

CHAPTER 6
BADGES AND MOTTOES
SECTION 1
GENERAL

1. Badges and mottoes identify military organizations and foster pride and esprit de corps necessary for operational effectiveness.
2. This chapter discusses the various types of badges in use in the Canadian Armed Forces (CAF). It covers definitions, roles and responsibilities as well as current policies regarding entitlement, design, development, approval, ownership, use and reproduction of badges. Section 14 deals with mottoes.
3. Details on the wearing of all types of badges and insignias on the uniform, such as national and organizational badges, flying and specialist badges, occupation badges, cap and collar badges are covered in A-DH-265-000/AG-001 Canadian Armed Forces Dress Instructions (<http://cmp-cpm.forces.mil.ca/dhh-dhp/pub/cfp-pfc/doc/A-DH-265-000-AG-001.pdf>).

SECTION 2

FEDERAL IDENTITY PROGRAMME

1. Federal institutions, programs, and services must be identified in accordance with corporate identity standards for the Government of Canada. [The Federal Identity Programme](#) (FIP) imposes the use of the “Canada” wordmark and either the Coat of Arms of Canada or the Canadian flag symbol. The Coat of Arms of Canada must be used to identify ministers and their offices. The flag symbol must be used to identify all departments, agencies, corporations, commissions, boards, councils, as well as any other federal body and activity (unless they are authorized to use the Coat of Arms of Canada). In all cases the Coat of Arms of Canada and the flag symbol must be used in conjunction with a bilingual organization title.

2. Although DND is subject to the FIP, the CAF are exempt. The exemption of the CAF from the FIP recognizes the long heraldic tradition in military symbology that is authorized by the Sovereign. The badge of the CAF is the sole authorized emblem for the CAF as a whole and is the centre-piece of the CAF Identity System. The CAF badge may replace the corporate signature on any print, electronic, or Web communication specific to the CAF, or that speaks on behalf of the CAF as a whole. The Canada wordmark must still appear on all CAF communication.

SECTION 3

DEFINITIONS

1. The following definitions and explanations are provided to assist the reader with terminology associated with heraldic terms and others used throughout this chapter (French translation in brackets).

HERALDIC TERMS

2. **Badge.** A distinctive device, symbol or emblem worn as a sign of allegiance, membership, authority, achievement, etc. (insigne).

a. **Usage.** In the CAF, there are three types of officially approved badges: primary, secondary and supplementary. Unofficial designs such as logos are not badges and their use is not authorized except for specific purposes limited in time. See the definition of unofficial designs.

- (1) **Primary badges.** The official, principal visual identifiers for military organizations (units, personnel branches, regiments, formations and standing commands). Primary badges are designed in accordance with both military customs and Canadian heraldic rules. They are approved by the Governor General and Commander-in-Chief of Canada. Primary badges are typically utilized as branch and regimental cap badges (slightly simplified in order to facilitate the means of production of these metal or embroidered items) (insignes principaux).
- (2) **Secondary badges.** Identifiers that denote nationality, rank, appointments, flying and hazardous specialty skills, occupation, units (shoulder titles and unit badges) and commemoration of events. For example, this category includes the Sea Service Insignia and marksmanship badges. They are approved either by the Governor General and Commander-in-Chief of Canada or by the Inspector of CAF Colours and Badges on behalf of the Chief of the Defence Staff depending on the nature of the badge (insignes secondaires).
- (3) **Supplementary badges.** Additional identifiers that use components of a primary badge and are only authorized for certain units or branches based on tradition, custom or unique substantiation. Badges borne on collars, buttons, camp flags, field formation patches, Command pockets and the use of the centre of primary badges in Regimental Colours are examples of supplementary badges. They are approved by the Inspector of CAF Colours and Badges on behalf of the Chief of the Defence Staff (insignes supplémentaires).
- (4) **Insignia.** A badge or other device such as rank insignia, name tag, buttons, unit identifiers, occupation badge or flying and specialist badges which serve to identify a person, his rank, branch or regimental affiliation, occupation and qualifications. The terms "insignia" and "badge" are often used interchangeably (insignes connexes).
- (5) **Obsolete badges.** Badges no longer in use. Obsolete badges remain the property of the CAF. The authority for their use is vested in the Inspector of CAF Colours and Badges (insignes périmés).
- (6) **Unofficial designs.** Emblems or logos that do not necessarily abide by heraldic rules. They are locally authorized by commanders to recognize particular events,

anniversaries or attainments of a temporary nature, e.g. sports meets and teams such as a naval field gun competition team. Logos may also serve to provide brand recognition for a programme or social campaign. Unofficial designs may not be worn on military uniforms (except for commemorative pins) or be used in official correspondence. They are locally approved by commanding officers (emblèmes non officiels).

