AMERICAN LEGION

Sub-branding Guidelines

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legion.org/brand

Guidelines

The use of a sub-brand treatment is vital to ensure the strength of The American Legion brand. The guidelines that follow reveal the thought process behind the sub-brand treatment and demonstrate how it should be implemented.

It is vital that the American Legion brand is presented correctly in every execution. This section covers these guidelines in detail.

Any use of a sub-branding treatment outside of or conflicting with the contents of this section will be considered unauthorized.

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Color

The sub-brand treatment uses the same colors that are present in The American Legion brandmark. They are as follows:

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

Typefaces

The American Legion brandmark uses a modified version the typeface **Rexton Medium** while the sub-brand label uses the typeface **Futura PT Light**.

Rexton and Futura share similar geometric forms and consistent stroke weights. This provides connection between the two typefaces. The differences in weight, case and density provide contrast between the elements of the design while maintaining a sense of balance.

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.

Spacing and Proportions

The spacing and proportions of the sub-brand treatment are vital to ensure the integrity of The American Legion brandmark as well as creating a balanced and cohesive design.

The relative spacing of the elements of the sub-brand treatment are based off of the width of the “L” in the brandmark. We will call that measurement “x”.

The space between the brandmark and the vertical line as well as the vertical line and the sub-brand label is 1x.

The length of the vertical line is ½x above and below the height of the brandmark and the stroke is approximately 1/25x.

The sub-brand label is the same height as the brandmark when two lines of text are present and the leading is 107% the height of the text. For an example, if the text is 14pt, the leading would be 15pt. If two lines of text are needed the lines should be as close to equal in length as possible.

Vertical Lockup Assembly

If the horizontal nature of the primary lock up is an issue for a particular project you can use the vertical lockup option.

Spacing and Proportions

The space between the brandmark and the horizontal line as well as the horizontal line and the sub-brand label is ⅔x.

The length of the horizontal line is ½x beyond the edges of the brandmark and the stroke is approximately 1/25x.

The sub-brand label should not exceed the width of the brandmark. The letter height of the sub-brand label should be no larger than ⅔x and the leading is 107% the height of the text.

Examples

The following pages show examples of the sub-brand treatment.

Examples of the primary lockup format and examples of the vertical lockup format are shown with the longest and shortest names in each group.

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National Headquarters Locations

National Leadership

AMERICAN LEGION | Office of the National Commander

AMERICAN LEGION | National Commander

AMERICAN LEGION | Office of the National Adjutant

AMERICAN LEGION | National Adjutant

AMERICAN LEGION | Office of the National Judge Advocate

AMERICAN LEGION | National Judge Advocate

Department Sub-Branding Considerations

When using the sub-brand for departments the text, “Department of,” should always be included.

