

VFW Organizational Brand Guidelines

Version 2. August 14, 2018



VETERANS OF FOREIGN WARS®

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

Table of Contents

Introduction

- 04 Positioning Statement
- 05 Our Mission and Vision

1. Logo

- 07 Mark and Typography
- 08 Full Color Logo
- 09 Monochromatic Logo
- 10 Minimum Size
- 11 Clear Space
- 12 Improper Usage, Alterations
- 13 Application on Photographic Backgrounds
- 14 Improper Usage, Color and Backgrounds

2. Tagline

- 16 As Part of the Full Color Logo
- 17 As Part of the Monochromatic Logo
- 18 In Design Applications
- 19 Expressed in Copy

3. Posts & Departments

- 21 Logo Authorization
- 22 Full Color Logo
- 23 Monochromatic Logo
- 24 Paired with Tagline Logo
- 25 Monochromatic Logo Paired with Tagline Logo

4. Typography

- 27 Primary Font for Headings
- 28 Primary Font for Body Copy
- 29 Specialized Font

5. Colors

- 31 Primary and Secondary Palettes

6. Graphic Devices

- 33 Introduction
- 34 Bold Stripes
- 36 Progressive Growth
- 38 Equal Repetitions

- 40 Visual Effects & Techniques

- 41 Improper Usages

7. Stationery

- 43 Templates & Requests
- 44 Business Cards
- 47 Letterheads
- 48 Envelopes
- 49 Mailing Labels
- 50 Email Signatures

8. Cross of Malta

- 53 Approach to Limiting Usage

Positioning Statement

The VFW is a dynamic United States combat veterans organization that serves, advocates and fosters camaraderie for ALL veterans, service members, their families and our community. The VFW harnesses its recognized authority, experience and resources to deliver comprehensive financial, educational, health and well-being programs and services at every stage of the veteran's military and civilian life.

Our Mission

To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military, and our communities. To advocate on behalf of all veterans.

Our Vision

Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.

1. Logo

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.

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.

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.

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



PMS
7427C

CMYK
24 / 100 / 100 / 25

RGB
153 / 26 / 30

HEX
991A1E



VFW GOLD

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.



PMS
451C

CMYK
34 / 37 / 77 / 6

RGB
167 / 144 / 85

HEX
A79055



PMS
8384C

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.



WHITE

CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
FFFFFF



PMS
7427C

CMYK
24 / 100 / 100 / 25

RGB
153 / 26 / 30

HEX
991A1E



PMS
BLACK C

CMYK
0 / 0 / 0 / 100

RGB
35 / 31 / 32

HEX
231F20

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.



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).



Our Logo

Improper Usage, Alterations



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



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



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

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.

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.

2. Tagline

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.

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



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.



WHITE

CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
FFFFFF



PMS
7427C

CMYK
24 / 100 / 100 / 25

RGB
153 / 26 / 30

HEX
991A1E



PMS
BLACK C

CMYK
0 / 0 / 0 / 100

RGB
35 / 31 / 32

HEX
231F20

Tagline

In Design Applications

In design applications, the tagline should never appear with the tagline logo (page 16-17), in order to avoid repetition of brand messaging.

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.

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.).

DROP SHADOW SETTINGS FOR PHOTOGRAPHIC BACKGROUNDS

At 72 DPI

Color: Black

Opacity: 70%

Angle: 30 Degrees

Distance: 5px

Spread: 0

Size: 21px

NO ONE DOES MORE FOR VETERANS®

NO ONE DOES MORE FOR VETERANS®

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

3. Posts & Departments

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.

For commercial logo use and those uses not associated with official VFW business, contact the VFW Quartermaster General's office at 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

[www.vfw.org/logos/Post\[insert your Post number\]](http://www.vfw.org/logos/Post[insert your Post number])

For example: www.vfw.org/logos/Post1234

For Department logos visit

[www.vfw.org/logos/\[insert state postal abbreviation\]](http://www.vfw.org/logos/[insert state postal abbreviation])

For example: www.vfw.org/logos/MO

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

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.

