



**U.S. DEPARTMENT OF TRANSPORTATION
FEDERAL AVIATION ADMINISTRATION**

**ORDER
1700.6D**

National Policy

Effective date:
02/27/2024

SUBJ: FAA Branding Policy, Use of the FAA Logo, FAA Signature and DOT Seal

- 1. Purpose of This Order.** This order establishes the Federal Aviation Administration (FAA) Brand Identity Program and sets policies for a program to maintain a consistent and uniform look and style in all publications (print and digital) and other materials to visually convey to all audiences we are all part of one unified organization. It also describes the uses of the FAA logo (formerly FAA insignia), FAA signature (Department of Transportation seal and words “Federal Aviation Administration”), and Department of Transportation seal, and provides overall responsibility for managing the program and issuing program guidelines to the Office of Communications.
- 2. Whom This Order Affects.** FAA employees and contractors.
- 3. Where Can I Find This Order.** You can find this order on the [FAA website, Tools & Resources, Orders & Notices](#).
- 4. What This Order Cancels.** Cancels FAA Order 1700.6C, FAA Branding Policy, Use of the FAA Logo, FAA Signature and DOT Seal, dated September 11, 2006.
- 5. Definition of the FAA Brand Identity.** The cornerstone of the FAA brand identity is the FAA logomark used with the agency name. The logomark may be used alone; however, the brand identity refers to using the logomark and the words “Federal Aviation Administration” or FAA displayed together in specified formats, fonts, sizes, and colors.
- 6. Responsibility for the FAA Brand Identity Program.**
 - a. The Office of Communications** is responsible for managing the FAA Brand Identity Program and will publish program guidance and requirements on the FAA employee website.
 - b. The FAA employee website** maintained by the FAA Office of Communications is the source of policy, guidelines, standards, and other requirements of the brand identity program including the correct use of the FAA logo and signature. The website also provides samples and instructions on the correct way to brand FAA materials.
 - c. All FAA entities** and anyone producing materials for the FAA are responsible for following FAA Brand Identity Program policies in this order, guidance, and other requirements issued by the Office of Communications.
 - d. Lines of Businesses, Staff Offices, Regional Offices, Service Units,** and offices/teams may not create a visual identity (logo) that includes the title of a Line of Business, Staff

Office, Regional Office, Service Unit or office/team, unless review and prior approval is obtained from the Office of Communications (See Section 9 of this order).

- e. **All FAA** entities and anyone producing materials for the FAA are responsible for using only visual identities (campaign logos) that have been approved by the Office of Communications.
- f. **Graphic identities** or campaign logos that are not directly created by the Office of Communication must meet the [graphic standards](#) established by the Office of Communications.
- g. **The FAA Office of Communications** may ask for and conduct a formal brand audit and/or review of any FAA Line of Business' or Staff Office's internal or external communications to assure compliance with the FAA brand identity program guidance.

7. FAA Logo.

- a. **Description:** The FAA Logomark has within a circular gold border, a blue background bearing the white letters near its outer rim the words "Federal Aviation" at the top and "Administration" at the bottom. Centered within the border is a light green globe with gold latitude and longitude markings. Superimposed on the globe is a gold four-pointed compass rose that has a stylized gold wing on its horizontal axis. The FAA Logomark is also a federally registered trademark/service mark of the Federal Aviation Administration.

The FAA Logo (Logomark and Text) comprises the image set forth in the FAA Logomark with the text "Federal Aviation Administration" adjacent to the right of the Logomark with "Federal Aviation" on the first line and "Administration" below, left justified, set in Helvetica Neue Bold.

There are several approved variations of the colors of the logo. The FAA Logo is illustrated below. You will find samples of other approved versions of the logo on the employee website at [Tools & Resources, Branding & Writing](#).



**Federal Aviation
Administration**

- b. **Who may use the logo.** Only FAA organizations may use the FAA logo, unless approved by the Assistant Administrator for Communications. (See section 11 of this order).
- c. **How to use the FAA logo.**
 - (1) You must use the FAA logo on business cards, certificates, memoranda addressed to the FAA Administrator or any office within the FAA, presentations, and brochures and report covers intended for distribution within the FAA and when appropriate for public distribution.
 - (2) Except as provided in (1), you may use the FAA Logomark by itself.

- (3) You may use the FAA Logomark with the words “Federal Aviation Administration.” The words “Federal Aviation Administration” must be placed adjacent to the right of the Logomark with “Federal Aviation” on the first line and “Administration” below, left justified, set in Helvetica Neue Bold.
- (4) You may use the abbreviation “FAA” with the FAA Logomark along with the name of the line of business or staff office. The “FAA” must be placed adjacent to the right of the Logomark with “FAA” on the first line and the name of the line of business or staff office below. The “FAA” must be set with Helvetica Neue Black Extended and the name of the line of business or staff office must be set with Helvetica Neue Bold (see examples immediately below).



