



BRANDMARK & EMBLEM BRANDING GUIDELINES

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INTRODUCTION

THE AMERICAN LEGION EMBLEM

Created in 1919 by Eric Fisher Wood, every part of The American Legion emblem carries deep meaning.

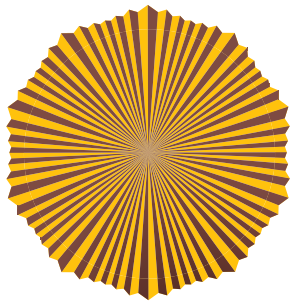
It rests on the rays of the sun; a symbol of life, warmth, courage, and the enduring fight against fear and darkness. Each element of the emblem represents values that every Legionnaire should understand and uphold from the moment they first wear it.

The star stands for constancy of purpose, just as the stars remain fixed in the sky; a reminder that The American Legion must stay true to its mission. The words “The American Legion” call on every member to protect the sanctity of home, country, and free institutions.

This emblem is more than a symbol — **it is a badge of pride, honor, distinction, and service.**



MEANING OF THE PARTS OF THE EMBLEM



THE RAYS OF THE SUN

The rays of the sun form the background of the emblem and suggest the Legion's principles will dispel the darkness of violence and evil.



OUTER RINGS

The larger of the two outer rings signifies the rehabilitation of our sick and disabled comrades. The smaller inside ring denotes the welfare of America's children.



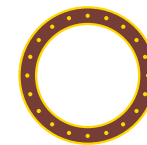
THE WORDS

The words “American Legion” tie the ring together for truth, remembrance, constancy, loyalty, honor, service, veterans affairs and rehabilitation, children and youth, national security and Americanism.



THE WREATH

The wreath forms the center, in loving memory of those brave comrades who gave their lives in the service of the United States that liberty might endure.



INNER RINGS

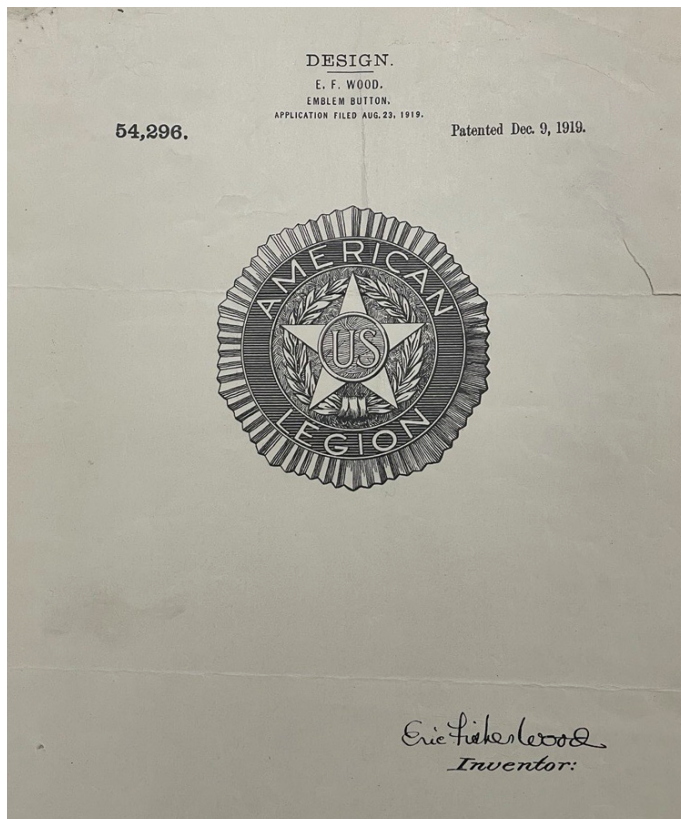
The smaller of two inner rings set upon the star represents service to our communities, states and nation. The larger outer ring pledges loyalty to Americanism.



THE STAR

The star, victory symbol of World War I, symbolizes honor, glory and constancy. The letters “U.S.” leave no doubt as to the brightest star in the Legion's constellation.

THE AMERICAN LEGION BRANDMARK



Original Patent Application for The American Legion Emblem Button, August 23, 1919, Patented December 9, 1919

A MARKETING BRAND FOR THE NEXT ERA

The American Legion brandmark was created to address the need to modernize our brand to appeal to the next generation of veterans. Moreover, the new brandmark 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.