b. Components of a primary badge. A primary badge consists of the following components (see Annex B for a depiction) (éléments d'un insigne):

- (1) **Annulus.** The circular ring of certain badge frames on which is sometimes inscribed the unit's name or motto (anneau).
 - (2) **Centre.** The portion of a badge inside the badge frame specific to the unit (centre).
 - (3) **Charges.** Objects, living creatures or geometric shapes or patterns depicted in specific colours on the field of a badge (meubles).
 - (4) **Field.** The background colour of the centre of the badge (champ).
 - (5) **Frame.** The frame holding the centre of a badge (encadrement).
 - (6) **Royal crown.** Heraldic emblem based on the St. Edward's (coronation) Crown. It is a symbol of sovereignty, authority and prestige. Permission to use the Royal crown, on its own or as part of another emblem, is the sole prerogative of the Sovereign. Permission is sought through the Canadian Heraldic Authority (couronne royale).
3. **Blazon.** The technical description of a coat of arms, flag or badge, from which the reader can reconstruct the appropriate image (blason).
4. **Canadian Heraldic Authority (CHA).** The Authority exists to serve Canadians by creating officially sanctioned heraldic emblems and by maintaining records of Canada's heraldic heritage. It encourages a high standard of heraldic art and the appropriate use of heraldic emblems. The Authority's main activities include the granting of new heraldic emblems; the registration of existing emblems; the recording of native emblems; the creation of military badges, flags and other insignia of the CAF; the provision of heraldic information as well as the identification of historic heraldry and maintaining the Public Register of Arms, Flags and Badges of Canada. The Canadian Heraldic Authority is headed by the Governor General and administered by three senior officers: the Herald Chancellor (the Secretary to the Governor General), the Deputy Herald Chancellor (the Deputy Secretary, Chancellery), and the Chief Herald of Canada (director of the Canadian Heraldic Authority) (Autorité héraldique du Canada).
5. **Coat of Arms.** An emblem in colour belonging to an individual or a corporate body, its arrangement and form being subject to specific rules (armoiries).
6. **Colours.** There are traditionally seven colours in heraldry: yellow (Or), white (Argent), red (Gules), blue (Azure), green (Vert), black (Sable) and purple (Purpure). These colours are conceptual colours and shades can vary (couleurs).
7. **Crest.** An emblem placed on the top of a helmet, which is above the shield in an illustration of a coat of arms. Note that a crest is not a coat of arms, nor a badge (cimier).

8. **Emblem.** An image or object representing a country, organization, or family (emblème).
9. **Heraldry.** The science that studies coats of arms, flags and badges, their colours, charges, composition, description, transmission, etc. (héraldique).
10. **Logo.** An emblematic design adopted by an organization for identification purposes (logo).
11. **Public Register of Arms, Flags and Badges of Canada.** The repository of heraldic emblems that have been granted, registered, approved or confirmed since the establishment of the Canadian Heraldic Authority on June 4, 1988 (link: <http://reg.gg.ca/heraldry/pub-reg/main.asp?lang=e>) (Registre public des armoiries, drapeaux et insignes du Canada).
12. **Royal Cypher.** The Sovereign's monogram below the Royal crown. It is used in the insignia of orders, decorations and medals, and on various badges. (link: <http://www.pch.gc.ca/eng/1363187221658/1363188130608>) (chiffre royal).
13. **Symbol.** An image that represents or stands for something abstract (e.g. the dove, symbol of peace) (symbole).

