



DEPARTMENT OF THE ARMY
 THE INSTITUTE OF HERALDRY, UNITED STATES ARMY
 CAMERON STATION, ALEXANDRIA, VIRGINIA 22304-5050



REPLY TO
 ATTENTION OF

TAPC-PDH-R

10 AUG 1990

SUBJECT: Shoulder Sleeve Insignia for the University of
 Wisconsin-La Crosse

Professor of Military Science
 University of Wisconsin-La Crosse
 La Crosse, Wisconsin 54601

1. The shoulder sleeve insignia originally approved for the University of Wisconsin-La Crosse, by 3d Endorsement, AGAH-A (11 Jun 71), The Institute of Heraldry, 2 December 1971, is cancelled this date. A new shoulder sleeve insignia is authorized effective this date for the University of Wisconsin-La Crosse. The description and symbolism of the design are as follows:

DESCRIPTION

On a silver gray disc edged with a 1/16 inch (.16 cm) maroon border, a silver gray eagle head surmounting a maroon letter "L" all encircled by a silver gray designation band edged with a 1/8 inch (.32 cm) maroon border and inscribed "UNIVERSITY OF WISCONSIN" at top and "LA CROSSE" at bottom in maroon letters. The overall dimension is 3 inches (7.62 cm) in diameter.

SYMBOLISM

Maroon and silver gray are the colors associated with the University of Wisconsin-La Crosse. The eagle is the school mascot and when combined with the letter "L" forms the school logo.

CABLE NUMBERS OF COLORS

	Full		Subdued
Maroon	67114	Black	67138
Silver Gray	67137	Olive Drab	67133

2. This authorization is in accordance with paragraph 4-14b, AR 145-1.