American Legion
Auxiliary

BRANDING GUIDE

A how-to guide for branding the American Legion Auxiliary

Revised 2020

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WHY A BRANDING GUIDE?

Our brand is our identity. It's our reputation, our promise. It's how the public recognizes us. It defines who we are — a community of volunteers serving veterans, military, and their families.

Think of a brand. It can be an old one or a new one, one that has changed over time or that is still strongly rooted in tradition, or one you're most familiar with. What brand popped into your head?

Let's say it was McDonald's — long established and well known across the globe. McDonald's has a strong brand. We know their colors are red and yellow. We can clearly picture their big Golden Arches. We know their mascot, Ronald McDonald, and what he looks like. And, we might even be able to recite their slogan, "I'm lovin' it." We know all of this because of intentional and effective branding.

Some of the most recognizable brands in the world have a "big picture" or "master template" look that they use to communicate who they are — think Coca-Cola, Disney, or Apple. Through a brand, as studies have shown, people begin to develop emotional attachments and strong feelings for a brand much as they would for another human being.

Because the American Legion Auxiliary's units and departments are spread across the United States and its territories, we need to develop a strong and cohesive brand. Your unit/department might not be aware or even concerned about what another unit/department is doing. But, what they do and how they look can affect your reputation.

The public should be able to pair the ALA with our core values, mission, and look in the same way they can look at the cursive white script and red background on a soda can and immediately think Coca-Cola.

WHO SHOULD USE THIS GUIDE?

Everyone has a role in creating and maintaining the Auxiliary's brand, but the people who should use this guide the most are communications professionals and volunteers when writing, designing, or producing Auxiliary-related material or when guiding contractors/vendors to produce material.

HOW SHOULD THIS GUIDE BE USED?

This guide will serve as an easy-to-follow template that will make the marketing job easier at all levels. Also, by establishing a unique brand, we will differentiate ourselves from other veterans service organizations.

Refer to this guide when producing any American Legion Auxiliary-related materials. Let this guide be your reference in all steps of production; it contains small details such as size and color of documents and larger concerns such as how the Auxiliary's mission should be reflected in its branding efforts.

We want to enhance our identity, maintain and build upon consistency, and simplify and update our look and feel. We need to communicate who we are, what we do, and why it matters. By producing materials that are uniquely ours, the American Legion Auxiliary will be easily recognizable no matter where material is produced or in what format it's published.

THE AMERICAN LEGION AUXILIARY EMBLEM & ITS USAGE

EMBLEM USAGE

The word "emblem" used hereafter means logo, insignia, badge, medal, or any colorable imitation thereof or the reproduction thereof, of the American Legion Auxiliary name and symbol. 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. (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 American Legion Auxiliary National Headquarters is charged with resisting and restraining any unauthorized use of the name "American Legion Auxiliary" or the emblem.

A resolution, passed Jan. 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 insigna 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 stationery 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 or 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.

HOW TO GET PERMISSION TO USE THE EMBLEM

Use of the American Legion Auxiliary emblem is controlled by the national organization, but first should be submitted to the department secretary. The emblem usage request form is available on the national website and requires the following information:

1) Requesting a person's email address and unit/department
2) Manufacturer/printer's name and **email address**
3) The product name, **exact** number being ordered, and intended use
4) A **mockup** of what the product with the emblem will look like

THE AMERICAN LEGION AUXILIARY EMBLEM & ITS USAGE

The department secretary will forward the request to national headquarters. Additional quantities require a new request form.

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 website: www.legion.org/emblem/faq.

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

NAME
★ Always capitalize the first letter of each word of the name the American Legion Auxiliary. If it appears in lowercase letters, the words could become confused with the other words in a sentence.
★ Never shorten the name, American Legion Auxiliary, to something like "Legion Auxiliary" or "American Auxiliary."
★ The full name, American Legion Auxiliary, should be spelled out for the general public. Don't refer to our organization as ALA or the Auxiliary to external audiences. To avoid repetition, use words such as organization on second reference.
★ Our organization should not be referred to as the Women's Auxiliary or the Ladies Auxiliary. We have male ALA members.

For internal audiences, spell out American Legion Auxiliary on first reference. Subsequently referring to it as the Auxiliary or ALA to save space is acceptable.

TRADEMARK & COPYRIGHT
The American Legion owns the trademark on the American Legion Auxiliary emblem. Because copyright protects our work, you should always apply for a copyright on any published materials. The copyright is also a good place to keep track of your last update by listing it with the copyright information.

EMBLEM IN PRINT & ONLINE
Use of the ALA emblem in print and online is govered by National Headquarters to ensure correct and proper use. 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" on the previous page. 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's attention.

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

Simply put, a brand is a promise. When customers trust they'll get the result they expect, a preference for that brand is created. Good things begin to happen.
          — eBay's branding guide

THE AMERICAN LEGION AUXILIARY EMBLEM & ITS USAGE

OUR EMBLEM

Our emblem is the main identifier of the American Legion Auxiliary, and it's one of our most valuable assets. Over the course of our 100 years of history, our emblem has remained unchanged.

OUR NAME

For the same reasons we treat our emblem with respect and avoid the misusage of it, we should not misuse our name. Always use our full, proper, and trademarked name in communications.

CORPORATE AND TRADE NAMES

The corporate name is the official legal designation of a company or organization. Corporate names should be spelled out in full. The following are correct and incorrect usages of corporate names:

Correct:
THE AMERICAN LEGION
American Legion Auxiliary

Incorrect:
the American Legion
THE AMERICAN LEGION Auxiliary

A trade name is the name under which an organization promotes itself to its members and the public and under which it conducts business. In some cases, the trade name may be the same as the corporate name.

Correct:
The American Legion
THE AMERICAN LEGION
American Legion Auxiliary
AMERICAN LEGION AUXILIARY

Incorrect (to external non-member audiences):
the Legion
the AL
the Auxiliary
the ALA

PRODUCTS THAT SHOULD CONTAIN THE AMERICAN LEGION AUXILIARY EMBLEM

Any materials produced that could have any bearing at all on our brand should contain the ALA emblem. This includes both internal and external productions including, but not limited to, written, designed, constructed, recorded, or otherwise made materials.

Examples of materials that should include the American Legion Auxiliary emblem include, but are not limited to: business cards, envelopes, letterheads and footers, forms, brochures, and posters.

Examples of materials not necessary to apply our emblem to include, but are not limited to: internal emails, materials for inter-office/department/unit-only use.

EMBLEM USE ON GRAVE MARKERS

Purchases of grave markers from American Legion Flag & Emblem Sales do not require approval of the national secretary.

The use of the American Legion Auxiliary emblem on grave markers or headstones 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's attention 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/he belonged.
★ Verification that she/he 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/he must have been a member of the American Legion Auxiliary for at least 20 consecutive years.
2. She/he must be a Paid Up For Life (PUFL) member, regardless of the length of her/his consecutive membership or a life member of a department with its own life member plan.

SIGNATURES
Co-branding
When producing materials that are co-branded, the size of each partner's emblem/logo should be proportional to their contribution in the partnership. When each partner has contributed equal shares, both emblems/logos should be of equal size. But, special consideration should be given to each emblem/logo. The ALA emblem is unique in that it contains small, embedded text. If the logo is printed too small, the text becomes unreadable and therefore, the emblem does not appear as it should.

As you can see in the graphic above, the emblems/logos are of comparable size. But, which one is more readable? The logo for Diet Coke. This is a topic to discuss with any co-sponsor because of the differences between each organization's emblems/logos. When co-branding with any organization or company, request high quality or source graphics. Do not pull images or graphics from websites.

Co-branding with The American Legion Family
Another consideration — when producing materials co-branded with the Legion Family, all emblems should always be of equal size.

Size requirements
The main consideration to keep in mind in terms of size is readability. Our emblem is unique in that it contains small text within the body of the emblem. The text of our emblem should always be easily readable on any production.

LOGOTYPE & FONT
Adobe Garamond Pro is the preferred font for "American Legion Auxiliary" because of its clean, professional look and readability. This type treatment in conjunction with the emblem is called a logotype. A common treatment is a stacked vertical treatment or a color bar placed with the emblem (see samples on page 8). The emblem may also be placed on top of complex graphics and photography.

PLACING REQUIREMENTS
The American Legion Auxiliary emblem should always be prominently displayed at the top of any production with nothing placed above it. Except in some rare instances, the American flag is permissible to be placed above our emblem.

A best practice is to avoid using our logo over any "busy" or colorful background (i.e., anything that will interfere with the readability or overall visibility of our emblem). If such a background is unavoidable, use the "outerglow" feature in Adobe InDesign. This adds a halo effect around the emblem and softens the colors around it, thereby making it appear more visible.

THE AMERICAN LEGION AUXILIARY EMBLEM & ITS USAGE

EMBLEM COLORS & USAGES

There are five color versions of the American Legion Auxiliary emblem available for use: the four-color, two-color, one-color, grayscale (black), and reversed emblem. Each one has its specific use and purpose, as this page will explain.

★ The four-color emblem should be used as much as possible because it is the most common version and the one we want the public to be most familiar with.
The four-color version should be used on all materials produced for websites, full-color publications (e.g., magazines, brochures, or other materials published in full-color) or video productions.

★ The two-color PMS emblem (PMS stands for Pantone® Matching System) should be used on items such as envelopes, letterheads, business cards, and other items when they are produced in bulk.
Utilizing the two-color PMS emblem can help keep costs lower than printing with a four-color emblem.

A PMS color is a predetermined mix that produces consistent color between printings, used between designers and printers. (To learn more, go to www.pantone.com.) While using PMS colors can help cut costs when producing materials in bulk, four-color printing can be more cost-effective for smaller batch jobs because of the initial cost of a PMS color. Keep in mind that a color will look differently printed on coated paper than it will on uncoated. For additional information on colors, please see the Design Guidelines section in this Branding Guide.

★ The one-color PMS emblem should be used at the graphic designer's discretion, usually for cost savings with one-color printing.

★ The grayscale or black emblem should be used only when items will be printed and copied in black. Otherwise, please use a color emblem.

★ A reversed logo (white) can be used on such things as T-shirts, when white is required to print on top of a color background.

