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 gmgeneral@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!

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_____