

# Corporate Identity and Brand Standards

FOR LEGION BRANCHES

MARCH, 2022



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# INTRODUCTION

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The Royal Canadian Legion brand is more than a logo: it includes everything that represents our organization, including our colours, messaging, and the Member experience. Our brand is built on a brand strategy that reflects how we want the public to view the Legion.

When a brand is used consistently across the organization, everyone benefits. It helps the public understand and trust the organization, and it makes it easier for people within the organization to communicate with the public.

This brand guide explains how Branches can use the Legion brand to raise awareness of the Legion, promote Branch events and initiatives and strengthen public and Member communications.



# Who We Are

The Royal Canadian Legion is the foremost national organization whose Branches and Members strive to honour military service, promote Remembrance and provide valuable support and services to military and RCMP Veterans, their families and communities.



## WHO WE ARE

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### Our Goals

Our Mission and Vision Statement are at the heart of the Legion. They are the goal of everything we do.

### Our Mission

*To serve Veterans, including serving military and RCMP members and their families, to promote Remembrance and to serve our Communities and our Country.*

### Our Vision

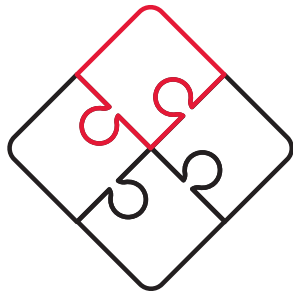
*To be the most highly respected Veteran and Community Service organization.*

## WHO WE ARE

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### Our Values

Our core values reflect the people behind the brand: our Members. When someone walks through the doors of a Branch, we want them to feel these values in every interaction.



#### **SERVICE:**

We provide dedicated support and compassionate assistance.

#### **INTEGRITY:**

We behave in a manner which inspires trust, mutual understanding and confidence.

#### **RESPECT:**

We are supportive, inclusive, courteous and fair to all, honouring the dignity and worth of every person.

#### **LOYALTY:**

We are steadfast in our patriotic allegiance to the Sovereign, to our Country, to The Royal Canadian Legion and to our Comrades.

#### **TEAMWORK:**

We cooperate and work together selflessly to achieve our shared Mission.

These values are reflected in the three pillars of Legion work:

#### **Serving Veterans**

Providing important services that have a positive impact on Veterans, families and communities.

#### **Remembrance**

Commemorating and memorializing the sacrifices made by Veterans to protect Canadians.

#### **Community**

Bringing people together, strengthening support networks and ensuring Veterans and their families never feel alone.

# Using the Legion Brand



## USING THE LEGION BRAND

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### The Legion Logos

The Royal Canadian Legion has several different logos, each with their own levels of trademarks and approvals for Branches:

#### Your Branch logo

Your Legion Branch logo is a marker of your Branch's individual identity. It helps Branch's initiatives — and the hard work of the Members behind them — stand out in your community. **Branch logos, which include the Branch identifier, must be used for all activities, signage, products and promotions.** Branches do not need approval from National Headquarters to use their Branch logo.



#### ARTWORK

Custom Branch logos can be requested at [marketing@legion.ca](mailto:marketing@legion.ca).

#### APPLICATION SIZES

The minimum recommended size for the Legion Branch logo is 1.5 inch or 3.81 centimetres. The length is measured from the left side of the "L" to the right side of the Poppy.

#### LANGUAGE OPTIONS

This logo is available in both English and French variants.

#### WHEN CAN BRANCHES USE THEIR BRANCH LOGO?

Branches may use their logo for:

- ☒ All materials that are for Branch communications, signage, initiatives, events or product sales

Custom Branch logos can be requested by contacting [marketing@legion.ca](mailto:marketing@legion.ca) and providing your Command, Branch number and town/city.



## USING THE LEGION BRAND

### Incorrect Logo Use

For approved logo usage, please refer to the previous page.



Never use anything but the approved and provided logo.



Never attempt to create your own branch Logo.



Never reproduce the logo in non-approved colours.



Never stretch or alter the logo's proportions.



Never attach anything to the logo.



Never use part of the logo; always keep it whole.

You are the "heart" of the  brand

Never use the logo as part of a sentence or phrase.



Never alter the horizontal orientation of the logo.



Never print on top of the logo.

## USING THE LEGION BRAND

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### The Legion National Logo

The national logo is the logo most Canadians see when they think of the Legion. It is the logo used in national communications and signage, evoking a sense of love and pride in those who see it.