★ A brochure-style emblem (below) is also available with the words "American Legion Auxiliary" using the Adobe Garamond Pro font to the right of the emblem in both Pantone and CMYK blue, black, grayscale, and two reversed (white) versions.

Four-color

PMS two-color

Four-color, black

PMS one-color (540c or 541u)

Grayscale

Four-color, reversed

Reversed

AMERICAN LEGION FAMILY LOGO: COLORS & USAGES

There are three versions of the American Legion Family logo available for use: four-color, grayscale (black), and reversed. Please reference earlier pages in this guide on American Legion Auxiliary emblem usages.

In addition, the individual emblems can be rearranged as shown below for layouts that require less width, such as the backside of a Family-branded shirt.

THE AMERICAN LEGION AUXILIARY EMBLEM & ITS USAGE

PROPER TRADEMARK USAGE OF AMERICAN LEGION AUXILIARY GIRLS STATE NAME AND LOGOS IN MEDIA RELATIONS, PROMOTION, AND PUBLICITY

The American Legion holds registered trademarks for the terms "American Legion Auxiliary" and "Girls State," plus several iterations thereof, as well as the official American Legion Auxiliary emblem. The word "emblem" used herein shall mean insignia, badge, medal, emblem, or any colorable imitation or reproduction thereof, of the American Legion Auxiliary.

The American Legion Auxiliary national organization (National Headquarters) may grant permission to use the name and emblem in accordance with U.S. trademark law. National officers are charged with resisting and restraining any unauthorized use of the name "American Legion Auxiliary" or the emblem.

Some examples of proper use include: American Legion Auxiliary Michigan Girls State, ALA Sunflower Girls State, American Legion Auxiliary Buckeye Girls State, etc.

An American Legion Auxiliary Girls State program may use the "American Legion Auxiliary" and "Girls State" trademarks for stationery, publications, notices, posters, or similar correspondence items without requesting national approval only for official Auxiliary business, assuming that such usage complies with the national organization's pre-approved emblems with no alteration.

No other objects or lines shall be directly imposed upon the emblem. An emblem request form needs to be submitted to the national organization for any merchandise intended to bear the name or emblem of the American Legion Auxiliary Girls State program that is not ordered from The American Legion Emblem Sales office.

Use of the American Legion Auxiliary trademarks/emblem is controlled by National Headquarters. All requests for approval to use the trademarks must be submitted to the ALA national secretary. The written request must state the name of the product, its intended use, the person or company who will perform the duplicating (manufacturer), and the exact amount being ordered. The request may be submitted via email, with the details included in an attached document. Additional quantities require new authority. You must seek approval even if the vendor is a Legionnaire or ALA member. The letter authorizing use of the trademarks by the national secretary must be issued to the vendor.

Copies of the authorization letter will be sent to the department secretary and the person making the request, if given.

Use of the name and emblem in print and online is governed by National Headquarters. If a program wishes to hire a third-party web designer to create its website or other online content, it must seek the same approval as if ordering manufactured goods. A request form must be sent to the national secretary for approval, and letters of approval must be sent to the web designer before he/she can begin work; this approval applies to pro bono work as well. Contact NatlSecy@ALAforVeterans.org to obtain a request form.

If an American Legion Auxiliary Girls State program wishes to display one of the ALA's trademarked names or emblems on a website, it must seek permission from the national secretary. As well as if working with a third party web designer. Approval may be requested and granted via email. 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 the "Emblem Usage" section in this guide. If an American Legion Auxiliary Girls State program wishes to use the name and emblem on a newly designed graphic, a letter of request for

approval must be sent to the American Legion Auxiliary national secretary.

This provision is especially important because of the danger of creating additional emblems or trademarks which are not registered, and in some circumstances, can endanger or destroy the marks already protected.

Examples of items bearing the American Legion Auxiliary Girls State program emblem for which you will need a national letter of permission:
★ Clothing
★ Mugs, plates, etc.
★ Third-party website design
★ Anytime new graphics or logos are created for your program
★ Any manufactured item

Examples of items that may bear the American Legion Auxiliary Girls State program emblem without a national letter of permission:
★ Unit/department publications
★ Notices
★ Posters
★ Place cards
★ Matters of ordinary routine; reports and other conduct of legitimate unit/department business

PLEASE NOTE: The ALA Girls State and ALA Girls Nation emblems cannot be altered due to trademark. National Headquarters has created two custom versions available for each department upon request. Contact ALAGS@ALAforVeterans.org to request an emblem.

"Swoosh" version example:

AMERICAN LEGION AUXILIARY
COLORADO
Girls★
S T A T E

AMERICAN LEGION AUXILIARY
KENTUCKY
Girls★
S T A T E

"Text" version example:

American Legion Auxiliary
Alaska
Girls State

American Legion Auxiliary
Little Rhody
Girls State

THE AMERICAN LEGION AUXILIARY EMBLEM & ITS USAGE

AMERICAN LEGION AUXILIARY GIRLS STATE EMBLEM COLORS

Just as with the American Legion Auxiliary emblem, there are different color versions of the American Legion Auxiliary Girls State emblem available for use: the four-color, four-color with black background, grayscale (black) and reversed emblem. Each one has its specific use and purpose.

AMERICAN LEGION AUXILIARY GIRLS NATION EMBLEM COLORS

Just as with the American Legion Auxiliary emblem, there are different color versions of the American Legion Auxiliary Girls Nation emblem available for use: the four-color, four-color with black background, grayscale (black) and reversed emblem. Each one has its specific use and purpose.

THE AMERICAN LEGION AUXILIARY
EMBLEM & ITS USAGE

THE FOLLOWING DISPLAYS OF THE ALA EMBLEM ARE PROHIBITED:

*Condensing, skewing,
distorting, modifying
in any way*

*Stretching
of the emblem
in any way*

Applying any visual effect

*Altering the proportional
relationship of any element*

*Changing or altering
the typeface or placement
of typeface*

*Deleting any element
of the emblem*

*Printing the emblem in any
other color than approved*

*Allowing type or other items
to obscure any part of the
emblem*

*Printing or using
a low-resolution or
unreadable graphic*

THE AMERICAN LEGION AUXILIARY FOUNDATION LOGO & ITS USAGE

ALA FOUNDATION LOGO COLORS & USAGES

There are five color versions of the American Legion Auxiliary Foundation logo available for use: the four-color, two-color, one-color, grayscale (black), and reversed emblem. Each one has its specific use and purpose, as this page will explain.

★ The four-color logo should be used as much as possible because it is the most common version and the one we want the public to be most familiar with. The four-color version should be used on all materials produced for websites, full-color publications (e.g., magazines, brochures, or other materials published in full-color), or video productions.

★ The two-color PMS emblem (PMS stands for Pantone® Matching System) should be used on items such as envelopes, letterheads, business cards, and other items when they are produced in bulk. Utilizing the two-color PMS emblem will help keep costs lower than printing with a four-color emblem.

   A PMS color is a predetermined mix that produces consistent color between printings, used between designers and printers. (To learn more, go to www.pantone.com.) While using PMS colors can help cut costs when producing materials in bulk, four-color printing can be more cost-effective for smaller batch jobs because of the initial cost of a PMS color.

★ The one-color PMS emblem should be used at the graphic designer's discretion, usually for cost savings with one-color printing.

★ The grayscale or black emblem should be used only when items will be printed and copied in black. Otherwise, please use a color emblem.

★ A reversed logo (white) can be used on such things as T-shirts, when white is required to print on top of a color background.

★ There is an additional horizontal logo version as also shown, which is also available in different color versions.

FOUNDATION LOGO TAGLINE

★ The American Legion Auxiliary Foundation tagline (Ensuring Our Mission of Service Endures) should appear in the standard fonts, either Adobe Garamond Bold or Times New Roman Bold.

★ The tagline should appear centered, under the American Legion Auxiliary Foundation logo as appropriate, as shown below.

Ensuring Our Mission of Service Endures

THE AMERICAN LEGION AUXILIARY EMBLEM & ITS USAGE

PIN AND JEWELRY DESIGN

Usage of the American Legion Auxiliary emblem on pins, jewelry, and other related manufactured items should follow these guidelines:

★ The ALA's emblem should be prominently displayed at the top of any production with nothing placed above it. The only exception is that the American flag may be placed above the emblem.

★ The ALA's emblem should be legible and large enough to read the American Legion Auxiliary name.

★ Do not place the ALA's emblem on a busy background. No lines or other designs or objects may pass behind the emblem. The emblem must be either highlighted with a glow or it's best to place the emblem on a solid background.

★ The ALA's emblem should not be used as a substitution for a letter or number, or as a design object or other element.

★ Colors should be as accurately matched as best as possible.

THE FOLLOWING DISPLAYS OF THE ALA EMBLEM ARE PROHIBITED:

Emblem should not to placed on a busy background.
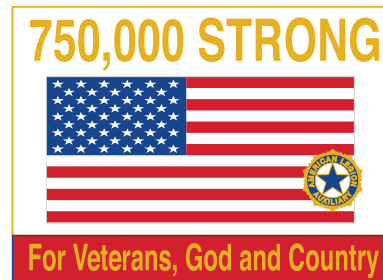
Emblem should be legible and large enough to read, and placed on a solid background.

Emblem should be at the top of any production and should not have other art elements attached to it.

Pin should use mission related imagery and our branded colors of red, white, and blue.

AMERICAN LEGION AUXILIARY WAVE

The use of the American Legion Auxiliary wave provides our products with a clean, cohesive look. It represents forward movement within our organization. It provides our documents with a modern look. The wave should be used on all materials as applicable.

There are two versions of the ALA wave as a solid graphic and as a line. The solid graphic is available in red and blue, with the blue version of the wave preferred. The solid red version should be used mainly with darker background colors. An example of this design element appears in our brochures and booklets. The background of

the *Legislative Advocacy Guide* below is blue. Therefore, we used a red wave.

The wave line, as shown in two examples below, is to be used as an alternative to the solid wave, such as to minimize printer ink usage, and is available in blue, black, or reversed (white).

The wave graphics are not to be altered in color or general appearance. They are designed and intended to generally flow along the bottom edge of a document, and, if possible, the solid wave should bleed off of the left, right, and bottom edges. The solid wave graphic can be stretched left to right as needed, as long as it does not lose its general shape. Neither graphic should be placed vertically on any documents.

