

Florida Wing Pamphlet 110

**FLORIDA WING
UNIT HERALDRY HANDBOOK**



February 2021 Revision

Introduction

This pamphlet provides information and guidance for members of Florida Wing who plan to design a logo or emblem for their unit. Information concerning the requirements and prohibitions for unit emblem design will be provided, with diagrams and illustrations as needed to provide a clear understanding of acceptable design practice. The submission and approval process for unit emblems will also be explained, with clear instructions on how to produce a complete packet requesting approval of an emblem design. Following this guidance will ensure that personnel at all echelons within Florida Wing are able to successfully design unit emblems, and request chain of command approval for their designs.

Purpose

This document is intended to provide a source of guidance and information for Florida Wing units that will be designing and seeking approval for unit emblems. Information on basic concepts of military heraldry will be provided in order to facilitate the design process, and an outline of the wing process for submission and approval of unit emblems will be given to facilitate the subsequent steps toward gaining SER/CC approval to use the unit emblem.

Authority and Conflicting Guidance

Any national CAP regulation, Southeast Region supplement, or Florida Wing supplement that provides instruction or guidance contrary to that provided in this pamphlet will be considered controlling. This pamphlet cannot supersede any other wing, region, or national publication. This document is non-directive in nature, and all directive language contained in this document is based on either national CAP regulations or Florida Wing procedures established by the authority of the Wing Commander.

The pamphlet content augments guidance provided in CAP Regulation 110-3, *Civil Air Patrol Heraldry Program*, and does not override that document's requirements for acceptable emblem design. Additionally, general technical guidance provided by heraldry personnel from the office of the National Historian is considered authoritative, and overrides general guidance from this document.

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Section 1: Florida Wing Unit Emblem Submission Process

In order to consider and approve a request for a new unit emblem, several items must be submitted as a packet by the requesting unit. This section will outline the required documents, as well as the evaluation and approval process used at the group and wing level to evaluate unit emblem requests.

The Cover Letter

Each unit emblem request requires a CAP memorandum-style letter from the unit commander. This memorandum identifies the unit requesting the approval, provides contact information for the approval process, and formally requests consideration of the emblem design by the chain of command. A standard format for this memorandum can be located on the Wing Historian's SharePoint site, and an example is provided as Attachment 1 to this pamphlet.

The Graphic Design

A full-color image of the proposed emblem design must be submitted for review. Design requirements are drawn from CAPR 110-3, and this pamphlet provides additional guidance based on the regulation.

Significance of Design Elements

Each element of the proposed design must have a reason for being included as part of the emblem. Deep poetic meaning is not required, but including elements solely for aesthetic appeal is not acceptable practice for designing unit emblems. If an element of the design does not have a particular significance as regards the requesting unit in particular, or Civil Air Patrol in general, its inclusion should be reconsidered. A sample statement of significance can be found as Attachment 2 to this pamphlet. Units must also include the significance of the colors used in the emblem; some common significances of colors can be found as Attachment 3 to this pamphlet.

Additional Verifications

Units should consult with a local company providing embroidery services to ensure that their design can be reproduced on commercial embroidery software and production equipment. A statement to this effect is included on the cover letter template, but units should be careful not to overlook this requirement.

If a motto or nickname is requested as part of the emblem design, a statement of the history and significance of the motto or nickname is required, and must be provided as part of the significance of design elements statement. In keeping with American military tradition, the motto may be translated into Latin, but any Latin translations must be vetted by an individual with educational or academic qualifications in Latin, with a memorandum to that effect included. Even a single letter changed in a Latin sentence can easily result in a completely different meaning, so care must be taken.

The Heraldic Blazon

Under previous approval requirements, units had to compose and submit a heraldic blazon. The blazon is a time-honored component of heraldry, but requires the use of a technical vocabulary and grammar that ultimately makes the requirement for one a barrier to entry for units requesting approval of emblems. Furthermore, a heraldic blazon's specified purpose is to describe an emblem accurately enough to allow it to be reproduced without seeing an actual image of the emblem. With modern technology for transmission of image data, this purpose is obsolete, and a heraldic blazon is no longer required for submission and approval of unit emblems.

Packet Submission and Approval

The complete packet should be submitted by email with attachments to the Group Commander for initial review. A guide for Group Commander review is provided as Attachment 5 to this pamphlet, and units requesting emblems would be well advised to examine the guide themselves before submitting a design to the Group Commander. When the Group Commander is satisfied with the technical requirements of the design, the packet will be submitted to the Wing Historian.

The Wing Historian will submit the packet for consideration by the Wing Heraldry Review Panel, which will consist of no fewer than three FLWG officers or noncommissioned officers, selected and chaired by the Wing Historian and appointed by the Wing Commander. The Wing Heraldry Review Panel will examine the submitted packet and evaluate the contents to determine whether the proposed unit emblem meets the requirements for approval. The unit will be notified through channels if more information is required, as well as if design changes are needed.

The Wing Heraldry Review Panel will provide a recommendation to the Wing Commander, who will determine whether the packet should be submitted for final approval by the Region Commander. The packet will undergo a final review for completeness prior to being forwarded to Region Headquarters in the manner specified by the Region Commander.

Applying for a Replacement Emblem

Units with an existing approved emblem can only apply for a replacement emblem under certain circumstances. Change of command, meeting location, or unit type (senior, cadet, or composite squadron) are not sufficient reasons for a new emblem to be approved.

A unit with an established emblem that is not compliant with the current CAP directives or other standards of heraldry can seek approval of a new emblem design that is compliant with current standards. At present, IAW CAPR 110-3, all unit emblems approved prior to 25 January 2021 will need to be resubmitted for approval before production of any additional stock of unit patches, shirts, challenge coins, or any other items bearing the emblem.

A unit with an established emblem that does not include an upper scroll for a motto or nickname can request a suitable motto or nickname to be added. The design of the disc will remain the same.

If the significance of an element of an established unit emblem changes, due to a change in location, mission, group affiliation, or other legitimate reasons, then the element in question can be replaced with a similar suitable element, at the discretion of the Wing Commander. The rest of the design will remain the same, except in rare cases.

Units that have been created by merging two already-existing units, or units that have been created by separating an existing unit, may be allowed to establish new emblems. This is not automatic or mandatory, and will be at the discretion of the Wing Commander.

Section 2: Basics of Unit Emblem Design

This section will provide a summary of the requirements for emblem designs set out by CAPR 110-3, *Civil Air Patrol Heraldry Program*. Units designing their emblems should be sure to read and understand the regulation's requirements, but the following overview covers the basics. Units should also be aware that there are intricacies of heraldic practice that are beyond the scope of this document, and that the National Historian's office can be consulted on these matters as necessary.

Role of the National Historian's Office

The office of the CAP National Historian has heraldry specialists on staff to assist units with design and development of unit emblems. It is important to note that the National Historian's office is not part of the approval chain for unit emblems, which are evaluated and approved solely by the chain of command. As such, unit emblems do not need to be developed, reviewed, or approved by the National Historian's office, and emblems that are developed by the National Historian's office might not be automatically approved by the chain of command. Units who would like the assistance of the National Historian's heraldry staff can make contact at the unit commander's discretion.

The Shape of the Emblem

The only emblem shape authorized for squadrons is the disc, which is essentially a circle with an arc-shaped scroll along the bottom edge of the circle. The name of the unit is printed within the bottom scroll. If a unit motto or nickname will be used, a second scroll is added along the top edge of the circle. The size of the scrolls is determined by the length of the unit name or motto, with common lengths ranging from 90 degrees of arc (a quarter of the circle's edge) to 150 degrees of arc (a bit less than half of the circle's edge). If two scrolls are used, both must be the same length.

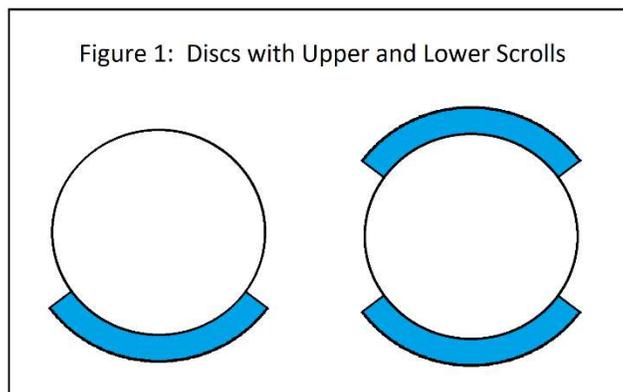


Figure 1 provides examples of discs with scrolls. Please note that squadrons are not authorized to use a shield shape for their emblems.

Unit Names

The unit name is printed in the bottom scroll, and must use 30 characters or fewer, including spaces. Numbers, including the unit's charter number (SER-FL-###) are generally not authorized for unit names. Depending on the length of the squadron name, the type of squadron (senior, cadet, composite) may be abbreviated (SR, CDT, COMP) or omitted. Likewise, the word "squadron" can be abbreviated as "SQ". Also, many abbreviations of place names, such as "CO" for "county", can be abbreviated.

By way of example, the "Mosquito County Composite Squadron" would require 34 characters to spell out their full name, so it needs to be shortened. The full name of the unit should be used in the scroll whenever feasible, but there are several ways to abbreviate a squadron name. To use the previous example, one possibility would be to shorten "composite", or "squadron", or both, giving something like "Mosquito County Comp Squadron" or "Mosquito County Comp Sq". Another option would be to abbreviate "county", to get something along the lines of "Mosquito Co Comp Squadron".