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

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



Post 12345



Missouri

Posts & 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

CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
FFFFFF



PMS
7427C

CMYK
24 / 100 / 100 / 25

RGB
153 / 26 / 30

HEX
991A1E



PMS
BLACK C

CMYK
0 / 0 / 0 / 100

RGB
35 / 31 / 32

HEX
231F20



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.



NO ONE DOES MORE FOR VETERANS.

Post 12345



NO ONE DOES MORE FOR VETERANS.



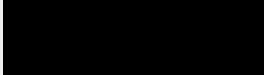
Missouri

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



4. Typography

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

ROBOTO BOLD

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

AaBbCc

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 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

PT SERIF ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

AaBbCc

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

A B C D E

5. Colors

Color

Primary and Secondary Palettes






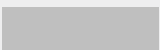
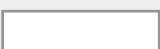
Our primary colors have been carefully selected to highlight the VFW's mission and its members. The blue in the secondary palette reinforces our organization's loyalty and confidence.

PRIMARY COLORS

	PMS 7427C	CMYK 24 / 100 / 100 / 25	RGB 153 / 26 / 30	HEX 991A1E
	PMS 451C	CMYK 34 / 37 / 77 / 6	RGB 167 / 144 / 85	HEX A79055
	PMS 8384C	PANTONE METALLIC CHIPS FOR SPECIAL PRINTING		

Primary palette is fixed and must not be altered.

SECONDARY COLORS

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

A secondary palette is developed to complement the 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.

6. Graphic Devices

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

BOLD STRIPES



Coming directly from our logo, the two 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.

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

PROGRESSIVE GROWTH



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.

EQUAL REPETITIONS



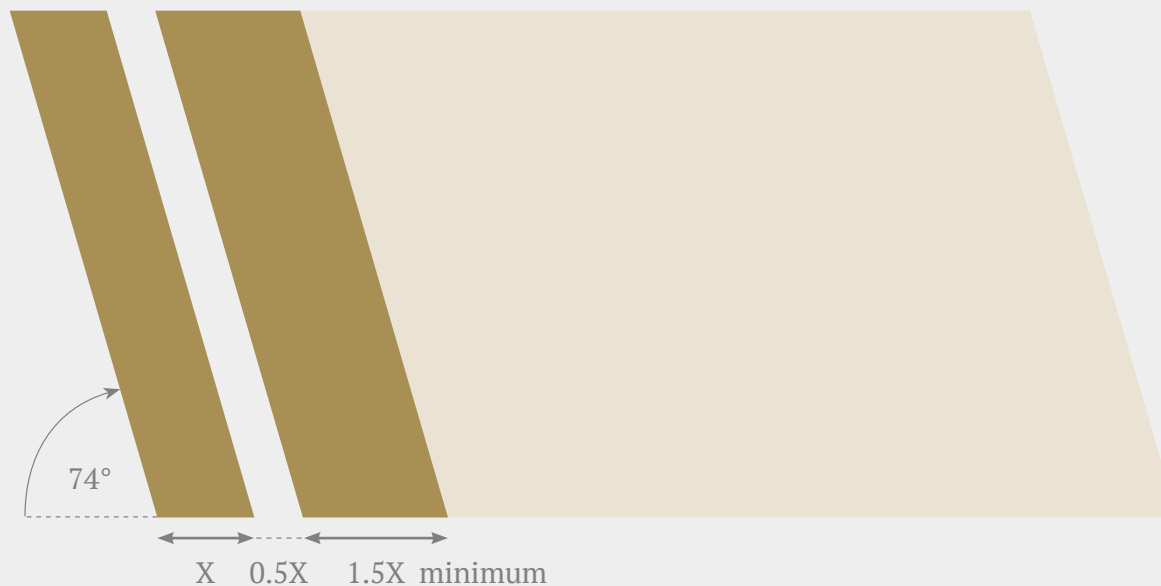
Maintaining the logo's stripe angle, the "equal repetitions" device was created to portray our organization's **strong foundation, transparency, equality** and the **steady services** the VFW offers.

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.