THE FOLLOWING DISPLAYS OF THE ALA EMBLEM ARE PROHIBITED:

Do not alter the colors.

Do not alter the size or shape.

Do not place the wave vertically.

Do not add any effects to the wave.
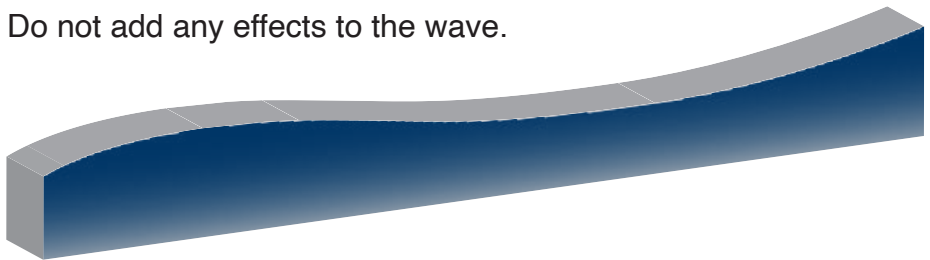
Do not delete any part of the wave.

APPROVED ALA TYPEFACES

The American Legion Auxiliary has chosen to use the Adobe Garamond Pro and Helvetica type families. If your computer does not come equipped with Adobe Garamond Pro, we recommend similar fonts such as Garamond or ITC Garamond, or other substitutions can be used such as Palatino, Minion Pro, or Times New Roman. A substitution for Helvetica is Arial.

Following are samples of the ALA appropriate typefaces:
Adobe Garamond Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Italics
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WHY TYPOGRAPHY IS IMPORTANT

Typography is one in a set of many elements to be used for providing a consistent look for the American Legion Auxiliary. Each typeface has its own unique personality and purpose. For example, Comic Sans is a typeface many people single out as being unprofessional and one that should not be used to compose a message intended to be taken seriously.
Look at the following statement typed in Comic Sans:
The President of the United States of America has issued the following warning...

Now compare that statement with this one typed in Adobe Garamond Pro:
The President of the United States of America has issued the following warning...

Comic Sans has an inherent juvenile look. Its rounded corners lack the authority of the serifed typeface of Adobe Garamond Pro. Similarly, Adobe Garamond Pro wouldn't be the most appropriate choice for an invitation to a child's birthday party.

Which looks better:
Dear Jimmy, please come to Johnny's 2nd birthday party.
OR
Dear Jimmy, please come to Johnny's 2nd birthday party.

As you can see, every typeface has a personality and an intended use. For this reason, please refer to the following additional information on typefaces.

GENERAL TYPOGRAPHY GUIDELINES

Our typography should be consistent. This means do not enlarge, extend, skew, condense or otherwise alter the typeface. It is also important to know in what instances it is OK to use typeface effects.

Boldface type should be used only for titles, headlines, to make words stand out, and, very rarely, for emphatic use. Bolding words emphasizes their importance within a body of text. Overusing the bold effect can seem hostile or abrasive and could easily turn readers away from your text.
Similarly, italics should be used sparingly. Italic type is mainly used when typing foreign words or phrases to differentiate them from surrounding words. Italics can also be used for emphasis. Titles of books, movies, publications, etc., should be italicized.

Other effects such as underline, strikethrough, or shadows should never be used. In special branding circumstances, National Headquarters might modify these rules.

Avoid using all capital letters, with the exception of titles and headlines. Using all capital letters can seem aggressive or hostile much in the same way using all bold letters can.

TYPOGRAPHY SIZE
Do not use type sizes together that are close in size. The difference between 9-pt. and 10-pt. type is negligible — it will most likely go unnoticed. Use font sizes from 9-pt. to 14-pt. for most documents that are of standard sizes.

If you need to use bullet points, we suggest using stars as the points, if possible. If your computer has the font Zapf Dingbats, the capital "H" key is a five-point star, and can be printed in the American Legion Auxiliary's blue color.

HYPHENATION
We suggest that hyphenation be turned off or used sparingly.

COLOR
A header, title, and large type may be in American Legion Auxiliary's blue color. For text within the body of a document, black is the standard color for text. Avoid using color text, as it is difficult to read.

White text should be used on ALA blue or red backgrounds. The color of the ALA wave should not be altered in any way. For more information on color, including ALA's official colors, see the Design Guidelines section of this guide.

DOCUMENT SIZE
The standard size for documents is 8.5"x11." Standard copy/printer paper is this size. Other sizes are used for special documents, presentation pieces, posters, or differently sized items.

LAYOUT
Document layout needs to be consistent. Most elements of proper layout are things we put to use every day and are common practice. Titles are placed at the top of the page. Headers go above titles. The main body of text is placed in the middle of the document. And, the footer or any footnotes are placed at the bottom of the document. The main body of the text should be left justified, which is the justification used throughout this guide.

IMAGERY/ART
Imagery and art can mean photography, graphics, and illustrations. These items should always be appropriate for our target audience. Be mindful of the American Legion Auxiliary's mission and vision at all times when producing imagery for any production.

Another important aspect of imagery is quality. Poor quality imagery detracts from the effectiveness of your production and our overall goal of generating and maintaining a cohesive brand. Always use high-resolution pictures that aren't blurred, pixelated, too dark, too bright, or off-color. Maintain high standards for all productions. Any material the American Legion Auxiliary produces affects how the public perceives our organization.

TAGLINE
Be sure to include the ALA tagline in materials where appropriate — A Community of Volunteers Serving Veterans, Military, and their Families.

PHOTOGRAPHY LAYOUT

Photographs created or taken for the American Legion Auxiliary should reflect our mission and organization's values. Try to use photos with smiling, positive people engaging in our mission. Use subject matter that will resonate well with our audience.

Include a wide range of demographics and ethnicities. With this in mind, you should also utilize a variety of photographs when illustrating any production. Highlight the diversity of our organization.

When using photographs, make sure they match or pair well with the subject matter at hand. If you're producing materials about the Auxiliary Emergency Fund, don't include pictures of youth volunteering in their community. Instead, consider using photos of members volunteering at a disaster clean-up site, for example.

In addition to subject matter, attention should be focused on how the photos are placed in a production. When possible, try to utilize square photos. Center your subject matter. Crop photos carefully.

Place your photos in a similar way as those pictured at right: square, no borders with subjects centered. In general, try to stack the photos as shown — either in groups of two or three. Drop shadows can also be used.

It's important to show and not tell, which can be illustrated through action shots. Be sure to take photos of members working the mission, whether that's painting a fence for a community service project, scooping out mashed potatoes at a dinner fundraiser, or helping a veteran at a job fair — showing action is key.

STEPS FOR SELECTING PHOTOGRAPHS
★ Does the photo illustrate the mission?
★ Is what's happening in the picture authentic and positive?
★ Are the subjects being genuine?
★ Can our audience and/or the public relate to the picture quickly and with ease?
★ Is the photo free of inappropriate items such as alcoholic beverages or political signs?

BRAND-ALIGNED MESSAGING
One of the best ways to show what the ALA is about is through photos of mission moments, such as handing out items at a stand down or awarding a child our Youth Hero Award.

QUICK TIPS
★ Try to capture smiling faces when appropriate.
★ Include at least two subjects unless the action in the photograph is done alone.
★ Try to capture the moment — get real emotions and interactions, not staged ones.
★ People should almost always be the focus.
★ Capture intimate moments of interaction between volunteers and those being served.
★ Naturalism and realism are important in terms of lighting, setting, interacting, etc.

★ Minimal editing is OK for most photographs. Don't make them appear artificial in any way. If the photograph requires too much editing to make it usable, don't use it. And always be respectful when editing.

WHAT NOT TO DO
★ Don't force interactions, emotions, reactions, settings, or smiles.
★ Don't cut people off at the edge of a photo.
★ Ensure good lighting. Do not use photos that are too dark.
★ Don't include tobacco, alcohol, obscene gestures, or brand names/logos/emblems.
★ Don't make relationships between subjects appear ambiguous.

STOCK PHOTOGRAPHY VS. MEMBER PHOTOGRAPHY
Be mindful of where all of your photographs come from. Use real Auxiliary members in your photos as much as possible. Each individual stock photograph must be purchased to obtain the rights of usage. These individual purchases can add up to a great expense. This is why it is important our members and staff understand and follow these basic photography guidelines.

When using member photography, make sure the person from whom the photograph came had permission to shoot where they did. Also make sure the photographer has at least verbal consent to use all their photographs in print (written consent should always be the goal). For a consent form, visit www.ALAforVeterans.org. If you need to purchase stock photography, use reputable sites such as Shutterstock.com or Getty Images. Before you purchase, read the usage rights. This is important as there are different rights (and prices) depending on the distribution.

If you are utilizing an outside vendor for photography or for providing photographs, be sure the vendor is following copyright restrictions on photographs.

SUBMITTING PHOTOGRAPHS TO ALA NATIONAL HEADQUARTERS

American Legion Auxiliary National Headquarters wants to hear from YOU! How do you work the ALA mission? Have you recently hosted an event for veterans, military, and their families and have a story or photos to share? Has your ALA unit done something outstanding for your community that's of national interest? Show your dedication to *Service Not Self* by sending us photos of you serving the mission!

What kind of photos should I submit? Photos should reflect the ALA mission and values. Please consider photos with smiling, positive people actively engaged in serving veterans, military, and their families. Examples are volunteers handing out items to veterans at a stand down or members of The American Legion Family fully branded and serving current servicemembers' families at an event.

Pictures should be provided in maximum resolution in JPEG format with captions provided. Sending us material from your smartphone? Please be sure to select the largest file size possible when emailing the message to us. Example: On an iPhone, select the "Actual Size" option.

Ready to submit? GREAT! Simply email PR@ALAforVeterans.org. Please note that if used in ALA media, all submitted items are subject to editing for clarity, style, and format. By submitting material, you acknowledge that you are legally entitled to distribute the work and allow it to be redistributed. We may use such materials with or without your name and for any lawful purpose, including, for example, such purposes as publicity, illustration, advertising, and web-related content. In providing photos, you represent that you own all copyrights and have been given the authority by each individual depicted in the photograph to provide photos to ALA National Headquarters.

Here are examples of photos that need improvement:

Photo is too dark; person is cut off and not centered.

