



The OBSERVER

Tips, Information and Discussion for the Public Affairs Professionals of Minnesota Wing, CAP

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Use of CAP Logos – CAP or AF AUX

There has been a lot discussion on the use of the various CAP Logos. This article talks about authorized uses of the CAP Seal, Logo, MAJCOM Patch, Air Force Logo, Signature Block, Letterhead and the Minnesota Wing Patch



CAP Seal: CAPR 900-2 specifies that the CAP Seal can be used on:

- 1) Corporate vehicles as prescribed by CAPR 77-1 and any other directive or policy letters as issued.
- 2) CAP-owned equipment (base station radios, handheld radios, DF equipment, etc.) as prescribed by CAPR 67-1 and any other directive or policy letter as issued.
- 3) All official CAP publications (through squadron level).
- 4) All official CAP web pages (through squadron level).
- 5) Official invitations, greetings, and programs at national, regional, and wing levels.
- 6) Stationery of any CAP unit or authorized committee. Civil Air Patrol units below regional level are encouraged to use their wing shoulder patches on unit stationery. These may be used with or without the CAP seal. The name of the

commander or the committee chair may appear on such stationery only during the period when the named individual holds such office. The CAP seal, if used, is always placed on the left side of the stationery with the other graphic placed on the right.

- 7) Membership cards issued by National HQ.
- 8) Signs identifying CAP units at all levels.
- 9) Posters and other informational or recruiting materials issued by National Headquarters.
- 10) Civil Air Patrol business cards, using the member's official CAP duty title.
- 11) Approval from NHQ CAP/XPP must be obtained to use the seal for any purpose other than those listed above.



CAP Emblem: CAPR 900-2 specifies that the CAP Emblem can be used on:

- 1) Corporate aircraft (as prescribed by CAPR 66-1 and any other directive or policy letters as issued).
- 2) Member-owned vehicles used for CAP business upon written approval of the wing or region commander as appropriate. Such approval will be granted only where its use would reflect favorably upon CAP.
- 3) Privately-owned equipment.

- 4) CAP-owned or privately-owned equipment where use of the CAP seal is not authorized.
- 5) Posters and other items used in CAP displays.
- 6) All official CAP web pages (through squadron level).
- 7) Official invitations, greetings, and programs at national, regional, and wing levels.
- 8) All official CAP and personal stationary, signs, and business cards.
- 9) Unit informational materials.
- 10) Wing certificates and scrolls.
- 11) Insignia, jewelry, and similar articles when specifically authorized by NHQ CAP/XPP.



The CAP MAJCOM Patch: This is authorized for wear with CAP Flight Clothing where the old Cloth Seal was authorized.

While CAPR 900-2 provides no guidance on it's use as a logo I suggest that you use the ground rules for the CAP Emblem for the MAJCOM Patch until NHQ publishes guidance on this.



The Air Force Logo (Hap Arnold Wings) can be used as follows:

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- a. The symbol may be used without the logotype.
- b. The Air Force symbol may be used to “cradle” some organizational emblems, see **the illustration above**.
- c. Only organizational emblems (shields or patches) may be placed in this configuration. No other artwork or logotype may be used.
- d. Organizational emblems must remain in the proportion and relationship illustrated above.
- e. Commanders may use the symbol effective immediately on “perishable” products and those involving limited expense, such as printed material, clothing, coins, etc. The symbol should not be applied at this time to other “nonperishable” uses such as aircraft and vehicles. Commanders retain discretion to decide how the symbol is used in their organizations, consistent with these guidelines.
- f. For more information, go to <http://www.af.mil/airforcestory/guidelines.shtml>.

Signature Blocks:

Since 9-11 the Air Force has started calling the Civil Air Patrol “their” Auxiliary or more precisely “The Air Force Auxiliary”. It has been observed that some members (not in our wing) have capitalized on this and have started using the initials “USAFAux” instead of the approved “CAP”.

A change to reflect this was suggested, but the National Board disapproved the change to “USAFAux”. In addition there has not been any changes to the CAPR 10-1 with regard to our organizations name.

The following is IAW CAPR 10-1, Attachment 2, Paragraph 9. Signature Element.

“Show the name in capitals, grade in upper/lower case, and service in capitals, (i.e., CAP or USAF) on the first line. Duty title in upper/lower case on the second line, and name of the office or organizational level on the third line in upper/lower case (if not announced in the heading). Avoid using legal, educational or ecclesiastical degrees or titles.”

