



LOGO USAGE

GUIDELINES AND TERMS



WWW.MILITARYFRIENDLY.COM

2026

Military Friendly® Logo Usage Guidelines and Compliance



OVERVIEW

We recognize the significant effort organizations put into earning the Military Friendly® designation and awards. This recognition reflects a genuine and ongoing commitment to the military community, and we are committed to maintaining its exclusivity and integrity. Since 2003, Military Friendly® has been the gold standard for institutions that create genuine, sustainable programs to support veterans, service members, and their families. Our focus on intellectual property (IP) enforcement is essential to safeguard the award's integrity and honor the commitment of every organization that has achieved it.

Leverage one of the most trusted and recognized logos in military marketing to amplify your reputation and influence. We take a firm stance against the misuse of our logos to combat corporate "stolen valor." By doing so, we safeguard the value of your earned designation and maintain the trust of the military community.

Use of the Military Friendly® logo is restricted to authorized recipients. Unauthorized use may result in penalties, including revocation of designation and legal action.

License and Usage

The Pledge and Designation license is valid for one year from the date of issuance, and the Awards license must adhere to embargo restrictions when applicable.

- Renewal of this agreement and continued participation in the program at any level are required to maintain the right to use the logo(s).
- Logos will only be distributed through the Military Friendly® (MF) portal.
- A third-party compliance partner monitors logo usage across digital channels.
- Unauthorized use of expired or misrepresented logos will trigger a compliance review and may result in the potential revocation of usage rights.

Release Dates

Logos are released annually after the embargo is lifted. Each designation maintains its own release and embargo date. Please refer to the guide on [Militaryfriendly.com](https://militaryfriendly.com) for exact dates.

Embargos

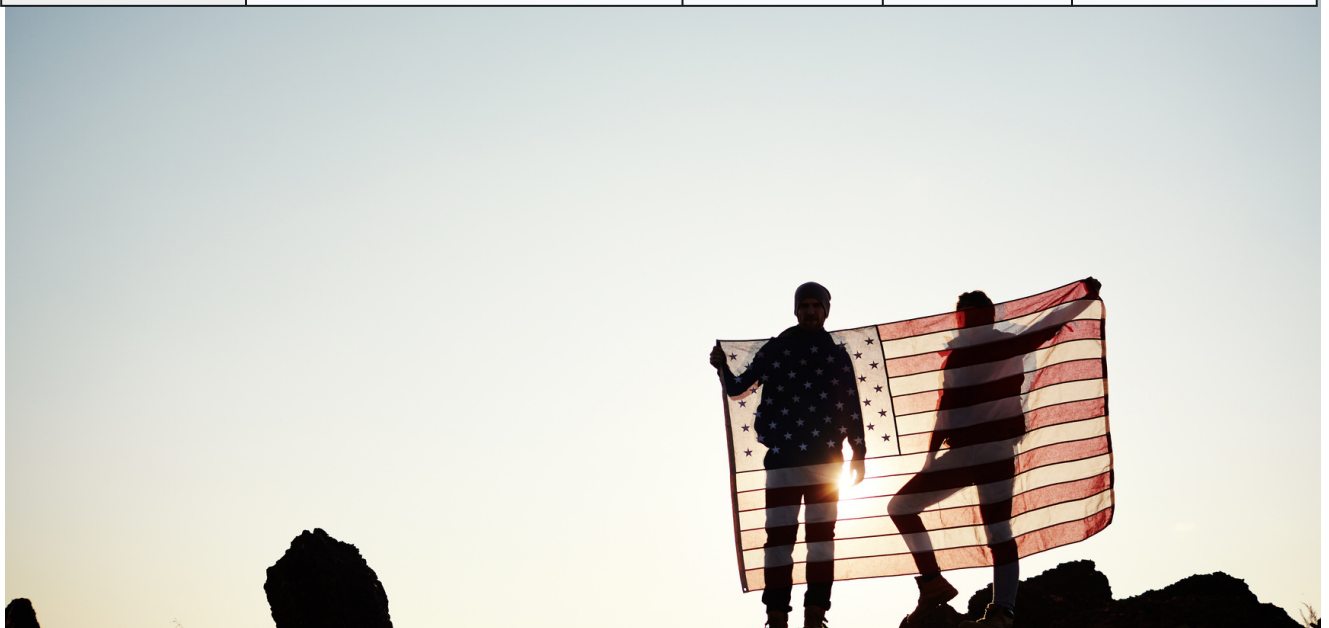
Use of Military Friendly® logos, seals, or recognition assets is strictly prohibited before the official public release date. All recipients must honor the designated press embargo, which will be clearly stated in award notifications



