



Emblem Usage Guide

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Emblem Significance

(pg.6, *American Legion Auxiliary Unit Handbook*)



The rays of the sun

The rays of the sun form the background of our proud emblem and suggests the American Legion Auxiliary's principles of Loyalty, Justice, Freedom and Democracy will dispel the darkness of violence, strife and evil.



Outer rings

The larger of two outer rings stands for the rehabilitation of our sick and disabled veterans. The smaller inside ring denotes the welfare of America's children. The unbroken circle of blue represents Unity and Loyalty.



The star

The star, victory symbol of World War I and the emblem of service in war, no less the emblem of service in time of peace, also symbolizes honor, glory and constancy. The field of white behind the star exemplifies the hope of Freedom.



American Legion Auxiliary

The words American Legion Auxiliary tie the whole together for truth, remembrance, constancy, honor, service, veterans affairs and rehabilitation, children and youth, loyalty, and Americanism.

Emblem Usage

The word “emblem” used hereafter shall mean insignia, badge, medal, emblem, or any colorable imitation thereof of the reproduction thereof, of the American Legion Auxiliary. The name and emblem of the American Legion Auxiliary are registered service marks in the U.S. Trademark Office (Original 1920 Patent No. 55398, renewed by Acts of Congress, Aug. 1935, June 1949, June 1962 and April 1976) and are protected by criminal and civil enforcement provisions of federal law. The official emblem of the American Legion Auxiliary is on file at National Emblem Sales, The American Legion National Headquarters, Indianapolis, Ind. (<http://emblem.legion.org/>).

The National Organization may grant permission to use the name and emblem in accordance with that resolution, other resolutions and U.S. Trademark law. The national officers are charged with resisting and restraining any unauthorized use of the name “American Legion Auxiliary” or the emblem.

A resolution, passed January 13, 1948, states that the manufacture, sale, or purchase for resale, either separately or appended to, or to be appended to, or the reproduction on any article of merchandise manufactured or sold, of the badge, medal, emblem, or other insignia or any colorable imitation thereof, of the reproduction thereof for commercial purposes of the American Legion Auxiliary, or the printing, lithographing, engraving, or other like reproduction of such badge, medal, emblem, or other insignia or colorable imitation thereof the American Legion Auxiliary shall be in accordance with the rules and regulations declaring the policy of the American Legion Auxiliary.

The use of the emblem by the individual unit member shall be limited to the wearing of the official insignia and to the possessions of authorized jewelry or merchandise bearing the emblem, using the imprint of the emblem upon stationary and official supplies, upon unit publications, and to the use of authorized regalia or merchandise bearing the emblem.

The use of the emblem by departments shall be the same as by use of units, except that convention committees in several departments are privileged to use the emblem for decoration and souvenir purposes, subject in each instance to the approval of the national secretary.

Any other use of the name “American Legion Auxiliary” or the emblem shall be subject to the approval of the national secretary, provided, however, (a) that any requests for such other use of the emblem by units shall first be subject to department approval before submission to the national secretary, and (b) that any other such use by the departments, when approved by the national secretary, shall be confined within the territorial limits of the department.

No unit, county, district, state or other department of the American Legion Auxiliary, and no officer or member thereof, has authority to grant the right to manufacture, reproduce or deal in items bearing the name and/or emblem of the American Legion Auxiliary.

Use of the American Legion Auxiliary Emblem is controlled by the National Headquarters. All requests for approval to use the emblem must first be sent to the department secretary. The request letter must state who will perform the duplicating (manufacturer), the name of the product, its intended use and the exact amount being ordered. Products must be of U.S. manufacture. Additional quantities require new authority. The department secretary indicates her approval and affixes her signature before forwarding the request to the national secretary.

The letter authorizing use of the emblem by the national secretary must be issued to the manufacturer and will be sent directly to the manufacturer. Copies of the authorization letter will be sent to the department secretary and the person making the request if that information has been provided. For more information on permission to use the emblem see The American Legion Web site: <http://www.legion.org/emblem/faq>.

Any other use of the name "American Legion Auxiliary" or the emblem shall be subject to the approval of National Headquarters. These restrictions apply equally to the emblems of The American Legion and the Sons of The American Legion.

Emblem Use on Grave Markers

Purchases of grave markers from National Emblem Sales do not require approval of the national secretary. The use of the American Legion Auxiliary emblem on grave markers purchased from outside sources requires approval from both the department secretary and the national secretary. All requests must first be sent to the department secretary. After approval there, it will be forwarded to the national secretary for consideration.

For a deceased member the following information is required:

- Full name and address of the member.
- Name and number of the unit to which she belonged.
- Verification that she was a member in good standing at the time of death.
- Name and address of the manufacturer of the grave marker. If the manufacturer is unknown, the name and address of interment must be sent.

To receive approval for the use of the American Legion Auxiliary Emblem on a grave marker on a pre-need basis, one of two conditions must be met:

1. She must have been a member of the American Legion Auxiliary for at least twenty (20) consecutive years, or

2. She must be a VIM (paid-up-for-life) member, regardless of the length of her consecutive membership.

If the member is deceased and the request is made by her family, the member must have been a paid-up member at the time of her death.

Emblem in Print & Online

Use of the emblem in print and online is governed by National Headquarters. The use of the emblem in the electronic medium does not constitute permission to reproduce it. Permission to reproduce the emblem is confined to those activities listed in “Emblem Usage.” If a local unit, post, or department wishes to use the emblem on a newly designed graphic, a letter of request for approval must be sent to the national secretary.

Units are confined to using the emblem or reproduction of the emblem on stationary, unit publications, notices, posters, placecards, or matters of similar character used in the ordinary routine and conduct of legitimate unit business. Departments are similarly limited. Any other use of the name “American Legion Auxiliary” or the emblem shall be subject to the approval of the national secretary.

Emblem Specifications

Each emblem consists of an accurate reproduction of the patented American Legion Auxiliary Emblem in four colors- gold, dark gold, Reflex blue and white. The emblem must be displayed on a background of a diameter slightly larger than the emblem. No other objects or lines shall be directly imposed upon the emblem. The American Legion Auxiliary Emblem may be used in different color variations, including a **4 color process**, a **3 color process**, **grayscale**, and **black & white** (*see below*). The primary and most preferable is the 4 color process. The second most common is the black & white.

4 Color Process



3 Color (spot colors)



PMS 129 - Yellow
PMS 477 - Brown
REFLEX - Blue

Grayscale



1 Color - B&W



Logotype and Font

AMERICAN LEGION AUXILIARY

Trajan Pro is the preferred font for “American Legion Auxiliary.”



AMERICAN LEGION AUXILIARY

Serving veterans, their families and their communities

This type treatment in conjunction with the emblem is called a **logotype**. A common treatment (*above*) is a stacked vertical treatment or a color bar placed with the emblem. The emblem may also be placed on top of **complex graphics and photography**, as in the example (*below*).



Please observe **Flag Code** when using the flag in print. Note the left position of the American Flag in relation to the American Legion Auxiliary flag (*below*). In addition, note that the flag poles are not in any way disrupting the shape of the emblem.