OTHER TERMS

14. **Accoutrements.** Accessories that are worn for special purposes or for special occasions. These include aiguillettes; royal cyphers and personal badges; ceremonial belts, slings and related equipment; ceremonial swords and pistols; sashes; pace sticks and canes; mourning bands; name tags and tapes; Remembrance Day poppies; and commemorative pins imposed by the Government of Canada or authorized by the CDS. Rules on the wear of accoutrements are detailed in A-DH-265-000/AG-001 Canadian Armed Forces Dress Instructions (attributs).
15. **Canadian Forces Organization Order (CFOO).** An order promulgated to formalize the organization of a unit, formation or command of the CAF. It is published by VCDS / C Prog under the authority of the CDS, for each command, formation, unit or other element of the CAF. It normally describes a unit or other element's role, command and control relationships, language designation, support services relationships, and channels of communication. It is an organizational document and not intended for any other purpose. (Ordonnance d'organisation des Forces canadiennes).
16. **Copyright Act.** Federal statute governing copyright law in Canada first passed in 1921. The current version can be found on the Department of Justice website at: <http://laws-lois.justice.gc.ca/eng/acts/c-42/>. (*Loi sur le droit d'auteur*)
17. **Federal Identity Program (FIP).** The Canadian government's corporate identity program. The purpose of the FIP is to clearly identify each program and service of the government or the Government of Canada in general. Managed by the Treasury Board Secretariat, this program, and the government's communication policy, helps to frame the public image of the government. See link: <http://www.tbs-sct.gc.ca/fip-pcim/index-eng.asp> (Programme de coordination de l'image de marque).
18. **Inspector of CAF Colours and Badges.** An officer appointed by the CDS to oversee the process by which Colours and Badges for the Canadian Armed Forces are authorized, designed, used and disposed (inspecteur des drapeaux consacrés et des insignes des Forces armées canadiennes).

19. **Ministerial Organizational Order (MOO).** A legal document signed by the MND that authorizes an organizational change in an element of the CAF; specifically, the creation, disbandment, change to the name, embodiment or allocation of the element (arrêté ministériel d'organisation).

20. **Trade-mark.** A trade-mark is a word (or words), a design, or a combination of these, used to identify the goods or services of one person or organization and to distinguish them from those of others in the marketplace (marque de commerce).

21. **Trade-marks Act.** The federal legislation governing trade-mark registration in Canada. See link: <http://laws-lois.justice.gc.ca/eng/acts/t-13/> (*Loi sur les marques de commerce*).

SECTION 4

ROLES AND RESPONSIBILITIES

1. **Director of History and Heritage (DHH).** DHH in NDHQ has the overall responsibility for all matters dealing with badges. DHH Coordinator (DHH Coord), who is appointed Inspector of CAF Colours and Badges by the Chief of the Defence Staff, approves requests for new badges or changes to existing one and ensures regulations pertaining to their use are known and followed. Specifically, the Inspector of CAF Colours and Badges:

- a. reviews applications for all types of badges for entitlement and adherence to military traditions, customs and practices;
- b. forwards the applications, with appropriate comments and contact name, to the Canadian Heraldic Authority (CHA) and authorizes direct liaison with the organization concerned to ensure mutual design agreement;
- c. for primary badges only, forwards copies of the original artwork to the organization concerned and its parent headquarters;
- d. holds the original artwork for all badges, colours, etc., produced by CHA for DHH;
- e. approves secondary and supplementary badge and insignia designs such as cap badges, collar badges, formation patches, etc., and forwards a copy of the badge and specifications to DSSPM for production and distribution;
- f. maintains sealed samples of all badges, insignia, accoutrements and other identifiers;
- g. ensures that only official badges, designs, symbols or other devices are used on service ships, vehicles, aircraft, buildings, signs, official correspondence, websites or other CAF material;
- h. following consultation with the affected commanders, authorizes reproduction of badges for commercial purposes.

2. **Commands/NDHQ groups, formations, personnel branches and units.** Comds of commands/NDHQ groups, formations, personnel branch heads or unit Cos:

- a. review rules of entitlement to ensure a new or modified badge is authorized;
- b. submit a request to DHH as per the procedure set out in section 7;
- c. provide input as requested by the CHA herald assigned to develop their badge;
- d. exercise control on the use and reproduction of official badges and unofficial designs in their organization as per the regulations;
- e. authorize the reproduction of their badges for commercial use when appropriate.

3. **Canadian Heraldic Authority (CHA).** As per the Memorandum of Understanding (MOU) in place with CAF, the Chief Herald of Canada:

- a. designs badges in accordance with military practices, the rules of heraldry and the organization's input, keeping DHH informed throughout the process;
- b. creates painted documents of primary badges;
- c. requests the Governor General and Commander-in-Chief of Canada's approval;
- d. records the badges in the Public Register of Arms, Flags and Badges of Canada;
- e. forwards the approved painted documents to DHH for distribution and holding.

