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U.S. COAST GUARD HERALDRY





COMDTINST M5200.14A
APR 12 2011

COMMANDANT INSTRUCTION M5200.14A

Subj: U.S. COAST GUARD HERALDRY

1. PURPOSE. This Manual defines the official U.S. Coast Guard Seal, Emblem, Mark, Signature, Color, and Ensign, as well as the Coast Guard Auxiliary Seal, Emblem, Mark, Signature, Ensign, and Patrol Ensign.
2. ACTION. All Coast Guard unit commanders, commanding officers, officers-in-charge, deputy/assistant commandants, chiefs of headquarters staff elements, and Auxiliary equivalents shall comply with the provisions of this Manual. In cases where existing heraldic renderings do not match the specifications of this Manual, continued use is authorized until normal end-of-service-life replacement is warranted or local supplies are exhausted (facility signage, recruiting materials, etc.). Internet release is authorized.
3. DIRECTIVES AFFECTED. U.S. Coast Guard Heraldry, COMDTINST M5200.14, is cancelled.
4. MAJOR CHANGES. Major changes to this Manual include:
 - a. Complete reorganization of the Manual into seven chapters which fully describe each heraldic element, with source documents provided as enclosures for reference;
 - b. Provision of precise, professionally rendered vector artwork for all heraldic elements, which shall be maintained by the Community Relations Division, Commandant (CG-09223) for internal Coast Guard use and distribution to commercial concerns, where appropriate;

DISTRIBUTION – SDL No. 158

	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
A	1	1	1	1	1	1	1		1	1		1	1	1	1	1	1		1		1					
B		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
C	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
D	1	1	1	1	1			1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
E	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1		1	1			1	1		
F																	1	1	1							
G		1	1	1	1																					
H																										

NON-STANDARD DISTRIBUTION: Distribution of this Manual will only be made in electronic format.

- c. Expanded explanations for the proper rendering of the Coast Guard Mark (“racing stripe”), including the reiteration of the originally defined slant angle of 64 degrees;
 - d. Creation of a new chapter detailing Coast Guard Auxiliary heraldry, for all Auxiliary heraldic elements defined by the U.S. Code of Federal Regulations;
 - e. Creation of a new chapter covering Coast Guard unit emblems, with practical guidelines for their development;
 - f. Inclusion (as enclosures) of the original schematics for all Coast Guard heraldic elements created by The Institute of Heraldry (TIOH) and approved by the Coast Guard;
 - g. Removal of any display guidelines which are more thoroughly covered in other Commandant Instructions (including directives layouts, business cards, and cutter & aircraft markings);
 - h. Change of all departmental references from the U.S. Department of Transportation (DOT) to the U.S. Department of Homeland Security (DHS);
 - i. Inclusion of Pantone® Matching System (PMS) color codes for accurate reproduction of Coast Guard and Auxiliary heraldry by manufacturers and government printers.
 - j. COMDT (CG-09223) maintains the record of approvals granted to Commercial concerns wishing to use any heraldry, in accordance with the requirements of Information and Life Cycle Management Manual, COMDTINST M5212.12 (series).
5. REQUESTS FOR CHANGES. Units and individuals may request changes by writing via the chain of command to: Commandant (CG-612); U.S. Coast Guard; 2100 2nd St. SW STOP 7101; Washington, DC 20593-7101.
6. ENVIRONMENTAL ASPECT AND IMPACT CONSIDERATIONS. Environmental considerations were examined in the development of this Manual and have been determined not to be applicable.
7. FORMS/REPORTS. None.

R. E. Day /s/
Assistant Commandant for Command,
Control, Communications, Computers, and
Information Technology

TABLE OF CONTENTS

CHAPTER 1	U. S. COAST GUARD SEAL	1-1
	A. General Specifications	1-1
	B. Institute of Heraldry Specifications	1-2
	C. Authorized Uses	1-3
	D. Prohibited Uses	1-4
CHAPTER 2	U. S. COAST GUARD EMBLEM	2-1
	A. General Specifications	2-1
	B. Institute of Heraldry Specifications	2-2
	C. Deviations	2-3
	D. Authorized Uses	2-3
	E. Prohibited Uses	2-4
CHAPTER 3	U. S. COAST GUARD MARK AND SIGNATURE	3-1
	A. General Specifications (Mark)	3-1
	B. General Specifications (Signature)	3-2
	C. Authorized Uses	3-3
	D. Prohibited Uses	3-4
CHAPTER 4	U. S. COAST GUARD COLORS	4-1
	A. General Specifications	4-1
	B. Institute of Heraldry Specifications	4-2
	C. Authorized Uses	4-2
CHAPTER 5	U. S. COAST GUARD ENSIGN	5-1
	A. General Specifications	5-1
	B. Institute of Heraldry Specifications	5-2
	C. Authorized Uses	5-2
	D. Prohibited Uses	5-2
CHAPTER 6	U. S. COAST GUARD UNIT EMBLEMS	6-1
	A. Definitions	6-1
	B. Authorization	6-1
	C. Procurement	6-2
	D. Design Requirements	6-3
	E. Design Recommendations	6-4
	F. Approval	6-6
	G. Distribution	6-6

CHAPTER 7	COAST GUARD AUXILIARY HERALDRY	7-1
A.	Discussion	7-1
B.	Coast Guard Auxiliary Seal	7-1
C.	Coast Guard Auxiliary Standard Emblem	7-5
D.	Coast Guard Auxiliary Alternate Emblem	7-7
E.	Coast Guard Auxiliary Mark	7-9
F.	Coast Guard Auxiliary Signature	7-10
G.	Coast Guard Auxiliary Ensign	7-11
H.	Coast Guard Auxiliary Patrol Ensign	7-12
I.	Coast Guard Auxiliary Organizational Emblems	7-13

ENCLOSURES	(1) Executive Orders Establishing and Modifying a Seal for the U.S. Coast Guard
	(2) Institute of Heraldry Specification 6-2-9, U.S. Coast Guard Seal
	(3) Institute of Heraldry Specification 5-7-19, U.S. Coast Guard Emblem
	(4) Institute of Heraldry Specification 5-7-2, U.S. Coast Guard Color
	(5) Institute of Heraldry Specification 5-7-1, U.S. Coast Guard Ensign

CHAPTER 1. U.S. COAST GUARD SEAL

A. GENERAL SPECIFICATIONS.

1. The design of the U.S. Coast Guard Seal was established by Executive Order 10707, dated May 6, 1957, as amended by Executive Order 11319, dated December 9, 1966 (Enclosure 1). These Executive Orders define the Coast Guard Seal as:
 - a. Two identical crossed golden anchors, mirrored to each other at 45 degree angles.
 - b. A shield bearing seven white stripes and six red stripes, with a blue cap field.
 - c. A white circular plate obscuring the anchors, reading “UNITED STATES COAST GUARD” above and “1790” beneath.
 - d. An inscription in red surrounding the shield, reading “SEMPER” above and “PARATUS” below the shield.
 - e. A field of blue surrounded by a gold rope border.
 - f. The official representation of the seal is shown in Figure 1-1; deviations from this design are not authorized.



Figure 1-1: U.S. Coast Guard Seal

2. The official black & white version of the Coast Guard Seal is shown as Figure 1-2; deviations from this design are not authorized.



Figure 1-2: U.S. Coast Guard Seal in Black & White

B. INSTITUTE OF HERALDRY SPECIFICATIONS.

1. The Institute of Heraldry maintains the official design standard of the Coast Guard Seal as TIOH Specification 6-2-9 (Enclosure 2). This specification contains color guides for yarns, cloth bolts, and the Pantone® Matching System (PMS) guide for colors.
2. Figure 1-3 contains the PMS color guide from the TIOH specification for quick reference.

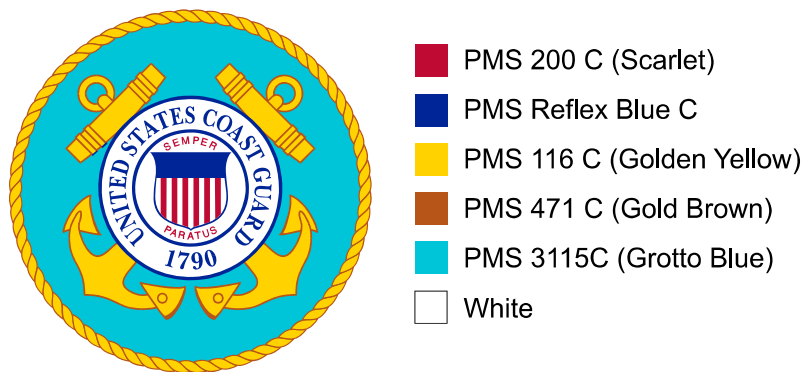


Figure 1-3: Coast Guard Seal PMS Color Reference Chart

3. Three-Dimensional Rendering.

- a. Guidance for the production of three-dimensional wood plaques is provided in TIOH Specification 6-2-9 (Enclosure 2).
- b. Artwork which approximates the Coast Guard Seal wood plaque is provided as Figure 1-4. This graphic may be used in print and other media where a stylized representation of the Coast Guard Seal is appropriate for display.
- c. For purposes of consistent branding and visual identification, any stylized representations of the Coast Guard Seal other than that shown in Figure 1-4 are not authorized.



Figure 1-4: Official Stylized Representation of the Coast Guard Seal

C. AUTHORIZED USES.

1. The Coast Guard Seal, either lever-press or wax impression type, is authorized for use on official Coast Guard documents requiring signature under seal, on:
 - a. Officially authorized invitations, programs, certificates, diplomas, and greetings.

- b. Replicas in color or monochrome, pictorial or relief. It may be displayed with official Coast Guard exhibits, or in appropriate locations at Coast Guard units.

2. The Seal is not to be reproduced outside the Coast Guard except for "Wall Plaques" for service related organizations, veteran's memorials or instances where all other service seals will be displayed. Commercial concerns wishing to incorporate the Coast Guard Seal in items of this nature must first receive approval from the Community Relations Division, Commandant (CG-09223).

D. PROHIBITED USES.

1. The Coast Guard Seal shall not be included within the design of any seal, emblem, coat-of-arms, or escutcheon.
2. The centerpiece (anchors, shield, and text) of the Coast Guard seal shall under no circumstances be separated and displayed apart from the blue field and rope border. Instead, the Coast Guard Emblem (described in Chapter 2) shall be used in these instances.
3. As stated in Section 638(b) of Title 14 U.S.C. (63 Stat. 546), "No vessel or aircraft without authority shall carry, hoist or display any ensign, pennant or other identifying insignia prescribed for, or intended to resemble, any ensign, pennant or other identifying insignia prescribed for Coast Guard vessels or aircraft. Each person violating this provision shall be fined not more than \$5,000, or imprisoned for not more than two years, or both."

