

About the Veterans Service Flag

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The Veteran's Service flag is a derivative of the Service flag (an official banner authorized by the Department of Defense for display by families who have members serving in the Armed Forces during any period of war or hostility).



The Veterans Service flag was created to distinguish and honor persons who have faithfully served in the Armed Forces of the United States of America. The Service flag (also called the blue star flag) was designed and patented by World War I Army Captain Robert L. Queissner of the 5th Ohio Infantry who had two sons serving on the front line. The flag quickly became the unofficial symbol of a child in service. If the represented person died or was killed, the blue star was covered by a gold star.

During World War II, the practice of displaying the Service flag became very popular and virtually every home and organization displayed banners to indicate the number of members of the family or organization serving in the Armed Forces. In 1942, the Blue Star Mothers of America was formed and was part of a movement to provide care packages to military members serving overseas and also provide assistance to families who encountered hardships as a result of their son or husband serving during the war.

The Department of Defense adopted the design of the Service flag as a national emblem and began regulating its manufacture and sale. In 1960, Congress chartered the Blue Star Mothers as a Veterans Service Organization.

After the United States became engaged in the war against terrorism, the Service flag's popularity rebounded. Families across the nation began displaying the Service flag again to honor and recognize their spouses, parents, siblings, or children serving in the Armed Forces. Many Americans also wanted to show their respect and appreciation to other patriotic Americans who had previously served in the Armed Forces – especially to those who served during a previous armed conflict.

The basic concept of the Veterans Service flag is the same as the Service flag with distinct and original symbolic modifications to clearly distinguish between those who are actively serving during a current conflict, and those who served previously in the Armed Forces.

In keeping with the symbolism of the American Flag, the colors of the Veterans Service flag symbolize the following:

Red – Valor, Hardiness and the blood spilled by Americans who made the ultimate sacrifice for freedom;

Blue – Justice, Vigilance and Perseverance;

White Star – Purity, Liberty, and Freedom;

Gold Star Bounded by White Border – Represents a service member who died during a prior conflict and signifies sacrifice to the cause of liberty and freedom;

Gold Lettering – signifies a veteran who passed away after serving in the Armed Forces.

How to Display the Veterans Service Flag

The Veterans Service flag is an indoor flag and should be flown facing out from the front window of the home or organization, or hanging on an inside wall of a home or office as a decoration and tribute to the Veteran. The era, conflict, branch of service and name of veteran may also be displayed to personalize the tribute.

If the U.S. flag or Service flag is also displayed with the Veterans Service flag, the U.S. flag and Service flag should be equal or greater proportions and should take the place of honor above the Veterans Service flag.

Multiple white stars represent multiple family members who are Veterans.

Serving in the armed forces is an honor to our country. Displaying the Veterans Service flag recognizes and honors the Veteran as well as the family that displays the flag. Be Proud!