



MILITARY DEPARTMENT
OFFICE OF THE ADJUTANT GENERAL
10601 Bear Hollow Drive
Rancho Cordova, California 95670

NGCA-TAG

12 November 24

MEMORANDUM FOR All California Military Department Personnel

SUBJECT: Official Directive for Exclusive Use of the California Military Department (CMD) Logo

1. Purpose. All personnel and entities within the California Military Department are hereby required to exclusively use the official CMD logo in full compliance with the established branding and style guide. This directive ensures consistent visual representation across all platforms, materials, and communications, effective immediately and without exception.
2. Implementation. Effective immediately, all previously used logos, emblems, insignias, seals, or visual identifiers not officially approved as part of the CMD branding guide must be discontinued. This includes legacy logos, unit-specific designs, or unofficial variations.
 - a. Unauthorized logos must be removed from all materials, including official documents, digital platforms (e.g., websites, social media, email signatures), physical signage, uniforms, apparel, merchandise, and presentation materials.
 - b. Only officially approved logos or J6-approved banner variants may be used in all communications. Unauthorized modifications to the CMD logo, such as changes to colors, fonts, or proportions, are prohibited.
 - c. All entities must fully comply within 60 days from the issuance of this memorandum. Commanders, directors, and supervisors at all levels are responsible for enforcing this policy within their areas of responsibility. Non-compliance may result in the removal of unauthorized materials and potential administrative action.
 - d. J6 is responsible for maintaining the integrity of CMD's internal branding by overseeing official logo files, managing banner variations, and maintaining an accessible repository of logos and related resources for CMD entities. Official logo files, templates, and branding resources are available through the J6 Office. J6 provides internal guidance on correct logo usage but does not handle external compliance enforcement.
 - e. CMD Legal is responsible for compliance and accountability regarding any external use of the CMD logo. All requests involving external partnerships or the reproduction of the CMD logo by outside entities must be directed to legal for approval.
3. The point of contact is the Office of Strategic Communications at (916) 854-3304.

MATTHEW P. BEEVERS
Major General
The Adjutant General



CALIFORNIA MILITARY DEPARTMENT

Branding & Style Guide

2024



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Usage Standards



The California Military Department (CMD) logo is the primary branding element for all visual representations of the department. This includes, but is not limited to, official communications, digital platforms, signage, presentations, and merchandise.

- The logo or an approved banner variant must appear on all materials issued or used by CMD personnel, departments, and units.
- Modifications to the CMD logo's colors, proportions, or fonts are strictly prohibited across all media.

Mandatory Adoption

All CMD entities are required to adopt the official logo or approved banner variations. The J6 Office will monitor compliance, with assistance available to transition existing materials to meet the new standards. Unauthorized legacy logos must be discontinued.

Use with Other Logos

In cases where the CMD logo must appear alongside partner or other logos (e.g., in joint operations, external collaborations where CMD is lead partner):

- The CMD logo must always be placed to the left and be equal or greater in size and prominence compared to any other logos used.
- The CMD logo cannot be altered in any way when used in conjunction with other logos.

This provision ensures that CMD's visual identity is upheld in unavoidable joint branding scenarios, while maintaining the integrity of the CMD brand across all platforms.

Banner Variations

Component logos, representing major divisions of the CMD (Army National Guard, Air National Guard, State Guard, and Youth Programs), and directorate logos may be used to reinforce communication identity.

Component Logos



Banner Variations for Directorates



Directors or equivalent may request banner logo variations for mission-critical units with a clear need for a unique identifier. J6's VI team will review requests to ensure they meet CMD branding standards for typeface, spacing, and layout. In cases of disagreement, the requesting party may appeal to the CMD Chief of Staff for final determination.

Logo Coloration

To ensure consistency and brand recognition, all California Military Department logos must follow these approved coloration options based on the communication medium and application.



Full Color

Use full color for printing, electronic, and web-based graphics. Spot colors (listed on page 6) are recommended for professional reproduction.



Grayscale

Use as subdued version and in high quality photocopies or other publications that are color restricted.



Black, 1-Color Usage

Use in black-and-white documents and single-color applications.

Colors, Fonts & Sizing

Colors

Use these hex color codes or PANTONE® inks to reproduce the logo and coordinate design elements.



Fonts

- **CAL GUARD** (typeset in California Gothic, version 1)
- **CALIFORNIA MILITARY DEPARTMENT** (typeset in Trajan Pro 3, Semibold)
- **EST 1850** (typeset in DIN Condensed Bold)

Sizing

Users who utilize a J6-approved digital file must maintain integrity of the design. When resizing a logo, maintain the original proportions to avoid distortion: do not stretch, rotate, skew, shear or warp.