CHAPTER 2. UNITED STATES COAST GUARD EMBLEM

A. GENERAL SPECIFICATIONS.

1. The design of the Coast Guard Emblem is defined in 33 CFR 23.10. It is described as follows:
 - a. On a disc the shield of the Coat of Arms of the United States circumscribed by an annulet edged and inscribed UNITED STATES COAST GUARD 1790 in front of two crossed anchors.
 - b. The emblem in full color is described as follows: White anchors and white ring all outlined in medium blue (Coast Guard blue), letters and numerals medium blue (Coast Guard blue), white area within ring, shield with medium blue (Coast Guard blue) chief and 13 alternating white and red (Coast Guard red) stripes (7 white and 6 red) with narrow medium blue (Coast Guard blue) outline.
2. The font for 'UNITED STATES COAST GUARD' and '1790' shall be Univers Bold®.
3. For purposes of rendering the Coast Guard Emblem in color, Coast Guard Red is defined as PMS 179 C, and Coast Guard Blue is PMS 307 C.
4. The Coast Guard Emblem is shown as Figure 2-1. This version is the only authorized representation of the Coast Guard Emblem.



Figure 2-1: U.S. Coast Guard Emblem

5. The color guide for the Coast Guard Emblem is shown as Figure 2-2. A non-transparent background is included to show that the open areas inside the anchor rings and the open area below '1790' and above the inner anchor flukes shall be transparent.

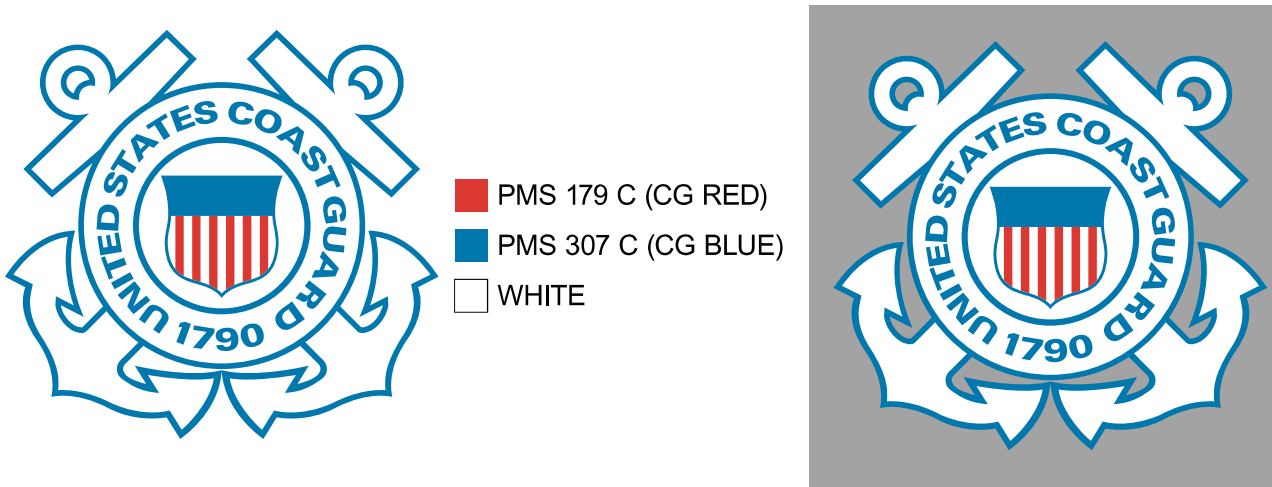


Figure 2-2: Coast Guard Emblem PMS Color Reference Chart

6. When printed in black ink only, all red and blue sections shall be printed in black. Halftones (dots to represent shades and tones) shall not be used.



Figure 2-1: Coast Guard Emblem in Black & White

- B. INSTITUTE OF HERALDRY SPECIFICATIONS. The Institute of Heraldry maintains the official schematic for the design of the Coast Guard Emblem as Specification 5-7-19 (Enclosure 3).

C. DEVIATIONS.

1. Figure 2-1 shows the only authorized representation of the Coast Guard Emblem, which is the original and official 1966 rendering by the Institute of Heraldry. Other versions shall not be considered or referred to as the 'Coast Guard Emblem.'
2. For consistent branding and standardization, modified or 'stylized' versions of the emblem are strongly discouraged. Any modified versions shall not be considered a representation of the actual Coast Guard Emblem. Additionally, drop shadows or other flourishes which affect but do not directly modify the Emblem itself are also strongly discouraged, as these unnecessary modifications diminish the long-established branding and recognition value of the Emblem.
3. Examples of improper renderings of the Coast Guard Emblem are shown as Figure 2-2, along with short explanations of their non-compliance with the standard. This is not intended to be an all-inclusive list, but instead shows common mistakes in design execution. Unauthorized versions of the emblem typically display the wrong text font, misshapen or gold-colored anchors, improperly shaped shield, ring or stock, or incorrect colors.



Figure 2-2: Improper Renderings of the Coast Guard Emblem

D. AUTHORIZED USES.

1. The Coast Guard Emblem is a key component of the Coast Guard's visual identity, and is widely used within the Coast Guard for official purposes, often within the Coast Guard Mark.
2. Any use of the Coast Guard Emblem to identify Coast Guard property shall be done in accordance with the Coatings and Color Manual, COMDTINST M10360.3 (series).
3. Commercial concerns wishing to incorporate the Coast Guard Emblem in their products must first receive approval from the Community Relations Division, Commandant (CG-09223).

- E. PROHIBITED USES. As stated in Section 638(b) of Title 14 U.S.C. (63 Stat. 546), “No vessel or aircraft without authority shall carry, hoist or display any ensign, pennant or other identifying insignia prescribed for, or intended to resemble, any ensign, pennant or other identifying insignia prescribed for Coast Guard vessels or aircraft. Each person violating this subsection shall be fined not more than \$5,000, or imprisoned for not more than two years, or both.”

CHAPTER 3. COAST GUARD MARK AND SIGNATURE

A. GENERAL SPECIFICATIONS (MARK).

1. The Mark shall consist of the Coast Guard Emblem and a tri-colored band of CG Blue (PMS 307 C), then White, then CG Red (PMS 179 C), as described in Figure 3-1.
2. Whenever practical, the Coast Guard Mark shall be slanted at an angle of 64° from the horizontal (26° from the vertical). Deviations from this angle are only authorized when practical or design limitations require a shallower or sharper angle. However, the angle shall remain as close as possible to the original 64° specification.

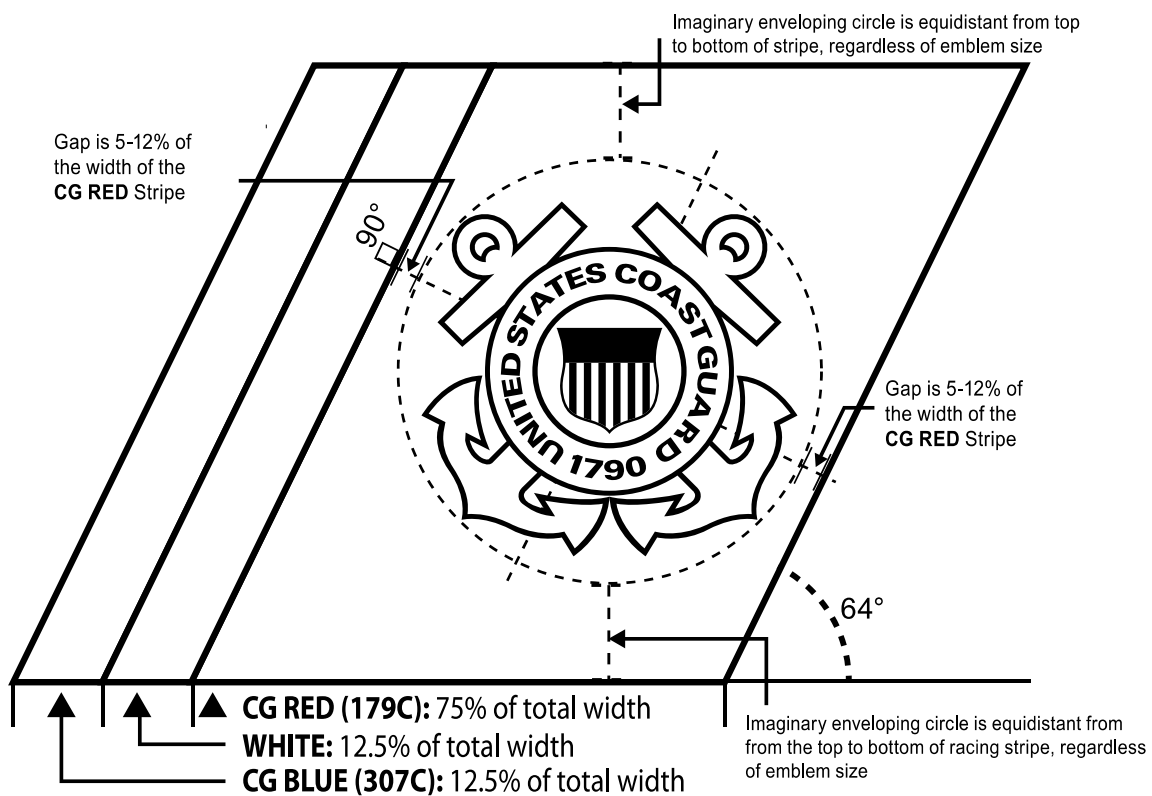


Figure 3-1: Guidelines for Display of the Coast Guard Mark

3. The standard orientation of the Coast Guard Mark shall be with a rightward slant (i.e. progressing upward from left to right). When in this orientation, the blue shall be to the left. When reversing the Mark, the blue stripe shall be to the right. Figure 3-2 shows correct and incorrect displays of the Mark.

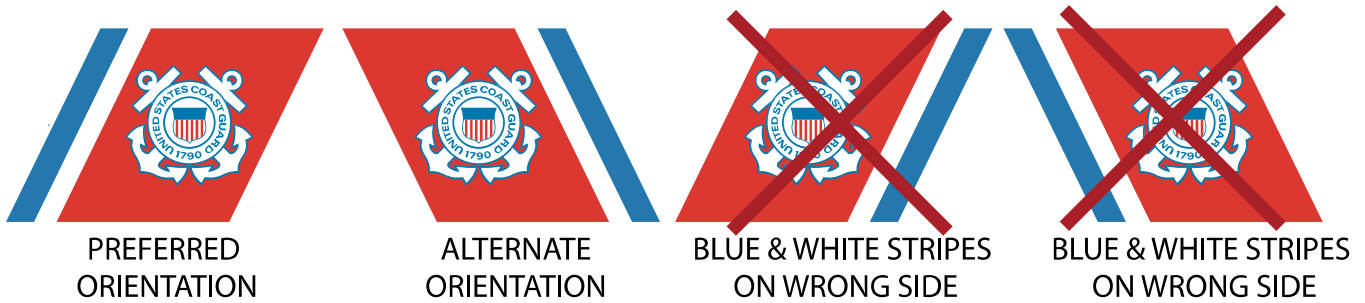


Figure 3-2: Correct and Incorrect Displays of the Mark

B. GENERAL SPECIFICATIONS (SIGNATURE):

1. The Coast Guard Signature shall consist of both the Coast Guard Mark and the text “U.S. Department of Homeland Security” above “U.S. Coast Guard” with first letters capitalized.
2. The signature shall be rendered using Helvetica font. Arial font may be substituted if Helvetica is not available.
3. Depending on the print process, the Coast Guard Signature may be printed in Black & White, Spot Color, or Two-Color. Standard Blue and Red tones may be used if necessary, as shown in Figure 3-3.