SECTION 5
CUSTOMS AND TRADITIONS

To be promulgated

SECTION 6

BADGE ENTITLEMENT

- 1 Subject to military tradition and to branch and formation policy, branches and organizations established as separate entities under a Ministerial Organization Order (MOO) and a Canadian Forces Organization Order (CFOO), as well as other defence establishments specifically approved by NDHQ, are entitled to a single primary badge meant for use by all their component units. This does not, however, prevent the chain of command from weighing in on the decision to authorize a component unit to have a primary badge of its own (see paragraph 6 below). Supplementary badges and insignia may also be approved based on traditions, customs or unique substantiation.
2. Unless otherwise influenced by the chain of command, a unit's entitlement to a badge may be subject to military tradition or branch and formation policy. This may prevent some specific units from receiving their own badges.
3. Headquarters are the most prominent exceptions. Each military formation – such as the Canadian Fleet Atlantic and 2 Canadian Mechanized Brigade Group – is composed of a headquarters and a variable number of subordinate units. Formations themselves are entitled to badges, which apply to the organizations as a whole. Their headquarters, even though separately established by MOOs as "units" in their own right, traditionally only use the badges of the formations they lead. This applies equally to NDHQ, which has no separate official badge despite its integrated departmental-military force status (see paragraph 5 below), and to combined headquarters units, e.g., 1 Canadian Mechanized Brigade Group Headquarters and Signal Squadron, despite its organization as an independent squadron.
4. All subordinate elements, sub-units and detachments use the badge of the organization concerned. If subordinate identification is desirable, this is placed on a separate line or scroll under or beside the badge, e.g., B Company, A Flight, Command Post or Support Squadron, etc.
5. In NDHQ, offices and directorates can use their parent command badge or the badge of the CAF. As well, any element of the CAF may make use of the badge of the CAF. In addition:
 - a. The following NDHQ groups (ADM (Mat), ADM (IM) and ADM (Fin)) have the status of commands and therefore may be authorized their own command badges for internal use and when corresponding on command business, i.e., not speaking on behalf of or issuing directions to the CAF as a whole;
 - b. Branch advisors and their staff are entitled to use the branch badge when corresponding on internal branch business, as opposed to that of the headquarters itself and the chain of command.
6. Traditionally, units whose functional roles are closely identified with those of some specific branches use common branch badges rather than separate ones of their own, with a separate title line to the unit itself as required. Notwithstanding this, when particular circumstances dictate that a unit should be authorized to have its own primary badge, COs may, with the support of their chain of command and the affected branch advisor, submit such a recommendation. Branches whose functional units currently use a common branch primary badge are:
 - a. Artillery Branch, but with specific separate badges for regiments with the status of horse artillery;
 - b. Military Engineering Branch for all field, tactical, and administrative military engineering units, which draw on army practice; construction engineering units, which draw on air force practice, have separate badges;
 - c. Royal Canadian Medical Service;
 - d. Royal Canadian Dental Corps;

- e. Corps of Royal Canadian Electrical and Mechanical Engineering Branch;
 - f. Royal Canadian Chaplain Service;
 - g. Legal Branch;
 - h. Music Branch, although for heritage reasons most bands are closely identified with other branches or functional units and use the badges of those organizations;
 - i. Personnel Selection Branch;
 - j. Training Development Branch;
 - k. Public Affairs Branch;
 - l. Intelligence Branch; and
 - m. Special Operations Forces Branch.
7. Other units may request their own primary badges. COs should note that heads of a few higher organizations or services, principally those which emphasize their identification with the CAF as a whole, have restricted subordinates from requesting their own badges. For example, recruiting units are associated with the Forces as a whole and use the CAF badge.
8. Exceptions to these entitlement policies shall be separately justified, principally to perpetuate past customs, organizations, or operational experience. Exceptions made in the period of administrative confusion after unification are not regarded as precedents.

