

**BY ORDER OF THE COMMANDER
AIR FORCE RECRUITING SERVICE**

**AIR FORCE RECRUITING SERVICE
INSTRUCTION 84-101**



14 MAY 2019

History

**AIR FORCE RECRUITING SERVICE
SEAL**

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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(Brig Gen Jeannie M. Leavitt)

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This instruction implements AFRS 84-1, *History and Heritage Management*. It describes the Air Force Recruiting Service (AFRS) seal and emblem and establishes guidance concerning its use. This instruction applies to all AFRS personnel. This publication does not apply to Air National Guard and Air Force Reserve Command units. The authorities to waive wing/unit level requirements in this publication are identified with a Tier (“T-0, T-1, T-2, T-3”) number following the compliance statement. See AFI 33-360, *Publications and Forms Management*, for a description of the authorities associated with the Tier numbers. Submit requests for waivers through the chain of command to the appropriate Tier waiver approval authority, or alternately, to the Publication OPR for non-tiered compliance items. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS). See **Attachment 1** for a glossary of references and supporting information. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*; route AF Forms 847 from the field through the appropriate functional chain of command. This instructions cannot be supplemented or further extended.

SUMMARY OF CHANGES

This document has been substantially revised and must be completely reviewed.

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 shall ensure units display approved emblems on all facilities (**T-3**).
- 2.4. Knowledge Management specialists shall ensure the AFRS seal is properly displayed on documents, publications, and business cards (**T-3**).
- 2.5. Commanders and supervisors shall ensure the AFRS seal is properly worn on military uniforms and civilian attire (**T-3**).

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, shades must be as indicated at [Attachment 2](#).

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.** Uses of the AFRS seal require approval of the AFRS commander prior to use. Submit requests to the Plans and Resources Division. The AFRS seal may be:

- 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 AFRS Personnel only (as authorized by DoDD 5330.3, *Defense Logistics Agency (DLA) Document Services*).
- 4.1.11. On official letterhead paper.
- 4.1.12. For briefings or slide presentations.
- 4.1.13. On AFRS leadership, Recruiting Group, Squadron, or Booster Club coins.

4.2. **Unauthorized Use of the AFRS Seal.** The AFRS seal will not be used: **(T-3)**

- 4.2.1. To furnish 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 (**T-3**).

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 mission support specialist, with the help of the knowledge manager, will complete the design and processing of paperwork for the emblem. Each Recruiting Group and Squadron may only use their desired emblems once they have been approved. Use of emblems which have not been approved is not authorized.

5.2. Send paperwork with an electronic copy of the emblem to the Plans and Resources Division for the AFRS commander's approval prior to submitting to the Air Education and Training Command historian for processing.

5.3. The Plans and Resources Division will maintain approved emblems of Recruiting Groups and Squadrons. Recruiting Group and Squadron mission support specialists will be responsible for maintaining the paperwork approving the emblem.

JEANNIE M. LEAVITT
Brigadier General, USAF
Commander

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

References

DoDD 5330.3, *Defense Logistics Agency (DLA) Document Services*, 08 February 2006

AFPD 84-1, *History and Heritage Management*, 06 July 2018

AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, 18 July 2011

AFI 33-360, *Publications and Forms Management*, 01 December 2015

AFI 84-101, *Aerospace Historian Responsibilities and Management*, 13 December 2018

AFI 84-105, *Organizational Lineage, Honors, and Heraldry*, 27 April 2017

AFMAN 33-363, *Management of Records*, 01 March 2008

Prescribed Forms

No Forms Prescribed

Adopted Forms

AF Form 847, *Recommendation for Change of Publication*

Abbreviations and Acronyms

AFRS—Air Force Recruiting Service

DAPS—Defense Automated Printing Service

Attachment 2

AIR FORCE RECRUITING SERVICE SEAL

Figure A2.1. Air Force Recruiting Service Seal.