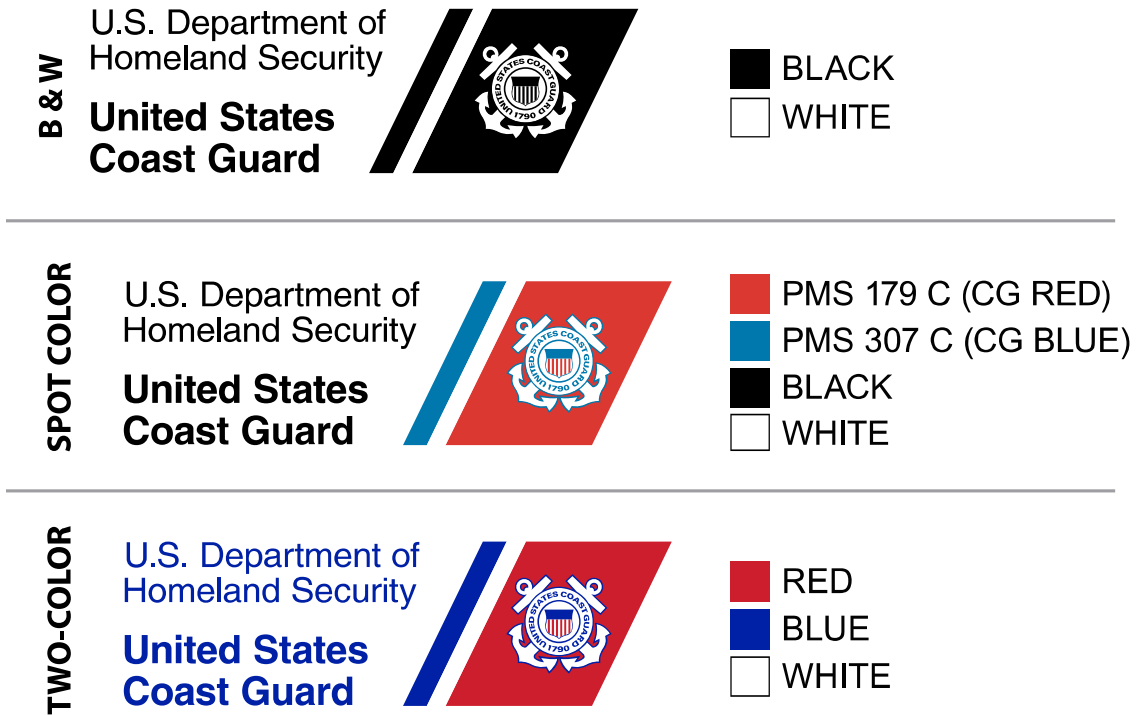


Figure 3-3: Approved Color Assignments for the Coast Guard Signature

C. AUTHORIZED USES.

1. Within the Coast Guard, the Coast Guard Mark and Signature may be widely displayed on:
 - a. Officially authorized invitations, programs, certificates, diplomas, recruiting materials, and other officially printed materials.
 - b. Official Coast Guard correspondence, as described in The Coast Guard Correspondence Manual, COMDTINST M5216.4 (series).
 - c. All Coast Guard directives, as described in the Coast Guard Directives System, COMDTINST M5215.6 (series).
 - d. Official business cards, as described in the Simplified Acquisitions Procedures (SAP) Manual, COMDTINST M4200.13 (series).
 - e. All Coast Guard aircraft, boats, cutters, shore facilities, and property, as specified by the Coatings and Color Manual, COMDTINST M10360.3 (series).
 - f. Coast Guard motor vehicles, in accordance with the Motor Vehicle Manual, COMDTINST M11240.9 (series).

2. Facility Entrance Signage. Most Coast Guard bases and facilities are required to display an entrance sign at their main gate or point of entry, as shown in Figure 3-4. Guidelines for the design of these standard facility entrance signs are described below.



Figure 3-4: Standard Coast Guard Facility Entrance Sign

- a. Helvetica, Arial, or Univers Bold font shall be used for lettering on all Coast Guard entrance signs for a consistent and professional look. Only one font shall be used.
- b. Unit emblems and other artwork shall not appear on facility entrance signs.

- c. The Coast Guard Mark shall be displayed at an angle of between 64° and 72°, depending on the space available on the board. Angles shallower or steeper than this would diminish the visual identification value of the Coast Guard Mark and shall be avoided.
- d. On signs consisting of multiple panels, the elements of the sign should be positioned so as not to overlap a seam, as shown in areas ‘B,’ ‘C,’ ‘D,’ ‘E,’ and ‘F’ of Figure 3-5. This will ensure a sharp look to the finished sign, and enable a single panel to be easily replaced should it become damaged.

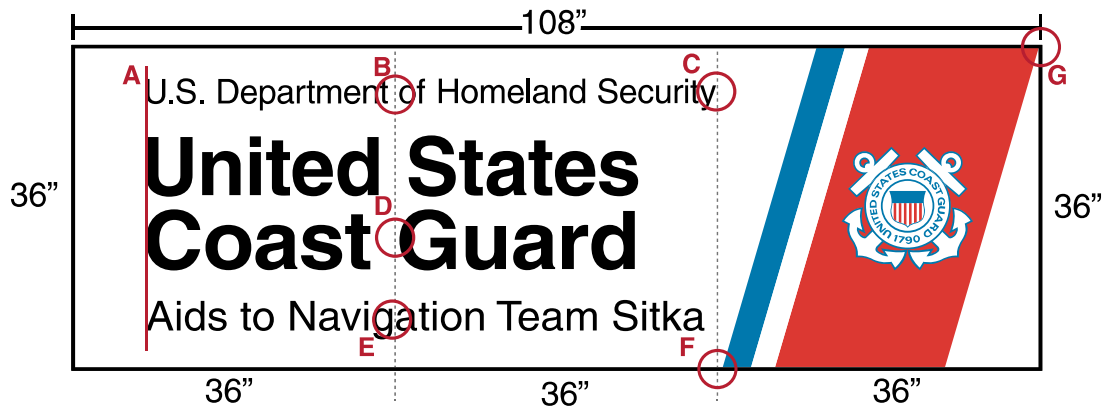


Figure 3-5: Recommended Design Layout for a Multi-Panel Sign

- e. The Coast Guard Mark’s upper right corner shall intersect the upper right corner of the sign, shown as area ‘G’ in Figure 3-5.
- f. The topmost text line shall read ‘U.S. Department of Homeland Security’ followed by a larger ‘United States’ and ‘Coast Guard’ on two lines followed by the unit name and location written out as space permits. Text shall have first letters capitalized (but shall not be written in all capital letters), and shall be justified left (Area A in Figure 3-5).
- g. Additional text beyond that described above, including command cadre personal names or unit slogans are not authorized on facility entrance signs.

3. Commercial concerns wishing to incorporate the Coast Guard Mark or Signature in their products must first receive approval from the Community Relations Division, Commandant (CG-09223).

D. **PROHIBITED USES.** As stated in Section 638(b) of Title 14 U.S.C. (63 Stat. 546), “No vessel or aircraft without authority shall carry, hoist or display any ensign, pennant or other identifying insignia prescribed for, or intended to resemble, any ensign, pennant or other identifying insignia prescribed for Coast Guard vessels or aircraft. Each person violating this subsection shall be fined not more than \$5,000, or imprisoned for not more than two years, or both.”

CHAPTER 4. U. S. COAST GUARD COLOR

A. GENERAL SPECIFICATIONS.

1. The Coast Guard Color consists of the Great Seal of the United States on a field of white, surrounded by the arched letters 'UNITED STATES COAST GUARD' above, with 'SEMPER PARATUS' and '1790' in two rows beneath, all in blue. The stripes within the shield on the eagle's breast shall alternate red and white. The text shall be all capital letters, in block (sans-serif) font, as shown in Figure 4-1.
2. The coloring assignments for 'blue' and 'red' as described above shall be U.S. Blue (PMS 282 C) and U.S. Red (PMS 193 C).



Figure 4-1: U.S. Coast Guard Color

B. INSTITUTE OF HERALDRY SPECIFICATIONS. The exact design of the Coast Guard Color is defined by Institute of Heraldry Specification 5-7-2, which is included as Enclosure 4. These specifications shall be followed for the manufacture and reproduction of the Coast Guard Color.

C. AUTHORIZED USES.

1. The Coast Guard Color is the official service flag of the United States Coast Guard, and shall be displayed only in accordance with flag protocols for the Armed Forces of the United States.
2. Commercial concerns wishing to reproduce the Coast Guard Color must first receive approval from the Community Relations Division, Commandant (CG-09223).

CHAPTER 5. U.S. COAST GUARD ENSIGN

- A. GENERAL SPECIFICATIONS. The design of the Ensign is defined by 33 CFR 1 23.15, which states that:
1. The Coast Guard Ensign has sixteen perpendicular stripes alternate red and white, beginning with the red at the hoist.
 2. In the upper quarter, next to the hoist, is the union, being the Coat of Arms of the United States, in dark blue on a white field, half of the length of the flag, and extending down the hoist halfway.
 3. The distinctive emblem of the Coast Guard in blue and white is placed with its center on a line with the lower edge of the union and over the center of the seventh vertical red stripe from the hoist of the flag, the emblem covering a horizontal space of three stripes.
 4. The approved visual representation of the Coast Guard emblem, based on the above description, is shown as Figure 5.1.

