



USCG Brand Management Services

SEMPER PARATUS





What is a Brand?



EXXON



What Is a Brand?

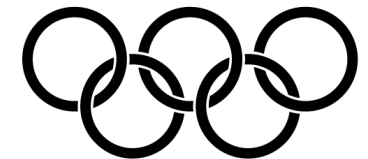
A brand is more than a logo. It's what our target audiences think about us based on the sum of our values, communications, and visual identity.

A strong USCG brand:

- Drives recognition and awareness
- Steers preference over alternatives
- Justifies investment
- Supports long-term growth



U.S. AIR FORCE





Defining the Coast Guard Brand

Brand Audit

Conducted a brand audit consisting of review of Competitive and Aspirational Peers, Market Trends, Social Listening, a Total Workforce Survey, and In-depth Stakeholder Interviews.



- USCG has no true peer
- Public interest and engagement is strongest when missions feel human, impactful, and close to home
- Real-world impact and human authority resonates
- Politicization risks the USCG's reputation and its standing as a trusted, neutral actor
- A fragmented brand is blurring who the Coast Guard is—diluting impact



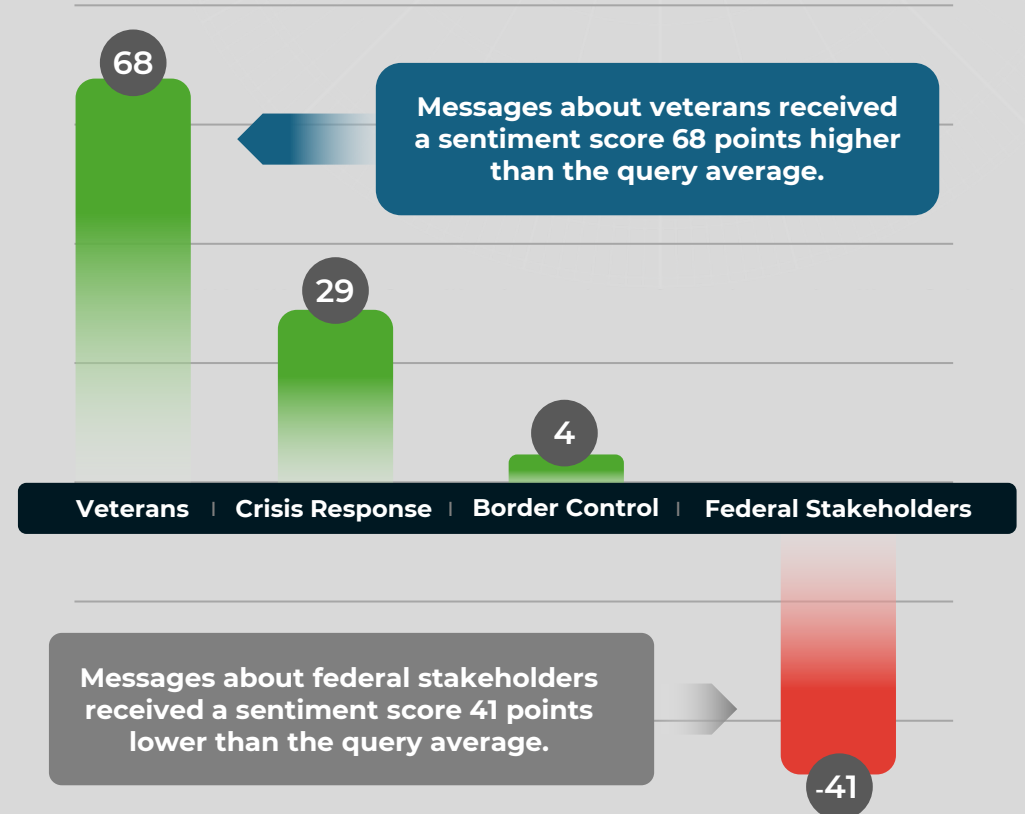
Brand Audit

Social Listing

Social listening involves review of social channels and the comments, reactions, and sentiments expressed in them.



Sentiment Score Relative to Query Average



Brand Audit

The Coast Guard's Distinction is that It both Protects and Enforces. Stakeholders did not view these roles as competing identities. They saw them as expressions of the same underlying character.



