NATIONAL COAST GUARD MUSEUM

NCGM
Brand Guidelines

2026

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Introduction

Use this document as a guide for the National Coast Guard Museum's brand identity. It defines our brand, design elements, and design principles, as well as our messaging pillars and content guidelines.

The Coast Guard is always ready, and our design and communications teams are, too. These guidelines are in place to maintain consistency and vision, but allow us to flex when necessary.

Our Anchor

Purpose

Why the museum exists

Creating a welcoming home that connects the Coast Guard and the communities they serve.

Vision

The long-term, aspirational impact we are working toward.

To be a world-class museum that creates appreciation for the Coast Guard's immeasurable impact on American lives — inspiring courage, selflessness, and a bias for action.

Personality & Archetype

Archetypes are not the WHAT we do — they are the HOW. They define character, and they are the most useful filter we have for keeping the brand recognizable across thousands of small decisions.

The NCGM is a Pathfinder

The museum is not the Service — it is the place that opens the door to the Service. That requires a different character: more outward-facing, more invitational, more charismatic. We are the Pathfinder.

> *The Pathfinder archetype speaks to our passion for discovery, adventure, and convention-breaking — and we invite others to join the quest. Think of us as a charismatic adventure guide whose passion for our mission is infectious.*

*

Strengths of the Pathfinder

Adventure-seeking. Curiosity. Adaptability. Authenticity. Leadership through experience. Community building.

Visual Identity

The **National Coast Guard Museum's visual identity** centers on the main logo — a rescue diver suspended beneath a helicopter, framed by CG Red and CG Blue racing stripes. Placing a person, rather than a vessel, at the heart of the mark reinforces that this is a museum about the individuals who serve, while the dynamic angled geometry conveys movement, urgency, and action. The angle of the racing stripe is derived directly from the official United States Coast Guard logo, creating a visual connection to the service's established identity while giving the museum its own distinctive expression.

That combination of humanity and momentum delivers exactly what the brand strategy calls for: a welcoming identity that connects the Coast Guard with the communities it serves while inspiring appreciation for the service's immeasurable impact. Every encounter with the brand begins with a single Coastie, mid-rescue, saving a life — creating an immediate emotional connection that embodies courage, service, and selflessness.

Museum Logo

This is the museum's primary logo, used to represent the brand in every instance where the mark is static. It should also be the final resting mark for any logo animation. It is built from three components: an icon in CG Red (a Coast Guard rescue diver suspended beneath a helicopter), a diagonal stroke in CG Blue, and the National Coast Guard Museum logotype in CG Dark Blue and CG Blue.



Clear Space

To preserve the integrity and visual impact of the logo, always maintain clear space around it as defined on this page. Please also observe the minimum size logo and never scale the logo below this size.





Minimum size:

To maintain clarity, legibility, and visual impact across all applications, the logo should never be reproduced at a width smaller than 3 inches.



Logomark and Logotype - Clear Space

The National Coast Guard Museum logo system is designed to balance flexibility with consistency across every application. Whether using the logomark, the logotype, or the complete signature, each element should be reproduced with the prescribed clear space to ensure maximum visibility and brand recognition, free from competing visual elements. Minimum size requirements must also be observed to preserve legibility and detail across print and digital media, ensuring the identity remains clear, impactful, and consistently represented in every environment.



Minimum size:

To maintain clarity, legibility, and visual impact across all applications, the logomark should never be reproduced at a width smaller than 1.75 inches.



1.75″ MINIMUM SIZE



CLEAR SPACE



Minimum size:

To maintain clarity, legibility, and visual impact across all applications, the logotype should never be reproduced at a width smaller than 1.25 inches.



1.25″ MINIMUM SIZE

Colors

Our logo is designed to work against both light and dark backgrounds. When using our logo on any of the brand colors, be aware of legibility and visibility. The logo must have enough contrast at all times.







