NEW AMERICAN LEGION FAMILY LOGO

Overview

In an effort to better inform communities that their local American Legion post is also made up of the family members of veterans and servicemembers, a new version of The American Legion Family logo has been designed in two simple styles using equally sized emblems as seen on page 3. This how-to sheet offers suggestions for improving visibility of the Legion Family in local communities and within membership of The American Legion, American Legion Auxiliary, Sons of The American Legion, and American Legion Riders through emblem usage and messaging.

Steps

1. With your unit, post, and squadron leadership, review the current visibility of your Legion Family within the local community and membership. Discuss emblem usage and messaging.
2. Format a plan and take steps to improve the Legion Family’s visibility.
3. Make your Legion Family promotion a priority as a regular topic for future discussions and actions.
4. Be sure to guide those who assist with marketing and messaging in supporting your American Legion Family.

Post Home Signage

- Include all Legion Family emblems on outside signage, which includes the building and along roadways for possible improvements.
- Incorporate all Legion Family emblems within the post, including at main entry points.
- Install framed pictures of your current Legion Family leadership, including their contact information.
- Be sure to keep the pictures and contact information current for all forms of media (i.e., social media accounts, website, etc.).

Marketing/Advertising Materials

- Review all of your current promotional materials and consider how they could be updated to include your Legion Family.
- Event flyers should include all Legion Family emblems and names appearing as The American Legion Family by placing all emblems along the top of the flyer.
- For local sponsorships where all Family members are involved, whether their contribution is financial or through volunteer services, be sure to include all emblems so the Family receives credit.
• For events, be sure to include Family materials, such as membership applications and brochures from the Auxiliary, Legion, Sons, and Riders, grouped together. This also includes displaying materials within the post.

Messaging and Scripting

• Review and update websites and social media platforms. Be sure that all of your Family contact information is included within messaging.
• Messaging and scripting for events at the post home should include references to The American Legion Family in press releases, flyers, newsletters, and other media.
• For both post and Auxiliary newsletters, be sure to include a message or greeting from the post commander, Auxiliary president, Sons commander, and Legion Riders.
• Promote your post as a place for family members of veterans and current servicemembers in all messaging.
• Membership drives should always jointly include the Legion, Auxiliary, and Sons.
• Depending on wartime service, promote that female veterans and current female servicemembers are eligible for membership in both The American Legion and the American Legion Auxiliary (dual members).
• Promote ALA Junior and Sons membership to families with children and grandchildren.
• Utilize cross-functional teams within all Family organizations for planning. Encourage representation of all organizations for planning, participation, and reporting.

Branded Attire

• Clothing worn during events at the post home should include all emblems.
• When someone cannot wear branded clothing, use stickers or stick-on patches on personal clothing.
• Consider jackets or leather vests for other family members (think Legion Riders attire).
• Create post aprons or vests with all Family emblems that can be worn by any volunteer during an event, regardless if they have a personalized piece of clothing with branding. Make these aprons available for all events.
• For ideas and assistance with Family-branded clothing and accessories, including ordering special items, be sure to visit American Legion Flag & Emblem at emblem.legion.org or (888) 453-4466.
Sample Layout Styles — How To Display the Family Emblems

The following examples show two different styles of layouts for The American Legion Family logo: Style One — emblems are lined up in a horizontal direction by placing them in order of The American Legion, American Legion Auxiliary, Sons of The American Legion, and American Legion Riders; Style Two — for a vertical layout, emblems are placed with The American Legion and the American Legion Auxiliary on top, and Sons of The American Legion and American Legion Riders on bottom.

Depending on the usage, if possible, include “The American Legion Family” as shown in the examples in a readable, bold font.

**Style One:**

![Style One Example](image1)

**The American Legion Family**

**Style Two:**

![Style Two Example](image2)

**The American Legion Family**