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*History*



**AIR FORCE RECRUITING SERVICE SEAL**

**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

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This instruction implements AFRS 84-1, *Historical Information, Property, and Art*. It describes the Air Force Recruiting Service (AFRS) seal and emblem and establishes guidance concerning its use. It applies to all AFRS members working in the headquarters, groups, squadrons, and flights. This publication does not apply to Air National Guard and Air Force Reserve Command units. Maintain and dispose of records created in accordance with AFMAN 37-139, *Records Disposition Schedule*. Attachment 1 contains a glossary of references and supporting information. This publication replaces guidance found in AETCI 84-102, 29 December 1998, *Air Force Recruiting Service Seal*.

**1. Purpose:**

- 1.1. Provide guidance on proper use of the AFRS seal on letterhead, facilities, business cards, and personal items.
- 1.2. Provide a detailed description, proper wear, and authorized use of the AFRS seal.
- 1.3. Provide a detailed description of the AFRS emblem and its use.

**2. Roles and Responsibilities:**

- 2.1. HQ Air Force is the approval authority for the AFRS seal or emblem.
- 2.2. The AFRS commander is responsible for the design and maintenance of the AFRS seal and emblem. The commander may delegate responsibility to AFRS/CV.
- 2.3. Facility managers ensure units display approved emblems on all facilities.
- 2.4. Information management technicians ensure the AFRS seal is properly displayed on documents, publications, and business cards.
- 2.5. Commanders and supervisors will ensure the AFRS seal is properly worn on military uniforms and civilian attire.

**3. Description and Significance:**

- 3.1. The AFRS seal symbolizes the mission of AFRS, and is used on official documents and records. The AFRS seal was approved by AFHRC/RS on 2 February 1991. It consists of a disc with an encircling band as follows:

3.1.1. The disc contains 13 stars following the contour of the disc representing the 13 original colonies. In the middle of the disc is the Air Force Coat of Arms, which has two parts.

3.1.1.1. The crest is made up of the eagle, wreath, and cloud form. The American bald eagle symbolizes the United States and its airpower, and is depicted in its natural colors. The wreath under the eagle is made up of six alternate folds of metal and light blue. This repeats the metal and color used in the shield. The white clouds behind the eagle show the start of a new sky.

3.1.1.2. The shield, directly below the eagle and wreath, is divided horizontally into two parts by a nebular line representing clouds. The top part bears an Air Force yellow thunderbolt with flames in natural color that shows striking power through the use of aerospace. The thunderbolt consists of an Air Force yellow vertical twist with three natural color flames on each end crossing a pair of horizontal wings with eight lightning bolts. The background of the top part is light blue representing the sky. The lower part is white representing metal silver.

3.1.2. The band encircling the entire design is white, edged in Air Force yellow with black lettering. The inscription reads as Air Force on the top part and Recruiting Service on the lower part.

3.1.3. When the seal is reproduced in color, color shades must be as indicated at Attachment 2. When the seal is reproduced in subdued colors, shades must be as indicated at Attachment 3.

3.2. The AFRS emblem is displayed on the AFRS flag.

3.3. The emblem is a shield design divided horizontally into two parts by a nebular line representing clouds. The top part bears an Air Force yellow thunderbolt with flames in natural color that shows striking power through the use of aerospace. The thunderbolt consists of an Air Force yellow vertical twist with three natural color flames on each end crossing a pair of horizontal wings with eight lightning bolts. The background of the top part is light blue representing the sky. The lower part is white representing metal silver. Under the shield design is a paper scroll outlined in Air Force yellow with "AIR FORCE RECRUITING SERVICE" inscribed in ultramarine blue lettering on the scroll.

#### **4. Policy:**

**4.1. Authorized Use of the AFRS Seal.** The use of the AFRS seal is limited to the references in paragraphs 4.1.1 through 4.1.12. Other uses of the AFRS seal require approval of the AFRS commander prior to use. Submit requests to the HQ AFRS historian.

4.1.1. Printed reproduction on AFRS publications when the seal is printed as a line drawing.

4.1.2. Reproduced facsimiles on invitations and programs for official ceremonies and special occasions.

4.1.3. Worn as the AFRS badge on military uniforms as prescribed by AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*.

4.1.4. In conjunction with recruiting displays in commercial establishments, such as banks and department stores, and Air Force exhibits at educational conventions, fairs, and other public or official gatherings, as long as there is no implication of official endorsement of any commercial undertaking.

4.1.5. As backdrops for television and radio shows with an Air Force theme.

4.1.6. On signs identifying AFRS headquarters, groups, squadrons, and recruiting offices.

4.1.7. On AFRS advertising and publicity materials when specifically approved by the AFRS commander.

4.1.8. On wall plaques and certificates.

4.1.9. On government property and equipment used by recruiting personnel in sales and publicity work.

4.1.10. On business cards for recruiters only (as authorized by DoDD 5330.3/Air Force Supplement, *Defense Automated Printing Service [DAPS]*).

4.1.11. On official letterhead paper.

4.1.12. For briefings or slide presentations.

**4.2. Unauthorized Use of the AFRS Seal.** The AFRS seal will not be used as described in paragraphs 4.2.1 through 4.2.4.

4.2.1. For any purpose with AFRS endorsement of an item or product.

4.2.2. In a manner which might reflect unfavorably on AFRS or the Department of the Air Force.

4.2.3. On civilian or athletic clothing except as approved by the AFRS commander.

4.2.4. On stationary as a letterhead design.

**5. Requests for Recruiting Group and Squadron Emblems.** Each recruiting group and squadron must submit a request for approval of its desired emblem. Current emblem and new emblems must be approved prior to use.