Unit Mottos and Nicknames

Mottos are authorized for units, but must meet the same approval standards that apply to the emblems themselves. They must be in good taste, reflect well upon the unit and Civil Air Patrol, and have a significance for the requesting unit. As with unit names, a motto must consist of 30 characters or less, including spaces. Units can also request that a unit nickname be used in place of a motto, again provided that the approval standards are met.

Mottos and nicknames must fit within 30 characters without abbreviations, shortenings, or special characters. An apostrophe is permitted if used to indicate a possessive. If your motto or nickname takes more than 30 characters to print, you need to choose a shorter one. Also, bear in mind that the upper and lower scrolls for all emblems must be the same size, so ideally the motto and the unit name should be printed in approximately the same number of characters for the sake of symmetry.

The preferred language for mottos is English, simply because the motto is best able to express its meaning in a language that most people are actually able to read without a translation. However, in keeping with military custom, a Latin motto is authorized as long as it meets the same standards as an English motto. If a Latin motto is requested, Florida Wing units should provide an English translation of the motto, as well as verification that the translation into Latin was made by a qualified individual. Online translation programs are not sufficient for this purpose. Latin grammar is notorious for major changes in meaning being altered by a single letter change, and a Latin motto that is poorly translated is an embarrassment for both the unit and the wing. Units seeking a translator can inquire with the Wing Historian, who may have recommendations.

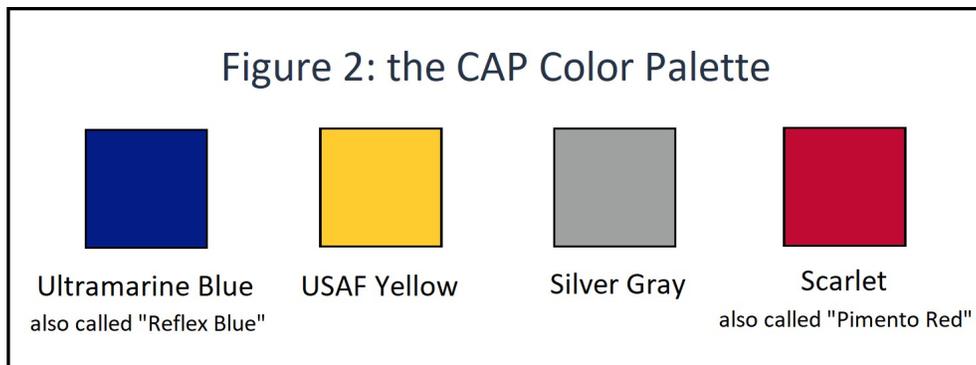
Mottos also can't contain words that are already part of the unit name or function. For example, the Cedar Key Cadet Squadron's motto can't include the word "cadet". This holds true for Latin mottos as well, including Latin synonyms for the word in question.

Section 3: Using Color in Emblem Designs

Choosing appropriate colors and arranging them effectively is vital to creating good emblem designs. This section will discuss appropriate colors for CAP unit emblems, and will also provide guidance on how to properly apply the rules of heraldry regarding color.

Color Palette

Emblems must use no more than six colors. The following palette of colors is recommended, at least as a starting point, because the colors are those most typically used in Air Force and Civil Air Patrol heraldry. Unlike Air Force policy, Civil Air Patrol does not require the use of any particular colors in an emblem design. Also, be aware that the colors black and white do count towards your six-color limit if they are used.



If additional colors are needed for the design, units can substitute them in place of the standard colors. Green, for example, is notably missing from the standard CAP palette, but is a common color in emblem designs. Still, colors that are bold, bright, and simple work best for emblems, and should be used whenever possible. The Army Institute of Heraldry palette is included as Attachment 4 to this pamphlet, and provides an assortment of acceptable colors, along with computer hex codes and embroidery color codes for each color.

The scrolls for unit patches can be any color, but the borders of the disc, the borders of the scrolls, and the scroll lettering must all be the same color, which *must not* be white. Be sure to select colors for the scrolls and text that will provide sharp contrast for easy reading.

Metallic colors, glitter or sparkle threads, and multicolored threads are not authorized for emblems. Shading and gradients are not authorized for embroidered or printed emblems.

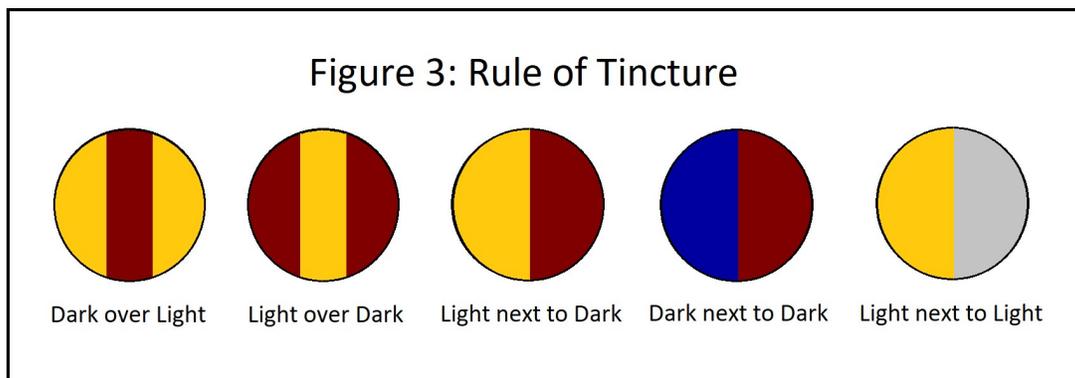
The Heraldic Rule of Tincture

Historically, the “rule of tincture” in heraldry was used to ensure that the colors used for heraldic emblems would contrast well against each other for easy recognition. Civil Air Patrol heraldry must follow this rule, in order to comply with US Air Force heraldry standards and traditional heraldic practice.

The rule of tincture, as originally formulated, specifies that “metals must be placed over colors, or colors over metals”. Please note that in this usage, “metals” doesn’t refer to actual metallic colors, but instead to “light colors” that approximate the silver and gold hues used in classical heraldry. For the purpose of CAP unit emblems, acceptable “light colors” are shades of yellow, shades of gray, light tan or khaki, and white.

All other colors are considered “dark colors”; for example, even a light shade of blue counts as a “dark color” when applying the rule of tincture. In this pamphlet, we will talk about “light colors” and “dark colors” for the sake of plain language.

The easiest way to think about the rule of tincture is to imagine that the emblem is made up of layers of color, where each color is either layered on top of (i.e. “over”) another color, or else placed next to another color with neither on top. This is illustrated in Figure 3, which shows the variations possible for arranging light and dark colors in accordance with the rule of tincture.

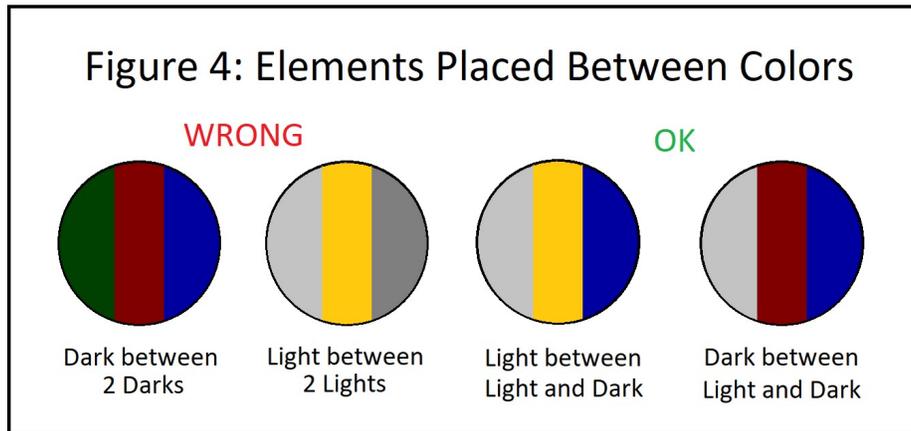


There are exceptions to the rule of tincture, many of which can be quite complicated, and units who need a comprehensive analysis of these exceptions can contact the National Historian’s office. However, some exceptions that are often relevant to unit emblem design will be covered here.

Elements Between Dark and Light Colors

Probably the most important exception to the rule of tincture involves elements placed between dark and light portions of the disc. There will be more information on this in Section 4, but for now just consider a stripe or bar that is drawn through the middle of the disc.

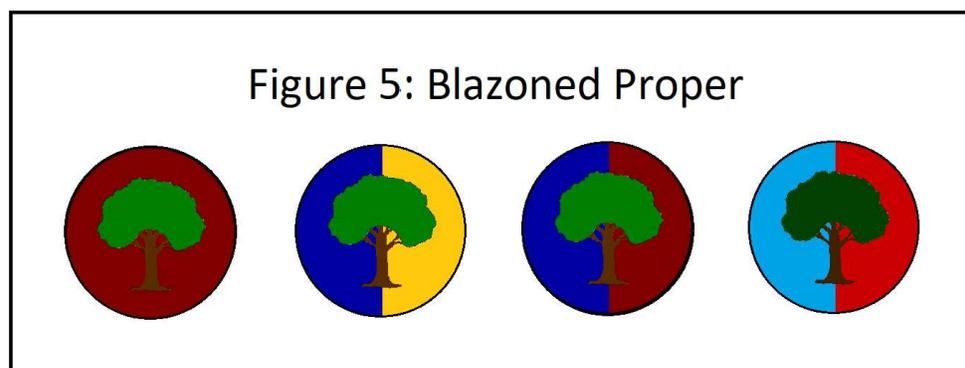
As shown in Figure 4, placing a dark-colored bar between two dark-colored areas isn't allowed, and neither is placing a light-colored bar between two light-colored areas. However, if one of the areas is dark-colored and the other is light-colored, then the bar placed between them can be either light-colored or dark-colored without violating the rule of tincture.



