

# SONS OF THE AMERICAN LEGION BRANDING GUIDELINES QUICK REFERENCE

## Purpose of the Brand Mark

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



## Brand Mark versus 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.

## 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)

## Usage Permission

Like the emblem, the brand mark is legally protected property of the Sons of The American Legion. Any use outside of the organization - such as merchandising, marketing by groups unaffiliated with the Sons of The American Legion or at political events - is legally restricted and requires authorization.

The same rules of permission to use the official emblem apply to the brand mark.

### **Download the Branding Guidelines**

[Click here](#) to download the full Sons of The American Legion Branding Guidelines

### **Download the Brand Mark and Word Mark**

[Click here](#) to download the Sons of The American Legion Brand and Word Mark

### **Download the Emblem**

[Click here](#) to download the Sons of The American Legion Emblem

## Questions

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

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