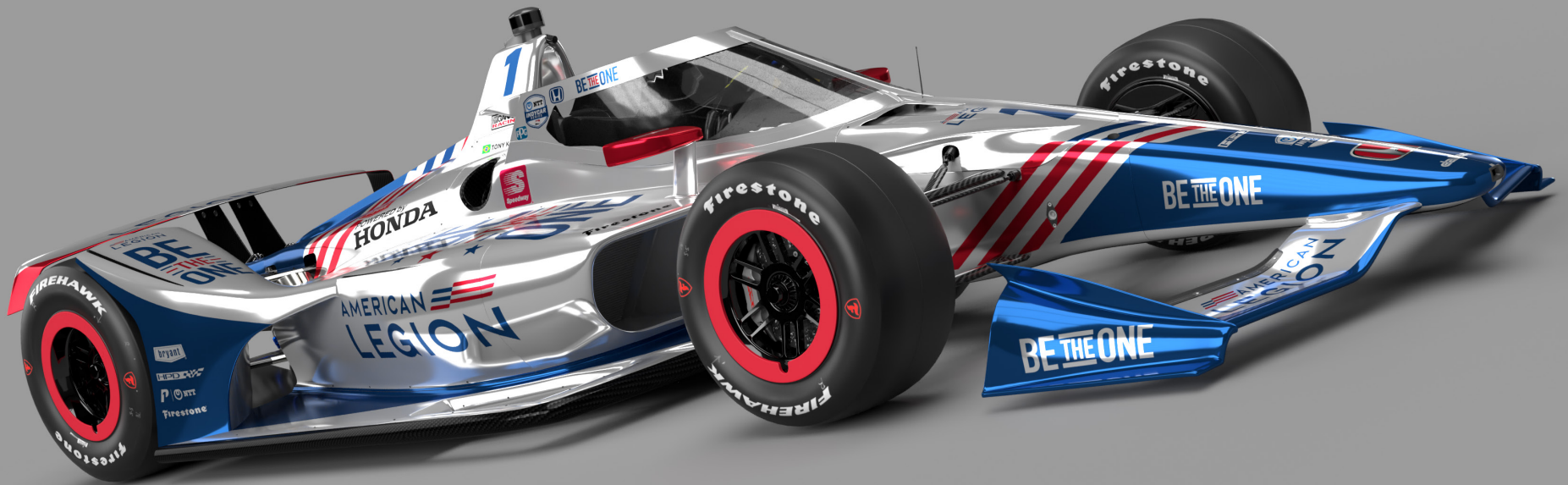




American Legion Family Branding Guidelines

Updated Sept. 20, 2022



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Introduction



A New Brand for the Next Era

For over a century, The American Legion has been nobly and ably represented by its 1919-patented emblem. As we look to the next era of The American Legion, the time has come for new brand marks to be used in all marketing communications applications. This also includes new marks for the American Legion Family and program brands.

The new brand marks do not replace the emblems. Instead, the emblems and the brand marks alike are to be used in specific applications that will better serve The American Legion going forward. This document outlines the manner and types of applications for all marks.



THE AMERICAN LEGION

The American Legion brand mark was created to address the need to modernize our brand to appeal to the next generation of veterans. Moreover, the new brand mark takes into consideration a host of applications that the original emblem could never have anticipated. Those include online and social media, event and sports marketing, lifestyle apparel and more.

Brand Mark vs. Emblem

Going forward, the brand mark is to be used in all marketing communications applications, while the Emblem should be reserved for official documents and communications. Examples of each communications category can be found on page 7.

Seeing a Precedent



Development of The American Legion brand mark followed a deliberative three-month journey to understand the origins of the Legion, its role in American society and the people who are, and will be, its members. This process involved several focus groups as well as an in-depth audit of the emblem and how it is used throughout the organization.

Other veterans organizations, corporate brands and the Department of Defense were also benchmarked. In the process, a precedent established by the Department of Defense (DoD) served as a model for how the Legion brand could be evolved. Each department of the U.S. Armed Forces effectively utilizes two separate identities. One is the “department seal” and the other is its own brand mark. **The department seal is used for all DoD documents, communications and identifying marks. However, when it comes to marketing communications for events, recruitment and other promotional functions, each department has a marketing brand.** It is this marketing brand that is most familiar to the general public.

