

VFW Organizational Brand Guidelines

Version 3. September 17, 2024

Refreshed Visual Identity Same Proud History. Same Strong Commitment. Bold New Look.

The brand logo refresh you are about to discover was carefully undertaken with full respect to the VFW heritage and its future. A bold step was taken to bring forward a solid, contemporary look and feel that sets us apart as the longest established and largest combat veterans service organization with a relentless pursuit of exceptional service and dedication.

**OUR MISSION IS SINCERE,
OUR BRAND VOICE IS
COHERENT,
OUR ACTIONS ARE BOLD.**

By simplifying, clarifying and amplifying the look of our brand, we can create a strategically focused and impactful visual statement. We have achieved that by rethinking the hierarchy of our previous logo components, and isolating them so that they become more powerful stand-alone pieces of visual information, each with a strategic and distinct purpose.

As we move into the future and evolve to expand our target market reach within a highly competitive sector, it is essential that our organization's logo is not only relevant to our brand essence, but to our audience and the modern era.

Upholding our logo's integrity is crucial because a consistent visual identity is key to promoting a solid brand with a unified voice.

Our previous logo held too many elements with no hierarchy resulting in not only visual misinterpretations and complex graphic translations, but a disconnect with who we are as an organization and what we stand for.

VFW Organizational Brand Guidelines

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Approach to Limiting Usage

Our Logo

Mark and Typography

This 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 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.

“VETERANS” have been carefully drawn to align on the same axis, emphasizing the element of continuity.

In order to bring the acronym and title together, the gold stripes and the “V” from

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Our Logo

Full Color Logo

VFW RED

Vibrant red represents the danger our members have faced, the bloodshed they experienced and the energy with which our organization operates.

PMS
7427C
CMYK
24 / 100 / 100 / 25
RGB
153 / 26 / 30
HEX
991A1E

VFW GOLD

The full color logo is recommended to help bring additional brand awareness through the use of color.

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.

	CMYK	HEX
	34 / 37 / 77 / 6	A79055
	RGB	
PMS 451C	167 / 144 / 85	
		8384C
PMS		PANTONE METALLIC CHIPS FOR SPECIAL PRINTING

Our Logo

Monochromatic Logo

The monochromatic white logo should only be used when the full color logo has a low level of contrast with the solid background in play, or when applied on a photographic background. It is provided as the preferred alternative to assist in meeting any potential design or production issues.

The red and black versions should only be used for one-color jobs.

Refer to pages 12 to 14 for more accurate examples.

	BLACK C		
	CMYK		
	0 / 0 / 0 / 0		
WHITE		RGB	HEX
		153 / 26 / 30	991A1E
	CMYK		
	24 / 100 / 100 / 25		
PMS		RGB	HEX
7427C		35 / 31 / 32	231F20
		HEX	
	CMYK	FFFFFF	
	0 / 0 / 0 / 100		
	RGB		
PMS	255 / 255 / 255		

Our Logo

Minimum Size

To maintain legibility and to prevent printing complications, the logo should be used at a size equal to or greater than the dimensions of each corresponding platform shown below.

1.25" (for print)

100px (on screen)

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Our Logo

Clear Space

The clear space surrounding the logo should be equal to or greater than half

of the height of the overall logo (mark + typography).

	$\frac{1}{2}X$	
$\frac{1}{2}X$		$\frac{1}{2}X$
	$\frac{1}{2}X$	

X

Our Logo

Improper Usage, Alterations

Do not alter the logo by adding color or graphic effects.

Do not alter the logo elements to readjust hierarchy, placement or add additional elements.

Do not alter the logo's shape, angle or proportions.

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Our Logo

Application on Photographic Backgrounds



The white logo should be used when the full color logo has a low level of contrast with the background.



Never introduce the red or black monochromatic logos, except for a one-color print job.

Do not place logos directly on top of full color images. Instead, place white monochromatic logo on top of a black gradient that is multiplied over the background image.

This applies to all greyscale and duotone photography as well.