AMERICAN LEGION | Department of Alabama

AMERICAN LEGION | Department of Alaska

AMERICAN LEGION | Department of Arizona

AMERICAN LEGION | Department of Arkansas

AMERICAN LEGION | Department of California

AMERICAN LEGION | Department of Colorado

Departments of The American Legion continued

AMERICAN LEGION | Department of Connecticut

AMERICAN LEGION | Department of Delaware

AMERICAN LEGION | Department of District of Columbia

AMERICAN LEGION | Department of Florida

AMERICAN LEGION | Department of France

AMERICAN LEGION | Department of Georgia

AMERICAN LEGION | Department of Hawaii

AMERICAN LEGION | Department of Idaho

AMERICAN LEGION | Department of Illinois

AMERICAN LEGION | Department of Indiana

AMERICAN LEGION | Department of Iowa

AMERICAN LEGION | Department of Kansas

Departments of The American Legion continued

AMERICAN LEGION | Department of Kentucky

AMERICAN LEGION | Department of Minnesota

AMERICAN LEGION | Department of Louisiana

AMERICAN LEGION | Department of Mississippi

AMERICAN LEGION | Department of Maine

AMERICAN LEGION | Department of Missouri

AMERICAN LEGION | Department of Massachusetts

AMERICAN LEGION | Department of Montana

AMERICAN LEGION | Department of Mexico

AMERICAN LEGION | Department of Nebraska

AMERICAN LEGION | Department of Michigan

AMERICAN LEGION | Department of Nevada

Departments of The American Legion continued

AMERICAN LEGION | Department of New Hampshire

AMERICAN LEGION | Department of New Jersey

AMERICAN LEGION | Department of New Mexico

AMERICAN LEGION | Department of New York

AMERICAN LEGION | Department of North Carolina

AMERICAN LEGION | Department of North Dakota

AMERICAN LEGION | Department of Ohio

AMERICAN LEGION | Department of Oklahoma

AMERICAN LEGION | Department of Oregon

AMERICAN LEGION | Department of Pennsylvania

AMERICAN LEGION | Department of Philippines

AMERICAN LEGION | Department of Puerto Rico

Departments of The American Legion continued

AMERICAN LEGION | Department of Rhode Island

AMERICAN LEGION | Department of South Carolina

AMERICAN LEGION | Department of South Dakota

AMERICAN LEGION | Department of Tennessee

AMERICAN LEGION | Department of Texas

AMERICAN LEGION | Department of Utah

AMERICAN LEGION | Department of Vermont

AMERICAN LEGION | Department of Virginia

AMERICAN LEGION | Department of Washington

AMERICAN LEGION | Department of West Virginia

AMERICAN LEGION | Department of Wisconsin

AMERICAN LEGION | Department of Wyoming

Vertical Lockup Examples

AMERICAN LEGION

Department of Utah

AMERICAN LEGION

Department of District of Columbia

Division Sub-Branding Considerations

When using the sub-brand for divisions the label should include the word, “Division,” to differentiate it from a Commissions or Committees.

AMERICAN LEGION | Americanism Division

AMERICAN LEGION | Convention Division

AMERICAN LEGION | Veterans Employment & Education Division

AMERICAN LEGION | Emblem Sales Division

AMERICAN LEGION | Finance Division

AMERICAN LEGION | Information Technology Division

AMERICAN LEGION | Internal Affairs Division

AMERICAN LEGION | Legislative Division

AMERICAN LEGION | Marketing Division

AMERICAN LEGION | Media & Communications Division

AMERICAN LEGION | National Security Division

AMERICAN LEGION | Veterans Affairs & Rehabilitation Division

Vertical Lockup Examples

AMERICAN LEGION

Finance Division

AMERICAN LEGION

Veterans Affairs & Rehabilitation Division

Commission and Committee Sub-Branding Considerations

When using the sub-brand for commissions and committees the label should include the word, “Commission,” or, “Committee,” to differentiate it from Divisions.

AMERICAN LEGION | Endowment Fund Corporation

AMERICAN LEGION | Child Welfare Foundation, Inc.

AMERICAN LEGION | Overseas Graves Decoration Trust

AMERICAN LEGION | Charities

AMERICAN LEGION | Americanism Commission

AMERICAN LEGION | Convention Commission

Commissions and Committees of The American Legion continued

Finance Commission

National Security Commission

Internal Affairs Commission

Advisory Committee To National Commander

Legislative Commission

Veterans Affairs & Rehabilitation Commission

Marketing Commission

Veterans Employment & Education Commission

Media & Communications Commission

Media & Communications Commission

Membership and Post Activities Committee

Membership and Post Activities Committee

Vertical Lockup Examples

AMERICAN LEGION

Convention
Commission

AMERICAN LEGION

Membership & Post
Activities Committee

Programs of The American Legion

AMERICAN LEGION | Boys Nation

AMERICAN LEGION | Boys State

AMERICAN LEGION | Junior Shooting Sports

AMERICAN LEGION | Oratorical Contest

AMERICAN LEGION | Youth Cadet Law Enforcement

AMERICAN LEGION | Youth Programs

AMERICAN LEGION | Amature Radio Program

AMERICAN LEGION | Family Support Network

AMERICAN LEGION | College

AMERICAN LEGION | National Emergency Fund

AMERICAN LEGION | Operation Comfort Warriors

AMERICAN LEGION | Temporary Financial Assistance

AMERICAN LEGION | Get Out The Vote

Vertical Lockup Examples