



Public Relations Insider

Western Division

Branding, by definition is the “promotion of a particular product or company by means of advertising and distinctive design.” It is an important and vital part of letting the world know who we are. The images of the emblem, word mark and brand mark are key components of branding within the American Legion Auxiliary.

We’ve all heard these questions, and maybe even asked them ourselves:

- Can I put the marks on a background?
- Is there a preferred font to use?
- Can I use the mark with other objects/images?
- What about grave markers?
- How do I use the branding on social media?
- What about photography? Video?

These are just a few of the many questions that get asked about using any of the brand marks of the American Legion Auxiliary. The good news is that there is a place where you can get the answers to all of your questions about when, where and how to use all of the available marks to the American Legion Auxiliary. The Branding Guide, can be found at <https://www.legion.org/brand> and answers all of you questions about using the emblem, word mark and brand mark.

Play a fun game to test your knowledge about branding! The Branding Game is available at <https://www.legion-aux.org/Member/Resources/Branding-Game>. You can play this by yourself, with fellow members, and even your ALA Junior Members!

Pop Quiz:

Are any of these allowed uses of the Emblem:



What about these:



Or These:



If you answered “No” to all of these, congratulations, you are correct. None of these are proper uses of the Emblem.

