

Army Regulation 840-1

Heraldic Activities

**Department of
the Army Seal,
Emblem, and
Branch of
Service
Plaques**

**Headquarters
Department of the Army
Washington, DC
28 January 2019**

UNCLASSIFIED

SUMMARY of CHANGE

AR 840-1

Department of the Army Seal, Emblem, and Branch of Service Plaques

This major revision, dated 28 January 2019—

- o Changes the title of the regulation from Department of the Army Seal, and Department of the Army Emblem and Branch of Service Plaques to Department of the Army Seal, Emblem, and Branch of Service Plaques (cover).
- o Incorporates the Army Trademark Licensing Program office as the approving authority for use of images in commercial products (para 1-6c).
- o Establishes restriction on the use of the Army emblem in commercial items (para 3-2b).
- o Adds the Cyber Branch plaque (fig 4-12).
- o Adds an internal control evaluation (app B).

Heraldic Activities

Department of the Army Seal, Emblem, and Branch of Service Plaques

By Order of the Secretary of the Army:

MARK A. MILLEY
General, United States Army
Chief of Staff

Official:


KATHLEEN S. MILLER
Administrative Assistant
to the Secretary of the Army

History. This publication is a major revision.

Summary. This regulation prescribes general policy and responsibilities governing the Department of the Army seal, emblem, and Branch of Service plaques.

Applicability. This regulation applies to the Regular Army, the Army National Guard/Army National Guard of the United

States, and the U.S. Army Reserve, unless otherwise stated.

Proponent and exception authority.

The proponent of this regulation is the Administrative Assistant to the Secretary of the Army. The proponent has the authority to approve exceptions or waivers to this regulation that are consistent with controlling law and regulations. The proponent may delegate this approval authority, in writing, to a division chief within the proponent agency or its direct reporting unit or field operating agency, in the grade of colonel or the civilian equivalent. Activities may request a waiver to this regulation by providing justification that includes a full analysis of the expected benefits and must include formal review by the activity's senior legal officer. All waiver requests will be endorsed by the commander or senior leader of the requesting activity and forwarded through their higher headquarters to the policy proponent. Refer to AR 25-30 for specific guidance.

Army internal control process. This regulation contains internal control provisions in accordance with AR 11-2 and identifies key internal controls that must be evaluated (see appendix B).

Supplementation. Supplementation of this regulation and establishment of command and local forms are prohibited without prior approval from the Administrative Assistant to the Secretary of the Army, 105 Army Pentagon, Washington, DC 20310-0105.

Suggested improvements. Users are invited to send comments or suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to Director, The Institute of Heraldry (AAMH-IHT), 9325 Gunston Road, Room S-113, Fort Belvoir, VA 22060-5579.

Distribution. This regulation is available in electronic media only and is intended for the Regular Army, the Army National Guard/Army National Guard of the United States, and the U.S. Army Reserve.

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Glossary

Chapter 1 Introduction

1–1. Purpose

This regulation prescribes the Department of the Army (DA) policy, responsibilities, and descriptions governing the DA seal, emblem, and Branch of Service plaques.

1–2. References and forms

See appendix A.

1–3. Explanation of abbreviations and terms

See the glossary.

1–4. Responsibilities

a. Administrative Assistant to the Secretary of the Army. The AASA oversees Army heraldic programs and is responsible for authorizing use of the Army seal in authentication or validation of documents.

b. Director, The Institute of Heraldry. The Director, TIOH will—

- (1) Monitor the overall operation of the Heraldic Quality Control Program.
- (2) Establish policy and procedures to—
 - a.* Certify plaque manufacturers.
 - b.* Inspect the quality of plaques produced for commercial sale.
- (3) Provide advisory opinions on the use of Army heraldic items for licensing or other commercial purposes at the request of the Assistant Secretary of the Army (Manpower and Reserve Affairs) or Regulatory Law and Intellectual Property Division, U.S. Army Legal Services Agency.

(4) Provide specifications and manufacturing drawings for Branch of Service plaques to DA proponents (see para 4–4 for more information).

c. Commanders or heads of Army commands, Army service component commands, and direct reporting units. Commanders will

- (1) Display plaques of prescribed designs only.
- (2) Ensure plaques are produced in accordance with specifications and manufacturing drawings.

1–5. Records management requirements

The records management requirement for all record numbers, associated forms, and reports required by this regulation are addressed in the Records Retention Schedule-Army (RRS-A). Detailed information for all related record numbers, forms, and reports are located in ARIMS/RRS-A at <https://www.arims.army.mil>. If any record numbers, forms, and reports are not current, addressed, and/or published correctly in ARIMS/RRS-A, see DA Pam 25–403 for guidance.

1–6. Commercial manufacture and sale

The Army plaque and Branch plaques manufactured commercially for optional purchase are controlled items under the Heraldic Quality Control Program (see AR 672–8).

a. Authority to manufacture. TIOH is responsible for the certification of individuals, firms, or corporations to manufacture plaques according to applicable specifications. Each plaque will be identified by a hallmark and/or a certificate label certifying that it was produced according to specifications. Requirements for certifying and monitoring the performance of manufacturers, as outlined in AR 672–8, apply to plaque manufacturers.

b. Authority to sell. No certificate of authority is required to sell plaques to Army organizations for official use. However, vendors are responsible for selling only those plaques that have been manufactured in conformance with Government specifications by certified manufacturers and bearing hallmarks assigned by TIOH.

c. Incorporation of designs or likenesses of approved plaques in commercial articles. The DA seal and emblem are not authorized for use in commercial articles. The Assistant Secretary of the Army (Manpower and Reserve Affairs) is responsible for granting permission for the incorporation of Army designs in articles manufactured for commercial sale through the Army Trademark Licensing Program. Requests to incorporate Army designs in articles manufactured for commercial sale must be directed to the Army Trademark Licensing Program, 2530 Crystal Drive, Suite 4150, Arlington, VA 22202–3934. Request may also be sent to usarmy.trademark.licensing.mil@mail.mil.