SECTION 7

BADGE APPROVAL PROCESS

1. A request for a primary badge or change to an existing primary badge shall be forwarded to NDHQ/DHH through the chain of command and shall contain:
 - a. Command headquarters approval for a primary badge or a change to an existing primary badge and a copy of the organization's CFOO (see Section 6, paragraph 1);
 - b. A copy of the current or previous badge, if applicable;
 - c. A brief description of the organization's role, mission, tasks, etc;
 - d. General themes to guide the creation of the badge. No sketch, draft or pre-approved designs are to be submitted;
 - e. Any proposed motto (see section 14).
2. If the request is approved by the Inspector of CAF Colours and Badges, it shall then be forwarded to the CHA (See sections 8 – Badge Creation Process and 9 – The CHA Development Process for Military Emblems (Badges, Flags and Others)).
3. Badge frames are illustrated in Annex A and authorized for use by the Inspector of CAF Colours and Badges in accordance with military custom. Exceptions to the rule must be individually judged and justified based on unit heritage.
4. The Inspector of CAF Colours and Badges will normally approve supplementary and secondary badges in accordance with military custom after consultation with the branch or unit. Signed illustrations shall be prepared and distributed to the unit or formation concerned, and kept in NDHQ/DHH. See also paragraph 5 and 7 below.
5. In cases where new uses of the Royal Crown, Royal Cypher, or other royal devices are being proposed for either primary, secondary or supplementary badges, DHH shall refer these to the Chief Herald of Canada for approval by the Sovereign on the Governor General and Commander-in-Chief of Canada's recommendation.
6. Where the frames of existing badges are adjusted to reflect new unit titles, or supplementary badges are similarly adjusted, the badge will be repainted by the CHA.
7. The badge will be included in the next available edition of A-AD-267-000/AG-001 to 004, The Insignia and Lineages of the CF. That reference constitutes a public record of approved current badges. (Obsolete badges are retained in NDHQ/DHH files for reference. Inquiries may be submitted through the chain of command in accordance with established procedures).
8. Requests for electronic copies (e.g. TIFF or JPEG) of original artwork may be made directly via email to DHH. The transfer of the badge in Vector format (i.e. EPS or A.I.) is the unit's responsibility.

SECTION 8

BADGE CREATION PROCESS

1. **Continuity principle.** To preserve CAF continuity and heritage, organizations such as branches, formations and units that are reactivated or modified retain their authorized badges. For example, a badge belonging to a ship name is passed unchanged to successive ships, so long as the spelling is the same, even if the origins of the word differ. Thus, the first three ships named *Ottawa* were named for the river while the fourth was named for the city. The request for exceptions must be justified. Adjustments under these circumstances are normally minimized to preserve visual historic links.
2. New CAF badges follow traditional practices, principally those of military, heraldic and historic custom.
3. The Canadian Heraldic Authority applies the following principles in the design of badges:
 - a. Each element is chosen for its significance to the unit. The herald assigned the task to develop a badge guides the organization in choosing appropriate and meaningful themes. A design which is tied narrowly to a specific task or geographic location may seem inappropriate if circumstances change. Broader themes are thus encouraged.
 - b. The elements of a badge must be represented in contrasting colours. This rule, which dates back to the Middle Ages, states that light colour elements (yellow or white) must be placed on a dark field (red, blue, green, black and purple) or vice-versa.
 - c. Simplicity and symmetry are goals.
 - d. The badge has to be unique. For this reason, the Chief Herald of Canada restricts the commonly requested charges such as maple leaves, globes, eagles, anchors, swords, and certain CAF traditional colours association.
 - e. Modern Canadian practice prefers heraldic symbols and animals over naturalistic representations. Animals and elements of day-to-day life are represented in heraldic colours over natural ones.
 - f. Portraits of actual buildings, people, and the like are used only in the very rarest of circumstances.
 - g. The traditional elements of a coat of arms (such as a shield or a crest) are usually not included in CAF badges. Coats of arms may only be incorporated with their owner's permission.

SECTION 9

THE CHA DEVELOPMENT PROCESS FOR MILITARY EMBLEMS (BADGES, FLAGS AND OTHERS)

1. **General.** In accordance with its MOU with CAF, CHA designs and produces painted documents for all new and modified CAF badges, command camp flags, Colours and other emblems. The process takes an average of 12 to 14 months. The various steps involved are described below.
2. **Opening of the file.** On receipt of a request from DHH to create a new military emblem (which includes an official letter, the CFOO, badge frame, suggested motto, contact person details, unit's profile and a reference number), the Chief Herald of Canada sends an acknowledgement letter and assigns the file to a herald.
3. **Research and Concept proposal.**
 - a. the herald assigned discusses design themes to be included in the emblem (badge, flag or other) with the point of contact (POC) of the unit and creates a written proposal;
 - b. the Chief Herald of Canada approves the new emblem concept;
 - c. a written description of the proposed concept, including its meaning, is sent to DHH for questions on heritage and to the unit for approval; and
 - d. the Canadian Heraldic Authority verifies the motto with a language scholar.
4. **Preliminary Art.**
 - a. an accredited artist of the CHA creates the preliminary rendering of the proposed emblem; and
 - b. the preliminary art is approved by the Chief Herald of Canada, sent to DHH for information and to the unit for concurrence.
5. **Final Art, Calligraphy and Official Document.**
 - a. the artist paints the new emblem in gouache;
 - b. a calligrapher inscribes the identifying text and motto (if required);
 - c. the painted document is signed by the Chief Herald of Canada, the CAF Inspector of Colours and Badges and the Governor General and Commander-in-Chief of Canada;
 - d. the blazon and symbolism document is prepared by CHA, based on the input provided by the unit and DHH; the Registrar of the CHA signs and seals the document and assigns a page and date in the Public Register of Arms, Flags and Badges of Canada.
6. **Sending and Notification.**
 - a. The painted document is digitized;
 - b. the official documents are sent to DHH for distribution; and

c. within 12 months, the notice of the approval is published in the *Canada Gazette*, and the Badge or Flag is added to the online version of the Public Register of Arms, Flags and Badges of Canada.