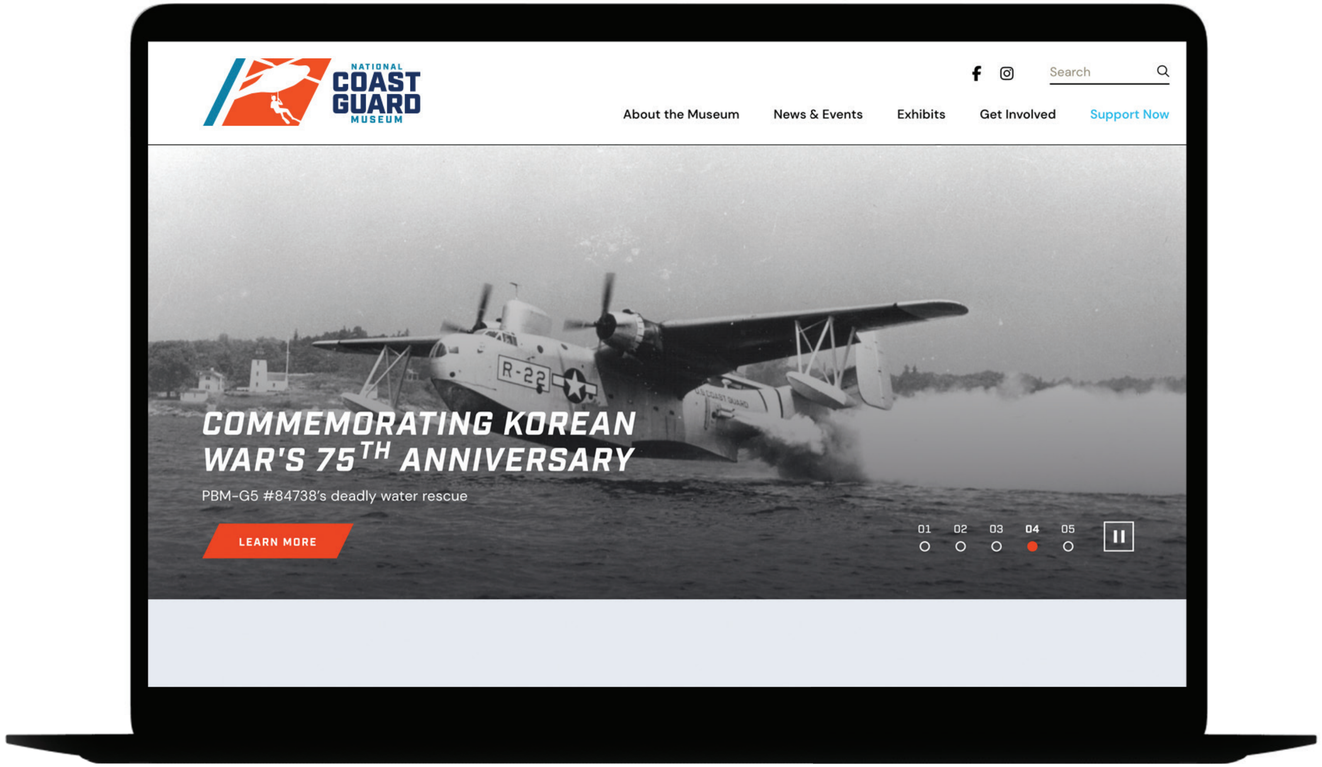






Website

The National Coast Guard Museum logo serves as a consistent and recognizable anchor across the website experience, reinforcing the museum's brand identity while providing visitors with a clear visual connection to its mission, history, and digital content.





APP ICON

FAVICON

Incorrect Usage

Here are some examples of how not to treat our logo. Avoiding these mistakes will help build consistency and recognizability for our brand. Do not alter the logo in any way. Always use the original logo asset. Never recreate your own version of the logo.

- Incorrect usage also applies to the logotype



Tagline

This is temporary placeholder copy which will be about the official museum tagline, once it is chosen

NATIONAL COAST GUARD MUSEUM

HONOR REFLECTED HERE

Icon System

The Coast Guard Icon System transforms the museum wing themes into a unified visual language. Built from the same geometric foundation as the primary mark, each icon shares a common racing stripe shape, and signature color palette, creating a family of symbols that is instantly recognizable and unmistakably Coast Guard.