Chapter 2 Department of the Army Seal

2–1. Authority

The DA seal is authorized by Section 3012, Title 10, United States Code (10 USC 3012). In accordance with Public Law 80–253, the seal previously designated for the Department of War was redesignated as the DA seal, as outlined in DA General Orders 1947–01.

2–2. Use

The seal is an instrument used as authorized by the AASA for the authentication or validation of certain documents and records, such as commissions, court papers, appointment certificates, retirement certificates, and award certificates requiring the signature of the Secretary of the Army (SECARMY). The AASA authorizes the use of the DA seal for the SECARMY. The DA seal is no longer reproduced in three-dimensional form and is not authorized for reproduction in color. Its reproduction in any format or for any purpose without approval from the SECARMY is unauthorized. Improper use of the seal and forging, counterfeiting, altering, or using or possessing a counterfeit or altered seal are prohibited by 18 USC 1017 and 18 USC 506.

2–3. Description and symbolism

The description and symbolism of the DA seal (fig 2–1) are as follows:

a. Description. On a disk within a designation band, with small beads on the inner edge and larger beads on the outer edge, the inscription “United States of America” at top and “War Office,” in base, are the following elements:

In the center is a Roman cuirass below a vertical unsheathed sword, point up, the pommel resting on the neck opening of the cuirass and a Phrygian cap supported on the sword, all between on the right (left to the observer) an espontón and on the left (right to the observer) a musket with fixed bayonet crossed in saltire behind the cuirass and passing under the sword guard. To the right (left to the observer) of the cuirass and espontón is a flag of unidentified design with cords and tassels, on a flagstaff with spearhead, above a cannon barrel, the muzzle and slanting upward behind the cuirass, in front of the drum, with two drumsticks and the fly end of the flag draped over the drumhead; below, but partly in front of the cannon barrel, is a pile of three cannon balls, one and two. To the left (right to the observer) of the cuirass and musket is a national color of the Revolutionary War period, with cords and tassels, on a flagstaff with spearhead, similarly arranged above a mortar on a carriage, the mortar facing inward and in front of the lower portion of the color and obscuring the lower part of it; below the mortar are two bomb shells placed side by side. Centered above the Phrygian cap is a rattlesnake holding in its mouth a scroll inscribed “This We’ll Defend.” Centered below the cuirass are Roman numeral “MDCCLXXVIII.”

b. Symbolism.

(1) The central element of the DA seal is a Roman cuirass, a symbol of strength and defense. The U.S. flag (of a design used in the formative years of the Nation) and the other flag emphasize the role of the Army in the establishment of and protection of the Nation.

(2) The sword, espontón (a type of half-pike formerly used by subordinate officers), musket, bayonet, cannon, cannon balls, and mortar bombs are representative of traditional Army implements.

(3) The drum and drumsticks are symbols of public notification of the Army’s purpose and intent to serve the Nation and its people.

(4) The Phrygian cap (often called the Cap of Liberty) supported on the point of the unsheathed sword and the motto “This We’ll Defend” on a scroll held by a rattlesnake is a symbol depicted on some American colonial flags and signifies the Army’s constant readiness to defend and preserve the United States.

(5) The date “MDCCLXXVIII” and designation “War Office” are indicative of the origin of the seal. The date “1778” refers to the year of its adoption. The term “War Office” used during the Revolution and for many years afterward was associated with the Headquarters of the Army, primarily because of the familiarity of the Americans with the British military system.