The new brandmark does not replace the emblem. Instead, the emblems and the brandmarks alike are to be used in specific applications that will better serve The American Legion going forward.

RESPECT FOR TRADITION, AN EYE TOWARD THE FUTURE

The American Legion emblem, designed in 1919, uses a bold, geometric sans-serif style typical of its time: clear, structured, and built for visibility. While the exact typeface isn't known, it closely resembles early 20th-century fonts like **Akzidenz-Grotesk** (1898) and **Franklin Gothic** (1902), which were commonly used in military and public service materials for their legibility and modern feel.

The two main fonts represented in the American Legion brandmark and sub-branding, **Rexton Medium** and **Futura PT**, carry that same spirit forward. Futura, created in 1927, was part of a design movement focused on simplicity and function, and it shares many of the same qualities as the original emblem's lettering. **Rexton Medium, used in the marketing brandmarks, builds on that legacy with a more contemporary tone while still honoring the geometric roots.**

This continuity in style helps bridge the Legion's historic identity with its modern voice. By pairing the traditional emblem with fonts like Futura PT, the brand stays visually consistent while signaling its relevance to new generations.

FOLLOWING AN ESTABLISHED PRECEDENT



DUAL-IDENTITY BRANDING IN THE U.S. ARMED FORCES

Development of The American Legion brandmark 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 evolve.



OFFICIAL BUSINESS VS. MARKETING

Each department of the U.S. Armed Forces effectively utilizes two separate identities. One is the “department seal” and the other is its own brandmark. **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.

BRANDMARK VS. EMBLEM

THESE GUIDELINES PROVIDE DIRECTION ON WHEN TO USE THE BRANDMARK OR THE EMBLEM.

While most uses will fall clearly into one category or the other, some situations may not be as straightforward. In those cases, consider the primary audience and the purpose of the communication when deciding which to use.

Use the **brandmark** for materials aimed at **external audiences, particularly for marketing, recruitment, and fundraising**. It's best suited for promotional, public-facing communications designed to engage or inform.

Use the **emblem** for **internal, official, or ceremonial contexts**, especially where the organization's legal, historical, or institutional identity is being emphasized.

In certain formal situations, such as awards, building signage, or government communications, **either the brandmark or emblem may be appropriate**, depending on tone and audience.

When in doubt, please reach out for guidance. Contact information is on Page 25.



BRANDMARK: EXAMPLE USE CASES



BRANDMARK OF THE AMERICAN LEGION

Marketing, recruiting, & fundraising uses, such as:

- Advertising
- Apparel & merchandise
- New building signage
- Business cards
- Event invitations (*public-facing events*)
- Brochures or membership packets
- Community partnership materials
- Credentials (*for external events or public access*)
- Digital applications (*apps, website, social media, email newsletters, PowerPoint presentations*)
- Donor recognition displays (*public-facing*)
- Email campaigns (*for fundraising, outreach, or events*)
- Event signage and materials (*signs, backdrops, tents, tablecloths, swag/giveaways, flags, banners*)
- Marketing and recruitment presentations

- Media/press kits or press releases
- Newsletters (*external*)
- Promotional communications (*flyers, handouts, etc.*)
- Promotional videos or PSAs
- Public-facing annual reports
- Social media profile imagery
- Vehicle signage (*wraps, decals or magnets*)
- Volunteer and donor recognition items
- Website content and features