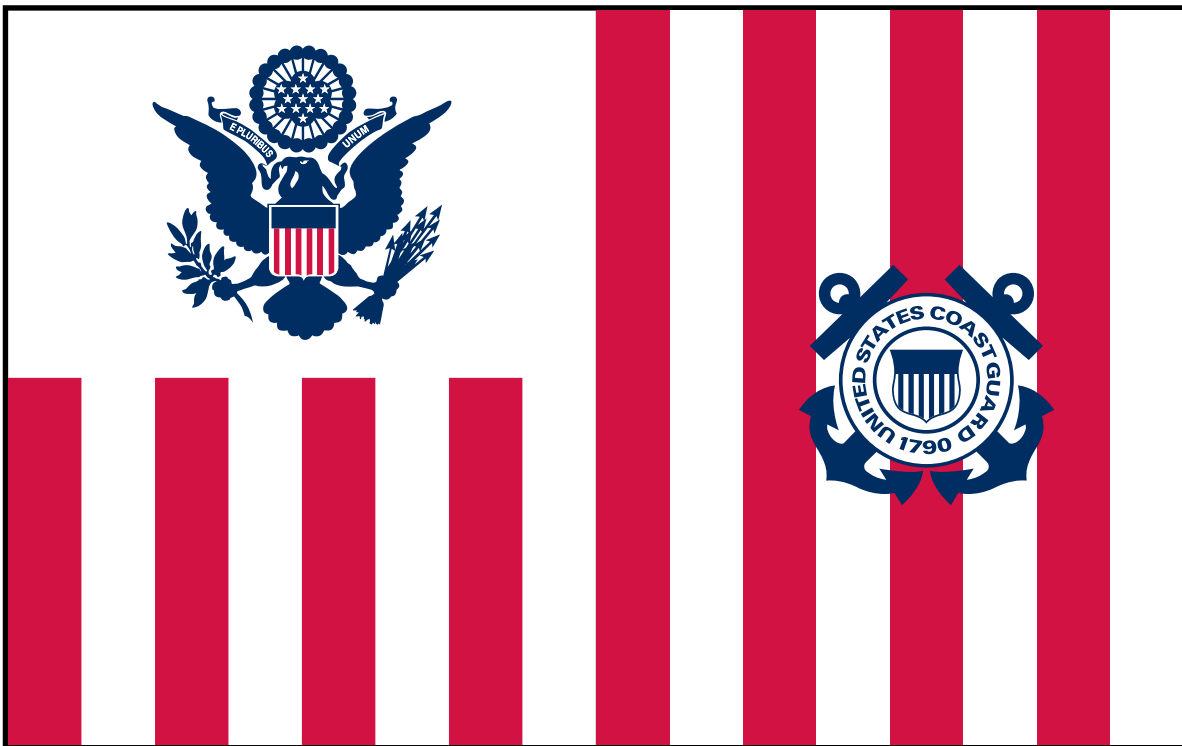


Figure 5-1: U.S. Coast Guard Ensign

B. INSTITUTE OF HERALDRY SPECIFICATIONS. The exact design of the Coast Guard Ensign is defined by Institute of Heraldry Specification 5-7-1, which is included as Enclosure 5. This schematic contains exact measurements for design and proportion of elements, as well as required coloring for fabric. These specifications shall be followed for the manufacture of the flag, as well as reproduction in other media.

C. AUTHORIZED USES.

1. The Ensign shall only be hoisted aboard facilities of the United States Government in accordance with Coast Guard regulations.
2. Display of the Coast Guard Ensign in the form of patches or similar devices shall only be authorized to visually convey Coast Guard law enforcement authority. Such authorization shall only be granted in accordance with applicable Coast Guard guidance and regulations.

D. PROHIBITED USES.

1. As stated in Section 638(b) of Title 14 U.S.C. (63 Stat. 546), “No vessel or aircraft without authority shall carry, hoist or display any ensign, pennant or other identifying insignia prescribed for, or intended to resemble, any ensign, pennant or other identifying insignia prescribed for Coast Guard vessels or aircraft. Each person violating this subsection shall be fined not more than \$5,000, or imprisoned for not more than two years, or both.”
2. By federal law, the Coast Guard Ensign conveys responsibility and authority as an agent of the United States. For this reason, the Ensign shall never be hoisted or displayed aboard privately-owned property, vehicles, or vessels. Instead, the Coast Guard Color (Chapter 4) may be displayed to show support for the U.S. Coast Guard.

CHAPTER 6. COAST GUARD UNIT EMBLEMS

A. DEFINITIONS.

1. A unit emblem is the design used by a unit to identify and distinguish itself from other units. Unit emblems can range from very simple logos to highly detailed heraldic crests.
2. A unit crest is a specific type of unit emblem incorporating heraldic elements with a coat of arms and surrounding seal. Crests are typically created by the Army Institute of Heraldry for Coast Guard cutters 154' and larger, although other units may utilize their services. The design differences between a unit emblem and unit crest can be seen in Figure 6-1.



Unit Emblem – can take a variety of shapes and show dioramas, symbology, or both



Unit Crest – a style of unit emblem incorporating formal heraldry and strict design rules

FIGURE 6-1 – Examples of Coast Guard Unit Emblems and Unit Crests

3. A unit emblem is sometimes referred to, incorrectly, as a unit patch. Whereas a unit emblem is the actual design, a unit patch is a product that represents the emblem in embroidered form. As a result, these two terms are not interchangeable.

B. AUTHORIZATION.

1. The following units are authorized to create and display an official unit emblem:
 - a. All Headquarters Offices and special staff divisions.
 - b. All Headquarters Units.

- c. All Coast Guard field commands (i.e. units with an OPFAC number and CO/OIC).
2. The re-design of an existing unit emblem is only authorized if the current artwork is of poor quality, unserviceable, or outdated. Commands shall exercise discretion in determining the need for a new emblem, as the existing emblem may have years or even decades of history behind it. In no event shall unit funds be used for development if the existing emblem is less than five years old.
3. If a unit has developed a unit crest through the Army Institute of Heraldry, this crest shall remain the unit's official emblem for the life of the unit, and cannot be superseded. Should a unit desire to create a separate 'morale emblem' design as an alternative to the official crest, in no case shall unit funds be used in this effort.
4. Units having multiple (i.e. "Port" and "Starboard") crews shall share a single unit emblem.
5. In order to maintain unit identity and cohesiveness, emblems are prohibited for unit departments and sub-commands (such as engineering departments, detached duty offices and command centers). Instead, divisions and other unit elements shall display the unit emblem, though it may incorporate additional text with the name of the department or staff element. Figure 6-2 provides an example of such a layout.



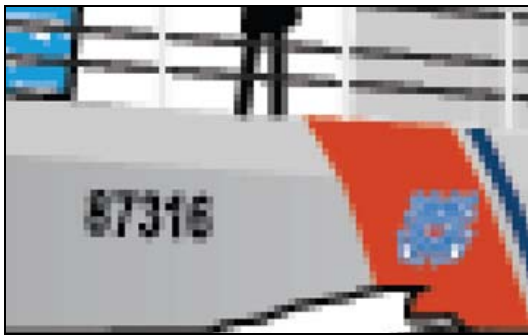
Figure 6-2: Example of Staff Text Beneath the Unit Emblem

- C. **PROCUREMENT.** Except where otherwise directed by the Commandant, a unit may procure a unit emblem via the Coast Guard's in-house graphic designers, via commercial sources, or through the Army Institute of Heraldry. In any event, the designer shall conform to the technical specifications outlined in this chapter.

D. **DESIGN REQUIREMENTS.** The advent of digital graphics technology has greatly raised the standard on both corporate and governmental logos and seals. To ensure that the emblems of the Coast Guard meet industry standards for display and reproduction, the units shall:

1. Design in Vector Format.

- a. Unit emblems shall be developed using a vector-based art program such as CorelDraw®, Adobe Illustrator®, or Inkscape® (a free program), and saved as an .EPS or .PDF file for archiving. Whereas a raster file (such as .JPG or .GIF) is based on colored pixels, vector-format artwork is a series of mathematical curves and color blocks which can be easily reproduced both in large scale (brow dodgers, base signs, etc.) and in small scale (coins, patches, decals, etc.). Differences in detail can be seen in Figure 6-3.
- b. Specifically prohibited for use as unit emblems are photographic montages, raster art (such as PhotoShop® files), paintings, and scanned art-- although these designs may be converted to vector format by a professional.



Raster Art Pixilation Detail



Vector Art Detail (blue outlines show the curves and shapes that make up the design)

FIGURE 6-3 – Comparison of Vector Quality to Raster Quality

2. Layer the Content. Vector unit emblems shall be created and saved in editable layers, allowing future artists and production specialists to open the master vector file for repositioning of elements and replacement of text (such as a new cutter homeport).
3. Outline All Text Elements. All text in the final unit emblem file shall be converted from editable characters to shapes ('outlined') so that they may be rendered on any computer.
4. Include Coast Guard Identification. All unit emblems shall legibly incorporate the text UNITED STATES COAST GUARD, U.S. COAST GUARD or USCG within the emblem. Such text may appear on a boat or cutter hull, or within the unit's name in the surrounding text (i.e. "USCGC AHI" or "USCG MSD KENAI").
5. Remove any Artist Marks and Copyrights. A unit emblem is developed by, and property of, the United States Government. Upon command approval and payment for services (if any), the artist shall release all copyrights on the design, and shall remove any distinguishing marks (company logo, artist signature, etc.) from the final unit emblem.

6. Use of the Coast Guard Seal as Unit Emblems is Prohibited. As noted in Chapter 1, unit emblems shall not incorporate Coast Guard Seal. This prohibition includes the use of the inner shield (anchors, white disk, and coat of arms). Instead, the Coast Guard Emblem shall be used.

E. **DESIGN RECOMMENDATIONS.** Coast Guard units are given significant discretion to design an emblem that matches the spirit and missions of the unit. The below recommendations may assist the unit in creating a distinctive emblem that will be easy to manufacture and provide maximum value to the unit as an identifying device.

1. **Avoid Complex Gradients.** While a shift in colors (an orange-to-yellow sunset, for instance) can look very sharp on an emblem, such a color shift cannot be easily converted to Pantone color assignments, making the design very difficult for a printing specialist to render accurately. If gradients are desired, they should be very simple and easy to convert to a solid color if needed.
2. **Use Bold, Easily Recognizable Elements.** Emblems should not be too ‘busy’, which happens when too many elements are added to the design. In some cases, a simple design can be more effective in communicating a unit’s identity and spirit than an overly complicated design.
3. **Rely on Standard, Clean Fonts.** The color, size, and style of fonts in an emblem should be carefully considered to ensure maximum readability. Suggested fonts are Helvetica for block letters, and Clarendon BT Heavy for serif fonts. Times New Roman is specifically discouraged for use in emblems due to its thin ligatures (even when bold), which can be hard to read at a distance. Similarly, lower-case letters and overly ornate or ‘extreme’ fonts should be avoided, for readability’s sake.
4. **Design within a Circle.** A circle is the most functional, cost-effective, and practical shape for a unit emblem; the production of decals, patches, coins and other items is much simpler with a circular shape than any other. Additionally, circular patches are easier to sew onto garments than irregular shapes, and are far less likely to snag or tear off. While shields, squares, rectangles, ovals and other shapes are authorized, they will likely incur higher production costs over the life of the emblem.
5. **Assign Pantone® Colors:** The Pantone® Matching System (PMS) is the standard color reference used by designers, printers and manufacturers worldwide to ensure that the final product matches the intent of the designer. Many vector programs are pre-programmed with PMS color books, and will automatically determine the correct PMS number for a given color.
6. **Incorporate Timeless Symbols to Convey Meaning.** Avoid display of specific Coast Guard platforms (like cutters, boats, ground vehicles, or aircraft) or equipment (such as computer monitors, digital storage media, and other quickly-outdated objects). Emblems with these kinds of symbols are rendered obsolete as soon as the platform or equipment is removed or decommissioned. A far better approach is to use timeless symbols (such as anchors, tridents, lightning bolts, and animals) as done by Air Station Cape Cod (Figure 7-4). An emblem using only timeless symbols can literally last centuries without needing significant revision.



