

# VFW 125th Anniversary Mark

## Usage Guidance

The 125th Anniversary of the Veterans of the Foreign Wars of the United States calls for a special commemorative mark, pictured below. The VFW logo is joined by laurels, a ribbon, and text which reads “125 Years of Service” to celebrate our storied history dating back to 1899. The entire primary mark is set off in a gold gradient, and in its full color version looks best against a black or dark color background.

**Download the mark:** You can download the VFW Anniversary mark package [here!](#)



# VFW 125th Anniversary Mark

## Full Color and VFW Gold

### ANNIVERSARY GOLD GRADIENT

Anniversary Gold is a special gold gradient to commemorate the one and a quarter centuries the VFW has existed to help veterans, service members, and their families.



Gradient between:

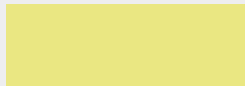


PMS  
140C

CMYK  
39 / 59 / 96 / 30

RGB  
126 / 89 / 38

HEX  
7E5926



PMS  
379C

CMYK  
10 / 2 / 61 / 0

RGB  
235 / 230 / 130

HEX  
EBE682

The full color mark is recommended to be used on black or dark colors to maintain high contrast and legibility. On white or light colors such as gray, the VFW gold monochromatic version should be used.



### VFW GOLD

Gallant gold represents our members' achievements, acts of valor and the unique VFW eligibility status they've earned. Further, it epitomizes our gold standard of service.



PMS  
451C

CMYK  
34 / 37 / 77 / 6

RGB  
167 / 144 / 85

HEX  
A79055



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## Minimum Size and Clear Space

To maintain legibility and to prevent printing complications, the mark should be used at a size equal to or greater than the dimensions of each corresponding platform shown below.

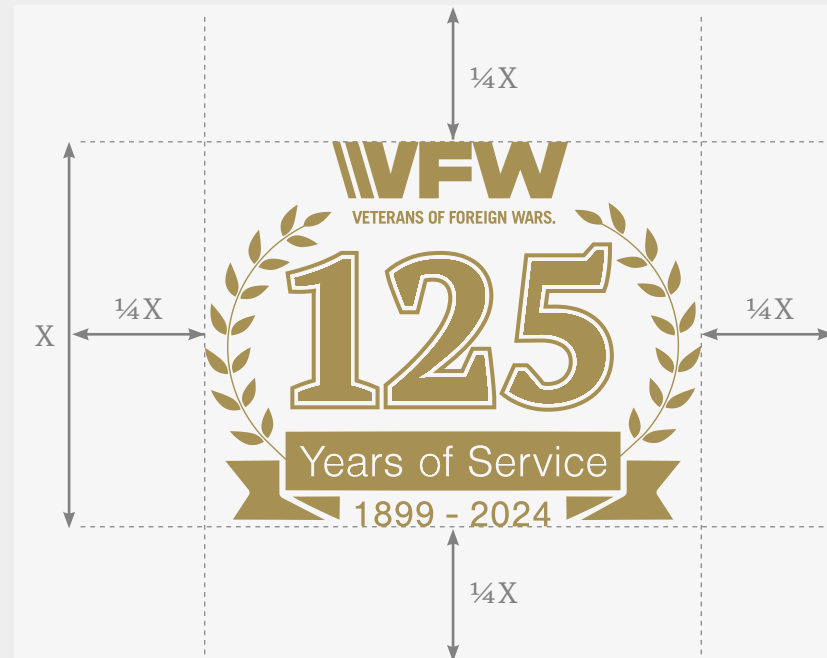


1.25" (for print)



150px (on screen)

The clear space surrounding the mark should be equal to or greater than one quarter of the height of the overall mark.



# VFW 125th Anniversary Mark

## This Mark Stands Alone



The VFW 125th Anniversary mark is a ceremonial emblem that is meant to stand on its own. As the VFW logo is a part of the anniversary mark, it should not be placed on materials together with the VFW logo. The Cross of Malta is also not meant to appear with the anniversary mark, and no new combination of marks or graphic lockups should be attempted.



# VFW 125th Anniversary Mark

## Improper Usage, Alterations



Do not alter the mark by adding color or extra graphic effects.



Do not alter the mark's shape, angle or proportions.



Do not alter the mark elements to readjust hierarchy, placement or add additional elements.

# VFW 125th Anniversary Mark

## Application on Photographic Backgrounds



The gradient mark should be the primary version used on top of photos and dark-colored backgrounds.

The gold monochromatic version only needs to be used on applications with light backgrounds, like white or gray.



Do not place anniversary mark directly on top of full color images. Instead, place mark on top of a black gradient that is multiplied over the background image.

This applies to all greyscale and duotone photography as well.

# VFW 125th Anniversary Mark

## Improper Usage, Color and Backgrounds



Do not alter colors in the full color mark version.



Do not choose colors creating low contrast against the background. Do not use the gradient gold version of the mark on pure white, as it creates low contrast.



Do not place the mark on distracting backgrounds or in complex shapes.