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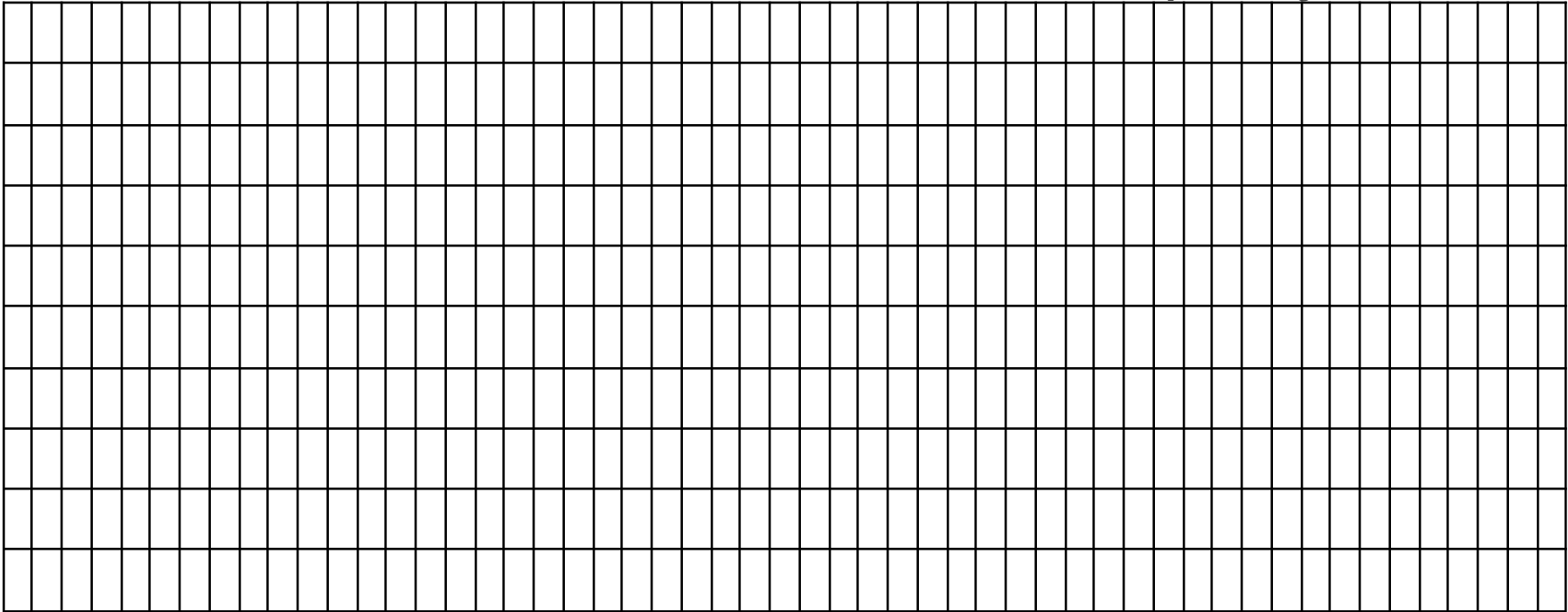
Our Logo

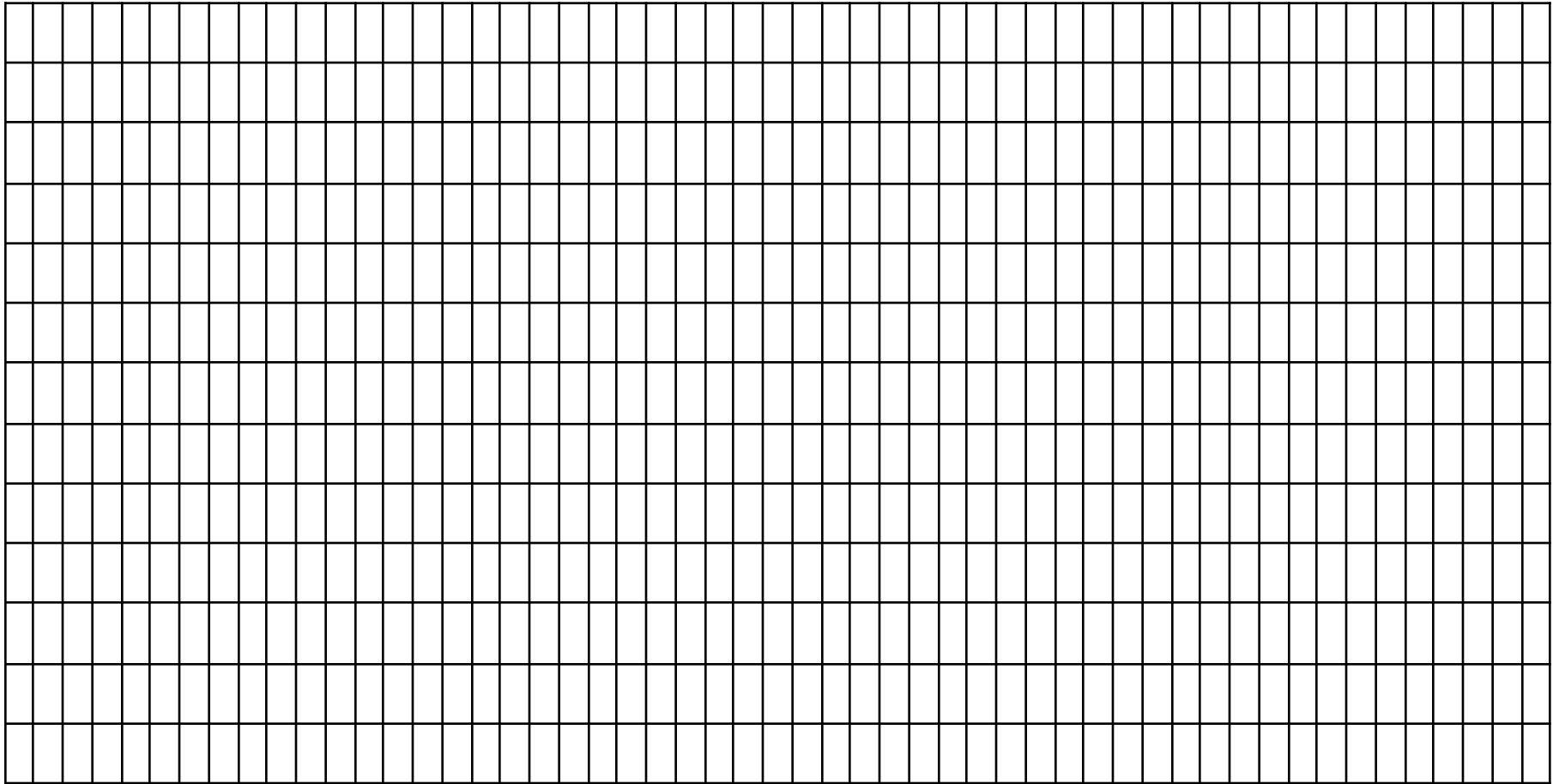
Improper Usage, Color and Backgrounds

Do not switch colors in the full color logo version.

