



TARTAN HISTORY AND SIGNIFICANCE

BEHIND THE TARTAN

The significance of a tartan in relation to a “brotherhood” or “clan” or “tribe” is that it represents that specific community of people, their purpose, and culture. For centuries clans and tribes have used colour schemes for identification, unification, inspiration, and motivation.

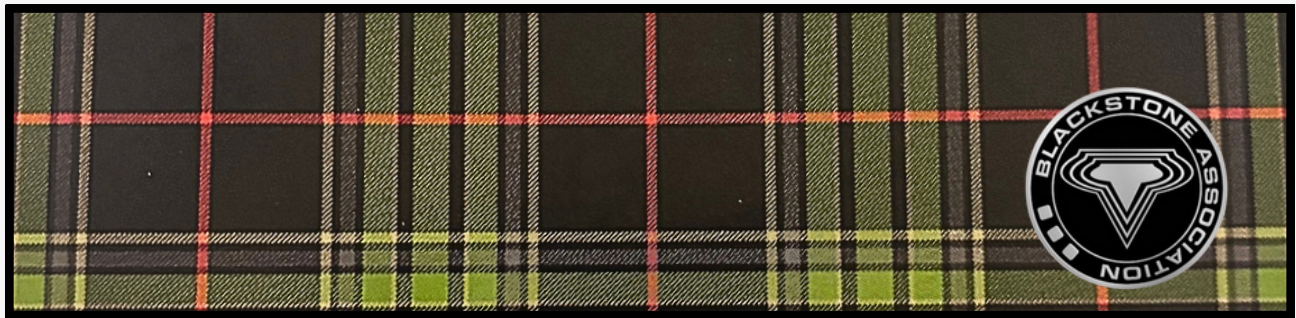
“A Brotherhood, Clan, or Tribe may not be a friendship, it is more like a family bond.

You don’t have to get along with your family members, but you should always be there for each other.”

- T.J -

The Blackstone tartan is a one-of-a-kind, a authentic tartan registered by serial number with the Scottish Registry of Tartans and available for production exclusively by Blackstone Association.

But how did the Blackstone Association get its official tartan?



THE TARTAN'S CREATION

In 2003, Sir Sean Connery (founder of the Friends of Scotland charity) and Dr. Geoffrey Scott Carroll co-founded Dressed to Kilt (DTK), the most prestigious Scottish fashion show in the world and a perennial highlight of NYC's Tartan Week. In 2016, the Friends of Scotland charity and DTK partnered with the Navy SEAL Foundation to develop the Navy SEAL Foundation Tartan, to raise funds for and awareness of the Navy SEAL Foundation's mission to support their active duty members, veterans, and families.

Recognizing the success of that collaboration, leaders within Canadian Special Operations Forces (CANSOF) Special Missions Unit (SMU) connected with the Navy SEAL Foundation and then contacted the Chair of Blackstone Association's Board of Directors to suggest that participation in 2024's DTK Canada Fashion Show, held in Toronto, would be better supported by Veteran Operators who are members of the Blackstone Association.

Blackstone Association's Board of Directors agreed with the recommendation of leadership from the Friends of Scotland charity to leverage the Navy

SEAL Foundation approach of developing Blackstone Association's own authentic, registered tartan—and approved the development of the Blackstone Association Tartan.

SMU Veterans ensured that the development of the color scheme and the meaning behind the colors were in alignment with Blackstone's values and culture, and the tartan was officially registered in 2024. Toronto's 2024 DTK show was an enormous success and the largest DTK Fashion Show ever in terms of audience size and media impressions.



WEAVING THE STORY: THE TARTAN'S CREATION

The colours in the tartan and what they represent are as follows:

- **Tan:** Represents the SMU cutting its teeth in the Afghanistan Theater of Operations and transforming into a true Special Operations Forces unit. It also represents the tan beret.
- **Black:** Represents the SMU's Black Ops roots. Congruently, our association's name "Blackstone" is derived from the term "Black Ops". Additionally, the name "Blackstone" represents the black stone memorial which is commemorative of our Fallen Warriors.
- **Green:** Represents the traditional or historical Special Operations Forces roots of the SMU (i.e. Reconnaissance, Direct Action, Patrolling, etc.)
- **Grey:** Represents elements of the SMU and the future of Special Operations Forces warfare at the SMU.
- **Red:** Represents the Canadian maple leaf in the Canadian flag.

The Blackstone Association Tartan is intended to symbolize all the above. It also provides depth of branding alongside the historical Blackstone name and logo (iconic pommel of the V42 dagger, multiple ripples radiating off the pommel image which signify Blackstone Association's impact in the community).