Examples of each U.S. Armed Forces department and its respective marketing identity is shown to the left.

The American Legion

Primary Brand Mark

The primary brand mark is the two-color version. This is the preferred version to use when the background is white or a light color sufficient enough to provide the required contrast for the mark to be clear and conspicuous.

Clear Space

Keeping clear space around the brand mark free of other design elements is vital to ensure the integrity of The American Legion brand mark.

The clear space should be the same as the width of the “L” that appears in the brand mark, as seen below.



Color Palette

Legion Blue

PANTONE 654C
C:100 M:84 Y:31 K:17
R:0 G:56 B:112
HEX # 1B3D6D

Legion Red

PANTONE 186C
C:12 M:100 Y:91 K:0
R:215 G:33 B:49
HEX # D72131

File Types

- | | |
|------------------------------|---|
| al-brand-primary.eps | a vector art file with transparent background for highest quality reproduction in print |
| al-brand-primary.jpeg | for digital applications on a white background; white fill background, not transparent |
| al-brand-primary.png | for digital applications with transparent background, low resolution print applications |

In Application

The following guidelines offer direction in terms of when to use the emblem or the brand mark. While most applications will be clearly defined, inevitably some instances straddle the line between two areas. In those cases, use discretion based on the intended audience. When in doubt, please reach out for guidance. Contact information is on Page 48.

Brand Mark



Marketing, recruiting, & fundraising uses, such as:

- advertising
- apparel
- business cards, letterhead, email signatures
- credentials, event badges
- press releases
- digital (apps, web, social, PowerPoint presentations)
- promotional communications (flyers, handouts, etc.)
- events (signs, backdrops, tents, tablecloths, swag/giveaways)

Emblem



Official, legal, & historical uses, such as:

- uniform caps
- financial documents
- history books
- flags
- legal affairs
- internal manuals & guides
- reports & resolutions
- awards (option emblem or brand)
- building signage (option emblem or brand)
- formal government communications (option emblem or brand)

The American Legion Primary Brand Mark Dos & Don'ts

Do

The primary brand mark can be used on a solid color or tonal background.



on 15% black



on 40% black



Don't

Don't use over a color background.



The American Legion Primary Brand Mark Dos & Don'ts

Don't

Do not alter the brand mark or place a “background shape” behind it.



The American Legion Secondary Brand Mark

The secondary brand mark is the one-color version in either black or white. It should be used when a clean white or light gray background is not available. If given a choice, it is strongly preferred that the brand mark only appear on a blue plane (Pantone 654C or equivalent), but this may not always be possible or practical.

Clear Space



 **AMERICAN
LEGION**



File Types

al-brand-secondary-black.eps	a vector art file with transparent background
al-brand-secondary-white.eps	for highest quality reproduction in print
al-brand-secondary-black.jpeg	for digital applications on a white background; white fill background, not transparent
al-brand-secondary-black.png	for digital applications with transparent background, low resolution print applications
al-brand-secondary-white.png	

The American Legion Secondary Brand Mark Dos & Don'ts

Do

The secondary brand mark should only appear on continuous-tone color backgrounds with sufficient contrast to be conspicuous. In some cases, the secondary brand mark in black can also appear on a white background.



Don't

Don't use on backgrounds that do not provide sufficient contrast or inconsistent tones.



The American Legion Secondary Brand Mark Dos & Don'ts

Do

Use the secondary brand mark in images where there is not sufficient contrast to for the primary brand mark, so long as the background tone provides sufficient contrast without any clutter.



Don't

Use the secondary brand mark in images if there is too much clutter or visual noise in the background regardless of the contrast.



The American Legion Secondary Brand Mark Dos & Don'ts

Don't

Do not alter the brand mark or place a background shape behind it.



The American Legion Tertiary Brand Mark

Tertiary Brand Mark

Tertiary mark should only be used as a last resort.