The national logo is used only for national Legion initiatives. Specific guidelines are in place for when a Branch may use the Legion national logo, and approval through Legion National Headquarters is required for use. Please contact [marketing@legion.ca](mailto:marketing@legion.ca) for more information.

This logo is available in both English and French variants.



#### WHEN CAN BRANCHES USE THE LEGION NATIONAL LOGO?

Branches may use the Legion national logo in materials if:

- ☒ The materials are for a national initiative; AND
- ☒ The Branch has received approval from Legion National Headquarters

**Branches may not approve the use of the Legion National logo for other organizations.**

Contact [marketing@legion.ca](mailto:marketing@legion.ca) for more information.

Digital files of the logo can be requested at [marketing@legion.ca](mailto:marketing@legion.ca).

## USING THE LEGION BRAND

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### Provincial Command Logos

The Provincial Command logos follow the same size guidelines as the standard Legion logo and is used only for provincial level Legion initiatives. Approval through the Provincial Command is required for use. Please contact your Provincial Command for more information.



#### WHEN CAN BRANCHES USE THE LEGION PROVINCIAL COMMAND LOGO?

Branches may use the Legion Provincial Command logo in materials if:

- ☒ The materials are for provincial, territorial or zone-specific initiatives; AND
- ☒ The Branch has received approval from their Provincial Command

**Branches may not approve the use of Command logos for other organizations.**

Please contact your Provincial Command for information.

Digital files of the logo can be requested from your Provincial Command.

## USING THE LEGION BRAND

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### Legion Crest Guidelines

The Legion crest is not interchangeable with the other Legion logos. However, like the logos, usage of the Legion crest follows a specific set of rules — including which collateral it can be used on.



#### Using the Legion Crest

The Legion crest is not intended to be used in promotional materials and should only be applied in approved situations.

##### CORRECT USAGE:

- Procedural letters
- Certificates
- Headstone markers

##### INCORRECT USAGE:

- Business cards
- Letterheads
- Products for resale

#### WHEN CAN BRANCHES USE THE LEGION CREST?

Branches may use the Legion crest in materials if:

- ☒ The materials are for an approved usage; OR
- ☒ The Branch has received approval from Legion Headquarters

Digital files of the Crest can be downloaded from the Member Services Website or requested at [marketing@legion.ca](mailto:marketing@legion.ca).

## USING THE LEGION BRAND

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### Ladies' Auxiliary Badge

The Ladies' Auxiliary Badge is used exclusively for the promotion of Branch or Provincial Ladies' Auxiliary materials. Questions regarding use of the crest should be directed to the Provincial Ladies' Auxiliary contact or your Provincial Command.



#### WHEN CAN BRANCHES USE THE LADIES' AUXILIARY BADGE?

Branches may use the badge in materials if:

- ☒ The materials are related to the Ladies' Auxiliary

Digital files for the Ladies Auxiliary crest are available on the Member Services Website or requested at [marketing@legion.ca](mailto:marketing@legion.ca).

## USING THE LEGION BRAND

# Official Colours for Legion Graphics

Corporate Legion Black PMS Black C			
C 75	M 68	Y 67	K 90
R 0	G 0	B 0	
WEB SAFE #000000			

	Pantone	C	M	Y	K	R	G	B	Grey%	Hex #	Websafe
RED	186C coated stock 032U uncoated stock	0 0	100 90	81 86	4 0	185 196	0 57	53 54	50%	F20017	FF0000
BLUE	286C coated stock 301U uncoated stock	100 100	66 45	0 0	2 18	58 51	81 95	154 155	90%	0D3692	003399
GOLD	465C 872U metallic	20	32	58	0	198	175	121	30%	CB9F5B	CC9966
BROWN	1405C	0	36	100	63	104	82	13	70%	5E3C00	663300
LIGHT	127C	0	7	50	0	248	236	154	10%	FFED7B	FFFF66

## USING THE LEGION BRAND

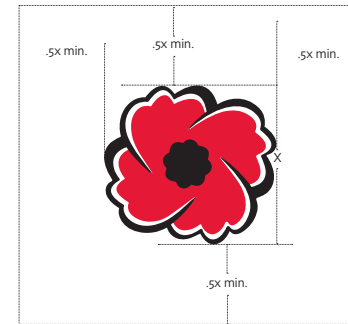
### The Poppy Trademark

The Poppy symbol is a registered trademark of the Dominion Command of The Royal Canadian Legion. To safeguard the sacred Poppy and protect it from misuse and commercialization, there are strict rules and approvals required for use, as outlined in the Legion Poppy Manual. View online at [legion.ca/poppy-manual](https://legion.ca/poppy-manual)

The Poppy can never be used as a symbol of Remembrance for profit or personal gain and may not be used without the express written permission of Dominion Command by any organization, group, community, or individual for commercial or charitable display or public distribution.

