

U.S. COAST GUARD RECRUITING BRAND

LOGO & MESSAGING GUIDELINES



UNITED STATES
**COAST
GUARD**

PROTECT / DEFEND / SAVE



CONTENTS

Introduction	3
Recruiting Brand Story	4
The Logo	5
When to Use the Recruiting Logo	6
Where Logo Files are Located	6
Full-Color Logo Lockups	7
One-Color Logo Lockups	8
Logo Versions Without the Tagline and/or Wordmark	9
Minimum Sizes	10
Clear Space	11
File Types	12
Logo Colors	13
Correct Logo Usage	14
Incorrect Logo Usage	15
Brand Messaging	17
Key Recruiting Messages	18
Brand Voice & Tone	19

INTRODUCTION

A Recruiting Brand to Match Our Mission

The United States Coast Guard (“USCG” or “Coast Guard”) is unlike any other branch of the military, with a mission to protect our shores, defend our nation, and save lives. This unique focus distinguishes the Coast Guard from other military services.

Recruiting the next generation of Coast Guard service members is critical to defending and protecting our country. The Coast Guard modernized its recruiting brand to align with its mission and attract, cultivate, and enlist new generations of diverse, mission-driven Coast Guard service members. The recruiting brand is designed to increase visibility, awareness, and understanding of the Coast Guard and its mission by communicating and conveying its broad mission scope, pride and passion, and the value and impact the Coast Guard provides the country and its citizens.

Promoting a Unified Identity

Our recruiting brand embodies all that the USCG stands and strives for, and serves as our introduction to anyone considering joining us in service. The brand is expressed visually—with the recruiting logo, font, and color palette—as well as verbally and in writing with brand messages. No matter how the recruiting brand is expressed, its consistent application is crucial to maintaining the USCG’s image as we engage with potential new service members and encourage current service members to supplement our recruiting efforts by serving as brand ambassadors.

About this Document

This document contains standards, rules, and examples for implementing the Coast Guard recruiting brand, including using the logo and incorporating brand messaging into your written and spoken communications.

All recruiting materials and activities must adhere to these standards. If you have questions about implementing the recruiting brand or where to find files, please contact Colin MacInnes, Chief, Marketing Division, at Colin.B.MacInnes2@uscg.mil.

RECRUITING BRAND STORY

The recruiting brand story is the foundation for the brand and was used to develop all brand elements, including the logo and messaging. The brand story articulates the greater Coast Guard story in a way that resonates with prospects.

In the Coast Guard, we are guardians with the spirit of a compassionate warrior. We're different: we fight to protect, safeguard, and save people, our seas, our nation, and our world. Our standards are higher because our missions demand skilled, committed, unique, and diverse people.

We're small but mighty, and we seek to create a positive impact every day. As a member of the Coast Guard, you'll be part of a tight-knit crew and will have plenty of opportunities to shine and make a difference from day one.

We also believe that those who protect our freedoms deserve some of their own. You'll have a big say in navigating your career direction and decisions. And in the Coast Guard, you can choose to serve and have a life. Our missions and careers are built to allow for a more balanced lifestyle.



THE LOGO

These guidelines should always be followed when using the full-color and one-color logos of the U.S. Coast Guard recruiting brand. The logos should always appear as they are provided and should never be modified or altered in any way.

WHEN TO USE THE RECRUITING LOGO

Recruiting

The recruiting logo makes the USCG more recognizable to potential recruits and is ***required for use*** on all USCG recruiting materials and products—for example, advertising, recruiting materials, exhibit displays, and GoCoastGuard.com.

Non-Recruiting

The recruiting logo ***is acceptable for use*** for non-recruiting purposes as long as the use does not harm the integrity or reputation of the USCG.

IMPORTANT

The recruiting logo does not replace the official USCG emblem, seal, or mark (racing stripe).

The USCG emblem, seal, mark, and other insignia will continue to be used in service-wide communications and on uniforms, vessels, aircraft, and other USCG assets.

Refer to [U.S. Coast Guard Heraldry \(COMDTINST M5200.14A\)](#) to learn about official USCG insignia and proper use.

WHERE LOGO FILES ARE LOCATED

Logo files are available for download at
gocoastguard.com/brand

FULL-COLOR LOGO LOCKUPS

The full-color logo lockups contain three designed elements. The logomark is the graphical element formed by the bald eagle, life ring, star, and waves. The wordmark includes the words “United States Coast Guard.” The tagline “Protect/Defend/Save” is set under the wordmark. ***Always use the logo that includes the tagline except when the headline is “Protect. Defend. Save.”***

Three different variations of the full-color logo lockup can be used depending on the need. The term “lockup” means the logo is shown to include the logomark, wordmark, and tagline together.



Vertical Logo Lockup

A vertical option is stacked and can be used on materials and in documents that have narrow space for branding.