The tertiary brand mark is designed with a container shape and white fill, to be used in any circumstances where the primary or secondary brand marks are unsuitable due to background noise, insufficient color contrast or to maintain the color equity of the brand mark on a contrasting color application. Preference should always be given to the primary or secondary brand marks.



Clear Space



Clear space is built into the file. However, care should still be taken to not crowd the brand mark with other elements in the composition

Color Palette

Legion Blue

PANTONE 654C
C:100 M:84 Y:31 K:17
R:0 G:56 B:112
HEX # 1B3D6D

Legion Red

PANTONE 186C
C:12 M:100 Y:91 K:0
R:215 G:33 B:49
HEX # D72131

File Types

- | | |
|-------------------------------|---|
| al-brand-tertiary.eps | a vector art file with transparent background for highest quality reproduction in print |
| al-brand-tertiary.jpeg | for digital applications on a white background; white fill background, not transparent |
| al-brand-tertiary.png | for digital applications with transparent background, low resolution print applications |

The American Legion Tertiary Brand Mark Dos & Don'ts

Do

Use the tertiary brand mark in cases where there is too much visual background noise to create a clear separation or to preserve the color equity when not placed on white or light gray background.



Don't

Don't use over a white or light gray background or where the background tone is light and consistent enough to use the primary brand mark.



The American Legion Tertiary Brand Mark Dos & Don'ts

Don't

Do not alter the tertiary brand mark



American Legion Auxiliary

Primary Brand Mark

The primary brand mark is the color version. This is the preferred version to use in all applications, unless a one-color version is specified.

Clear Space

Keeping clear space around the brand mark free of other design elements is vital to ensure the integrity of The American Legion Auxiliary brand mark.

The clear space should be the same as the width of the “AUX” that appears in the brand mark, as seen below.



Color Palette

Blue

PANTONE 654C
C:100 M:84 Y:31 K:17
R:0 G:56 B:112
HEX # 1B3D6D

Red

PANTONE 186C
C:12 M:100 Y:91 K:0
R:215 G:33 B:49
HEX # D72131

File Types

al-aux-primary.eps

a vector art file for highest quality reproduction in print

al-aux-primary.jpeg

for digital applications on a white background;
white fill background, not transparent

al-aux-primary.png

for digital applications on a color background,
low resolution print applications

In Application

The following guidelines offer direction in terms of when to use the emblem or one of the brand marks. While most applications will be clearly defined, inevitably some instances may straddle the line between two areas. In those cases, use discretion based on the intended audience. When choosing a brand mark option, default to what is most visually pleasing in that application. For example, the word mark should almost always be used in embroidery.

Brand Mark Options



Marketing, recruiting, & fundraising uses, such as:

- advertising
- apparel (use word mark for embroidery)
- business cards, letterhead, email signatures
- credentials, event badges
- press releases
- digital (apps, web, social, PowerPoint presentations)
- promotional communications (flyers, handouts, etc.)
- events (signs, backdrops, tents, tablecloths, swag/ giveaways)

Emblem



Official, legal, & historical uses, such as:

- uniform caps
- financial documents
- history books
- flags
- legal affairs
- internal manuals & guides
- reports & resolutions
- awards (option emblem or brand)
- building signage (option emblem or brand)
- formal government communications (option emblem or brand)

American Legion Auxiliary Primary Brand Mark Dos & Don'ts

Do

The primary brand mark can be used on a solid color or tonal background.



Don't

Do not modify primary brand mark in any way.



Secondary Brand Mark

The secondary brand mark is the one-color version in either black or white. The secondary brand marks are reserved for applications that only allow for a one-color process. In all other instances, the primary brand mark should be used.



Clear Space



File Types

- | | |
|------------------------------------|---|
| al-aux-secondary-black.eps | a vector art file with transparent background |
| al-aux-secondary-white.eps | for highest quality reproduction in print |
| al-aux-secondary-black.jpeg | for digital applications on a white background; white fill background, not transparent |
| al-aux-secondary-black.png | for digital applications with transparent background, low resolution print applications |
| al-aux-secondary-white.png | |

American Legion Auxiliary Secondary Brand Mark Dos & Don'ts

Do

The secondary brand mark may only be used in either BLACK or WHITE against a solid color where there is sufficient contrast to be conspicuous.



