

Issue Date: 07/30/2003

USE OF THE DEPARTMENT OF HOMELAND SECURITY SEAL

I. Purpose

This directive sets Departmental policy guidance pertaining to the use of the Department of Homeland Security official seal (DHS seal).

II. Scope

A. This directive applies to all DHS organizational elements. All DHS organizational elements, except the United States Coast Guard and the United States Secret Service, must use the DHS seal exclusively, and cannot create and/or use distinct seals representing the DHS organizational element.

B. This directive does not modify the uniform of the United States Coast Guard (USCG) or the USCG seal, emblems and insignia required or authorized by the Commandant. Whenever feasible, the USCG shall use the DHS seal either alone or in conjunction with its own seal to indicate that the DHS seal is the official emblem of the Department.

C. The directive does not modify the seal of the United States Secret Service. Whenever feasible, the Secret Service shall use the DHS seal either alone or in conjunction with its own seal to indicate that the DHS seal is the official emblem of the Department.

III. Authorities

- A. 18 U.S.C. § 701.
- B. 28 U.S.C. § 1733(b).

IV. Definitions

A. **DHS Seal.** The official seal of the Department of Homeland Security is described as follows:

A graphically styled American bald eagle appears in a circular blue field. The eagle's outstretched wings break through an inner red ring into an outer white ring that contains the words "U.S. DEPARTMENT OF" in the top half and "HOMELAND SECURITY" in the bottom half in a circular placement. The outer white ring has a silver border. Like the Great Seal of the United States, the eagle's right talon holds the traditional olive branch with 13 leaves and 13 olives while the left talon grasps 13 arrows, signifying the power of peace and war and denoting the 13 original States.

The eagle embraces a shield divided into three sections that represent the Homeland "from sea to shining sea." The top of the shield shows a dark blue sky containing 22 stars, one star for each of the original 22 agencies that have come together to form the Department. The stars shine down on graphic representations of white mountains overlooking green plains and the oceans. The DHS seal may also appear in a mono color.

V. Responsibilities

The **Under Secretary for Management**, through the Chief of Administrative Services, shall be responsible for the implementation of this directive.

VI. Policy & Procedures

A. **Policy.**

1. **Affixing the DHS Seal.** The Secretary or his designee shall have the authority to affix the DHS seal to authenticate originals and copies of books, records, papers, writings, and documents of the Department for all purposes, including the purposes authorized by 28 U.S.C. § 1733(b).

2. **Authorized Use of the DHS Seal.** If otherwise authorized by law, the use of the DHS seal is authorized for:

a. Stationery, programs, certificates, diplomas, business and calling cards, and invitations of an official nature;

b. DHS credentials and other official identification for DHS employees;

- c. The DHS intranet and internet websites and on the official websites of all DHS organizational elements;
- d. DHS-approved training films, public relations films, and official
- e. DHS motion picture and television programs;
- f. Display with an official DHS exhibit;
- g. Wall plaques in DHS headquarters, organizational elements and field installations;
- h. Protocol gifts handed out by senior DHS officials;
- i. The manufacture of items for distribution by DHS organizational elements, including DHS headquarters, where the use of the seal for such items has been approved by the Secretary;
- j. With the prior approval of the Secretary or his designee, the manufacture of plaques or other employee recognition items for presentation to DHS employees or others for service rendered to DHS;
- k. The official DHS flag;
- l. Other Federal government official publications and websites as well as displays in other Federal agencies; and
- m. Other uses as determined and approved by the by the Secretary or his designee.

3. The DHS Seal shall not be used in any manner which implies DHS endorsement of commercial products or services, the user's policies or activities, or on any article that may discredit the seal or reflect unfavorably on DHS. Any use of the DHS seal must be approved by the Secretary or his designee.

4. **Outside Use of the DHS Seal.** The use of the DHS seal by any persons or organizations outside of DHS may only be done with the prior written approval of the Secretary or his designee. Any such requests for the use of the DHS seal must be made in writing and must specify, in detail, the exact use to be made. Any permission granted by the Secretary will apply only to the specific use outlined in the written request and is not construed as permission for any other use. The Secretary may seek advice from the Office of General Counsel when making these determinations.

B. **Questions or Concerns Regarding the Process.** Any questions or concerns regarding this directive should be addressed to the Chief of Administrative Services.