



U.S. DEPARTMENT OF TRANSPORTATION
FEDERAL AVIATION ADMINISTRATION
National Policy

ORDER
1700.6C

Effective Date:
9/11/2006

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

- 1. Purpose of This Order.** This order establishes the FAA Brand Identity Program and sets policies for a program to maintain a consistent and uniform look and style in all publications (print and electronic) 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 gives overall responsibility for managing the program and issuing program guidelines to the Office of Communications.
- 2. Who This Order Affects.** Anyone involved in creating or producing materials that use the FAA logo or signature and those authorized to use the DOT seal on official documents.
- 3. Definition of the FAA Brand Identity.** The cornerstone of the FAA brand identity is the FAA logo used with the agency name. The logo may be used alone; however, the brand identity refers to using the logo and the words “Federal Aviation Administration” or FAA displayed together in specified formats, fonts, sizes, and colors.
- 4. 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 and guidance and other requirements issued by the Office of Communications.

5. FAA Logo.

- a. Description:** The full color FAA logo 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.
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There are several approved variations of the colors of the logo. The black outline version of the logo is illustrated below. You will find samples of other approved versions of the logo on the employee website.



Black Outline Illustration of FAA Logo

b. Who may use the logo. The FAA logo is a trademark/service mark of the Federal Aviation Administration. Only FAA organizations may use the FAA logo, unless approved by the Assistant Administrator for Communications. See paragraph 9 of this order.

c. Required uses.

(1) You must use the FAA logo on business cards, certificates, memoranda addressed to the FAA Administrator or any office within the FAA, PowerPoint™ (or similar) presentations, facsimile coversheets to recipients within the FAA, and brochures and report covers intended for distribution within the FAA and when appropriate for public distribution.

(2) When conflicts arise between FAA Branding Guidelines and official DOT policy regarding use of the DOT seal, FAA signature, and FAA logo, the official DOT policy takes precedence.

d. Prohibited uses.

(1) Do not use the FAA logo on official letters or memoranda of the FAA addressed to persons or agencies outside the FAA. Instead, use the DOT letterhead. Templates for the correct correspondence are included on the employee website.

(2) Do not use the FAA logo in any way that implies endorsement by DOT or FAA of commercial products, services, or publications.

e. How to use the FAA logo.

(1) You may use the FAA logo by itself.

(2) You may use the FAA logo with the words "Federal Aviation Administration." Place the agency name to the right of the logo.

(3) You may use the FAA logo with the abbreviation FAA and the name of the line of business or staff office under FAA. Put FAA and the name of the line of business or staff office to the right of the logo.

(4) You may use the FAA logo for decorating certificates, plaques, invitations, notepads, decals, internal publications, brochures advertising FAA products and services, posters and other display materials informing the public of the role of the FAA, and the like.

(5) 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 at:

https://employees.faa.gov/org/staffoffices/ahr/policy_guidance/hr_policies/hrpm/perform/perform-9-2/ .

f. 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.

6. Using other logos. You may not create or use any other office or program logos.

7. FAA Signature. DOT policy states that the FAA signature is the use of the DOT triskelion figure with the words “U.S. Department of Transportation” and “Federal Aviation Administration.”

a. Description of the FAA Signature: DOT policy and guidelines state that the FAA signature is the triskelion figure with the words “U.S. Department of Transportation” and the words “Federal Aviation Administration” below it. You have two style choices:

Style 1. Vertical Signature



Style 2. Horizontal Signature



b. Mandatory uses: You must use the FAA signature:

(1) You must use the FAA signature on the letterhead of official letters authored by FAA personnel.

(2) You must use the FAA signature on memoranda addressed to the DOT, other DOT administrations, and other Federal agencies.

(3) To identify agency installations, activities, and equipment.

c. Guidance and examples. You can find more guidance and examples on the use of the DOT seal and FAA signature on the FAA employee website and in DOT order 1000.14A (<http://isddc.dot.gov/OLPFiles/OST/008542.pdf>) and DOT order 1360.6. (<http://isddc.dot.gov/OLPFiles/OST/011639.pdf>)

8. Department of Transportation Seal.

a. Mandatory use. The official seal must be used to legally authenticate 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. Delegation of authority. The authority to use the DOT official seal is delegated as follows:

(1) All Assistant and Associate Administrators, the Air Traffic Organization Chief Operating Officer, Regional Administrators, and Center Directors for documents and material in their custody. This authority may not be redelegated.

(2) 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 is further delegated to Regional Counsel and Center Counsel.

(3) The Office of Chief Counsel is responsible for issuing additional policy and guidance on authenticating documents.

9. Exception Requests.

a. 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.

b. Requests for non-FAA entities to use the FAA logo.

(1) Requests by FAA organizations. 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.

(2) 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.

10. Administrative Matters.

a. How we will distribute this order. We will also post this order on the employee website in the Directives Management Information System (DMIS) and distribute it electronically to officials at the Director level and above at the Washington headquarters, services areas, regions and centers.

b. Authority to change, revise, or cancel this order. The Assistant Administrator for Communications may change, revise, or cancel this order.

c. Other directives replaced by the order. This order:

(1) Cancels FAA Order 1700.6B, DOT Seal and FAA Signature and Insignia, dated January 31, 1991.

(2) Cancels FAA Order 1730.8, FAA Graphic Standards, dated May 4, 1989. FAA graphics standards are included in the branding guidance on the employee website.

(3) Supercedes any conflicting guidance issued by an FAA organization before the date of this order. You must revise conflicting guidance by September 30, 2006 to meet the requirements of this order and guidelines issued by the Office of Communications.

d. 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 FAA logo. All FAA entities must follow the guidance. The website provides examples of the FAA logo and examples and templates for facsimile coversheets, memoranda, and PowerPoint™ presentations and other materials. You can find the guidance on the employee website at: https://employees.faa.gov/tools_resources/branding_writing/

e. Using existing supplies that don't meet the branding standards. Use your existing supplies until they run out or until September 30, 2006, 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.

f. 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) HPRM – PM 9.2, Recognizing Employees, dated May 1, 2003.

(4) FAA Order 1370.93, FAA Web Management, dated August 17, 2004.

A handwritten signature in black ink, appearing to read "Marion Blakey". The signature is written in a cursive style with a large initial "M" and a long, sweeping underline.

Marion C. Blakey
Administrator