



The Rifles Freedom of Wellington – The Rifles Crest, Flag, and Motto

The British Army and its various Regiments pride themselves on the upholding and honouring of tradition. The Rifles are no different and have a rich history surrounding their own heraldry and motto: Swift and Bold.

The Cap Badge

The cap badge of The Rifles was designed in the lead up to its formation in 2007 and took inspiration from the badges of its forming regiments. It was clear that the bugle – the iconic symbol of Light Infantry – would be the centrepiece of this new badge.

The bugle's significance in the history of light infantry dates back to the late 18th century, when battle orders were traditionally communicated via line infantry drum. The bugle was employed and calls developed as light soldiers were often working in small groups away from the main line of troops. The bugle was able to be heard from further away and was less cumbersome than a drum.



The Rifles' cap badge shows this iconic symbol strung to the crown representing the current monarch. This has of course recently changed, as with the Coronation of King Charles III the crown on The Rifles badge is now the Tudor Crown to reflect his cypher, as opposed to St Edward's Crown that represented Queen Elizabeth II.

The Belt Badge

In commemoration of historic battles and victories, all Rifleman's parade uniforms include a belt badge that lists a representative selection of the over 900 Battle Honours of the forming regiments of The Rifles. There are 34 honours listed on the badge which is worn in lieu of carrying regimental colours. This badge, similar to the cap badge, now boasts the Tudor Crown to reflect the rule of King Charles III. The honours are listed on a Maltese Cross on a laurel wreath to commemorate the antecedent regiment The Royal Green Jackets.



The Flag

The Rifles flag boasts the same symbol of the cap badge against a green, black, and red background. The green in this flag is rifle green, a shade that harkens back to the Regiment's history of being skirmishers in the bushes and marksmen whose green uniforms acted as an early form of camouflage.



The Motto

The Rifles motto comes from the antecedent regiment the Royal Green Jackets who had adopted this motto from the Kings Royal Rifle Corps, formed in 1756. During the Seven Years' War, General James Wolfe was so impressed by the 'spirited conduct' of the Regiment that he declared that they were "Celer et Audax" – Swift and Bold. These words became their unofficial motto which was made official by King George IV in 1824. Just as they did over 250 years ago, these words encapsulate everything it means to be a Rifleman: Brave, quick-thinking, fast-acting, and intelligent.