**The Legion's trademark applies to all variations of the Poppy image (lapel Poppy, Poppy logo, symbols and flower) when used in the context of Veterans, remembrance and fund raising.**

**All requests for usage must be addressed to Freeman Chute, Coordinator, Dominion Command Poppy and Remembrance Committee at [FChute@Legion.ca](mailto:FChute@Legion.ca).**



#### ARTWORK

The Poppy artwork and display requirements can be requested by contacting the Coordinator, Poppy and Remembrance Committee at [FChute@legion.ca](mailto:FChute@legion.ca).

#### WHEN CAN BRANCHES USE THE POPPY?

Branches may use the Poppy trademark in materials if:

- ☒ It is being used for commemorative activities; AND
- ☒ The Branch has received approval from the Coordinator of the Poppy & Remembrance Committee\*

\* There are specific requirements to request use of the Poppy. More information on requesting trademark usage can be found online at [legion.ca/poppy-trademark](https://legion.ca/poppy-trademark).

## USING THE LEGION BRAND

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### Writing with the Legion Brand

#### USING OUR TONE OF VOICE

The Legion uses a specific tone of voice in its written materials to ensure our message is delivered consistently. We describe the Legion's tone of voice as respectful, welcoming and proud.

#### Respectful:

Our most important audience is Canadian Veterans. We must always demonstrate the utmost respect for those who have risked or sacrificed their lives.

##### **CORRECT:**

We are Canada's largest Veteran support and community service organization, helping Veterans get the care and support they deserve.

##### **INCORRECT:**

We are Canada's most monumental Veteran assistance establishment, bringing to the table the care and support of which they are worthy.

#### Welcoming:

Those we want to reach may be suffering and withdrawn, or they may not know what exactly The Royal Canadian Legion does. To support Veterans, their families and communities, we must be welcoming and approachable – never intimidating or dismissive.

##### **CORRECT:**

Becoming a Member of the Legion is the ultimate way to show your gratitude and give your support. You don't have to be a Veteran to join and make a difference.

##### **INCORRECT:**

Real Canadians support the Legion. Prove how much you care about Canada's Veterans by becoming a Legion member today.

#### Proud:

Legion Members know the value of what the organization does for Veterans. We should always speak about our contributions with confidence and pride.

##### **CORRECT:**

The Legion is proud to support military members and their families by sponsoring the Canada Army Run.

##### **INCORRECT:**

The Legion is sponsoring the Canada Army Run this weekend.

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**TIP:** Consider who will be reading your text when you write! Messaging should speak directly to that audience, whether they are Members, Veterans and their families, or the public.

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## USING THE LEGION BRAND

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### **"The Royal Canadian Legion" vs. "The Legion"**

Our full brand name is The Royal Canadian Legion. The full name should be used wherever space allows, especially in titles, headlines, opening paragraphs and other important text.

After the full name has been used, the short form "the Legion" can be used in longer text such as webpages and press releases. The short form may also be used in situations with character limits such as social media.

## USING THE LEGION BRAND

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### Approved Fonts

To keep the Legion brand consistent across all communications, the following fonts should be used where possible. These fonts are the Legion's unique handwriting and add emphasis to our brand personality.

#### PRIMARY BRAND FONTS

Both primary fonts are available for download on the Member Services Website under Branch and Command Resources / Marketing and Public Relations.

#### Sense

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&'()\*+/?@

Numbers to be formatted as uppercase/all caps for use in promotional graphics.

1234567890

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#### Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&'()\*+/?@

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#### ALTERNATIVE FONTS

If the primary Sense Legion font is not available on your device, you may use this font in its place.

#### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&'()\*+/?@

# Your Branch Online



## YOUR BRANCH ONLINE

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### Creating a Branch Website

Every Legion Branch is encouraged to create its own website to help promote Branch activities or other community events.

#### Getting Started

If your Branch doesn't already have its own website, these tips can help you get started:

- Branches are required to use their Legion Branch logo on their website.
- A website style guide to help web developers create a similar look and feel to Legion.ca is available on the Member Services Website.
- Branches are encouraged to use wording from the [Legion.ca](http://Legion.ca) website on their Branch site to support brand consistency.
- Branches are welcome to use any images downloaded from the Dominion Command Flickr page, Google Drive, or from [Legion.ca](http://Legion.ca) for their site.

