

-----Original Message-----

From: PTC WASHINGTON DC//ALARACT//
[mailto:DAADMINISTRATOR@PTSC.PENTAGON.MIL]
Sent: Wednesday, March 07, 2007 12:33 PM
To: DCS G1 Agency Mail
Subject: ALARACT 041/2007
Importance: Low

UNCLASSIFIED//

PRECEDENCE TO: ROUTINE DTG: 071724Z MAR 07
PRECEDENCE CC: ROUTINE
TYPE: DMS SIGNED/ENCRYPTED
FROM PLA: PTC WASHINGTON DC//ALARACT//
FROM D/N: C:US,O:U.S. Government,OU:DoD,OU:ARMY,OU:Organizations,
L:CONUS,L:WASHINGTON DC,OU:DA PENTAGON
TELECOMMUNICATIONS(uc),OU:ALARACT RELEASE AUTHORITY(UC)
SUBJECT: ALARACT 041/2007
TEXT:
UNCLASSIFIED//

THIS MESSAGE HAS BEEN SENT BY THE PENTAGON TELECOMMUNICATIONS CENTER ON
BEHALF OF DA WASHINGTON DC//DAPE-HRI//

SUBJECT: U.S. ARMY LOGO PATCH

1. AR 670-1, 3 FEB 05, WEAR AND APPEARANCE OF ARMY UNIFORMS AND
INSIGNIA.
2. THE PURPOSE OF THIS MESSAGE IS TO CLARIFY THE WEAR POLICY FOR THE
U.S.
ARMY LOGO PATCH. DISSEMINATE THIS MESSAGE TO THE LOWEST ECHELON LEVEL.
3. THE U.S. ARMY LOGO PATCH IS APPROVED FOR WEAR ON THE ARMY COMBAT
UNIFORM
(ACU) FOR THE FOLLOWING UNITS:
 - A. HEADQUARTERS, DEPARTMENT OF THE ARMY (HQDA STAFF ONLY)
 - B. UNITED STATES ARMY ACCESSIONS COMMAND
 - C. UNITED STATES ARMY ACCESSIONS SUPPORT BRIGADE
 - D. INITIAL ENTRY TRAINING SOLDIERS (IET) (ALL)
 - E. ONE STATION UNIT TRAINING SOLDIERS (OSUT) (ALL)
4. THE FOLLOWING PARAGRAPHS (1-12 AND 28-16), RESPECTIVELY IN AR 670-1
HAVE
BEEN CHANGED TO READ AS FOLLOWS:
 - A. 1-12B (1) ADDED: WHEN APPROVED FOR WEAR ON A UNIFORM UNDER THE
PROVISIONS

OF PARAGRAPH 28-16 BELOW, THE U.S. ARMY LOGO IS NOT CONSIDERED A DISTINCTIVE UNIFORM ITEM.

B. 28-16D ADDED: THE U. S. ARMY LOGO (LOGO) IS A REGISTERED TRADEMARK OF THE ARMY, VISUALLY CENTRAL TO THE ARMY S BRANDING AND TRADEMARKED LICENSING PROGRAM ADMINISTERED ON BEHALF OF THE ARMY BY THE ASSISTANT SECRETARY OF THE ARMY (MANPOWER AND RESERVE AFFAIRS (ASA) [M&RA]). THE LOGO MAY BE WORN WHEN AUTHORIZED BY THE CHIEF OF STAFF, ARMY PROVIDED THE SHAPE, COLORS, AND STYLISTIC DESIGN OF ANY SUCH PATCH COMPORT WITH THE DESIGN OF THE LOGO AS PRESCRIBED BY THE ASA (M&RA). WHEN WORN ON A UNIFORM, THE LOGO WILL NOT BE ACCOMPANIED BY THE SYMBOL. THE U.S. ARMY LOGO PATCH IS NOT CONSIDERED A DISTINCTIVE INSIGNIA IN THE SAME MANNER AS THE SHOULDER SLEEVE INSIGNIA. THE U.S. ARMY LOGO PATCH IS AUTHORIZED FOR WEAR BY THE FOLLOWING:

- (1) U.S. ARMY ACCESSIONS COMMAND
- (2) U.S. ARMY ACCESSIONS COMMAND SUPPORT BRIGADE
- (3) OFFICER AND ENLISTED PERSONNEL ASSIGNED TO HQDA (HQDA STAFF ONLY)
- (4) IET AND OSUT SOLDIERS

C. 28-16E(2) ENLISTED PERSONNEL ATTACHED TO HEADQUARTERS COMPANY, U.S. ARMY, WHO ARE ASSIGNED TO OR PERFORMING DUTY WITH HQDA STAFF AGENCIES WILL WEAR THE U.S. ARMY LOGO CENTERED ON THE LEFT SLEEVE OF THE HOOK AND LOOP PAD ALREADY PROVIDED ON THE ACU IN PLACE OF THEIR SSI. SOLDIERS WILL CONTINUE TO WEAR THE HEADQUARTERS COMPANY, U.S. ARMY SSI ON THE BDU, DBDU, ARMY GREEN UNIFORM, AND BDU FIELD JACKET.