The Real World and “Blazoned Proper”

An exception to the rule of tincture that often applies to CAP emblems involves design elements that are *blazoned proper*. This simply means that the element depicts something found in the real world, using its naturally occurring color. For example, placing green over blue in an emblem would normally not be allowed by the rule of tincture, as both blue and green are dark colors. However, an emblem that depicts a green tree over blue (or any dark color) is acceptable, because green trees are colored that way in real life. That means they are *blazoned proper*, and don't need to follow the rule of tincture.

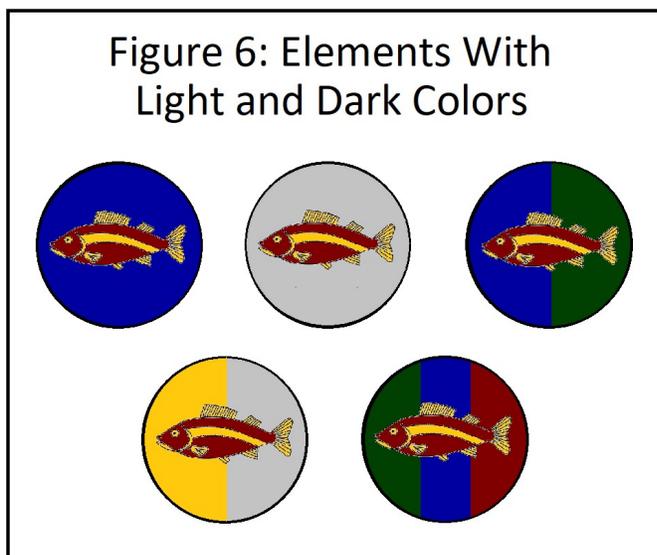
Figure 5 gives an example of a tree with green leaves and a brown trunk, which fit the definition of *blazoned proper*. Each of the discs in the figure are correct, because the tree can be



placed over dark colors, light colors, or a combination of colors. However, it's always important to have good contrasting colors for emblems, even if heraldic rules don't technically demand it. In the emblem on the far right of Figure 5, the shades of red and blue have been lightened to provide better contrast with the colors of the tree, which have been darkened a bit as well. All of the colors still count as dark colors, but some common sense will go a long way towards making your emblem design easy to recognize.

Elements with Both Dark and Light Colors

It's possible for design elements to be made up of more than one color, and it's even possible for design elements to be made up of both light colors and dark colors. Figure 6 gives an example of a fish, depicted using the colors red and yellow. Please note that this fish is not *blazoned proper*.



Because this element is made up of both light colors and dark colors, it can be placed over dark colors, light colors, or even a combination of colors, without violating the rule of tincture.

However, just because the fish can be placed over both light and dark colors doesn't mean that the design works well with just any colors. Placing the fish over backgrounds that don't duplicate the fish's colors is advisable; both of the examples in the bottom row lack contrast with the yellow or red parts of the fish.

Outlines and Fillets

It is also worth noting that a design element in a dark color can be outlined in a light color in order to satisfy the rule of tincture. In heraldic terms, this adding of an outline is called *fimbriation*, and is a common way to adapt a design to conform to the rule of tincture. Units should be careful, however, not to exceed the six-color maximum when adding outlines in this way. Adding a *fillet* to certain design elements serves the same purpose by placing a thin border along certain elements.

In Figure 7, the emblems on the left don't follow the rule of tincture because they have a dark color placed over another dark color. However,

this has been fixed in the emblems on the right by adding outlines in a light color. You can also use this design strategy to place dark-colored outlines and fillets to separate light-colored elements.



Section 4: Heraldic Elements of the Unit Emblem

In order to prevent emblems from becoming cramped or cluttered, designs are limited to three elements or less. This section will discuss what constitutes an element, and will also provide examples of various element types and their proper use.

Diagrams of the various heraldic elements that can be included in unit emblem designs will be provided, as well as a summary of prohibited elements. The content of the section is far from exhaustive, but aims to cover many of the most common questions that units encounter during the design process, and to give an overview of basic and well-established elements that make for good emblems.

What Makes a Good Element?

The best heraldic elements are simple. For the two most common uses of unit emblems, printed materials and embroidered patches, too much fine detail is difficult to execute and also hard to see on the finished product. It's still entirely possible to obtain a cluttered or jumbled appearance for an emblem, even if only three elements are being used: elements that have too much packed into them will ruin the clean and serviceable look of any emblem.

Wing emblems will be used as examples several times in this pamphlet, but a word of caution is in order. You can view all of the current wing emblems on the [Vanguard website](#), or on the [national website](#), but not all of them meet the standards at present for unit emblems, because many of the designs were created and approved years before the current regulation was drafted. Remember to apply the current standards to your emblem instead of just copying elements that might no longer be correct. Also, these emblems are provided as good examples of certain elements and usages, so just because an emblem is used as an example doesn't mean that everything about it is worthy of imitation.

Practical Examples of Design Elements

Figure 8: Georgia Wing Emblem



Figure 8 shows the Georgia Wing emblem, which is an excellent example of clean and simple heraldic design. This emblem uses only three colors, as well as the Air Force yellow required as a border on CAP shields (but not discs). There are two elements in this design: the blue field with white stars counts as an element, and the red and white striped field counts as an element.

Note that the three stars are not separate elements, and the blue field isn't separate either. They all form a single element when viewed as a group. Likewise, the three stripes aren't each a separate element, but are instead a grouping that counts as a single element.

Figure 9: Tennessee Wing Emblem



Figure 9 shows the Tennessee Wing emblem, which also demonstrates classic design principles. You can see three elements in this emblem. The blue circle with white stars is the first element, the blue “V” shape with white border (called a *chevron*) is the second, and the CAP triangle with prop is the third.

Figure 10 is the Utah Wing emblem, which is more of a departure from basic heraldry. Still, the emblem keeps to three elements: the CAP triangle with prop, the rock formation, and the bird in flight. This emblem depicts a scene instead of a combination of geometric shapes, but the scene is clean and uncluttered. Keeping the number of elements to three prevents designs from becoming too complex or crowded, no matter what the specific elements might be.

The Utah Wing emblem also provides an example of how elements from the natural world can be used in the context of the rule of tincture. The sky and the rock are both in dark colors, but the combination is fine because the sky and rock are *blazoned proper*. More than that, the Utah Wing emblem designers made sure that the sky and the rock contrast well against each other. Even though both colors are dark, it’s easy to see where one stops and the other begins.

Figure 10: Utah Wing Emblem

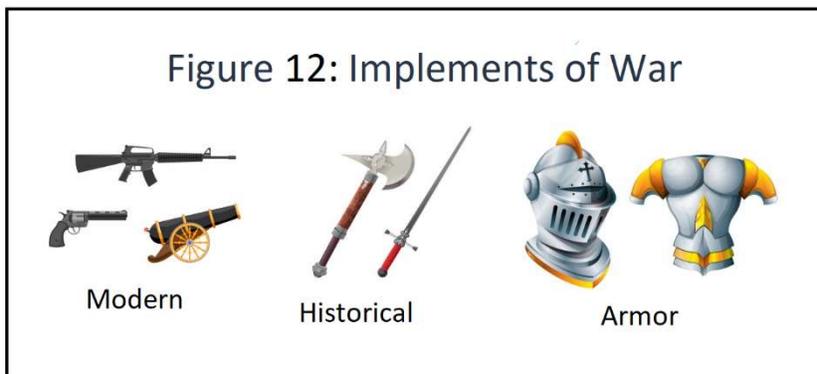


Prohibited Elements

There are several types of elements that are not permitted on unit emblems. The following examples illustrate elements that are prohibited, but do not form an exhaustive list. Inclusion of prohibited elements will result in immediate disapproval of any emblem design, and units are encouraged to contact the Wing Historian if they have doubts about what they can include in their design... *before* investing time in the design process.

There are some exceptions to the rules on prohibited elements, mostly dealing with elements that would normally be prohibited but can be used anyway for certain emblems. The most common exception of this sort would be using an element significant to a unit’s name. So, the Bayonet Point Squadron might be able to use a bayonet (otherwise an instrument of war) on their emblem. Again, contacting the Wing Historian before using such an exception is highly recommended.

As summarized in Figure 11, elements that relate to games of chance are not allowed in CAP unit emblems. This primarily relates to playing cards, including the “pips” or symbols that appear on them, and faces in the style of card illustrations. However, all other such gaming equipment is also prohibited.



Implements of war, as in Figure 12, are also not allowed in unit emblems, including any modern or historical weaponry or other destructive devices. This includes ammunition or other ordnance, such as bullets, cartridges, and shotgun shells. Suits of armor, or pieces of armor, are also not allowed.

Figure 13 illustrates symbols of royalty or nobility that are not allowed to be portrayed on unit emblems. This includes crowns, scepters, castles, and other associated items.

