

Lineage, Honors, and Heraldry

BY ORDER OF THE DEPUTY COMMANDER

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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This instruction establishes policies and procedures for the United States Transportation Command's (USTRANSCOM's) lineage, honors, and heraldry program; establishes policy on logos and unit emblems; and assigns responsibility for maintaining the integrity of the USTRANSCOM lineage, honors, and heraldry program to the USTRANSCOM Research Center (TCRC). This instruction is applicable to all personnel assigned or attached to USTRANSCOM. Send comments and suggested improvements to this publication on Air Force (AF) Form 847, Recommendation for Change of Publication, to USTRANSCOM/TCCS-IM, 508 Scott Drive, Scott AFB IL 62225-5357. The use of a name or mark or any specific manufacturer, commercial product, commodity, or service in this publication does not imply endorsement by USTRANSCOM.

1. REFERENCES AND SUPPORTING INFORMATION. References, related publications, abbreviations, acronyms, and terms used in this publication are listed in Attachment 1.

2. POLICIES AND PROCEDURES:

2.1. Lineage. Lineage is the unique, official, traceable record of organizational actions peculiar to an organization; therefore, it is the sole determinant of an organization's rights to history, honors, and emblems. TCRC is appointed as the official recorder of the command's lineage.

2.2. Honors. Unified combatant commands are eligible to receive honors, including the Joint Meritorious Unit Award (JMUA). The JMUA is awarded to Joint Activities of the Armed Forces of the United States which have, subsequent to 23 January 1979, distinguished themselves by exceptionally meritorious achievement or service in pursuit of joint military missions of great significance.

2.2.1. Streamers for JMUAs awarded to the command belong to the Commander and will be attached to the USTRANSCOM organizational flag in the Commander's office.

2.2.2. The USTRANSCOM Manpower and Personnel Directorate (TCJ1) will be responsible for coordinating the award submission process and ordering JMUA streamers.

2.2.3. Streamers for JMUAAs awarded to the command will be requisitioned through the Air Force supply channel on a Defense Department (DD) Form 1348-6. Only the inclusive dates of the JMUA will be embroidered on the streamer. See Attachment 2.

2.3. Heraldry. Heraldry provides visible symbols in the form of emblems to promote esprit de corps, morale, and a sense of heritage. An emblem is an officially approved symbolic design portraying the distinctive history, mission, and general function of an organization. It is an important, abiding element of the organization's heritage.

2.3.1. USTRANSCOM Emblem.

2.3.1.1. The USTRANSCOM emblem is the preeminent symbol of the command.

2.3.1.2. USTRANSCOM has exclusive use of its emblem and emblems associated with its direct reporting units.

2.3.1.3. Changes to the USTRANSCOM emblem including color changes and addition/deletions of elements are not allowed unless authorized by the Commander, USTRANSCOM.

***C1 2.3.1.4.** Integral elements of the USTRANSCOM emblem are the winged sea horse and globe with compass rose and will not be used in any other emblem. The emblem may not be broken up into its separate elements and used piecemeal.

***C1 2.3.1.5.** Use of the USTRANSCOM emblem for unofficial purposes, for example on items for sale by groups, must be coordinated on an Air Force Form 1768, Staff Summary Sheet, through TCRC, Staff Judge Advocate (TCJA), Program Analysis and Financial Management Directorate (TCJ8), and approved by the Chief of Staff (TCCS). Individuals and organizations must first receive written permission from TCCS to use the USTRANSCOM emblem and/or command name. See Attachment 4.

***C1 2.3.1.6.** Use of the command emblem for retirement or PCS gifts procured with personal funds need only be coordinated through TCRC to ensure quality control. Coordination can be through memo or email and must include a description and, if at all possible, a digital photo of the item.

***C1 2.3.1.7.** Electronic versions of the official USTRANSCOM and component command emblems are found on the USTRANSCOM Portal under Library. Use the electronic versions for printing, briefing slides, etc. See Attachment 3 for authorized cable, thread, and Pantone colors for use of the emblem on coins, apparel, uniform patches, etc.

***C1 2.3.1.8.** TCRC maintains the integrity of the USTRANSCOM emblem.

2.3.2. Unit Emblems.

2.3.2.1. USTRANSCOM will use Air Force Instruction (AFI) 38-101, Air Force Organization, as a guide regarding the definition of establishments and units, and which organizations may

have emblems. Only USTRANSCOM direct reporting units qualify for a unit emblem. USTRANSCOM's component commands are governed by their applicable Service directives.

***C12.3.2.2.** If a new unit emblem is authorized by the USTRANSCOM Commander, the authorization must be in writing and the emblem must follow the Air Force heraldic guidelines stated in AFI 84-105, Paragraph 3.7. The design must be approved by the Army Institute of Heraldry (Executive Agency for all Department of Defense heraldry). See Attachment 5 for instructions for developing an emblem. The emblem design and significance statement will be coordinated on an AF 1768 through TCRC, TCJA, TCCS-IM, and Chief of Staff for TCDC approval. The official record will be kept on file in TCRC.