EMBLEM: EXAMPLE USE CASES

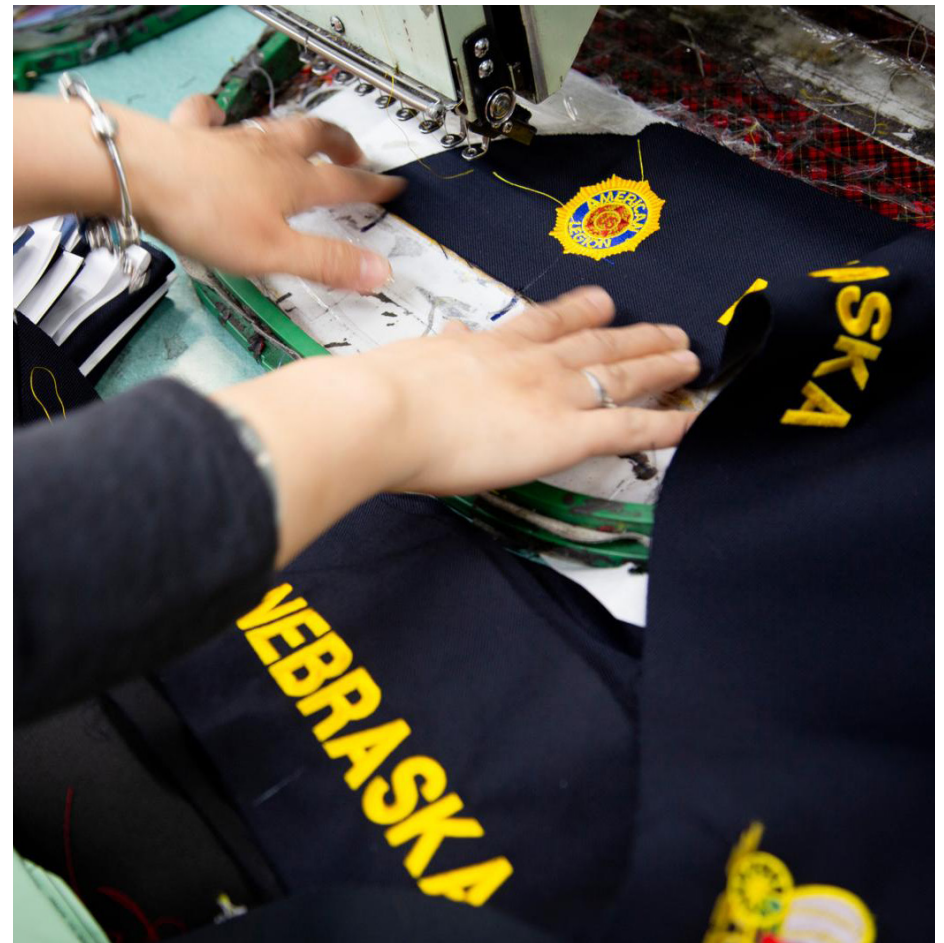


EMBLEM OF THE AMERICAN LEGION

Internal, official, legal, ceremonial uses:

- Certificates (*official recognition, service, or retirement*)
- Ceremonial uniforms, pins, patches, insignia, or flags
- Financial documents
- History books or heritage publications
- Internal-facing newsletters or bulletins
- Legal affairs materials
- Meeting agendas, minutes, and voting materials (*official proceedings*)
- Memorial or tribute materials (*e.g., ceremonies, remembrance programs*)

- Organizational charters or bylaws
- Reports and resolutions (*internal or formal governance-related*)
- Seals on plaques or certificates
- Uniform caps



CONTEXT-DEPENDENT: EXAMPLE USE CASES



While most uses will fall clearly into one category or the other, some situations may not be as straightforward—**either the brandmark or emblem may be appropriate**, depending on **tone and audience**.

In those cases, consider the primary audience and the purpose of the application when deciding which to use.

When in doubt, please reach out for guidance. Contact information is on Page 25.

SOME EXAMPLES OF CONTEXT OR AUDIENCE-DEPENDENT USE CASES:

- Awards (*internal and external recognition*)
- Building signage (*some Legion buildings have existing historical signage, for example*)
- Credentials (*internal security VS. public event access*)
- Event badges (*official meetings VS. marketing events*)
- Some government communications (*depends on event tone and audience*)
- Stationery for board members or executive correspondence
- Challenge coins (*emblem for tradition, brandmark for modern tone*)
- Partnerships, MOUs or joint statements
- Public-facing gala or ceremony programs
- Official meeting materials (*if shared externally or in government settings*)



THE AMERICAN LEGION BRANDMARK

PRIMARY BRANDMARK

Use the primary brandmark whenever possible, especially on white or light-colored backgrounds that offer sufficient contrast to ensure the mark remains clear, legible, and visually prominent.

Using this version helps maintain consistency and reinforces brand recognition across all materials.

If the background is too dark or visually busy, consider the secondary or alternative versions to preserve visibility and impact.



COLOR PALETTE

The primary brandmark is available in CMYK, RGB, and Spot/Pantone color versions.