Do not choose colors creating low contrast against background.

Do not place the logo





on distracting backgrounds
or in complex shapes.

Tagline

As Part of the Full Color Logo

The VFW's tagline, NO ONE DOES MORE FOR VETERANS, represents our pride in our programs and services that no other veteran service organization has matched in number or caliber.

When the tagline is used with the logo, it is imperative to use the provided logo files to help maintain the design and consistently

communicate the messaging across all media.

Use is strictly limited to brand communications that do not involve collaboration with other veteran service organizations.

All previously mentioned guidelines to the official logo apply to the tagline logo as well.

full color is recommended when possible.

Similarly, the tagline logo is also available in monochromatic versions, though the

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Tagline

As Part of the Monochromatic Logo

The monochromatic white logo should only be used when the full color logo has a low level of contrast with the solid background in play, or when applied on a photographic background. It is provided as the preferred alternative to assist

in meeting any potential design or production issues.

The red and black versions should only be used for one-color jobs.

Refer to pages 12 to 14 for more accurate examples.

	BLACK C		
	CMYK		
	0 / 0 / 0 / 0		
		RGB	HEX
WHITE		153 / 26 / 30	991A1E
	CMYK		
	24 / 100 / 100 / 25		
		RGB	HEX
PMS		35 / 31 / 32	231F20
7427C		HEX	
	CMYK	FFFFFF	
	0 / 0 / 0 / 100		
	RGB		
PMS	255 / 255 / 255		

Tagline

In Design Applications

When applying our tagline, NO ONE DOES MORE FOR VETERANS, as a call-out in design applications, it is recommended to use the provided vector artwork to help consistently communicate the messaging across all media.

In design applications, the tagline should never appear with the tagline logo (page 16-17), in order to avoid repetition of brand messaging. Exceptions may be made to accommodate special production issues in relation to the drop shadow and gradient if necessary (i.e. greyscale, any issue with legibility, etc.).

At 72 DPI
Color: Black
Opacity: 70%
Angle: 30 Degrees
Distance: 5px
Spread: 0
Size: 21px

DROP SHADOW SETTINGS FOR PHOTOGRAPHIC BACKGROUNDS

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Tagline
Expressed In Copy

SCENARIO 1

When used in copy, NO ONE DOES MORE FOR VETERANS should always be in all caps.

SCENARIO 2

When using FOR VETERANS, it is uppercase if it's placed there for emphasis,

e.g., Let's unite proudly — FOR VETERANS!

SCENARIO 3

However, if it just happens to be used as a normal phrase without emphasis, then it can be lowercase,

e.g., "The VFW has programs in place for veterans to meet a wide variety of needs."

We should use the sign-off as FOR VETERANS, in all possible and appropriate scenarios.

About the VFW

The Veterans of Foreign Wars of the U.S. is a nonprofit veterans service organization comprised of eligible veterans and military service members from the active, Guard and Reserve forces. Founded in 1899 and chartered by Congress in 1936, the VFW is the nation's largest organization of war veterans and oldest major veterans organization. Proud to proclaim "NO ONE DOES MORE FOR VETERANS," the VFW and its Auxiliary are dedicated to veterans' service, legislative advocacy, and military and community service programs. For more information or to join, visit our website at www.vfw.org.

e.g. Scenario 1

Posts & Departments Logo Authorization

Departments and Posts are authorized to use the VFW logos for official, noncommercial VFW business such as the creation of brochures for membership drives, websites, Post events and other outreach efforts.

816-756-3390 or email qmgeneral@vfw.org.

In order to obtain your respective Post or Department logos to conduct official noncommercial business on behalf of the organization, you may download the logo package specific to your Post or Department online. Authorization extends only to Post and Department leadership.

For Post logos visit

For commercial logo use and those uses not associated with official VFW [webimages.vfw.org/logos/Post\[insert your Post number\].zip](http://webimages.vfw.org/logos/Post[insert your Post number].zip) For example: business, contact the VFW Quartermaster General's office at

webimages.vfw.org/logos/Post1000.zip

For Department logos visit

[webimages.vfw.org/logos/\[insert state postal abbreviation\].zip](http://webimages.vfw.org/logos/[insert state postal abbreviation].zip) For example:

webimages.vfw.org/logos/MO.zip

**VFW District logos are available upon request submitted to
communications@vfw.org.**

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Posts & Departments **Full Color** Logo

When the VFW Post and Department logos are used, it is imperative to use the provided logo files to help maintain the design and consistently communicate the messaging across all media.

As our primary font for body copy, the use of PT Serif along with the gray color swatch, helps to separate the Post & Department reference from our primary logo. The copy's alignment to the right is a connotation to action and forward progress, while the hierarchy follows the informational hierarchy established in these brand guidelines.

Finally, in order to help harmonize the line length of Department names with Post names, the call-out to 'Department of' has been dismissed from this version of the logo which allows for, approximately, a 35% increase in font size which aids in legibility at

small scale while maintaining a consistent type size.

Department logos as well.

Similarly, the Post and Department logos are also available in monochromatic versions, though the full color is recommended when possible.

