

Use of Photo/Video with U.S. Military Marks/Personnel

U.S. Military marks and identifiers **can** be visible in editorial, news and event photos/video used by Georgia Southern University, provided the images are relevant to the organization, and a caption is provided to put the images in context. When possible, include a specific and descriptive caption identifying the person, rank and branch of service.

Photography and video featuring military members can be used for commercial and advertising for Georgia Southern University, but all U.S. Military marks and identifiers **must be removed** prior to use. Specific individuals should not be named. Use of the imagery may not be used to imply U.S. Military endorsement, affiliation or sponsorship.

Photography and video featuring **Active ROTC units are allowed** to use official Military Service seals for commercial and advertising purposes in accordance with applicable U.S. Department of Defense (DoD) policies and procedures. Refer to the ROTC/Department of Military Science for approval.

Further Guidance:

- Avoid capturing military marks and specific identifiers in photos and video when possible.
- If an image used in an editorial, news or event context, remove the marks before using for commercial or advertising purposes.
- Georgia Southern images containing military elements are kept in a controlled access database. Please contact the Office of Strategic Communications and Marketing before using any materials with military individuals or sites.

Notes:

- Service Medals and Ribbons: Generally, the reproduction or display of decorations that are awarded to our Service members that recognize their valor, heroism, contributions and achievements is **NOT permitted** on social media websites, for commerce or other purposes without prior written authorization from the relevant Military Service or The Institute of Heraldry.
- Non-Endorsement Requirements and Disclaimer. DoD images may not be used in a manner that could imply endorsement of an individual, for-profit business, non-profit organization, or any other non-Federal entity (including DoD contractors), product, or service. This applies to both domestic and international users. Endorsement of a non-Federal entity, event, product, service, or enterprise may be neither stated nor implied. If in question, display the following non-DoD endorsement disclaimer: *"The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement."*

A note about the use of “GI Bill” on all media platforms

“GI Bill” is a federally registered trademark owned by the VA. The mark consists of standard characters without claim to any particular font, style, size, or color.

- Use of the trademark is restricted to the education and training institutions eligible to receive VA education benefits, State Approving Agencies, and recognized Veterans Service Organizations.
- The term “GI Bill®” is to be used solely to promote official VA benefit programs and services and must include the proper trademark symbol.
- The trademark cannot be used in a way that directly or indirectly implies a relationship, affiliation, or association with VA that does not exist.
- Authorized parties may use the registered trademark “GI Bill” in print, electronic, radio, digital, or other media as established by terms of use.

The trademark symbol “®” should be placed at the upper right corner of the phrase in the most prominent place at first usage; such as the title of a brochure, form, or top of a Web page. The trademark attribution notice must be prominently visible: **“GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). More information about education benefits offered by VA is available at the official U.S. government Web site at <https://www.benefits.va.gov/gibill>.”**

Additional U.S. Department of Veterans Affairs guidance can be found at https://www.benefits.va.gov/GIBILL/Trademark_Terms_of_Use.asp

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