

**BY ORDER OF THE  
SECRETARY OF THE AIR FORCE**

**AIR FORCE INSTRUCTION 35-114**

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**Public Affairs**

**AIR FORCE BRANDING AND TRADEMARK  
LICENSING PROGRAM**

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This instruction implements Air Force Policy Directive (AFPD) 35-1, *Public Affairs Management*; Department of Defense Directive (DoDD) 5535.09, *DoD Branding and Trademark Licensing Program*; Section 2260 of Title 10, United States Code, Sections 1051 through 1127 of Title 15, United States Code, Department of Defense Instruction (DoDI) 5535.12, *DoD Branding and Trademark Licensing Program Implementation*, and DoD 5500.7-R, *Joint Ethics Regulation*. It provides guidance related to United States Air Force brand management, including the use of selected Air Force trademarks. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at <https://www.my.af.mil/afirms/afirms/afirms/rims.cfm>. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change Publication*, and route AF Form 847s from the field through the appropriate functional chain of command. “The authorities to waive wing/unit level requirements in this publication are identified with a Tier (“T-0, T-1, T-2, T-3”) number following the compliance statement. See AFI 33-360, *Publications and Forms Management*, for a description of the authorities associated with the Tier numbers. Submit requests for waivers through the chain of command to the appropriate Tier waiver approval authority, or alternately, to the Publication OPR for non-tiered compliance items”. This instruction applies to the Air Force Reserve Command (AFRC) and the Air National Guard (ANG), unless otherwise noted.

## Chapter 1

### GENERAL GUIDELINES AND BACKGROUND

**1.1. Purpose.** This instruction provides background on the Air Force Branding and Trademark Licensing Program and guidance for those who use Air Force unique marks, logos, names, terms, designs, and symbols. These various marks and indicia of the Air Force Brand distinguish the Air Force from other components within the Department of Defense.

**1.2. Policy.** Consistent with 10 U.S.C. § 2260 and DoDD 5535.09, it is Air Force policy to enhance and promote the Air Force Brand, in part by establishing and maintaining a program to license marks owned or controlled by the Department of the Air Force, to protect such marks from unauthorized use, and to register qualifying marks with the United States Patent and Trademark Office (USPTO). Even absent formal registration, many names, logos, symbols, insignia, official unit patches, and other devices unique to the Air Force are integral components of the Air Force Brand and shall be handled consistent with this instruction.

**1.3. Mission.** The Air Force Branding and Trademark Licensing Program operates to create awareness, promote public goodwill, and enhance the positive image of the Department of the Air Force through various activities, including Brand marketing and promotion activities.

**1.4. Objectives.** Objectives include, but are not limited to:

1.4.1. Enhance the name, reputation and public goodwill of the Air Force by ensuring the Brand is recognizable and used in a consistent, responsible, and lawful manner by both internal and external users.

1.4.2. Control the use of Air Force marks to maintain the integrity of the Air Force Brand, such as through appropriate trademark licensing activities that associate the Brand with affordable, quality products and consistent with Air Force standards.

1.4.3. Generate licensing revenues to reduce or eliminate the operating costs for the Program while also supporting the morale, welfare, and recreational activities of the nation's Airmen.

1.4.4. Support Air Force recruiting and retention efforts.

## Chapter 2

### RESPONSIBILITIES

**2.1. Director, Secretary of the Air Force Office of Public Affairs (SAF/PA).** SAF/PA is the Air Force's OPR for the Air Force Branding and Trademark Licensing Program in accordance with Headquarters Air Force (HAF) Mission Directive 1-28. SAF/PA retains all policy-making authority. SAF/PA has delegated operational responsibility to the Air Force Public Affairs Agency.

**2.2. Director, Air Force Public Affairs Agency (AFPAA).** The Director of AFPAA/HQ is assigned operational responsibility for the Air Force Branding and Trademark Licensing Program. The Director shall designate a Program Manager to execute and manage the program.

**2.3. Air Force Branding and Trademark Licensing Program Manager executes and manages the program and is responsible for:**

2.3.1. Directing, controlling, coordinating and implementing all program activities to include:

2.3.1.1. Overseeing the Air Force Branding and Trademark Licensing Program, including all operational, financial, and personnel activities of the program.

2.3.1.2. Developing, and cultivating internal and external relationships to promote the Air Force Brand, including the use of trademark licenses and educational programs.

2.3.1.3. Reviewing and coordinating commercial uses of the marks or indicia which comprise the Air Force Brand by using appropriate contract mechanisms and educational initiatives.

2.3.1.4. Maintaining and administering the Air Force trademark portfolio in accordance with DoDI 5535.12 to achieve the purposes outlined in this instruction.