Horizontal Logo Lockup

A horizontal option is set with the logomark to the left and the wordmark and tagline stacked to the right. This lockup can be used in materials that have a square or horizontal rectangular area for branding.



Horizontal Wide Logo Lockup

A horizontal wide option is the widest version available, set with the logomark to the left and the wordmark and tagline stacked to the right. This

lockup can be used in materials that have a large amount of horizontal space or very little vertical area for branding, such as a website header in a desktop view.



ONE-COLOR LOGO LOCKUP

Use the one-color logo in situations where a one-color logo is the only option or makes sense. As with the full-color logo, *always use the logo with the tagline except when the headline is “Protect. Defend. Save.”*



When designing, full-color logo lockups should always be considered first before any one-color logo options. Please follow examples of correct and incorrect uses on pages 14–16.

LOGO VERSIONS WITHOUT THE TAGLINE AND/OR WORDMARK

Along with the complete logo lockup that includes the logomark, wordmark, and tagline, other versions are provided and allowed for use in limited circumstances.

The recruiting logo is provided with just the logomark and wordmark without the tagline, as well as just the logomark for specific uses.

Logo Lockup Without Tagline

Use the logo without the tagline when the headline is “Protect. Defend. Save.” Below is an example of the logo lockup used without the tagline.



Logomark Only

Use the logomark without the wordmark or tagline for select promotional items.



Logomark Only Plus RO

Use the logomark with the recruiting office location underneath for social media profiles/icons **ONLY**. Examples of the logomark only plus RO are below.



Logo files have been created for each RO.

MINIMUM SIZES



.75" Min. Width

Vertical Logo Lockup

To ensure maximum readability and recognition of the vertical logomark and wordmark, it is important that the logo is never reduced below a minimum of .75" in width.



1.25" Min. Width

Horizontal Logo Lockup

To ensure maximum readability and recognition of the full-color, horizontal logomark and wordmark, it is important that the logo is never reduced below a minimum of 1.25" in width.



1.5" Min. Width

Horizontal Wide Logo Lockup

To ensure maximum readability and recognition of the full-color, horizontal wide logomark and wordmark, it is important that the logo is never reduced below a minimum of 1.5" in width.



.375"
Min. Width

Standalone Logomark

To ensure maximum readability and recognition of the standalone logomark, it is important that the mark is never reduced below a minimum of .375" in width.

Exceptions to the minimum size rules may apply for extremely small applications (i.e., pens, small-space ads, document footers). To inquire about a possible exception, contact Colin MacInnes, Chief, Marketing Division, at Colin.B.MacInnes2@uscg.mil.

CLEAR SPACE

In any print or online form, the specified area of empty space surrounding the logo is referred to as “clear space.” Clear space ensures proper visibility of the logo to protect it from competing elements (e.g., graphics, images, text).

The clear space is defined by the diameter of the “C” capital letter from the word “COAST” within the wordmark and be equal on all sides per the diagram below. When resizing the logo, the defined clear space must be scaled proportionately to maintain the C-sized clear space on all sides.

Don't:



FILE TYPES

The full-color logo lockups, as well as multiple one-color logo lockups, are available as bitmap files (PNG, JPG) and vector files (EPS).

PNG (Bitmap)

Description: This is a bitmap file. It is created with a collection of bits or pixels that lose clarity and sharpness when scaled larger than the file provided.

Uses: This file type has a transparent background. It should be used in digital products that are PNG-friendly, such as websites, digital ads, and digital documents. It is the desired/first choice of file types to use in Microsoft applications.

JPG or JPEG (Bitmap)

Description: This is a bitmap file. It is created with a collection of bits or pixels that lose clarity and sharpness when scaled larger than the file provided.

Uses: This file type has a white background. It should be used in digital products that are JPG-friendly, such as email signatures and digital documents.

EPS (Vector)

Description: This is a vector file. It can be used at any size without losing quality/clarity/sharpness.

Uses: This file type should be used for printing materials at any size. It is the desired/first choice of file types to use in graphic design applications when the end result is a printed product.

Need a different file format or type? If you need a logo file that is not available or assistance selecting the right file to use, please contact Colin MacInnes, Chief, Marketing Division, at Colin.B.MacInnes2@uscg.mil.

LOGO COLORS

Color is a critical component of any brand identity system. The primary color palette below is based on the existing U.S. Coast Guard Coloring and Conversion Chart. These colors should be used consistently as a foundation for all branded materials.