Figure 2-1. Department of the Army Seal, Proper Color

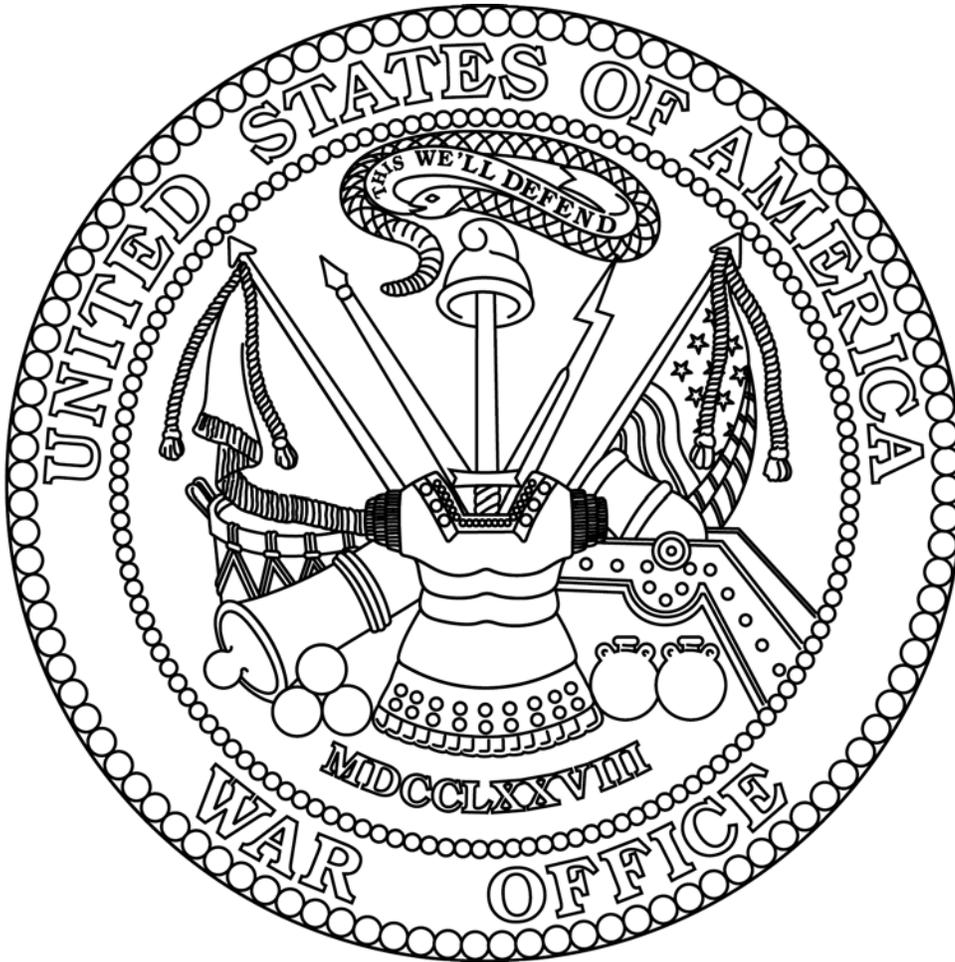


Figure 2–2. Department of the Army Seal, Line Drawing

Chapter 3 Department of the Army Emblem and Plaque

3–1. Authority

The SECARMY approved the emblem design on 29 January 1974.

3–2. Use

a. The plaque is an officially authorized three-dimensional rendition of the DA emblem. DA organizations and military and civilian members of DA are authorized to use the emblem for official purposes only. It is a symbol that not only emphasizes the Army's heritage but also the relationship of the modern professional Army to the Nation.

b. Reproduction of the DA emblem is authorized (either in reduced or enlarged form) in publications and other printed matter of an official or quasi-official nature, in Army-approved films, and in official Army motion picture and television programs. The design may not be modified in any manner. It must be reproduced in either its proper colors (fig 3–1), or as a line drawing (fig 3–2). Use of the DA emblem for any other purpose, including incorporation in other items, without approval of the SECARMY is unauthorized.

3–3. Supply

The DA emblem plaque is available through commercial sources.

3–4. Description and symbolism

a. The DA emblem design is derived from the DA seal and is the official emblem to represent the Army. The emblem differs from the seal in several respects, including the following:

- (1) The emblem is displayed in color, while the seal is not.
- (2) The emblem includes the inscription “Department of the Army” instead of the inscription “War Office,” which is on the seal.
- (3) On the emblem, the U.S. flag is on its own right (observer’s left) in keeping with the current custom for display of flags. The Army flag pattern has been added to the other flag.
- (4) The Roman numeral “MDCCLXXVIII,” which indicates the date the Army seal was adopted, was replaced with “1775” to show the date the Army was established.

b. The description and symbolism of the Army emblem (fig 3–1) are as follows:

(1) *Description.* On a light blue disk within a gold designation band, bordered with small gold beads on the inner edge and larger gold beads on the outer edge, the inscription in dark blue letters Department of the Army at top and United States of America in base, and with phrases separated at each side by a dark dot, are the following elements:

In the center is a gold Roman cuirass below a vertical unsheathed sword, point up, the blade black and the hilt and guard gold, the pommel resting on the neck opening of the cuirass and a red Phrygian cap supported on the sword point, all between on the right (left to the observer) a black espontón and on the left (right to the observer) a black musket with fixed bayonet crossed in saltire behind the cuirass and passing under the sword guard. To the right (left to the observer) of the cuirass and espontón is a national color of the Revolutionary War period, the union dark blue with white five-pointed stars and the stripes alternating red and white, with gold cords and tassels and gold spearhead on flag-staff, above a gold cannon barrel, the muzzle end slanting upward behind the cuirass, in front of a drum, the shell dark blue, the rims gold and the cords white, with two dark blue drumsticks, and fly end of the national color draped over the drumhead; below, but partly in front of the cannon barrel, is a pile of three black cannon balls, one and two. To the left (right to the observer) of the cuirass and musket is the U.S. Army Flag depicted with gold cords, tassels, and spearhead, similarly arranged above a gold mortar on a gold carriage, the mortar facing inward and over the lower portion of the U.S. Army Flag and obscuring the lower part of the device on the flag; below the mortar are two black bomb shells placed side by side. Centered above the Phrygian cap is a gold rattlesnake holding in its mouth a white scroll inscribed “This We’ll Defend” in dark blue letters. Centered below the cuirass are scarlet Arabic numerals “1775.”

(2) *Symbolism.*

(a) The central element of the DA emblem is a Roman cuirass, a symbol of strength and defense. The U.S. flag, of a design used in the formative years of the Nation, and the Army flag emphasize the role of the Army in the establishment of and the protection of the Nation.

(b) The sword, musket, bayonet, cannon, cannon balls, and mortar bombs are representative of traditional Army implements. The date “1775” refers to the year of the Army’s establishment.

(c) The drum and drumsticks are symbols of public notification of the Army’s purpose and intent to serve the Nation and its people.

(d) The Phrygian cap (often called the Cap of Liberty) supported on the point of the unsheathed sword and the motto “This We’ll Defend” on a scroll held by a rattlesnake signifies the Army’s constant readiness to defend and preserve the United States.

(e) The colors of the design elements are those traditionally associated with the ideals of the United States and Army. The flags are in proper colors. Blue is symbolic of loyalty, vigilance, perseverance, and truth. Red denotes courage, zeal, and fortitude. White alludes to deeds worthy of remembrance. Black is indicative of determination and constancy. Gold represents achievement, dignity, and honor.



