

Presidential Service



Executive Order 11174, September 1, 1964, established this badge to recognize one year of service in the White House after January 20, 1961. In 1967 President Johnson extended the badge to coast guard personnel, and then in 1992 President Bush expanded award of the badge to include “military units and support facilities under administration of the White House and similar direct support positions.”

Each badge, worn on the right pocket, is serial numbered on the reverse and that number is shown on the certificate that accompanies the badge and is the authority for badge wear. For soldiers the certificate is issued by the Secretary of the Army.