



United States Department of the Interior

NATIONAL PARK SERVICE
1849 C Street, NW
Washington, DC 20240

Policy Memorandum 24-05

To: National Park Service Senior Leadership
Superintendents
Youth and Young Adult Program Leads

From: Director

Subject: Use of the Arrowhead Symbol in the Youth and Young Adult Programs Insignia

1. Purpose and Duration

This Policy Memorandum supplements [Special Directive 93-07](#), “Use of the NPS Arrowhead Symbol.” It sets forth guidance on the use of the official Youth and Young Adult Programs Insignia, which incorporates the National Park Service (NPS) Arrowhead Symbol (Arrowhead).

This Memorandum will remain in effect until amended, superseded, or rescinded by the Director.

2. Background

2.1 National Park Service Arrowhead Symbol

Since its inception more than 70 years ago, the Arrowhead has come to symbolize the major facets of the National Park System (System) and serves as the NPS’s most important graphic identifier. The Arrowhead is a registered trademark of the NPS (see Registration No. 4706627), protected in accordance with the Lanham Act ([15 USC 1051 et seq.](#)) and subject to the regulations found in title 36, [part 11](#), of the Code of Federal Regulations. Special Directive 93-07 provides guidance on the Arrowhead’s use not only by NPS offices and System units, but also by outside entities. Exercising proper control over use of the Arrowhead is essential to its protection and enforcement as a trademark.

The NPS has incorporated the Arrowhead into certain insignia that help identify key NPS partners – such as volunteers – to the public when providing support to the NPS mission within System units or as part of NPS programs.

2.2 Youth and Young Adult Programs

NPS Youth and Young Adult Programs (YAYAP) contribute to the future of the NPS and encompass a full range of youth-oriented developmental programs and projects conducted in national parks, local communities, NPS support offices, and in collaboration with partner organizations. YAYAP are designed to provide career development, employment, education,

and recreation service opportunities to U.S. citizens, nationals and permanent residents up to age 30, and veterans up to age 35. [Learn more about YAYAP.](#)

Further information regarding YAYAP, including program management, is contained in Director's Order #26: Youth and Young Adult Programs.

YAYAP participants are in regular contact with the public as ambassadors of the work of the NPS. To distinguish the importance of these positions in supporting the NPS, the Youth Programs Division recognized a need to identify YAYAP participants with the NPS more effectively and publicly. Working collaboratively with other NPS stakeholders, the Youth Programs Division has developed an official YAYAP Insignia for this purpose.

3. Policy

3.1 General – YAYAP Official Insignia

This Memorandum establishes the official YAYAP Insignia (Insignia), managed by the NPS through the Youth Programs Division. The Insignia is an official insignia within the meaning of [18 USC 701](#), which imposes criminal penalties for its unauthorized manufacture, sale, or possession.* The Insignia consists of the Arrowhead appearing in a circular orientation with the text “Youth and Young Adult Programs” in the rocker or outer ring. See, section 3.2 below.

The NPS collaborates via cooperative agreements with the [21st Century Conservation Service Corps and Civilian Climate Corps Agreement Holders \(21CSC/CCC partners\)](#). The 21st Century Conservation Service Corps and Civilian Climate Corps are public-private partnerships that engage more than 25,000 returning veterans and young Americans each year to strengthen America's infrastructure, boost local economies, and multiply returns on our country's most valuable assets – its unmatched landscapes and people. These partnerships aim to provide young adults with exciting career growth opportunities that align with NPS program goals. All cooperative or task agreements with 21CSC/CCC partners will (1) adhere to the definitions of permissible, conditional, and prohibited uses of the Insignia as described in this Memorandum, and (2) contain an express reference hereto, or attach a copy of this Memorandum as an exhibit.

First, permissible uses are explicitly stated in section 3.3 of this Memorandum. If the use falls outside of those listed, the requesting NPS employees or 21CSC/CCC partners must follow the process outlined in section 3.5 for conditional approval. NPS employees and 21CSC/CCC partners are strictly prohibited from using the Insignia for any purposes listed in section 3.4, Prohibited Uses, or for any other uses not specifically listed in section 3.3 in the absence of specific, written, prior approval.

Second, any requesting NPS employees or 21CSC/CCC partners must use the approved versions of the Insignia set forth in section 3.2 of this Memorandum, without making any changes to the design elements or partnership language. Any utilization of the Insignia must adhere to all technical specifications established or referenced in section 3.2 unless prior written approval is received.

* See the notice published at [89 Fed. Reg. 79636](#).

Third, permission to use the Insignia is granted only to NPS employees or 21CSC/CCC partners. This permission cannot be transferred to other entities involved in an event or project, except for the purpose of permitting a vendor to produce an authorized product, publication, or similar item for or on behalf of the NPS or a 21CSC/CCC partner. Any 21CSC/CCC partner is prohibited from using the Insignia beyond the parameters of this Memorandum and its agreement with the NPS.