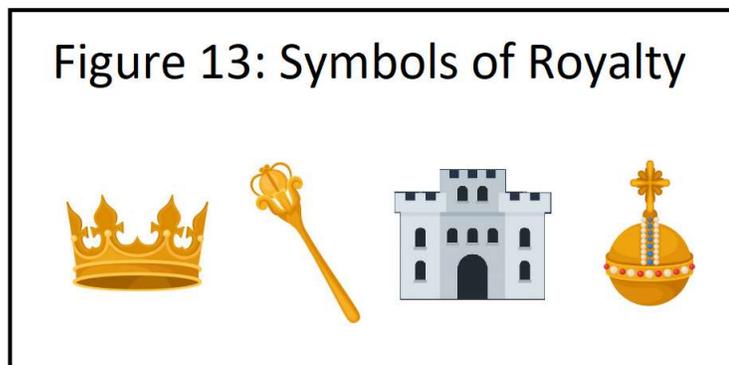
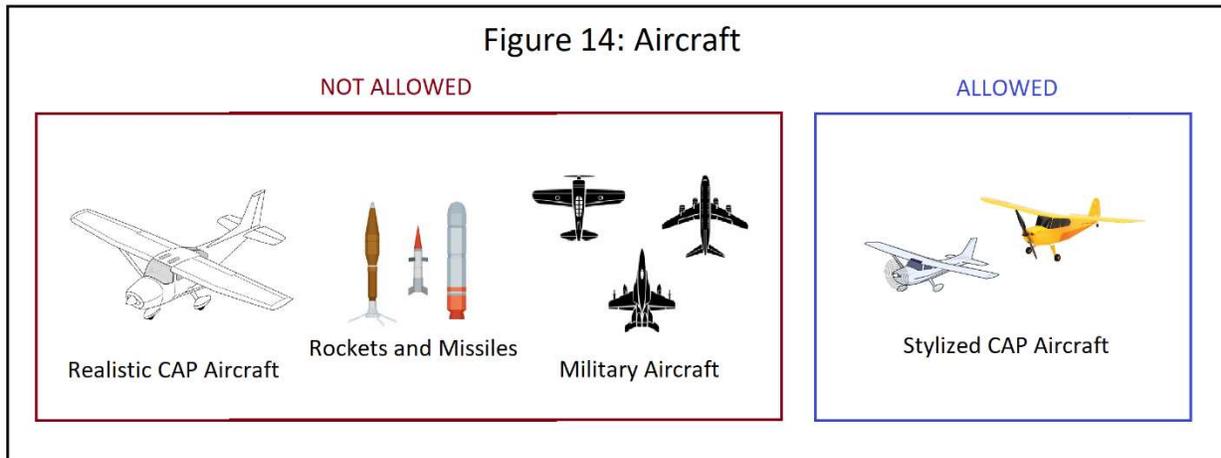
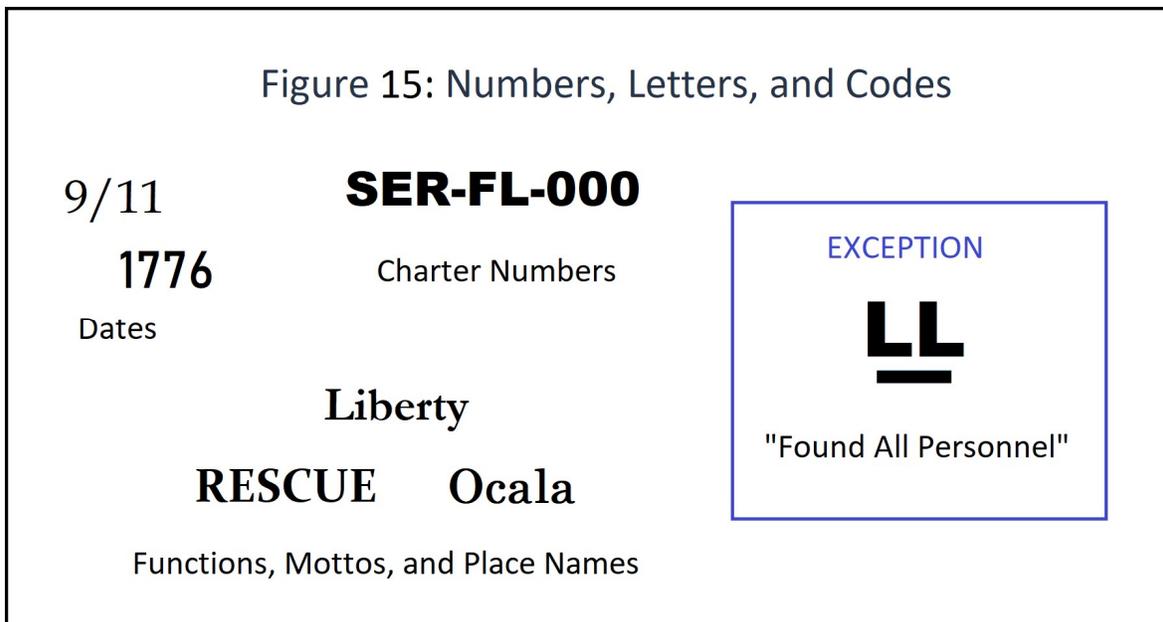


Figure 14 illustrates permissible and non-permissible aircraft and aerospace devices. Specific or detailed aircraft are not allowed to be depicted, including military aircraft and detailed CAP aircraft. Stylized versions of CAP aircraft can be depicted, including the Cessna aircraft currently used, as well as yellow Piper or Stinson aircraft used by CAP historically. These aircraft must not be depicted in excessive detail, but should obviously conform to a CAP airframe: no low-wing aircraft, multiple props, jet engines, or other characteristics not typical of CAP aircraft are permitted. Rockets, missiles, and torpedoes used as munitions are not allowed.



For the most part, numbers, letters, and codes are not permitted on unit emblems, as summarized in Figure 15. This includes dates, even if they have a significance for the unit, as well as unit charter numbers.

The names of places, such as the city or other location where a unit is based, are not allowed in the emblem disc, although they can be printed on the scrolls if they are a part of the unit's official name.



Names of functions, such as “communications” and “rescue”, are not allowed on emblems or as unit names.

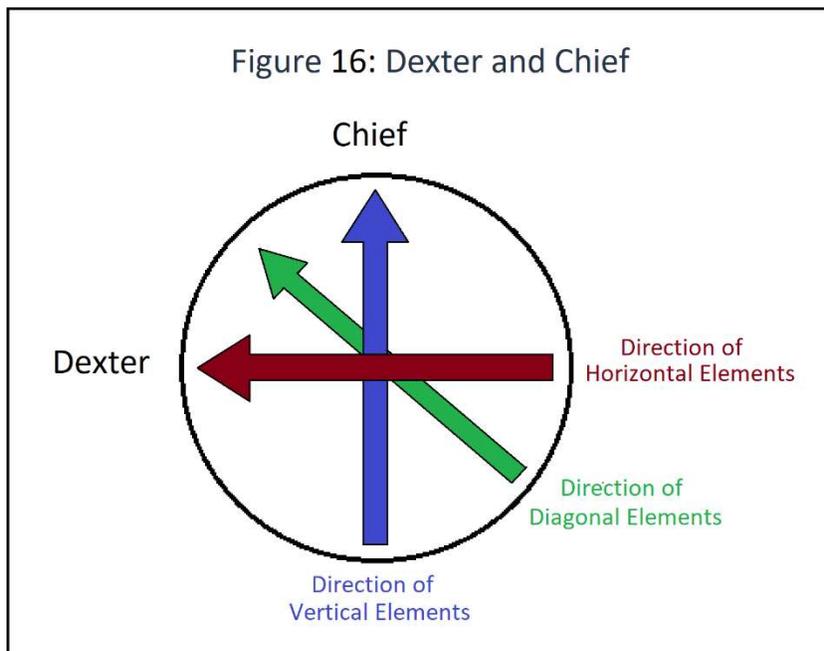
If the unit wants to include a motto or nickname, it must be printed on an upper scroll and not within the emblem disc.

Most codes are prohibited, meaning that if the meaning of an element is not plain to everyone who might see the emblem, it isn’t allowed. One notable exception to this is the use of the “double L” ground-to-aircraft signal, meaning “found all personnel”. While technically a code, it is a traditional part of CAP search and rescue knowledge, and can be depicted as such. However, this only applies to units with a search and rescue activity; for example, a cadet squadron focused exclusively on the cadet program should not include the “double L”, as it has no significance to the mission of that unit.

Dexter and Chief

While many of the technical concepts of heraldry are beyond the scope of this pamphlet, and are mostly not needed for the purposes of unit emblem designs, the heraldic terms “*dexter*” and “*chief*” need to be defined and explained here.

“*Dexter*” and “*chief*” essentially mean “right” and “top”, and refer to a particular direction on the face of the emblem. However, *dexter* does not refer to the viewer’s right, but rather to the right of someone holding the emblem like a shield. Figure 16 illustrates this concept.



All elements of an emblem that have a horizontal direction must “face *dexter*”, or point to the right, on the emblem. Elements that have a vertical direction must “face *chief*”, or point to the top. Finally, elements that are diagonal must face both *dexter* and *chief* (in other words, slanting up to the top right). In order to differentiate, the opposite of “*dexter*” is “*sinister*”, and the opposite of “*chief*” is “*base*”. The following figures and paragraphs will give specific examples of how these concepts are applied.

