2021 REPORT OF THE COMMITTEE ON THE USE OF EMBLEMS, SEALS, COAT-OF-ARMS, AND BADGES

August 7, 2021

To the Officers & Sisters attending the 134th National Encampment of the Auxiliary to Sons of Union Veterans of the Civil War, Greetings:

This committee was tasked with the responsibility to describe the emblem – its shape, color, and items that appear on the shield. Since the wreath has appeared in two different colors, we made the decision that the wreath should be green. The wreath appears to be laurel leaves. There are definitely laurel leaves around the top ring of the circle on our membership badges. Therefore, we chose bay laurel leaves to indicate peace. The olive tree symbolizes many things, among them: peace, wisdom, strength, and success. The olive branch is a symbol of peace, victory, and purity. Thus, we chose the olive branch rather than the palm branches to be between the shield and the banner.

POLICY ON THE USE OF EMBLEMS, SEALS, COAT-OF-ARMS, BADGES

In the 112th Proceedings, in the National Council report, the decision was as follows:

"The use of our logo should be limited to our members for stationery, forms, certificates, invitations, business cards, etc. Any other use must have prior permission from the National President.

The emblem must be in the approved colors and be the same shape as the emblem that appears on our stationary. If the emblem is to be used on any items bought by members to promote a local Auxiliary or Department, prior permission from the National President must be sought BEFORE any order for the materials is placed. The National President is to be presented a sample, illustration, or picture of the item to be sold at the same time as the request for approval is submitted.

Guidelines for use of the emblem on garments:

1. Background or garment color choices: white, black, navy, red, or gray.

2. Garment style can be a quality polo or button-down shirt. With this style, the emblem/insignia/logo must appear on the right side of the garment and placed where a name tag would be placed, at the matching height to where the badge on the left would be placed so as not to interfere with the badge worn on the left side.

3. On outerwear (sweatshirts or jackets), the emblem can be placed anywhere on the front or back of the garment.

4. Emblems on head visors or baseball caps should be placed in the center front.
   Other appropriate items may be umbrellas or totes wherein the background color choices are white, black, navy, red, or gray.

   The emblem SHALL NOT be placed on inappropriate or degrading items such as playing cards, salt and pepper shakers, sweatbands, headbands, socks, boonie or bucket style hats, shot glasses, etc.

   When placing the emblem on white (only) stationary, it should be placed in the center at the top of the page. On white envelopes, it should be placed in the upper left-hand corner. The emblem can be placed, at your discretion, on white business cards. The emblem/coat-of-arms should never be used as background on stationary or any other printed item. When the emblem is used on invitations, the paper can be white, ivory, cream, black, navy blue, or light beige.

1. No person, business, organization, agency, or other entity may use the name Auxiliary to Sons of Union Veterans of the Civil War without the express written consent of the National Organization Auxiliary to Sons of Union Veterans of the Civil War. Consent is granted to all Auxiliaries and Departments of this Order in carrying out their obligations.

2. No person, business, organization, government agency, or other entity may manufacture, duplicate, or replicate any badge, emblem, coat-of-arms, recognition pins, jewelry, years of membership pins, or seal without the written consent of the National Organization Auxiliary to Sons of Union Veterans of the Civil War.

3. Departments and Auxiliaries may photographically, or through generally available means, reproduce images of the badges, coat-of-arms, emblem, and seals for the production of Department or Auxiliary flags, stationery, newsletters, and other material needed for the conduct of their respective activities related to the purposes of the Order.

4. Current National, Department, and Auxiliary officers and those entitled to “Past” honors of office may, photographically, or through any generally available means, reproduce images of the badges, coat-of-arms, emblems, and seals for the production of stationery, business cards, and other related materials for the conduct of their respective activities related to the purposes of the Order.

5. Departments, Auxiliary current officers, and former officers may not authorize any non-subordinate entity to use the name Auxiliary to Sons of Union Veterans of the Civil War, or reproduce, manufacture, or otherwise duplicate or replicate any badge, coat-of-arms, emblem, or seal of the Order.

6. The National Organization Sons of Union Veterans of the Civil War and its subordinate units are hereby authorized to use the name Auxiliary to Sons of Union Veterans of the Civil War in the conduct of all business related to that organization until notified in writing to the contrary. The National Organization Auxiliary to Sons of Union Veterans of the Civil War expressly withholds authorization from the National Organization Sons of Union

Veterans of the Civil War and its subordinate units, to authorize any non-subordinate entity to use the name Auxiliary to Sons of Union Veterans of the Civil War or any of its badges, emblems, coat-of-arms, or seals. In the event that the National Organization Sons of Union Veterans of the Civil War or a subordinate organization should cease to exist as it is now constituted, the above authorization shall not transfer to any successor organization or subordinate organization.