Figure 3–1. Department of the Army Emblem, Proper Colors

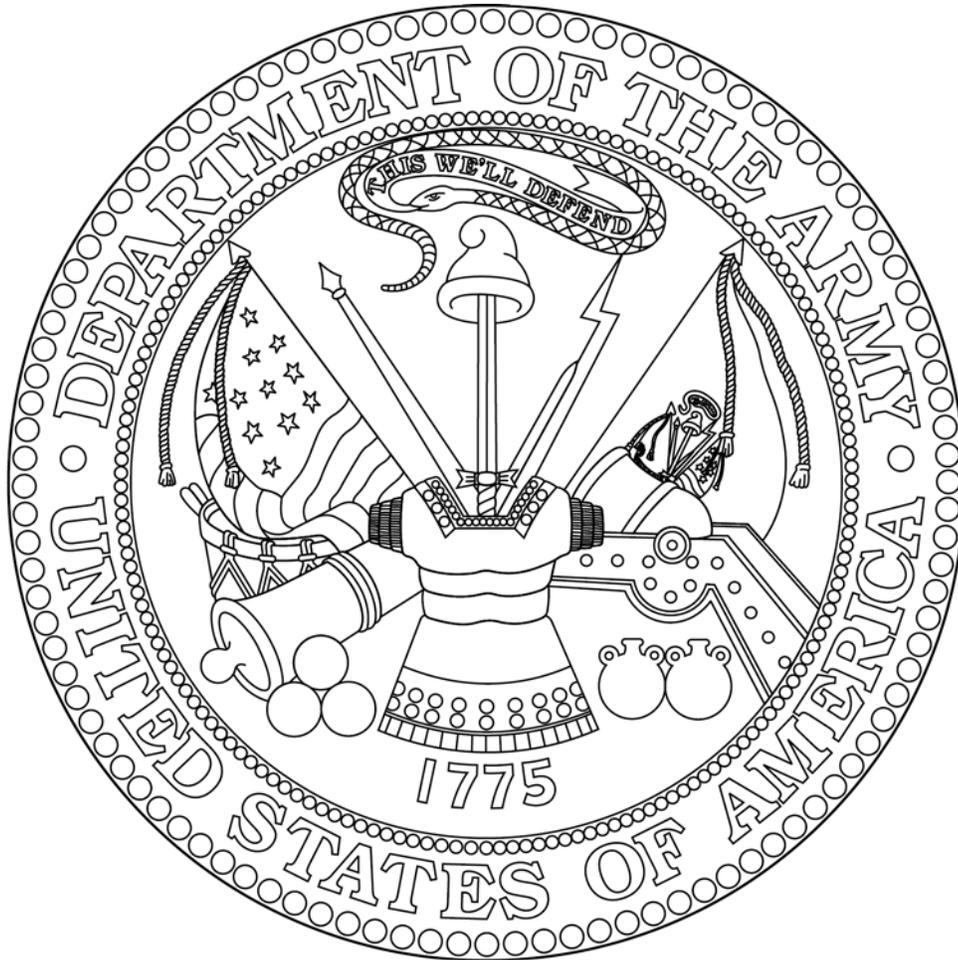


Figure 3–2. Department of the Army Emblem, Line Drawing

Chapter 4 Branch of Service Plaques

4–1. Authority

Branch of Service plaques are authorized for all Army Branches and for designated career fields that have separate DA-approved collar insignia.

4–2. Use

Commanders may authorize the procurement and display of the Branch of Service plaques as a means of fostering esprit de corps within a Branch and identifying the Branch affiliation or mission.

4–3. Supply

TIOH will, upon request, provide specifications and manufacturing drawings of the plaque to the Branch proponent if the proponent wants to acquire and stock the plaque for resale to individuals and commands. The specifications and manufacturing drawings may be provided to the contractor for use in production.

4–4. Description

a. Adjutant General's Corp. The plaque design (fig 4–1) has the Branch insignia in proper colors (blue chief with silver stars with 13 stripes alternating 7 silver and 6 red). The background of the plaque is white with the Branch designation in silver letters.

- b. Air Defense Artillery.* The plaque design (fig 4–2) has the Branch insignia, letters, and border in gold. The background is scarlet.
- c. Armor.* The plaque design (fig 4–3) has the Branch insignia, letters, and border in gold. The background is green.
- d. Army Medical Specialist Corps.* The plaque design (fig 4–4) has the Branch insignia in gold with the letter “S” in black, outlined with gold. The letters and rim are gold and the background is maroon.
- e. Army Nurse Corps.* The plaque design (fig 4–5) has the Branch insignia in gold with the letter “N” in black, outlined with gold. The letters and rim are gold and the background is maroon.
- f. Aviation.* The plaque design (fig 4–6) has the Branch insignia in proper colors (gold wings with silver propeller). The letters are golden orange and the rim is gold. The background is ultramarine blue.
- g. Cavalry.* The plaque design (fig 4–7) has the Cavalry insignia and border in gold. The background is white and the letters are scarlet.
- h. Chaplain Corps.* The plaque design (fig 4–8) has the emblem of the Chaplain Corps in proper colors. (The rays and sun are yellow; the dove is white; the olive branch is green; and the book has gold-edged white paper with gold brown binding, and brown binding straps with gold buckles and tips. The letters on the book are gold). The background of the plaque is medium blue and the letters and border are gold.
- i. Chemical Corps.* The plaque design (fig 4–9) has the Branch insignia in gold with the benzine ring in cobalt blue, outlined in gold. The letters and border are gold and the background is cobalt blue.
- j. Civil Affairs.* The plaque design (fig 4–10) has the Branch insignia in gold, letters and border in white, and the background in purple.
- k. Corps of Engineers.* The plaque design (fig 4–11) has the Branch insignia and border in gold and the letters are white. The background is scarlet.
- l. Cyber Corps.* The plaque design (fig 4–12) has the Cyber Branch insignia, letters and rim in gold. The background is steel gray.
- m. Dental Corps.* The plaque design (fig 4–13) has the Branch insignia in gold with the letter “D” in black, outlined with gold. The letters and rim are gold and the background is maroon.
- n. Field Artillery.* The plaque design (fig 4–14) has the Branch insignia, letters, and rim in gold. The background is scarlet.
- o. Finance Corps.* The plaque design (fig 4–15) has the Branch insignia, letters, and rim in gold. The background is silver gray.
- p. Infantry.* The plaque design (fig 4–16) has the Branch insignia, letters, and rim in gold. The background is light blue.
- q. Inspector General.* The plaque design (fig 4–17) has the Inspector General insignia, letters, and rim in gold. The motto lettering and background are dark blue.
- r. Judge Advocate General’s Corps.* The plaque design (fig 4–18) has the Branch insignia, letters, and rim in gold. The background is dark blue.
- s. Logistics Corps.* The plaque design (fig 4–19) has the Branch insignia and rim in gold with star, motto lettering and background in soldier red. Designation band is white with letters in soldier red.
- t. Medical Corps.* The plaque design (fig 4–20) has the Branch insignia, letters, and rim in gold. The background is maroon.
- u. Medical Services Corps.* The plaque design (fig 4–21) has the Branch insignia in silver with the letters “MS” in black, outlined with silver. The letters and rim are in silver, background is maroon.
- v. Military Intelligence.* The plaque design (fig 4–22) has the Branch insignia proper (gold with dark blue rose). The letters are dark blue, background is white and rim is gold.
- w. Military Police Corps.* The plaque design (fig 4–23) has the Branch insignia, letters, and rim in gold. The background is green.
- x. Ordnance Corps.* The plaque design (fig 4–24) has the Branch insignia, letters, and rim in gold. The background is crimson.
- y. Psychological Operations.* The plaque design (fig 4–25) has the Psychological Operations collar insignia, letters, and rim in gold. The background is bottle green.
- z. Public Affairs.* The plaque design (fig 4–26) has the Public Affairs collar insignia, letters, and rim in gold. The background is teal blue.
- aa. Quartermaster Corps.* The plaque design (fig 4–27) has the Branch insignia proper (gold with ring of wheel in blue, stars and inner hub in white, and hub pin in red). The designation band is blue and the letters and borders are gold. The background is buff.
- bb. Signal Corps.* The plaque design (fig 4–28) has the Branch insignia proper (red, white, and gold) with gold letters. The outer rim is gold with a narrow band of orange. The background is white.

