

VFW Auxiliary Emblem Authorization and Procedure

The 115th National Convention of the VFW approved a change to the VFW National Bylaws that changes the process for seeking approval for the use of the name, emblem or other marks trademarked by the National Organization.



The right to use our emblem is the exclusive right of the VFW of the United States and is not transferrable. This means that any authorization to use the VFW or VFW Auxiliary emblem can only be granted by written approval by the VFW Quartermaster General. All requests to use the VFW or VFW Auxiliary name, logos or emblems should be forwarded to the VFW Quartermaster General's office. Please note that authorization for usage is no longer handled by the VFW Store. The VFW Auxiliary Emblem Authorization Request Form maybe used to initiate such a request.

There are, however, pre-authorized uses of the VFW Auxiliary emblem and tagline. Through the VFW Auxiliary Branding Center, Auxiliaries, Districts and Departments can find different versions of the emblem for use with Auxiliary-related activities, events and/or communications. The emblem is pre-authorized for uses such as:

- Auxiliary, District and Department Newsletters and E-newsletters
- Auxiliary, District and Department Fliers
- Auxiliary, District and Department Websites
- Auxiliary, District and Department Facebook Pages
- Auxiliary, District and Department Twitter Pages

For instance, if a VFW Auxiliary wants to use the VFW Auxiliary name on a VFW Auxiliary website or VFW Auxiliary Facebook page, it may do so. However, an individual member may not use them for his or her personal accounts. The pre-authorization is for Auxiliary-related events or communications only and is NOT granted for individual member use.

Authorization is still required for any emblem or tagline uses that involve a third party. For example, if a VFW Auxiliary wants to partner with a business for an event or project and that business wants to use the name or emblem of the VFW Auxiliary on advertising for said event or project, then permission to use the name or emblem must come from the VFW Quartermaster General's office. If this permission has not been granted through proper channels, then it is a violation of law. To obtain permission, find the authorization form on the Branding Center, fill it out and send it to the VFW Quartermaster General's office at qmgeneral@vfw.org.

DO NOT modify or recreate the VFW Auxiliary emblem under any circumstance. Please use ONLY the pre-authorized versions and discard all other versions. There are unauthorized versions available on the Internet that are not consistent with the organization's branding standards. The emblem above is the official trademarked image.

Thank you for your help in protecting and properly using the emblem of the VFW Auxiliary!