Usage Levels and Permissions

The following table outlines the different logo usage levels and their associated permissions by membership level:

Member Level	Digital License	Expanded Usage	Historical Usage	Distribution Method
Basic	Yes (Provided through an embed code with a linkback to MilitaryFriendly.com)	None	None	Copy embed code from the MF Portal
Level 1	Yes (Logo file with a linkback to MilitaryFriendly.com)	None	None	Download the logo and copy the link from the MF Portal
Level 2	Yes (Logo file with no linkback)	None	None	Download from the MF Portal
Level 3-5	Yes (Logo file with no linkback)	Yes (EPS Logo File)	Yes	Download from the MF Portal





Compliance

For Basic and Level 1 memberships, licensees have limited permissions to use the Military Friendly® logo(s);

- Digital Use: The logo(s) may be displayed on the licensee's website, social media platforms, and in emails, provided it includes an active link back (through an embed code or a PNG file) to the licensee's Military Friendly® Talent Exchange "MFTX" profile on militaryfriendly.com.

For Level 2 through Level 5 memberships, licensees have full permissions to use the Military Friendly® logo(s);

- Digital Use: The logo(s) (PNG file) may be displayed on the licensee's website, social media platforms, and in emails, and are not required to link back to the licensee's Military Friendly® Talent Exchange "MFTX" profile on militaryfriendly.com.

Expanded Use:

- An Expanded Usage license is available to Levels 3-5, which permits expanded print usage (Licensee will be provided an EPS file); however, all use cases require prior approval to ensure compliance with Military Friendly®'s brand guidelines: email support@militaryfriendly.com.



Basic Memberships

All survey participants are automatically enrolled in the Basic Tier of Military Friendly® membership. This includes access to the designation logo via an embedded code, which can be placed on digital assets such as websites, blogs, press releases, and career listings.

Basic members also receive a flat listing in the annual Guide to Military Friendly® Employers, provided their designation is issued before the stated deadlines.

Embed Codes

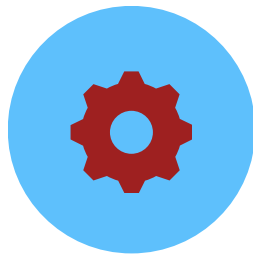
The embedded code is a small snippet of HTML provided to Basic tier members. When placed on a website, blog, press release, or career page, it automatically displays the Military Friendly® designation logo and links back to the member's verified profile.

Key Features:

- **Dynamic Display:** The logo is hosted remotely, so any updates to the image or link are reflected instantly without requiring manual changes.
- **Centralized Control:** Because the logo is served via embed, Military Friendly® retains control over branding, usage tracking, and expiration enforcement.
- **Easy Implementation:** Members copy and paste the code into their site's HTML or CMS editor, no downloads or uploads required.
- **Compliance Assurance:** The embed ensures logos are only used by eligible members and prevents unauthorized duplication or misuse.

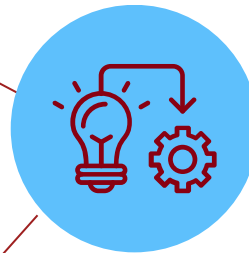
This system protects the integrity of the designation while making it easy for members to showcase their recognition.

Embed Code Implimentation



Access

Login to your portal to access the snippet of code or copy the link in the portal that generated your code and share with your marketing team or website manager.



Implement

Paste the code generated into your website. Add the code to the website's HTML or CMS editor (e.g., WordPress, Squarespace, Wix).



View and Share

Logo Appears Automatically
The logo is hosted remotely and will display instantly no need to upload or manage image files.



Verify

Click on the displayed logo to ensure the code is generating a link to the correct company profile.

Brand Language

Naming Rights

You may identify your organization using any of the following titles, provided you have officially received the designation and notification approving your awarded status.