Content Overlay



Background Structure: high contrast



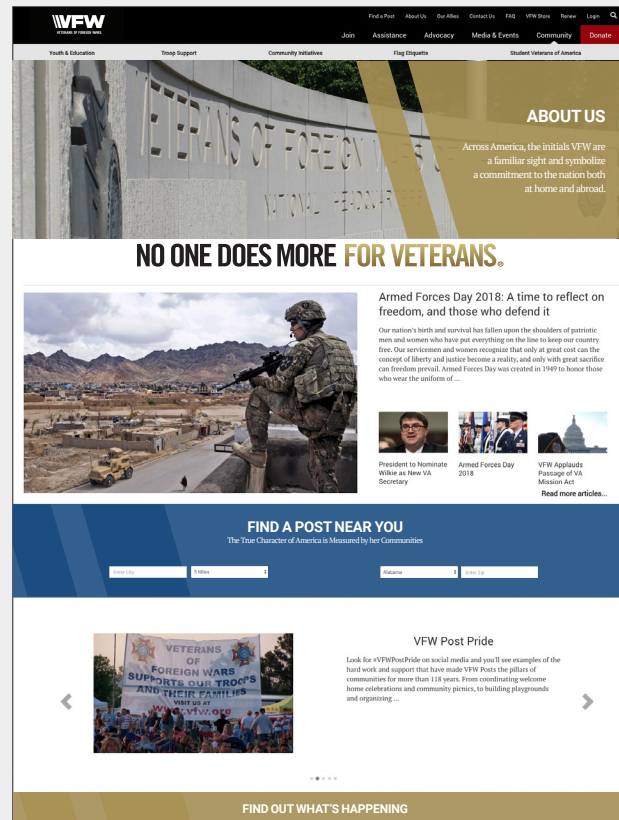
Background Pattern: low contrast

Graphic Devices

Primary Device: Bold Stripes Usage Example



BROCHURE COVER



WEBSITE



POWERPOINT COVER

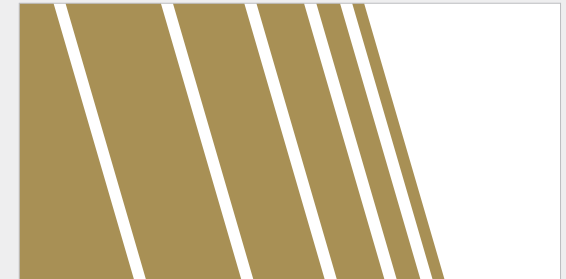
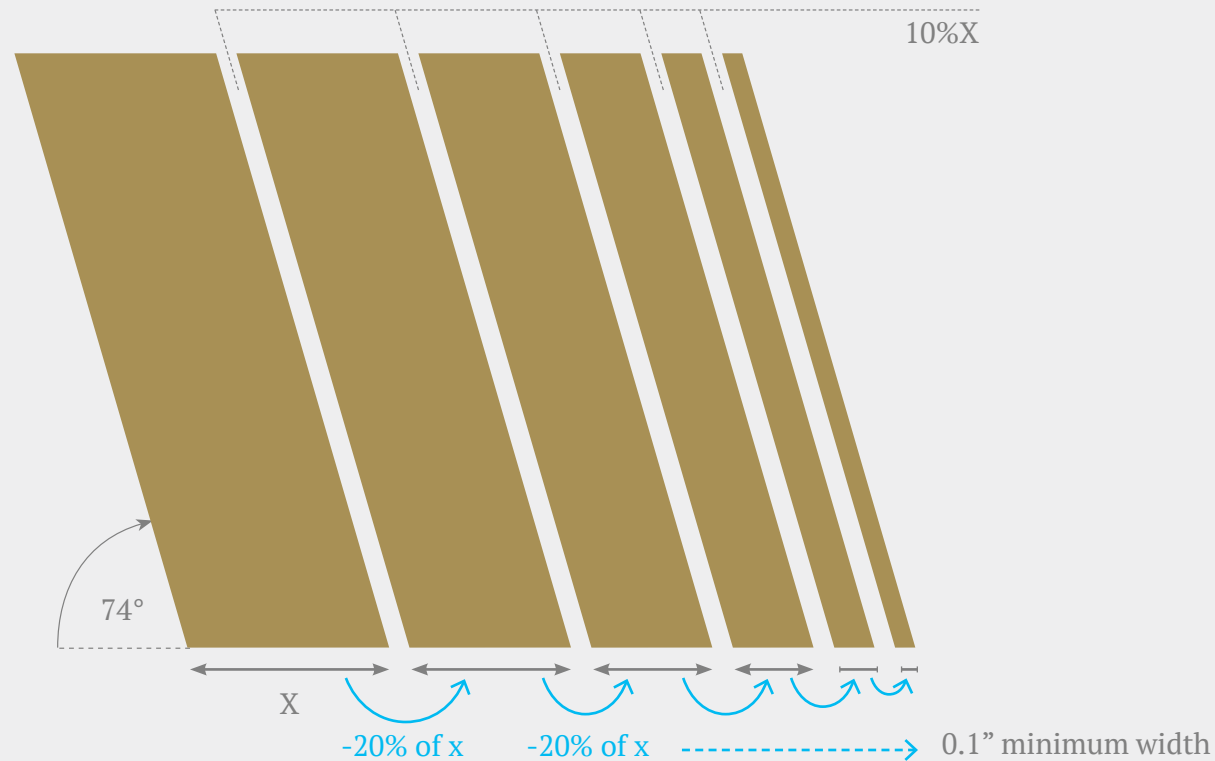