In addition, the titles to be used are those described in CAPR 20-1. For example, the squadron commander is

JOHN D. DOE, Lt Col, CAP
Commander

(This is the proper use of name, rank,
organization and Title)

or if not announced in the header block
JOHN D. DOE, Lt Col, CAP
Commander
ABC Composite Squadron, MN998

(This is also the proper use of name, rank,
organization and Title)

it is NOT
JOHN D. DOE, Lt Col, CAP
Commanding Officer
(The title is NOT IAW CAPR 20-1)

or
JOHN D. DOE, Lt Col, USAFAux
Commanding Officer
(The organization is NOT IAW CAPR10-1)

CAP Letterhead:

The use of authorized CAP Letterhead has not changed. The guidance in CAPR 10-1 applies to all CAP Correspondence at all echelons.

Specifically the use of the Air Force Logo is not authorized on CAP Letterheads.

The CAP Seal, the Wing Patch and Approved Unit Patches are authorized for use on letterhead.



Minnesota Wing Patch:

The Wing Patch is worn on the uniform as per CAPM 39-1. It is a logo with a lot of history and has been recently restored to its historically accurate version.

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The Wing Patch can be used in the same manner as the CAP Emblem and in addition it can be used on unit letterheads. Its use is encouraged. The color artwork (and a Black & White version) can be downloaded at the Wing PAO website.

ONLINE CAP NEWS SERVICE STARTS OPERATIONS:

In Early January, National Headquarters launched the new CAP News Online feature. You can access it directly from the CAP home page www.cap.gov . This should provide us with up to date information and features from across the country. It can also be reached from the Wing PAO Website www.mnwg.cap.gov/pa or from this direct link: <http://www.cap.gov/capnewsonline/capnewsonline.html>

The new on-line news service promises to have all your releases.... a new concept by the editor, Jim Tynan, to share even more of the activities and events across the U.S.

As briefed at the last PAO Workshop, CAP News Online will take news stories submitted by the field and publish them online for the world to see. If the story meets the standards for publication it will be published. Those standards can be found at: <http://level2.cap.gov/index.cfm?nodeID=5698>

Releases and pictures can be submitted to capnews@cap.gov . I am requesting that when you send an item to CAP News Online that the normal protocols for press releases be followed. The release should be vetted by your unit's PAO (if you have one) and approved by your Squadron Commander prior to release. In the case of Wing Level Events and Wing HQ releases these must go through the Wing PAO for vetting/approval prior to release.

The new feature also brings a change to the traditional CAP News that we receive monthly. That will now come out every two months and you can still find it online at our National website as well.

TIP OF THE MONTH: The Community Calendar

Many local newspapers and TV Stations publish a "Community Calendar" of events and happenings.

This is a great way to promote your squadron as a part of the community and to attract potential members.

Try submitting a listing to your local newspaper about your squadron's meeting night. Here are some examples that I found on a variety of online newspapers.

"MARION CADET SQUADRON, Civil Air Patrol, 7-9 p.m., Marion VA Medical Center, Building 6, 1700 E. 38th St."

"Civil Air Patrol, Hayes Hangar, 360 Aviation Drive; Naples Cadet Squadron, 6:30 p.m. Mondays; 353-7980 or 643-0980; Naples Senior Squadron, 7:30 p.m. Tuesdays; 649-1080."

Use the press release format or format the newspaper wants for your calendar item. Include a point of contact and phone number that you and your commander want made public. Or perhaps an e-mail/web address.

Perhaps they may do a feature on your squadron if you run the calendar item enough!

PAO Online RESOURCES

CAP Media Center
Releases, Logos, Multi-Media
<http://www.cap.gov/mediacenter/mediacenter.html>

CAP NHQ Releases
<http://www.cap.gov/mediacenter/release.html>

CAP NEWS
<http://www.cap.gov/mediacenter/capnews/capnews.html>

CAP Online News Service
<http://www.cap.gov/capnewsonline/capnewsonline.html>

Minnesota Wing Public Affairs Website
www.mnwg.cap.gov/pa

PAO WORKSHOP COMING UP!

The Next Wing PA Workshop is scheduled for Saturday Feb 13th at the North Hennepin Squadron Hangar at Crystal Airport.

We will start at 9:00 and go until 1:00 PM.

PAO's and interested members are welcome to attend. Pre registration is requested.

Please send your name, grade, unit and duty assignment to pa@mnwg.cap.gov to register.

There is no charge for the workshop and all participants receive the latest PAO/Recruiter Resource CD set!

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Mission: To provide mission-essential and/or professional-development information for Public Affairs professionals representing the Minnesota Wing.

More Info:

www.mnwg.cap.gov/pa/observer.

PAO REPORTS

Don't forget that unit PAO Reports are due to Wing HQ on the 10th of January!

More info can be found at:

<http://www.mnwg.cap.gov/pa/reporting.htm>