Don't

Do not modify the secondary brand mark in any way, or use on a tonal background, or where there is insufficient contrast to be conspicuous.



Primary Word Mark

The primary word mark is the color version. This is the preferred version to use in applications where the primary brand mark and emblem cannot render well, unless a one-color version is specified.



Clear Space

As with The American Legion brand mark, the clear space should be the same as the width of the “L” that appears in the brand mark as seen below.



Color Palette

Blue	Red
PANTONE 654C	PANTONE 186C
C:100 M:84 Y:31 K:17	C:12 M:100 Y:91 K:0
R:0 G:56 B:112	R:215 G:33 B:49
HEX # 1B3D6D	HEX # D72131

File Types

al-aux-word-primary.eps	a vector art file for highest quality reproduction in print
al-aux-word-primary.jpeg	for digital applications on a white background; white fill background, not transparent
al-aux-word-primary.png	for digital applications on a color background, low resolution print applications

American Legion Auxiliary Primary Word Mark Dos & Don'ts

Do

The primary word mark can be used on a solid color or tonal background.



on 15% black



on 40% black



Don't

Don't use over a color background.



American Legion Auxiliary Primary Word Mark Dos & Don'ts

Don't

Do not alter the word mark or place a background shape behind it.



Secondary Word Mark

The secondary word mark is the one-color version in either black or white. The secondary word marks are reserved for applications that only allow for a one-color process. In all other instances where applicable, the primary word mark should be used.

 **AMERICAN**
LEGION
AUXILIARY



Clear Space



File Types

- | | |
|---|---|
| al-aux-word-secondary-black.eps | a vector art file with transparent background |
| al-aux-word-secondary-white.eps | for highest quality reproduction in print |
| al-aux-word-secondary-black.jpeg | for digital applications on a white background; white fill background, not transparent |
| al-aux-word-secondary-black.png | for digital applications with transparent background, low resolution print applications |
| al-aux-word-secondary-white.png | |

American Legion Auxiliary Secondary Word Mark Dos & Don'ts

Do

The secondary word mark should only appear on continuous-tone color backgrounds with sufficient contrast to be conspicuous. In some cases, the secondary word mark in black can also appear on a white background.



Don't

Don't use on backgrounds that do not provide sufficient contrast or inconsistent tones.



Sons of The American Legion

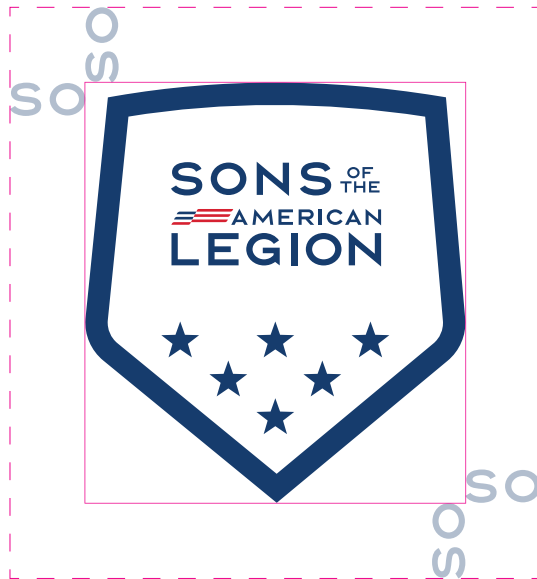
Primary Brand Mark

The primary brand mark is the color version. This is the preferred version to use in all applications, unless a one-color version is specified.

Clear Space

Keeping clear space around the brand mark, free of other design elements, is vital to ensure the integrity of the Sons of The American Legion brand mark.

The clear space should be the same as the width of the “SO” that appears in the brand mark, as seen below.



