AMERICAN LEGION

DO I NEED PERMISSION?

Tip sheet for evaluating whether legal permission is required for use of The American Legion Brand.

- Permission required
- Likely not needed
- Not needed

NOTE: For ease of use, "brand" or "branding" on this tipsheet includes any emblems, brandmarks, wordmarks, or other insignia owned by The American Legion.

START HERE ↓

1 **Are you using any of the following?**
American Legion branding • Any Legion Family branding *(ALA, SAL, ALR, programs, charities, post/department branding that includes any part of the Legion brand)*

→ **NO** → **Permission not needed**

YES ↓

2 **Is the brand being reproduced in any way?**
Printed • Embroidered • Engraved/laser-cut • Digitally displayed • Used in video, livestream, or a virtual space

→ **NO** → **Permission likely not needed**

YES ↓

3 **Is a third-party vendor or service involved?**
Printers • Apparel companies • Engravers • Sign shops • Web designers • Graphic designers • Streaming or virtual platforms
(even if owned/operated by a member of the Legion Family)

→ **YES** → **Permission required**

NO ↓

4 **Is a third-party vendor or service involved?**

A. Internal, routine Post/ Department business only	**B. Public-facing**
Internal notices • Basic communications or newsletters • Limited visibility materials used in ordinary Post/ Department operations	Apparel or merchandise • Websites or social media • Flyers, ads, or signage • Media, livestreams, or digital platforms

→ **B. PUBLIC** → **Permission required**

A. INTERNAL ↓

5 **Is the use publicly visible or widely distributed?**

→ **YES** → **Permission required**

NO ↓

6 **Does the use involve any of the following:**
Apparel or uniforms • Merchandise (sold or given away) • Awards, plaques, or gifts • Sponsorships or partnerships • Media, press, or livestreams

→ **YES** → **Permission required**

NO ↓

7 **Is the item non-commercial, a donation or gift, or produced by a Legion member?**
These do ***not*** remove the permission requirement.

→ **YES** → **Permission is <u>still</u> required**

NO → **Permission likely not needed**
See 4A: Internal, routine Post/ Department business for examples

SUMMARY — SUBMIT A REQUEST IF ANY ARE TRUE

- ☐ A mark is being reproduced
- ☐ A vendor is involved
- ☐ The item is public-facing
- ☐ The use could imply endorsement
- ☐ You are unsure

When in doubt, request permission before production.

AMERICAN LEGION

BRAND PERMISSIONS

Quick tips for understanding The American Legion legal brand use permission request process.

- The purpose of the permissions process is two-fold: **To preserve our brand identity, and (most importantly) to protect use of our marks.**
- **The permission is for the VENDOR.** THEY need a legal license to make a thing with our marks.
- **Permission must be requested by a Legionnnaire on behalf of the vendor.** Vendors CANNOT request permission for use themselves on behalf of you/your post/department *(even if the business is owned/operated by a Legionnaire or Legion Family member!)*.
- This process, when required, must be followed for use of **both the Emblem and the brandmarks/wordmarks** *(per Resolution 1)*.
- **Permission should be requested for any <u>new version</u> of an item**, even if you have produced it before and had approval, because the vendor only has permission to produce the item as it was submitted *(Example: a shirt with a date change with the same design is still considered a new design)*.
- **Turnaround should be 3-4 business days.** The application goes to Department Adjutants first, then *(if approved)*, to National HQ for approval/denial. Applicants are contacted whether permission is granted or denied.
- **Permissions are one-time use**, however applicants CAN request a reasonable quantity and use within 6 months – 1 year. After that, you must request permission again even if the design is the same.

BRAND RESOURCES

<u>Legion.org/branding-guidelines</u>

- Always most current guidelines document Updated to contain brandmark AND emblem
- Definitions of brand colors for digital and print applications, correct fonts to use with the brand, examples of brand violations to avoid
- Some guidelines documents still being updated, coming by EOY 2026

<u>Legion.org/brand</u>

- Download brand artwork files
- Branding Guidelines document
- Brand FAQs

<u>Register.legion.org/emblem/request</u>

- Online brand permission request form
- Must be requested by a Legionnaire
- 3-4 business day response

AMERICAN LEGION

BRAND & GENERATIVE AI

Tip sheet for using generative AI with The American Legion Brand.

WHAT:

- Asking a generative AI tool to produce, edit, alter, or modify any visual asset (including graphics, logos, flyers, posters, patches, etc.) with any Legion Marks included is **strictly prohibited**, even if the the tool allows you to upload official artwork of the Legion Marks.
- Using AI tools to produce, edit, alter, or modify headshots, portraits, or any other images that include Legion covers, branded clothing of any kind, or Legion Marks in the background of these images is also **strictly prohibited**.

WHY:

Generative AI tools do not *'see'* what the Legion Marks look like; these tools reproduce what they *'think'* is correct based on thousands of other images they find online and/or an analysis of the pixels present in artwork files you might provide *(this includes tools that ask you to upload an official artwork file of the Legion Marks).*

GENERATIVE AI TOOLS MAKE IMAGES USING THEIR CODE/PROGRAMMED PARAMETERS

These tools generate a visual asset that satisfies its own programmed version of a *'solve'* using a mathematical color value formula match. They **do not perform like a normal copy/paste function** and often even warn users that they cannot reproduce images or artwork 1-for-1 faithfully.

WHY IS IT A COPYRIGHT ISSUE?

Trademark law requires us to be **"consistent and exclusive."** Because generative AI tools function through this 'mathematical and formulaic recreation,' they produce variations that often appear correct on first casual glance but fail to meet our branding guidelines and legal trademark specifications. ***Even a 1% variance*** can potentially impact our organization's ability to protect our brand.

CAN I STILL USE GENERATIVE AI TOOLS?

Yes! If you would like to still use generative AI tools to assist you with making visual assets (graphics, logos, flyers, posters, patches, etc.). you are welcome to do so. ***However,*** to protect our brand's legal standing and ensure your work looks professional, please follow this 2-step "Stamp" method.

2-STEP METHOD

- **Step 1: Generate the "Background" first.** Use your generative AI tool of choice to create the artwork, layout, or background. Do not ask the AI to include the Legion Marks or name in the design. You can ask it to leave room for you to add your own brand artwork in the design.
- **Step 2: "Stamp" the official Legion Mark(s) on top.** Take your AI-generated image into a standard design tool (such as Canva or Adobe Express) to add the Legion Mark(s) you need, choosing from the file type you need from our official, high-resolution artwork files. This ensures the logo is 100% accurate and legally compliant.