

USE OF THE DEPARTMENT OF HOMELAND SECURITY SEAL

I. Purpose

This Directive sets Departmental policy guidance pertaining to the use of the Department of Homeland Security official seal.

II. Scope

A. This Directive applies to all Components, except the United States Coast Guard and the United States Secret Service. Components are to use the DHS seal exclusively and cannot create and/or use distinct seals representing their Components.

B. This Directive does not modify the uniform of the United States Coast Guard (USCG) or the USCG seal, emblems and insignia required or authorized by the Commandant. Whenever feasible, the USCG uses the DHS seal either alone or in conjunction with its own seal to indicate that the DHS seal is the official emblem of the Department. Any use of the DHS seal is to be approved by DHS.

C. This Directive does not modify the seal of the United States Secret Service. Whenever feasible, the Secret Service uses the DHS seal either alone or in conjunction with its own seal to indicate that the DHS seal is the official emblem of the Department. Any use of the DHS seal is to be approved by DHS.

D. Components must adhere to established branding elements as defined in the DHS branding guidelines.

E. Management Directive 0030, Use of the Department of Homeland Security Seal, has been rescinded.

III. Authorities

A. 18 United States Code (U.S.C.) § 506

- B. 18 U.S.C. § 701
- C. 18 U.S.C. §1017
- D. 28 U.S.C. §1733(b)
- E. DHS Delegation Number 2001, Delegation to the Assistant Secretary for Public Affairs

IV. Definitions

A. **DHS Seal**. The official seal of the Department of Homeland Security is described as follows:

1. A graphically styled American bald eagle appears in a circular blue field. The eagle's outstretched wings break through an inner red ring into an outer white ring that contains the words "U.S. DEPARTMENT OF" in the top half and "HOMELAND SECURITY" in the bottom half in a circular placement. The outer white ring has a silver border. Like the Great Seal of the United States, the eagle's right talon holds the traditional olive branch with 13 leaves and 13 olives while the left talon grasps 13 arrows, signifying the power of peace and war and denoting the 13 original States.
2. The eagle embraces a shield divided into three sections that represent the homeland "from sea to shining sea." The top of the shield shows a dark blue sky containing 22 stars, one star for each of the original 22 agencies that have come together to form the Department. The stars shine down on graphic representations of white mountains overlooking green plains and the oceans. **The DHS seal also appears in a mono color.**

V. Responsibilities

The **Under Secretary for Management**, through the DHS Office of Public Affairs support services, is responsible for the implementation of this Directive.

VI. Policy & Requirements

A. **Policy**.

1. **Affixing the DHS Seal**. The Secretary or his/her designee have the authority to affix the DHS seal to authenticate originals and copies of

books, records, papers, writings, and documents of the Department for all purposes, including the purposes authorized by 28 U.S.C. § 1733(b).

2. **Authorized Use of the DHS Seal.** If otherwise authorized by law, the DHS seal may be used for:

- a. Stationery, programs, certificates, diplomas, business and calling cards, and invitations of an official nature;
- b. DHS credentials and other official identification for DHS employees;
- c. The DHS intranet and Internet websites and on the official websites of all DHS Components;
- d. DHS-approved training films and public relations films;
- e. DHS motion picture and television programs;
- f. Displays with an official DHS exhibit;
- g. Wall plaques in DHS headquarters, Components and field installations;
- h. Protocol gifts handed out by senior DHS officials;
- i. The manufacture of items for distribution by DHS Components, including DHS headquarters, where the use of the seal for such items has been approved by the Secretary;
- j. With the prior approval of the Secretary or his/her designee, the manufacture of plaques or other employee recognition items for presentation to DHS employees or others for service rendered to DHS;
- k. The official DHS flag;
- l. Other Federal government official publications and websites as well as displays in other Federal agencies; and
- m. Other uses as determined and approved by the Secretary or his/her designee.

3. The DHS seal cannot be used in any manner that implies DHS endorsement of commercial products or services, the user's policies or activities, or on any article that may discredit the seal or reflect unfavorably on DHS. Any use of the DHS seal is approved by the Secretary or his/her designee.

4. ***Outside Use of the DHS Seal.*** Use of the DHS seal (including when coupled with component signature) by any persons or organizations outside DHS only can be done with the prior written approval of the Secretary or his/her designee. The Secretary or his/her designee, at any time, may enter into or approve agreements with outside entities to use the DHS seal in an appropriate manner that does not violate the terms of this Directive. Generally, agreements for outside use of the DHS seal only are approved when such use does not imply an endorsement of products or services by the Department or a component; does not place the Department at risk of liability; does not incur cost to the Department; and does not adversely affect the Department's ability to meet its mission objectives. Any request for co-branding in which the DHS seal, including when coupled with component signature, can be displayed with the logos, trademarks, or images associated with a non-governmental entity, comply with formalized terms and conditions set in Instructions to this Directive. All agreements must benefit the Department; tie to a key communication or operational objective; and demonstrate the ability for significant impact. The Department reserves the right to cancel such agreements at any time. Any such requests for the use of the DHS seal are to be made in writing and are to specify, in detail, the exact use to be made. Any permission granted by the Secretary or his/her designee applies only to the specific use outlined in the written request and is not construed as permission for any other use. The Secretary or his/her designee may seek advice from the Office of the General Counsel and the Office of Public Affairs when making these determinations.

VII. Questions

Address any questions or concerns regarding this Directive to the Office of Public Affairs.



Rafael Borrás
Under Secretary for Management

4/2/13

Date