Basic Elements of Heraldry for the Unit Emblem

Some of the most simple and effective elements of an emblem are used as a structure or background, and have been used since antiquity as the basis of heraldic practice. In heraldic terms, these are known as *ordinaries*, *divisions*, and *partitions*, and there are far too many of them (and their variants) to be covered here. The examples that follow are some of the more common and useful for unit heraldry.

As with any element of an emblem, the concepts of *dexter* and *chief* apply, and some of the following examples will illustrate how this works in practice. While the official heraldic terms for these elements will be used, the terms are not essential vocabulary, and are provided for the convenience of having names and labels to refer to the specific elements. Heraldic terms will be given in italics in the text. In the following figures, the base color of the disc is in white, and the color of the element is in blue.

Figure 17 depicts some of the most basic of all heraldic elements. You can see that it's possible to place a bar or stripe in a certain position on the disc, and also to divide the disc along that direction. An example from Figure 15 is that the *pale* is a vertical bar, and *per pale* is dividing the disc in half vertically.

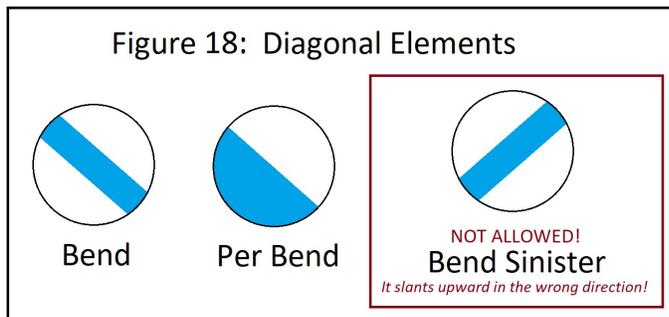
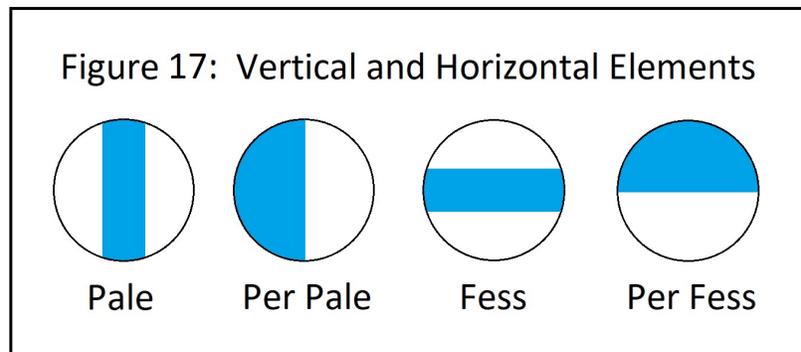


Figure 18 applies this concept to a diagonal stripe, or *bend*. This figure also shows an application of the heraldic concepts of *dexter* and *sinister*: the third disc shown is a *bend sinister*, which slants in the wrong direction across the disc. As with any element that does not face *dexter* and *chief*, the *bend sinister* is not allowed on unit emblems.

Figure 19 introduces elements that form an angle, the most common of which is the *chevron*. You can also note that the *pile* is much like the *chevron*, but points in the opposite direction and extends to the edge of the disc.

Whether *chevrons* and *piles* are in fact pointing towards the top of the emblem, or *chief*, can get into a finer point of heraldry, but for CAP unit emblems it doesn't make a difference. Either a *chevron* or a *pile* can be placed as in the figure, or inverted to point the other way.

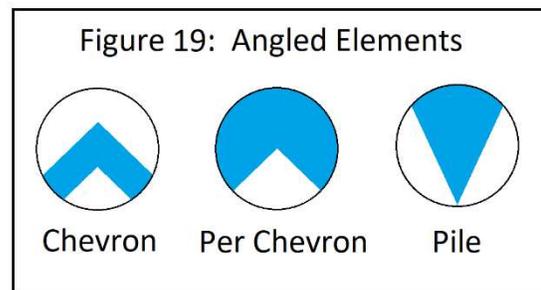
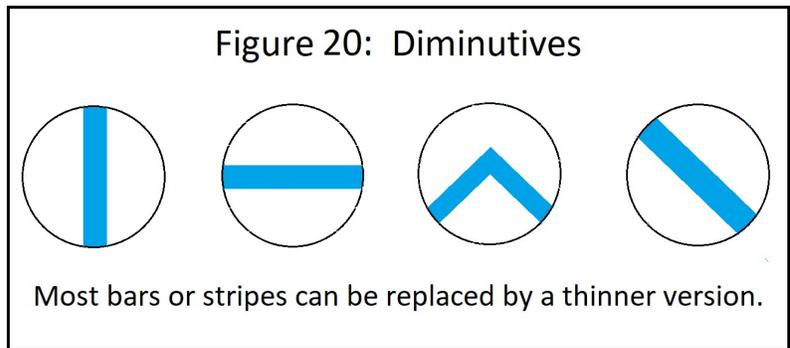
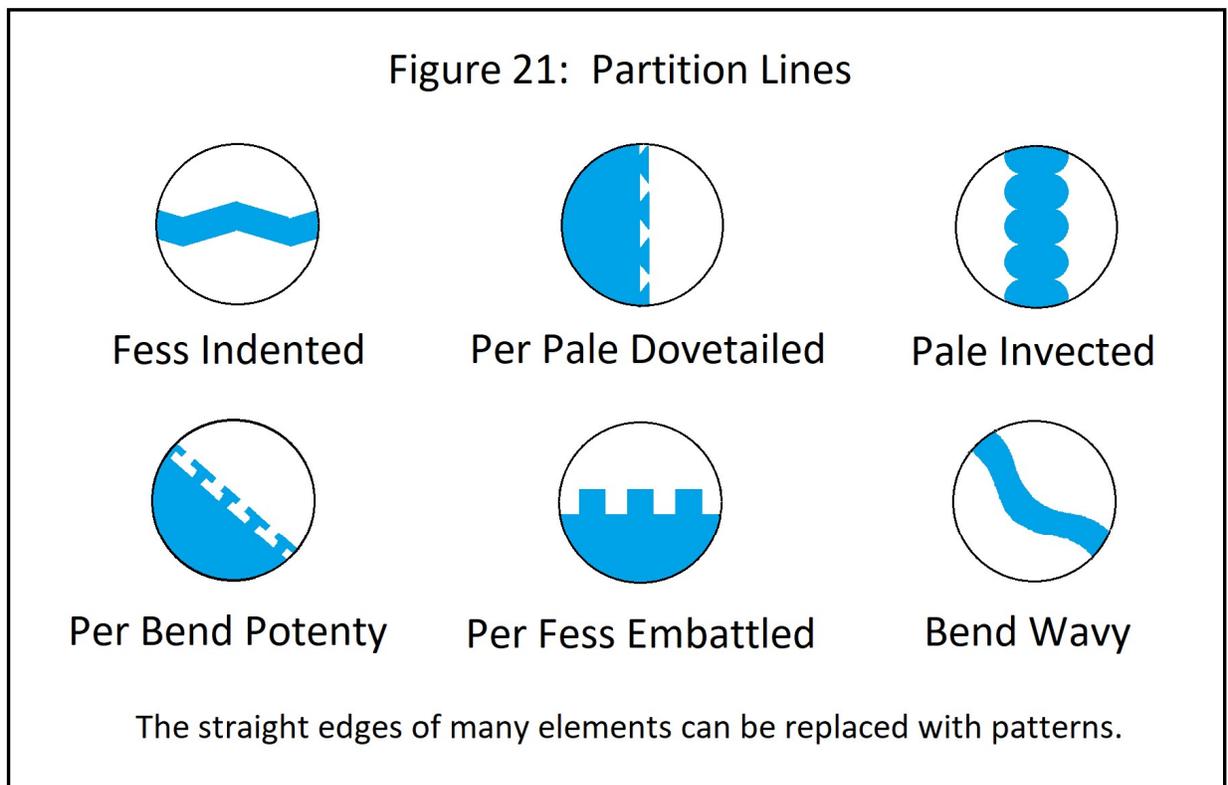


Figure 20 shows how a small change can be used to great advantage in heraldry. Called a *diminutive*, any of the elements shown so far can be modified to use a much narrower stripe. If you're not planning on placing any shapes or other elements within a stripe or bar, using a *diminutive* can conserve space on your disc.



A *partition line* is a way in which many of the elements in the previous four figures can be modified. In Figure 19, you can see that the straight edge of an element can be replaced with a pattern. The following combinations are not the only ones possible, and the *partition lines* shown are not the only ones used in heraldry, but the ones depicted are among the most applicable to elements placed on a disc.



There's plenty of room for creativity here, but a few reminders are in order. First, elements must always face *dexter*, so don't let a fancy *partition line* distract you from the basics. Second, *partition lines* often don't work well on thinner elements: they tend to look crowded when applied to a *diminutive* or thin stripe.

A final note on these basic heraldic elements regards something that's notably absent from the figures given, but that almost everyone who's seen a traditional coat of arms or knight's shield is familiar with: the classic "four quarters" configuration. While that design, called a *quarterly*, is a standard heraldic division, it isn't very useful for CAP unit emblems, for a couple of reasons.