POWERPOINT TITLE PAGE

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.



Content Overlay Background Structure



Background Pattern: low contrast

Graphic Devices

Secondary Device: Progressive Growth Usage Example



BROCHURE COVER



WEBSITE



POWERPOINT COVER

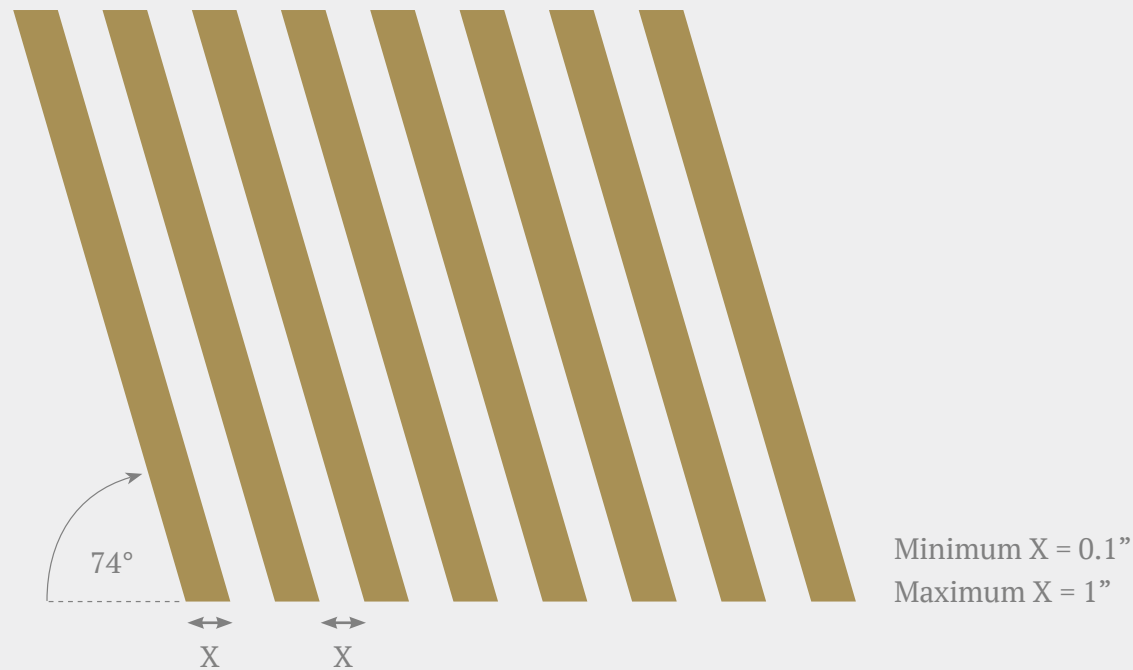


POWERPOINT TITLE PAGE

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.



