

Defense Logistics Agency Instruction



DLAI 5202
Effective February 23, 2012
DP

Use of the Defense Logistics Agency (DLA) Emblem and Associated Visual and Graphic Products

References: Refer to Enclosure.

1. PURPOSE.

a. Establishes policy and prescribe procedures for use of the DLA emblem, its reproduction, and other subjects related to the alignment of graphics and products produced by DLA.

b. Designates the DLA Style Guide (Reference 3) as the official source of direction on creation, production of visual and graphic products, and use to represent DLA in its communication and marketing efforts.

c. Supersedes all similar Headquarters (HQ) DLA and DLA Primary Level Field Activities (PLFA) policies, guidance, and standard operating instructions. Supplementation of this policy is not permitted at any level.

2. APPLICABILITY. This Instruction applies to HQ DLA and all PLFAs.

3. POLICY. It is DLA policy that:

a. The DLA Style Guide shall be the sole reference document for providing guidance, context, and direction for the use of the DLA emblem, logotype, and development of DLA visual and graphic products. Additionally, for directions on the design and layout of communications and marketing products as well as other administrative items which use DLA activities or programs as a basis for creating visual products. This includes, but is not limited to such varied items as flags, rugs, commanders' coins, Web sites, tri-fold pamphlets, posters, fact sheets, magazines, and newsletters.

b. The official DLA emblem shall be prominently displayed without change as a stand-alone emblem on all exhibits, Web pages, brochures, pamphlets, magazines, catalogs, handbooks, posters, or any other internal and external medium used to promote DLA. All previous versions of the DLA logo (e.g., the 40th Anniversary, DLA 21 logo, PLFA variations of the emblem, including PLFA logos) are no longer valid and use thereof is not permitted.

c. The approved DLA logotype is the official DLA logo and as such, should be prominently displayed without change on all exhibits, Web pages, brochures, pamphlets, magazines, catalogs, handbooks, posters, or any other internal and external medium used to promote DLA. When used in conjunction with the DLA emblem, the logotype shall be appropriately sized and placed to create a cohesive image.

d. The DLA emblem shall be the only emblem appearing on promotional items and exhibits.

e. PLFA logos and emblems are not authorized.

f. The heads of PLFAs shall ensure that the DLA emblem is controlled and displayed, as prescribed in this instruction.

4. RESPONSIBILITIES.

a. The Director, DLA shall approve all new graphic items.

b. The DLA Chief of Staff shall adjudicate requests denied by DLA DP. If the appeal is denied and the requester proceeds with use of the denied emblem or logotype, the DLA Chief of Staff shall request the commander or director of the activity or staff element to remove the item from circulation.

c. The Director, Strategic Communications (DP) shall:

(1) Serve as the central control point on matters pertaining to authorization, display, and use of the DLA emblem and logotype, heraldic items and heraldic services, the DLA Style Guide, and production of visual and graphic products used to represent DLA.

(2) Review, coordinate, and approve requests for the design of graphic items conforming to DLA policy and guidance prescribed in this instruction and deviations from the use of the DLA emblem and logotype as directed in the DLA Style Guide.

(3) Ensure private contractors working within DLA are not utilizing ways and/or means to trade upon a real or fictitious DLA connection.

(4) Serve as the liaison with the Institute of Heraldry on matters pertaining to DLA heraldic requirements for heraldic items.

d. The Heads of PLFAs shall:

(1) Control and display the DLA emblem as prescribed in this instruction.

(2) Ensure requests for design and other services pertaining to graphic items comply with the DLA Style Guide and the policy and procedures prescribed in this instruction.

(3) Disseminate the DLA Style Guide and this instruction to subordinate activities and private contractors under their jurisdiction.

(4) Ensure private contractors working within their activity do not utilize ways and/or means to trade upon a real or fictitious DLA connection.

5. PROCEDURES.

a. Submit requests for exceptions, waivers, or exemptions of any prohibitions and/or restrictions in accordance with this instruction or prescribed in the DLA Style Guide to the Director, DP. Include a description and exact illustration of the proposed item laid out in the accompanying design for which it is intended, anticipated quantity for order, and designated project officer to serve as a DP point of contact.

b. Forward requests to use the DLA logo or emblem from outside individuals/organizations to DP for review and approval.

c. DP will review all requests and notify requestors of approval/disapproval.

d. DLA DP will obtain approval from the Director, DLA, for requests of new graphic items.

6. EFFECTIVE DATE. This Instruction is effective immediately.

Director, Strategic Plans and Policy
February 23, 2012

Enclosure - References

Enclosure
References

1. United States Code (USC) Title 10, Section 4594.
2. Display of the Defense Logistics Agency (DLA) Emblem DLAI 5202, dated May 30, 2006, superseded.
3. DLA Style Guide
4. DLA Correspondence Guide
<https://headquarters.dla.mil/director/documents/correspondenceguide.pdf>
5. DOD Instruction (DODI) 5330.2, Specifications for DOD Letterheads
<http://www.dtic.mil/whs/directives/corres/pdf/533002p.pdf>
6. The electronic official letterhead is found at:
<https://headquarters.dla.mil/director/documents/letterhead.pdf>
7. Briefing templates
<https://headquarters.dla.mil/director/>
8. Defense Logistics Agency Instruction for website development and administration and design templates <https://headquarters.dla.mil/J-6/j6f/j6fs/library.asp>
9. Website development standards
<https://eworkplace.dla.mil/sites/org/j6/j64/Pages/J64WebDevStandards.aspx>
10. Presidential Directive PDD-12
<http://www.fas.org/irp/offdocs/pdd12.htm>
11. DLA incentive award (TBD)
12. DLA Flag Policy (TBD)
13. DLA Sign Policy (TBD)