

# 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

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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

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-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

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## 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



## 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

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## 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.