Color Palette

Blue

PANTONE 654C
C:100 M:84 Y:31 K:17
R:0 G:56 B:112
HEX # 1B3D6D

Red

PANTONE 186C
C:12 M:100 Y:91 K:0
R:215 G:33 B:49
HEX # D72131

File Types

al-sal-primary.eps

a vector art file for highest quality reproduction in print

al-sal-primary.jpeg

for digital applications on a white background;
white fill background, not transparent

al-sal-primary.png

for digital applications on a color background,
low resolution print applications

In Application

The following guidelines offer direction in terms of when to use the emblem or one of the brand marks. While most applications will be clearly defined, inevitably some instances may straddle the line between two areas. In those cases, use discretion based on the intended audience. When choosing a brand mark option, default to what is most visually pleasing in that application. For example, the word mark should almost always be used in embroidery.

Brand Mark Options



SONS OF THE
AMERICAN
LEGION

Marketing, recruiting, & fundraising uses, such as:

- advertising
- apparel (use word mark for embroidery)
- business cards, letterhead, email signatures
- credentials, event badges
- press releases
- digital (apps, web, social, PowerPoint presentations)
- promotional communications (flyers, handouts, etc.)
- events (signs, backdrops, tents, tablecloths, swag/ giveaways)

Emblem



Official, legal, & historical uses, such as:

- uniform caps
- financial documents
- history books
- flags
- legal affairs
- internal manuals & guides
- reports & resolutions
- awards (option emblem or brand)
- building signage (option emblem or brand)
- formal government communications (option emblem or brand)

Sons of The American Legion Primary Brand Mark Dos & Don'ts

Do

The primary brand mark can be used on a solid color or tonal background.



Don't

Do not modify primary brand mark in any way.



Secondary Brand Mark

The secondary brand mark is the one-color version in either black or white. The secondary brand marks are reserved for applications that only allow for a one-color process. In all other instances, the primary brand mark should be used.



Clear Space



File Types

- | | |
|------------------------------------|---|
| al-sal-secondary-black.eps | a vector art file with transparent background |
| al-sal-secondary-white.eps | for highest quality reproduction in print |
| al-sal-secondary-black.jpeg | for digital applications on a white background; white fill background, not transparent |
| al-sal-secondary-black.png | for digital applications with transparent background, low resolution print applications |
| al-sal-secondary-white.png | |

Sons of The American Legion Secondary Brand Mark Dos & Don'ts

Do

The secondary brand mark may only be used in either BLACK or WHITE against a solid color where there is sufficient contrast to be conspicuous.



Don't

Do not modify the secondary brand mark in any way, or use on a tonal background, or where there is insufficient contrast to be conspicuous.



Primary Word Mark

The primary word mark is the color version. This is the preferred version to use in applications where the primary brand mark and emblem cannot render well, unless a one-color version is specified.

SONS OF THE



Clear Space

As with The American Legion brand mark, the clear space should be the same as the width of the “L” that appears in the brand mark as seen below.



Color Palette

Blue

PANTONE 654C
C:100 M:84 Y:31 K:17
R:0 G:56 B:112
HEX # 1B3D6D

Red

PANTONE 186C
C:12 M:100 Y:91 K:0
R:215 G:33 B:49
HEX # D72131

File Types

- | | |
|---------------------------------|--|
| al-sal-word-primary.eps | a vector art file for highest quality reproduction in print |
| al-sal-word-primary.jpeg | for digital applications on a white background; white fill background, not transparent |
| al-sal-word-primary.png | for digital applications on a color background, low resolution print applications |

Sons of The American Legion Primary Brand Mark Dos & Don'ts

Do

The primary word mark can be used on a solid color or tonal background.

SONS OF THE
 AMERICAN
LEGION

SONS OF THE
 AMERICAN
LEGION

on 15% black

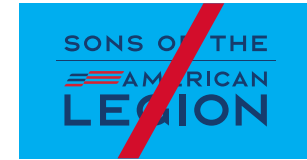
SONS OF THE
 AMERICAN
LEGION

on 40% black



Don't

Don't use over a color background.



Sons of The American Legion Primary Word Mark Dos & Don'ts

Don't

Do not alter the word mark or place a background shape behind it.