- ✦ "(YEAR) (AWARD LEVEL) Military Friendly® Employer"
- ✦ "(YEAR) Military Spouse Friendly® Employer"
- ✦ "(YEAR) Military Friendly® Brand"
- ✦ "(YEAR) Military Friendly® Supplier Diversity"
- ✦ "(YEAR) Military Friendly® Company"
- ✦ "(YEAR) Military Friendly® School"
- ✦ "(YEAR) Military Spouse Friendly® School"

Always include the ® symbol and the year of designation. If awarded a tier (Gold, Silver, Bronze, Top Ten, or Number One), include it after the year. Use of these titles is strictly limited to the specific year(s) for which your organization has been officially designated. You may not reference prior years unless your designation was valid for that period, and you may not project future recognition.

- Additionally, the award title's naming convention must remain unchanged. This means you may not abbreviate, modify, or rephrase the designation (e.g., "Military Friendly Certified," "Veteran Friendly Employer," or "Top Military Employer") in any way that deviates from the approved format.

Whenever space allows, the copyright notice, "Military Friendly® is a registered trademark of Viqtory, Inc." must accompany the logo(s).

ANY USAGE SHOULD LINK BACK TO YOUR OFFICIAL PROFILE ON [MILITARYFRIENDLY.COM](https://militaryfriendly.com)



Logo Misuse

Advisory



Logos that do not contain an official award year are strictly prohibited from public use. These logos are reserved for internal reference only and may not be displayed on websites, social media, printed materials, or any external-facing communications.

Any misuse of Military Friendly® logos including use without an award year, unauthorized placement, or misrepresentation will result in immediate disqualification from the Military Friendly® program. This includes revocation of current designations, removal from public listings, and loss of future eligibility.

To maintain compliance, always use the correct logo version associated with your verified award year and designation level. If you are unsure whether your logo is approved for public use, please sign into your account and visit the logo and resources section.

Logo Editing Restrictions



Military Friendly® logos must be used exactly as provided. No edits, alterations, or modifications are permitted under any circumstances. This includes but is not limited to:

- Changing colors, gradients, or transparency
- Cropping or resizing outside the approved dimensions
- Rotating, skewing, or distorting the logo
- Adding frames, shadows, or overlays
- Replacing or modifying typefaces
- Converting to grayscale (except for approved black-and-white print jobs)
- Editing the linkback or secured image within the provided embed code is strictly prohibited.

Any unauthorized edits to the logo will be considered a violation of the Marketing License Agreement and may result in immediate disqualification from the Military Friendly® program.

e.g.
1



TEXT & LOGO FORM

1) You may reference your business as a “2025 Military Friendly® Employer” or a “2025 Military Spouse Friendly Employer®” with the registered trademark (®) placed accordingly in the text. If you earned a Gold, Silver or Bronze designation, place this part after the year.

e.g.
1.2



MILITARY FRIENDLY® PLEDGE

1) Pledged employers gain unlimited digital usage of the Military Friendly® Pledge logo, but must link back to their Military Friendly® profile. Pledged members can remain in Pledge status for only one year, at which point they must become designated or awarded. This allows employers sufficient time to gather data and implement processes necessary to earn a full Military Friendly® Rating.

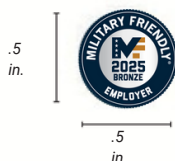
e.g.
2



SIZING & RESTRICTIONS

- 1) Do not use any Military Friendly® logo in a confusing way, including suggesting contests, or in a way that confuses Military Friendly® with another brand.
- 2) When used in print advertising, THE LOGO MUST be sized 0.75 in. (e.g. 2), unless if the logo is being placed in a 1/4th, 1/8th or 1/16th ads; then it can be 0.5 in. (e.g. 3).
- 3) When using the logo for the web, the logo can be no smaller than 75 px by 75 px (e.g., 4) and must contain a live link back to your profile on MilitaryFriendly.com.
- 4) The logo can be made bigger if used in environment design/large format printing (e.g., banners, wall mounts, or retractables).
- 5) When using our logo, keep a 0.15 in. distance from accompanying text and logos (e.g. 5)
- 6) Please try to place the logo on a solid background to ensure easy visibility.
- 7) When placing the logo, do not do the following:

e.g.
3



e.g.
4



e.g.
5



AVAILABLE FILE FORMATS

The logo included with all award status's and designation levels is available in an embed code format. Membership levels approved for enhanced logo usage can access PNG and ESP formats from your company portal. Plaques can be purchased through our website or through the guide at www.Militaryfriendly.com/MFCguide.

Logotype was created for optimum use in the medium. Please use the appropriate format for your end use.

• Military Friendly® logos have been created at a particular size dimensions and should never be re-rasterized.

To download the correct logo claim your account here:
[CLICK HERE](#)