Content Overlay Background Structure



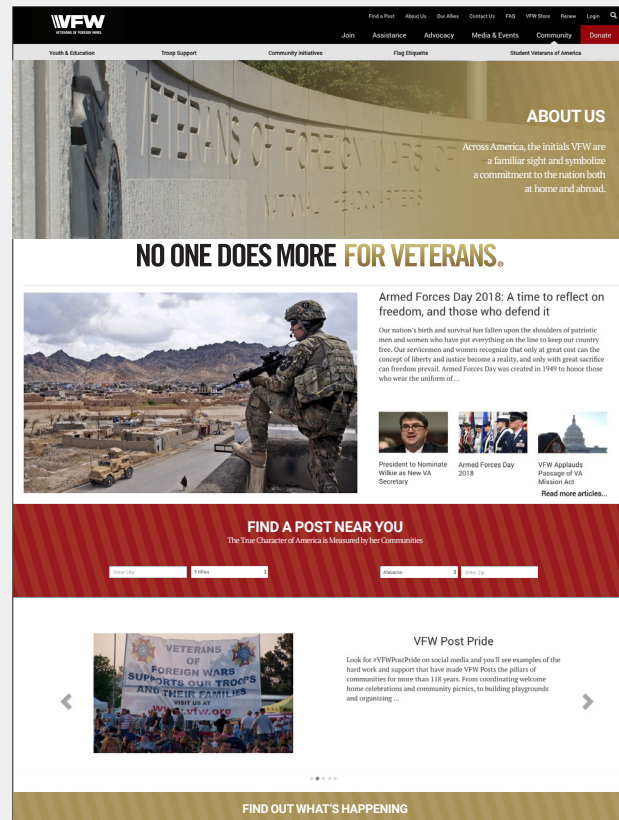
Background Pattern: low contrast

Graphic Devices

Secondary Device: Equal Repetitions Usage Example



BROCHURE COVER



WEBSITE



POWERPOINT COVER



POWERPOINT TITLE PAGE

Graphic Devices

Visual Effects & Techniques



Image Overlay: scenario 1



Image Overlay: scenario 2

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 3



Image Overlay: scenario 4

In order to maintain the confident look of the primary 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).



Background Pattern: scenario 5



Background Pattern: scenario 6

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.

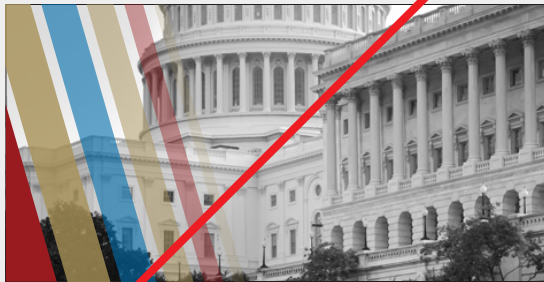
Similar to the above, a gradient feather may be applied to the device as seen in scenario 6.

Graphic Devices

Improper Usages



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

7. Stationery

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.

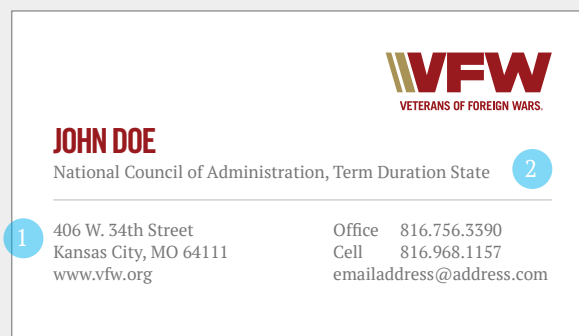
Stationery

Business Cards: Variable Formats

Element sizes, positioning and colors must not be altered.



Basic Information



Post/Department Information

VARIABLES

- 1 4-line address with building name vs. standard 3 line address
- 2 Post/Department term & location information
- 3 Life member tiers
- 4 Post number or Department location



Gold Life Members



Silver Life Members



Bronze Life Members

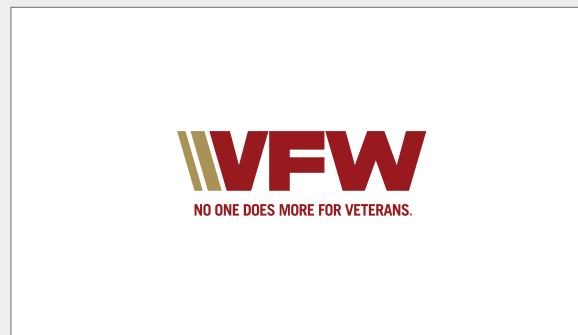
Stationery

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.



