

LIMITATION ON PURCHASE AND USE OF BRANDED MERCHANDISE

I. Purpose

This Directive establishes the Department of Homeland Security (DHS) policy limiting the purchase and use of unbranded merchandise and merchandise branded with the official DHS seal and purchased with appropriated funds.

II. Scope

This Directive applies to all DHS Components except where inconsistent with statute. This Directive does not modify the exemption from the exclusive use of the DHS seal provided to the United States Coast Guard and the United States Secret Service per Directive 123-06, "Use of the Department of Homeland Security Seal."

III. Definition

Branded merchandise is defined as merchandise branded with any DHS (including Components) new or existing seals and logos. Examples include but are not limited to key chains, magnets, mugs, and clothing not part of an official DHS uniform. Unbranded merchandise is defined as items purchased and not branded with any DHS or DHS Component new or existing seals and logos.

IV. Authority

- A. Delegation Authority 2001, Delegation to the Assistant Secretary for Public Affairs.
- B. Directive 123-06, Use of the Department of Homeland Security Seal

V. Policy and Requirements

- A. Components may only procure branded merchandise as authorized by appropriations law for official DHS employee recognition programs, purchased as

honorary awards, or for sale through official DHS employee associations (as defined in Directive 112-06). Components are to use sound business judgment when purchasing branded and unbranded merchandise.

B. Components may no longer procure or purchase services for the design or production of branded merchandise for any activity other than those exceptions listed above. This restriction includes, but is not limited to, activities related to community or stakeholder outreach, recruitment, training, and conferences and conventions.

C. Components ensure proper controls are in place to prevent any new procurements and purchases for the design and production of branded merchandise, as defined above, excluding those associated with official DHS employee recognition programs, purchased as honorary awards (as authorized by appropriations law), or for sale through DHS employee associations.

D. DHS Office of Public Affairs (OPA) approves all design ideas for the procurement by Components and DHS employee associations of new branded merchandise. Components exempted from exclusive use of the DHS seal by Directive 123-06 retain such approval authority for branded items that do not include the DHS seal.

E. Components may appeal to DHS OPA for a waiver to purchase branded merchandise.

Further guidance on specific purchases can be found in Attachment 1.

VI. Questions

Address any questions concerning this Directive to OPA.



Chip Fulghum
Acting Deputy Under Secretary for Management

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Date

Attachment 1

Branding Guidance

This guidance is provided to assist in understanding what DHS branded merchandise is allowable

In 2003, the Department of Homeland Security (DHS) was established to lead a unified national effort to protect the American people from terrorist threats. The Department coordinates over twenty components with responsibilities ranging from border security and immigration services to cybersecurity, and response and recovery, yet all efforts are part of one team and share one mission: securing the homeland. That unity of effort is both operational and visual so a clear visual identity was deployed when operations began in 2003.

The Department's unified presence is maintained through consistency. There is one cabinet-level seal, and seven operational component seals (Federal Emergency Management Agency (FEMA), Transportation Security Administration, U.S. Citizenship & Immigration Services, Immigration & Customs Enforcement (ICE), Customs & Border Protection, United States Coast Guard (USCG), and United States Secret Service (USSS), that represent the Department. All DHS operational components, with the exception of the USCG and the USSS, through Directive 123-06, use the DHS seal exclusively, and cannot create and/or use distinct seals representing the departmental component, office or program. With the exception of certain policy campaigns being marketed to the public no other visual representation may be used to represent the Department or its components.

Brand & Identity 101

- Use of the DHS seal is not approved in any manner which implies the Department's endorsement of commercial products or services, the user's policies or activities, or which discredits the seal or reflects unfavorably upon DHS.
- Five graphic guideline books define reproduction rules: for seals, house style, web, stationery and vehicles. Use of the brand, including the seal, signatures, type, and colors, need to follow the directives and guidelines set forth by DHS.
- Reference to the Department – but not use of the seal – in external materials can be made if limited to true, factual statements.

- Use only the approved digital artwork files and never typeset, recreate, or alter the seal or signature. Any change causes inconsistencies, lessening the impact and compromising the DHS/Component seal and signature.

Branding Guidance

Apparel

The guidance allows for purchase of branded apparel not generally part of an official DHS uniform, such as t-shirts, sweat shirts, etc. that can be worn by employees who are not required to wear a uniform as part of official duties. Below are some guidelines to follow:

- DHS employees may wear apparel with the DHS seal while performing official duties when the apparel is purchased by a Component using appropriated funds.
 - *Example: FEMA field employees working during a disaster*
 - *Example: ICE agents participating in an official capacity in work-related events such as "Police Week"*
- Any apparel item not part of an official DHS uniform but purchased with personal funds and authorized to be worn while performing official duties are branded following DHS branding guidelines.
- Branded items part of an employee's uniform or used to identify an employee, such as an ID badge with a lanyard, are allowable purchases and not affected by the efficiency review branding prohibitions.
Note: DHS branded lanyards may not be distributed outside official channels, such as gifts or as mementos, to entities or persons other than DHS personnel.

Merchandise used as Gifts to Non-Government Employees/Officials

- The purchase of branded merchandise from any approved employee association using appropriated funds for non-government officials is prohibited with the exception of foreign dignitaries. In these cases purchasers need to use Official Reception and Representation funds. Please follow the guidelines addressed in Management Directive 0540.

Employee Associations

- Components may purchase accepted branded items through officially recognized DHS employee associations. Components may purchase from one another's employee associations. Please see Directive 112-06 which defines officially recognized employee associations.

There is limited authorization to use any merchandise purchased with personal funds in an official capacity. Please consult your Ethics official for further guidance.

Public Service Recognition Week

- There is no waiver for Public Service Recognition Week