2.3.2. Collecting, maintaining and reporting all financial data in response to established policies and procedures, to include quarterly sales volume reports, royalty collections, and any other data required to manage the program or to fulfill any financial management and reporting obligations.

2.3.3. Coordinating program activities with trademark licensing personnel in other components of the DOD pursuant to DoDI 5535.12.

2.3.4. Serving as the subject matter expert on all issues associated with the Air Force Brand.

2.3.5. Establishing and maintaining the program's website at <http://www.trademark.af.mil/> to ensure it is functional, informative, and includes updated guidance for the licensing and use of Air Force marks.

**2.4. U. S. Air Force Academy (USAFA).**

2.4.1. Superintendent of HQ USAFA is generally responsible for:

2.4.1.1. Establishing and administering the USAFA Brand, to include USAFA trademarks comprising the Brand.

2.4.1.2. Coordinating with the Air Force Branding and Trademark Licensing Program office on any USAFA activities having an impact on the Air Force Brand, to include being compliant with all policies and procedures established to promote the same.

2.4.2. USAFA may license and retain associated fees for the commercial use of marks comprising the USAFA Brand consistent with 10 U.S.C. § 2260 and relevant implementing guidance.

2.4.3. USAFA licensing is subject to compliance inspections by the Air Force Branding and Trademark Licensing Program office.

## **2.5. Non-Appropriated Funds Instrumentalities (NAFI).**

2.5.1. Commander of the Air Force Services Activity is generally responsible for:

2.5.1.1. Establishing and administering any NAFI brands, to include any NAFI marks which comprise those brands.

2.5.1.2. Coordinating with the Air Force Branding and Trademark Licensing Program office on any NAFI activities having an impact on the Air Force Brand, to include being compliant with all policies and procedures established to promote the same.

2.5.2. In accordance with DoDI 5535.12, NAFIs may license and retain associated fees for the commercial use of marks comprising any NAFI brands consistent with 10 U.S.C. § 2260 and relevant implementing guidance.

2.5.3. Any NAFI mark that incorporates all or a portion of the Air Force Symbol, the Air Force Emblem, or the Army Air Corps symbol (Hap Arnold wings) shall be assigned to the Air Force for inclusion in the Air Force trademark portfolio.

2.5.4. All NAFI licensing programs are subject to compliance inspection by the Air Force Branding and Trademark Licensing Program office.

**2.6. Secretary of the Air Force Financial Management (SAF/FM).** SAF/FM is responsible for the receipts and expenditure account and budget policy in accordance with the DFAS Trademark Finance Guide and applicable regulations.

## **2.7. Legal Responsibilities.**

2.7.1. The Office of the Air Force General Counsel (SAF/GC) is responsible for the direction, control and coordination of Air Force inventions, patents, copyrights, trademarks, trade secrets and matters relating to the same. As such, SAF/GC is generally responsible for the legal aspects of the Air Force Branding and Trademark Licensing Program, to include: establishing policy on all legal issues concerning the program, interfacing with other governmental agencies and/or branches of the government on legal issues concerning brand management and licensing; providing guidance and advice to the Major Command legal offices and the servicing legal offices concerning the Air Force Branding and Trademark Licensing Program; and providing oversight and assistance related to the management, maintenance and administration of the Air Force trademark portfolio and the administration of trademark license agreements.

2.7.2. Servicing legal offices, at every level, advise and assist local Air Force Public Affairs Offices, as well as other Air Force personnel, on all trademark activities of a local concern and coordinates with SAF/GC on any local activities affecting the Air Force trademark

portfolio or with a potential to impact the Air Force Branding and Trademark Licensing Program.

**2.8. MAJCOM Public Affairs Offices.** MAJCOM Public Affairs Offices are responsible for identifying local activities having a potential to impact the Air Force Brand and coordinating those activities with the Program Manager.

**2.9. All Public Affairs Offices are responsible for:**

2.9.1. Verifying that any elements of the Air Force Brand, when used internally for base newspapers, websites, magazines, challenge coins, open houses, marketing materials, other publications and events and the like are used in accordance with Attachment 2 of this instruction. **(T-3)**

2.9.1.1. Notifying internal users of improper use and display of marks and coordinating corrective action with users. **(T-3)**

2.9.2. Notifying the Air Force Branding and Trademark Licensing Program Manager via website or email of known or suspected external (non-Air Force) violations. **(T-3)**

2.9.3. Obtaining approval from unit commanders for external (non-Air Force) requests to use unit patches/emblems and submitting documentation of approval to the Air Force Branding and Trademark Licensing Program Manager through the email or mailing address found at [www.trademark.af.mil](http://www.trademark.af.mil). **(T-3)**

### Chapter 3

## LICENSING

**3.1. Purpose.** To establish an Air Force trademark licensing program for marks owned or controlled by the Air Force, to protect such marks from unauthorized use, and, at the discretion of the Air Force, to register such marks with the United States Patent and Trademark Office (USPTO) when doing so is in the best interest of the Air Force.

