

Brand Quiz: The Flying V

It's been two years since Civil Air Patrol introduced its updated branding. How much do you know about the Flying V? Take this quiz to test your knowledge.

Q1: The Flying V is:

- a. A CAP brand element
- b. Officially known as the CAP Symbol
- c. The CAP logo
- d. Both a and b

Q2: When combined, the Flying V and the CAP Wordmark are known as:

- a. The official CAP emblem
- b. The official CAP logo
- c. The official CAP corporate seal

Q3: Select the acceptable use of the CAP Logo.

- a. Websites
- b. Email signature blocks
- c. Facility signage
- d. All of the above

Answers and Explainers: 1) d, 2) b, 3) d

In June 2022, Civil Air Patrol announced a major overhaul to its brand identity after a two-year development process. The primary element in the updated CAP branding is a blue, winged "V," known as the "Flying V." This is the official CAP Symbol and the core graphic element of the CAP branding and the answer to the first question in today's quiz.

The CAP Wordmark consists of the words CIVIL AIR PATROL and U.S. AIR FORCE AUXILIARY in the Rajdhani typeface. To answer the second question, when the CAP Symbol is paired with the CAP Wordmark, the combination of the elements is the official CAP Logo.



CAP Symbol



CAP Wordmark



CAP Logo

The [Brand Portal](#) provides guidance on acceptable and unacceptable use of the Flying V. Question three points out some common occurrences of acceptable use when the Symbol is combined with the Wordmark as the official CAP Logo.

For social media, only the national CAP social media accounts are authorized to use the Symbol as an avatar or profile photo. Wings and squadrons are encouraged to use their approved emblems or unit photos for this purpose.

The Flying V symbol will always be surrounded by clear space equal to one-half its width. See the [Brand Portal](#) for more detail on this use. This ensures that no other graphic element is cradled within the wings of the Flying V.

The [Brand Portal](#) provides details about the Flying V and other CAP brand elements, including downloadable files and guidelines on using each element. For a more in-depth look at CAP's 2022 rebranding effort, see the announcement from [CAP.news](#) or review the [PowerPoint presentation](#) about the evolution of the new brand.