All previously mentioned guidelines to the official logo apply to the Post and

Departments

Monochromatic Logo

The monochromatic white logo should only be used when the full color logo has a low level of contrast with the solid background in play, or when applied on a photographic background. It is provided as the preferred alternative to assist in meeting any potential design or production issues.

The red and black versions should only be used for one-color jobs.

Refer to pages 12 to 14 for more accurate examples.

WHITE	BLACK C	255 / 255 / 255	
	CMYK		
	0 / 0 / 0 / 0		
PMS 7427C	CMYK	24 / 100 / 100 / 25	HEX 991A1E
	RGB	153 / 26 / 30	
	HEX	231F20	
PMS	CMYK	0 / 0 / 0 / 100	HEX FFFFFF
	RGB		
	HEX		

Posts & Departments Paired with Tagline Logo

When the Post and Department logos are paired with the VFW tagline logo, it is imperative to use the provided logo files to help maintain the design and consistently communicate the messaging across all media.

See pages 16 - 18 for guidance on situational usage of the

tagline as part of the VFW logo.

All previously mentioned guidelines to the official logo apply to the Post and Department logos as well.

Similarly, the tagline logo is also available in monochromatic versions, though the full color is recommended when possible.

Posts & Departments

Monochromatic Logos Paired with Tagline Logo

The monochromatic white logo should only be used when the full color logo has a low level of contrast with the solid background in play, or when applied on a photographic background. It is provided as the preferred alternative to assist in meeting any potential design or production issues.

The red and black versions should only be used for one-color jobs.

Refer to pages 12 to 14 for more accurate examples.

WHITE	BLACK C	255 / 255 / 255	
	CMYK		
	0 / 0 / 0 / 0		
		RGB	HEX
		153 / 26 / 30	991A1E
	CMYK		
PMS 7427C	24 / 100 / 100 / 25		
		RGB	HEX
		35 / 31 / 32	231F20
PMS	CMYK	HEX	
	0 / 0 / 0 / 100	FFFFFF	
	RGB		

Typography

Primary Font for Headings: Roboto

Roboto is a sans-serif font used as the primary font for headings and highlighting subtitles in web and print content.

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%()::@\$#&

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%()::@\$#&

ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%()::@\$#&

Cc

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,!%()::@\$#&

AaBb

Typography

Primary Font for Body Copy: PT Serif

PT Serif is a serif font used as our primary font for body copy, on web and print brand materials.

PT SERIF REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():@\$#&

PT SERIF ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():@\$#&

PT SERIF BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%():@\$#&

AaBbCc

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Typography

Specialized Font: Trade Gothic

Trade Gothic is a sans-serif font used as the specialized typeface. It is only available in the uppercase format. Our font selection is like our message — bold, simple and modern.

TRADE GOTHIC, BOLD NO. 20 (TRACKING -65)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890.,!?%():;@\$#&

Color

Primary and Secondary Palettes

Our primary colors have been carefully selected to highlight the VFW's mission and its members. The blue in the secondary palette reinforces our organization's loyalty and confidence.

PRIMARY COLORS

PMS
7427C
PMS

451C PMS
CMYK
24 / 100 / 100 / 25

CMYK
34 / 37 / 77 / 6
RGB
153 / 26 / 30

RGB
167 / 144 / 85
HEX
991A1E

HEX
A79055
Primary palette is fixed

and must not be altered.
PANTONE METALLIC CHIPS FOR SPECIAL
PRINTING

8384C

SECONDARY COLORS

	98 / 77 / 22 / 7	RGB	767779
	CMYK	118 / 119 / 121	
	55 / 46 / 44 / 11		
PMS		RGB	HEX
7686C		35 / 31 / 32	231F20
PMS	CMYK	RGB	HEX
COOL GRAY 9	0 / 0 / 0 / 100	98 / 99 / 102	626366
	CMYK	RGB	HEX
	0 / 0 / 0 / 75	147 / 149 / 151	939597
PMS	CMYK	RGB	HEX
BLACK C: 100% BLACK C: 75%	0 / 0 / 0 / 50	198 / 200 / 202	C6C8CA
BLACK C: 50% BLACK C: 25%	CMYK	RGB	HEX
	0 / 0 / 0 / 25	255 / 255 / 255	FFFFFF
WHITE	CMYK	HEX	
	0 / 0 / 0 / 0	164C83	
CMYK	RGB	HEX	
	22 / 74 / 131		

primary palette and is used to create accents and add depth while maintaining a concise and professional look.

PMS Cool Gray 9 is used for professionally printed stationery and collateral text color to maintain a visibly sharper finish.

A secondary palette is developed to complement the

Graphic Devices

Introduction

Derived from the artistic representation of service stripes in the logo, the following graphic devices have been developed to complement the VFW's communication system, including website, advertising, print and digital material. Each device holds a distinguished expression of the brand and must be used appropriately. The following pages focus on an in-depth understanding of use and production.

Primary Graphic Device Secondary Graphic Devices. The additional devices are available for visual diversity and may be used separately to complement the material's messaging.

BOLD STRIPES PROGRESSIVE GROWTH EQUAL REPETITIONS

bold stripes reference key aspects of the VFW brand. They are the brand's main graphic device for all communications to reflect the **confidence** and **unified culture** of our organization.

The above device hints back to the **sustained and forward movement** into achieving the VFW's mission. It may be used on collateral communicating an expression of progression such as recruitment and financial goals.

Maintaining the logo's stripe angle, the "equal repetitions" device was created to portray our organization's **strong foundation, transparency, equality** and the **steady services** the VFW offers.