Photo is blurry and has poor color tones.
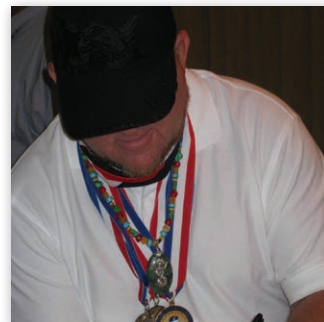
Photo is missing person's face and is too dark.

The photography guidelines also apply to video. Authenticity is the rule: your subjects telling their stories in their own words, and in their own space. Staged studio scenarios and voiceover might occasionally be appropriate, but whenever possible, video should capture a moment of genuine interaction between people or moments of service.

STEPS FOR SELECTING VIDEOS

Select subjects or events in the spirit of the ALA's mission. Does the video illustrate mission movement? Can our audience and/or public relate to the video quickly and with ease? Is the video free of inappropriate items such as alcoholic beverages or political signs?

BRAND-ALIGNED MESSAGING

All videos should reflect the ALA's mission and values, which are inherent in our brand. Refer to the "Brand Promise & Voice" section in this guide to find brand-aligned messaging ideas.

USE PROFESSIONAL EQUIPMENT WHEN POSSIBLE

Poor cameras, lighting, and sound can make even the most exciting content look underwhelming and, by extension, reflect badly on the brand. Be sure to test your equipment before the final recording to verify the quality of the video and audio.

SOUND QUALITY

Most people won't use a microphone other than what's on their video camera. A separate hand-held or lapel microphone can make a world of difference in quality and can be purchased inexpensively. There are wireless and wired microphones. A good camera store should be able to assist you with locating the right microphone for your camera. If an external microphone isn't possible, it is advisable to keep the subject who is speaking relatively close to the camera's built-in microphone.

QUICK TIPS

★ Rather than just showing a talking head, look for opportunities to capture images of your subjects doing the mission, volunteering, or just moving about in their environment.

★ The footage can be cut into an interview, for example, to add visual interest and make the video more dynamic.

★ Edit until you have a brief and effective video. For online promotional use, two to three-minute videos are most effective.

★ Video can be shown in many contexts, including shared on other websites. Be sure to label and tag your video appropriately including names of major participants, dates, event, etc.

★ When possible, use a tripod to hold the video camera steady so images do not appear shaky. Unsteady video work can cause the camera to move in and out of focus and be distracting to viewers.

COPYRIGHTED MUSIC

If you plan to use music as part of your video, please be advised that you should not use professionally recorded music without permission. You must always secure written permission from the copyright owner before using any work.

If you plan to use music as part of your video, legal, library music is available. Prices vary greatly from nearly free to fairly expensive. It does take a little searching for royalty-free production music. Some computer software such as GarageBand has stock music available, including the ability to create your own.

CONSENT

When your video focuses on a person, be sure the videographer has at least verbal consent to use video of the person (written consent should always be the goal). For a consent form, visit www.ALAforVeterans.org. If you need to purchase stock photography or video clips, use reputable sites such as iStock.com or Getty Images. Before you purchase, read the usage rights. This is important as there are different rights (and prices) depending on the distribution.

YOUTUBE

When uploading a video to YouTube, be sure to provide descriptive information:

★ Title: Add "American Legion Auxiliary" to the title and your department/unit name.
★ Description: Include names of relevant subjects, titles of presentations, dates of events, etc. Be sure to also include a link to your website for further information.
★ Tags: These keywords help people find your video. Separate tags by a space (e.g., American Legion Auxiliary, The American Legion).
★ Category: Nonprofits & Activism
★ You should choose "Public by Default" under "Broadcast Options" if you want your video to show up in searches.
★ Analytics: Pay attention to a video's analytics regarding how many views, shares, minutes watched, and audience retention. Using these statistics can help you develop strategy for creating new and powerful video content.

PROFESSIONAL DESIGNERS

Part of supporting good branding practices is to use a professional graphic designer specially trained to convey messages in pleasing and aesthetical ways in both print and web design. A professional designer will help create visual solutions with layout, color, fonts, photography, and illustrations that will ensure communicating a strong and professional image that creates the desired response. Hiring a professional designer can also save time and money.

SOFTWARE REQUIREMENTS

For professional print design that supports the American Legion Auxiliary's brand, we suggest using the industry standard Adobe creative suite software that today's professional graphic designers and the commercial printing industry use and support.

For print use, this suite of software includes:
- ★ **InDesign** for page layout of brochures, booklets, advertisements, and more
- ★ **Illustrator** for creation and editing source graphics, illustrations, and logos
- ★ **Photoshop** for photo and image editing, resolution, and color conversion for both print and web use

While office software such as Microsoft Word or Publisher is common, commercial press printing requires files with higher resolution and CMYK (four-color) artwork that the Adobe creative suite creates and supports. For example, the ALA solid wave is a high-quality EPS graphic format that was created with Adobe Illustrator and is not compatible with importing into Microsoft Word.

PRINT VS. WEB RESOLUTION

Image resolution is discussed as either dpi (dots per inch) or ppi (pixels per inch). Computer displays, for example, operate upwards of 100 ppi. For sharp, high-quality press printing, 300 dpi is optimum for both color and grayscale images. For press printing, as resolution decreases, print quality will begin to suffer such as a loss in sharpness and clarity, and images will begin to look pixelated. A high-resolution image will be a larger file size, but it is always recommended to use as close to 300 dpi at the actual printed size as possible for all images in press printing. One exception to the resolution of images for press printing is the usage of pure black-and-white line drawings that can require a much higher resolution of 1200 dpi.

Photo printed at computer screen 72 dpi resolution

Photo printed at print 300 dpi resolution

BITMAPPED VS. VECTOR GRAPHICS

Digital images are saved as two types of graphics: bitmapped or vector.

Bitmapped graphics include pictures from a digital camera or scanner, and are subject to the resolution (dpi or ppi) that the graphic is saved at, as to how sharp and clear the graphic prints and looks. File formats for bitmapped graphics are most often JPEG, PNG, GIF, and TIFF.

Vector graphics are typically the original source graphics for business logos and for the ALA emblem that were created in software such as Adobe Illustrator, and are actually described using mathematical definitions instead of being a collection of "dots" that form a bitmapped graphic. The benefits of vector graphics are that they can

be scaled or printed at any size — they will still look as sharp at a large size as they did when small. They can also be transparent from the background, include separated layers, include assigned Pantone colors, smaller in file size, and are most often what graphic designers and printers want for commercial press printing due to not being subject to a bitmapped graphic's resolution. File formats for vector graphics are most often EPS and AI (Adobe Illustrator) and are used to create JPEG versions of the American Legion Auxiliary emblem.

COLORS

Computers, digital cameras, and scanners save files in RGB (red, green, blue) colors, whereas press printing is most often done in four-color process CMYK (cyan, magenta, yellow, black), or a combination of colors, such as two-color printing or printing that includes PMS spot colors (PMS stands for Pantone® Matching System, which is a color standard used by designers and printers).

It is also important to understand that RGB colors often do not match CMYK colors, and color shifts can result when changed from one to the other.

In fact, there are more than 16.7 million RGB color combinations versus 1 million CMYK color combinations. Therefore, when submitting files for printing, commercial printers will always require that images are in CMYK only. Printers have long been using CMYK printing before the existence of today's digital technology and RGB.

Adobe Photoshop software is able to convert images to and from RGB to CMYK. Photoshop also allows for image resolution to be changed from a digital camera's native resolution (often 72 dpi) to 300 dpi print resolution.

Colors also print differently between coated (smooth finish i.e. shiny paper) and uncoated (rough finish) paper stocks. Therefore, National Headquarters suggests two different colors when printing blue, depending on paper choices.

Cyan

Magenta

Yellow

K=Black

AMERICAN LEGION AUXILIARY
OFFICIAL COLORS

PMS#: 540
CMYK Breakdown: 100, 55, 0, 55
Stock Choice: Coated Paper

PMS#: 1807
CMYK Breakdown: 0, 100, 96, 28
Stock Choice: Coated or Uncoated Paper

PMS#: 541
CMYK Breakdown: 100, 57, 0, 38
Stock Choice: Uncoated Paper

PMS#: 873
CMYK Breakdown: 30, 30, 60, 10
Stock Choice: Coated or Uncoated Paper

STATIONERY

The stationery of the American Legion Auxiliary is very important and plays a role in the branding and image of our organization through correspondence. National Headquarters makes available stationery templates for customization. These stationery templates include letterhead, #10 envelopes, and business cards. Using these templates and our selected fonts will ensure that as an organization, our correspondence positively reinforces our image.

LETTERHEAD AND ENVELOPES WITH LOCALIZATION

Auxiliary letterhead and #10 envelopes are provided as Adobe InDesign CC templates. Your graphic designer can edit with local contact information and provide files to a commercial printer for printing.

Letterhead templates are provided in both four-color and two-color; envelope templates are provided in four-color, two-color, and one-color. The two and one-color options may provide cost savings when printed in bulk. Ask your printer to price either option.

