

ARTICLE VIII - UNIFORMS, BADGES, ETC.

Sec. 801 - Adoption of Seals, Emblems, Badges and Insignia.

The Great Seal of the Veterans of Foreign Wars of the United States shall be a cross of eight points, or Cross of Malta, between the segments of which are rays of the sun cantoned, forming a star, superimposed upon the center of which shall be an American Eagle with outstretched wings and claws. The right claw of the eagle shall have an olive branch and the left claw a sheath of arrows. From the bill of the eagle a streamer shall be suspended bearing the inscription "Pro Deo—Pro Patria" and over its head shall be grouped thirteen (13) stars. On the breast of the eagle shall be an American shield. The eagle shall be encircled by the legend "Veterans of Foreign Wars of the United States."

The seal of Departments shall be identical with the Great Seal, and an additional outer legend for Department Seals shall be added to read: "Department of (insert name of Department), Veterans of Foreign Wars of the United States" and within that outer legend shall be added the date of the institution of the Department.

The seal of Districts shall be identical with the Great Seal and an additional outer legend shall be added to read: "District (insert number of District), Department of (insert name of Department), Veterans of Foreign Wars of the United States" and within that outer legend shall be added the date of the institution of the District.

The seal of a County Council shall be identical with the Great Seal, and an additional outer legend shall be added to read: "(insert name of County) County Council, Department of (insert name of Department), Veterans of Foreign Wars of the United States" and within that outer legend shall be added the date of the institution of the Council.

The seal of Posts shall be identical with the Great Seal, and an additional outer legend shall be added to read: "(insert name of Post) Post No. (and then the name of the City and State in which it is located), Veterans of Foreign Wars of the United States" and within that outer legend shall be added the date of the institution of the Post.

The National Convention or the National Council of Administration may adopt such other seals, emblems, badges and insignia as may from time to time be appropriate. Veterans of Foreign Wars of the United States shall have sole and exclusive rights to its seals, emblems, badges and insignia and its seals, emblems, badges and insignia shall not be used without written consent of the Quartermaster General of the Veterans of Foreign Wars of the United States.

Sec. 802 - Colors of Units.

The colors of the various units of the Veterans of Foreign Wars of the United States shall show the authorized emblem of the organization on fields which shall be colored as follows:

National Convention.....	Purple
Departments.....	Maroon
Districts.....	Maroon over White
County Councils.....	White
Posts.....	Navy Blue

Department Colors shall bear the name of the Department; District Colors shall bear the name of the Department and the numerical designation of the District; County Council Colors shall bear the name of the County Council; and Post Colors shall bear the name and number of the Post.

Sec. 803 - Manufacture and Use of Seals, Emblems, Badges, Insignia and Uniforms.

The seals, uniforms, emblems, badges and insignia of the Veterans of Foreign Wars of the United States, or goods bearing same, shall be manufactured only on order of or with the express written consent of the Quartermaster General of the Veterans of Foreign Wars of the United States. Such written consent shall be the sole discretion of the Quartermaster General of the Veterans of Foreign Wars of the United States unless otherwise directed by the Commander-in-Chief, the National Council of Administration, or National Convention.

No subordinate unit, member or person shall engage, by contract or otherwise, for the manufacture of such seals, uniforms, badges, emblems or insignia, or goods bearing same, unless such written consent has been obtained.

No person shall be entitled to use or wear any seal, emblem, badge, insignia, or uniform of the Veterans of Foreign Wars of the United States unless a member in good standing or unless such written consent has been obtained.

No member or other person shall use or wear any seal, emblem, badge, insignia or uniform of the Veterans of Foreign Wars of the United States while engaged in any commercial or political activity in such a manner as likely to falsely convey that such activity is approved or endorsed by the Veterans of Foreign Wars of the United States.

The design of seals, uniforms, emblems, badges and insignia and goods and services using such seals, uniforms, badges, emblems or insignia shall be as provided in the Manual of Procedure.

Ownership of all seals, badges, emblems and insignia shall remain vested in the Veterans of Foreign Wars of the United States and the right to use or wear such seals, badges, emblems, insignia or uniforms shall be a license only which shall be automatically revoked when such person ceases to be a member or authorization is revoked.

Sec. 804 - Official Name.

The official name of this organization is "Veterans of Foreign Wars of the United States." The name may be abbreviated to read "Veterans of Foreign Wars of the U.S.," "Veterans of Foreign Wars, U.S.," "Veterans of Foreign Wars" and "VFW" on seals, emblems, badges and insignia and in other cases when it would be desirable to shorten the title.

Sec. 805 - Trademarks; Service Marks, Publications.

Veterans of Foreign Wars of the United States has acquired the exclusive right to use certain names, trademarks, service marks and/or membership marks including those registered with the United States Patent and Trademark Office. The National Council of Administration may authorize the Adjutant General to make application to the United States Patent and Trademark Office for the registration of names and marks. The National Council of Administration shall also take such action as is necessary to enforce and protect this Organization's rights in such names and marks.

No person shall use any name mentioned and described in Section 804, or any other trade name, trademark, service mark and/or membership mark of this Organization in connection with any financial, commercial or other business activity without the express written authorization of the Quartermaster General of the Veterans of Foreign Wars of the United States.

Publications. The name "Veterans of Foreign Wars of the United States" or any colorable imitation thereof, shall not be used by any individual members, group of members, Post, County Council, District, Department or any other individual, firm or corporation in connection with any publication, including electronic unless permission for the use of the name "Veterans of Foreign Wars of the United States" or some colorable imitation thereof has been granted to the publisher of such publication. Such permission will be a license only subject to immediate revocation by the Commander-in-Chief, with or without notice.

(End of Article VIII)