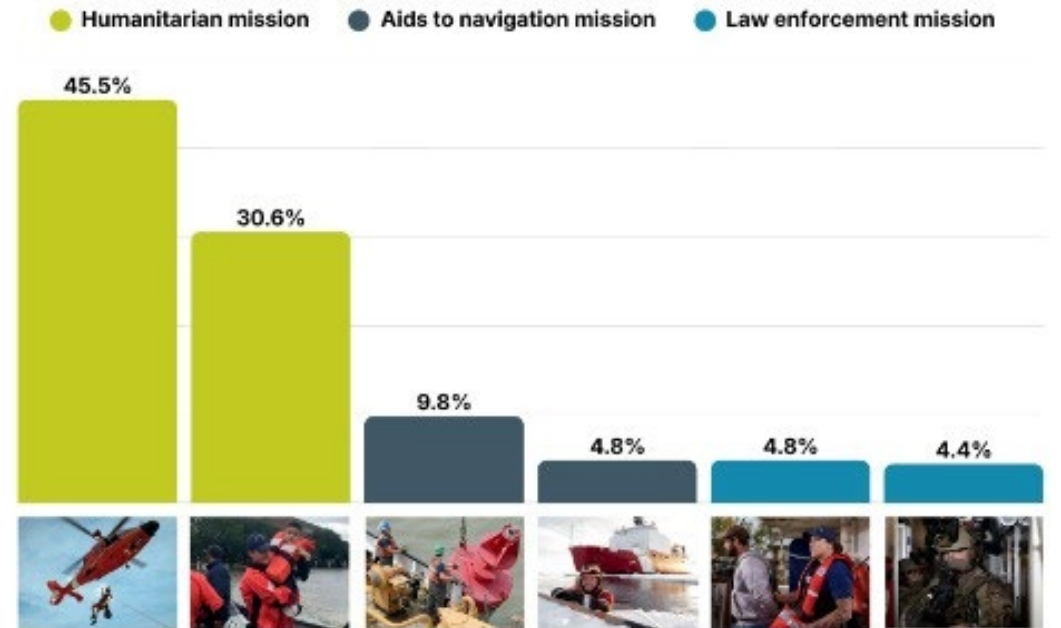
The Coast Guard uses strength, authority, and skill in the service of protection.

“In one hand, they have a life ring, and in the other hand, they have a rifle. We both fight and we save.”

“We were always the people who were keeping the peace.”

Brand Audit

Service members identified most with terms and images related to Lifesaving and Humanitarian aspects and less with Force or Aggression.





What is the Coast Guard Brand?



What is the Coast Guard Brand?



- Alexander Hamilton establishes the modern USCG brand in his 1791 Treasury Department Circular to the Captains of the Revenue Marine.

Always keep in mind that [your] countrymen are free men and, as such, are impatient of everything that bears the least mark of a domineering spirit. ...

[Refrain, therefore,] with the most guarded circumspection, from whatever has the semblance of haughtiness, rudeness, or insult...

[E]ndeavor to overcome difficulties, if any are experienced, by a cool and temperate perseverance in [your] duty-by address and moderation, rather than vehemence and violence.

What is the Coast Guard Brand?

- Honor – Unwavering commitment to truth and accountability
- Respect – Treating every individual—whether a fellow service member or a member of the public—with dignity, courtesy, and professional restraint
- Devotion to Duty – Semper Paratus





Managing the Coast Guard Brand

Managing the Coast Guard Brand

Create a strong, consistent, and comprehensive brand identity, expand digital media capabilities, and establish a fully staffed brand management function within CG-COMMS.



1. Brand Playbook
2. Design Templates
3. Asset Repository
4. Digital Content and Media Support
5. Brand Training and Management

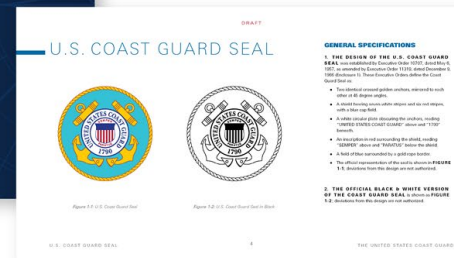


Brand Playbook

Description

Develop a comprehensive Brand Playbook to support current and future brand management and governance across the U.S. Coast Guard. This guide will promote alignment, clarity, and consistency in brand expression.

Example



CURRENT STATUS

- Minimum viable product delivered

TO DO

- Develop final brand playbook informed by audit findings

TIMELINE

- Fall 2026



Design Templates

Description

Design a suite of pre-formatted, branded templates and/or content frameworks that reflect the Coast Guard's approved visual identity. These tools will support consistent, efficient creation of on-brand materials across a range of formats.