Air Station Cape Cod Patch - 1983



Air Station Cape Cod Emblem - 2010

FIGURE 7-4: Timeless Symbols retain their relevancy for many decades

7. Use Contained Elements. The text and graphics for a unit emblem should be retained inside a single design element - often a rope border or colored stroke. Elements that ‘float’ without connection to the rest of the design can be very problematic to reproduce accurately on signage and die-cut manufactured items; Figure 7-5 shows floating and contained text examples. The starburst and gray/black backing was added to the original Gulf Strike Team “diamond” emblem to give the emblem a circular shape and to contain the text surrounding the placard.



Floating Text (Not recommended due to the difficulty of die-cutting & displaying text)



Contained Text (Recommended approach, since all elements can be easily printed or manufactured within the single circle)

FIGURE 7-5 – Floating Text vs. Contained Text

F. APPROVAL. Except where otherwise directed by the Commandant, the approval authority for unit emblems shall reside with the unit's Commanding Officer or Officer-In-Charge. Approving officials shall ensure that the unit emblem conforms to the design requirements of this chapter, is morally acceptable and in good taste, and generally reflects positively upon the U.S. Coast Guard.

G. DISTRIBUTION.

1. Upon completion and approval of a unit crest, the complete vector file containing the crest shall be delivered in .EPS or vector .PDF format via e-mail to the Coast Guard Historian's Office for permanent archiving and display in the Coast Guard's online emblem gallery.
2. Units shall also retain a local copy of the vector file for future transmission to vendors, for the manufacture of items containing the unit emblem.

CHAPTER 7. U.S. COAST GUARD AUXILIARY HERALDRY**A. DISCUSSION.**

1. The Coast Guard Auxiliary maintains and displays a Seal, Emblem, and Mark similar to the U. S. Coast Guard. These heraldic elements distinguish the Coast Guard Auxiliary as a unique organizational entity, but also show the very close association between the Coast Guard and Coast Guard Auxiliary.
2. In cases where a heraldic element must be used, but no instructions exist for proper display or layout, the Coast Guard Auxiliary Director of Public Affairs should be consulted for guidance. Typically, the closest U.S. Coast Guard instruction will be used to determine the most appropriate layout for consistent branding and parity with the Coast Guard.

B. COAST GUARD AUXILIARY SEAL. The design of the Coast Guard Auxiliary Seal is shown as Figure 7-1 in both color and black and white. It shall be defined as:

1. Two identical crossed blue anchors, mirrored at 45 degree angles; with highlights in the flukes and shanks colored medium blue;
2. A shield bearing seven white stripes and six red stripes, with a blue cap field.
3. A white circular plate obscuring the anchors, reading “U.S. COAST GUARD” above and “AUXILIARY” beneath in blue serif font, all capital letters.
4. A field of light blue surrounded by a white rope border with black stroke lines.

**Figure 7-1: U.S. Coast Guard Auxiliary Seal**

5. The PMS colors of the Coast Guard Auxiliary Seal are defined in Figure 7-2. No other colors shall be substituted.

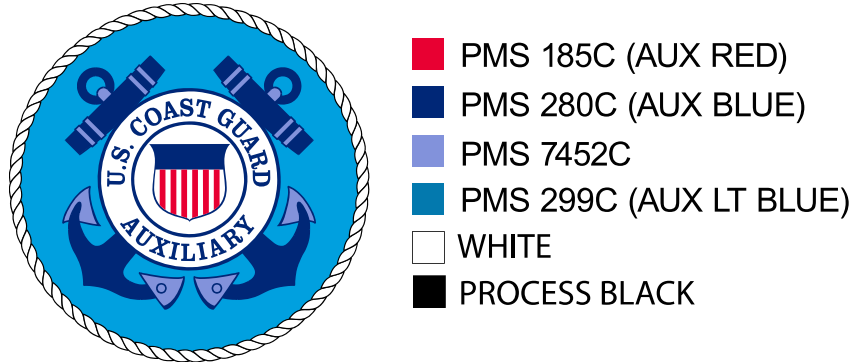


Figure 7-2: Coast Guard Auxiliary Seal PMS Color Reference Chart

6. A black & white line art representation of the Auxiliary Seal is provided as Figure 7-3. This graphic shall be used in instances where a color version is impractical or inappropriate. No other black & white versions of the Auxiliary Seal are authorized.



Figure 7-3: Authorized Representation of Coast Guard Auxiliary Seal in Black & White

7. Stylized Representation of the Coast Guard Auxiliary Seal

- a. Stylized artwork which approximates the Coast Guard Auxiliary Seal is provided as Figure 7-4. This graphic may be used in print and other media where a stylized representation of the Coast Guard Seal is appropriate for display.
- b. For purposes of consistent branding and visual identification, any stylized representations of the Coast Guard Seal other than that shown in Figure 7-4 are not authorized.



Figure 7-4: Stylized Representation of the Coast Guard Auxiliary Seal

8. Authorized Uses.

- a. The Coast Guard Auxiliary Seal, either lever-press or wax impression type, is authorized for use on official Coast Guard Auxiliary documents requiring signature under seal, on:
 - (1) Officially authorized invitations, programs, certificates, diplomas, and greetings;
 - (2) Replicas in color or monochrome, pictorial or relief. It may be displayed with official Coast Guard Auxiliary exhibits, or in appropriate locations at Auxiliary facilities
- b. Commercial concerns wishing to incorporate the Coast Guard Auxiliary Seal in their products must first receive approval from the Community Relations Division, Commandant (CG-09223).

9. Prohibited Uses.

- a. The Coast Guard Auxiliary Seal shall not be included within the design of any seal, emblem, coat-of-arms, or escutcheon.
- b. The centerpiece (anchors, shield, and text) of the Coast Guard Auxiliary Seal shall under no circumstances be separated and displayed apart from the blue field and rope border. Instead, the Coast Guard Auxiliary Emblem or Alternate Emblem shall be used in these instances.
- c. As stated in Section 638(b) of Title 14 U.S.C. (63 Stat. 546), “No vessel or aircraft without authority shall carry, hoist or display any ensign, pennant or other identifying insignia prescribed for, or intended to resemble, any ensign, pennant or other identifying insignia prescribed for Coast Guard vessels or aircraft. Each person violating this provision shall be fined not more than \$5,000, or imprisoned for not more than two years, or both.”

C. COAST GUARD AUXILIARY STANDARD EMBLEM. The design of the Coast Guard Auxiliary Standard Emblem is derived from the design of the U.S. Coast Guard Emblem.

1. Design Specifications.

- a. The Coast Guard Auxiliary Standard Emblem consists of two blue crossed anchors with the alternating red and white stripes on a blue shield, with the text “U. S. COAST GUARD” above and “AUXILIARY” beneath in Unvers Bold® font. It is shown in Figure 7-5.



Figure 7-5: Coast Guard Auxiliary Standard Emblem

- b. Colors. The colors of the Coast Guard Auxiliary Standard Emblem are Auxiliary Blue (PMS 282 C) and Auxiliary Red (PMS 185 C), as shown in Figure 7-6. A non-transparent background is included to show that the open areas inside the anchor rings and the open area below ‘AUXILIARY’ and above the inner anchor flukes shall be transparent.



- PMS 185C (AUX RED)
- PMS 280C (AUX BLUE)
- WHITE



Figure 7-6: USCG Auxiliary Standard Emblem PMS Color Reference Chart

- c. When printed in black ink, all red and blue sections shall be printed in black, as shown in Figure 7-7. Halftones (dots to represent shades and tones) shall not be used. No other representations shall be used.



Figure 7-7: USCG Auxiliary Standard Emblem in Black & White

2. Authorized Uses.

- a. The Coast Guard Auxiliary Standard Emblem is a key component of the Coast Guard Auxiliary's visual identity, and is widely used within the Coast Guard Auxiliary for official purposes.
- b. Any use of the Coast Guard Auxiliary Standard Emblem to identify Coast Guard Auxiliary property or facilities shall be done in accordance with the Auxiliary Operations Policy Manual, COMDTINST M16798.3 (series).
- c. Commercial concerns wishing to incorporate the Coast Guard Auxiliary Standard Emblem in their products must first receive approval from the Community Relations Division, Commandant (CG-09223).

3. Prohibited Uses. As stated in Section 638(b) of Title 14 U.S.C. (63 Stat. 546), "No vessel or aircraft without authority shall carry, hoist or display any ensign, pennant or other identifying insignia prescribed for, or intended to resemble, any ensign, pennant or other identifying insignia prescribed for Coast Guard vessels or aircraft. Each person violating this subsection shall be fined not more than \$5,000, or imprisoned for not more than two years, or both."

D. COAST GUARD AUXILIARY ALTERNATE EMBLEM. The design of the Coast Guard Auxiliary Alternate Emblem is derived from the design of the U.S. Coast Guard Emblem.

1. Design Specifications.

- a. The Coast Guard Auxiliary Alternate emblem (Figure 7-8) is identical to the Auxiliary Standard Emblem, but with anchors in white rather than blue. These anchors are identical to the U.S. Coast Guard Emblem in size, proportion, and styling.



Figure 7-8: Coast Guard Auxiliary Alternate Emblem

- b. The colors of the Coast Guard Auxiliary Alternate Emblem are Auxiliary Blue (PMS 280 C) and Auxiliary Red (PMS 185 C), as shown in Figure 7-9. A non-transparent background is included to show that the open areas inside the anchor rings and the open area below 'AUXILIARY' and above the inner anchor flukes shall be transparent.



Figure 7-9: Coast Guard Auxiliary Alternate Emblem

- c. Font Style. Univers Bold® is the correct font for the words “U.S. COAST GUARD” and “AUXILIARY”. Other fonts shall not be substituted.
- d. When printed in black ink, all red and blue sections shall be printed in black, as shown in Figure 7-3. Halftones (dots to represent shades and tones) shall not be used. No other representations shall be used.



Figure 7-10: USCG Auxiliary Alternate Emblem in Black & White

2. Authorized Uses.

- d. The Auxiliary Alternate Emblem shall be used on dark color backgrounds where the Standard Auxiliary Emblem would lack visibility, on the Auxiliary Patrol Boat Ensign, within the bounds of the Coast Guard Auxiliary Mark, and as authorized by the Auxiliary Operations Policy Manual, COMDTINST M16798.3 (series).
- a. Commercial concerns wishing to incorporate the Coast Guard Emblem in their products must first receive approval from the Community Relations Division, Commandant (CG-09223).