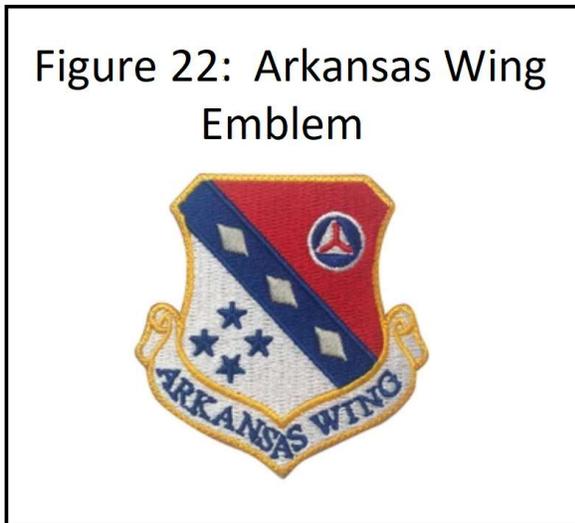
The first reason is that splitting a disc into four quarters doesn't work as well as splitting a shield shape into four quarters; you get wedges instead of squares, and that makes it harder to insert elements without making them much smaller and crowding them towards the center of the disc. The second reason is that an emblem split into four quarters creates places to add four different elements... and CAP unit emblems are only allowed to have three! In short, while the *quarterly* has an iconic look on shields and in medieval and fantasy heraldry, it's not well suited for modern CAP heraldry.

Standard Elements for CAP Emblems

The following section shows examples of several commonly used elements, any of which can be incorporated into a successful unit emblem. The common feature of all of them is that they use simple shapes, as well as contrasting colors. Remember that a unit emblem will probably be used primarily on embroidered patches and printed images, and this should inform the design. Fine details are not well rendered on a patch, and emblems used on official letterhead occupy only a one-inch square... simplicity counts!

Also, remember that the elements chosen must have a significance to the unit. The designs should "look good", but you can't include something in the emblem solely because of aesthetic appeal.

Figure 22 shows the Arkansas Wing emblem, which provides an excellent demonstration of how simple shapes can be used in an emblem design. In this emblem, a group (or *constellation*) of four blue stars is



placed in the white field; the wing emblems depicted in Figures 8 and 9 also incorporate stars as a basic heraldic shape. Many of the following figures will include groupings of stars, with some variations that will be noted on the individual emblems.

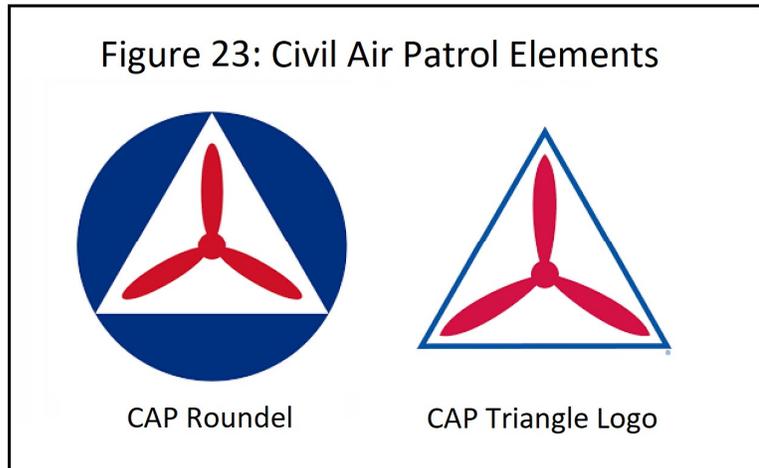
The Arkansas Wing emblem also uses three diamonds placed inside a *bend* (refer back to Figure 18), where the diamonds and the *bend* together constitute a single element of the design. Most simple shapes can be used in heraldic designs, but remember that there must be a reason they are included.

Also, be sure not to use any prohibited elements, such as the "spades" or "clubs" shapes from playing cards. Shapes like the diamond, which appear on playing cards but also in many other places, are safe to use if they have a significance to the unit. The State of Arkansas, for example, has a diamond mining industry, and therefore Arkansas Wing has a good reason to include diamonds on their emblem.

Duplicating other organizations' emblems for your own emblem, or including them within your emblem, is not allowed. However, there are some organizational symbols that are frequently used in CAP heraldry.

Figure 23 shows the two most common: the CAP triangle with prop, and the CAP "roundel", which is essentially the triangle with prop placed within a blue circle.

Remember that the rule of tincture applies to these: the triangle either needs to be placed on a dark color or be given a dark colored border, and the roundel either needs to be placed on a light color or be given a light colored border.



There is a possibility for units to include the symbol of a non-CAP unit with which they are affiliated, such as a military base or military unit. These can be included with a letter of permission from competent military authority. Units wishing to include a military emblem in this way should contact the National Historian's office, because certain changes to the military emblem need to be made in order for it to be included on a CAP emblem, and expert advice is recommended.

The Alabama Wing emblem shown in Figure 24 uses a pair of wings, another commonly used element in CAP heraldry. While wings are a permissible element, reproducing any CAP aviation or occupational badge is not authorized. The wings in the Alabama Wing emblem are fine because they have an upward sweep, which is an altogether different shape than the wings on the CAP Pilot breast badge. However, placing the CAP roundel in the center of horizontal wings is too close to the aviation badge, and can't be used.

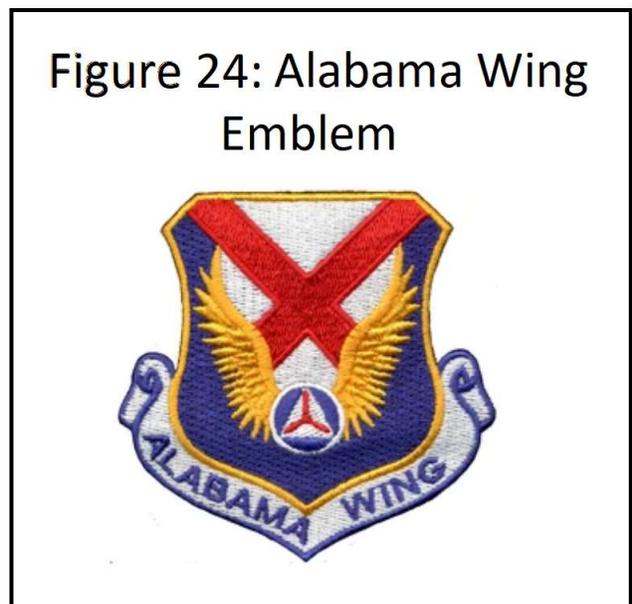


Figure 25: Montana Wing Emblem



In Figure 25, the Montana Wing emblem shows the use of a terrain feature as an element; this can also be seen in the Utah Wing emblem shown in Figure 10. In this case, the entire green portion of the emblem counts as one element, but other adjustments to the emblem overall have been used to ensure that the complex combination of mountain, river, and plain doesn't overcrowd the design. A very simple constellation of large stars is used, as well as the CAP triangle.

Including a terrain feature like the one in the Montana Wing emblem can be complicated for squadron emblems, because the disc shape is much less suitable than the shield shape for such an element. You can see how

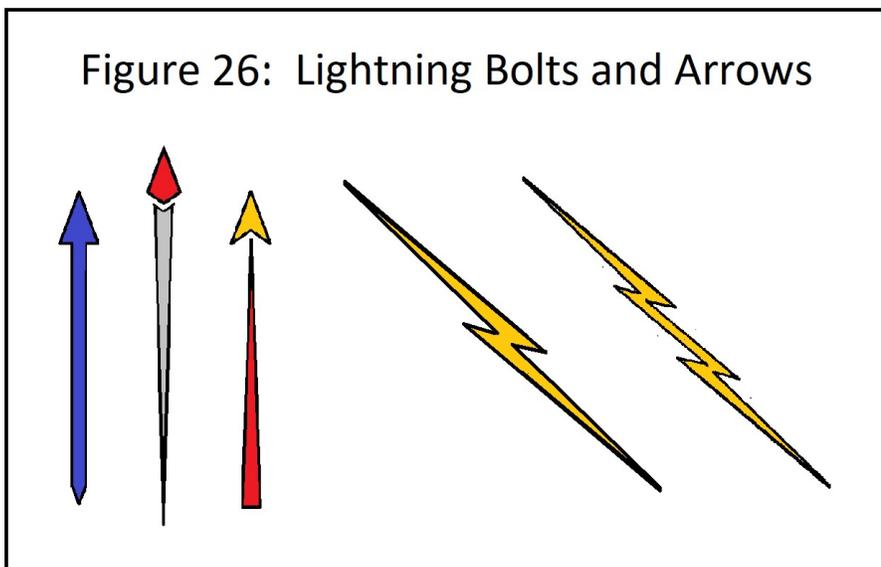
the broader shape of the shield allows the mountain and plain to mostly take up space at the bottom of the emblem, and how the river can be a little longer because the shield comes to a point at the base.

If you look at the *fess* and *per fess* elements shown in Figure 17 as examples, you can see that a horizontal terrain feature would have to take up almost half of the disc in order to be easily visible, and that doesn't leave a lot of room on the disc for other elements. Using such an element is allowed, but extra care needs to be taken to make sure that the disc isn't dominated by empty ground.

Lightning bolts and arrows are very useful as elements, and they can be created with many variations to suit any particular design. Figure 26 shows some examples of arrows and lightning bolts. *Dexter* and *chief* apply to lightning bolts and arrows, which means that they always need to point in one of the directions shown by the colored arrows in Figure 16.

If you use a lightning bolt, it's recommended that you limit the number of segments to two or three, as shown in the figure, because more segments tend to get crowded in the amount of space available on a disc.