cc. *Special Forces*. The plaque design (fig 4–29) has the Branch insignia, letters, and rim in gold. The background is jungle green.

dd. *Transportation Corps*. The plaque design (fig 4–30) has the Branch insignia, letters, and rim in gold. The background is brick red.

ee. *Veterinary Corps*. The plaque design (fig 4–31) has the Branch insignia in gold with the letter “V” in black, outlined with gold. The letters and rim are gold and the background is maroon.

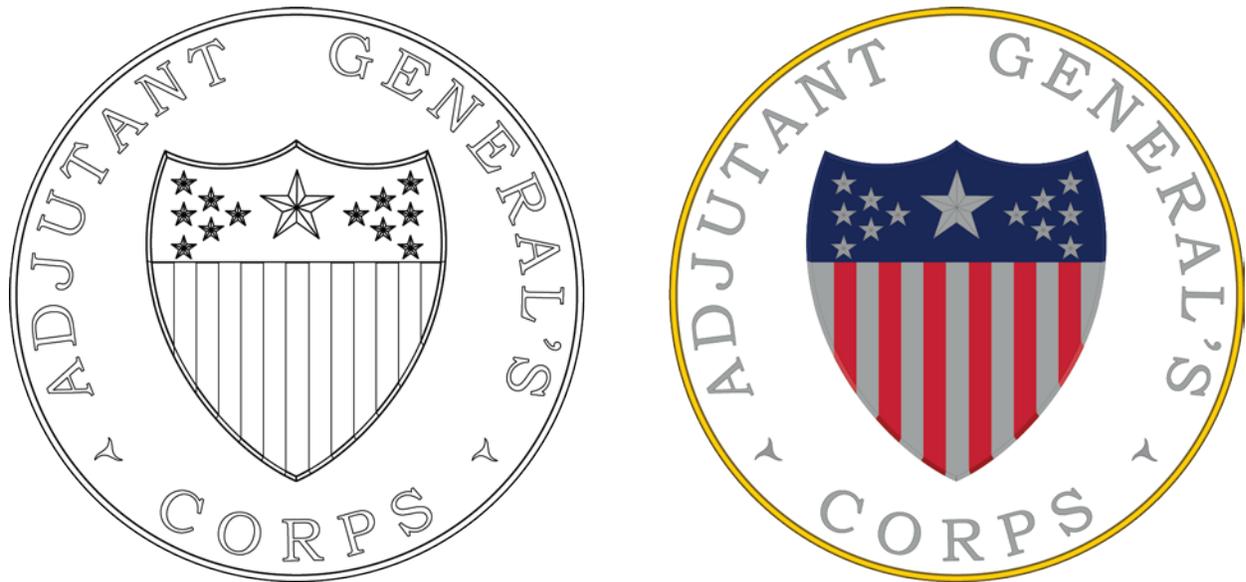


Figure 4–1. Adjutant General's Corps

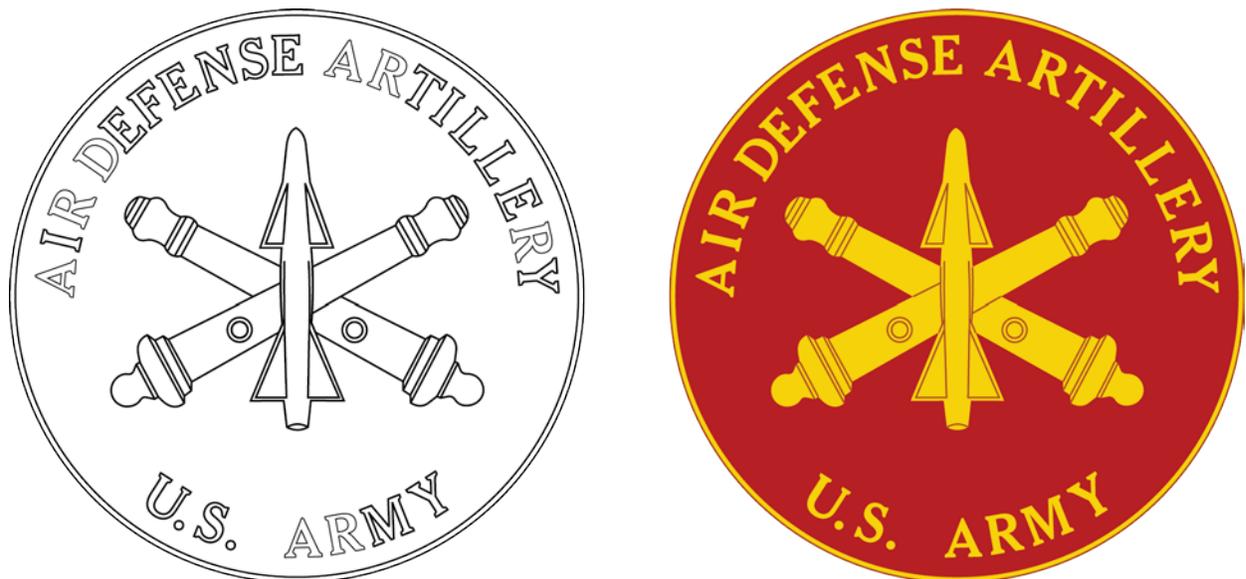


Figure 4–2. Air Defense Artillery

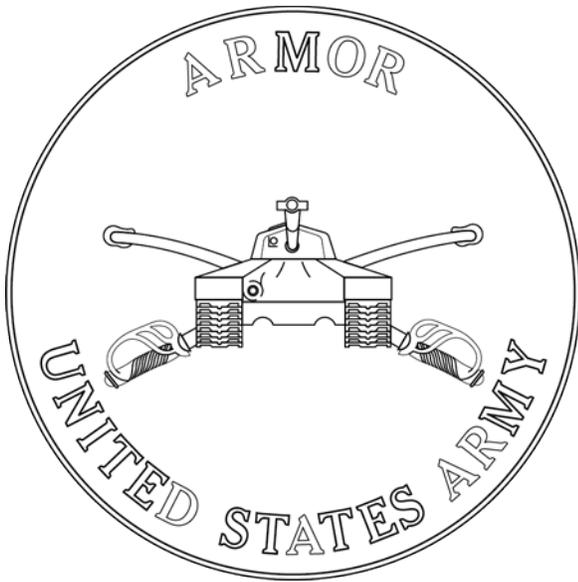


Figure 4-3. Armor



Figure 4-4. Army Medical Specialist Corps



Figure 4-5. Army Nurse Corps



Figure 4-6. Aviation

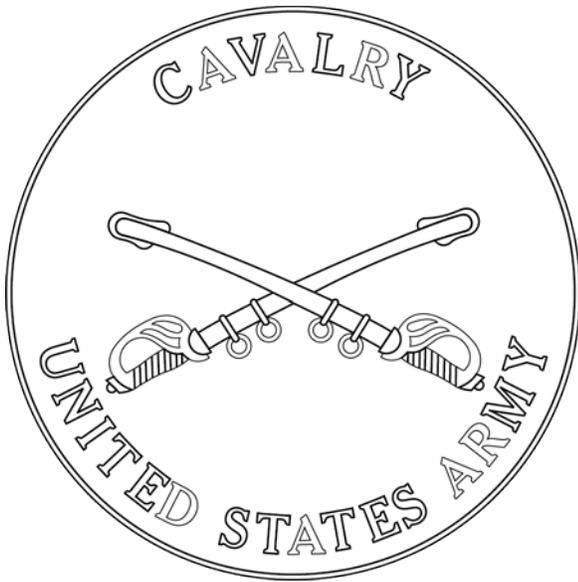


Figure 4-7. Cavalry

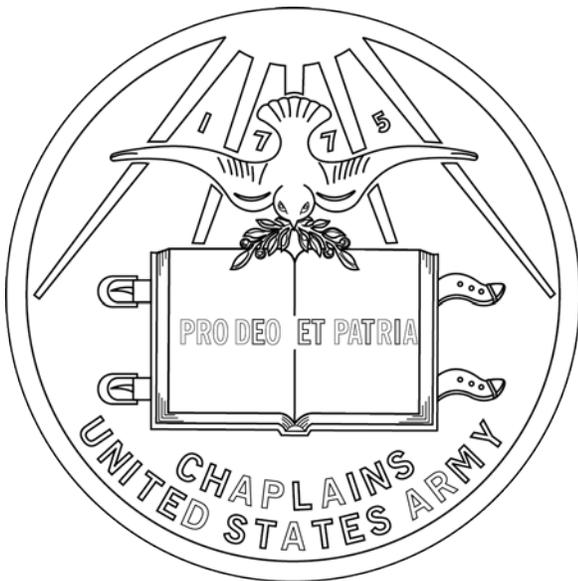


