

RULES FOR NAVAL AVIATION INSIGNIA PROGRAM AND APPROVAL
PROCEDURES

1. Overview. The Naval Aviation Insignia Program establishes the requirements and procedures for securing approval of Navy and Marine Corps aviation command insignia. The final approving authority for all naval aviation command or unit insignia, with the exception of aviation ships is the CNO.

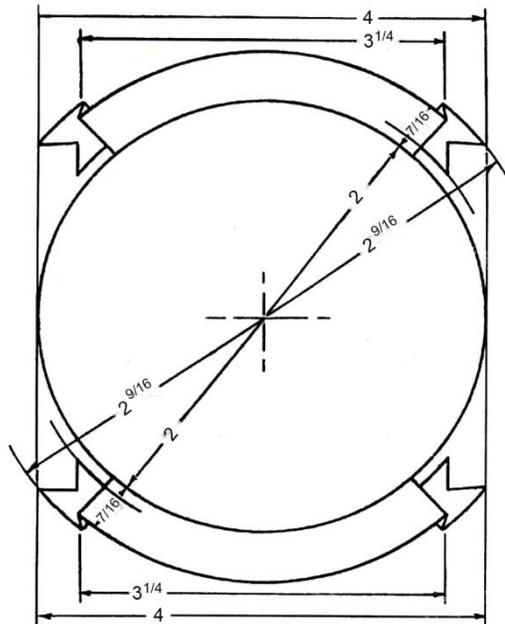
2. Requirements for Size and Shape

a. Circular. Commands at the squadron level shall have an insignia contained entirely within a circle of four inches in diameter. The circle shall be part of the design.

b. Triangular. Commands above the squadron level, such as carrier air wings, naval air stations, patrol wings and other upper echelon commands shall have an insignia contained entirely within an equilateral triangle whose sides are five inches. The triangle shall be a part of the design and its point may be either up or down.

c. Scrolls. The addition of scrolls to circular designs shall be immediately below and touching the circle and used only for unit designations, such as HSL-51, VF-10, etc. A scroll added immediately above and touching the circle may contain a motto or nickname which shall be in keeping with the dignity of the Naval Service. Scrolls may be used with triangular designs but must remain within the triangle.

d. Example. The following is an example of a circular insignia with scrolls and the required dimensions. All dimensions are listed in inches.



3. Content Requirements

a. An insignia is expected to reflect the professional character of a command and its readiness to perform its appointed missions. It must always be in keeping with the dignity of the Naval Service. Any insignia which degrades human dignity or fails to promote a positive image of the Navy will not be approved. The design should be able to stand "the test of time" and should not be changed because of a modification of the mission, change in assigned aircraft or redesignated of the command. Once an insignia is approved for a command it becomes a permanent part of that organization's history, similar to a family crest. Designs should be selected with that in mind.

b. A heraldic design approximate to the naval aviation theme is desired, keeping in mind that the design will become the recognized symbol of the squadron or command. It may include appropriate symbols such as mythological beasts, fowl, fish, the sea, the air or geometric symbols or designs. Previous designs such as the Top Hatters (VF-14), the Miyamoto Musashi design of the Warlords (HSL-51) and mailed fist and trident of VP-46 are well known and have withstood the "test of time."

c. The design should be simple, with one or two items, as opposed to cluttered with many items. The latter is a very common mistake and lessens the impact and memorability of the insignia, particularly if viewed from a distance. The design should be developed with strong colors of good contrast unless a subdued "camouflage" design is required due to operational need.

d. The design should be dignified, rather than humorous. Mythological and heraldic figures are permissible and encouraged. The following shall not be used:

(1) Any cartoon-type figures.

(2) Obscene or gruesome figures that rely on ludicrous exaggeration of physical characteristics or features. Common violations in this are animals performing unnatural acts such as stabbing submarines with a cutlass or wearing clothing.

(3) Recognizable aircraft or ship designs.

(4) Qualification badges.

(5) Decorations or campaign ribbons.

(6) National or State insignia.

(7) Service insignia and cap devices.

e. Copyrighted designs in whole or part shall not be used unless written permission is obtained from the copyright holder permitting use of the design in the insignia. A copy of this letter shall accompany the unit's insignia request before the insignia can be officially authorized. Use of copyrighted designs shall be per copyright laws and presented in such a manner that they do not suggest endorsement of the product or service involved.

f. Naval aviator wings, naval flight officer wings, enlisted aircrew wings, etc..., although a badge of qualification may be used as a symbol of naval aviation ONLY by fleet air commands, naval air stations and others above squadron level, provided they are not altered. Where applicable and with the same provisions, the additional use of other officially

authorized aviation wings by these commands is permissible. However, circular designs are prohibited from using these wings.

g. Mottos, any type of lettering, names, designations, and numbers shall not be used within circular designs. Designations should be placed in the lower scroll and mottos or nicknames in the upper scroll. Triangular designs may incorporate a motto, nickname and or designation inside the triangle. Mottos or nicknames must not degrade human dignity or fail to promote a positive naval image.

h. Insignia currently approved are exempt from the provisions of this paragraph as long as they remain in continuous use, are not modified in any respect and meet the Navy's core values.

4. Insignia Approval Procedures

a. All requests for approval shall be sent as a complete package to the OPNAV (N98) with endorsements through the administrative chain of command. The mailing address is: Chief of Naval Operations, Assistant for Naval Aviation History and Publications, c/o Naval History and Heritage Command, 805 Kidder Breese Street SE, Washington Navy Yard, DC 20374-5060, by telephone: (202) 433-2321 or by e-mail: aviationhistory@navy.mil.

b. Proposed insignia shall be submitted with two full-color renditions, drawn per the specifications listed above and in the final form desired by the command. If approved, one copy of the design will be retained by the approving authority for record purposes and the other copy returned to the command as the approved insignia.

c. A brief accompanying statement of the significance or meaning of the design and its components shall be included with the insignia approval request.

d. Upon receiving notification of approval of an insignia, the command will forward to the approving authority one full color 70 millimeter negative or a high resolution tagged image file format image (400 dots per inch or higher) of an actual insignia for incorporation into the archives.

e. When a command is redesignated, a new negative or electronic image (see paragraph 4d above) showing the new designation must be forwarded to the approving authority.

5. Application

a. With the exception of aviation ships, this instruction applies to all Navy and Marine Corps aviation activities listed in the SNDL parts 1 and 2. Squadron detachments shall use the insignia approved for their parent squadron. Separate insignia for detachments, even if permanently established, will not be approved.

b. Insignia of aviation specialty codes or job functions, such as rescue swimmers will not be approved under this instruction.

c. Currently approved insignia are exempt from the provisions of paragraph 4, as long as they remain in continuous use, are not modified in any respect and are in keeping with the standards of dignity espoused by this instruction. Commands with these insignia, grandfathered for approval by this instruction, are authorized one-time options to modify or change their existing insignia. This option only applies to those squadrons listed in enclosure (2). Future insignia approved under this instruction will become a permanent part of the command's history and lineage.