Figure 26: Lightning Bolts and Arrows



There are many ways to construct an arrow, and the figure presents some basic variations. Remember that an arrowhead needs to be a simple geometric shape: while an arrow can symbolize the flight of an aircraft or rocket, it's generally not appropriate to actually use a drawing or silhouette in place of the usual wedge shape. Also, an arrow of the sort used in archery counts as an instrument of war, and can't be used, so arrows used in CAP emblems need to be sufficiently stylized. Indicating direction and movement is acceptable, but implying destruction or damage at the end of the flight path is not.

Figure 27: Florida Wing Emblem



The Florida Wing emblem shown in Figure 27 has a creative use of an arrow, where the arrow takes the place of a *bend*, and curves as it crosses the shield. An arrow or lightning bolt might be used in this way to replace or augment any of the basic elements in Figures 15 and 16, either by taking the place of a stripe or bar, being placed within a stripe or bar, or being placed along a line of division.

Animals in CAP Heraldry

Heraldry has a long history of using living creatures as elements, and there are several well-established ways in which they can be integrated into an emblem. However, using animals as part of a design requires considerations beyond those that suffice for the simpler elements already discussed.

Remember that every element of a unit emblem must have a significance for the unit, and distinctive elements like animal depictions must always be well accounted for. As with elements already discussed, dexter and chief apply to animal elements as well. Also, the following examples will illustrate certain elements that are prohibited, but which were not covered in detail in the previous portions of this pamphlet.

Emblem designers are cautioned against using “heraldic animals”, because they tend to not be appropriate for CAP unit emblems. Animals drawn in the heraldic style tend to be overly ornate and frilly; you can look at the rightmost item in Figure 30 as an example of this. Also, many of the “heraldic animals” bear little or no resemblance to the actual animals with the same name. Whether this was artistic license on the part of ancient heralds, or perhaps just a poor grasp of zoology, it means that most “heraldic animals” are unsuitable for CAP emblems.

Instead, use a modern line drawing with a reasonable amount of detail, and two or three block colors. Animals may be *blazoned proper*, or can be colored with an appropriate color from the emblem palette. Remember that animals that are not *blazoned proper* need to follow the rule of tincture.

The eagle is the most commonly used animal in CAP heraldry, so this portion of the pamphlet will use eagles as the primary examples. However, all of the restrictions and requirements given for eagles also apply to other animals.

Certain animal depictions are not permitted for CAP unit emblems. First, any element that shows a creature that is the trademarked or copyrighted property of any company or organization is not allowed. In Figure 28, the example given is “Eddie Eagle”, which is a trademarked image belonging to the National Rifle Association.

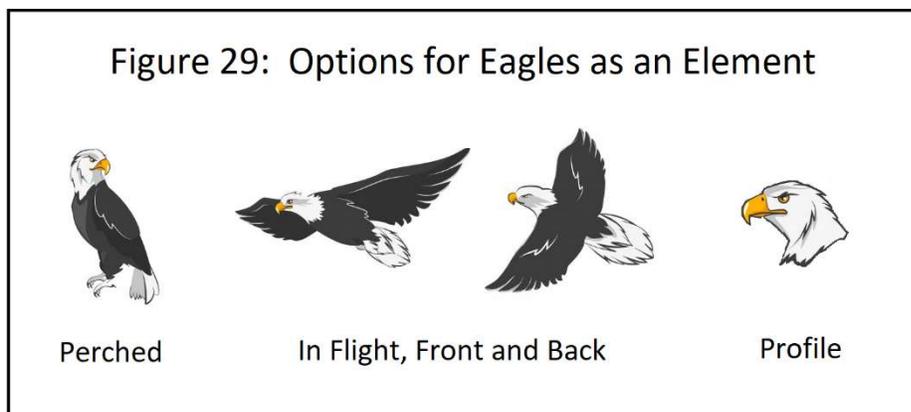
The second item in Figure 28 is an eagle drawn in a style typical of cartoons or comics; animals drawn in that style are not allowed on unit emblems.



The third item in the figure is an eagle in “attack mode”, which means that it is in a posture suited for attacking prey or an enemy. Animals depicted in a posture of aggression are prohibited as elements of CAP heraldry.

Finally, the fourth item in Figure 28 is an eagle facing *sinister* on the disc. Any element that has a direction is required to face *dexter* and *chief*, including animals.

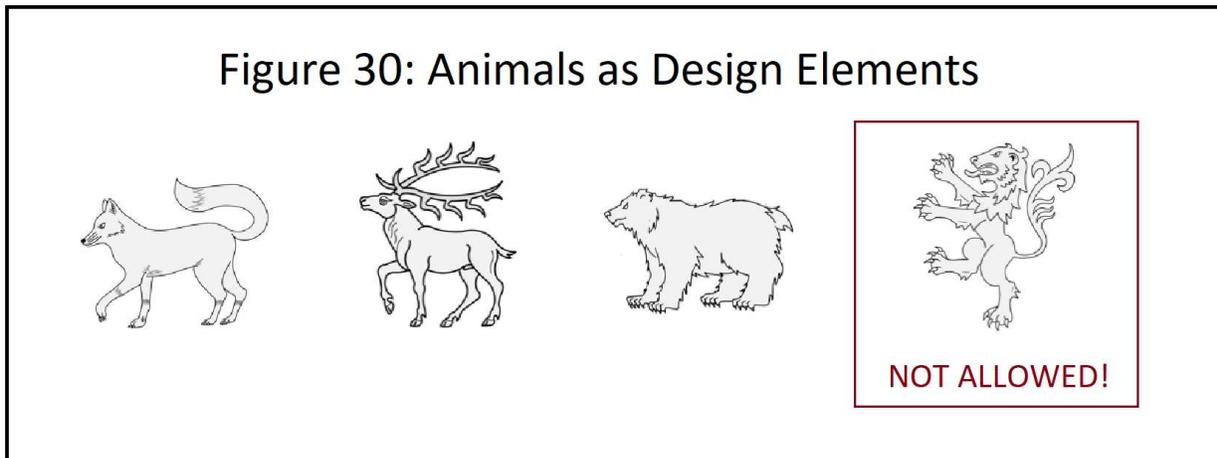
Because of the popularity of eagles, Figure 29 shows examples of eagles that are acceptable as design elements for unit emblems. Eagles can be depicted perched, in flight, or as a head in profile. All of the eagles in Figure 29 are properly facing *dexter*.



Specifically, note that the perched eagle’s body is facing *dexter*, even though the head is turned in the other direction; this is the appropriate orientation for animals who are looking backwards over their shoulders.

Figure 30 provides examples of other animals that might be used in CAP unit heraldry. Several different types of animals are used, but all are properly facing *dexter*.

The item furthest to the right, marked as not allowed, is in a position called *rampant* in heraldic terms, and is prohibited for the same reason as the eagle in attack mode: it is in a posture of aggression, and therefore not appropriate for a Civil Air Patrol emblem.



If an animal will be used on a unit emblem, make sure that the image used does not contain too much fine detail, which will not show up on embroidered items or small graphics.

Also, remember that emblems are limited to six colors, and without shading, which means that simple drawings with block coloring are best suited to the purpose.

Finally, make sure that there is a very specific reason why any animal is included in the unit emblem. All of the design's elements need to be significant to your unit, but be especially clear as to why any animal ought to be included; just because it looks impressive or has good aesthetics is not enough.

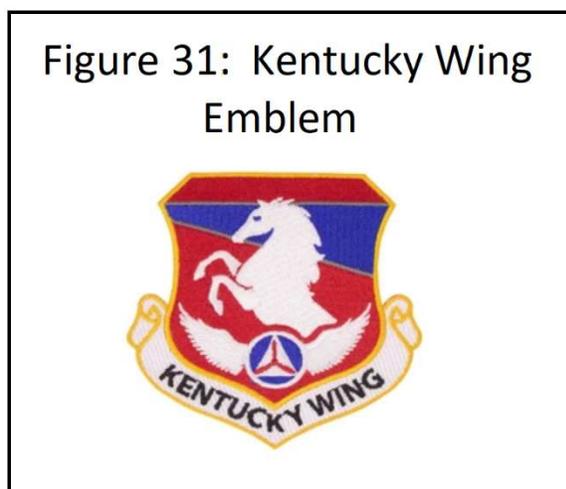


Figure 31 shows the Kentucky Wing emblem, which includes a horse being properly used as an element. The horse is facing *dexter*, and is drawn as a plain white outline with a reasonable amount of detail. The horse is also appropriately significant to the state of Kentucky, where horses are an important part of the state's economy and culture.

Attachment 1: Sample Cover Letter for Submission Packet

The following cover letter provides the appropriate format and language for an emblem submission packet. While the version here is primarily for visual reference, a copy that can be downloaded and edited is located on the Wing Historian's SharePoint site.



YOUR UNIT NAME
CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
Street Address
City FL 3XXXX

D Month 20XX

MEMORANDUM FOR FLWG GROUP # COMMANDER
FLORIDA WING COMMANDER
SOUTHEAST REGION COMMANDER
IN TURN

FROM: COMMANDER, NAME OF YOUR SQUADRON

SUBJECT: Request for Approval of Unit Heraldry

1. In accordance with Civil Air Patrol, Southeast Region, and Florida Wing procedures, the Name Your Squadron requests review and approval of a unit emblem.
2. All required materials for the submission packet are attached to this memorandum, including a graphical representation of the emblem and statement of significance. We have designed the emblem to conform to the standards of CAP Regulation 110-3, *Civil Air Patrol Heraldry Program*.
3. We have verified that the emblem is suitable for professional embroidery and screen printing. [INCLUDE IF APPLICABLE: The Latin motto requested has been evaluated by NAME AND QUALIFICATION to ensure that it is correct in its grammar and vocabulary.]
4. [DELETE PARAGRAPH IF SQUADRON CC IS UNIT CONTACT] Grade Name, CAPID #####, will be the unit contact for questions or minor adjustments to the emblem during the review and approval process, and can be contacted using the information in [his/her] eServices records.

