

New TSA Insignia

Overview

- In June 2020, the Transportation Security Administration adopted a new insignia representing the agency's mission, core values, and founding principles. It is a graphic representation of air, land and sea that reflects the transportation modes that TSA is charged with protecting.
 - The insignia integrates the same design elements as the TSA flag and uniform patch, and ensures we are presenting a cohesive brand image for the agency.
 - The icons and symbols used in the design were proposed by TSA employees during an effort launched to create TSA's first flag, which was unveiled on September 11, 2018.
 - The design features an American eagle with its wings outstretched in a pose that signifies vigilance, commitment and protection.
 - The white, graphically-stylized American eagle sits centrally located inside rings of red and white against a field of blue, with its dynamically-feathered wings outstretched, breaking through the red and white containment rings to represent freedom of movement.
 - The eagle's head, faces the same direction as the eagle in the seal of the Department of Homeland Security, representing our unity of effort with DHS and its component agencies.
 - The insignia includes nine stars and 11 rays that emanate from above the eagle in reference to the 9/11 terrorist attacks on the United States.
 - The new insignia will be implemented in phases on all existing assets and platforms over the coming months.
- While TSA's rebranding effort timeline has been impacted by the global pandemic, there is no better time than during a crisis of this magnitude to recommit ourselves to our mission and remind those we serve of the principles upon which we stand.
 - Now, more than ever, we continue to embody our core values and principles with the same sense of mission and purpose as the day we were founded.
 - The TSA insignia is a trademark of the Transportation Security Administration.