Figure 4-8. Chaplain Corps

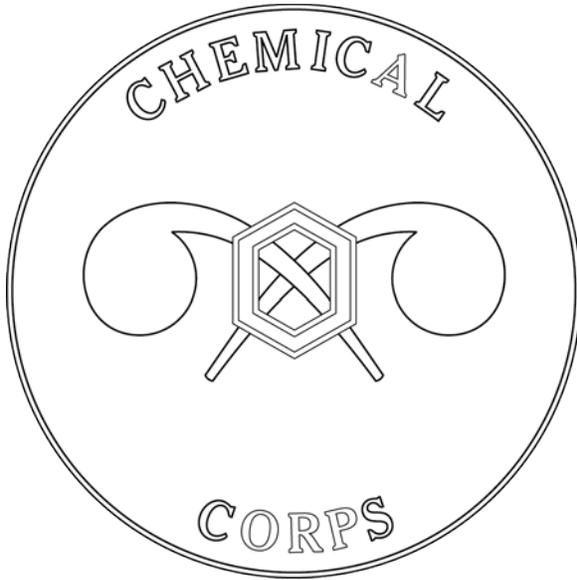


Figure 4–9. Chemical Corps



Figure 4–10. Civil Affairs

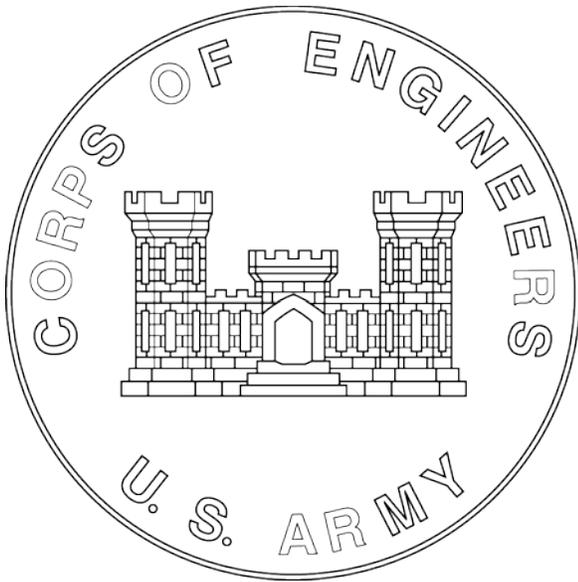


Figure 4–11. Corps of Engineers



Figure 4–12. Cyber Corps



Figure 4–13. Dental Corps

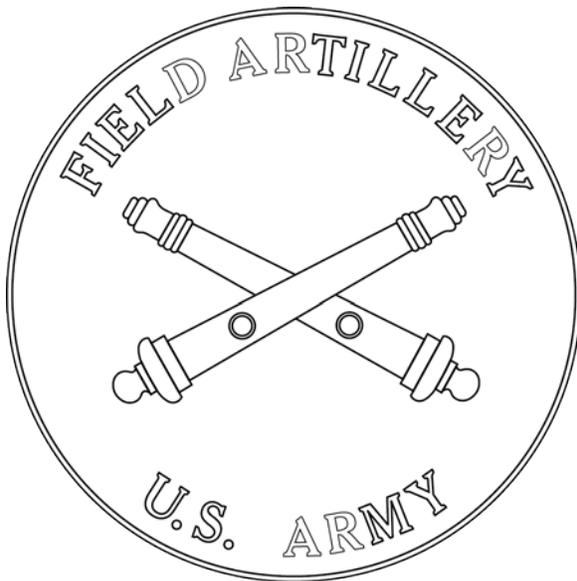


Figure 4–14. Field Artillery

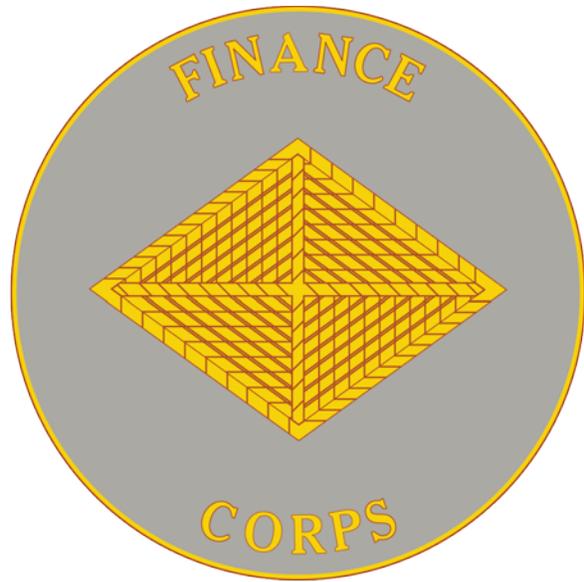
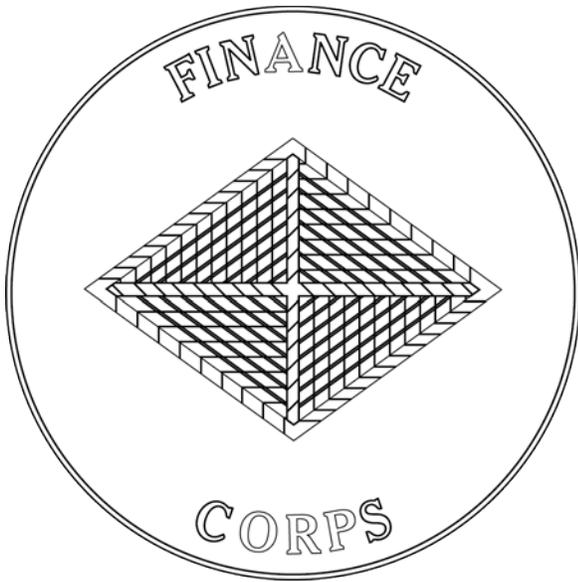