More than a collection of graphics, the system serves as a storytelling framework. Each icon represents a core area of service — from search and rescue and national defense to environmental protection, maritime law enforcement, and the safeguarding of commerce. Together, they illustrate the breadth of the Coast Guard's impact while maintaining a consistent and cohesive visual identity.

The system is designed to be flexible, scalable, and memorable. Whether used individually to highlight a specific theme or collectively to showcase the full scope of the service, the icons provide a clear and engaging way to communicate the many roles the Coast Guard plays in protecting people, preserving resources, and ensuring the safe movement of commerce around the world.

Icon System

The museum logo sits at the top of a family of museum themed icons that share its racing stripe shapes and colors (CG Blue and CG Red). The system gives every Coast Guard mission a visual home — and lets visitors pick the facet of the service that resonates with them.

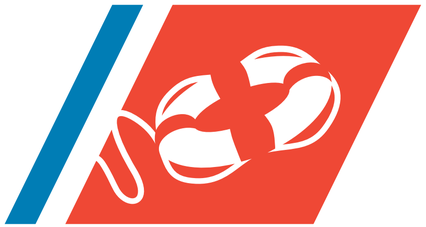
– See 4.6 for incorrect logo usage



MUSEUM LOGO



DEFENDERS OF OUR NATION



LIFESAVERS AROUND THE GLOBE



PROTECTORS OF THE ENVIRONMENT



ENFORCERS OF THE SEAS



CHAMPIONS OF COMMERCE

Clear Space

To preserve the integrity and visual impact of the logo, always maintain clear space around it as defined on this page. Please also observe the minimum size logo and never scale the logo below this size.





Minimum size:

To maintain clarity, legibility, and visual impact across all applications, icons should never be reproduced at a width smaller than 1.75 inches.





Colors

Our Icon System is designed to work against both light and dark backgrounds. When using our icons on any of the brand colors, be aware of legibility and visibility. The logo must have enough contrast at all times.



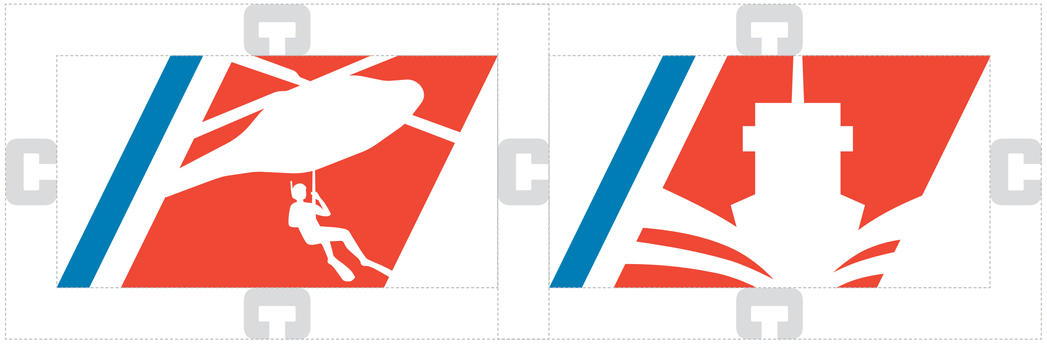
Paired Usage Clear Space

The National Coast Guard Museum icon system is designed to extend and reinforce the museum's visual identity while supporting storytelling across exhibits, communications, merchandise, and wayfinding. When the complete icon family is used together, the National Coast Guard Museum logo must always appear first and serve as the primary brand identifier, with the supporting icons presented as secondary graphic elements. This hierarchy ensures a consistent visual system, preserves brand recognition, and clearly establishes the museum as the unifying source behind every application of the icon family.