Coming directly from our logo, the two

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Graphic Devices

Primary Device: Bold Stripes Production

Mimicking the logo, the bold, simple and modern device here has been slightly adjusted from the original in order to maintain a concise and consistent reproduction.

The thinner of the two stripes and the space that separates it from the wider stripe must remain proportional as the artwork is resized or elongated. The wider stripe is variable in width but must be set up at a minimum of 1.5x.

74°

X 0.5X 1.5X minimum
Content Overlay

Background Structure: high contrast Background Pattern: low contrast

Graphic Devices

Primary Device: Bold Stripes Usage Example



PRIORITY

GOALS





Department of Washington

POWERPOINT COVER

2025 Priority Goals

BROCHURE COVER WEBSITE

POWERPOINT TITLE PAGE

Graphic Devices

Secondary Device: Progressive Growth Production

Production of the “Progressive Growth” device is intended for qualified users and must follow the below instructions to help maintain the design and consistently communicate the messaging across all media. For more information please contact the VFW Communications Department.

74°

X

10%X

Content Overlay Background Structure Background Pattern: low contrast

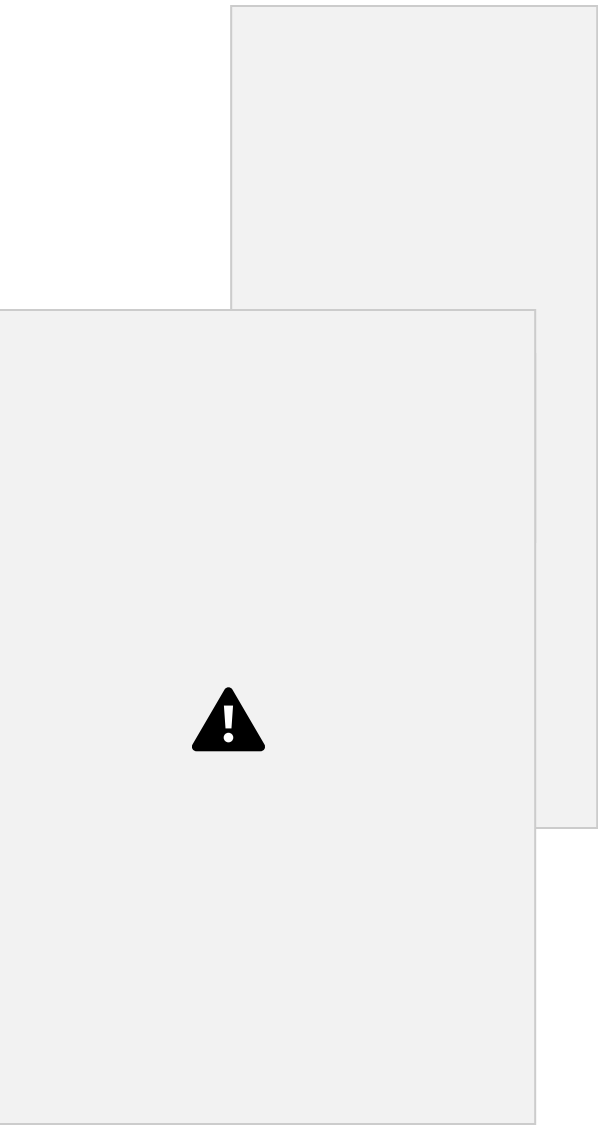
-20% of x -20% of x

0.1" minimum width

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Graphic Devices

Secondary Device: Progressive Growth Usage Example



**2025
PRIORITY
GOALS**



Washington

Department of

POWERPOINT COVER



Graphic Devices

Secondary Device: Equal Repetitions Production

Production of the “Equal Repetition” device is intended for qualified users and must follow the below instructions to help maintain the design and consistently communicate the messaging across all media. For more information please contact the VFW Communications Department.