EMBLEM BLUE

PANTONE 541 C
C:100 M:57 Y:0 K:38
R:0 G:70 B:127
HEX # 00467F

POPPY RED

PANTONE 200 C
C:0 M:100 Y:96 K:28
R:181 G:18 B:27
HEX # B5121B

CLEAR SPACE

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

The clear space should be the same as the width of the "L" that appears in the brandmark, as seen below.



SECONDARY BRANDMARK – 1 COLOR

The secondary brandmark is the one-color version in either black or white.

This version should be used when a clean white or light gray background is not available.



CLEAR SPACE

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

The clear space should be the same as the width of the "L" that appears in the brandmark, as seen below.



TERTIARY BRANDMARK – COMPLEX BACKGROUNDS

This version of the brandmark should only be used on complex backgrounds where the primary and secondary brandmarks cannot be used.

The alternate brandmark is designed with a container shape and white fill, to be used in any circumstances where the primary or secondary brandmarks are unsuitable due to background noise, insufficient color contrast or to maintain the color equity of the brandmark on a contrasting color application.

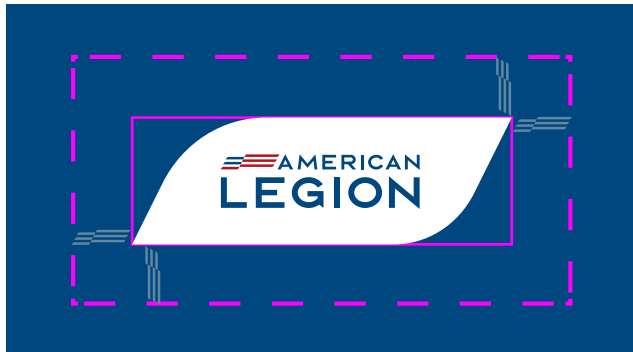
Preference should always be given to the primary or secondary brandmarks.

This mark is not permitted for embroidery purposes.

CLEAR SPACE

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

The clear space should be the same as the width of the flag symbol that appears in the brandmark, as seen below.



THE AMERICAN LEGION EMBLEM

FULL-DETAIL EMBLEM (CMYK)

When using the emblem, the full-detail version should be used **whenever possible** and in a size that ensures all parts of the emblem remain clear, legible and visually prominent.

Using this version helps maintain consistency and reinforces brand recognition across all materials.

When limited by sizing or printing process, there are other versions of the emblem that can be used in its place.

MAIN COLOR PALETTE

The two main colors of focus for the emblem are Emblem Blue and Riders Gold, though the full detail version of the emblem contains additional colors for enhanced visual impact and depth.

EMBLEM BLUE

PANTONE 541 C
C:100 M:57 Y:0 K:38
R:0 G:70 B:127
HEX # 00467F

RIDERS GOLD

PANTONE 1245 C
C:0 M:28 Y:100 K:18
R:214 G:165 B:41
HEX # D6A529



WHITE OUTLINE

The emblem should always be rendered with a white outline around the edge to ensure the visual integrity of the rays of the sun when on colored or complex backgrounds.

For some applications, such as embroidery on caps and uniforms, the white outline is not necessary. When in doubt, please reach out for guidance. Contact information is on Page 25.

CLEAR SPACE

Keeping clear space around the emblem free of other design elements is vital to ensure its integrity.

The clear space should be the same as the height of the peaks of the star, as seen to the right.



LINE ART EMBLEM (CMYK)

Use this version of the emblem when a size or printing technique might render parts of the full-detail version of the emblem unclear, illegible or otherwise visually disfigured.

Using this simpler version will help maintain consistency and reinforce brand recognition across all materials.

MAIN COLOR PALETTE

The two main colors of focus for the emblem are Emblem Blue and Riders Gold, though the CMYK line art version of the emblem contains additional colors for enhanced visual impact and depth.

EMBLEM BLUE

PANTONE 541 C
C:100 M:57 Y:0 K:38
R:0 G:70 B:127
HEX # 00467F

RIDERS GOLD

PANTONE 1245 C
C:22 M:42 Y:100 K:2
R:200 G:145 B:18
HEX # C89212



WHITE OUTLINE

The emblem should always be rendered with a white outline around the edge to ensure the visual integrity of the rays of the sun when on colored or complex backgrounds.

For some applications, such as embroidery on caps and uniforms, the white outline is not necessary. When in doubt, please reach out for guidance. Contact information is on Page 25.

CLEAR SPACE

Keeping clear space around the emblem free of other design elements is vital to ensure its integrity.

