Are the words “DEPARTMENT OF” used on any portion of the graphic?

**YES**
It is not a “LOGO,” it is an official DoD or service SEAL.

**NO**
Therefore, it may be an EMBLEM, SYMBOL, CREST, or LOGO (also referred to as insignia).

Can I use a graphic of the DoD or Military Service Seal?

**NO**
It is an official seal for use in an official capacity by DoD or DoD components ONLY. Any DoD graphic containing the words “DEPARTMENT OF” is an official SEAL with restricted internal Departmental use only.

Can I use a graphic of the emblem, symbol, crest, or logo?

**MAYBE**
It MAY be available for use with prior written approval by the respective Military Service.

*SERVICE SEALS*

*There is no substitute for the Department of Defense Seal, and there is no optional graphic that represents the Department of Defense.*

**The United States Coast Guard Seal is distinguished by the gold rope surrounding the anchors instead of the words “DEPARTMENT OF.”*
Can I use the DoD seal or Military Service Emblem, Crest, Symbol, or Logo?

Are you a DoD organization?
- Yes
- No

Is the seal, emblem, or logo for *official* use?
- Yes
- No / Not sure

A DoD Component may use these graphics for *official* purposes.

Contact the Military Service POC or OATSD(PA) [for the DoD seal]

Are you a commercial for-profit or non-profit organization?
- Yes
- No, but another Federal Agency
- No

Are the words “DEPARTMENT OF” used on any portion of the graphic?
- No
- Yes

Do you wish to use the emblem/symbol/crest/logo for sales/fundraising OR for advertising/promotion/showing support?
- Sales, support
- Fundraising, Advertising, promotion

See the DoD Trademark Licensing Guide, and contact the respective Trademark Licensing Office to apply for a license.

No

• While display of official DoD marks often is meant to honor the men and women of the United States Armed Forces and to raise awareness of how an organization supports them, the official seals, logos, and emblems of the DoD and Military Services are protected by several laws and regulations from unauthorized use.

• Graphics containing the words “Department of” are official seals for DoD use only.

• Unauthorized use of DoD insignia may create the appearance of official DoD endorsement of and/or affiliation with your organization, when that is not the case.

• Individuals who view an organization’s website or promotional materials might incorrectly assume that DoD and the Military Services endorse, approve, or favor these services over those provided by other businesses or non-profit organizations.

• Unauthorized use also could create a confusing and false perception that DoD is officially affiliated with an organization’s operations.

*Official use is considered internal DoD presentations, letterhead, publications, or governmental website, where the content is produced by DoD personnel.