5.1. Requests for new emblems must follow procedures outlined in AFI 84-105, *Organizational Lineage, Honors, and Heraldry*, chapter 3. The recruiting group or squadron logistics specialist, with the help of the information manager, will complete the design and processing of paperwork for the emblem.

5.2. Send paperwork with a diskette copy of the emblem to the HQ AFRS historian for the AFRS commander's approval prior to submitting to the Air Education and Training Command historian for processing.

5.3. The HQ AFRS historian will maintain approved emblems of recruiting groups and squadrons. Recruiting group and squadron logistics specialists will be responsible for maintaining the paperwork approving the emblem.

EDWARD A. RICE, JR., Brigadier General, USAF  
Commander

### ***3 Attachments***

1. GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION
2. AIR FORCE RECRUITING SERVICE SEAL
3. AIR FORCE RECRUITING SERVICE SEAL – SUBDUED COLORS

**Attachment 1****GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

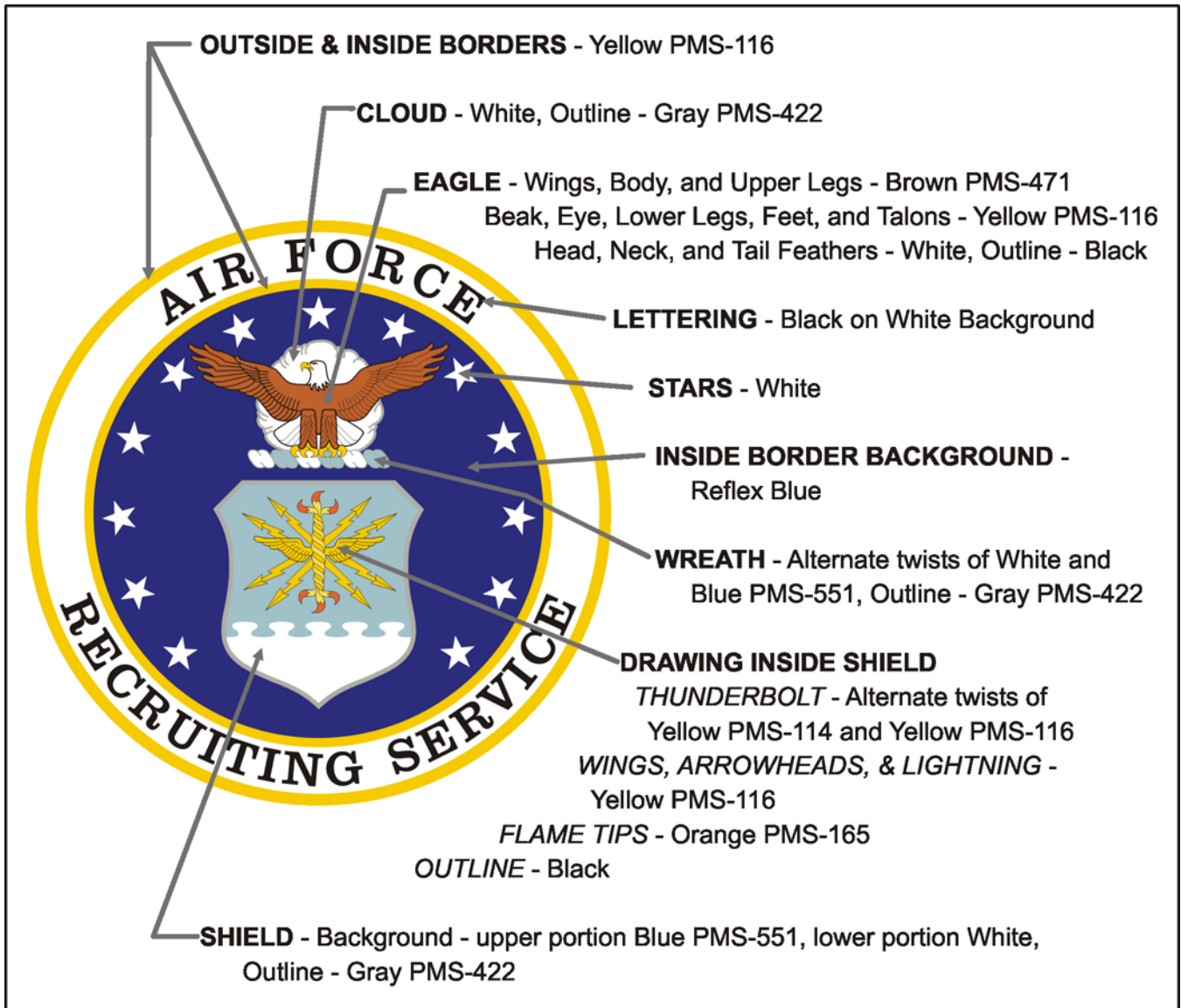
DODD/AF Supplement 5330.3, *Defense Automated Printing Service (DAPS)*  
AFPD 84-1, *Historical Information, Property, and Art*  
AFI 84-101, *Historical Products, Services, and Requirements*  
AFI 84-105, *Organizational Lineage, Honors, and Heraldry*  
AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*  
AFMAN 33-326, *Preparing Official Communications*  
AFMAN 37-139, *Records Disposition Schedule*

***Terms***

**AFRS**—Air Force Recruiting Service  
**DAPS**—Defense Automated Printing Service

Attachment 2

AIR FORCE RECRUITING SERVICE SEAL



## Attachment 3

## AIR FORCE RECRUITING SERVICE SEAL—SUBDUED COLORS