When placing vendor orders for products with the Insignia, 21CSC/CCC partners must provide the NPS with a report (or a copy thereof) detailing the permission to use the Insignia and the quantity of units ordered. Upon delivery of the order, a vendor must be required to delete all image files. Annually, 21CSC/CCC partners who use the Insignia will be required to submit a report on the usage and quantity of the purchased items, along with their required final Performance Report and final Federal Financial Report, which is due 120 days after the end date of the Term of Agreement.

3.2 Youth and Young Adult Programs Insignia

In order to showcase the official involvement of individuals in YAYAP, the Insignia will act as a consistent visual representation. This will simplify the approval process for standard applications of the Insignia, and 21CSC/CCC partners are required to utilize the Insignia in the following manner and subject to the requirements and prohibitions outlined in sections 3.3 through 3.5.



The Harpers Ferry Center for Media Services has developed brand and identity standards for use of the Insignia by the NPS and its 21CSC/CCC partners (Standards). See [Youth and Young Adult Programs Identity Standards](#). The Standards define technical specifications, treatments, and provisions for use of the Insignia.

NPS program leads will be responsible for sharing the Insignia and the Standards with 21CSC/CCC partners and ensuring the appropriate use is outlined in the cooperative or task agreement. Any technical questions regarding use of the Insignia or complying with the Standards should be directed to the NPS Brand Mailbox, at npsbrand@nps.gov.

As discussed above, any and all requested uses must be consistent with this Memorandum and any further requirements in the cooperative or task agreement with 21CSC/CCC partners.

3.3 Permissible Uses

The Insignia serves as the primary graphic identifier for YAYAP. The public must easily recognize YAYAP participants by means of a visible distinction from paid employees. Participants must not wear, or attempt to duplicate, any part of the official NPS uniform. Similarly, participants may only wear a Volunteers in Parks (VIP) uniform item if they are also an official volunteer with a signed volunteer agreement. See, [Director's Order #7: Volunteers-in-Parks](#).

For the following listed uses, 21CSC/CCC partners are authorized to use the Insignia without prior approval from the NPS, provided that uniform details are listed on the financial assistance task agreement and detailed budget, and that the use meets the conditions and is undertaken in the manner described in sections 3.1 through 3.2 above –

- The following YAYAP participant uniform items:
 - shirts (e.g., t-shirts, collar, polo);
 - outerwear (e.g., jackets/coats, sweatshirts, rain gear);
 - headgear (e.g., hats, sun visors, beanies, bandanas);
 - safety gear (e.g., hard hats, helmets);
 - lapel pins; and
 - name badges
- The following YAYAP participant supply items:
 - backpacks;
 - water bottles; and
 - notebooks/folders
- The following NPS or 21CSC/CCC partner YAYAP publications:
 - webpages;
 - official reports;
 - brochures/fliers/rack cards; and
 - posters.

For all other uses not listed, please refer to the conditional approval process in section 3.5.

3.4 Prohibited Uses

No reproduction of the Insignia that changes the wording or design elements found therein will be permitted. In addition, the use of the Insignia in the following situations is prohibited:

- as the primary graphic identifier for a 21CSC/CCC partner;
- as the primary graphic identifier on 21CSC/CCC partner materials (e.g., primary profile image for web and social media platforms);
- in any manner likely to cause confusion or that disparages the NPS or its employees;
- in any manner that expresses or might imply the NPS's or 21CSC/CCC partner's affiliation, sponsorship, endorsement, certification, or approval of a third-party product, service, or activity;
- in association with any 21CSC/CCC partner fundraising efforts;

- in a product name or publication title not owned, controlled, or approved by the NPS;
- on mementos, trinkets, giveaways, or sales merchandise;
- on vehicles, boats, and any other similar equipment that does not belong directly to the NPS and/or is not operated by the NPS; and
- on buildings or structures that do not belong directly to the NPS and/or are not operated by the NPS.

3.5 Conditional Use Approval Process

Any use of the Insignia by NPS employees or 21CSC/CCC partners not described in section 3.3 is also prohibited without explicit approval of the NPS as described in this section. The following review process has been established for approvals.

Requests should be sent to npsbrand@nps.gov, with a copy to the Youth Programs Division NPSYouth@nps.gov, and must include the following information:

- name and contact information of requestor;
- intended use;
- intended audience;
- sample where appropriate;
- if applicable, the name of any partner or vendor that will produce or distribute any proposed item;
- if applicable, a summary of production or distribution costs and description of how any proposed item will be distributed;
- if applicable, an example of and the name and contact information for the owner of any third-party mark that may appear in proximity to the Insignia; and
- any additional details.

The estimated timeline for review is thirty (30) business days. The NPS retains sole discretion over the approval of any requested conditional use.

3.6 Use of the Arrowhead Prohibited

This Memorandum covers the use of the Insignia as outlined in section 3.2 and does not constitute authorization to use the Arrowhead separate and apart from the Insignia. All requests to use the Arrowhead must be submitted to npsbrand@nps.gov. Use of the Arrowhead without specific, written, prior authorization is strictly prohibited.

4. Third-Party Enforceability

This Memorandum is intended only to improve the internal management of the NPS and is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or equity by a party against the United States, its departments, agencies, instrumentalities or entities, its officers or employees, or any other person.

-----End of Policy Memorandum-----