

# Fact Sheet

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## Seventh Army Heraldry

### SHOULDER SLEEVE INSIGNIA



**Description.** On a blue right angle triangular background, the hypotenuse to base, a seven stepped letter "A" (steps 1/4 inch (.64 cm)) in yellow with the center in scarlet, horizontal element 1/4 inch (.64 cm) in width. The overall dimensions are 1 15/16 inches (4.92 cm) in height and 3 3/4 inches (9.53 cm) in width.

**Symbolism.** The colors blue, yellow, and red allude to the three basic arms. The pyramidal figure is of a distinctive form with the symbolic letter "A" representing the first letter of the "Army" while the number of steps on each side represent the numerical designation of the unit.

**Background.** The shoulder sleeve insignia was originally approved for the Seventh Army on 23 June 1943. It was amended to change the dimensions on 17 March 2008. The insignia was redesignated effective 16 July 2009, for United States Army Europe with the symbolism updated. The redesignation was cancelled and the insignia reinstated for Seventh Army on 7 July 2009. It was redesignated for United States Army Europe with the symbolism updated effective 17 April 2010. The redesignation to United States Army Europe was cancelled and the insignia was designated for Seventh Army for historical purposes on 21 January 2011. (TIOH Dwg. No. A-1-7).

### DISTINCTIVE UNIT INSIGNIA



**Description.** A gold color metal and enamel device 1 3/16 inches (3.02cm) in width overall consisting of blue isosceles triangle with a vertical stylized red arrow fimbriated gold issuing from base all in front of and extending over the top and sides of a gold crescent, the area within the horns of red, the blue triangle bearing the gold letter "A" as depicted on the authorized shoulder sleeve insignia, the cross bar of the letter "A" joined by a gold vertical bar of the same width to the inner rim of the crescent, the red areas on each side of the vertical gold bar being slightly narrower in width, the base of the crescent bearing six five-pointed stars of blue and contained within a concentric blue scroll with the inscription "Pyramid of Power" in gold letters, the ends of the scroll terminating at and conjoined with the base of the triangle at its extremities.

**Symbolism.** The design is based on the authorized shoulder sleeve insignia. The crescent alludes to the initial activation of the Headquarters and Headquarters Company, Seventh Army, in North Africa 10 July 1943: the bar connecting it with the "A" indicating the subsequent movement of the Army from organization and training in Africa to combat in Europe; the six stars referring to the Sicily, Rome-Arno, Southern France, Rhineland, Central Europe and Ardennes-Alsace campaigns in which the Seventh Army participated; the arrow alluding to the assault landing in Southern France and the progressive advance through Europe beginning with the Sicily campaign. The elements of the design have been arranged to denote this advance and to illustrate the motto "Pyramid of Power."

**Background.** The distinctive unit insignia was approved for Seventh Army on 28 October 1968. It was redesignated effective 16 July 2009, for United States Army Europe with the description and symbolism updated. The redesignation was cancelled and the insignia reinstated for Seventh Army on 7 July 2009. It was redesignated for United States Army Europe with the symbolism updated effective 17 April 2010. The redesignation to United States Army Europe was cancelled and the insignia was designated for Seventh Army for historical purposes on 21 January 2011.