The clear space should be the same as the height of the peaks of the star, as seen to the right.



PANTONE/SPOT COLOR EMBLEM

Use this version of the emblem whenever a “spot” color print process is required.

Using this version helps maintain consistency and reinforces brand recognition across all materials by ensuring precise matching with Pantone spot colors.

COLOR PALETTE

EMBLEM BLUE

PANTONE 541 C

EMBLEM GOLD

PANTONE 116 C

EMBLEM BRONZE

PANTONE 469 C



WHITE OUTLINE

The emblem should always be rendered with a white outline around the edge to ensure the visual integrity of the rays of the sun when on colored or complex backgrounds.

For some applications, such as embroidery on caps and uniforms, the white outline is not necessary. When in doubt, please reach out for guidance. Contact information is on Page 25.

CLEAR SPACE

Keeping clear space around the emblem free of other design elements is vital to ensure its integrity.

The clear space should be the same as the height of the peaks of the star, as seen to the right.



2 COLOR EMBLEM (BLACK & WHITE)

FOR BLACK AND WHITE PRINTING ONLY

Use this version of the emblem whenever a black and white print process is required.

Using this version when only able to print in black and white helps maintain consistency and reinforces brand recognition across all materials.



WHITE OUTLINE

The emblem should always be rendered with a white outline around the edge to ensure the visual integrity of the rays of the sun when on colored or complex backgrounds.

For some applications, such as embroidery on caps and uniforms, the white outline is not necessary. When in doubt, please reach out for guidance. Contact information is on Page 25.

CLEAR SPACE

Keeping clear space around the emblem free of other design elements is vital to ensure its integrity.

The clear space should be the same as the height of the peaks of the star, as seen to the right.



INCORRECT USAGE OF THE BRANDMARK AND EMBLEM

DON'T CHANGE ANY COLORS

Use only the approved color versions of the brandmark or emblem. Custom or alternate colors are not allowed.



USE ONLY APPROVED COLORS



DON'T USE THE BRANDMARK AND EMBLEM TOGETHER

To maintain consistency, use either the brandmark or the emblem in a layout, not both.



CHOOSE EITHER THE BRANDMARK OR THE EMBLEM, NOT BOTH



DON'T ADD OUTLINES OR BORDERS

The brandmark should appear on its own, without strokes, borders or decorative lines.



PRESENT THE BRANDMARK CLEANLY WITHOUT ADDED OUTLINES



DON'T STRETCH THE BRANDMARK OR EMBLEM

Maintain the original proportions. Only scale uniformly.



SCALE THE BRANDMARK OR EMBLEM PROPORTIONALLY



INCORRECT USAGE OF THE BRANDMARK AND EMBLEM

DON'T RECREATE OR REDRAW THE BRANDMARK OR EMBLEM

Always use the official files provided. Do not redraw, trace or approximate the brandmark or emblem.



DON'T REARRANGE OR RESIZE PARTS

All elements of the brandmark and emblem must remain in their original positions and scale.



DON'T USE INDIVIDUAL PARTS ON THEIR OWN

The brandmark and emblem must be used as complete units. Do not separate or isolate individual elements.



DON'T ADD OR REPLACE ANYTHING INSIDE THE BRANDMARK OR EMBLEM

Do not add or replace any fonts, text, icons or graphics within or touching the brandmark or emblem.



USE ONLY OFFICIAL BRANDMARK OR EMBLEM FILES



MAINTAIN ORIGINAL ARRANGEMENT AND SCALE OF ALL ELEMENTS



USE THE BRANDMARK AND EMBLEM AS COMPLETE UNITS



KEEP THE BRANDMARK AND EMBLEM INTACT



INCORRECT USAGE OF THE BRANDMARK AND EMBLEM

DON'T USE ON BUSY OR COMPLEX BACKGROUNDS



Always place the brandmark on a clean background with enough contrast to ensure legibility. For busy or complex backgrounds, use the alternate brandmark.

DON'T PUT IT INSIDE A SHAPE



Avoid placing the brandmark within circles, boxes or other graphic containers.

DON'T PLACE TOO CLOSE TO OTHER LOGOS



Follow clear space requirements for brandmark and emblem to maintain visual clarity and brand presence.

DON'T IMITATE THE BRANDMARK STYLE



Avoid replicating the brandmark's typography or styling to create new words or designs.