- (5) You may use the FAA logo for decorating certificates, plaques, invitations, notepads, decals, internal publications, videos, social media postings, brochures advertising FAA products and services, posters, and other display materials informing the public of the role of the FAA, and the like.
- (6) You may use the FAA logo on pins, cuff links, desk sets, coffee mugs, tee shirts, and similar articles. You may not buy those items with agency funds, except as authorized by the Office of Human Resources guidance [HRPM PM-9.2, Recognizing Employees](#).
- (7) Below is a listing of some, but not all, unapproved modifications and alterations to the FAA logo.



DO NOT change the proportions of the FAA logo.



DO NOT change the colors of the FAA logo unless specified in the brand guide.



DO NOT obscure the FAA logo in any way.



DO NOT move, separate or adjust any part of the FAA logo.



DO NOT alter, enhance, or modify the FAA seal.



DO NOT use the FAA logo on a busy or low contrast photograph.



DO NOT add any other type to the FAA logo.



DO NOT outline or otherwise change the FAA logo.



DO NOT add or use color inside of the FAA logo.

d. Prohibited uses. The FAA Logo or FAA Logomark may only be used as authorized by as detailed above or in other circumstances when authorized by the Assistant Administrator for Communications. The use of the FAA Logo or FAA Logomark may not be used in any way that implies endorsement by the FAA, DOT, or the United States government of any product, service, or enterprise by the government, or which appears to sanction the activities of a third party. See 5 C.F.R. §§ 2635.702(b), 2635.702(c), and 2635.704.

8. Guidance and examples. All FAA employees and contractors must follow this policy and the guidance, standards, examples, and other branding requirements on the employee website. The Office of Communications will clarify and interpret the branding policy and guidance as needed.

9. Using other logos. You may not create or use any other office or program logos without the written approval of the Office of Communications.

10. FAA Signature.

- a. Department of Transportation (DOT) policy and guidelines** state that the FAA signature must comprise the use DOT triskelion figure (“DOT Official Seal”) with the words “U.S. Department of Transportation” and “Federal Aviation Administration” below it. You have two style choices.



U.S. Department
of Transportation
**Federal Aviation
Administration**

Style 1. Vertical Signature



U.S. Department of Transportation
Federal Aviation Administration

Style 2. Horizontal Signature

- b. Mandatory uses:** You must use the FAA Signature:

- (1) On the letterhead of official letters authored by FAA personnel.
- (2) On memoranda addressed to the DOT, other DOT administrations, and other Federal agencies.
- (3) To identify agency installations, activities, and equipment.

11. Department of Transportation Seal.

- a. Mandatory use.** The DOT Official Seal must be used to legally authenticate public-use official FAA forms, copies of FAA documents, certificates of custody of FAA documents when such documents are to be submitted in evidence in judicial or administrative proceedings, DOT and FAA credentials, or when a person specifically asks for certification.
- b. The Chief Counsel,** for documents or materials in custody of the Office of the Chief Counsel, published in the Federal Register, or required in connection with legal matters involving the FAA. This authority may be further delegated by the Chief Counsel.
- c. The Office of Chief Counsel** is responsible for advising on additional policy and guidance on authenticating documents.

12. FAA requests for exceptions. You must get approval from the Assistant Administrator for Communications for any exceptions to this policy and the branding standards and guidelines. To request an exception, submit the request to the Office of Communications. The authority to approve exceptions may be redelegated. Submit your request [to the Branding Team](#).

13. Requests for non-FAA entities to use the FAA logo or FAA Logomark.

- a. Requests by FAA organizations on behalf of third parties.** The head of the line of business or staff office must submit a request for non-FAA organizations to use the FAA logo to the Assistant Administrator for Communications. The request must be in writing and describe exactly how the organization will use the FAA logo and how its use will benefit the FAA.
- b. Requests by Non-FAA organizations.** Non-FAA organizations must send requests to use the FAA logo in writing to the Assistant Administrator for Communications. The request must describe how the organization plans to use the logo.

14. Administrative Matters.

- a. Authority to change, revise, or cancel this order.** The Assistant Administrator for Communications may change, revise, or cancel this order.
- b. Guidance on FAA brand identity guidelines and standards.** The FAA employee website provides additional guidance and examples of the proper use of the FAA brand and logo. All FAA entities must follow the guidance. The website provides examples of the FAA logo and examples and templates for memoranda, and PowerPoint™ presentations and other materials. You can find the guidance on the employee website at [Tools & Resources, Branding & Writing](#).
- c. Using existing supplies that don't meet the branding standards.** Use your existing supplies until they run out or until October 01, 2024, whichever is sooner. You must submit requests for exceptions to this policy to the Assistant Administrator for Communications. For new materials, follow this order and guidelines published on the employee website.
- d. Related Department of Transportation and FAA guidance.**
 - (1) [DOT Order 1000.14A, Official Seal and Signature of the Department of Transportation, dated December 2, 1981.](#)
 - (2) [DOT Order 1360.6, Department of Transportation Graphics Standards, dated March 18, 1981.](#)
 - (3) [HRPM – PM 9.2, Recognizing Employees, dated April 6, 2021.](#)
 - (4) [Order 1200.8D, FAA Public Information Activities and Programs, dated March 24, 2022.](#)



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