3. Prohibited Uses.

- a. Under no circumstances shall the Auxiliary Alternate Emblem be displayed alongside the U.S. Coast Guard Emblem. Instead, the Auxiliary Standard Emblem shall be used to avoid any confusion between the two distinct organizations.
- b. As stated in Section 638(b) of Title 14 U.S.C. (63 Stat. 546), “No vessel or aircraft without authority shall carry, hoist or display any ensign, pennant or other identifying insignia prescribed for, or intended to resemble, any ensign, pennant or other identifying insignia prescribed for Coast Guard vessels or aircraft. Each person violating this subsection shall be fined not more than \$5,000, or imprisoned for not more than two years, or both.”

E. COAST GUARD AUXILIARY MARK. The design of the Coast Guard Auxiliary Mark is derived from the specifications of the Coast Guard Mark.

1. The Auxiliary Mark shall consist of the Coast Guard Auxiliary Alternate Emblem and a tri-colored band colored Auxiliary Red (PMS 185 C) then White, and finally an Auxiliary Blue (PMS 185 C) band, as detailed in Figure 7-11.

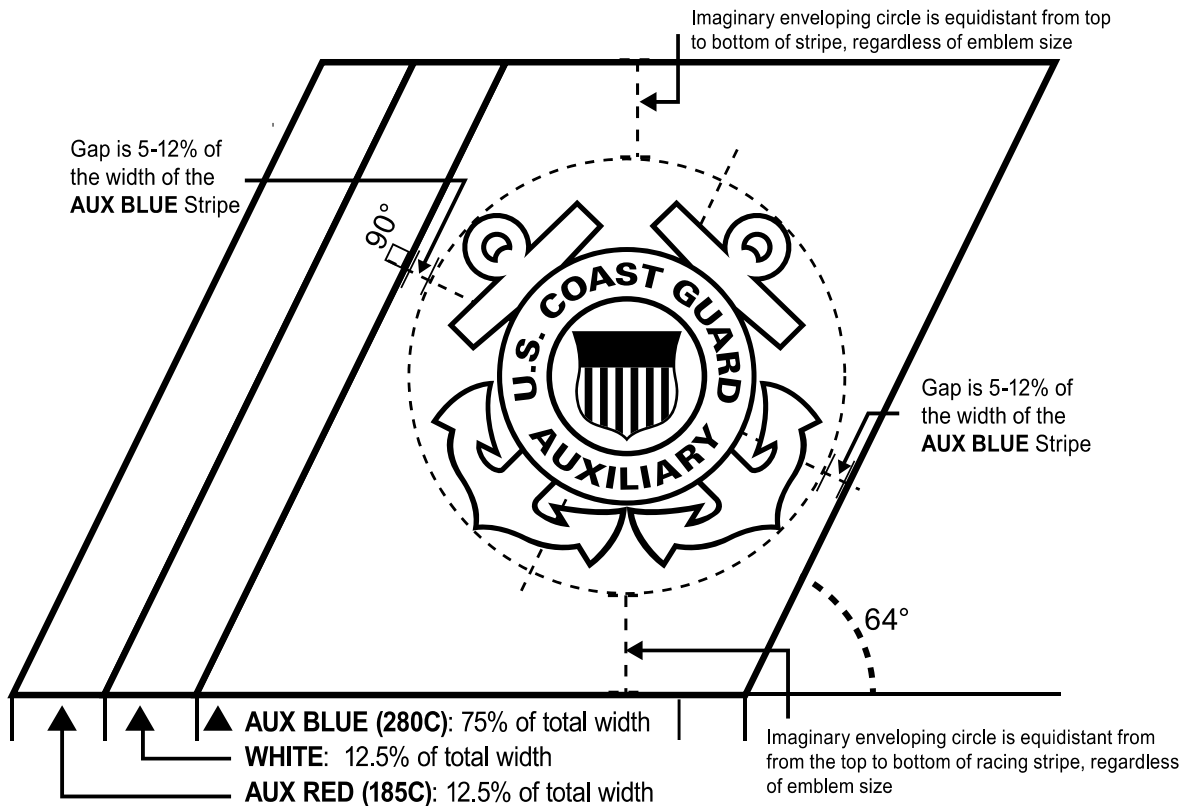


Figure 7-11: Guidelines for Display of the Coast Guard Auxiliary Mark

2. Whenever practical, the Coast Guard Auxiliary Mark shall be slanted at an angle of 64° from the horizontal (26° from the vertical). Deviations from this angle are only authorized when practical or design limitations require a shallower or sharper angle. However, the angle shall remain as close as possible to the original 64° specification.
3. The standard orientation of the Auxiliary Mark shall be with a rightward slant (i.e. progressing upward from left to right). When in this orientation, the blue shall be to the left. When reversing the Mark, the blue stripe shall be to the right. Figure 7-12 shows correct and incorrect displays of the Auxiliary Mark.

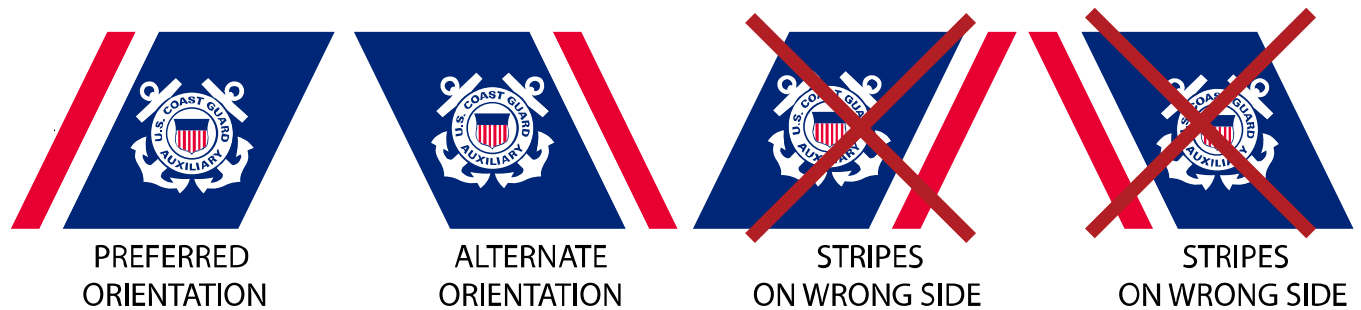


Figure 7-12: Correct and Incorrect Displays of the Coast Guard Auxiliary Mark

F. COAST GUARD AUXILIARY SIGNATURE. The design of the Coast Guard Auxiliary Signature is derived from the design style of the U.S. Coast Guard Signature.

1. The Coast Guard Auxiliary Signature shall consist of both the Coast Guard Auxiliary Mark and the text “U.S. Department of Homeland Security” above “U.S. Coast Guard Auxiliary” with first letters capitalized as shown in Figure 7-13. Colors shall be Auxiliary Blue (PMS 280 C), Auxiliary Red (PMS 180 C) and Process Black.



Figure 7-13: Coast Guard Auxiliary Signature

2. The signature shall be rendered using Helvetica font. Arial font may be substituted if Helvetica is not available.

3. Depending on the print process, the Coast Guard Auxiliary Signature may be printed in Black & White, Spot Color, or Two-Color. Standard Blue and Red tones may be used if necessary, as shown in Figure 7-14.



Figure 7-14: Auxiliary Mark in Black & White and Two-Color Representations

G. COAST GUARD AUXILIARY ENSIGN. The design of the Coast Guard Auxiliary Ensign is defined in 33 CFR Part 5.47.

1. The field of the Auxiliary Ensign shall be medium blue (Pantone® 280C) with a broad diagonal white slash upon which a matching blue Coast Guard Auxiliary emblem is centered. The white slash shall be at a 70 degree angle, rising away from the hoist, as shown in Figure 7-15.

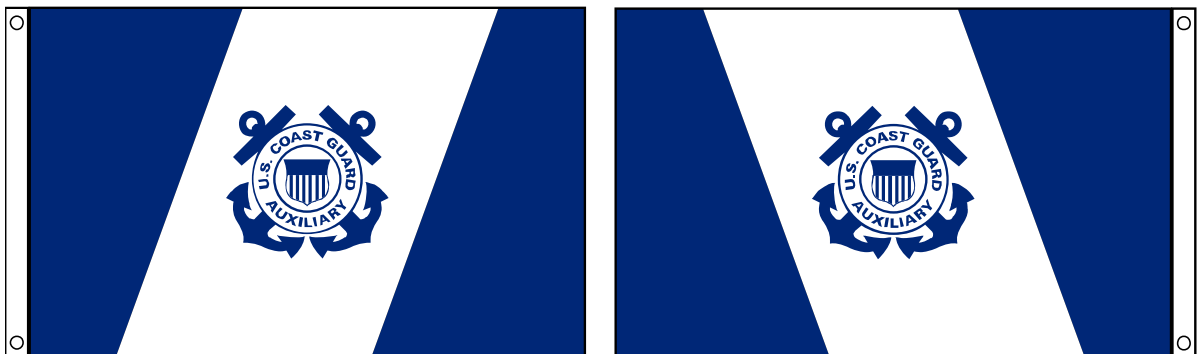


Figure 7-15: Coast Guard Auxiliary Ensign

2. Authorizations and Prohibitions on Use. The Coast Guard Auxiliary ensign is a distinguishing mark, authorized by the Secretary, and may be displayed by any vessel, aircraft, or radio station, as regulated by the Auxiliary Operations Policy Manual, COMDTINST M16798.3 (series). The unauthorized flying of any ensign, flag or pennant of the Auxiliary is punishable by law.

H. COAST GUARD AUXILIARY PATROL BOAT ENSIGN.

1. General Specifications. The design of the Coast Guard Auxiliary Patrol Boat Ensign is defined in 33 CFR 5.48:
 - a. The field of the Auxiliary Patrol Boat ensign is white.
 - b. A medium blue (Coast Guard blue) Coast Guard Auxiliary emblem is centered on a broad diagonal red (Coast Guard red) slash which is at a 70 degree angle, rising toward the hoist.
 - c. The red (Coast Guard red) slash is followed, away from the hoist, by two narrow, parallel stripes, first a white stripe and then a medium blue (Coast Guard blue) stripe.
 - d. The entire design is centered on the ensign.
2. The official design for the Patrol Boat Ensign is shown as Figure 7-16.