//SIGNED//
NAME ALL CAPS, Grade, CAP
Commander

- 2 Attachments:
1. Graphical Design of Requested Emblem
 2. Statement of Significance of Emblem Design Elements

Attachment 2: Sample Statement of Emblem Significance

The following is an example of a solid emblem justification for the fictitious Mosquito County Composite Squadron.



The disc is separated into green and blue fields. The blue represents the sky, which is our theater of operations, and the green represents the vegetation of the Everglades, where our unit is located.

A gold lightning bolt crosses the field. Gold represents excellence, and the lightning bolt is a symbol of speed and power. Together, they symbolize our commitment to complete our missions quickly and effectively, gaining excellent results.

The CAP triangle connects our squadron to the larger organization of Civil Air Patrol. The three blades of the prop are red, symbolizing the three missions of CAP, and our courage and dedication to accomplish them.

A mosquito is pictured to represent Mosquito County, where our squadron is located. The mosquito is also associated strongly with the Everglades, which are near our meeting location. The mosquito is red, because blood is strongly associated with the mosquito. The mosquito and its color also symbolize the virtue of tenacity for our squadron. Our motto, "Bite and Hold Tight" is a reference to the mosquito's refusal to quit when it meets a worthy challenge.

Attachment 3: Suggested Significances of Emblem Colors

Units are required to give a significance for each of the colors used in their emblem. In order to facilitate the process, this attachment gives some common significances for colors commonly used in emblems. These significances can be used for different shades of the colors listed. It is not usually necessary to give significances for black and white if they are used in your emblem, although you may if you wish.

A recommended method for giving the significance of a color is to follow this general formula:

“The color **blue** represents **the sky**, which is important to our squadron because of **our focus on aviation.**”

Simply replace the boldfaced words to reflect the color being justified, and repeat as necessary. If this seems repetitive, that’s not a problem; you’re not being graded on poetic language.

Some common significances of colors are:

RED: boldness, courage, liberty, passion, patriotism, strength, valor.

ORANGE: ambition, benevolence, endurance, pride, strength.

GOLD and **YELLOW:** honor, noble purpose, high ideals, excellence, honor, the sun, wisdom.

BROWN and **TAN:** the earth, terrain (varies by shade of brown), stability, humility.

GREEN: adaptability, hope, joy, life, nature, prosperity, growth.

BLUE: the sea, charity, constancy, daylight, devotion, justice, loyalty, sincerity, the sky, truth.

PURPLE: humility, justice, loyalty, discernment, history, patience, self-sacrifice, service to others.

BLACK: constancy, dignity, determination, humility, strength, the night sky, good judgment.

SILVER and **GRAY:** discretion, maturity, introspection, charity, conscience, faith, the moon, purity, truth.

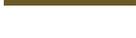
WHITE: daylight, innocence, perfection, purity, truth, and wisdom.

These significances are provided as suggestions, and units are free to determine that a particular color in their emblem represents something to them other than the options on this list. Also, the suggestions given provide a wide variety of meanings for each color, so emblem designers can place their primary focus on creating a clean and attractive design, and determining the meanings of the colors after the fact.

Attachment 4: Army Institute of Heraldry Color Palette

The following colors are those used by the Army Institute of Heraldry when creating unit emblems, award and decoration ribbons, and other official military heraldry. These are the preferred colors for use in emblems for Florida Wing. Yarn and PMS codes are exact, and computer hex codes are accurate enough for use in any computer programs that use hexadecimal numbers to specify colors.

		HEX	YARN	PMS
BLACK		#000000	67138	---
SMOKE		#545759	67201	425
SILVER GRAY		#9fa1a1	67137	422
WHITE		#ffffff	67101	---
USAF YELLOW		#fecc2f	67103	116
YELLOW		#fec53d	67108	123
GOLD ORANGE		#fd9d2e	67109	1375
ORANGE		#fc4d1e	67110	1655
USMC SCARLET		#e80c30	67154	185
SCARLET		#c00933	67111	200
CRIMSON		#a90a4f	67112	220
BRICK RED		#892433	67113	202
GARNET		#72253c	67158	209
MAROON		#562a30	67114	504
PURPLE		#612b9b	67115	267
BRITTANY		#a5c5d1	67119	551
BLUEBIRD		#7eae d1	67117	542
ORIENTAL		#1172ca	67172	285

LIGHT BLUE		#5e7e94	67120	5415
ULTRAMARINE		#031c86	67118	REFLEX
COBALT BLUE		#022159	67122	281
FLAG		#041e3f	67124	282
OLD GLORY		#032466	67178	280
GROTTO BLUE		#1fbfd3	67165	3115
TEAL		#043d50	67121	3035
MOSSTONE		#7a981b	67127	377
EMERALD		#64a421	67128	369
IRISH		#108240	67189	348
GREEN		#1f5532	67129	357
SPRUCE GREEN		#064b44	67130	3302
BOTTLE GREEN		#12553f	67191	343
ARMY GREEN		#2b4633	67131	553
OLIVE DRAB		#6b5928	67133	455
NATURAL		#cdc4a7	67192	454
KHAKI		#b3a67f	67193	452
BUFF		#bc945e	67135	465
BRONZE		#8c6f4f	67147	874
GOLD BROWN		#ba612c	67194	471
SPICE BROWN		#74381f	67196	168
BROWN		#623c23	67136	161

Attachment 5: Group Commander Review Checklist

The Group Commander provides an important approval step for squadron emblem designs, by checking the basic suitability of a design before sending it to higher headquarters for a more comprehensive review. Corrections to emblem designs have to be processed through channels, which means that any errors found at the Wing or Region Headquarters will need to be sent back through every echelon of command on the way to the emblem designer, and that takes time. Group Commander review ensures that the basics of a design are solid, and that simple mistakes are fixed in days instead of weeks.

The following checklist is provided as a guide for Group Commanders and their staff members who evaluate emblem submissions. The Group Commander does not need to ensure that everything about the emblem is perfect, so the items on the list are among the easiest to recognize and fix. Also, the Wing Historian's office will also make a full review of all submissions for additional verification before the design goes to Region Headquarters.

After ensuring that an image and a statement of justification and symbolism have been provided, Group Commanders should go through the list. Any "yes" answers on the checklist will require a revision of the design by the unit.

- Does the emblem use more than 6 total colors?
- Is the border of the disc or scrolls white?
- Is the unit name printed in the lower scroll? Are 30 characters or less used?
- If the unit name is abbreviated, have only the approved abbreviations been used?
- If there is an upper scroll, are 30 characters or less used to print the motto or nickname?
- If there is a motto or nickname, is it appropriate for a CAP unit? Has a translation been given if required?
- Are any prohibited elements used in the design?
- Are there any numbers or text on the disc? Has the unit charter number been included in the design?

Additionally, Group Commanders are welcome to evaluate the following items as well, at their discretion and convenience. The Wing Historian's office is available to commanders who would like clarification.

- Do you find the emblem hard to see, with insufficient color contrast?
- Do you see any obvious problems with the "rule of tincture"?
- Does the emblem look crowded to you, or do you count more than 3 elements?

Attachment 6: Additional Resources

The following resources are recommended for units designing emblems, or were used in the creation of this pamphlet:

[CAP Regulation 110-3, Civil Air Patrol Heraldry Program](#), is the official source of guidance for CAP unit heraldry. The link to the document is current as of the publication of this pamphlet. The guide can also be found by visiting the main CAP website, gocivilairpatrol.com.

The CAP Heraldry Guide is largely based on [Air Force Instruction 84-105](#). While the AFI does not apply directly to Civil Air Patrol, it's worth a look for the expanded information on Air Force heraldry that it covers.

The [Guide to Air Force Heraldry](#) is a publication of the US Air Force, and provides general information on the history and usage of heraldry as it pertains to the Air Force.

[The Institute of Heraldry](#) is a US Army office that is the primary source of US military heraldry. Their general information on military heraldry is excellent.

You can visit the [Air Force heraldry repository](#) to view current unit emblems for all Air Force organizations. The interface is unfortunately not conducive to rapidly viewing different emblems, but it is still an authoritative and exhaustive source.

While not an official CAP or military source, the [American Heraldic Primer](#) produced by the [American Heraldry Society](#) is an excellent place to find general information about common heraldic concepts and design.

Selected free clipart and vectors for this pamphlet were provided by freepik.com. Image editing for several diagrams, including printing curved text within scrolls, was accomplished using the free [Inkscape](#) software.

A Complete Guide to Heraldry, by Arthur Charles Fox-Davies, is one of the most authoritative sources on heraldry available. The content is extremely dense and technical, and the language is rather dated due to having been written in 1909. However, it was used as a source for this pamphlet, and should be cited. You can view the book for free courtesy of the [Gutenberg Project](#).

Finally, a word of warning regarding Internet sources on heraldry is in order. If a website claims to be able to generate a coat of arms or other heraldry for you based on a lookup of your name, don't use that site as a source of information. If the site also offers to sell you heraldic designs or merchandise with your newfound coat of arms on it, it's definitely not to be trusted.