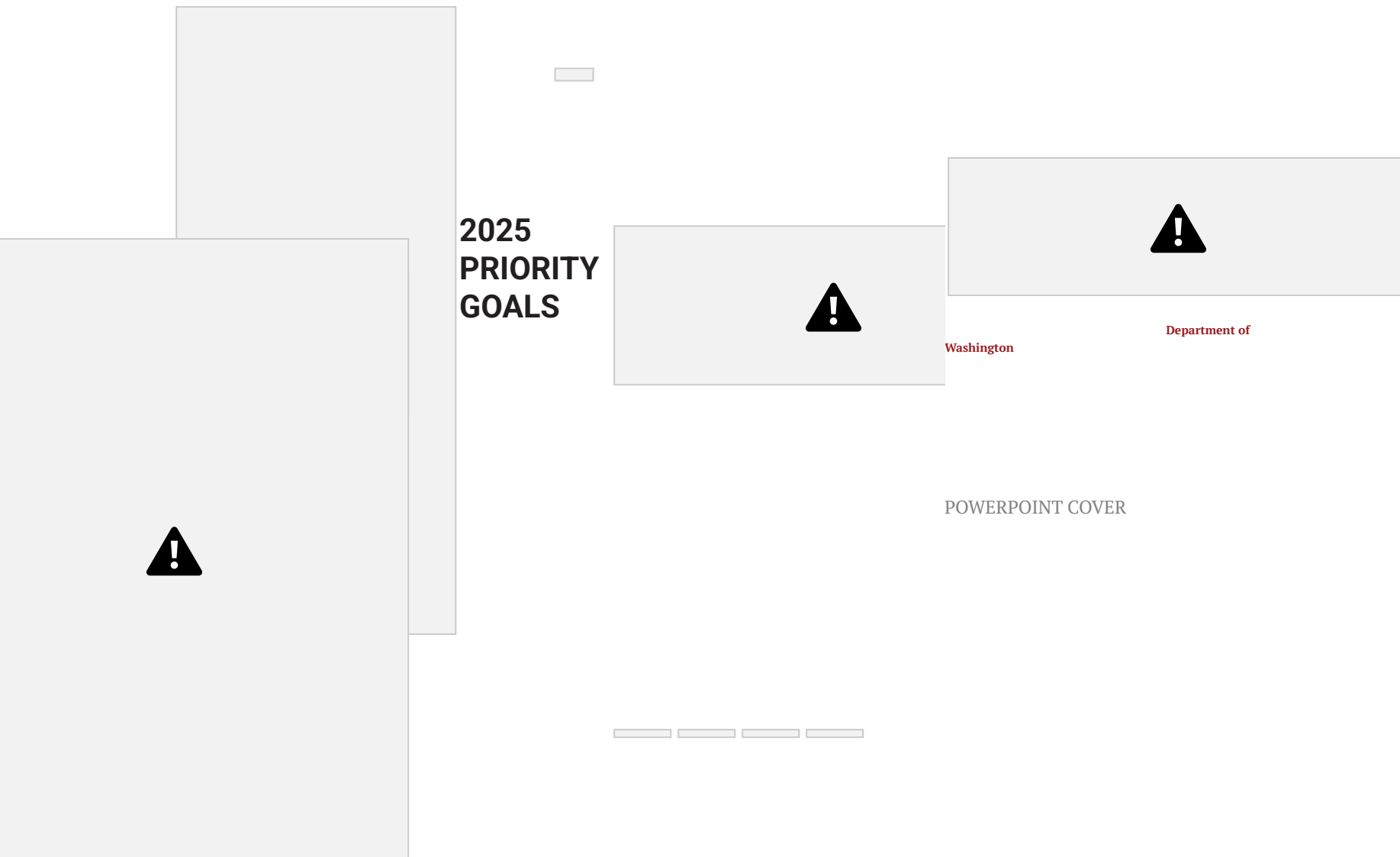
X X

Content Overlay Background Structure Background Pattern: low contrast

74° Minimum X = 0.1" Maximum X = 1"

Graphic Devices

Secondary Device: Equal Repetitions Usage Example



Graphic Devices

Visual Effects & Techniques



When applied on top of an image, the graphic layer must be set with a “Multiply” layer effect as seen in scenario 1 or using a 70% opacity as in scenario 2.

It must never appear as a solid color fully veiling the content below.

Image Overlay: scenario 1

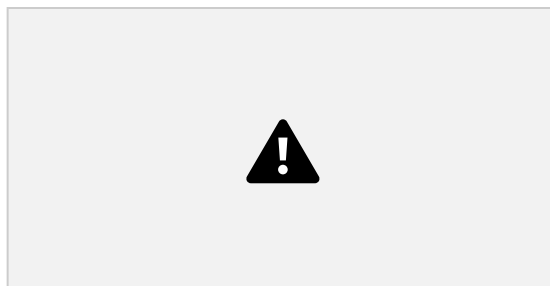


Image Overlay: scenario 3

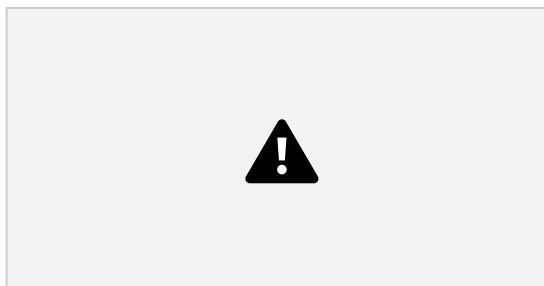


Image Overlay: scenario 4

device, this technique may not be applied on the bold stripes.

For application on the secondary devices, the graphic layer must be set with a “Multiply” layer effect or using a 70% opacity. Additionally, a gradient feather may be applied with the lighter tint going into the background content/image (scenario 3).

The background pattern is applicable on all graphic devices. The device in play must be applied on a solid background colored with a tint of the same swatch to create a low contrast and ensure content legibility when placed on top of the pattern.

Similar to the above, a gradient feather may be applied to the device as seen in scenario 6.