Once customized, you can also request that your designer create a Microsoft Word template by placing JPEG graphics of the stationery in the header and footer of a Word document, and then providing it as a template Word document.
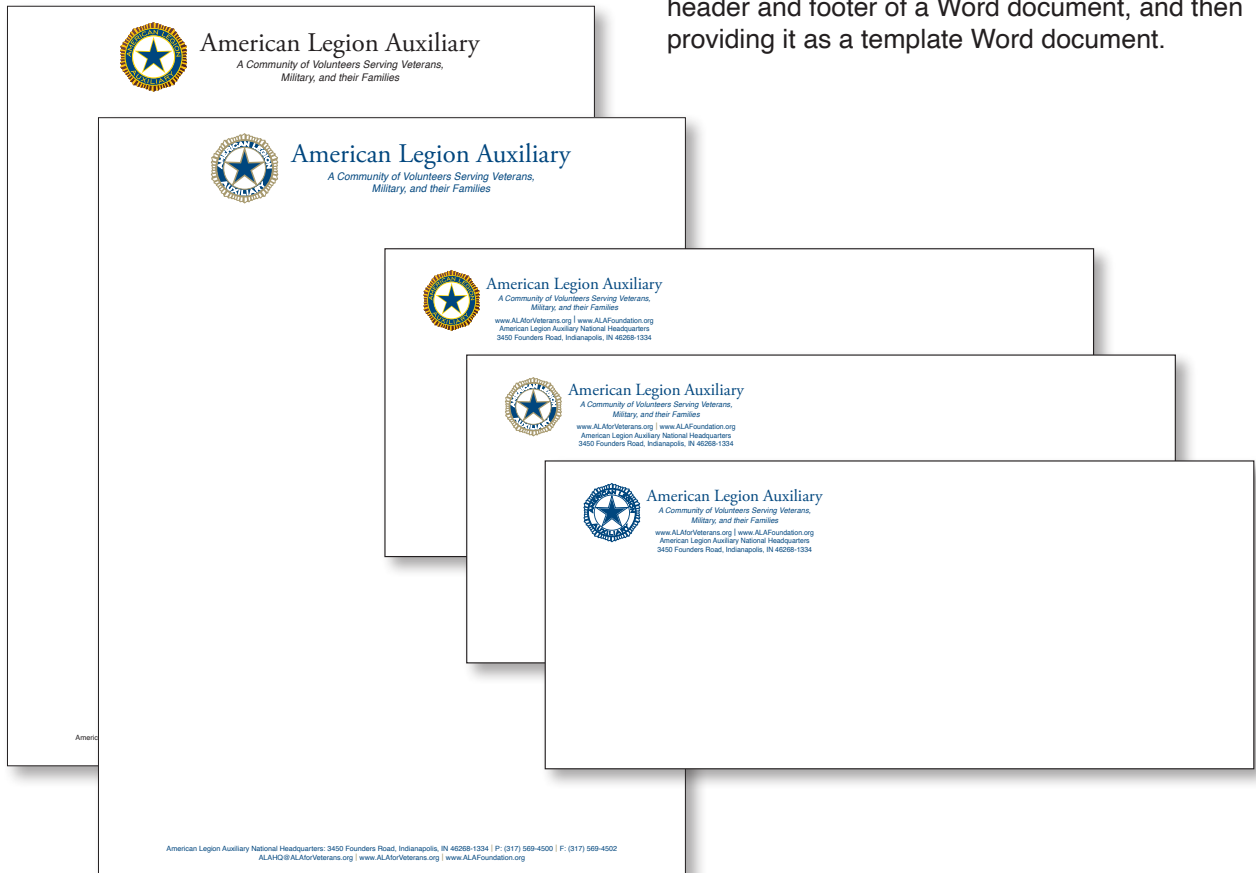
DESIGN GUIDELINES

BUSINESS CARDS

Business cards make it clear who you are and what you and the American Legion Auxiliary do while providing your contact information. Cards may be kept by the recipient or handed to someone as a referral. Business cards often serve as a first impression and can influence how someone remembers you.

ALA business cards are provided as Adobe InDesign CC templates for your graphic designer to edit with local contact information and provide to a commercial printer for printing.
The business card template allows for up to two titles, three phone numbers, and two email

addresses. If not all contact information lines are used, lines should be spaced out as the first example shows.

A department's web address can be included as the second email address line; however, www.ALAforVeterans.org should always remain part of Auxiliary business cards.

Templates are provided in both four-color and two-color shells. The two-color shells may provide cost savings when preprinted in bulk, and then to imprint with black ink the individual's name and contact information as needed. Ask your printer to price either option.

American Legion Auxiliary
A Community of Volunteers Serving Veterans, Military, and their Families

Jane Smith
Community Service Chairman, 2020-2021

3450 Founders Road, Indianapolis, IN 46268
Office: (317) 569-4500 | Cell: (317) 569-4502 | Fax: (317) 569-4502
jsmith@ALAforVeterans.org

www.ALAforVeterans.org

Yearly positions should include the administrative year along with member's title, as seen in the example on the left.

American Legion Auxiliary
A Community of Volunteers Serving Veterans, Military, and their Families

Jane Smith
Title One
Title Two
3450 Founders Road, Indianapolis, IN 46268
Office: (317) 569-4500 | Cell: (317) 569-4502 | Fax: (317) 569-4502
email_address1@ALAforVeterans.org
email_address2@ALAforVeterans.org

www.ALAforVeterans.org

www.ALAforVeterans.org should always be included.

FLYERS

Flyers are an effective and inexpensive marketing method to promote an event and provide information that a business card alone cannot do. Adobe InDesign flyer templates are available for your graphic designer to edit and create ALA-branded flyers. Fillable, branded PDFs are also available for use to create custom flyers.

Auxiliary-branded flyer designs should include:
★ ALA emblem, contact information, and ALA mission statement placed along the left column.
★ Flyer message located on the larger, right side.
★ Photos, stacked along the right side.
★ Solid or line version of the blue ALA wave along the bottom.
★ Date the file was last revised.

Recommendations for creating flyers:
★ Use attention-grabbing headlines that are short and to the point.
★ Write easy-to-read sentences to promote an event and get your message across.
★ Use bullet points, as readers often pay them extra attention.
★ Include positive pictures to complement the message.
★ Be sure to end with a call to action. Should they call you, visit your website, or go somewhere else for additional information? Encourage the reader to take action now.
★ Remember to always have a second set of eyes to proofread before printing.
★ Print in color as often as possible.
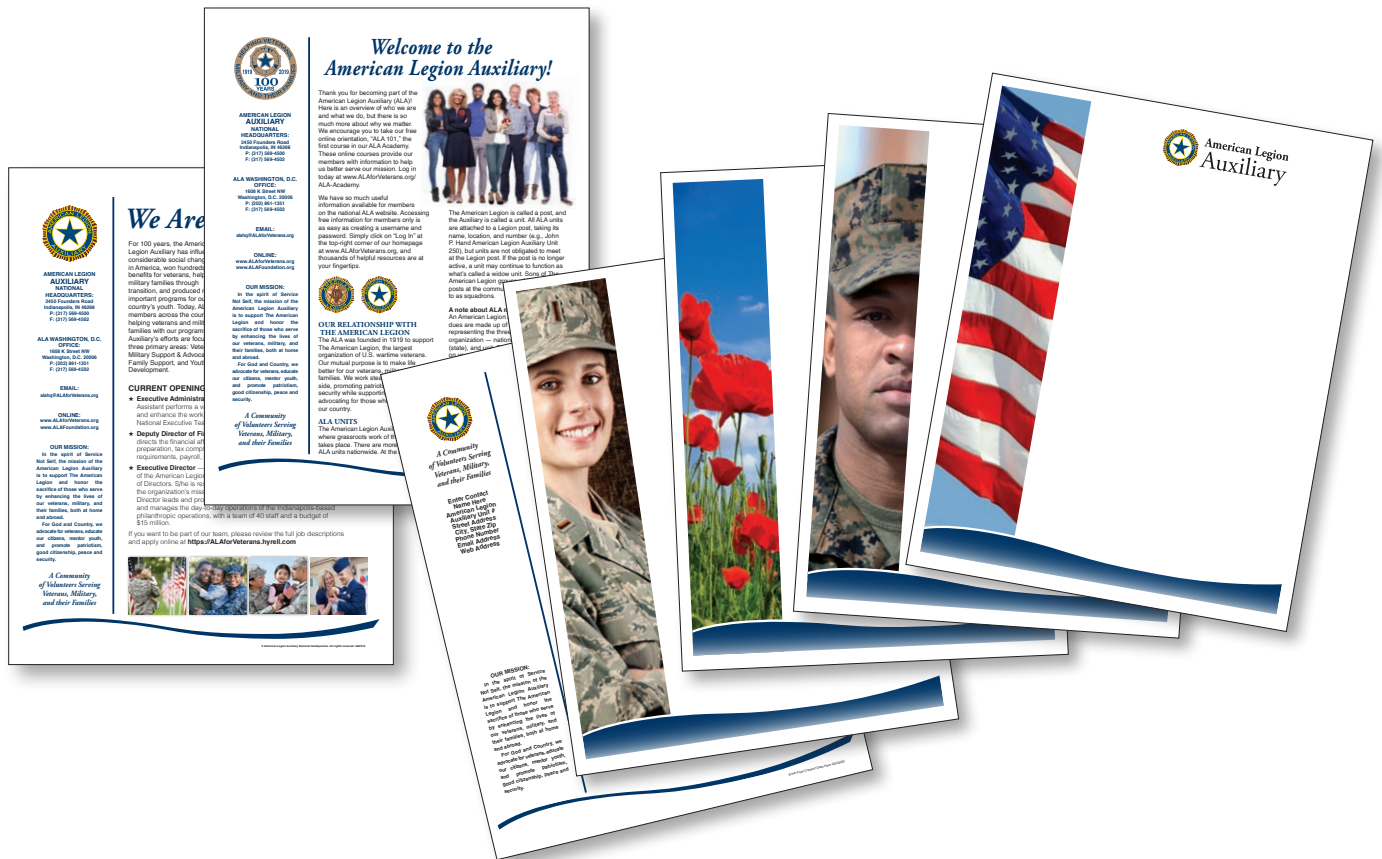
SIGNS AND BANNERS

Printed signs and banners are an effective marketing method to share a message and gain attention. The Auxiliary website has several branded banners for download.

For creating your own Auxiliary-branded signs and banners, designs should include:

★ ALA emblem placed at the top or top left.
★ A short message.
★ Include contact information, such as a phone number to call or your website to visit.
★ Solid or line version of the ALA wave along the bottom.