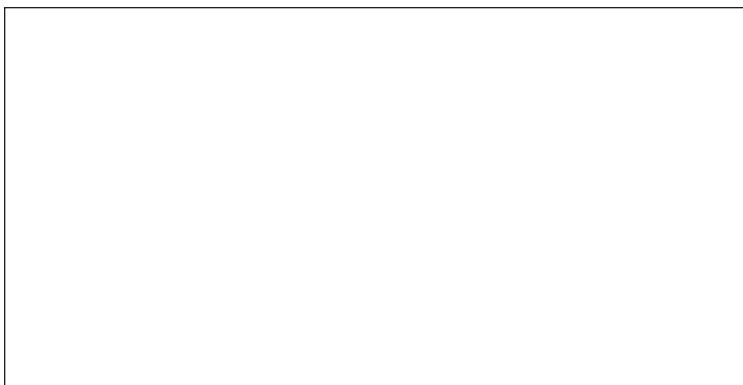
CG Blue

PMS 307c
HEX #006BA6
RGB 0,107,166
CMYK 100,22,2,18



CG Red

PMS 179c
HEX #E03C31
RGB 224,60,49
CMYK 0,87,85,0



White

PMS WHITE
HEX #FFFFFF
RGB 255,255,255
CMYK 0,0,0,0

CORRECT LOGO USAGE

It's as easy as...

- 1 Follow the logo and messaging guidelines in this document.
- 2 Use only the approved logo files.
- 3 Encourage other service members to follow the guidelines.

Use solid or simple background images or colors. The logo **MUST** be clearly visible and identifiable, without compromise, regardless of its color or that of the background it is on. Below are several visual examples of acceptable usages. *Always use the logo that includes the tagline except when the headline is "Protect. Defend. Save."*



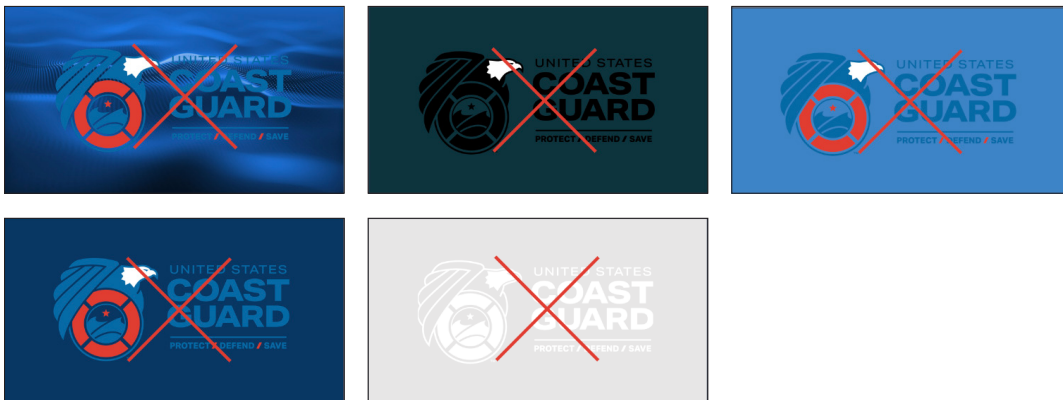
INCORRECT LOGO USAGE

Strict standards must be maintained to implement a consistent brand. Below are a few examples of incorrect uses of the recruiting logo.

Don't use complex backgrounds



Don't use low-contrast backgrounds



INCORRECT LOGO USAGE

CONTINUED

Don't:

Stretch		Blur	
Rearrange Elements		Rotate	
Delete Elements		Change Type	
Scale Separately		Alter Palette	
Outline		Alter Margins	
Skew		Add Drop Shadows	
Warp		Create Fills	
Crop		Use Logo Elements for Other Purposes	



BRAND MESSAGING

KEY RECRUITING MESSAGES

Recruiting messages focus on four themes that resonate with potential recruits. Use these messages to develop presentations and marketing materials, as well as to guide conversations with prospects.

Theme	Key Message
Differentiation <i>Lead with this primary message.</i>	The U.S. Coast Guard is unlike any other branch of the military, with a mission to protect our shores, defend our nation, and save lives. The USCG's humanitarian and environmental missions, environmental work, tight-knit team focus, and opportunities for career growth and training set the Coast Guard apart from other military services.
Impact <i>Use as a supporting/secondary message.</i>	You can make an impact on other people's lives through your work in the Coast Guard and contribute to a cause or purpose that's "bigger than yourself." Our missions save lives; help build nations and communities; and protect people, property, and the environment.
Ready <i>Use as a supporting/secondary message.</i>	When you serve in the Coast Guard, you're ready for anything: ready to protect our nation, our waterways, and our environment. Ready to make a positive impact on our nation, its communities, and people who work and play on the water. And ready for your next big adventure—here at home or around the world.
Benefits <i>Use as a supporting/secondary message.</i>	In the Coast Guard, you will enjoy tangible benefits, for example, education, paid time off, training, healthcare, a competitive salary, mentoring, and opportunities for growth and advancement—as well as intangible benefits, including flexibility, work/life balance, camaraderie, and a strong sense of purpose.

BRAND VOICE & TONE

The Coast Guard's recruiting brand voice is **approachable, confident, knowledgeable,** and **sincere**.

The tone of our written and spoken messaging is:

- Friendly
- Supportive
- Inspiring
- Energetic
- Bold
- Capable
- Decisive
- Steadfast



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