

CROSS OF MALTA AND LOGO USAGE



Cross of Malta



The Veterans of Foreign Wars of the United States adopted for its official seal, the Cross of Malta, which has a heritage of honor, duty, sacrifice and courage that dates back to the 11th century.

Each design aspect of VFW's Cross of Malta symbolizes something special. The Great Seal of the U.S. contains a modified scroll from "E Pluribus Unum" (Out of many, one) to "Pro Deo Pro Patria" (For God For Country) together with the cross and radiating rays symbolize the character, vows and purposes

distinguishing VFW as an order of warriors who have traveled far from home to defend sacred principles.

Its eight points represent the beatitudes prescribed in the Sermon on the Mount: Blessed are the poor in spirit, the meek, the pure, the merciful, the peacemakers; blessed are they who mourn, seek righteousness and are persecuted for righteousness' sake.

VFW added the sun's rays between the eight points and the cross. These emphasize the vigor and warmth with which the present-day brotherhood is pledged to defend the nation and to extend its mercy. Superimposed over the cross is the American eagle—the sacred symbol of a proud nation and people. While the Maltese Cross has religious origins and was used by the crusading Knights of St. John as a battle standard centuries ago, it is equally relevant today as a symbol of all those battling for noble ideals.

Usage of the VFW Cross of Malta is for special and distinguished situations, and for official items to include:

- VFW uniform cap and pins
- Flags
- Awards
- Official executive correspondence
- Select signage
- Select VFW Store items

VFW Logo



The official logo of the Veterans of Foreign Wars of the United States was approved by the National Council of Administration in August of 2018 and publicly unveiled November 6, 2018. The logo includes an artistic representation of service stripes, easily recognizable insignia indicative of military service. Worn on most service uniforms, they denote length of service. As such, the first and leaner of the two service stripes represents our steadfast entry into our second century of service to America's veterans, service members and their families. The second, broader stripe represents our first storied century of service, spanning back to 1899.

The bold letters and sharp angles of this text represent the strength and stability of our organization, and the clarity with which we work to fulfill our mission.

The use of vibrant red represents the danger our members have faced, the bloodshed they experienced and the energy with which our organization operates. The gallant gold represents our members' achievements, acts of valor and the unique VFW eligibility status they've earned. Further, it epitomizes our gold standard of service.

The custom upper case letters were especially designed with an extended width to symbolize an organization that is well established. Combined with a tight letter spacing, these letters visually build a solid and confident block that reflects the unified culture of our organization. In addition to the direct metaphor of the stripes, the visual progression leading to the build of the letter "V" represents our sustained and forward movement into achieving the VFW's mission. In order to bring the acronym and title together, the gold stripes and the "V" from "VETERANS" have been carefully drawn to align on the same axis, emphasizing the element of continuity.

Trademark Protection

The Cross of Malta trademark was issued June 9, 1931, and the Veterans of Foreign Wars of the United States has applied to register the new official logo. Pursuant U.S.C. Title 36, Chapter 7A, Sections 111-120, the Veterans of Foreign Wars of the United States has the exclusive right to the use of its name and the sole exclusive right to the use of the emblem and badges adopted by the corporation. Additionally, the Veterans of Foreign Wars of the United States has registered, or applied to register, the precise logos appearing on VFW merchandise with the United States Patent and Trademark Office. Finally, it is a federal offense to use the name or emblems of a federally chartered veterans organization. See Federal Criminal Code, U.S.C.A., Title 18, Section 705.

The 115th National Convention approved a change to the National Bylaws clarifying the approval necessary for the use of the name “Veterans of Foreign Wars of the United States,” and any associated logos or emblems. While the VFW’s name, emblem and other marks continue to be protected by law, the Bylaws (Sec. 801, 803, 804, and 805) now specifically require written consent by the VFW’s Quartermaster General for the manufacture and use of those marks.

Departments and Posts are authorized to use the VFW name, logo, or emblem for printed or digital use for VFW activities, such as the creation of brochures for membership drives, Post events and other community outreach efforts, and do not need to submit a request form. When the official seal is used, the design must conform to applicable bylaws and the VFW Style Guide. Current logos for non-commercial use may be obtained from the VFW Communications Department by emailing Communications@vfw.org. AI should never be used to create or modify VFW brand elements, including the VFW logo, Cross of Malta, VFW cap, or any other protected brand assets. Because AI image-generation tools often reproduce logos, insignia, and other brand elements inaccurately, their use can negatively impact brand consistency and dilute the integrity of the VFW identity.

The VFW Store and its licensed vendors are the only authorized sources to use the VFW name, logo, and Cross of Malta on apparel, caps, and other merchandise. The first line of contact for merchandise is the VFW Store. The VFW Store can assist with certain custom items even though they are not in the catalog. Visit the VFW Store online at vfwstore.org or call 1.833.VFW.VETS (1.833.839.8387).

If the requesting items cannot be procured by the VFW Store or its licensed vendors, and a third party vendor is desired, complete the attached form in its entirety and submit to the Quartermaster General's Office (qmgeneral@vfw.org) prior to production. Please allow ample time to process your request.

The right to use the VFW marks is the “exclusive right” of the Veterans of Foreign Wars of the United States and is not transferable. This means that any authorizations to use the VFW marks can only be granted by written approval by VFW's Quartermaster General. For instance, if a VFW Post wants to use the VFW name on a website, it may continue to do so through the use of the materials provided by the VFW communications department. If, however, a VFW Post wants to partner with a business and that business wants to use the name “VFW” on advertising, then permission to use the VFW name must come from the Quartermaster General. If the Quartermaster General has not granted written permission to use our name or marks, then it is a violation of law.