Recommendations for creating signs and banners:

★ At first glance, make sure people who see your sign or banner can quickly understand its overall messeage with an attetion-grabbing title. Keep your message short and to the point.
★ Consider the viewing distance and fit appropriately the size of the letters. Use easy to read fonts, and not more then two different font or letter styles. Limit using all caps.
★ Be sure that emblems and logos are large and can easily be seen at a distance. Due to the large size, generally they need to be vector graphics for sharp printing (see page 25 about vector graphics).
★ If pictures are included, they may need to be at least 150 dpi at the final print size, which may require purchased stock photography. Be sure to ask your printer for guidance, especially if pictures are under that resolution.
★ Print in color as often as possible; use bright colors, preferablly red, white, and blue. Have a lot of color contrast for readability such as white lettering on a dark blue background.
★ Consider how signs and banners will be displayed, and indoor or outdoor? Will the banners need gromits, will the material stand up to weather if used outside? Sign and banner printers often have a multitude of display and material options.
★ Before beginning the design, be sure to know the exact size the final artwork needs to be, so the artwork will not later need to be edited or redone. Your printer can provide a correct size template to follow.
★ Remember to always have a second set of eyes to proofread before printing.
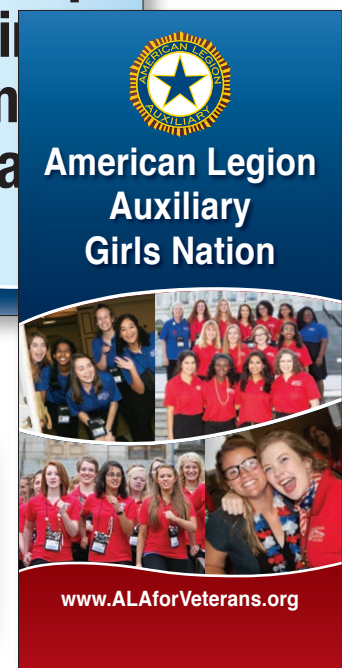
DESIGN GUIDELINES

BROCHURES

Similar to flyers, brochures can also be used to provide information. Adobe InDesign brochure templates are available for your graphic designer to edit and create ALA-branded brochures for both 8.5"x11" and 8.5"x14" paper.

Auxiliary-branded brochure designs should follow these guidelines:

★ The brochure's front cover should include the ALA emblem with the American Legion Auxiliary written beside it in reversed white letters on an ALA blue background (see brochure-style emblem). The cover should also include three positive pictures complementing the brochure's subject or message. A short sub-heading should be above the top picture, the

brochure's title should be along the left, and the tagline, A Community of Volunteers Serving Veterans, Military, and their Families, should be included below.

★ The red ALA wave should be included at the bottom of both the front and back of the brochure and should bleed off the page.

★ Headlines within the brochure should be in caps and in ALA blue.

★ Additional related pictures should be included as needed.

★ Contact information should be included on the back side of the brochure.

★ Coated paper is recommend for the best print quality in commercial printing.

★ Date the file was last revised.

T-SHIRT DESIGN AND PRINTING

T-shirts can be a great way to promote events and market the American Legion Auxiliary and The American Legion Family. You can use The American Legion's Flag & Emblem Sales or a local T-shirt printer of your choice.

PRINTING, COSTS, AND FABRICS

T-shirt printing is typically charged per color printed, the number of sides printed, and printed by adding one ink color at a time. Therefore, the most inexpensive printing is to print only one ink color (such as white ink on a red shirt, or blue ink on a white shirt).

Be sure to ask your printer about using USA-produced fabrics. These fabrics typically cost more; however, consider other ways to lower T-shirt costs, such as by using a single print color over multiple colors, and by using donations and sponsorships. If you do use a USA-produced fabric, consider adding to the design that the shirt was 100% made in the USA.

We also suggest using complementary fabric colors to your ink colors, including the fabric color as either red, white, or blue over any other colors.

GRAPHICS

Vector graphics need to be used; therefore, you most often need to either use the printer to create the artwork for you or a local graphic designer who can handle vector graphics (see page 25 about vector graphics).

MULTIPLE INK COLORS

Generally, T-shirt printers prefer graphics set up as Pantone colors (see page 8 about Pantone colors), meaning that each color inside the artwork is easily separated for printing.

EMBROIDERY

Embroidery often uses multiple colors of threads in segments over typical printing that puts small dots of ink on paper or fabric. Therefore, embroidery has size limitations for reproducing The American Legion Family emblems, and the vendor may need to soften the detail because it can be difficult to produce. For example, small lettering is a limiting factor with embroidery.

The type of fabric you'll want embroidered is also important to know because different fabrics will require a different number of stitches. If you're interested in embroidery, please contact your printer for further discussion. Also, consider using patches for The American Legion Family emblems sold by American Legion Flag & Emblem Sales.

IMAGE SIZE

Although this may not work for every printer, for T-shirt items, create artwork that fits within 14" x 16". This image size generally fits a large shirt, so note that the image will look larger on a small shirt, or smaller on an XXL shirt. Use as much area on the shirt as possible so that your message is well communicated and easy to read. Be sure to ask your printer for a specific template when providing artwork.

LAYOUT GUIDELINES:

★ Emblems should be placed at the top of the design.
★ If you're using a single emblem on the front of a shirt, place the emblem on the left side (over the heart).
★ For the layout of multiple American Legion Family emblems, see page 9.
★ Use large, easy to read block lettering.
★ Keep messages short and to the point.
★ Consider printing T-shirts on front and back, in addition to sleeves for the extra attention they'll bring over printing on just one side.
★ Do not include a year as to not date the T-shirt, so that members can continue to wear it long after the event.
★ Include the ALA's national website on the T-shirt for the public to go to for more information (www.ALAforVeterans.org).

SOCIAL MEDIA GUIDELINES

WHAT IS SOCIAL MEDIA?

Social media includes websites and applications (commonly referred to as "apps") that allow users to create and share content, such as videos and pictures, or to participate in social networking. Popular examples include Facebook, Twitter, YouTube, Snapchat, Instagram, Pinterest, Tumblr, Flickr, LinkedIn, Blogger, Google+, and more.

WHY SHOULD YOUR ALA UNIT OR DEPARTMENT CARE ABOUT SOCIAL MEDIA?

Social media is a great way to increase the visibility of your unit/department and the American Legion Auxiliary.

It allows you to spread your message and engage in conversation with others in real time, and can also be used to encourage active participation from your members and possibly even recruit new members.

According to the Pew Research Center, "around seven in 10 Americans use social media to connect with one another, engage with news content, share information, and entertain themselves ... today, 69 percent of the public uses some type of social media."

Social media will help you build up loyalty of your current customers to the point that they will willingly, and for free, tell others about you.
—Bonnie Sainsbury, named one of "Top 25 Most Influential Social Media Influencers" by *Forbes*

WHICH SOCIAL MEDIA PLATFORM SHOULD YOU USE?

Each social media platform provides a unique way for you to interact with others and has different user demographics depending on whom you want to interact with. Following is a short analysis of the most popular social media.

Facebook

Facebook is the largest social media network — with 2.6 billion active users — making it a great place for organizations to connect with their communities. It has a desktop website and also an app. It's great for posting a variety of content, including videos, photos, blogs, links, and general updates. Facebook is more low maintenance than other social media — it does not require daily posting to build a following.

Demographics: Facebook is most popular for 25-54 year olds, and the majority of its users are women.

Twitter

Twitter is a great place to quickly connect with others from all over the world. It allows for short text updates (240 characters or fewer) with videos, photos, and links. Twitter is ideal for sharing news quickly and easily interacting with others.

Demographics: Twitter is most popular for 18-29 year olds and is almost evenly used by both men and women.

Instagram

Instagram is a strictly visual social media platform — users are only able to post videos and photos. Instagram is an ideal platform to promote events and volunteering activities. It is almost entirely mobile as users cannot post or take photos from the desktop website.

Demographics: The majority of Instagram users are women between 18-29 years old.

Snapchat

Made popular for its disappearing content (posts are available for only 10 seconds at a time and are deleted after 24 hours), Snapchat is accessible only through the mobile app and is another strictly visual social media. It does not have a hashtag option or allow for sharing, so only users who have added you are able to view your content. This social media platform is great for capturing moments during events like ALA Girls State.

Demographics: Over half of Snapchat users are under the age of 24.

Demoographics are as of 2018 and are provided by Forbes, Statista, and Sprout Social.

GENERAL BEST PRACTICES FOR SOCIAL MEDIA

This section is meant to help you more efficiently utilize social media to share the ALA's message of who we are, what we do, and why we matter.

Think before you post

Be yourself, but use common sense. Think twice before posting something that may hurt the image of the American Legion Auxiliary or compromise your privacy, and never post confidential or proprietary information. Be aware that courts may judge certain material as proprietary, copyrighted, defamatory, libelous, or obscene.

Get social

Social media is meant to be social — think of it as an ongoing conversation. Engage with others by including a call to action such as sharing, retweeting, liking, or commenting on your posts to encourage social sharing. Comment where appropiate to keep the conversation going. Take a sincere interest in members of your social media circle and be generous about sharing their contributions.

Know the etiquette

Ever get an email written in all uppercase letters and find yourself taken aback? In social media, there are also cultural norms, expectations, and conventions that govern user interactions. Failure to observe them may compromise your credibility.

Talk about the American Legion Auxiliary

Talk about the American Legion Auxiliary, our programs, volunteers, projects, and mission. Share examples of activities going on in your unit or department, keep your content fresh, and update it often.

Be timely

Become the go-to place for your audience to find information about the ALA by posting timely, relevant, and quality content.

Post a photo

Your followers see a lot of text when they sign in to Facebook or Twitter — you want to stand out! Research has shown that using visuals such as photos and videos with social media posts greatly increases engagement.

Add variety

Engage your followers by offering a mix of content such as photos, videos, questions, blogs, and links.

Celebrate

Share good news, celebrate milestones, congratulate members, and post other happy occasions. Audiences want to celebrate your victories with you, no matter how small.

In addition to the above best practices, please observe the following guidelines:

Adhere to brand and identity standards

All American Legion Auxiliary-sanctioned social media should feature the appropriate visual identifiers and conform to the Auxiliary's branding guidelines (including emblem usage). Additionally, no beer, cigarettes, offensive material/gestures, or otherwise reputation/image-jeopardizing items should be in pictures.

SOCIAL MEDIA GUIDELINES

Be thoughtful
You are officially representing the American Legion Auxiliary, so exercise good judgment before posting your own personal views and responding to provocative posts. If someone from the media contacts you via social media, please redirect them to ALA National Headquarters' Communications Division. Never use ALA-branded social media to endorse a political candidate, service, business, etc.

Refrain from posting offensive material, and ask your members to do the same. Address any posts on your timeline that you feel are controversial or might offend members. In general, it's best to not delete posts (unless they are blatantly offensive/vulgar), but rather respond to them publicly and politely.

Respect privacy (including your own)
Don't post confidential, proprietary, or work-related information not intended for public consumption or information that may compromise your privacy or the privacy of a fellow member or volunteer.