**3.2. Uses.** Air Force marks are licensed for commercial use to promote and enhance the Air Force Brand, reflect the Air Force core values, and distinguish the Air Force from other brands. Air Force marks shall not appear on products having uses or themes inconsistent with these aims, to include products that are sexual in nature, can be associated with substance abuse, or promote any message or image that detracts or diminishes the Air Force Brand.

## Chapter 4

### THE AIR FORCE BRAND

**4.1. Commercial Elements.** The following elements of the Air Force Brand are authorized for commercial use and may be considered for licensing to qualified entities:

4.1.1. Air Force Symbol. The Air Force Symbol is the official logo of the Air Force.

4.1.2. Air Force Emblem. The emblem is comprised of the Air Force Coat of Arms encircled by an outer border.

4.1.3. Air Force One. Air Force One is the call sign of any U.S. Air Force aircraft carrying the President of the United States. The brand includes the call sign, as well as the distinctive trade dress of the aircraft commonly referred to as “Air Force One.”

4.1.4. Air Force Thunderbirds. The Air Force’s premier aerial demonstration team is generally referred to as the Air Force Thunderbirds. The brand includes, among other things, the Thunderbirds logo and the team’s distinctive trade dress.

4.1.5. Any other names, logos, symbols, insignia, or other devices, including legacy symbols, enlisted chevrons, and occupational badges, used by the Air Force and authorized for commercial use.

**4.2. Non-Commercial Elements.** The following elements of the Air Force Brand are limited to internal and/or official use. They are generally not authorized for commercial use:

4.2.1. Air Force Seal. The official seal of the Air Force is for internal, official use only. AFMAN 33-326, *Management of Records*, Attachment 2, defines the authorized uses of the Air Force Seal.

4.2.2. Army Air Corps Wings. The Army Air Corps Wings, commonly referred to as the Hap Arnold Wings, may be authorized for external use on a limited basis. It is authorized for internal use when appropriate to identify historical achievements, such as: Air Force birthday celebrations, ceremonies for current and former Airmen who have served at least 75% of their commitment before 2004, museum signage and historical displays.

4.2.3. Any other names, logos, symbols, insignia, or other devices, including legacy symbols, ribbons and related devices, and uniform patterns, not previously authorized for commercial use.

KATHLEEN A. COOK, Brigadier General, USAF  
Director of Public Affairs

## Attachment 1

## GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

*References*

AFMAN 33-326, *Management of Records*, 25 November 2011

10 USC § 2260, *Licensing of Intellectual Property: Retention of Fees*, 28 January 2008

DoD Directive 5535.09, *DoD Branding and Trademark Licensing Program*, 19 December 2007

HAF MD 1-28, *Director of Public Affairs*, 23 April 2010

DoDI 5535.12, *DoD Branding and Trademark Licensing Program Implementation*, 13 September 2013

DoD 5500.07-R, *Joint Ethics Regulation*, August 1993

15 USC § 1051, *Application for registration; verification*

DFAS Trademark Finance Guide, *Management of DoD Branding and Trademark Revenues*, 24 February 2011

**Prescribed Forms.** No forms are prescribed by this publication.

**Adopted Forms.** AF 847, *Recommendation for Change of Publication*

*Abbreviations and Acronyms*

**AFHRA**—Air Force Historical Research Agency

**AFI**—Air Force Instruction

**AFMAN**—Air Force Manual

**AFPD**—Air Force Policy Directive

**AFPAA**—Air Force Public Affairs Agency

**AFRIMS**—Air Force Records Information Management System

**AFRC**—Air Force Reserve Command

**ANG**—Air National Guard

**CSAF**—Chief of Staff of the Air Force

**DFAS**—Defense Finance and Accounting Service

**DoDD**—Department of Defense Directive

**DoDI**—Department of Defense Instruction

**RDS**—Records Disposition Schedule

**MARK**—Includes any trademark, service mark, collective mark, or certification mark.

**NAFI**—Non-Appropriated Funds Instrumentalities

**OPR**—Office of Primary Responsibility



**SAF/GC**—Office of the Air Force General Counsel

**SAF/FM**—Secretary of the Air Force Financial Management

**SAF/PA**—Secretary of the Air Force Office of Public Affairs

**USAFA**—U.S. Air Force Academy

**USPTO**—United States Patent and Trademark Office

***Terms***

**QUALIFIED ENTITY**—A company or organization that has been vetted by the Air Force Trademark Licensing Program Office and determined to engage in business practices and associations that would support and promote the objectives of the Air Force Branding program.