Background Pattern: scenario 5
Image Overlay: scenario 2

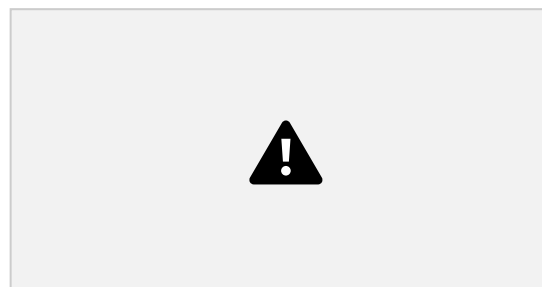
Background Pattern: scenario 6

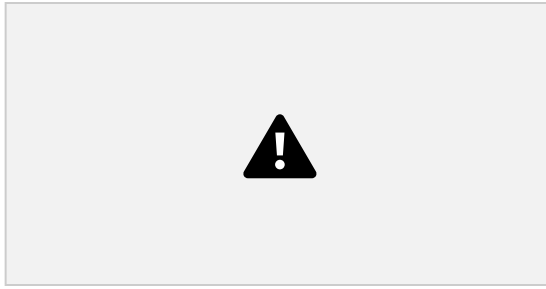
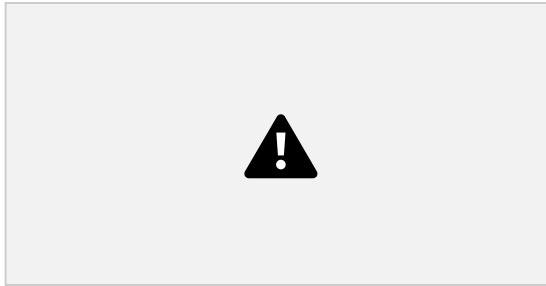
In order to maintain the confident look of the primary

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Graphic Devices

Improper Usages





content when applying the graphic devices.

Color device should be monochromatic, and must not incorporate two or more colors. When used as a background pattern, the secondary color must be derived from a tint of the swatch in play.

Do not apply solid full color stripes on top of an image. Always respect image

Stationery

Templates & Requests

The VFW stationery covered in this section is available in minimally customizable formats to ensure consistency and is available for use by the National Headquarters, Washington Office, VFW Posts, Departments, Districts and members as appropriate.

VFW-branded stationery must be ordered through the VFW Store. For questions, or to place an order, visit www.vfwstore.org or call 1.833.vfw.vets (1.833.839.8387). Placing orders through unlicensed vendors is prohibited.

As an extension to the VFW's confident and bold new branding, all stationery assets have been designed using our primary font PT Serif for body copy, paired with our specialized sans-serif typeface, Trade Gothic to elevate names and addresses.

Colors are aligned to the brand's CMYK palette established in these brand guidelines on page 31. The red highlights the VFW's mission and its members. And the PMS Cool Gray 9 swatch is used for the body copy in order to maintain a visibly sharper finish on final prints.

Stationery

Business Cards: Variable Formats

Element sizes, positioning and colors must not be altered.

VARIABLES			
National Council of Administration, Term Duration State		vs. standard 3 line address	
Post/Department term & location information			
4-line address with building name			
<div><div>JOHN DOE</div><div>Title Here, Internal Department Name</div></div>	<div><div>JOHN DOE</div><div>National Headquarters</div><div>406 W. 34th Street</div></div>	<div><div>JOHN DOE</div><div>Kansas City, MO 64111 www.vfw.org</div><div>Office 816.756.3390</div></div>	<div><div>JOHN DOE</div><div>Cell 816.968.1157</div><div>jdoe@vfw.org</div><div>406 W. 34th Street Kansas City, MO 64111</div><div>www.vfw.org</div></div>
Life member tiers		Offi ce 816.756.3390 Cell 816.968.1157	
		emailaddress@address.com	

	location		
Post number or Department			
Basic Information			
Post/Department Information			
Gold Legacy Life	DOE	DOE	
Member JOHN			
	Silver Legacy Life Member	Bronze Legacy Life Member	
	JOHN	JOHN DOE	
Title Here, Department of Missouri			
	Title Here, Department of	Title Here, Department of	
406 W. 34th Street	Missouri 406 W. 34th Street	Missouri 406 W. 34th Street	
Office 816.756.3390	Office 816.756.3390	Office 816.756.3390	
www.vfw.org	Cell 816.968.1157 emailaddress@address.com		
	Kansas City, MO 64111 www.vfw.org		
Gold Life Members		Bronze Life Members	
Cell 816.968.1157 emailaddress@address.co	Silver Life Members	Cell 816.968.1157 emailaddress@address.com	

Stationery

Business Cards: Standard Format

With the exception of recruiters, claims representatives and executive personnel, all VFW business cards will carry the same back side design. The following page (p.46) introduces the variables that occur on the informational level expressed on the front of the cards.

JOHN DOE

Title Here, Internal Department Name

www.vfw.org

National
Headquarters 406 W.
34th Street Kansas
City, MO 64111

Office 816.756.3390

Cell 816.968.1157

jdoe@vfw.org

Business Cards Front Business Cards Back

Business Cards: Recruiters & Claims

Representatives Element sizes, positioning and colors must not be altered.

VFW letterhead is available in two templates: one for use by the National Headquarters letterhead is also available.

The letter's body copy is set using the system font, Times New Roman.

Element sizes, positioning and colors must not be altered.

Times New Roman, Regular Color: RGB (0 / 0 / 0) or Hex

and Washington Office, and another customized for Posts and Departments. VFW District

VARIABLES

Department location or Post number details

Department or Post specific email and web address

Standard Letterhead Post/Department Letterhead

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Stationer

y Envelopes: Standard

WASHINGTON OFFICE
200 Maryland Ave., N.E.
Washington, D.C. 20002

No.10 (4.125" x 9.5")

WASHINGTON OFFICE
200 Maryland Ave., N.E.
Washington, D.C. 20002

VFW DEPARTMENT OF MISSOURI
406 W. 34th Street
Kansas City, MO 64111

May 10, 2018

Recipient Name Here
Union Design
50 Broad Street, Suite 702
New York, NY 10004

Dolenthicat faces adio.