Secondary Word Mark

The secondary word mark is the one-color version in either black or white. The secondary word marks are reserved for applications that only allow for a one-color process. In all other instances where applicable, the primary word mark should be used.

Clear Space



SONS OF THE
 AMERICAN
LEGION

SONS OF THE
 AMERICAN
LEGION

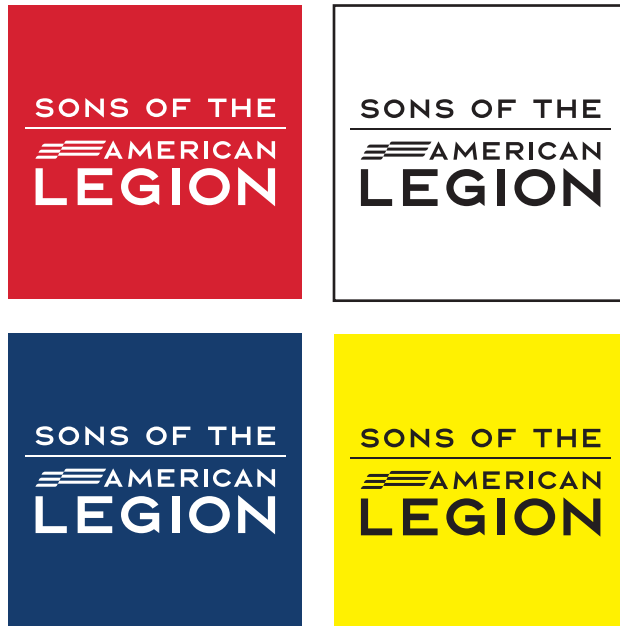
File Types

al-sal-word-secondary-black.eps	a vector art file with transparent background
al-sal-word-secondary-white.eps	for highest quality reproduction in print
al-sal-word-secondary-black.jpeg	for digital applications on a white background; white fill background, not transparent
al-sal-word-secondary-black.png	for digital applications with transparent background, low resolution print applications
al-sal-word-secondary-white.png	

Sons of The American Legion Secondary Word Mark Dos & Don'ts

Do

The secondary word mark should only appear on continuous-tone color backgrounds with sufficient contrast to be conspicuous. In some cases, the secondary word mark in black can also appear on a white background.



Don't

Don't use on backgrounds that do not provide sufficient contrast or inconsistent tones.



American Legion Riders

Primary Brand Mark

The primary brand mark is the color version. This is the preferred version to use in all applications, unless a one-color version is specified.

Clear Space

Keeping clear space around the brand mark, free of other design elements, is vital to ensure the integrity of The American Legion Riders brand mark.

The clear space should be the same as the width of the “D” that appears in the brand mark as seen below.



Color Palette

Blue

PANTONE 654C
C:100 M:84 Y:31 K:17
R:0 G:56 B:112
HEX # 1B3D6D

Red

PANTONE 186C
C:12 M:100 Y:91 K:0
R:215 G:33 B:49
HEX # D72131

File Types

- | | |
|-------------------------------|--|
| al-riders-primary.eps | a vector art file for highest quality reproduction in print |
| al-riders-primary.jpeg | for digital applications on a white background; white fill background, not transparent |
| al-riders-primary.png | for digital applications on a color background, low resolution print applications |

In Application

The following guidelines offer direction in terms of when to use the emblem or one of the brand marks. While most applications will be clearly defined, inevitably some instances may straddle the line between two areas. In those cases, use discretion based on the intended audience. When choosing which brand mark option, default to what is most visually pleasing in that application. For example, the word mark should almost always be used in embroidery.

Brand Mark Options



Marketing, recruiting and fundraising uses, such as:

- advertising
- apparel (use word mark for embroidery)
- business cards, letterhead, email signatures, nametags
- credentials, event badges
- press releases
- digital (apps, web, social, PowerPoint presentations)
- promotional communications (flyers, handouts, etc.)
- events (signs, backdrops, tents, tablecloths, swag/giveaways)

Emblem



Official, legal and historical uses, such as:

- large back patch (option emblem or brand)
- financial documents
- history books
- flags
- legal affairs
- reports & resolutions
- internal manuals & guides
- awards (option emblem or brand)
- building signage (option emblem or brand)
- formal government communications (option emblem or brand)

American Legion Riders Primary Brand Mark Dos & Don'ts

Do

The primary brand mark can be used on a solid color or tonal background.



