



No one does more for Veterans

"Teamwork, Together Everyone Achieves More"

## DEPARTMENT OF PACIFIC AREAS

## VETERANS OF FOREIGN WARS OF THE UNITED STATES

### Guidance Memorandum

**SUBJECT:** Organizational Emblems and Guidelines

**REFERENCE:**

A. VFW National Bylaws, Article 8, Section 801 and Section 803

B. VFW Organizational Brand Guidelines (Style Guide), Version 2, dated August 14, 2018

**PURPOSE:**

To provide guidance on the proper use and display of the Veterans of Foreign Wars (VFW) emblems, and brand marks by all Posts and Districts within the Department of Pacific Areas.

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## 1. INTRODUCTION

The VFW emblems represent more than a name—it is the embodiment of our values, our mission, and the trust of our members and the communities we serve. The consistent and proper use of our organizational emblem is vital to maintaining the dignity of our institution and increasing public recognition and awareness.

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## 2. COMPLIANCE WITH NATIONAL BYLAWS AND STYLE GUIDE

In accordance with Reference A, VFW National Bylaws, Article 8, Sections 801 and 803, the use of the name “Veterans of Foreign Wars of the United States” and all related emblems and identifiers must be consistent with National guidelines and shall not be altered, misused, or used for purposes contrary to the VFW mission. Lack of knowledge of the contents of these documents and guidelines is not an acceptable excuse for not meeting the requirements.

Reference B, the VFW Organizational Brand Guidelines (Style Guide), provides comprehensive direction on how to properly use VFW emblems, colors, fonts, and other visual identifiers. All Department, District, and Post-level communications, signage, merchandise, and apparel should adhere to these specifications without deviation.

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### **3. AUTHORIZED USE OF DEPARTMENT EMBLEMS**

The emblems or logos attached to this document are pre-approved for use by all Posts, Districts, and Department-level requirements. Additionally, individual District and Post emblems can be used without prior authorization from VFW National Headquarters. These marks are suitable for use in recruiting materials, event signage, apparel, and official correspondence.

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### **4. ABSOLUTE PROHIBITION OF UNAUTHORIZED USE**

The unauthorized use of the VFW Cross of Malta or any official emblem in connection with commercial branding, advertising, or for-profit ventures without explicit written permission from National Headquarters is strictly prohibited. This includes any attempt to alter, replicate, or otherwise misuse the VFW emblem for purposes outside of approved organizational use.

Violations of this policy are unacceptable and undermine the integrity of our institution. Any suspected or observed misuse must be reported immediately to Department leadership and may be subject to disciplinary or legal action as authorized under National Bylaws.

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### **5. USE OF VFW LOGO AND APPAREL**

The importance of wearing VFW-branded ball caps, polo shirts, and other official apparel in public and at events cannot be overstated. Such items are powerful recruiting tools and present a unified, professional image of our organization. Members wearing properly branded attire help amplify our presence and promote membership growth through visibility and engagement.

All members, especially Post and District Commanders, are strongly encouraged to lead by example in wearing and promoting the use of VFW-branded gear. Uniformity reinforces pride, professionalism, and public trust in the organization.

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### **6. RESPONSIBILITY OF COMMANDERS**

Post and District Commanders are expected to:

- Be familiar with the contents of both Reference A (National Bylaws) and Reference B (Style Guide).
  - Ensure all branding and use of VFW emblems within their areas of responsibility adhere strictly to National standards.
  - Promote the visibility of the VFW emblem in a respectful and appropriate manner during events, community service, and recruiting activities.
  - Enforce the absolute prohibition on unauthorized commercial use of the Cross of Malta and other VFW emblems.
  - Use only approved emblems and logos and ensure others do the same.
  - Report any misuse or misrepresentation of VFW emblems immediately to Department leadership.
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## 7. QUESTIONS AND CLARIFICATIONS

For any questions regarding this guidance or the proper use of the VFW emblems, please contact the Department Judge Advocate. Who is available to assist in interpreting National guidance and ensuring compliance at all levels.

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## 8. CLOSING

Let us move forward in unity and pride, reinforcing the identity of our great organization through consistent use of approved emblems and high standards of appearance and conduct. Together, we honor the legacy of service and continue to grow through shared purpose and professional presentation.

**For the Good of the Order.**



**Jack Farrell**

Commander

VFW Department of Pacific Areas

Authorized Department Brands. To include District and Post Emblems.