## Attachment 2

### PROPER INTERNAL USE OF THE AIR FORCE SYMBOL, AIR FORCE EMBLEM

**A2.1. Air Force Symbol.** Each component of the Symbol represents different aspects of the Air Force that creates the Air Force's overall identity. Therefore, the Symbol should be displayed in a position of prominence and in a manner that brings positive attention to the Air Force. The Air Force Symbol should only be included in a product when it adds to the overall design and supports the mission of the Air Force.

A2.1.1. In most cases, use of the Symbol should be in lieu of the Army Air Corps symbol (Hap Arnold Wings). Acceptable uses of the Army Air Corps Wings include: Air Force birthday celebrations, ceremonies for current and former Airmen who have served at least 75% of their commitment before 2004, museum signage and historical displays.

#### **A2.2. Proper Display of the Air Force Symbol**

A2.2.1. Changing the size of the Air Force Symbol, as necessary, is encouraged when appropriate. However, the proportions of the Air Force Symbol are fixed and must not be altered. Proportions can be found at [www.trademark.af.mil](http://www.trademark.af.mil).

A2.2.2. Stretching/distorting the Air Force Symbol, logotype, or signature (the Air Force Symbol/logotype combination) is prohibited.

A2.2.3. Adding or subtracting anything from the Air Force Symbol, including shadows and special effects, or creating hybrids with other graphics, is prohibited.

A2.2.4. The only graphic that may be cradled inside the wings of the Air Force Symbol are unit patches of organizations at MAJCOM-level or higher. The patches must be approved and registered with the Air Force Historical Research Agency. Only one emblem may be cradled inside the wings.

A2.2.4.1. When cradling a qualified patch between the wings, the cradled emblem is half the height of the Air Force Symbol. The patch must be centered evenly between the wings with half of the patch extending above the wing's tips.

A2.2.5. Drawing or portraying objects coming through, protruding from, hanging off of, or resting upon the Air Force Symbol is prohibited.

A2.2.6. Using an unapproved color, texture, or format is prohibited. Approved colors, textures and formats are listed at [www.trademark.af.mil](http://www.trademark.af.mil).

A2.2.7. The Air Force Symbol may appear on a patterned background, such as a patterned fabric or website background, as long as the background is subdued and conservative in nature, and there is a definitive separation between the background and the Air Force Symbol.

A2.2.8. There must be a square stand-off space, or negative space, around the Air Force Symbol that is equivalent to at least 15% the width of the Air Force Symbol. No other graphic elements or unapproved wording may encroach in this space.

A2.2.9. "U.S. Air Force" logotype.

A2.2.9.1. Use of "U.S. Air Force" is not mandatory in conjunction with the use of the Air Force Symbol. However, the preferred position when the logotype is used is beneath the Air

Force Symbol. It is also acceptable to place the logotype on the right or left side of the Air Force Symbol. Placing the logotype on the top of the Air Force Symbol is not allowed.

A2.2.9.2. The correct font for the logotype is “Berthold Akzidenz Grotesk bold extended.” If “Berthold Akzidenz Grotesk bold extended” is not available, use “Arial Black bold uppercase.” This font is required in all cases where the logotype appears under the Air Force Symbol.

A2.2.10. Only the Chief of Staff of the Air Force (CSAF) is authorized to approve alternate wording to appear directly under the Air Force Symbol. The approved list can be found at [www.trademark.af.mil](http://www.trademark.af.mil). Alternate wording not approved by the CSAF must incorporate a visual separation from the Air Force Symbol, such as a line, color, or circle. Words or phrases should not distract from the Air Force Symbol.

A2.2.11. The Air Force Symbol can be made of building material such as glass, wood, brick, and metal and can appear in the color of the natural material being used.

A2.2.12. Multi-dimensional designs and animations of the Air Force Symbol must be coordinated with the Air Force Branding and Trademark Licensing Program office.

**Figure A2.1. Air Force Symbol.**



**A2.3. Air Force Emblem.** The Air Force Emblem should be used in lieu of the Air Force Seal in most cases. Authorized uses and users of the Air Force Seal are identified in AFMAN 33-326, *Management of Records*, Attachment 2.

#### **A2.4. Proper Display of the Department of the Air Force Emblem**

A2.4.1. Stretching or distorting the Air Force Emblem is prohibited.

A2.4.2. Adding or subtracting anything from the Air Force Emblem, including shadows or special effects, is prohibited.

A2.4.3. The Air Force Emblem may be in black and white, color monochrome, pictorial, or sculptured relief form.

A2.4.4. The Air Force Emblem can be made of building material such as glass, wood, brick, and metal and can appear in the color of the natural material being used.

**Figure A2.2. Department of the Air Force Emblem.**

