ

FROM: Chief, Integrated Marketing Branch

SUBJECT: Air Force Trademark Licensing Program

1. References:

a. Title 10, United States Code, Sections 2260.

2. Purpose: This memorandum utilizes Title 10 USC 2260 for which the Secretary of the Air Force may designate Department of the Air Force logos, symbols, insignia, or other devices used as marks by Department of the Air Force its licensees, or its "related companies" under 10 U.S.C. 2260. Authority to designate these marks has been delegated by the Secretary to the Director of SAF/PA who in turn delegated the authority to the Chief, Integrated Marketing Branch.

3. Policy: The many symbols, names, insignia, and logos of the Air Force represent the time-honored qualities of the Air Force's service to the Nation. They operate as legally recognized marks, and are invested with goodwill deserving of protection. The licensing of these marks can bring credit to the Air Force and its Airmen and help communicate Air Force values to the public at large. The following is declared to be Department of the Air Force policies regarding the licensure of Department of the Air Force owned marks.

a. All names, logos, symbols, insignia, or other devices used as marks by Department of the Air Force its licensees, or its "related companies," as that term is used in law, except for those directly relating the United States Air Force Academy are hereby designated as marks for which fees from licensing may be retained under 10 U.S.C. 2260.

Keith Lebling
Chief, Integrated Marketing Branch

a. All names, logos, symbols, insignia, or other devices used as marks by Department of the Air Force its licensees, or its "related companies," as that term is used in law, except for those directly relating the United States Air Force Academy are hereby designated as marks for which fees from licensing may be retained under 10 U.S.C. 2260.



Air Force Historical Agency

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For a complete list of emblems visit

<http://www.afhra.af.mil/art/mediagallery.asp?galleryID=5306>

The screenshot shows the homepage of the Air Force Historical Research Agency. The header includes the agency name and navigation links: HOME, ORGANIZATIONAL RECORDS, STUDIES, DOCUMENTS, TIMELINES, ART, PHOTOS, AERIAL VICTORY CREDITS. A sidebar on the left lists 'Major Commands' and 'Numbered Air Forces'. The main content area features an 'Announcements' section with a link to 'From the Capt Joseph J. Merhar Jr. Collection' and an 'Inside AFHRA' section with a search bar and a link disclaimer. A large image of a B-29 bomber is featured in the center.

The screenshot shows the 'Media Gallery' page of the Air Force Historical Research Agency. The header includes the agency name and navigation links. The main content area displays a grid of 12 emblems. The selected emblem is 'AFG-100624-017.jpg', which features a white eagle on a blue and yellow background. Other emblems include 'AFG-100624-016.jpg', 'AFG-070917-015.jpg', and 'AFG-100617-001.jpg'. The page also includes a search bar, a link disclaimer, and a 'Museums' section.



Trademark and Licensing

U.S. AIR FORCE

Guidelines for Use

BREAKING NEWS: AFI 35-114, Air Force Branding and Trademark Licensing Program is now published!!



U.S. AIR FORCE

Air Force Seal



The Department of the Air Force Seal is protected by law from use by any party for purposes not specifically authorized by the Air Force. The seal is permitted only as outlined in AFMAN33-326, 01 Nov 1999.

Department of the Air Force Seal

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Authorized Seal Users

AFMAN33-326, 01 Nov 1999



- **Commanders of Major Commands (MAJCOM)**
- **Field Operating Agencies (FOA)**
- **Military Assistance Advisory Groups**
- **Air Attachments**
- **Professors of Aerospace Studies**
- **Air Force General Officers**
- **Air Force Missions**
- **Direct Reporting Units**

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Authorized Seal Uses

U.S. AIR FORCE

AFMAN33-326, 01 Nov 1999

- **On printing issued at departmental level for general Air Force use**
- **Official Air Force films, videotapes or television programs**
- **On official programs, certificates, diplomas, invitations and greetings**
- **Memorials or monuments erected or approved by the Air Force**
- **Any official Air Force exhibit**
- **Wall plaques at Air Force facilities with commander/agency chief approval**





U.S. AIR FORCE

Incorrect Use



Montage by Steve White-12 TFW/PAMP 2009

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Subtle Differences



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U.S. AIR FORCE

Hap Arnold Wings



The Army Air Corps Wings (Hap Arnold) embodies the proud history of the Air Force and the leaders and heroes who were instrumental in the formation of an independent Air Force.

**Hap Arnold or Army Air Corps
Symbol**

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U.S. AIR FORCE

Mark Definition Hap Arnold Symbol



Hap Arnold or Army Air Corps
Symbol





U.S. AIR FORCE

Mark Definition Air Force Symbol



Air Force Symbol

The U. S. Air Force Symbol is currently the only registered trademark in the referenced group. Permission to use it for commercial enterprises and for advertising purposes (free or paid) is required.

