

VFW EDUCATION & TRAINING SERIES

Cross of Malta & Logo Usage



Cross of Malta



The Veterans of Foreign Wars of the United States adopted for its symbol the Cross of Malta, which has a heritage of honor, duty, sacrifice and courage that dates back to the 11th century.

Each design aspect of VFW's Cross of Malta symbolizes something special. The cross, radiating rays, and Great Seal of the U.S. together symbolize the character, vows and purposes distinguishing VFW as an order of warriors who have traveled far from home to defend sacred principles. Its eight points represent the beatitudes prescribed in the Sermon on the Mount: Blessed are the poor in spirit, the meek, the pure, the merciful, the peacemakers; blessed are they who mourn, seek righteousness and are persecuted for righteousness' sake. VFW added the sun's rays between the eight points and the cross. These emphasize the vigor and warmth with which the present-day brotherhood is pledged to defend the nation and to extend its mercy. Superimposed over the cross is the American eagle—the sacred symbol of a proud nation and people. While the Maltese Cross has religious origins and was used by the crusading Knights of St. John as a battle standard centuries ago, it is equally relevant today as a symbol of all those battling for noble ideals.



The Cross of Malta trademark was issued June 9, 1931. Pursuant U.S.C. Title 36, Chapter 7A, Sections 111-120, the Veterans of Foreign Wars of the United States 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. Additionally, the Veterans of Foreign Wars of the United States has registered the precise logo appearing on your merchandise with the United States Patent Office. Finally, it is a federal offense to use the name or emblems of a federally chartered veteran's organization. See Federal Criminal Code, U.S.C.A., Title 18, Section 705.

The 115th National Convention approved a change to the National By-Laws clarifying the approval necessary for the use of the name "Veterans of Foreign Wars of the United States," and any associated logos or emblems. While the VFW's name, emblem and other marks continues to be protected by law, the amended By-Laws (Sec. 801, 803, and 805) now specifically require written consent by the VFW's Quartermaster General for the manufacture and use of those marks.

Effective October 1, 2014, all requests to use the VFW name, logos or emblems should be forwarded to the Quartermaster General's office. Requests should be emailed to gmgeneral@vfw.org or mailed to the Quartermaster General's office. Please note that authorization for usage will no longer be handled through the VFW Store. The attached Authorization Request forms may be used to initiate such a request.

Use of the VFW name, logos or emblems by a VFW entity (e.g., Posts, Department, or District) for a VFW activity may continue to be used in conjunction with the VFW Branding Package that was distributed and made available by the VFW Communications Department. Such use continues to be authorized as it helps Posts, Districts and Departments obtain its communications goals.

The right to use our marks is the "exclusive right" of the VFW of the United States and is not transferable. This means that any authorizations to use the VFW marks can only be granted by written approval by VFW's Quartermaster General. For instance, if a VFW Post wants to use the VFW



name on a website, it may continue to do so through the use of the materials provided in the Branding Package. If, however, a VFW Post wants to partner with a business and that business wants to use the name “VFW” on advertising, then permission to use the VFW name must come from the Quartermaster General. If the Quartermaster General has not granted written permission to use our name or marks, then it is a violation of law.

Test Your Knowledge

1. Name 3 design aspects of the VFW’s Cross of Malta and their meaning.
 - a. _____
 - b. _____
 - c. _____

2. The VFW’s Cross of Malta symbolizes what? **(circle one)**
 - a. A heritage of honor, duty, sacrifice and courage.
 - b. The beatitudes prescribed in the Sermon on the Mount.
 - c. An order pledged to defend the nation and to extend its mercy.
 - d. Those battling for noble ideals.
 - e. All of the above.

3. The right to use VFW marks is transferable. **(True or False)**
 - a. True
 - b. False

4. Requests to use the VFW name, logos or emblems go to? **(circle one)**
 - a. The Commander-in-Chief.
 - b. The Adjutant General’s Office.
 - c. The VFW Store.
 - d. The Quartermaster General’s Office.
 - e. All of the above.