-Minimum Display Size for logo:

.5" wide x .5" tall (or, 150 pixels wide x 150 pixels tall)

-Maximum Display Size of .jpg and .png file types:

8.5" wide x 8.5" tall (or, 2550 pixels wide x 2550 pixels tall at 300 dots per inch (DPI))

Vector art (.eps or .ai file) is scalable and can be resized to fit specific requirements.

Letterheads

In accordance with department and component policy and regulation, letterheads used by CMD entities will follow one of the five **examples** below:

STATE OF CALIFORNIA

Gavin C. Newsom, Governor

MILITARY DEPARTMENT
OFFICE OF THE ADJUTANT GENERAL
10601 Bear Hollow Drive
Rancho Cordova, California 95670-6350



CALIFORNIA MILITARY DEPARTMENT
CALIFORNIA STATE GUARD
10601 BEAR HOLLOW DRIVE - BOX 1 RANCHO
CORDOVA, CALIFORNIA 95670-6350



DEPARTMENTS OF THE ARMY AND AIR FORCE
JOINT FORCE HEADQUARTERS
OFFICE OF THE ADJUTANT GENERAL, CALIFORNIA NATIONAL GUARD
10601 BEAR HOLLOW DRIVE
RANCHO CORDOVA, CALIFORNIA 95670-6350



DEPARTMENT OF THE ARMY
JOINT FORCE HEADQUARTERS
OFFICE OF THE ADJUTANT GENERAL, CALIFORNIA NATIONAL GUARD
10601 BEAR HOLLOW DRIVE
RANCHO CORDOVA, CALIFORNIA 95670-6350



DEPARTMENT OF THE AIR FORCE
JOINT FORCE HEADQUARTERS
OFFICE OF THE ADJUTANT GENERAL, CALIFORNIA NATIONAL GUARD
10601 BEAR HOLLOW DRIVE
RANCHO CORDOVA, CALIFORNIA 95670-6350

Permission to Reproduce & External Use

Entities within the CMD may not reproduce or share the Cal Guard logo with external organizations without prior approval from CMD General Counsel. This is to ensure proper logo use and that CMD Legal tracks external partnerships where the CMD logo is shared for marketing, merchandise, or other promotional activities.

Internal Use by CMD Employees and Sections

For small teams or sections wishing to produce internal-use merchandise (e.g., shirts, mugs) featuring a J6-approved variation of the Cal Guard logo:

- **Low-Risk, Internal Use:** If the items are strictly for internal use and not for public display or distribution, formal approval from CMD General Counsel is not required. The approved Cal Guard logo must be used without alteration.
- **High-Risk or Public-Facing Use:** If the items are intended for public events or may be seen by external audiences (e.g., jerseys for public competitions), prior approval from CMD General Counsel is required to avoid potential legal or reputational risks to the CMD.

External Use and Partnerships

If an entity within CMD seeks to share the logo with an external partner (for marketing, merchandise, or other uses), a formal request must be submitted to CMD General Counsel for review and approval. This ensures:

- Compliance with trademark guidelines and CMD branding policy.
- Proper tracking of external collaborations by CMD Legal.
- Review of any legal implications associated with the use of the CMD logo by third-party vendors.

Unauthorized external distribution of the CMD logo may result in disciplinary action and legal consequences.

Responsibility for Logo Use

- **J6** (Visual Information, Graphics, Printing/Reproduction) is responsible for maintaining the integrity of the Cal Guard logo; creating and managing banner variations and requests; and ensuring availability on state and federal portals of visual brand assets.
- **CMD General Counsel** is responsible for compliance and accountability for external use of the CMD logo and approval of logo usage as it relates to external partnerships or the reproduction of the CMD logo by third parties.

All inquiries must be directed to J6 or CMD Legal, as applicable.

Legal Notice

The CMD controls the use of this logo, including all elements, outlines, text, and wording. Except as authorized by CMD General Counsel, alterations to the logo are prohibited. Organizations that wish to use the logo must request a copy from the J6 Office.

Use of the logo is for official use only and limited to components and directorates of the CMD. Groups not affiliated with the CMD may not use the logo unless they receive written permission or a license approved by CMD General Counsel. Third parties, including licensees, may never claim ownership rights in the logo or any asset that is confusingly similar to the logo. The CMD reserves the right to take appropriate action, legal or otherwise, against any unauthorized use of the logo.

All goodwill generated through the use of the logo inures solely to the benefit of the CMD. Use of the logo may not conflict with the CMD's rights in, or ownership of, the logo. The logo may not be used to disparage the CMD or in any manner that may diminish or damage the CMD's goodwill in the logo. The logo may not be used to imply sponsorship or endorsement by the CMD other than use of the logo as specifically authorized under these guidelines or by written agreement.

The CMD reserves the right to modify or change these guidelines at any time and reserves the right to object to any use or misuse of the logo.



CALIFORNIA MILITARY DEPARTMENT



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(916) 854-3304