Don't

Do not modify primary brand mark in any way.



Secondary Brand Mark

The secondary brand mark is the one-color version in either black or white. The secondary brand marks are reserved for applications that only allow for a one-color process. In all other instances, the primary brand mark should be used.



Clear Space



File Types

- | | |
|---------------------------------------|---|
| al-riders-secondary-black.eps | a vector art file with transparent background |
| al-riders-secondary-white.eps | for highest quality reproduction in print |
| al-riders-secondary-black.jpeg | for digital applications on a white background; white fill background, not transparent |
| al-riders-secondary-black.png | for digital applications with transparent background, low resolution print applications |
| al-riders-secondary-white.png | |

American Legion Riders Secondary Brand Mark Dos & Don'ts

Do

The secondary brand mark may only be used in either BLACK or WHITE against a solid color where there is sufficient contrast to be conspicuous.



Don't

Do not modify the secondary brand mark in any way, or use on a tonal background, or where there is insufficient contrast to be conspicuous.



Primary Word Mark

The primary word mark is the color version. This is the preferred version to use in applications where the primary brand mark and emblem cannot render well, unless a one-color version is specified.



Clear Space

As with The American Legion brand mark, the clear space should be the same as the width of the “L” that appears in the brand mark as seen below.



Color Palette

Blue	Red
PANTONE 654C	PANTONE 186C
C:100 M:84 Y:31 K:17	C:12 M:100 Y:91 K:0
R:0 G:56 B:112	R:215 G:33 B:49
HEX # 1B3D6D	HEX # D72131

File Types

al-riders-word-primary.eps	a vector art file for highest quality reproduction in print
al-riders-word-primary.jpeg	for digital applications on a white background; white fill background, not transparent
al-riders-word-primary.png	for digital applications on a color background, low resolution print applications

American Legion Riders Primary Word Mark Dos & Don'ts

Do

The primary word mark can be used on a solid color or tonal background.



on 15% black



on 40% black



Don't

Don't use over a color background.



American Legion Riders Primary Word Mark Dos & Don'ts

Don't

Do not alter the word mark or place a background shape behind it.



Secondary Word Mark

The secondary word mark is the one-color version in either black or white. The secondary word marks are reserved for applications that only allow for a one-color process. In all other instances where applicable, the primary word mark should be used.

Clear Space



 AMERICAN
LEGION
RIDERS



File Types

al-riders-word-secondary-black.eps
al-riders-word-secondary-white.eps

a vector art file with transparent background for highest quality reproduction in print

al-riders-word-secondary-black.jpeg

for digital applications on a white background; white fill background, not transparent

al-riders-word-secondary-black.png
al-riders-word-secondary-white.png

for digital applications with transparent background, low resolution print applications

American Legion Riders Secondary Word Mark Dos & Don'ts

Do

The secondary word mark should only appear on continuous tone color backgrounds with sufficient contrast to be conspicuous. In some cases, the secondary word mark in black can also appear on a white background.



Don't

Don't use on backgrounds that do not provide sufficient contrast or inconsistent tones.



Typefaces

Complementary Typefaces

The American Legion brand mark uses a modified version of the typeface **Rexton Medium**.

The typeface that best complements the brand marks of The American Legion Family is **Futura PT**.

Futura PT is a widely available font that will be accessible to any professional designer with an Adobe Creative Cloud license.

In cases where Futura PT is not an option, **Avenir Next** should be used. Avenir Next is included with Microsoft Office and will be available in most professional settings.

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+=[{}];:",".<>/?

Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+=[{}];:",".<>/?

Contact Information

To get access and approval for use, please fill out the form located at:

<https://www.legion.org/brand/>

For any additional brand-related questions, please contact the American Legion Marketing Division at:

317-630-1398

marketing@legion.org