

# Logo. Emblem. Seal. Which Should I Use?

Let's start with a quick test of your knowledge of using various Civil Air Patrol graphic elements. Which graphic element on the right is the correct one for each use on the left?

- |                          |                   |
|--------------------------|-------------------|
| A. Certificates/awards   | 1. CAP Logo       |
| B. Email signature block | 2. Command Emblem |
| C. Aircraft signage      | 3. Corporate Seal |
| D. Letterhead            |                   |
| E. Uniform patch         |                   |
| F. Business cards        |                   |

The [Brand Guide section](#) of the Brand Portal is a comprehensive tool that provides clear and detailed guidelines for using all official CAP graphic elements. It's not just a guide; it's a responsibility for all CAP public affairs officers. The Brand Portal serves as a reliable reference, guiding us in maintaining the uniformity and professionalism of our materials. For each element, acceptable and unacceptable uses are clearly listed.

The Brand Portal also includes source files to download the most current version of each graphic element. This empowers you to use the correct and updated elements. Many old corporate seal and command emblem versions are still being used across CAP in incorrect applications.



Outdated Command Emblem



Current Command Emblem



Outdated Corporate Seal



Current Corporate Seal

Here are some good examples of apparel use from this year's encampment season, where the command emblem and the words "Civil Air Patrol" are correctly included on T-shirts worn under uniform or spirit wear.



CIVIL AIR PATROL



If you have questions about which graphic element to use in a particular situation and can't find the answer in the Brand Portal, email [brand@cap.gov](mailto:brand@cap.gov).

(Quiz answers: A.3; B.1; C.2; D.3; E.2; F.1)