USING ANALYTICS
Each social media platform provides analytics/ insights of your profile to help you determine how well your posts are performing, the demographics of your social media followers, and more. These analytics are helpful for you to learn more about your audience, including how old your followers are (which can help you tailor your posts to that age group), what kind of content your audience responds to (do they like photos or links?), and what time of day your audience is online (so you can post when your followers are active). Learn more about each social media platform's analytics by visiting the Help Center on the platform.

HASHTAGS: Q&A
Q: What is a hashtag?
A: A word or phrase prefaced with the # symbol.

Q: Why use a hashtag?
A: A hashtag is essentially a way to start or add to a discussion around a certain topic. The hashtag #veterans is telling the world that your post is related to veterans in some way. Hashtags make it easy for people to search for and find posts on a certain topic. For example, if you're interested in finding Instagram posts about the American Legion Auxiliary, you could search #AmericanLegionAuxiliary.

Q: How do I use hashtags?
A: Simple: Just use the # symbol. Don't include it before every word in your posts (i.e., #dont #do #this #in #your #tweets). Include only topical hashtags. This is the correct way to tweet: "ALA Unit 1 is volunteering at a stand down today. #veterans #volunteering" OR "ALA Unit 1 thanks our #military and #veterans". Before you create a hashtag, search available sites to see if other variations exist. Using more popular hashtags instead of creating your own will help ensure its visibility.

Q: Where can I find which hashtags people are using?
A: Check out hashtags.org or other similar sites to see what other hashtags people are using.

Q: What are other uses for hashtags?
A: Many organizations, including the American Legion Auxiliary, use hashtags at events and conferences. For example, the ALA Girls Nation hashtag is #ALAGirlsNation. The specific year is sometimes added as well. This helps create a specific conversation around the event and encourages participation in the event from afar. Hashtags can also be used as rallying points for specific causes.

SETTING UP SOCIAL MEDIA ACCOUNT PROFILES AND PASSWORDS

Profile names for social media accounts should be consistent with your overall web and social media presence. You'll want to be mindful of what similar organizations and others within the American Legion Auxiliary are using to carefully choose profile names. Names should be short, easy to remember, and not difficult to spell. For example, the National Headquarters profile name on Facebook, Twitter, and Instagram is simply "alaforveterans," which is in line with the website URL (www.ALAforVeterans.org).

Name your social media page or group so it clearly identifies your ALA entity (department, unit, program, etc.). For example, a Facebook page named American Legion Auxiliary Unit 43 provides no clue about what state or region it's in. For example, a better profile name is American Legion Auxiliary Unit 43, La Grande, Oregon.

Each social media account should be assigned at least two administrators/managers to be in charge of settings and password management. Allowing for two administrators ensures the account is still accessible by someone in the event of an emergency or departure. Admins should not share login details and passwords without careful consideration. Passwords should be kept unique enough for proper security and should be changed on a regular basis, including following a person's departure or change in ALA activities or duties.

Use this list to record your account information:

Account One:

Profile Name:

Manager 1:

Manager 2:

Account Two:

Profile Name:

Manager 1:

Manager 2:

Account Three:

Profile Name:

Manager 1:

Manager 2:

Account Four:

Profile Name:

Manager 1:

Manager 2:

Account Five:

Profile Name:

Manager 1:

Manager 2:

BEST PRACTICES FOR A WEBSITE

A well-designed, user-friendly website can help you attract new members, and serve as a powerful education, resource, and communication tool in identifying your ALA organization as the "go-to" authority on all things related to veterans, military, and their families in your community.

Accessibility: Responsive web design
1. Your site should be compatible and flexible with different devices, operating systems, and browsers that visitors are using.
2. Determine the type of web presence you will have, what information you want to make available to your audiences (ALA members and those outside the organization), how you will maintain it, and how you'll pay for it. Examples of a web presence for a business include a corporate website, or a social media point of presence (e.g., a LinkedIn company page and/or group, a Facebook business/brand/product page, or a Twitter account).
3. Decide on a domain name. Examples include:
★ ALAUnit5Texas.org
★ ALAIndiana.org
4. Determine a hosting site (service that connects your site to the internet). You may be able to find a host for free. Free ones include Wix, Weebly, and WordPress. You might have to pay a nominal fee for the domain name. Two affordable and highly reputable domain registrars:
★ NameCheap (www.namecheap.com)
★ GoDaddy (www.godaddy.com)

Consistency: The overall look and feel from the homepage to the inside landing pages
1. Use the *ALA Branding Guide* to help you design your website with a professional appearance, including design, choice of colors, graphics, and layout.
★ Your site should feature the appropriate visual brand-aligned identifiers such as brand awareness and credibility. For example:
- Consider patriotic colors, keeping with red, white, and blue.
- The ALA emblem should be included on your website, especially on the homepage.
- Typefaces should be easy to read. It's important not to mix too many of them within your website.
- Visit www.ALAforVeterans.org, the ALA national website, for examples of ideal color, graphics, news, and resource content.
2. Make the ALA mission matter. You want the mission to be immediately obvious to your site visitor.
★ Point toward the mission in action with words and photos.
3. Include general information about the American Legion Auxiliary. Think about those visiting your site for the first time and the types of information they are looking for.
★ Provide accurate and current information on the unit/department.
★ Include the name and email address of a contact person, or use a general account (example: webmaster@ALAUnit5Texas.org) if multiple people will be maintaining your site.
★ Provide a list of upcoming unit/department events and who to contact for more information.
★ Scholarship and program information should be included.
★ Post public relations material that emphasizes your latest mission outreach activity and promote upcoming events.

4. Establish a system for monitoring and oversight, including the appointment of personnel who are entrusted with the responsibility for managing the website and its content. Make sure at least two people are trained on how to manage your website and have access in the event that one person is unexpectedly unable to monitor the website.
   ★ The homepage of your website should be updated regularly. People visiting your website will be more likely to keep checking it if the content is current and fresh.
   ★ Monitor your website regularly to ensure it is live and links are working properly. Non-functioning sites and broken links will frustrate users, and they may stop checking your site.

Conventionality: Where the main navigation resides
1. Include at least one link to www.ALAforVeterans.org on your homepage. When including content like PDFs or othe documents on your website from www.ALAforVeterans.org, include links to the information rather than posting files directly to your site. If material changes at the national level, the link will ensure your website visitors receive the latest version.
2. Carefully consider your placement of the ALA emblem and your link appearance throughout.
3. Include clear navigation tabs in the header and footer for easy movement throughout.

User experience: How enjoyable the site is for users to interact
1. Be sure to include contact information for your department or unit in an easy-to-find location on your site.
2. Create your site with media friendliness in mind. Receiving media attention raises awareness of who you are and what you do in your community.
   ★ Journalists should be able to find information easily, such as event dates and addresses, social media pages for your unit/department,

and press releases, etc. Display contact information (email and phone) clearly, especially for an upcoming event.
3. Avoid language on your website that contains internal references, acronyms, and jargon that may confuse users. Examples include NEC, PNP, PDP. Spell them out on first reference and then abbreviate as appropriate.
4. Carefully select content and make sure it is approved for public access.
   ★ Don't share personal information without written consent. (e.g., phone numbers, addresses, health conditions).
   ★ Don't post information that can jeopardize the safety of members. For example, you wouldn't want to include an update on the website about someone being out of town or their travel arrangements.
5. Avoid sharing copyrighted material from other sources or trademarks owned by third parties unless written authorization has been obtained.
   ★ Don't endorse products, political candidates, services, or businesses.

Just as newspapers and magazines have guidelines they follow for everything they write, so does the American Legion Auxiliary. By using these guidelines, we can produce consistent copy, avoid errors, and bolster our brand and professional image.

But, before we discuss the specifics of style, we need to cover what and how to communicate. Your message is, of course, the most important item in anything you produce. The ALA's brand, mission, and values should all be reflected in any production. Avoid outdated, difficult, or easily misconstrued words and phrases. Remember: In most cases, a nickel word will do as well as, if not better than, a dime word. This will help the reader focus on the message and not the semantics of what you're saying.

What to communicate seems like a no-brainer. But, sometimes we can miss the mark. What we communicate needs to be relevant to the audience we're writing for, not just relevant to you or to those around you. Consider what they care about or what questions they need answered. You should tailor your message to the people with whom you're communicating.

In everything we produce, our brand promise should be present — *Service Not Self*. And remember the brand promise is comprised of our brand attributes: God, Country, Veterans, Education, Youth, Patriotism, Citizenship, Military, Democracy, Peace, and Security. These elements should almost always be present.

When writing, always lead with the most pertinent, catching, relevant, or human information. Don't leave the "good stuff" or the "meat" of your story until the end or even the middle. Studies have shown that a large majority of newspaper readers read only the first few sentences, or what's known as the "lead." The lead is the information that will most certainly grab a reader's attention.

Although these are conventions of writing in journalism, they are also best practices to follow to ensure your message doesn't become buried in your writing or that readers aren't intrigued enough to read past your first paragraph.

THE STYLE

The American Legion Auxiliary follows Associated Press (AP) style. There is a caveat though: the ALA has, as an addendum to the Associated Press style guide, its own style guide. *The ALA Style Guide* includes common spellings and proper usages of words and phrases unique to our organization that would not be included in the Associated Press Style Guide.

WHY USE AP STYLE?

Over the years at the American Legion Auxiliary, it has become clear that many units/departments have different stylistic conventions. This produces a fragmented organization and dilutes our brand.

Imagine if you picked up the newspaper one day and saw a random placement of periods and commas, words that only college professors could understand, content about only one topic that was of no relevance to you, and misspelled words in every sentence. You would most likely stop reading that newspaper and never pick it up again.

Following a cohesive style avoids the above scenario. Additionally, a cohesive style will provide:

★ Consistency — our readers will come to expect us to write things a certain way. If one person writes "email" and another person writes "e-mail" and another person writes "E-mail" and even another writes "E-Mail," this will make our readers confused, and they might begin to question our credibility. (The correct spelling is "email," as per AP Style.)

★ Credibility — as explained previously.

★ Correctness — AP Style helps us use words, numbers, dates, names, punctuation, and titles correctly.

★ Clarity — AP Style and ALA style are designed to help you get the point across simply and without undue questions.

AP STYLE BASICS

This section will familiarize you with the basics of AP Style. Note that these are only basics. For a full listing, please refer to an AP Style Guide.

