



THE AMERICAN LEGION

Visual Style Guide

04.15.2015

Table of Contents

Communicating the American Legion Brand	3
The Legion Emblem	4
Emblem	5
Logo Type	6
Standard Typefaces	7
Myriad Pro	8
Minion Pro	9
Color Palette	10
www.legion.org Branding	12

Communicating The American Legion Brand

The American Legion brand visual standards are carried through all internally produced, commissioned or contracted communication through the intelligent use of color, typography, photography and other graphic elements. Proper use advances a consistent brand and visual message to attract members, non-members and supporters to The American Legion.

For more information or to request high quality versions of our branding materials, contact The American Legion National Headquarters Visual Media Manager, Holly Soria at hsoria@legion.org.

The American Legion Emblem

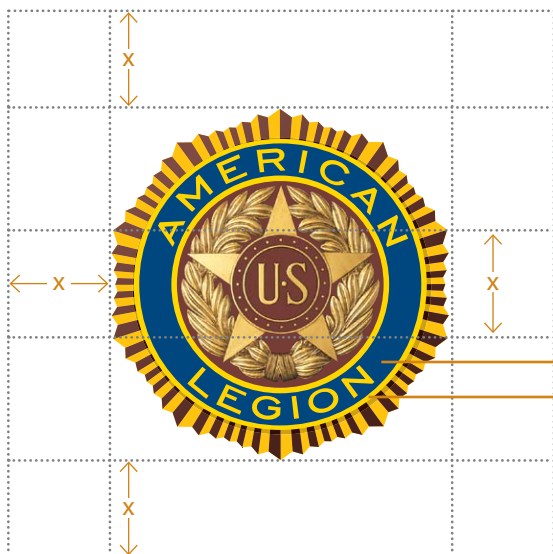
emblem



The American Legion emblem is a full-color vector and raster-based logo. The emblem can be used with or without the logotype.

The emblem has the strength to be used on a variety of different backgrounds. Colors similar to the gold or brown in the rays of the emblem should be avoided as well as high contrast patterns. The emblem should have a minimum amount of open space surrounding it equal to the diameter of the inner circle.

In order to maintain legibility of The American Legion emblem the minimum size is 3/8" or .95 centimeters.



AL Blue PMS 541

AL Yellow PMS 116

logotype

THE AMERICAN LEGION

The American Legion logotype consists of the name, "The American Legion" in Adobe's Trajan Pro typeface.

Trajan Pro should be reserved for logotype treatment and should not be used for headlines, body copy or any other type within the document. It can be used for modified logotypes such as program names like American Legion Riders or American Legion Baseball.



THE AMERICAN LEGION

When used in combination with The American Legion emblem, the logotype should appear horizontally centered directly below the emblem. The logotype should be one-third the height of the emblem. The space between the emblem and logotype should be half the height of the logotype.



THE AMERICAN LEGION

When horizontal treatment is necessary the emblem should appear to the left of the logotype. The emblem and the logotype are aligned on their vertical centers with the logotype being half the height of the emblem.

Standard Typefaces

The following are standard typefaces for American Legion media. It is recommended to use them when visual continuity is desired.

Please remain consistent throughout the project when you do use other typefaces.

typefaces

For headers, sidebars and pull quotes we use the san serif Myriad Pro. It is appropriate to alternate between the standard and condensed faces if the design requires one over the other as long as the choice is consistent.

Myriad Pro

Myriad Pro Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()[]{}|;':",./<>?

Myriad Pro Bold Condensed

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()[]{}|;':",./<>?

Myriad Pro Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()[]{}|;':",./<>?

Myriad Pro Condensed

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()[]{}|;':",./<>?

typefaces

For body copy, use the serif Minion Pro.

Minion Pro

Minion Pro

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()[]{}|;':",./<>?

Minion Pro Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()[]{}|;':",./<>?

Color Palette

color palette

Primary Palette

Legion Blue PMS 541 C CMYK C100 M57 Y0 K38 RGB R0 G70 B127 HEX 00467F	Legion Gold PMS 116 C CMYK C0 M16 Y100 K0 RGB R255 G210 0 HEX FFD200	Dark Neutral PMS 424 C CMYK C0 M0 Y5 K61 RGB R126 G126 B123 HEX 666666
		Light Neutral PMS Cool Grey 3 C CMYK C0 M0 Y0 K17 RGB R208 G206 B197 HEX D6D6D6

Secondary Palette

AL Red PMS 1805 C	AL Orange PMS 153 C	AL Neon Green PMS 382 C	AL Green PMS 370 C	AL Violet PMS 2695 C	AL Brown PMS 4625 C
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Primary Palette

The Primary Palette indicates The American Legion official colors. When designing for the over arching Legion brand, these are the colors to be used.

Secondary Palette

The Secondary Palette colors can be used when featuring a specific program. Each color may be combined with the neutrals and an accent color.

www.legion.org Branding

www.legion.org branding



The above style is the primary format when referencing the website url. It should be used in cases such as contact information on printed materials or in videos. The text should include the full, "www.legion.org" text, all lower case. The logo and the url are aligned on their vertical centers with the logo being the full height of the url, including ascenders and descenders. The url is Myriad Pro Bold.