

Subject: New Corporate Logo, Flying V
Topic: Frequently Asked Questions v05



Frequently Asked Questions about the new logo (known as the Flying V)

- 1) Why did Civil Air Patrol update its logo?
A) Periodically modernizing a logo is how a brand remains relevant. The decision was made to align the brand identity of today's CAP with that of the U.S. Air Force as a Total Force partner.
- 2) Who authorized the new logo?
A) The Board of Governors (BoG) has authority over, and is responsible for, the brand. The BoG voted unanimously to modernize CAP's logo to bring it into alignment with the Air Force. The board has authorized Marketing and Strategic Communications (MAC) to act on its behalf to manage the brand in accordance with regulations, the Brand Portal, and brand management best practices.
- 3) Why is the new logo called the Flying V?
A) The new logo needs to be called something to distinguish it from previous logos like the Triblade. Calling it the "new logo" is a relative term that would cease to make sense years in the future. The name Flying V was chosen because "volunteers" is the first word in the new mission statement, "Volunteers serving America's communities, saving lives, and shaping futures," and because aviation is a key differentiation between CAP and other nonprofits in the emergency services, youth programs, and education space. The logo has two key elements, wings and a V, so Flying V was the obvious choice.
- 4) Were members consulted about new logo?
A) Yes. Since the modernization project was announced at the 2020 Winter Command Council, there have been dozens of focus groups, roundtable discussions, and presentations. Member feedback led to the final Air Force-inspired logo and color after multiple rounds of revisions.
- 5) Were other logos considered?
A) Yes. Various logos were considered and tested with focus groups during the two-year logo modernization project. The Flying V logo is the variant selected by the Board of Governors.
- 6) Why is the new logo blue?
A) Blue helps align the new Civil Air Patrol logo with the Air Force logo and position CAP as a Total Force partner. This was also a recommendation from membership.
- 7) Why isn't the logo red, white, and blue?
A) One requirement of the modernization effort was to simplify the logo to give it more flexibility. A single-color logo is more versatile than a three-color logo. Blue was chosen to align CAP with the Air Force.
- 8) Can the new logo be used in red?
A) No. The Flying V logo is a registered trademark of Civil Air Patrol and may not be altered. However, when applications dictate, the logo can be reversed and used in solid white, black, or the approved gray. Visit the Brand Portal for approved logo variants and color palette.
- 9) Can the new logo be used in other colors?
A) In select applications, the Flying V logo can be reversed and used in white, black, or the approved gray. Visit the Brand Portal for approved logo variants and color palette.

10) Can I put a triangle around the new logo?

A) *No. The Flying V logo is a registered trademark and may not be altered by placing it inside a triangle.*

11) Can I put a circle around the new logo?

A) *No. The Flying V logo is a registered trademark and may not be altered by placing it inside a circle, triangle, square, or other shape. In applications where the symbol is used as a patch, sticker, avatar, icon, profile image, or other graphic, the logo may rest inside a shape, but the shape border must not be made an integral part of the logo.*

12) Can existing items with the Triblade logo (e.g., tents, banners, event displays, handouts, tablecloths, etc.) continue to be used?

A) *Yes. There is no need to immediately replace items recently purchased that bear the Triblade Logo. However, items with the Triblade logo must be phased out as soon as practical and replaced with the Flying V. Commanders should use their best judgment to decide when updating assets to the new logo makes the most sense based on a balance of cost, brand compliance, and cohesiveness as One CAP.*

13) Can the Triblade logo be used if we don't like the new Flying V logo?

A) *No. Adoption of the Flying V logo as the official and only approved logo of the corporation is mandatory in accordance with the Board of Governor directive. The Flying V is the trademarked symbol of Civil Air Patrol and must be incorporated into any and all new applications where a CAP logo is used.*

14) Why did Civil Air Patrol eliminate our heritage with the new logo?