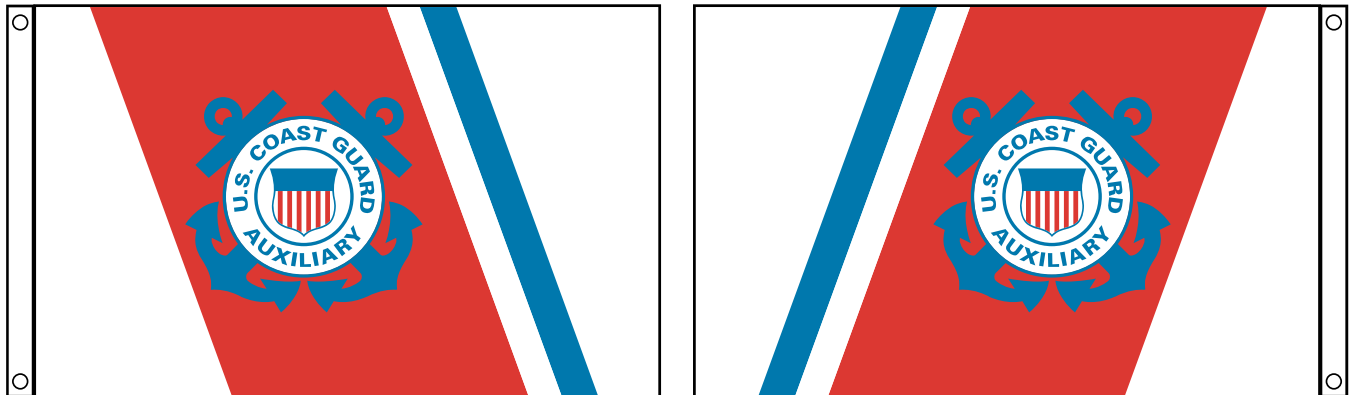


Figure 7-16: Coast Guard Auxiliary Patrol Boat Ensign

- 3 Authorizations and Prohibitions. The Coast Guard Auxiliary Patrol Boat ensign is authorized to be flown on all Auxiliary Operational Facility vessels under orders, as regulated by the Auxiliary Operations Policy Manual, COMDTINST M16798.3 (series). Unauthorized flying of any ensign, flag or pennant of the Auxiliary is punishable by law.

I. COAST GUARD AUXILIARY ORGANIZATIONAL EMBLEMS.

1. Authorization for Development of Emblems. Organizational emblems are effective tools for establishing and maintaining morale and esprit de corps within the Auxiliary organization, and are authorized for development.
 - a. To maintain consistency with the policies of Chapter 6, emblems shall only be developed for Directorates and Departments, and for Auxiliary Districts, Divisions, and Flotillas.
 - b. National Staff elements at the Division and Branch level shall not develop or maintain official emblems, but instead shall use the emblem of their Department.
 - c. Any other entities within the Auxiliary, such as special teams or programs, may only develop, maintain, and display an organizational emblem with the approval of the National Commodore or his designated representative.
2. Adherence to Design Guidelines. Auxiliary organizational emblems shall adhere to the requirements and recommendations set forth in Chapter 6 of this Manual for the development of Coast Guard Unit Emblems, with the following deviations:
 - a. Emblems shall incorporate the words 'USCG AUXILIARY' or 'U.S. COAST GUARD AUXILIARY' in the design. 'CGAUX' shall be avoided for use in a formal emblem.
 - b. Emblems incorporating rope borders should use white or silver rope coloring, rather than gold, to distinguish the design as an Auxiliary emblem. The appropriate border style is shown in Figure 7-17.
 - c. Emblems shall not incorporate the Coast Guard Auxiliary Seal. This prohibition includes the use of the inner shield (anchors, white disk, and coat of arms). Instead, the Coast Guard Auxiliary Standard Emblem or Alternate Emblem shall be used.



Figure 7-17: Coast Guard Auxiliary Organizational Emblem Example

3. Approval.

- a. Except where otherwise directed by the Commandant, the approval authority for Auxiliary organizational emblems shall reside with that organization's senior member.
- b. Approving officials shall ensure that the emblem conforms to the design requirements of this chapter, is morally acceptable and in good taste, and generally reflects positively upon the U.S. Coast Guard and Coast Guard Auxiliary.

4. Distribution.

- a. Upon completion and approval of a unit crest, the complete vector file containing the crest shall be forwarded in .EPS or vector .PDF format via e-mail to the Coast Guard Auxiliary Director of Public Affairs (or designated representative) for final inspection and acceptance as an official emblem of the Coast Guard Auxiliary.
- b. Units shall also retain a local copy of the vector file for future transmission to vendors, for the manufacture of items containing the unit emblem.

UNITED STATES COAST GUARD SEAL

EXECUTIVE ORDER 10707

ESTABLISHING A SEAL FOR THE UNITED STATES COAST GUARD

WHEREAS the Commandant of the United States Coast Guard with approval of the Secretary of the Treasury has caused to be made, and has recommended that I approve, a seal for the United States Coast Guard, the design of which accompanies and is hereby made a part of this order, and which is described in heraldic terms as follows:

On a white disk the shield of the Coat of Arms of the United States (paly of thirteen pieces argent and gules a chief azure) between the motto "SEMPER PARATUS" in red; circumscribed by a white annulet edged and inscribed "UNITED STATES COAST GUARD 1790" in blue all in front of two crossed anchors with stock, arms, and flukes in slight perspective in gold; superimposed upon a light blue disk with gold rope rim. The central device of the seal is the emblem of the United States Coast Guard:

AND WHEREAS it appears that such seal is of suitable design and appropriate for establishment as the official seal of the United States Coast Guard:

NOW, THEREFORE, by virtue of the authority vested in me as President of the United States, I hereby approve such seal as the official seal of the United States Coast Guard.

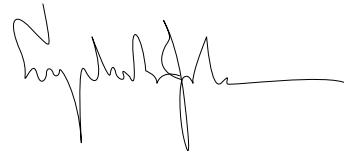


DWIGHT D. EISENHOWER
THE WHITE HOUSE
May 6, 1957

EXECUTIVE ORDER 11319

AMENDING EXECUTIVE ORDER NO. 10707, ESTABLISHING A SEAL FOR THE UNITED STATES COAST GUARD

On a white disk the shield of the Coat of Arms of the United States (paly of thirteen pieces argent and gules of a chief azure) between the motto "SEMPER PARATUS" in red; circumscribed by a white annulet edged and inscribed UNITED STATES COAST GUARD 1790" in blue all in front of two crossed anchors with stock, arms, and flukes in slight perspective in gold; superimposed upon a light blue disk with gold rope rim.



LYNDON B. JOHNSON
THE WHITE HOUSE
December 9, 1966

DESIGN APPROVED BY
THE PRESIDENT OF THE UNITED STATES
BY EXECUTIVE ORDER 10707 MAY 6, 1957

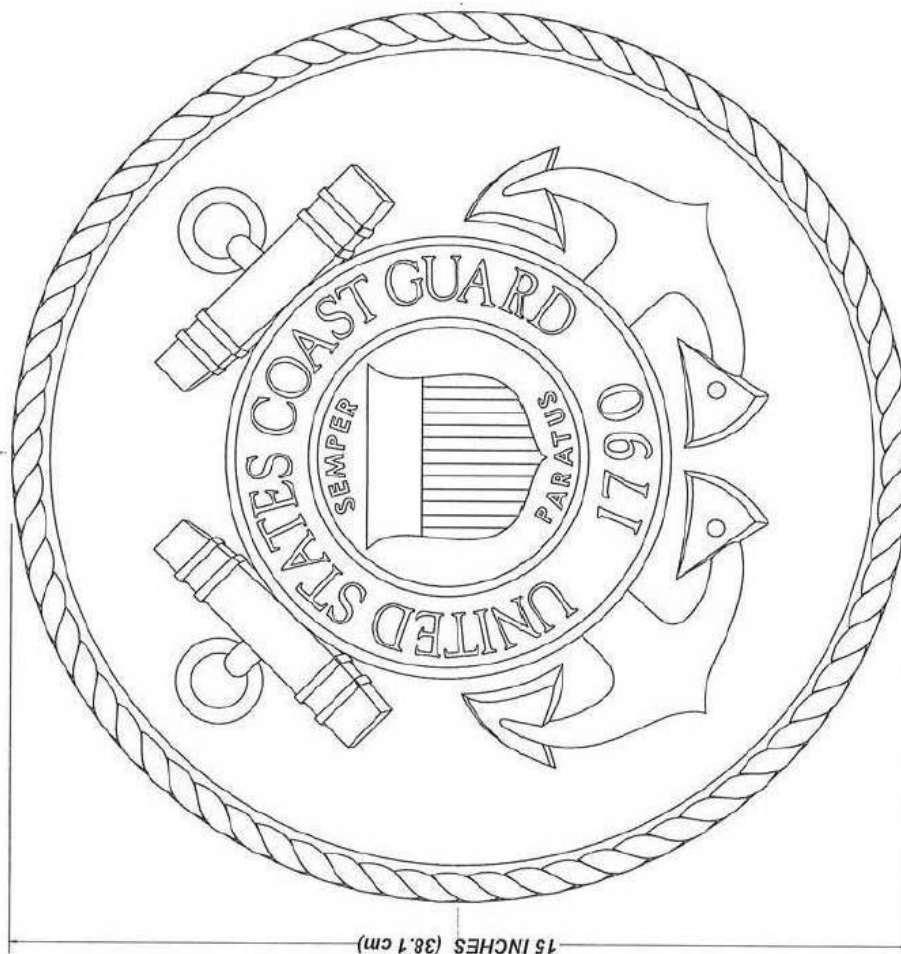
DESCRIPTION

ON A WHITE DISK THE SHIELD OF THE COAT OF ARMS OF THE UNITED STATES (PALY OF THIRTEEN PIECES ARGENT AND GULES A CHIEF AZURE) BETWEEN THE MOTTO "SEMPER PARATUS" IN RED; CIRCUMSCRIBED BY A WHITE ANNULET EDGED AND INSCRIBED "UNITED STATES COAST GUARD 1790" IN BLUE ALL IN FRONT OF TWO CROSSED ANCHORS WITH STOCK, ARMS, AND FLUKES IN SLIGHT PERSPECTIVE IN GOLD; SUPERIMPOSED UPON A LIGHT BLUE DISK WITH GOLD ROPE RIM, THE CENTRAL DEVICE OF THE SEAL IS THE EMBLEM OF THE UNITED STATES COAST GUARD.