SECTION 10

BADGE OWNERSHIP, REPRODUCTION AND USE

1. All badges and other insignia are recorded in the Public Register of Arms, Flags and Badges of Canada and cannot be used without authorization, pursuant to the *National Defence Act*, *Trade-Marks Act* and *Copyright Act*. In particular, the unauthorized use of badges in any advertising or in any trade or service is prohibited by Section 291 of the *National Defence Act*.
2. CAF badge use is regulated by the Criminal Code of Canada, Defence Administrative Orders and Directives (DAODs), A-DH-265-000/AG-001 Canadian Armed Forces Dress Instructions, and this manual.
3. Badge ownership is retained by the Crown, as represented by DND. Their day-to-day use is vested in the officer commanding the unit or formation concerned.
4. Only approved badges shall be used on service ships, vehicles, aircraft, buildings, signs, printed matter, websites or other CAF material.
5. There is no automatic right for all badges to be worn on uniform. See A-DH-265-000/AG-001, CAF Dress Instructions for the regulations involved.
6. A formation commander or CO may authorize non-commercial reproduction of the formation or unit's primary or supplementary badge or portion thereof. These reproductions can be made using non-public funds. Examples where this applies are as follows but not limited to:
 - a. silver, trophies and sports uniforms;
 - b. unit stationery, official invitations, greeting cards, printed publicity and decals;
 - c. personal items of unit members such as blazers, lighters, wallets, cuff links and sweaters;
 - d. articles to be presented officially to other units or organizations, or to civic communities or authorities, either Canadian or foreign, upon which a depiction of the badge would be appropriate; and
 - e. wherever symbolic representation is appropriate;
7. A headquartered element or other organization may also be authorized by the chain of command to mark a working relationship with some other CAF or outside organization. In this case, a second badge might also be used, if properly placed in accordance with precedence rules (see Chapter 1) to avoid a false impression of the identity and command and control. Only one supplementary badge is authorized.
8. Branch Advisors, regiments and COs may grant authority to ex-service member associations or affiliated cadets corps to use their badges in accordance with established custom. Such organizations shall always include a separate identification line or scroll with the badge on signs, stationery, etc., to prevent confusion – see Section 6, paragraph 4. (See also Chapter 4, Section 6, paragraph 18 for parallel instructions for the use of camp flags by ex-service member associations).
9. Authority for other uses or to reproduce other badges, including obsolete ones, is to be requested from NDHQ/DHH (Inspector of CAF Colours and Badges). See section 11.

SECTION 11
COMMERCIAL USE OF BADGES

Only the Inspector of CAF Colours and Badges is authorized to approve the use of badges for commercial purposes. When permission to reproduce a badge is given to third parties, it must clearly include the statement that the approval is revocable, nonexclusive and that a notice of government copyright is required. Copies of the correspondence will be forwarded to NDHQ/DHH and NDHQ/DMPP 8, who are available for consultation on such matters.

SECTION 12

UNOFFICIAL EMBLEMS

1. Unofficial emblems are other designs, insignia or logos locally authorized by a commanding officer (CO) to recognize particular events, anniversaries or attainments of a temporary nature, e.g., sports meets and teams such as a naval field gun competition team. They may not be worn on military uniforms or be used to mark an organization. Only official badges are authorized to be used in this context.
2. It is recommended that unofficial emblems incorporate or be based on the primary badge when appropriate to strengthen identity and cohesion. Royal emblems, such as the Royal Crown or royal cypher, cannot be separated from the other elements of the official badge. The use of royal symbols, other than the ones appearing on the official badge, is forbidden. Requests for exceptions must be justified and submitted to DHH.
3. Subject to NDHQ group, command and branch policy, unofficial emblems, or logos, can be displayed on notepaper during the time period of the event for related purposes. Unofficial emblems shall not be used on official CAF correspondence as this undermines the value of official badges. Regulations governing Internet and intranet web sites are contained in Defence Administrative Orders and Directives 2008-6 and 6002-2.