- See 4.6 for incorrect logo usage
- See 4.4 for icon spacing







Typefaces

Industry is a typeface born from utility — bold, engineered, and purpose-built for environments where clarity and performance matter. Originally designed to communicate information quickly and confidently, its industrial character reflects the precision, strength, and reliability found in maritime and military operations.

These qualities make Industry a natural companion to the Coast Guard Museum mark. The typeface reinforces the mark's geometric structure, disciplined craftsmanship, and sense of authority while maintaining a modern, forward-looking appearance. Together, the mark and typography create a visual system that communicates readiness, resilience, and trust — core attributes of an organization charged with protecting lives, safeguarding waterways, and serving the nation.

FONT *(Adobe font)*

– INDUSTRY BLACK

NATIONAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

– INDUSTRY ULTRA

COAST

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

National Coast Guard Museum Association Logo

The National Coast Guard Museum Association logo carries the same rescue diver and helicopter silhouette at the heart of the museum logo, but reframes it inside a CG Dark Blue circular seal ringed by the Association name in CG Red above and CG Blue below. Where the museum's parallelogram lockup leads with motion and adventure, the circular badge format reads as something steadier and more official — a hallmark, a membership crest, a stamp of stewardship — which is exactly the role the Association plays as the museum's fundraising and supporter arm. The shared diver figure ties the two marks together at a glance, so donors, members, and partners recognize the Association as part of the same family the moment they see it, while the seal treatment gives the Association its own distinct, more formal voice for the contexts where it lives — membership cards, donor correspondence, gala materials, and official communications on behalf of the people who make the museum possible.

Logo

This logo was intentionally designed to maintain a strong visual connection to the National Coast Guard Museum brand. By incorporating the iconic rescue helicopter and swimmer silhouette, along with the signature Coast Guard color palette of CG Red and CG Blue and CG Dark Blue, the mark immediately reinforces the museum's identity and mission.

Together, these shared visual cues establish a cohesive brand family while allowing the museum and its Association to maintain distinct yet complementary identities.



Clear Space

To preserve the integrity and legibility of the National Coast Guard Museum Association logo, a consistent clear space must be maintained around all sides of the mark. This protected area prevents competing graphic elements, text, imagery, or page edges from interfering with the logo's visibility and impact.

The minimum clear space is defined by the measurement shown and should remain free of any visual elements in all applications. Additionally, the logo should never be reproduced smaller than 1.25 inches wide, ensuring that key details — including the helicopter, rescue swimmer, and typography — remain clear and recognizable across print and digital media.

- See 4.6 for incorrect logo usage



Minimum size:

To maintain clarity, legibility, and visual impact across all applications, icons should never be reproduced at a width smaller than 1.25 inches.



NCGMA Logo + NCGMA Logo

When the **National Coast Guard Museum logo** and the **National Coast Guard Museum Association logo** appear together, the museum logo always serves as the primary identifier, with the association logo positioned to the right as a secondary mark. Both logos should be aligned on a common horizontal axis, separated by a 50% black vertical divider, and spaced using the prescribed clear-space system to maintain visual balance and legibility. This consistent lockup reinforces the relationship between the museum and its supporting association while ensuring the museum brand remains the dominant visual element.



- See 4.2 and 8.2 for minimum size usage

Colors

The palette is built around the primary logo itself. CG Red and CG Blue carry the logomark; CG Dark Blue and CG Blue carry the logotype.



CG BLUE

PANTONE 307C

R: 0
G: 107
B: 166

C: 100
M: 22
Y: 2
K: 18

HEX: 006BA6

CG RED

PANTONE 179C

R: 224
G: 60
B: 49

C: 0
M: 87
Y: 85
K: 0

HEX: E03C31

CG DARK BLUE

PANTONE 19-3943 TCX BELLWETHER BLUE

R: 35
G: 48
B: 91

C: 100
M: 65
Y: 0
K: 40

HEX: 23305B

NATIONAL COAST GUARD MUSEUM

For information about these guidelines please contact pfazio@coastguardmuseum.org

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