



DEPARTMENT OF THE ARMY
THE INSTITUTE OF HERALDRY
9325 GUNSTON ROAD, ROOM S112
FORT BELVOIR, VIRGINIA 22060-5579

AAMH-IHS (840-10a)

25 October 2017

MEMORANDUM FOR Commander, Dental Health Activity Fort Eustis, ATTN: MSG
Tasheva Pouncey, 577 Sternburg Avenue, Fort Eustis, VA 23604

SUBJECT: Distinctive Unit Insignia for Dental Health Activity Fort Eustis

1. A distinctive unit insignia (DUI) is authorized effective 1 September 2016 for
Dental Health Activity Fort Eustis. The description and symbolism of the design are as
follows:

DESCRIPTION

A gold metal and epoxied shield shaped device 1 1/4 inch (3.18cm) in height
blazoned as follows: Per fess, a chief per pale Or and Vert, in sinister chief
three bars Gules, in dexter chief stylized leaves of the second, detailed of
the first, surmounted by two mulberry fruit Purpure; in base a stylized ocean
scape Azure with rays issuant of the first, throughout, overall upon a mound
of the second a lighthouse Sable, garnished of the first. Attached below the
shield, a gold scroll inscribed "**CROWN THE BRAVE**" in Maroon.

SYMBOLISM

Maroon is a traditional color of the Army Medical Department. Gold alludes
to the precious metals used in dentistry. The Red Cross symbolizes the
unit's medical heritage and mission. The gold crown suggests the crown
placed on a Soldier's tooth, promoting a healthy and ready fighting force. It
further highlights the unit's motto "Crown the Brave". The ocean waves pay
homage to the 11th Transportation Division, "Over the Shore". The stripes
in the right field refer to the American flag, while the mulberries on the left
signify the proud heritage of Fort Eustis, once known as Mulberry Island.
The lighthouse is a known landmark in the Newport News area. The original
tower dates back to 1792 and was later replaced in 1881 by the current
black and white iron structure. The lighthouse overlooks the Atlantic Ocean
and Chesapeake Bay, standing as a symbol of guidance, aid and fortitude.

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2. Enclosed for your use and retention is a copy of the actual size color print of the approved DUI. The DUI is a quality-controlled heraldic item and may not be procured until the development samples are approved by this Institute. You will be notified when development has been completed, normally within 90 days.

3. This authorization is in accordance with AR 670-1 and Headquarters, U.S. Army Medical Command, Permanent Order 229-005, dated 16 August 2016. A copy of this letter will become part of your permanent organizational history files.

4. Your point of contact for this action is Mr. Garrison, DSN 656-4972, COMM (703) 806-4972 or keith.a.garrison6.civ@mail.mil.

Encls

CF:
The Center of Military History

MUGNO.CHARLES.V.1020723374
S.V.1020723374
CHARLES V. MUGNO
Director

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MUGNO CHARLES.V.1020723374
DN: c=US, o=U.S. Government, ou=DoD,
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Date: 2017.10.25 16:32:59 -04'00'



DENTAL HEALTH ACTIVITY, FORT EUSTIS

****This Drawing is 6x-Actual Size****

ACTUAL SIZE-----1 1/4" ± 1/64" High (3.18 cm ± 0.04 cm)

METAL COLOR
& PLATING-----Gold
FINISH-----Mirror-like polish

DESIGN:
CHARGES-----Flush, except details in horizon to be recessed, and crown and waves to be modeled. Mulberries to be recessed and modeled, and filled with Transparent Purple #23.

LETTERING-----Red #6.
PIERCING-----None, recessed and textured between shield and scroll, and shield and crown.

EPOXY-----Stoning

CHIP No's-----Red #1, Red #6, Green #12, Blue #18,
Transparent Purple #23, Black #26

TYPE-III

D-6978

For Color Placement Only
Not For Color Match

APPROVED
THE INSTITUTE OF HERALDRY,
DEPARTMENT OF THE ARMY

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Date: 2017.11.03 07:42:50 -04'00'

CHARLES V. MUGNO
DIRECTOR



DENTAL HEALTH ACTIVITY, FORT EUSTIS

TYPE-III

D-6978

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METAL COLOR
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FINISH-----Mirror-like polish

DESIGN:
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LETTERING-----Red #6.
PIERCING-----None, recessed and textured between shield and scroll, and shield and crown.