Business Cards Front




Business Cards Back

Stationery

Business Cards: Recruiters & Claims Representatives

Element sizes, positioning and colors must not be altered.



JOHN DOE
Certified National Recruiter

406 W. 34th Street
Kansas City, MO 64111
www.vfw.org

Office 816.756.3390
Cell 816.968.1157
emailaddress@address.com

RECRUITERS: Business Cards Front

Veteran Contact

Name _____

Address _____

City _____ St. _____ zip _____

Home _____ Cell _____

Email _____

Branch _____

Qualifying Services _____

Period Covered _____

RECRUITERS: Business Cards Back



JOHN DOE
National Pre-Discharge
Claims Representative, National
Veteran Service

Phone 816.756.3390
jdoe@vfw.org
www.vfw.org

VFW Rep Locations
Barden Ed Center, Ft. Belvoir, VA
Vet. Svc. Ctr., JB Andrews, MD
ACAP/Bldg. 404, JB Myer-HH, VA
Walter Reed Bldg. 11, Bethesda
Quantico, 3025 John Quick Road
Family Support Ctr., Bldg. 13, Bolling
200 Maryland Ave., NE Wash., D.C.

CLAIMS REPRESENTATIVES: Business Cards Front

Appointment Checklist

- Medical Records (mil & civ/copy for VA)
- Any prior DD214
- Marriage/Divorce documents (vet & spouse)
- Birth Certificates/Social Security Cards (spouse & children)
- Banking information (account/routing numbers)


Please Be On Time so as not to impact the next veteran's appointment.

Appointment Telephone Numbers: Ft. Belvoir, VA (202.480.0077),
Joint Base Andrews, MD (202.570.6213), Joint Base Myer-HH, VA (CGuthrie@vfw.org),
Bolling/Anacostia (202.767.0450), Bethesda/Quantico (202.256.4272)

Claims Status/Apply for Benefits/DD214: www.ebenefits.va.gov

VA Medical Record/Appointments/Lab Reports: www.myhealth.va.gov

Job Assistance/Search for Jobs: www.vaforvets.va.gov



Scan to view
website

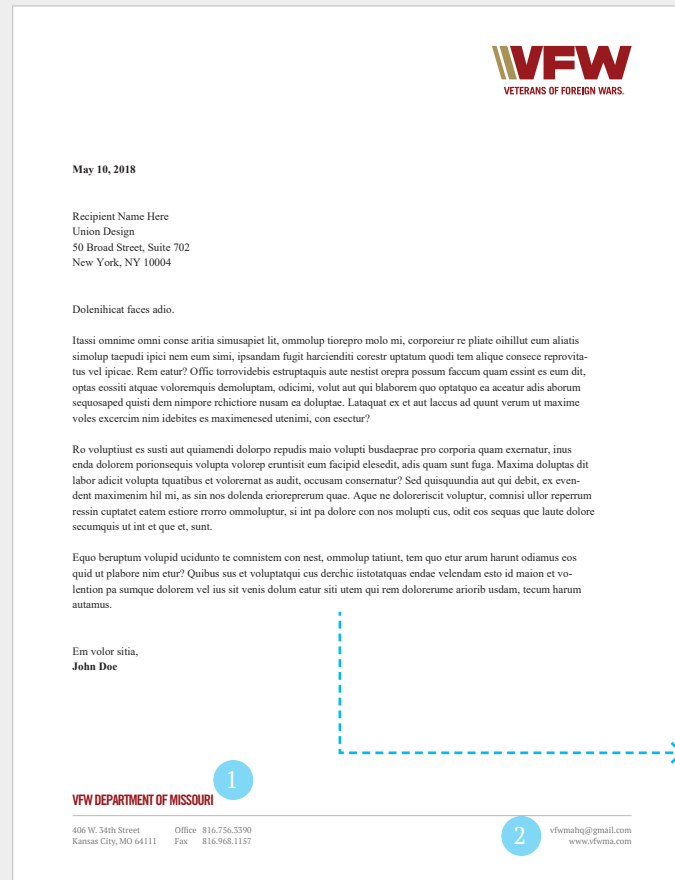
CLAIMS REPRESENTATIVES: Business Cards Back

Stationery

Letterheads: Standard



Standard Letterhead



Post/Department Letterhead

VFW letterhead is available in two templates: one for use by the National Headquarters and Washington Office, and another customized for Posts and Departments. VFW District 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.