VFW Trademark Authorization Request



Date: _____

Instructions:

- Departments and Posts are authorized to use the VFW name, logos, or emblems for printed or digital use for VFW activities, such as the creation of brochures for membership drives, Post events and other community outreach efforts, and do not need to submit this form. Current logos for non-commercial use may be obtained from the VFW Communications Department by emailing Communications@vfw.org.
- The VFW STORE and its licensed vendors are the only authorized sources to use the VFW name and Cross of Malta on apparel, caps and other merchandise. Your first line of contact for merchandise is the VFW STORE. The VFW STORE can assist with certain custom items even though they are not in the catalog. Visit the VFW STORE online at www.vfwstore.org or call toll free 1.833.VFW.VETS (1.833.839.8387). If the VFW STORE is unable to assist, you may use this form to request authorization to use a third party vendor.
- If requesting items that cannot be produced by the VFW STORE or its Licensed Vendors, complete this form in its entirety and submit to the Quartermaster General's Office prior to production. Please allow ample time to process your request.

I request written permission to use the following logo, emblem and/or name exclusively for the purpose listed below:

- | | |
|---|---|
| ☐ 'VFW' Logo – Veterans of Foreign Wars (see above) | ☐ 'VFW' Logo – No One Does More For Veterans |
| ☐ 'Veterans of Foreign Wars of the United States' Name | ☐ 'Veterans of Foreign Wars' Name |
| ☐ VFW Cross of Malta | ☐ Other: _____ |

Item and Reason for Use: _____

When: _____

Where: _____

Quantity: _____

Use of Proceeds: _____

Color Version (1 color, 2 color, full color): _____

File Format (jpg, tif, pdf): _____

VFW Information

Dept/District/Conference/Post

Contact Name and Title

Address, City, State & Zip

Email

Phone Number

Producing Company Information

Company Name

Contact Name

Address, City, State & Zip

Email

Phone Number

I understand that any use of the VFW logo, emblem and/or VFW name requires prior written permission from the Quartermaster General of the Veterans of Foreign Wars of the United States. I understand that the use of the VFW logo, emblem and VFW name are the exclusive rights of the Veterans of Foreign Wars of the United States and any unauthorized use is a violation of federal law. I understand that the authorization, if given, may not be transferred and is subject to revocation at any time.

Signature

Printed Name & Title

Please return completed form to:
Quartermaster General
VFW National Headquarters
406 West 34th Street, 11th Floor
Kansas City, MO 64111
E-mail: qmgeneral@vfw.org
Fax: (816) 968-1189

Office Use Only
Approved?
☐ Yes ☐ No
Date _____
State _____

VFW Auxiliary Trademark Authorization Request



Date: _____

Instructions:

- Departments and Auxiliaries are authorized to use the Auxiliary name, logos, or emblems for printed or digital use for Auxiliary activities, such as the creation of brochures for membership drives, Auxiliary events and other community outreach efforts, and do not need to submit this form. Current logos for non-commercial use may be obtained from the VFW Auxiliary at info@vfwauxiliary.org.
- The VFW STORE and its licensed vendors are the only authorized sources to use the VFW Auxiliary name and emblem on apparel, caps and other merchandise. Your first line of contact for merchandise is the VFW STORE. The VFW STORE can assist with certain custom items even though they are not in the catalog. Visit the VFW STORE online at www.vfwstore.org or call toll free 1.833.VFW.VETS (1.833.839.8387). If the VFW STORE is unable to assist, you may use this form to request authorization to use a third party vendor.
- If requesting items that cannot be produced by the VFW STORE or its Licensed Vendors, complete this form in its entirety and submit to the Quartermaster General's Office prior to production. Please allow ample time to process your request.

I request written permission to use the following emblem and/or name exclusively for the purpose listed below:

- ☐ 'Veterans of Foreign Wars of the United States Auxiliary' Name
☐ Veterans of Foreign Wars of the United States Auxiliary Cross of Malta
☐ Other: _____

Item and Reason for Use: _____

When: _____

Where: _____

Quantity: _____

Use of Proceeds: _____

Color Version (1 color, 2 color, full color): _____

File Format (jpg, tif, pdf): _____

VFW Information

Dept/District/Conference/Aux

Contact Name and Title

Address, City, State & Zip

Email

Phone Number

Producing Company Information

Company Name

Contact Name

Address, City, State & Zip

Email

Phone Number

I understand that any use of the VFW Auxiliary Emblem and/or VFW Auxiliary name requires prior written permission from the Quartermaster General of the Veterans of Foreign Wars of the United States. I understand that the use of the VFW Auxiliary Emblem and VFW Auxiliary name are the exclusive rights of the Veterans of Foreign Wars of the United States and any unauthorized use is a violation of federal law. I understand that the authorization, if given, may not be transferred and is subject to revocation at any time.

Signature

Printed Name & Title

Please return completed form to:

Quartermaster General
VFW National Headquarters
406 West 34th Street, 11th Floor
Kansas City, MO 64111
E-mail: qmgeneral@vfw.org
Fax: (816) 968-1189

Office Use Only	Approved?
	☐ Yes ☐ No
	Date _____
	State _____