COLORS AND CABLE NUMBERS OF COLORS

ELEMENT	COLOR	YARNS	CLOTH	PMS
ROPE BORDER	GOLDEN YELLOW	67104	65007	116871*
DETAILS	SCARLET	67111	65005	3115
DISC	GROTTED BLUE	67184	80022	3115
ANCHORS	GOLDEN YELLOW	67104	65007	116871*
DETAILS	GOLD BROWN	67184	80166	471
DESIGNATION BAND	WHITE	67109	65005	—
ANCHORS & LETTERS	ULTRAMARINE BLUE	67116	65019	REFLEX
INNER DISC	WHITE	67109	65005	—
MOTTO	SCARLET	67111	65005	200
SHIELD	ULTRAMARINE BLUE	67116	65019	REFLEX
CHIEF & FIMBRIATION	WHITE	67109	65005	200
ALTERNATING STRIPES	SCARLET	67111	65005	—

*FOR PLAQUE USE METALLIC PMS 871



SUPERCEDES TIOHDWG No. 6-2-9 DTC, 10 DECEMBER 1957

UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES TOLERANCES ON FRACTIONS DECIMAL ANGLES

MATERIAL:

EXAMINED	TIC	
CHECKED	DPH	
PREPARED	EA	
APPROVED		

Charles V. McKeown
DIRECTOR

THE INSTITUTE OF HERALDRY, DEPARTMENT OF THE ARMY
3125 DUNSTON RD. RM. 2-113 FORT BELVOIR, WASHINGTON 22218-1373

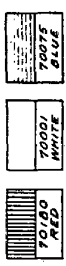
SEAL FOR

UNITED STATES COAST GUARD

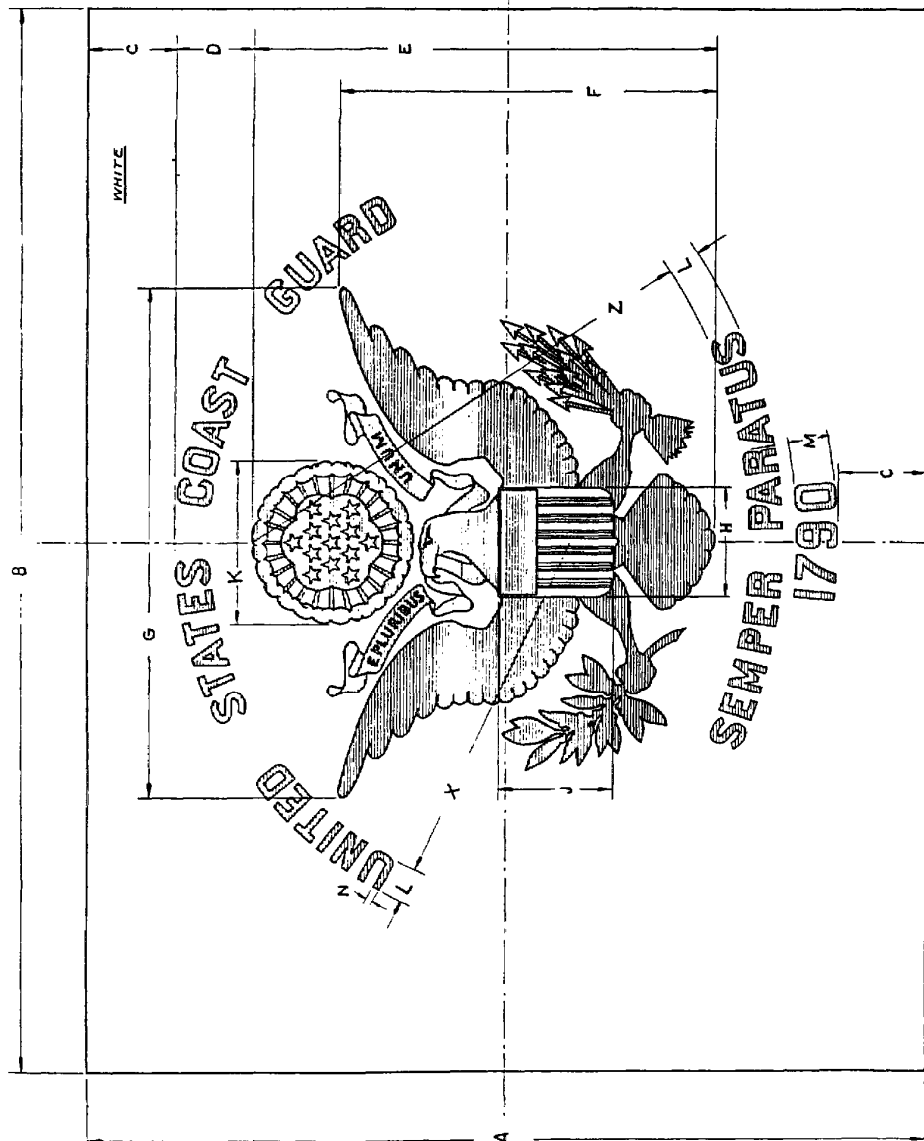
SIZE CODE	IDENT. NO.	SCALE	FULL	DATE
D	22571			11 JULY 2008

6-2-9

- NOTES.**
1. HEADING TO BE OF COTTON SHEETING TUBE OR TUNNEL CONFORMING TO TYPE II OF SPEC. MIL-F-2092.
 2. COAT OF ARMS, LETTERS AND NUMERALS TO APPEAR ON BOTH SIDES OF FLAG. ALL WILL APPEAR REVERSED ON REVERSE SIDE OF FLAG.
 3. STITCHING DETAILS: THE COAT OF ARMS, LETTERS AND NUMERALS TO BE APPLIED WITH BLUE THREAD WITH THE FOLLOWING SPECIFICATIONS:
 - (a) THE SHIELD TO BE SEWED WITH WHITE THREAD.
 - (b) THE BLUE CHIEF OF SHIELD TO BE SEPARATED FROM THE RED AND WHITE STRIPES WITH BLUE THREAD.
 - (c) THE RED STRIPES OF SHIELD TO BE SEWED WITH RED THREAD.
 - (d) THE WHITE LETTERS IN MOTTO "E PLURIBUS UNUM" TO BE SEWED WITH WHITE THREAD.
 - (e) THE STRIPES OF MACHINE EMBROIDERY, THE WHITE EYE OF THE SABLE TO BE APPLIED ON THE BLUE BACKGROUND WITH WHITE THREAD.
 - (f) APPLIED STITCHING TO BE TYPE 304, WITH NOT LESS THAN 44 STITCHES PER INCH.
 4. WHEN CORD AND TASSELS ARE STIPULATED, THE CORD AND TASSELS SHALL BE IN ACCORDANCE WITH CLASS 4, MIL-C-3626 (BLUE AND WHITE) OF THE LATEST REVISION OF MIL-C-3626.
 5. ALL DIMENSIONS ARE EXCLUSIVE OF HEADING AND HEMS.
 6. SYMBOLS AND CABLE NUMBERS OF COLORS



7. NYLON MATERIAL OF DESIGN COMPONENTS MAY BE SIZED OR STIFFENED TO AID IN SEWING.
8. FLAGS SHALL BE MADE IN ACCORDANCE WITH LATEST PRACTICES AND SPECIFICATIONS, WITH THE EXCEPTION OF NYLON FINISHING TO CONFORM TO TYPE 3, CLASS 4 OF SPEC. CCC-C-276.
9. WHEN FRINGE IS STIPULATED, THE FRINGE SHALL BE GOLD IN ACCORDANCE WITH CLASS 2 OF THE LATEST REVISION OF MIL-F-2310.



FLAG SIZE	MATERIAL		COLORS		DIMENSIONS															
	FLAG BASE	COAT OF ARMS	FLAG BASE	COAT OF ARMS	A	B	C	D	E	F	G	H	J	K	L	M	N	X	Z	
4	NYLON	NYLON	WHITE	RED, WHITE AND BLUE	5-18 1/2	6 1/2	5 1/2	12 1/2	12 1/2	12 1/2	12 1/2	7 1/2	10 1/2	2 1/2	2 1/2	2 1/2	2 1/2	3"	2 1/2	2 1/2
5	NYLON	NYLON	WHITE	RED AND BLUE	4-4 1/2	6 1/2	5 1/2	12 1/2	12 1/2	12 1/2	12 1/2	7 1/2	10 1/2	2 1/2	2 1/2	2 1/2	2 1/2	3"	2 1/2	2 1/2

DEPARTMENT OF DEFENSE
DEPT. OF THE ARMY, T. I. O. H.

U.S. COAST GUARD
COLOR

SCALE 3" = 1' DATE 2 July 1951

DRAWN BY: [Signature]
CHECKED BY: [Signature]
APPROVED BY: [Signature]

5-7-2

Enclosure 4: Institute of Heraldry Specification 5-7-2, U.S. Coast Guard Color

NOTES

1. FLAG SIZE NO. 3, DUCK HEADING WITH 24 INCH MALTARD (SEE SPEC. MIL-F-262) AND 1/2 INCH RING CONFORMING TO SPEC. MIL-N-1502.1. DISTANCE LINE TO TYPE II OF SPEC. MIL-H-266 AND TO BE 1 INCH IN CIRCUMFERENCE. FOR FLAG SIZES NO. 4 AND NO. 5, HEADING WILL BE CLASS 2 OF SPEC. MIL-F-262.
2. THE PERIMETER OF THE SHIELD IN THE EMBLEM TO BE PRACTICABLE, BUT IN NO CASE TO EXCEED 25 PER CENT OF THE WIDTH OF STRIDES IN THE SHIELD.
3. DESIGN TO BE PRODUCED BY SILK-SCREEN PROCESS (SEE SPEC. MIL-F-262) AND TO BE MADE OF THE FOLLOWING MATERIALS TO APPEAR ON REVERSE SIDE OF FLAG. ALL DIMENSIONS ARE EXCLUSIVE OF HEADING, HEMS AND SEAMS.
4. CABLE NUMBER AND COLOR SYMBOLS FOR COAST GUARD AND EMBLEM.
5. FLAG TO BE MADE OF NYLON-WOOL BUNTING THROUGHOUT CONFORMING TO TYPE II OF SPEC. CCC-C-478.
6. (A) SIZE NO. 3 FLAG SHALL BE OF SEMI CONSTRUCTION COAT OF ARMS AND EMBLEM SHALL BE MADE BY THE SILK-SCREEN PROCESS AND INSERTED INTO FLAG. (B) SIZES NO. 4 AND 5, FLAGS TO BE MADE BY THE SILK-SCREEN PROCESS.
7. FLAGS SHALL BE MADE IN ACCORDANCE WITH THE LATEST REVISION OF SPEC. MIL-F-262.

REVISIONS

NO.	DATE	DESCRIPTION	BY	CHKD.	DATE
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

DEPARTMENT OF DEFENSE
DEPARTMENT OF THE ARMY
THE INSTITUTE OF HERALDRY

FLAG
U.S. COAST GUARD

DATE 9 AUGUST 1946

CHCKD. BY
COMMD. BY
DATE OF REVISION/FILE NO.

APPROVED BY
DATE OF APPROVAL
REVISION NO.

5-7-1

DIMENSIONS

ENSIGN NO.	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
3	51.0	8.0	2.5	4.0	1.5	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
4	2.6	4.0	1.5	2.0	1.5	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
5	1.5	2.0	1.5	2.0	1.5	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0

Enclosure 5: Institute of Heraldry Specification 5-7-1, U.S. Coast Guard Ensign