Figure 4-15. Finance Corps



Figure 4-16. Infantry



Figure 4-17. Inspector General



Figure 4-18. Judge Advocate General's Corps

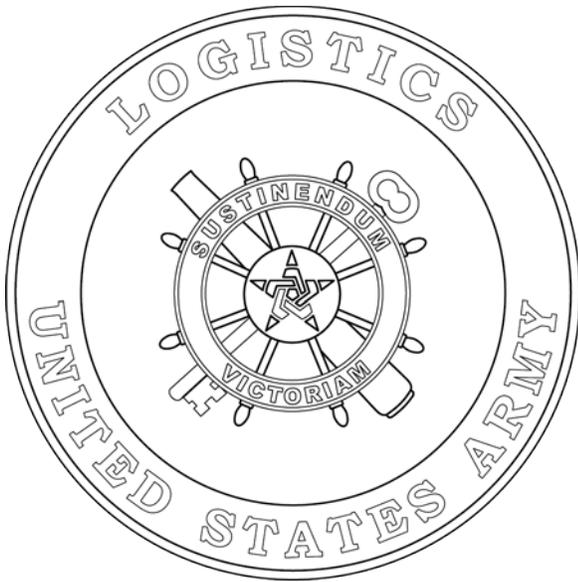


Figure 4–19. Logistics



Figure 4–20. Medical Corps



Figure 4-21. Medical Service Corps



Figure 4-22. Military Intelligence



Figure 4–23. Military Police Corps



Figure 4–24. Ordnance Corps



Figure 4-25. Psychological Operations



Figure 4-26. Public Affairs



Figure 4–27. Quartermaster Corps



Figure 4–28. Signal Corps



Figure 4–29. Special Forces

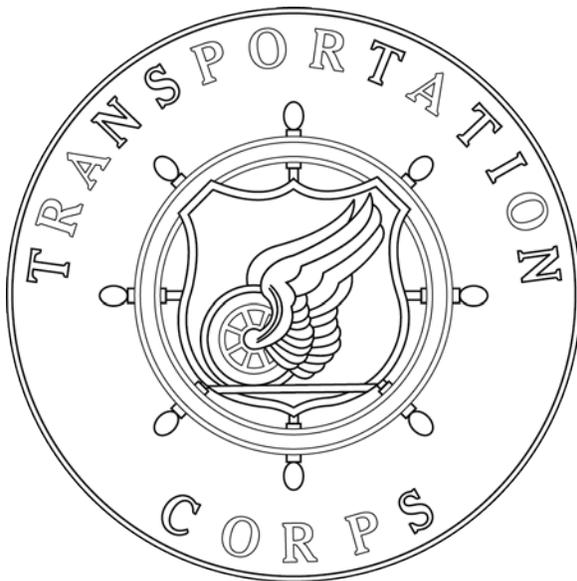


Figure 4–30. Transportation Corps



Figure 4-31. Veterinary Corps

Appendix A

References

Section I

Required Publications

AR 672–8

Manufacture, Sale, Wear, and Quality Control of Heraldic Items (Cited in para 1–6.)

Public Law 80–253

National Security Act of 1947 (Cited in para 2–1.) (Available at <http://www.gpo.gov/fdsys>.)

10 USC 3012

Department of the Army: Seal (Cited in para 2–1.) (Available at <http://uscode.house.gov/>.)

18 USC 506

Seals of Departments or Agencies (Cited in para 2–2.) (Available at <http://uscode.house.gov/>.)

18 USC 1017

Government Seals Wrongfully Used and Instruments Wrongfully Sealed (Cited in para 2–2.) (Available at <http://uscode.house.gov/>.)

Section II

Related Publications

A related publication is a source of additional information. The user does not have to read a related reference to understand this regulation.

AR 11–2

Managers' Internal Control Program

AR 25–30

Army Publishing Program

AR 27–60

Intellectual Property

AR 601–208

The Army Brand and Marketing Program

DA General Orders 1947–01

Department of the Army

DA General Orders 2007–05

Office of the Administrative Assistant to the Secretary of the Army

DA Pam 25–403

Guide to Recordkeeping in the Army

DODD 5535.09

DOD Branding and Trademark Licensing Program

Section III

Prescribed Forms

This section contains no entries.

Section IV

Referenced Forms

Unless otherwise indicated, DA forms are available on the Army Publishing Directorate website (<https://armypubs.army.mil>).

DA Form 11-2

Internal Control Evaluation Certification

DA Form 2028

Recommended Changes to Publications and Blank Forms

Appendix B

Internal Control Evaluation

B–1. Function

The function covered by this evaluation includes acquisition of the DA emblem and Branch of Service plaques.

B–2. Purpose

The purpose of this evaluation is to assist leaders in evaluating the key internal controls outlined in paragraph B–4. It is not intended to cover all controls.

B–3. Instructions

Answers must be based on the actual testing of key internal controls found in this regulation. Answers that indicate deficiencies must be explained and corrective action indicated in supporting documentation. These key internal controls must be formally evaluated at least once every 3 years. Certification that this evaluation has been conducted must be accomplished on DA Form 11–2 (Internal Control Evaluation Certification).

B–4. Test questions

- a.* Are unit commanders purchasing plaques for their units from TIOH-certified manufacturers or the Defense Logistics Agency supply system?
- b.* Are unit commanders ensuring that only prescribed plaques and emblems are displayed?
- c.* Is TIOH periodically inspecting plaques sold at the Army and Air Force Exchange Service and Military Clothing Stores and by certified manufacturers?

B–5. Supersession

This is the initial internal control evaluation for AR 840–1.

B–6. Comments

To make this internal control evaluation a more useful tool for evaluating internal controls, submit comments to: Office of the Administrative Assistant to the Secretary of the Army (SAAA–ZA), 105 Army Pentagon, Washington, DC 20310–0105.

Glossary

Section I

Abbreviation

AASA

Administrative Assistant to the Secretary of the Army

AR

Army regulation

ARIMS

Army Records Information Management System

DA

Department of the Army

DODD

Department of Defense Directive

RRS-A

Records Retention Schedule-Army

SECARMY

Secretary of the Army

TIOH

The Institute of Heraldry

USC

United States Code

Section II

Terms

Branch insignia

A device approved by Headquarters, Department of the Army for wear on the uniform to indicate Branch of Service within the Army.

Cuirass

A piece of armor consisting of breastplate and backplate fastened together

Emblem

A distinctive device symbolically representing the Army.

Espontón

A type of half-pike formerly used by subordinate officers.

Phrygian Cap

A soft conical cap with the top pulled forward, often called the Cap of Liberty.

Plaque

A three-dimensional rendering of an emblem or device for display.

Pommel

A rounded knob on the end of the handle of a sword.

Proper colors

The colors used to authenticate, confirm, or attest to authenticity.

Saltire

A heraldic symbol in the form of a diagonal cross

Seal

A design used to authenticate, confirm, or attest to authenticity.

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