You’ve invested in your military advertising efforts, and naturally want to achieve success. We’ve compiled the following best practices, specifically focused on depicting U.S. military uniforms, to provide you with the best opportunity to ensure your advertising is well-received by the military/veteran audience.

**IS YOUR AD VIOLATING THE LANHAM ACT?**

The Lanham Act created a national trademark registration system in 1946, in order to protect registered trademarks, as well as to protect the owner of a trademark against outside use of similar trademarks. The use of imagery officially portraying government personnel, uniforms and insignia in promotional or advertising content is not allowed, as it can be interpreted as an endorsement by the entity being portrayed.

- This includes imagery showcasing an individual in full /authentic uniform
- This includes the use of DoD/Military branch emblems /logos

1 ▲ By cropping out the portions of the uniform that would normally have identifying rank/branch/insignia, this advertiser avoids violating the Lanham Act, but still provides a convincing/realistic image.

2 ▲ Silhouettes provide the capability of showing the whole body without identifying rank/branch/insignia and do not violate the Lanham Act. Having an image featuring a service member with their back toward the viewer is another way to go about this.

3 ▲ There is always the option of forgoing imagery involving servicemembers and using patriotic/military themes instead.

For more information, please visit Bradley-Morris.com or RecruitMilitary.com.