

Coast Guard Brand Initiative

To support its major Force Design 2028 (FD28) transformation, the Coast Guard launched the Brand Initiative in early 2026 to strengthen the Coast Guard brand by establishing a fully staffed brand management function and a centralized identity system. This initiative aligns visual and verbal communications by unifying our collective voice, centralizing branding assets, and standardizing our communications tools – modernizing how the Coast Guard presents itself to the public, interagency partners, and its own workforce.

Item	Description & Deliverables
Brand Audit	Initiated in 2026, an in-depth look at the existing USCG Brand.
Brand Playbook	Findings from the Brand Audit inform development of a Brand Playbook – the definitive source for guidance on the USCG Brand
Brand Management	Establish governance and policy around the USCG Brand and review items for compliance with branding guidelines.
The Brand Portal	A centralized SharePoint hub launched in January 2026 to provide instant access to high-quality, pre-approved communication assets. NOT a public-facing website
Brand Training Program	Scheduled for rollout in August 2026, this program trains units on how to communicate professionally and consistently across all public channels.

[New Coast Guard Brand Portal provides instant access to mission-ready templates and logos > United States Coast Guard > My Coast Guard News](#)

Our brand is more than our logo; it's our legacy and our future. Every color, symbol, and message is deeply rooted in more than 235 years of duty, and a future promise of continued service to our Country. As we modernize and advance, unifying our visuals and messaging is part of amplifying our values and impact—now and into the future.

The Brand Portal and guide are designed to support Coast Guard employees in producing clear, engaging, and visually consistent communication materials that embody our identity and are easy for consumers to understand. Brand management is an ongoing process that will allow the Coast Guard to evolve and refine as we modernize, restructure, and recapitalize, and this portal will continue to grow with resources.

Quick Links

RESOURCES	TEMPLATES	SHAREABLE STRATEGIC CONTENT
Brand Use & Style Guides	Document & Presentation Templates	Informational One-pagers & Placemats

Symbols

USCG Logos



Directorate Logos



Area Logos



District Logos



Division Logos



Cutter Logos

