

Regulations on Military Insignia and Uniforms for Commercial and Non-Commercial Use, Let's Clarify

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I have a merchandising company, can I create items and clothing like suits, t-shirts, etc., with the logos of Army units?

Can I publish the logos of Army units or the armed force on my website?

Let's clarify. The use of insignia and emblems and any distinctive signs of the Armed Forces is regulated by decree no. 162 of July 25, 2012.

The regulation in question is based on various articles of the Constitution, laws, decrees, and codes that establish the basis for the exclusive use by the Italian Armed Forces (Army, Navy, Air Force, and Carabinieri) of their names, insignia, emblems, and other distinctive signs.

These elements are defined in detail and include both current and historical ones, reflecting the military heritage and prestige. Furthermore, the Ministry of Defense may grant temporary use of

these elements to third parties, both public and private, through sponsorship contracts or similar, provided that such use does not compromise the image or institutional purposes of the Armed Forces. Particular attention is given to the compatibility of the proposed use with the prestige and purposes of the Armed Forces, and specific contractual methods are provided, including compensation, which can be in money or in the form of goods and services.

The Ministry also verifies that the use of distinctive signs complies with the terms of the contract, with the possibility of checks and penalties in case of non-compliance. In some cases, use may be granted free of charge for events sponsored by the Ministry or for reasons of public interest. The proceeds from these economic activities, unless managed through the company Difesa Servizi S.p.A. or compensated with goods and services, are paid to the State.

Without authorization from the Ministry of Defense, however, the commercial use of the emblems contained in d.l. 162 is absolutely prohibited.

Can we talk about a military unit on our blog, social networks, and any platform?

Absolutely yes, here the right to report applies. But it is always necessary to remember that the Ministry of Defense reserves the right to take legal action against those who damage its prestige and image.

We attach the pdf of d.l. no. 162 of July 25, 2012 at this link.