



VFW Announces New Brand Identity

Change to Better Represent America's Largest Combat Veterans Organization

KANSAS CITY, Mo. (November 6, 2018) — The Veterans of Foreign Wars of the U.S., America's largest and oldest major combat veterans organization, is pleased to announce it has deployed a new look.

The new VFW logo and visual language embraces the organization's storied 119 years of service to America's veterans, service members and their families, while underscoring its forward-thinking approach to service and distinguished membership base. The VFW believes the new logo will improve market position and provide visual clarity to its mission.

"We're excited about the bold, new look," said B.J. Lawrence, national commander of the VFW. "There's a lot of complex meaning built into our new logo, yet it clearly communicates who we are and what we're about – service to nation while in the military and continuing service to our nation as veterans."



The new logo is a drastic change from its predecessor, and is the first-ever official logo that was designed without the organization's traditional Cross of Malta shield, which remains the official seal of the VFW. It includes an artistic representation of service stripes which represent length of service on most U.S. military uniforms. As such, the first and leaner of the two service stripes represents the organization's steadfast entry into its second century of service to America's veterans, service members and their families. The second, broader stripe, represents its first storied century of service, spanning back to 1899. 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 of service to others. The distinctive gold coloring gives nod to the VFW's stringent membership eligibility requirements and the gold standard of service the VFW provides. The red represents the danger each of its members has faced and the energy with which the VFW operates.

In support of the project, the VFW has created individual custom logos for use by each of its 52 VFW Department headquarters in all 50 states and overseas, and nearly 6,300 individual VFW Posts.

"The VFW is such an amazing organization and just as relevant, if not more so, than any other time in our history. It's time all of America notices us and I feel confident this is another step in accomplishing just that," said Lawrence.