SECTION 13

CADET AND JUNIOR RANGER BADGES

1. Cadet corps have been organized on military lines since at least 1861 and are supported by, but do not form part of, the CAF. The Junior Canadian Ranger Programme is similar to the Cadet Programme. Local Ranger patrols organize and train Junior Ranger patrols in their communities with training emphasis on local values and traditions.
2. Instructions for cadet badges are issued by NDHQ/National Cadet and Junior Canadian Rangers Support Group. In general, cadet badge use parallels that of the CAF. Cadet uniform and other secondary badges or insignia are described in applicable cadet regulations and cadet wear of CAF uniform items on selected occasions is noted in A-DH-265-000/AG-001, CAF Dress Instructions. See also Chapter 4, Annex A, for general information on cadet flags.
3. **Royal Canadian Sea Cadet and Navy League Cadet Corps.** Each corps has its own badge or uses that of a namesake ship. Badge frames are that for a Canadian ship in Annex A, or the official or unofficial frame used by former British or Canadian namesake ships, differenced as follows:
 - a. Cadet corps badges have red maple leaves at the bottom of the rope frame. HMC ship badges have gold maple leaves.
 - b. Cadet corps badge name plates are gold with black lettering. HMC ship badge name plates use the livery colours of the ship.
4. **Royal Canadian Army Cadet Corps.** Army cadet corps may have their own badges, use that of an affiliated CAF branch or regiment, or use a universal-pattern badge. If the badges of affiliated CAF units are used, a separate line or scroll shall always be added for the cadet corps to prevent confusion (see Section 10, para 8). The universal-pattern badge is described as follows: upon a maple leaf, the designation "RCAC" ensigned by the Royal Crown; on a scroll below, the motto "ACER ACERPORI".
5. **Royal Canadian Air Cadet Squadrons.** Air cadet corps squadrons may have their own badges based on a standard design frame with the centre following design practices applicable to air force units within the CAF (see Section 10, para 8).
6. **Junior Canadian Rangers.** The Junior Canadian Ranger badge is worn on the shoulder and the sleeve. The badge is a red shield, bordered in green with a sprig of three green maple leaves with the words "RANGERS", "JUNIOR CANADIAN" and "JUNIORS CANADIENS" inscribed in green respectively in the centre, top and bottom of the shield.

