

# Brand Quiz

June 2025

Encampment season is upon us, and many units are working on designs for T-shirts and other apparel. The Brand Portal provides guidance on what logos and emblems can be used for these apparel items. Take this month's brand quiz to see if you are headed in the right direction with your apparel designs.

Q1: What logos, symbols, or emblems may be used for an encampment T-shirt?

- A. The Flying V logo (symbol and wordmark)
- B. The corporate seal
- C. The command emblem
- D. The wing graphic or emblem
- E. A and D (with some restrictions)

Q2: Who has approval rights for any variations of the corporate trademarks used on encampment apparel?

- A. The encampment commander
- B. The wing commander
- C. The national brand manager
- D. B and C

Q3: Are unique encampment logos/emblems authorized?

- A. Yes
- B. No

Answers

Q1: The answer is E. The Flying V Symbol may be used if the CAP Wordmark appears elsewhere on the garment, such as on the sleeve or back. The CAP Logo and CAP Wordmark subheading text of "U.S. Air Force Auxiliary" may be replaced with

[NAME] WING ENCAMPMENT following the guidance found on the Brand Portal.



# CIVIL AIR PATROL

## OHIO WING ENCAMPMENT

The corporate seal and command emblem are not authorized for use on encampment apparel.

The wing graphic (the interior portions of the wing emblem without the shield) may be used if combined with the words “Civil Air Patrol” as shown in this example. The full wing emblem may be used if the words “Civil Air Patrol” are added above (if not already included in the emblem).



Q2: The answer is D. The wing commander is the first level of approval. Any nonstandard use of CAP trademarks should be submitted for brand compliance review by completing the form on the home page of the [Brand Portal](#).

Q3: The answer is B. According to CAPR 110-3, Civil Air Patrol Heraldry Program, CAP chartered organizations at the squadron, group, wing, and region levels may have official emblems. Activities such as encampments are not chartered organizations and are not authorized to have unique emblems.