EPOXY-----Stoning

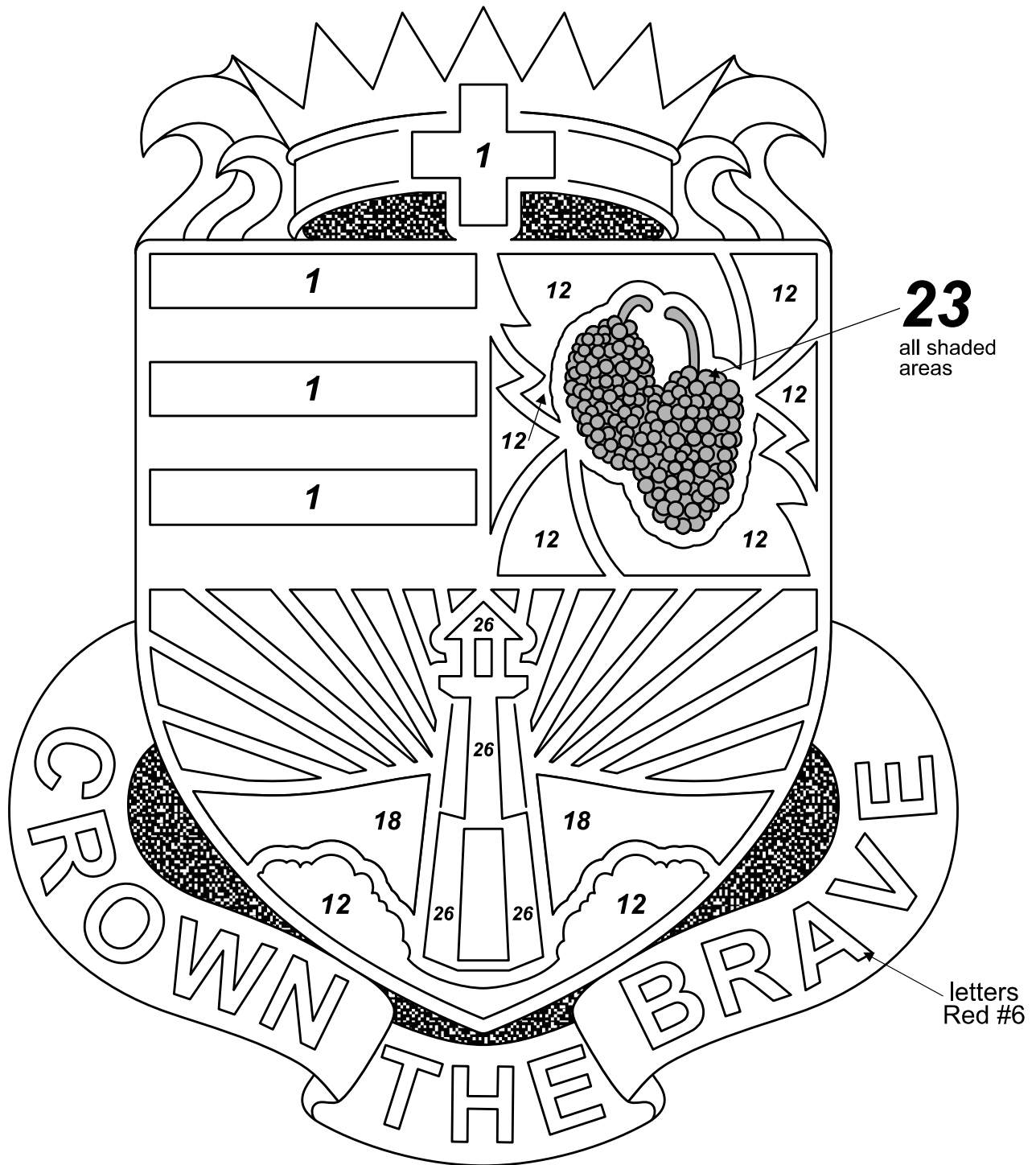
CHIP No's-----Red #1, Red #6, Green #12, Blue #18,
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CHARLES V. MUGNO
DIRECTOR



DENTAL HEALTH ACTIVITY, FORT EUSTIS

TYPE-III

D-6978

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METAL COLOR
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