SECTION 14

MOTTOES

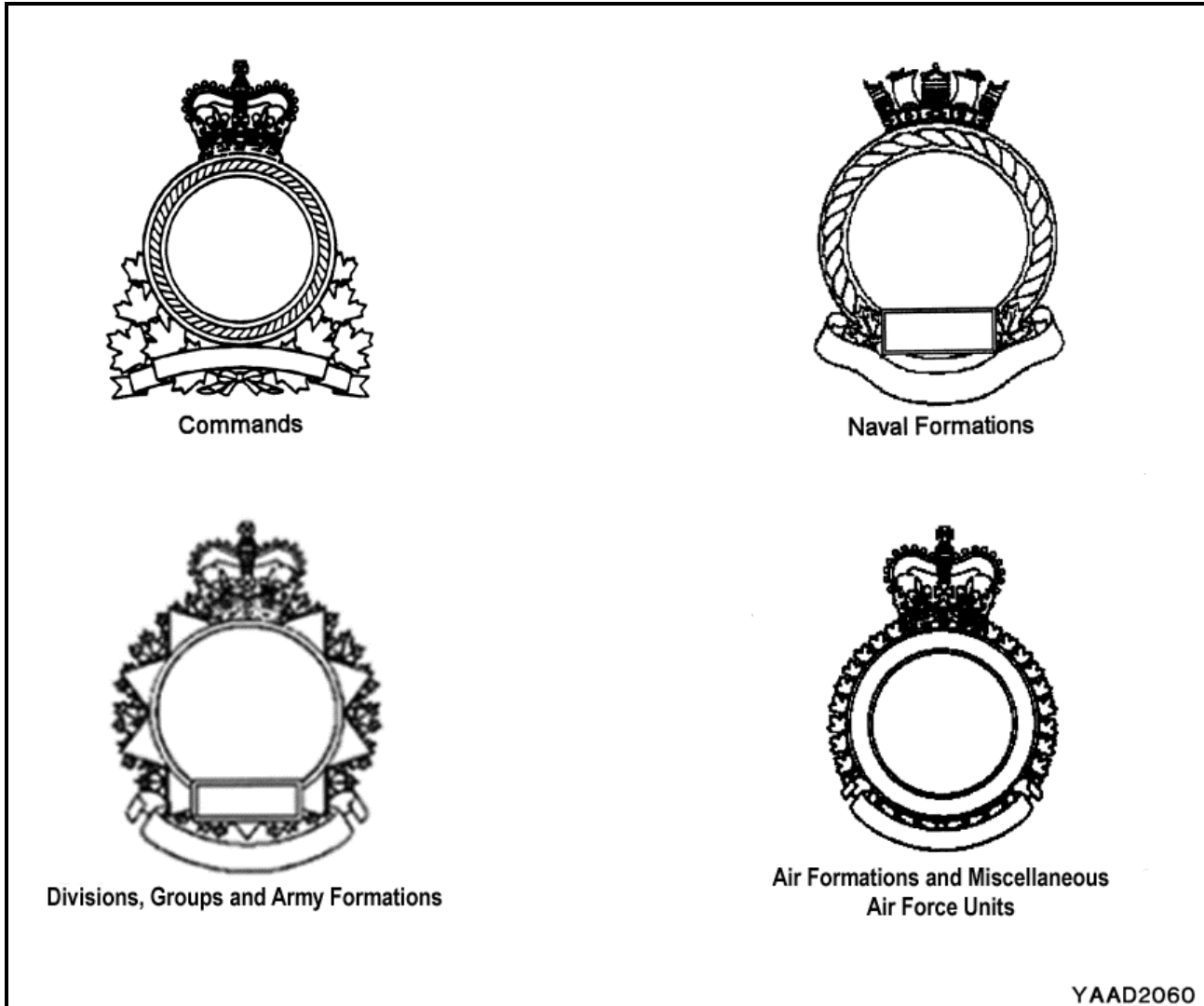
1. A motto is a word, phrase or short sentence expressing a maxim, sentiment, or watchword.
2. Mottoes originated as battle cries or watchwords. They were associated with the individuals or families who created them, and, thus, became part of family custom and identity.
3. By custom, they are best if unique or shared only by those with a family connection. Those seeking to use the motto of another should first exchange courtesy correspondence on the matter.
4. Mottoes are often borne on badges. A unit may have a motto without a badge and, except for those badges whose frame necessarily includes a motto, a badge without a motto.
5. Mottoes may be in any single language but preferably in only one. The choice is that of the unit concerned. Latin is most common as an alternative in a bilingual country. If a language other than English or French is used, the motto's translation shall be checked with linguistic experts by the CHA to ensure no untoward shade of meaning. In all cases, mottoes are translated into English and French for the record and to ensure common CAF-wide understanding.
6. Mottoes submitted with a badge request or independently are confirmed by the CHA and recorded in NDHQ/DHH and in A-AD-267-000/AG-001/4, The Insignia and Lineages of the Canadian Forces. Organizations seeking confirmation or a change in approved mottoes shall forward their request for that change through the chain of command to NDHQ/DHH.

ANNEX A

BADGE FRAMES

1. Authorized badge frames are illustrated below. The conventional colour scheme for each is shown in the examples in A-AD-267-000/AG-001 to 004, The Insignia and Lineages of the Canadian Armed Forces (CAF).

2. A request for a new or revised badge frame will be submitted to NDHQ/DHH (Attention: Inspector of CAF Badges and Colours) through the chain of command. When possible, the use of the existing badge frames will be expanded, rather than designing a new one. Too many variations defeats the purpose of badge frames: to allow quick, visual identification of a unit's type and function.





**Independent Infantry Brigade Groups
and Equivalents**



Division Support Groups and Equivalents



Communication Groups



Bases and Stations



**Occupational Training Units
and Educational Institutions**



Ships and Naval Reserve Divisions



Miscellaneous Units with a Naval Background



Service Battalions



Flying Squadrons



Communication Squadrons



Radar Squadrons



Defence Research Establishments



Depots



Air Movements Units



Data Centres and Lines Troops



Miscellaneous



Spare Army



Cadet Schools

ANNEX B

COMPONENTS OF A PRIMARY BADGE



A primary badge consists of two items:

1. a centre; and
2. a badge frame.



The centre consists of two items:

1. The Field (background); and
2. The Charges.



Items that are found on the frame are:

1. The Royal Crown;
2. The Annulus (may or may not contain the unit's name); and
3. The Scroll (may or may not be present dependant on the type of frame, and may or may not contain the unit's motto or name).

Note:

All components shown above are not necessarily present on all CAF badges.