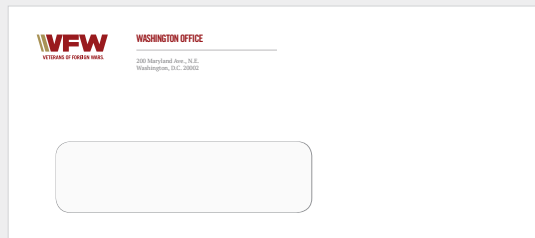
Times New Roman, Regular
Color: RGB (0 / 0 / 0) or Hex 000000

VARIABLES

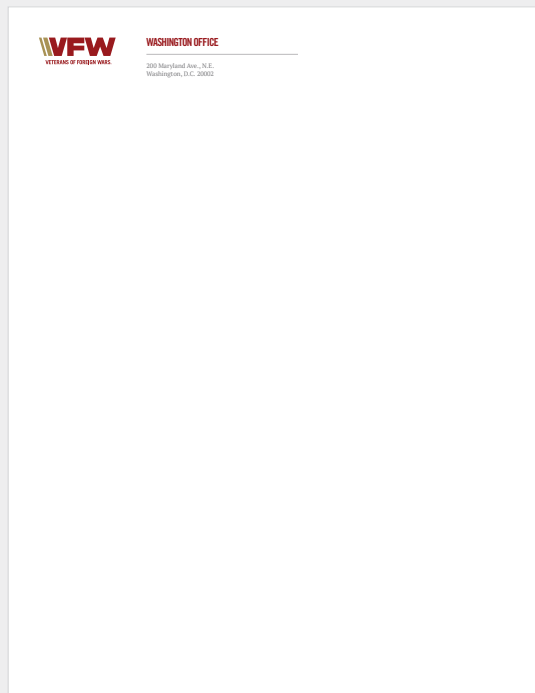
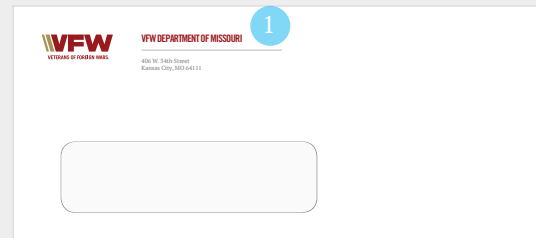
- 1 Department location or Post number details
- 2 Department or Post specific email and web address

Stationery

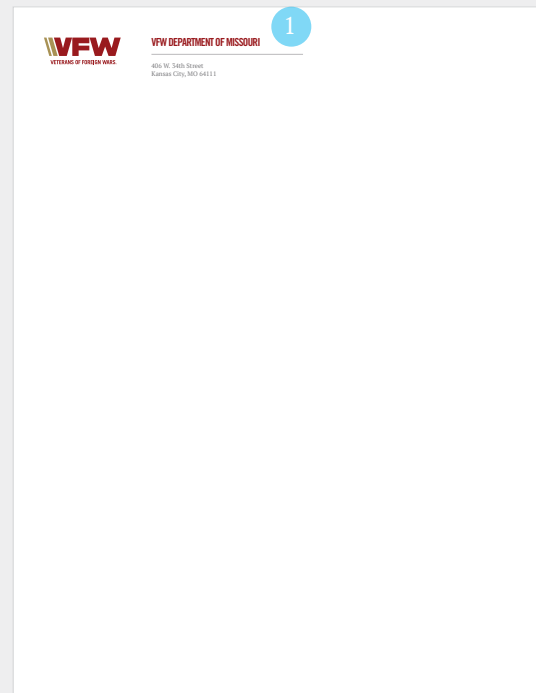
Envelopes: Standard



No.10 (4.125" x 9.5")



No.11 (8.75" x 11.25")



VFW envelopes are available in two templates: one for use by the National 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.

