

Sep 03

LOGO AVAILABILITY

Small and large OSC/JMC crest/logo peel-back stickers are available from the Public Affairs Office (POC: Gale Smith, AMSJM-PA, DSN 793-7746, e-mail: smithg2@osc.army.mil or jmc-of-pa@osc.army.mil).

A digitized version of the OSC/JMC, AFSC, & other crests/logos can be found at:

<https://www2.osc.army.mil/im/graphicspage/download.htm>

The POC for the Graphics Web page, briefing chart standards, etc., is Peg Ballinger, AMSJM-IMP, DSN 793-0842, e-mail ballingerp@osc.army.mil.

From: JMC-OFC-DCS
Sent: Thursday, September 25, 2003 6:14 PM
To: DL_AFSC-ALL; DL_JMC-ALL
Subject: AFSC Designed Unit Insignia (DUI)

Release below to the HQAFSC/JMC workforce. Thanks.

There is understandably some confusion concerning the DUI or Logo for AFSC since our transition from JMC being the senior command to AFSC being the senior command. I discussed this confusion with the CG last Friday and he asked me to disseminate the following VOCO guidance to the staff:

The gray shield with "ON THE LINE" motto (see below) is both the AFSC and JMC DUI. Our briefing and other documents that use an AFSC logo should always use the "gray shield" DUI. The maroon shield that FSC used is not an officially recognized DUI and we should not use it as an AFSC logo. At this point AFSC and JMC do not have different DUIs or logos.

DUIs are tightly controlled by the Institute of Heraldry. The Institute insists that we use a DUI that represents a historical lineage rather than create new DUIs with each reorganization. Since the "gray shield", that we originally designed for OSC - the combined OSC/FSC commands - still represents the same combined organizations we now call AFSC and JMC, it is appropriate that we continue the historical use of the "gray shield" DUI for the current command structure. We will determine at later date whether the JMC will have a separate DUI.

Bottom line: Until further notice, use the DUI below as both the AFSC and JMC logo.



For briefings, continue to use the following design with the AMC shields in the background.



Tim Simmons
Executive Officer
HQ, Army Field Support Command