7. The corporation and its subordinate departments and chapters have the exclusive right to use the name “Auxiliary to Sons of Union Veterans of the Civil War”, and “ASUVCW.” The corporation has the exclusive right to use and to allow others to use the seals, emblems, and badges the corporation adopts.

DESCRIPTION OF EMBLEM

The emblem shape is the same as what is currently used on our stationary.

1. The shield
    a. The entire shield is outlined or framed in a decorative pattern metallic gold in color.
    b. The top third of the shield (chief) background should be cobalt blue. Within that blue field are the following:
        i. The rising sun and rays outlined in metallic gold.
        ii. In the sun’s vermillion disk, the monogram “AUX” in metallic gold.
        iii. Between the top of the rising sun’s rays and the bottom of the metallic gold edging, centered “1883” in metallic gold.
    c. The remaining two-thirds of the shield has a background of white. Within the white field are the following:
        i. Two sheathed, curved, narrow, crossed sabers with points up, edges up, in metallic gold.
        ii. The two sabers are encircled by a wreath of vert bay laurel leaves with the wreath laying on top of the saber points and under the saber hilts.
        iii. In the center top of the white field, between the saber tips and above the laurel wreath, the letters “SUV” appears in metallic gold.
        iv. In the center bottom of the white field, immediately below the vert laurel wreath and between the saber hilts, the letters “of” appear in metallic gold.
        v. Under the letters “of” mentioned above, the letters “CW” are placed.
        vi. On the remaining white shield area, thirteen (if possible) five-pointed gold stars are placed.
    d. Below the shield between the scroll and shield, vert olive branches are crossed at the stems and extend out to and up along both edges of the shield. The olive branch leave tips should end in the same level/line as the saber points.
    e. Intertwined with the olive branch stem crossing is the scroll banner containing the motto. The banner should be white, outlined at the edges and ends with vermillion. Black letters on banner to state “VENERAMUR” “ET” “SUCCURRIMUS.”
    f. Both ends of the white banner are loosely rolled.

DESCRIPTION OF THE COAT-OF-ARMS

Our coat-of-arms was created by AP Davis as a membership recruiting incentive in December 1887. The membership drive was extended from Davis Camp in Pittsburgh, Pennsylvania, and its Ladies' Aide Society to the national level. The pendant is a full-color coat-of-arms that very much resembles our emblem. A photo of this pendant can be found as "Type IV Obverse" on page 136 in Robert J. Wolz's book "*Grand Army Women: The GAR and Its Female Orders*" published in 2018 by Key West Publishing, LLC.

A description of the coat-of-arms is as follows: The top third (chief) of the shield has a cobalt blue field. On that blue field, a rising sun and rays are outlined in gold appearing just above the white field. The date "1883" is centered between the gold edge coat-of-arms and the rising sun's rays. The letters "VS" intertwined with one another appear in the sun's deep vermillion disk. On the white field of the shield in metallic gold appear the letters "L.A.S." Below the "L.A.S." two sheathed slightly curved, narrow points up, edges up, crossed sabers in metallic gold. Ensigned by a wreath of gold bay laurel leaves with the wreath being on top of the points and under the hilts of the crossed sabers. The remaining white field shows thirteen five-point stars in metallic gold (if possible). Entire pendant is outlined in metallic gold decorative edge.

DESCRIPTION OF RECOGNITION PIN

Recognition pins have evolved through the years from bronze oval pins with "LAS" in center, to full-color enamel pins with "LAS" in the center, to the recognition pins we have today. A description of the recognition pin is as follows: field of blue cobalt at top (shield chief) with "1883" centered on the shield and the sun with narrow rays that are outlined in metallic gold. The letters "AUX" appear on the sun's vermillion disk. On the white field of the shield in metallic gold appear the letters "SUV." Below the "SUV" two sheathed slightly curved, narrow points up, edges up, crossed sabers in metallic gold. Ensigned by a wreath of metallic gold bay laurel leaves with the wreath being on top of the points and under the hilts of the crossed sabers. Below the laurel wreath and between the sabers' hilts appears "of" and below that "CW." There are four five-point stars on the white shield: a star on either side of "SUV" and just above the saber points and a star on either side between the saber hilts and the saber points.

Recommendation #1: That a mold be created of an ASUVCW grave marker similar to those of the past and be available for purchase for a member's grave. Council will approve of the material, style, and cost.

The ASUVCW once had a grave marker and flag holder with our insignia. Over the years the original mold and maker has been lost due to not knowing who or where it was manufactured.

Respectfully submitted

In F.C.&L.,

Ramona Greenwalt
Past National President
Department of Ohio

Denise Oman
Past National President
Department of Wisconsin

Danielle Vance
Department Secretary/Treasurer
Department of the Chesapeake