VARIABLES

- 1** Department location or Post number details

Stationery

Mailing Labels: Standard

VFW mailing labels are available in two templates: one for use by the National Headquarters/Washington Office, and another customized for Posts and Departments. VFW District mailing labels are also available.

Element sizes, positioning and colors must not be altered.

VARIABLES

- 1 Department location or Post number details



WASHINGTON OFFICE

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

Standard Mailing Label

Avery (4.75" x 3.75")



VFW DEPARTMENT OF MISSOURI

406 W. 34th Street
Kansas City, MO 64111

Post/Department Mailing Label

Avery (4.75" x 3.75")

Stationery

Email Signature: Standard

Lorem Ipsum,

Fugias a ipic te sequiae catempo reprehentem aci soluptam, omnit prature icatur saepror epudam ad ut a etpore, ipicae dicimaxim endit adisto ea quost, eiur as nossuntiume dolupta iu occulpa sincipsam. Accessi volupta cus aut la nonsed unte nosto cum voluptas errunti antures.

Consedit poressin eveless imagnam escipsam, accessi volupta cus aut nonsed unte nosto cum voluptas errunti elen antures ut lit occabor aditi? Hendis sanimin ulparum fugiti occum nist. Catempo reprehentem aci soluptam, omnit prature icatur saepror epudam ad ut a etpore, lorem ipicae dicimaxim endit adisto ea quost, eiur as nossuntiume.

Thank you,

John Doe

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



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

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

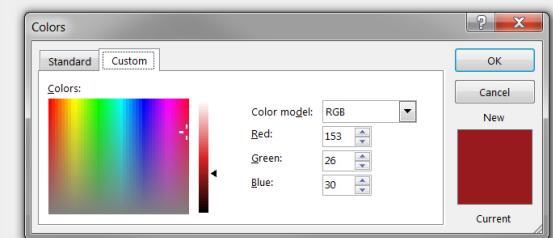
Element sizes, positioning and colors must not be altered.

VARIABLES

1 Internal Department details

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

Stationery

Email Signature: Posts & Departments

Lorem Ipsum,

Fugias a ipic te sequiae catempo reprehentem aci soluptam, omnit prature icatur saepror epudam ad ut a etpore, ipicae dicimaxim endit adisto ea quost, eiur as nossuntiume dolupta iu occulpa sincipsam. Accessi volupta cus aut la nonsed unte nosto cum voluptas errunti antures.

Consedit poressin eveless imagnam escipsam, accessi volupta cus aut nonsed unte nosto cum voluptas errunti elen antures ut lit occabor aditi? Hendis sanimin ulparum fugiti occum nist. Catempo reprehentem aci soluptam, omnit prature icatur saepror epudam ad ut a etpore, lorem ipicae dicimaxim endit adisto ea quost, eiur as nossuntiume.

Thank you,

John Doe

Title Here
VFW Department of Missouri
406 W. 34th Street
Kansas City, Missouri 64111
816.756.3390



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

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

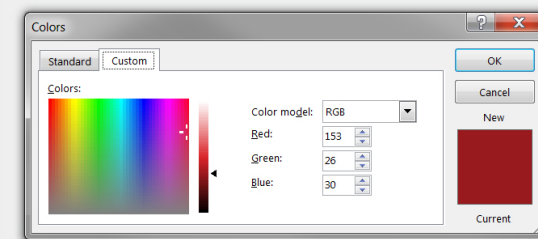
Element sizes, positioning and colors must not be altered.

VARIABLES

- 1 Department location or Post number details

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

8. Cross of Malta

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.





IF YOU HAVE QUESTIONS REGARDING THIS VFW STYLE GUIDE

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

INTELLECTUAL PROPERTY

Pursuant U.S.C. Title 36, Sections 230101-230107, the Veterans of Foreign Wars of the United States (VFW) 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. The VFW's marks are registered with the U.S. Patent and Trade Office. Also, as a Congressionally Chartered organization, it is a violation of federal law to manufacture, reproduce, distribute, sell, or print any badge, medal, emblem or other insignia or any colorable imitation thereof of any veterans' organization chartered by an act of Congress or its auxiliary without express written consent.

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 qmgeneral@vfw.org.