PLACE THE TERTIARY BRANDMARK OR EMBLEM WITH WHITE OUTLINE ON COMPLEX BACKGROUNDS



DISPLAY THE BRANDMARK OR EMBLEM WITHOUT CONTAINING SHAPES*



**Unless using the approved tertiary version of the brandmark for complex backgrounds.*

RESPECT CLEAR SPACE AROUND THE BRANDMARK AND EMBLEM



KEEP THE BRANDMARK STYLE UNIQUE



INCORRECT USAGE OF THE BRANDMARK AND EMBLEM

DON'T USE VERSIONS OF THE MARK THAT CAUSE POOR CONTRAST AND VISIBILITY

Do not use versions of the brandmark on too light a background or the black version over too dark a background.



ENSURE VISIBILITY WITH PROPER CONTRAST

Make sure you use the correct version of the brandmark to achieve the most contrast to ensure excellent visibility.



COLOR PALATTE

PRIMARY BRAND COLORS

EMBLEM BLUE

PANTONE 541 C
C:100 M:57 Y:0 K:38
R:0 G:70 B:127
HEX # 00467F

POPPY RED

PANTONE 200 C
C:0 M:100 Y:96 K:28
R:181 G:18 B:27
HEX # B5121B

NEUTRALS

LIGHT BLUE

PANTONE
C:4 M:2 Y:0 K:2
R:245 G:248 B:250
HEX # F5F8FA

LIGHT GRAY

PANTONE
C:0 M:0 Y:0 K:4
R:245 G:245 B:245
HEX # F5F5F5

FAMILY BRAND COLORS

RIDERS GOLD

PANTONE 1245 C
C:22 M:42 Y:100 K:2
R:200 G:145 B:18
HEX # C89212

SONS BLUE

PANTONE 3005 C
C:100 M:46 Y:2 K:0
R:0 G:119 B:200
HEX # 0077C8

FAMILY PURPLE

PANTONE 2593 C
C:65 M:95 Y:2 K:0
R:128 G:53 B:145
HEX # 803591

ADDITIONAL COLORS

These colors are listed for vendor reference only,
and are not to be used other than in the PANTONE/
Spot Color Emblem.

EMBLEM GOLD

PANTONE 116 C

EMBLEM BRONZE

PANTONE 469 C

TYPEFACES

BRANDMARK TYPEFACE – A NOTE

The typeface used in The American Legion's brandmark is a **customized version of Rexton Medium**. This font was carefully chosen and modified just for our official brandmarks.

To protect the integrity of the brand, Rexton should only be used in those official brandmarks and wordmarks. Using it anywhere else in a design, such as in headlines, body text or sub-brandings is not permitted.

SUB-BRANDING AND DISPLAY TEXT

The typeface that best complements the brandmarks of The American Legion Family is **Futura PT** – a widely available font that will be accessible to any professional designer with an Adobe Creative Cloud license.

FUTURA PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[{};:'",.<>/?

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.

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[{};:'",.<>/?

BODY COPY

When selecting a font for body copy, choose a font with good readability that works well with **Futura PT** or **Avenir Next**.

Suggested options:

- **Proxima Nova** (Adobe Fonts)
- **Aptos** (available with Microsoft products)
- **Helvetica**

WEBSITE FONT SELECTIONS (GOOGLE FONTS)

Suggested options:

- **Inter**
- **Roboto**
- **Noto Sans**



THE AMERICAN LEGION

Example of the emblem in a sub-branding lock-up using Futura PT



AMERICAN LEGION
CHARITIES

Example of the brandmark in a sub-branding lock-up using Futura PT

EXPLANATION OF FILE TYPES

BRANDMARK AND EMBLEM FILE SUITES

When you receive branding artwork, it typically comes as a full suite of files to ensure it looks great wherever it’s used, whether that’s online, in print, or on merchandise.

These suites include every officially approved color variation of the brandmark and emblem. Each variation is provided in multiple file formats and resolutions, each designed for specific uses.

Below is a quick guide to the different file types you might see and what they’re best suited for.

FILE EXTENSION	USAGE
.eps	for vendors – a universal vector art file type for highest quality reproduction in print
.png	for digital applications on any background or lower resolution document print use <i>(transparent background)</i>
.pdf	for higher quality document print use

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