D. 28-16E(3) ENLISTED PERSONNEL ATTACHED TO HEADQUARTERS COMPANY, U.S. ARMY, WHO ARE ASSIGNED TO OR PERFORMING DUTY WITH OFFICES OF THE DEPARTMENT OF DEFENSE, WILL WEAR THE HEADQUARTERS COMPANY, U.S. ARMY SSI ON THE ACU, BDU, DBDU, ARMY GREEN UNIFORM, AND BDU FIELD JACKET.

E. 28-16E(7) OFFICER PERSONNEL ASSIGNED AND ARNG TITLE 10 LONG- TOUR PROGRAM OFFICERS ATTACHED TO HQDA (HQDA STAFF ONLY) WILL WEAR THE U.S. ARMY LOGO CENTERED ON THE LEFT SLEEVE OF THE HOOK AND LOOP PAD ALREADY PROVIDED ON THE ACU. NO SSI IS WORN FOR OFFICER PERSONNEL ASSIGNED AND ARNG TITLE 10 LONG-TOUR PROGRAM OFFICERS ATTACHED TO HQDA ON THE BDU, DBDU, ARMY GREEN UNIFORM, OR BDU FIELD JACKET. OFFICER PERSONNEL ASSIGNED OR ATTACHED TO HQDA

(HQDA STAFF ONLY) WILL WEAR THE U.S. ARMY LOGO CENTERED ON THE LEFT SLEEVE OF THE HOOK AND LOOP PAD ALREADY PROVIDED ON THE ACU. OFFICER PERSONNEL ASSIGNED OR ATTACHED TO HQDA WILL NOT WEAR A SSI ON THE LEFT SLEEVE OF THE BDU, DBDU, ARMY GREEN UNIFORM, OR BDU FIELD JACKET.

F. 28-16E(14) ADDED: UNITED STATES ARMY ACCESSIONS COMMAND AND UNITED STATES ARMY ACCESSIONS SUPPORT BRIGADE ARE AUTHORIZED TO WEAR THE U.S. ARMY LOGO PATCH CENTERED ON THE LEFT SLEEVE OF THE HOOK AND LOOP PAD ALREADY PROVIDED ON THE ACU IN PLACE OF THEIR SSI. SOLDIERS WILL CONTINUE TO WEAR THE SSI APPROVED FOR TRADOC ON THE BDU, DBDU, ARMY GREEN UNIFORM, AND BDU FIELD JACKET.

G. 28-16E(15) ADDED: IET SOLDIERS WILL WEAR THE U.S. ARMY LOGO CENTERED ON THE LEFT SLEEVE OF THE HOOK AND LOOP PAD ALREADY PROVIDED ON THE ACU. THE U.S. ARMY LOGO PATCH WILL BE AWARDED AND WORN BY IET SOLDIERS DURING THE 6TH WEEK OF BCT. IET SOLDIERS ARE NOT AUTHORIZED TO WEAR A SSI OR THE U.S. ARMY LOGO PATCH ON THE ARMY GREEN UNIFORM.

H. 28-16F(2): SUBDUED. ALL PERSONNEL WEAR THE SUBDUED SSI ON THE TEMPERATE, HOT-WEATHER, ENHANCED HOT-WEATHER, AVIATION, AND DESERT BDU; FLIGHT SUIT AND FLIGHT JACKET; COMBAT VEHICLE CREWMAN UNIFORM; AND THE BDU FIELD JACKET. SELECTED PERSONNEL ARE AUTHORIZED TO WEAR THE SUBDUED U.S. ARMY LOGO PATCH IN PLACE OF THEIR SSI ON THE ACU. PERSONNEL WILL NOT WEAR SUBDUED SSI ON HOSPITAL DUTY AND FOOD SERVICE UNIFORMS. POSITIONING OF THE INSIGNIA IS IDENTICAL TO THE NON-SUBDUED INSIGNIA, COVERED (28-16F(1)) FOR ALL UNIFORMS EXCEPT THE ACU. THE SUBDUED SSI OR SUBDUED U.S. ARMY LOGO PATCH WILL BE CENTERED ON THE LEFT HOOK AND LOOP PAD ALREADY PROVIDED ON THE ACU.

5. POC FOR UNIFORM POLICY IS SGM K. EASLEY, DSN 225-5287; COMM. (703)-695-5287. E-MAIL IS KATRINA.EASLEY@HQDA.ARMY.MIL.

6. THIS MESSAGE HAS BEEN APPROVED BY THE DCS, G-1.

7. THIS AUTHORITY IS EFFECTIVE IMMEDIATELY

8. EXPIRATION DATE CAN NOT BE DETERMINED