

FYI

Hello Department PR Chairs!

We are quickly winding down this year, however there is still much to do until we head to National Convention in August. Attached please find the latest Insider that includes a Pop Quiz about the use of our emblem. Please share this entire newsletter with the members of your Department. It is important that we are all on one accord and not breaking any rules.

At this time, we do not have 100% reporting. I am holding out hope that I will receive the final report today and will forward it to our National Chairman. We work so hard during the year and it is our duty to relay what we do so we can report ALL of our member's good deeds. We are placed in this leadership position to make sure we share information.

If you have any questions or concerns, please do not hesitate to contact me at 323-547-3729.

Thank you all for what you continue to do to support the American Legion Auxiliary and veterans, active-duty military, their families and our communities. You are the BEST!

Yours in service,

Anita

Anita Biggs
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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.

Where to Find Approved Images of the Emblem and Brand Marks

If you need the emblem or brand marks, they are available for download at:

www.legion.org/brand/aux

Getting Permission to Use the Emblem or Brand Marks

As with any organization, you need to obtain permission to use the marks. This process is easy and relatively quick.

- Log into your members area of www.alaforveterans.org and click on the forms tab at the top left of the page;
- Scroll down until you see the box for Emblem Use Approval forms on the left hand side of the screen;
- Fill out the form and send it, with a picture of the proposed product to your Department Secretary;
- Wait for approval from National.

(A unit did this to purchase paper bags with the new marks that they use to provide promotional materials and the entire process—start to finish took less than half a day.)



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