2.4. Logos.

2.4.1. A logo is visual information in the form of a design, symbol, or other graphic representation used for identity or marketing purposes or on briefing slides, web sites, brochures, pamphlets, clothing, etc.

2.4.2. Logos are not authorized for any USTRANSCOM element, directorate, Command Support Group (CSG) office, program/project office, or direct reporting unit.

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Director, Research Center

OPR: TCRC

Attachments:

1. Glossary of References and Supporting Information.
2. Sample 1348-6, Ordering JMUA.
- *C13.** Color Chart for Emblem.
- **C24.** Sample Authorization Letter.
- *C15.** Instructions for Developing New Emblem.

Attachment 1

GLOSSARY OF REFERENCES, ABBREVIATIONS, ACRONYMS, AND TERMS

Section A--References

- (a) Department of Defense Directive 5100.73, Major Departments of Defense Headquarters Activities, 13 May 1999.
- (b) Chairman, Joint Chiefs of Staff Instruction (CJCSI) 1120.01B, Streamers and Distinguishing and Positional Flags for Joint Commands, 6 November 2003.
- (c) Air Force Instruction 84-105, Organizational Lineage, Honors, and Heraldry, 28 October 2002.

Section B--Abbreviations and Acronyms

AFB	Air Force Base
AFI	Air Force Instruction
CSG	Command Support Group
DD	Defense Department
JMUA	Joint Meritorious Unit Award
TCCS	Chief of Staff, USTRANSCOM
TCCS-IM	Information Management, USTRANSCOM
TCDC	Deputy Commander, USTRANSCOM
TCJA	Staff Judge Advocate, USTRANSCOM
TCJ1	Manpower and Personnel Directorate, USTRANSCOM
TCJ8	Program Analysis and Financial Management Directorate, USTRANSCOM
TCRC	Research Center, USTRANSCOM
USTRANSCOM	United States Transportation Command

Section C--Terms

Element: In emblem design, a symbol or group of symbols portraying a single characteristic, trait, or concept.

Emblem: An officially approved symbolic design portraying the distinctive history, mission, and general function of an organization. It is an important, abiding element of the organization's heritage.

Establishment: Any organization with a constituted headquarters, at group level or higher.

Heraldry: The emblem, motto, designation, scroll(s), and shield (of an establishment) or disc (of a unit).

Heritage: Those traditions embodied in the history, lineage, honors, and heraldry of an organization.

Honors: Official recognition documenting an organization's participation in combat or meritorious achievement.

Lineage: The unique, official, traceable record of organizational actions peculiar to each organization and to no other organization.

Nonunit: Organizational entities that are neither establishments nor units. Within an organization, a staff section is a nonunit. Detachments, functional and alpha flights, operating locations, named activities, and Service elements are all nonunits.

Patch: An informal term used to refer to the cloth depiction of an emblem (either in full color or subdued for camouflage) that can be affixed to a uniform.

Unit: An organization with no headquarters, i.e., a squadron or equivalent organization or below.

Color Chart for USTRANSCOM Emblem

Element	Color	Pantone	Thread	Cable
Designation Band	White	White	67101	65005
--Letters on Designation Band	Black	Black	65018	67138
--Small Stars	Air Force Yellow	116	67103	65002
--Shading on Stars	Burnished Straw	1395	no thread	80165
Globe	Bluebird	542	67117	65026
--Gridlines on Globe	White	White	67101	65005
Winged Sea Horse	Air Force Yellow	116	67103	65002
--Highlights	Jasmine	134	80067	67143
--Shaded Areas	Burnished Straw	1395	no thread	60165
--Details	Brown/Buff	161/465	67136/67135	67135
Compass Rose	Ultramarine Blue	Reflex Blue	65010	67118
--Highlights	Bluebird	542	67117	65026

(SOURCE: Army Institute of Heraldry.)

**Instructions for Developing New Emblem
(SOURCE: AFI 84-105)**

1. Proposals for new emblems will be coordinated on an Air Force Form 1768 through TCRC, TCJA, TCJ8, and TCCS, with approval by TCCC. Proposal must include:
 - a. Permission by TCCC to develop an emblem.
 - b. A color representation of the proposed emblem in accordance with standard Air Force Heraldry (see AFI 84-105).
 - c. A computer diskette with the color drawing in a suitable format.
 - d. A Statement of Significance of the elements in the emblem.
 - e. DD Form 448, Military Interdepartmental Purchase Request (MIPR), payable to the Army Institute of Heraldry (TIOH), the official executive agency for all Department of Defense heraldry. (Check with TCRC for current costs.) Include a point of contact (including address and fax number) to receive the resulting DD Form 448-2 (Acceptance Form). The correspondence forwarding the proposal must name a point of contact (name, phone number, fax number, and e-mail address) authorized to approve minor changes during emblem processing. See TCRC for guidance on filling out the DD Form 448.
2. Approved proposed emblem package will be forwarded to the USTRANSCOM Research Center (TCRC).
3. TCRC will submit the proposal to TIOH for the line art drawing, color codes and significance statement, and finished computer graphic rendition.
4. TCRC will keep the originals of the approval package (AF1768) and emblem artwork on file.