


US Marine Corps Product Design Guidelines





All images created as officially licensed US Marine Corps products must comply with the following rules. Please note that these rules may be updated from time to time.

- Sales outside of approved distribution channels are prohibited (please see Exhibit 9 Standard License Agreement or A9 Small Business Agreement)
- All licensed products will be properly labeled with the appropriate hang tag or hologram sticker purchased from our labeling partner JPatton
- No use of the official Marine Corps Seal is permitted, e.g.



The Official Marine Corps Seal, is described as: A gold image of the Eagle Globe and Anchor with fouled Rope as the central device, inside a field of Scarlet; all of which is encircled by the words "Department Of The Navy" centered around the top half and "United States Marine Corps" centered around the bottom half; both inside a field of Navy Blue all of which is encircled by a Gold Rope. Use of the Official Seal is restricted to "official use only" by Headquarters, United States Marine Corps.

 **Guidance – Design Guidelines**

 Stand off spacing is required	 Do not encroach	 Do not stretch /distort
 Logo type never on top	 Do not add or subtract elements	 Color

- Stand-off spacing for the Eagle, Globe, and Anchor is required, e.g.

- Do not encroach the Eagle, Globe, and Anchor with another image or design, e.g.
- Do not stretch or distort the Eagle Globe and Anchor, e.g.
- Do not add or subtract elements from the Eagle, Globe, and Anchor.
- Use approved Eagle, Globe, and Anchor colors only (Navy Blue, Red, Silver, Gold)
- No advertising of any businesses, products, or services of a third party
- No profanity, vulgar language, graphically violent images, or hate language
- No skull imagery
- No blood imagery
- No sexual innuendo, explicit sexual language, images, or graphics
- No reference to drugs, medication, or alcohol
- No derogatory reference to race, gender, sexual orientation, religion, mental handicap, obesity or physical impairment
- No political party associations (e.g. Republican, Democratic)
- No Undergarments (you cannot create Marine Corps thongs, boxer shorts, boxer briefs, etc)

****All Marine Corps names, emblems, and logos are trademarks of the USMC****