

Annex Seven
Uniform Standard and Allowable Use of the ASRC Emblem/Logo
Draft March 30, 1994

A7.1 Statement of Intent

The ASRC uniform has been designed to meet several objectives. First and foremost, it serves as the organization's primary means of identifying members as ASRC resources. It is, therefore, necessary to limit the number of, and variability within, uniforms. Second, it has been kept as simple as possible. It is intended to be functional, easily available, and low in cost. Third, suitability to the environment in which members function has been considered, but the increased cost and decreased availability of clothing designed specifically for the range of conditions to which ASRC members are exposed could not be justified within the context of a uniform requirement.

A7.2 Standard

A7.2.1 Overview

Apparel utilized by persons representing the ASRC shall be socially acceptable (i.e. not display inappropriate statements, images, etc.), shall promote a professional appearance, and shall, to the extent feasible, be appropriate for the terrain and weather to which the wearer is likely to be exposed. Members shall refrain from wearing apparel that identifies or associates them with non-ASRC organizations.

A7.2.2 Use of the ASRC Name, Patch, and Emblem/Logo

The ASRC name, emblem or logo, whether incorporated in the ASRC patch or in some other form, is the most readily recognized symbol of the organization. Its use on missions or for official business purposes is encouraged. However, general personal use of the name/emblem/logo provides unacceptable opportunity for misrepresentation of the organization. The use of the ASRC name, patch and/or emblem/logo shall be limited to official ASRC business (including, but not limited to, training and incidents). This in no way prohibits the use of the name, patch or emblem/logo on personal items, provided those items are used solely while engaged in ASRC activities, or any ASRC identification is removed or concealed when items are used for non-ASRC functions.

Non-ASRC organizations/individuals may receive patches for display in patch collections (or other appropriate displays) through request to the ASRC Board of Directors.

A7.2.3 Uniform Components

The ASRC uniform shall consist of the following:

Primary Uniform Shirt

- * A long-sleeved shirt, medium blue in color.
- * The ASRC patch shall be affixed to the left sleeve, just below shoulder level.
- * The ASRC name tag (approximately 3/4" x 3", with member's name and "Appalachian Search and Rescue" in white lettering) shall be affixed over right pocket.
- * A medical certification patch may be affixed to the right sleeve, just below shoulder level.
- * A state seal or other state identification patch may be affixed over the left pocket.
- * An ASRC training level rocker, displaying the member's level of training certification, may be affixed below the ASRC patch.
- * No other embellishments to the primary uniform shirt shall be employed.

Light Weight Uniform Shirt

- * A bright yellow T-shirt.
- * The ASRC symbol/corporate name may be incorporated for official ASRC business only.
- * The ASRC name tag shall be affixed so as to be visible.
- * Embellishments to the ASRC light weight uniform shirt shall be allowed providing they are in good taste and do not detract from the professional appearance of the uniform.

Pants

- * Dark-colored BDUs are encouraged for field operations. Use of jeans or shorts are discouraged in general as they do not portray a professional image.

Other Clothing Articles

- * Other clothing articles are left to the discretion of the individual, provided they comply with conditions specified within this standard.

A7.2.4 Other Forms of Identification

- * The ASRC name tag may be utilized with appropriate outer garments or equipment to identify the wearer as an ASRC member.
- * The use of a personal identification badge/tag in conjunction with the uniform or as a general method of identification is encouraged, provided said identification complies with the tenets of this standard.
- * The use of functional area (e.g. ICS position) identification badge/tags are in no way prohibited by this standard, provided said identification complies with the tenets of this standard.

A7.2.5 Use of the Uniform

- * Any member, in good standing, of the ASRC may wear an ASRC uniform provided they have achieved the training level of Call-out Qualified. Trainees may dress in uniform-like apparel, but may not utilize the ASRC patch or emblem/logo. Trainees may utilize the ASRC name tag if authorized to do so by their group training officer.
- * Members are encouraged to wear the uniform when representing the ASRC on missions or other functions. Team leaders and incident staff are strongly encouraged to utilize easily visible ASRC identification (uniform or other) when serving in their respective functions.
- * Persons shall not wear the ASRC uniform, nor shall they display the ASRC name, patch, or emblem/logo, when engaging in non-ASRC activities.