A) *CAP's heritage remains a significant part of the CAP identity in both the name Civil Air Patrol, which is part of the logo, and in the Command Emblem and Official Seal, which will continue to be displayed on aircraft, vehicles, uniforms, and more. Further, the new logo has the white Civil Defense triangle nested in the center of the Flying V logo, similar to how the star and globe appear in the Air Force logo.*

15) Why doesn't the new logo include the propeller in the triangle?

A) *There are various reasons. Primarily, the space inside the white triangle (where the prop would properly appear) is too small. When the Flying V logo was tested in various formats, the prop became indistinguishable in small applications, especially embroidery and coins. It wouldn't be historically accurate to add the prop elsewhere, but it is historically accurate to show the triangle without the prop as it appeared on aircraft.*

16) Do sign(s) on the building or street need to be updated?

A) *Yes. The Flying V logo is the official symbol and commercial identity of Civil Air Patrol – the Triblade has been officially retired. Commanders should use their best judgment to decide when updating assets to the new logo makes the most sense based on a balance of cost, brand compliance, and cohesiveness as One CAP.*

17) How long will it take to transition to the new logo?

A) *Begin the process of transitioning to the Flying V logo immediately. Every time you use a logo, use the Flying V – it is the only official corporate logo authorized by the Board of Governors. Change digital logos immediately on websites, social media covers and profiles, documents, etc., and update printed pieces like flyers, signs, and displays according to replacement/replenishment demands. Whenever something new is created, use the Flying V logo.*

18) What regulations govern the new logo?

A) *A new regulation, CAPR 150-2 Brand Program, is being processed. The Brand Portal (Brand.GoCivilAirPatrol.com) is an extension of that regulation, thereby making compliance with Brand Portal guidance mandatory. Further, an Interim Change Letter is being processed*

for CAPR 900-2 Civil Air Patrol Name, Seal, Logo, Command Emblem, and Flag Etiquette. The Board of Governors has authorized Marketing and Strategic Communications to make brand decisions on its behalf. Compliance with MAC directives on brand issues are considered mandatory.

19) Do we have to change our unit patch if it shows the old logo?

A) No. You should not update the Civil Defense symbol used in a unit emblem/patch – it is considered a legacy/heraldry application. A new heraldry regulation is pending. Please direct emblem-related questions to membershipservices@capnhq.gov.

20) Do I have to purchase any new uniform items with the new logo?

A) No. The Flying V logo is for commercial use. There is no uniform requirement.

21) Are there any changes required to vehicle or aircraft graphics for the new logo?

A) No. The Flying V logo is for commercial applications. The command emblem and roundel remain unchanged.

22) Why did CAP spend money to update the logo?

A) The Flying V logo was developed internally by volunteer members and staff. Further, there is no significant cost to the organization associated with launching the Flying V logo since there is no plan to alter aircraft or vehicle graphics. Last, there is also no need for members to spend money since there is no uniform implications with the Flying V logo. The Command Emblem will remain in use in all of its current applications on vehicles, aircraft, uniforms, etc.

23) How do I get business cards with the new logo?

A) Visit the Brand Portal (Brand.GoCivilAirPatrol.com). There are business card options for commercial printing and home office printing.

24) Where can I find the new logo files?

A) The Flying V logo, brand typeface(s), color palette, color codes, and other guidance are available on the Brand Portal (Brand.GoCivilAirPatrol.com).

25) Where can I find a virtual background with the new logo?

A) Visit the Brand Portal (Brand.GoCivilAirPatrol.com). There are multiple options available now and others will be added.

26) Where can I find a presentation template with the new logo?

A) Visit the Brand Portal (Brand.GoCivilAirPatrol.com).

27) When will Vanguard have merchandise?

A) Vanguard is already working on merchandise with the new logo, including a commemorative launch coin designed by MAC. Visit vanguardmil.com for more details.

If you have a question that was not answered above,
please send us a message at MAC@capnhq.gov with FAQ in the subject line.