Itassi omnime omni conse aritia simusapiet lit, ommolup tiorepro molo mi, corporeiur re pliate oihillut eum aliatu simolup taepudi
ipici nem eum simi, ipsandam fugit harcienditi corestr uptatum quodi tem alique consece reprovi
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Em volor sitia,
John Doe

May 10, 2018

NATIONAL HEADQUARTERS WASHINGTON OFFICE

VFW DEPARTMENT OF MISSOURI

406 W. 34th Street-Kansas City, MO D.C. 20002 64111
64111 Offi ee 202.543.2239-Fax 202.543.6719 Offi ee 816.756.3390-Fax 816.968.1157
Offi ee 816.756.3390-Fax 816.968.1157 info@vfw.org/www.vfw.org
200 Maryland Ave., N.E. Washington, 406 W. 34th Street-Kansas City, MO vfwmbq@gmail.com/www.vfwma.com

Recipient Name Here
Union Design
50 Broad Street, Suite 702
New York, NY 10004

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Em volor sitia,
John Doe

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Headquarters/Washington Office,
and another customized for Posts
and Departments. VFW District
envelopes are also available.

**Element sizes, positioning and
colors must not be altered.**

VFW envelopes are available in
two templates: one for use by the
National
Department location or Post number details

VARIABLES

Stationery

Mailing Labels: Standard

VFW mailing labels are available in two templates: one for use by the National

VARIABLES

Headquarters/Washington Office, and another customized for Posts and Departments.

Department location or Post number details

VFW District mailing labels are also available.

Element sizes, positioning and colors must not be altered.

VFW DEPARTMENT OF MISSOURI

406 W. 34th Street
Kansas City, MO 64111

WASHINGTON OFFICE

200 Maryland Ave., N.E. Washington, D.C. 20002

Stationery

Email Signature: Standard

Lorem Ipsum,

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VFW emails and email signatures are set using the system font, Times New Roman.

Element sizes, positioning and colors must not be altered.

VARIABLES

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Internal Department details

Thank you,

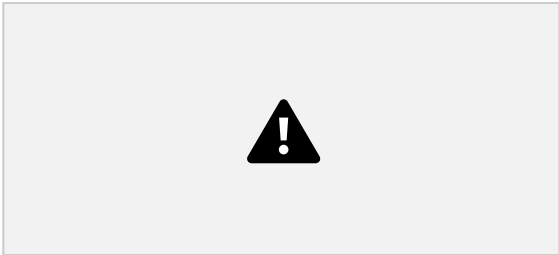
John Doe

Title Here, Internal Department Name VFW National Headquarters
406 W. 34th Street
Kansas City, Missouri 64111
816.756.3390

Times New Roman, Regular, 12px Color: RGB (0 / 0 / 0) or Hex 000000

Times New Roman, Bold, 12px

Color: RGB (153 / 26 / 30) or Hex 991A1E



Times New Roman, Regular, 11px
Color: RGB (0 / 0 / 0) or Hex 000000

Follow us on social! [Department specific call to action]

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Stationery

Email Signature: Posts & Departments

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Department location or Post number details

Thank you,

John Doe

Title Here

VFW Department of Missouri 406 W. 34th Street

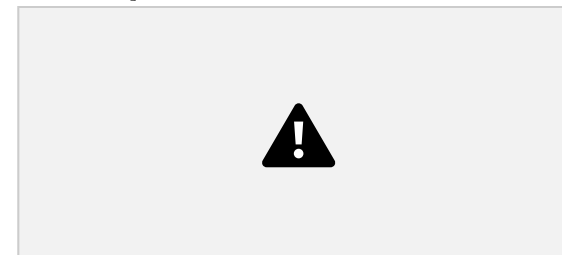
Kansas City, Missouri 64111 816.756.3390

Times New Roman, Regular, 12px Color: RGB (0 / 0 / 0) or Hex 000000

Times New Roman, Bold, 12px

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Visit us at vfw.org[Department specific website]!



Times New Roman, Regular, 11px

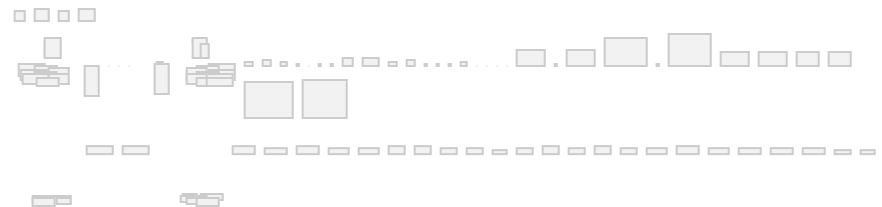
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Cross of Malta

Approach to Limiting Usage

The VFW logo is the primary representation for the brand. The Cross of Malta is for special and distinguished situations only.

The appearance of the Cross of Malta emblem is generally reserved for official VFW caps, pins, flags, awards, official executive releases, signs and select VFW Store items whenever the Cross of Malta can be reproduced consistently, effectively and in its entirety. The Cross of Malta is not to appear in an incomplete or altered form.





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**IF YOU HAVE QUESTIONS REGARDING
THIS VFW STYLE GUIDE**

please contact the VFW Communications Department
at communications@vfw.org.

INTELLECTUAL PROPERTY

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Use of the VFW name, logos or emblem by a VFW entity may be used for a VFW activity. VFW activities include the creation of handouts, membership drives, websites, Post or Department events, and other community outreach efforts consistent with the intended purposes of the VFW. All requests to use the VFW name, logos or emblems outside of the aforementioned purposes should be sent to the Quartermaster General's office at qmggeneral@vfw.org.