All designs whether internal or external must be approved by the Air Force Trademark and Licensing Program Office



Symbol Design Guidelines

U.S. AIR FORCE



Stand off spacing is required



Do not encroach the symbol



U.S. AIR FORCE

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www.trademark.af.mil/symbol/ (official symbol website)

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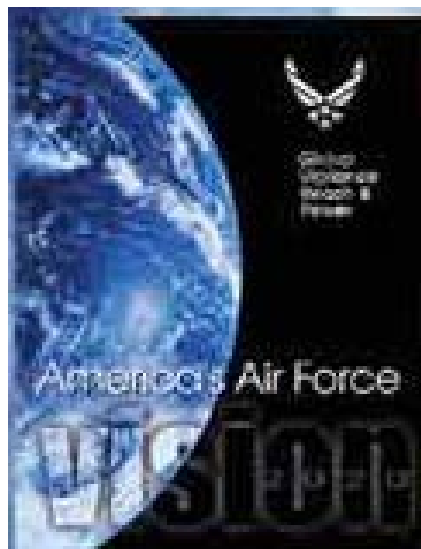


Proper Symbol Use

U.S. AIR FORCE



Commercials



Literature



Merchandise



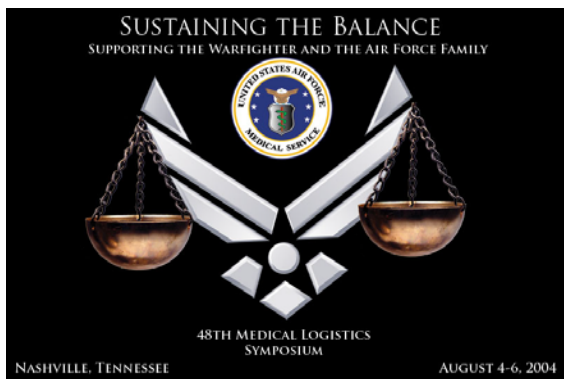
Tattoos

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Samples of Internal Misuse

U.S. AIR FORCE



AIR FORCE E LEARNING
HIGH PERFORMANCE IT TRAINING

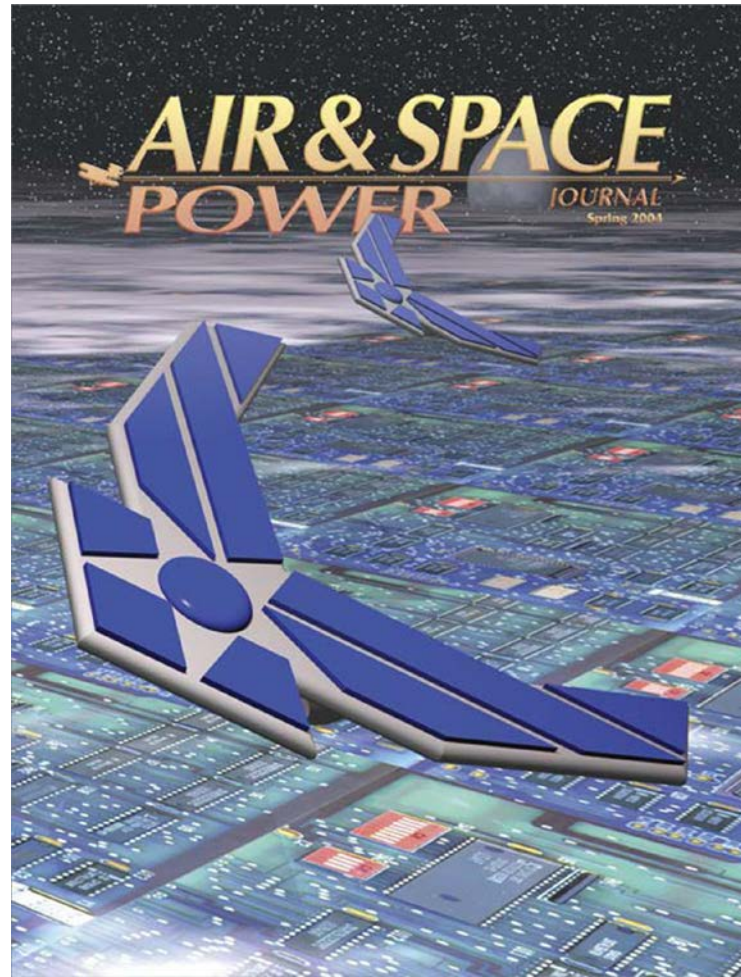


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Samples of External Misuse



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Samples of External Misuse

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Protecting Trademarks

U.S. AIR FORCE



A Mixed Martial Arts Event
May 17th 2008

BIG RIVER RUMBLE

U.S. AIR FORCE U.S. ARMY COCONUT JOE'S
Sponsored By
Overseas City, Florida
population 68
BLUE MOON

U.S. AIR FORCE Live @ the Onalaska Omni Center
Tailgate Starts 5:00pm
Doors Open 6:00pm
Fight Starts 7:30pm
A Tribute to our Armed Forces

Meet Tommy Speer from
The Ultimate Fighter

www.bigriverrumble.com

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Don't own or license these marks





U.S. AIR FORCE

Products we do NOT license

*****Open to the judgment of T&L staff***

- Alcohol
- Tobacco
- Firearms
- Weapons of Any Type
- Undergarments
- Condoms
- Products sexual in nature
- Food and Drink Items
- Drug or smoking paraphernalia



U.S. AIR FORCE

How can you help?

- **Read AFI 35-114 – Pay extra special attention to Attachment 2.**
- **Be critical - Ensure the use of Air Force marks in all productions are in compliance with the guidelines found in Attachment 2 and mirrored at www.trademark.af.mil**
 - **Contact the Air Force Branding and Trademark Licensing office for a review of your designs**
 - **afpaa.hq.tl@us.af.mil**
 - **210.395.1787 (DSN: 969-1787)**
- **Be aware - Report suspected internal and external violations to the Air Force Branding and Trademark Licensing office**
- **Spread the word - Be a force multiplier in protecting our brand**

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U.S. AIR FORCE

Protecting our brand



This is a symbol of our heritage, our pride, blood, sweat and tears

HELP PROTECT THE IMAGE THAT TELLS THE WORLD WHO WE ARE

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