Examples



CURRENT STATUS

- First batch of templates available on portal
- PA-specific templates available for review and approval

TO DO

- Continue to develop templates for general use

TIMELINE

- Ongoing

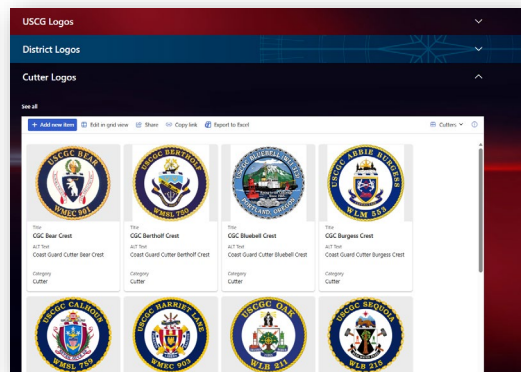
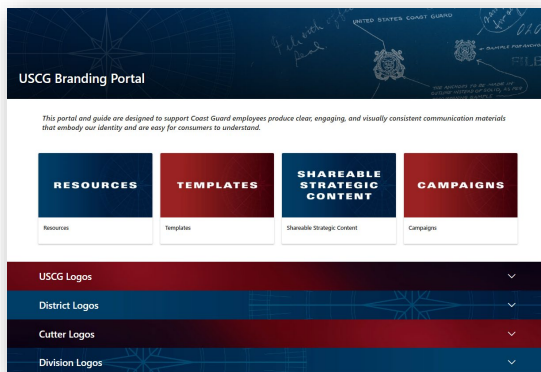


Asset Repository

Description

Support development of a centralized digital repository for storing, organizing, and managing brand-related assets. This system will support easy access, ensure consistent brand usage, and promote efficient content management across the organization.

SharePoint Brand Portal



[USCG Branding Portal](#)

CURRENT STATUS

- Minimum viable product Brand Portal delivered via SharePoint
- Built review/request form with dedicated email box (brand@uscg.mil)

TO DO

- Continue to update brand portal with approved assets, brand guidelines, FAQs, etc.

TIMELINE

- Ongoing

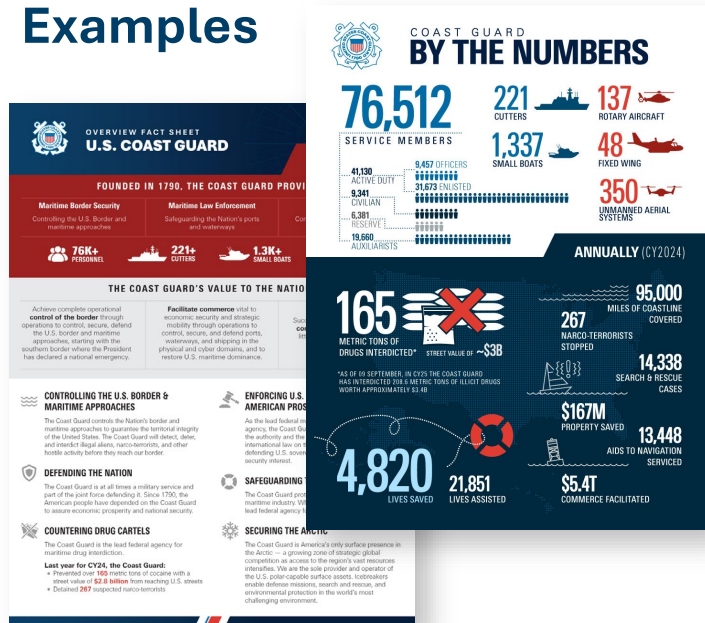


Digital Content and Media Support

Description

Provide day-to-day support for digital media and communications activities, including content development, asset creation, and coordination of material distribution to ensure alignment with Coast Guard messaging and brand standards.

Examples



CURRENT STATUS

- Provided support to 130+ projects to date

TO DO

- Continue to support with content development needs
- Introduce branding team capabilities / expectations to workforce
- Set expectations on response / turnaround

TIMELINE

- Ongoing



Brand Training and Management

Description

Support the training of current and new Coast Guard staff on brand fundamentals, management techniques, and the effective application of brand assets and messaging across all communication channels.

Deliverables

Brand Guidelines are only valuable if they are used. Once finalized, the brand management team will focus on education and encouraging use of the branding tools.

- Training presentations
- User specific brand guides

CURRENT STATUS

- On hold for preceding tasks

TO DO

- Develop a training plan
- Develop training material
- Hold force-wide training sessions

TIMELINE

- Fall 2026



Needs and Future State

Awareness and Policy

Development and approval of force-wide policy.



Beyond FY26

- Brand management/maintenance/integration
- Intranet branding portal (governance, review, project management)
- "Train-the-trainer" guidance (encouraging all servicemembers to be USCG Brand Ambassadors)
- Continued design support
- Follow-up research, social listening



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