Numbers

★ Use numerals for all numbers above nine; spell out all numbers under 10. (Note, however, the exceptions below.)

★ Use numerals for ages, sums of money, time of day, percentages, house numerals, years, days of month, degrees of temperature, proportions, votes, scores, speeds, time of races, dimensions, and serial numbers.

★ Spell out numbers, no matter how large, when they begin sentences; rephrase the sentence if long numbers are awkward. Exception: When starting a sentence with a year, do not write it out.

★ Use figures for ordinal numbers above ninth; spell out ordinals under 10th.

State Names

★ Use these abbreviations when writing about a state: Ala. Fla. Md. Neb. N.D. Tenn. Ariz. Ga. Mass. Nev. Okla. Vt. Ark. Ill. Mich. N.H. Ore. Va. Calif. Ind. Minn. N.J. Pa. Wash. Colo. Kan. Miss. N.M. R.I. W.Va. Conn. Ky. Mo. N.Y. S.C. Wis. Del. La. Mont. N.C. S.D. Wyo.

★ Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Utah, Texas.

Titles

★ Abbreviate titles followed by a name. Do not abbreviate titles following names or standing alone.
Prof. Lyle E. Harris
Assoc. Prof. Tim Pilgrim
Asst. Prof. Cheryl Breeden
Atty. Gen. Col. Glen Smith
Gov. Lt. Col. Gary Cook
Lt. Gov. Maj. Sandy Miller
Sen. Capt. Roger O'Dell
Rep. 1st Lt. Scott O'Brien
Gen. 2nd Lt. Marie Sanders

BRAND PROMISE

Our brand promise is our essence. It's what we aspire toward every day — *Service Not Self* for God and Country. Those words are at the core of all we do at the American Legion Auxiliary. And who we are — A Community of Volunteers Serving Veterans, Military, and their Families — is also a major part of our brand promise.

The ALA brand is not just our emblem, our name, our tagline. Our brand is our promise. It's our set of fundamental principles as understood by anyone who comes into contact with us. It is our reason for being and how that reason is expressed through various communication channels. Our brand is our identity and our image. Protect it. Promote it.

BRAND ATTRIBUTES

The brand promise of the American Legion Auxiliary — *Service Not Self* for God and Country — is composed of a variety of attributes:

★ God
★ Country
★ Veterans
★ Military and their families
★ Education
★ Youth
★ Patriotism
★ Citizenship
★ Peace
★ Security
★ Democracy

The material the American Legion Auxiliary produces and its actions must align with these attributes — it's what ALA members and the public expect and what the Auxiliary should expect of itself. The organization must embody these attributes and bring its mission to life.

BRAND PERSONALITY

Everyone has a personality, but we don't develop our personality by explicitly telling others who we are — personality is developed implicitly by consistent actions. Telling someone you're funny won't make you funny, but telling a joke or acting goofy might work. Actions speak louder than words.

With this in mind, we don't need to state at every opportunity who we are and what we're about, but, we do need to produce material that will reinforce the personality we want others to see us as having.

OUR PERSONALITY

Veterans Service Organization: The American Legion Auxiliary is the largest veterans auxiliary of women and men.

Our members are fiercely dedicated to serving, helping, and meeting needs. Our focus is what it's always been: veterans, military, and their families.

Advocates for Patriotism: We know freedom isn't free. For some of us, the sacrifices still have a sting. It is from this place of appreciation that ALA members work to protect our country's founding values and to honor those who put their lives on the line for us. We do that by telling others about the significance of respecting our flag as a symbol of our great nation. We do that by providing care and comfort to our veterans. And we do that by encouraging all Americans to live out their patriotism with a sense of pride for this land we call home.

For God and Country: If you want your structure to stand the test of time, you'll exercise great care in choosing your builder and insist on a rock-solid foundation. That's exactly what the American Legion Auxiliary did nearly a century ago when we founded our organization on God and Country. Then and now, everything we're involved in can be traced back to the affirmations in our Preamble, beginning with those words, "For God and Country."

BRAND PROMISE & VOICE

Also, we need to put ourselves in the shoes of our current audiences and any potential new audience our brand might reach. Will they understand what we say? Will a connection be made? In relation to elements of both our brand promise and brand personality, we need to communicate effectively and clearly to ensure a meaningful exchange takes place between our brand and the public. This means avoiding internal acronyms and jargon. We should use clear, strong language that relates to both our brand promise and personality.

BRAND MESSAGE

One of the most important things to do in effective storytelling is to show, not tell. This goes back to brand personality. What all this means is that in communicating our message, we need to show people the effectiveness of the ALA. For example, don't tell someone the Auxiliary Emergency Fund is a great idea; show them how it has affected peoples' lives and helped them recover in times of trouble. Give them facts or statistics, and share someone's story.

Also, include a call to action in your message. Encourage people to sign up for volunteer events or come to your unit/department meetings. By doing so, you're communicating both elements of our brand promise and brand personality. Also, strive to stoke the public's emotions. The elements of our brand are ones that people of all types are passionate about. And, in everything you produce, remember our brand promise: *Service Not Self*.

BRAND VOICE

Our unique cause — mission statement
In the spirit of *Service Not Self*, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace, and security.

Our unique vision — vision statement
The vision of the American Legion Auxiliary is to support The American Legion while becoming the premier service organization and foundation of every community providing support for our veterans, military, and their families by shaping a positive future in an atmosphere of fellowship, patriotism, peace, and security.

PROOF POINTS

Proof points are facts that will persuade the public to learn more about the ALA or urge them to action on our behalf.
Examples of proof points:
★ Nearly 1 million young women have attended ALA Girls State/ALA Girls Nation since its beginning in 1937.
★ Auxiliary members volunteer millions of hours for veterans annually.

KEY PROMOTIONAL PHRASES

Key promotional phrases used by the American Legion Auxiliary in advertising, promotional pieces, speeches, news releases, and any other public materials include elements like these:
★ Volunteer (people do not need to be eligible for membership to volunteer with us to support our veterans)
★ A Community of Volunteers Serving Veterans, Military, and their Families
★ "In the Spirit of *Service Not Self* for Veterans, God and Country"
★ Nearly a century of service
★ Over 600,000 members strong
★ 8,000 communities nationwide
★ With The American Legion Family, caring advocates dedicated to service

A Community of Volunteers Serving Veterans, Military, and their Families

FREQUENTLY ASKED QUESTIONS

May I alter the ALA emblem?
No. The American Legion Auxiliary emblem may not be altered for any purpose. For details on emblem usage, please see page 4, including improper usage samples on page 13.

Who do I contact for ALA emblem usage approval?
Use of the American Legion Auxiliary emblem is controlled by the national organization. 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. Additional quantities require new authority. The department secretary indicates her approval and adds her signature before forwarding the request to the national secretary.

Who makes decisions relating to graphic standards?
Questions relating to graphics standards outside of emblem usage should be addressed to ALA National Headquarters' Communications Division at PR@ALAforVeterans.org.

Where do I find template samples for stationery, flyers, and brochures?
Templates may be found at www.ALAforVeterans.org under marketing resources. Original source files in Adobe InDesign or Illustrator are available, as well as fillable PDF templates for custom flyers.

If an American Legion Auxiliary unit is interested in developing a web page but lacking in expertise, is there a way to get some help? Our unit is trying to think of ways to get more members involved.
Using a social media site like Facebook is a good way to start promoting your unit and can provide a free online presence that may work for you. Many times, a relative or friend of someone in your unit who understands and has expertise in developing websites can be a good starting source. You may also find a school group, local college student, or community member who would be willing to help develop a website as well. The important thing when looking at developing a site is creating one that your members will be comfortable with using and one that will be easy to manipulate. If you do move forward with developing a website, you have permission to copy content and information from the national website at www.ALAforVeterans.org for your web pages. To learn more about website guidelines, visit pages 37-38.

Why is AP Style the ALA national organization's go-to journalistic standard for writing?
By following a cohesive style, ALA communications materials will be consistent, credible, correct, and clear. For more information, please see pages 39-40.

ALA NATIONAL HEADQUARTERS COMMUNICATIONS DIVISION

We are here to help you communicate. Sharing who we are, what we do, and why we matter is our specialty and our passion.

As the largest veterans auxiliary of women and men, our programs are well attended, and our members and volunteers are passionate. However, the importance of developing and maintaining a strong brand is always necessary. Having a cohesive brand is important for many reasons: It heightens public awareness of our organization, increases our credibility with professionalism, and differentiates us from similar organizations.

The communications landscape changes daily. The realm of online communications and the internet itself is still the Wild West in many respects. This fact alone can scare potential online users away and confuse anyone who doesn't have a basic understanding of the benefits of this important communications outlet.

Our organization has over 600,000 members, and we have departments and units in every state and territory of the United States. Because of this, it is important we develop and maintain a cohesive, true, and proper American Legion Auxiliary image.

Your job now is to take this guide and its information and utilize it to perpetuate our good name and brand identity. When referring to this guide, please don't hesitate to contact the ALA National Headquarters Communications Division with any questions about promoting our brand. Our goal is that this information will allow you to better serve the American Legion Auxiliary's mission of serving veterans, the military, and their families.

ADDITIONAL BRANDING RESOURCES

THE AMERICAN LEGION FAMILY BRANDING GAME

The game was created to get you thinking about the brands you know and use, or once used, on a regular basis, why you recognize them, and how you feel about them.

Two versions of the game were created: one for adult Family members, and one for Juniors and Sons. The game is played in a series of three rounds. It should take a minimum of 45 minutes, depending on audience discussion and interaction. To learn more or to download the materials for the game, visit ALAforVeterans.org.

ALA ACADEMY BRANDING COURSE

Through this course, *ALA Branding and Why it Matters to Me,* you will learn more about branding and it's role in the future of the Auxiliary. When people enjoy their experience interacting with us, they want to join or support the ALA. That is building brand loyalty. To get started on this course today, visit ALAforVeterans.org.

You can contact American Legion Auxiliary National Headquarters at (317) 569-4500 or email the Communications Division at PR@ALAforVeterans.org.

We wish you much success as you move the ALA's mission forward. Happy branding!

American Legion Auxiliary
Mission:

In the spirit of Service Not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad.

For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace and security.

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