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If you haven't already done so, provide your Branch website URL and email address to [membership@legion.ca](mailto:membership@legion.ca) and we can add it to our [Legion.ca](http://Legion.ca) Branch locator tool.

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#### Updating your Branch Website

If your Branch already has a website, you can help improve it with these tips:

- Link to Legion.ca where appropriate, such as to the Membership Join and Renew pages, as that website is kept up to date and has the latest promotions.
- If your Branch website links to PDF registration forms, ensure the forms are kept up to date. Watch for all-Branch emails about updated resources and visit the Member Services Website for the latest forms and documents.
- Review content and links at least once a year to ensure information is current and accurate. Updated information including membership statistics, programs and services for Veterans, and national Legion initiatives are available [legion.ca/news/media-inquiries](http://legion.ca/news/media-inquiries) and [legion.ca/who-we-are/questions-and-answers](http://legion.ca/who-we-are/questions-and-answers).
- Support member retention efforts by offering online membership renewal! Input your Branch rate on the Member Services Website and post a link on your website encouraging Members to renew online.

## YOUR BRANCH ONLINE

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### Social Media

Social media, like Facebook, Twitter, Instagram or blogs, is an excellent way to communicate with your Members about upcoming events and initiatives at your Branch. As with any communication, it's important to represent the Legion brand on your social media platforms by following these rules.

#### Social Media Accounts

Legion Branches can create accounts to represent themselves on whichever social media platforms they see fit. To ensure the account is secure, the login information should be created under a Branch email address, and password shared only with elected officers of the Branch or others posting to the account.

#### Trademark Usage

The Legion's trademark rules, including the "Legion" name, the Legion logo, the Poppy logo, the Legion Crest and the Ladies' Auxiliary Badge also apply to social media.

#### *Need help?*

Advice or direction on how to use these registered trademarks is available at [marketing@legion.ca](mailto:marketing@legion.ca). A more detailed guide for Branches on social media is available on the Legion Member Services Website under [portal.legion.ca/marketing](https://portal.legion.ca/marketing).

# YOUR BRANCH ONLINE

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## Content Creation

Posting on social media can help you share your Branch with your local community. To make sure you're sharing a positive message, ensure that content you post follows brand guidelines and adheres to the Legion's By-laws. Here are some tips:

- Create a branded, recognizable profile picture and header. This will help those who see your messages know who you represent and what you stand for.
- Keep posts short and powerful. Long-winded posts are rarely shared.
- Vary the types of messages you post. Mix it up with messages of:
  - Veteran support and Remembrance
  - The great work you do in your community
  - How membership makes a difference for Veterans
  - Stories of your Legion members in action
- Post images or a link when possible. When it comes to social media, a picture attracts a thousand likes. Posts with pictures and links are more likely to reach a wider audience.
- Participate in the online conversation and engage your followers. Monitor your page daily or at least a few times a week, and respond to questions, comments and feedback as quickly as possible.
- Share the message. We are proud of our Legion, our Members, and our successes! Follow Legion National Headquarters social media online through Facebook, Twitter, Instagram, YouTube, LinkedIn, and Flickr and share our posts with your followers.
- Call to action. There is strength in numbers and the Legion needs everyone's support to help Canadian Veterans, their families, and our communities. Encourage your followers to get involved, become a Member, and show their support for all Veterans.

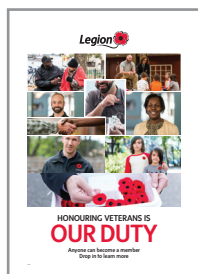
# Brand Resources



## BRAND RESOURCES

### Free Legion Branded Branch Resources

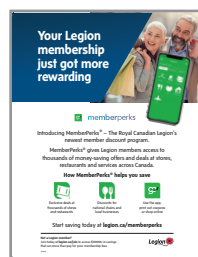
A wide range of resources are available to print or order online. Find recruitment and retention materials from welcome letters, renewal posters, brochures, and more. Place your order today: 1-888-301-2257 or [supply@legion.ca](mailto:supply@legion.ca)



**MEMBERSHIP POSTER**  
#800391 English  
#800392 French



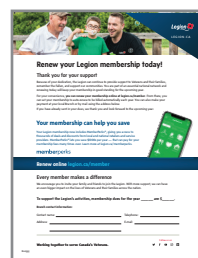
**RENEWAL POSTER**  
#800393 English  
#800394 French



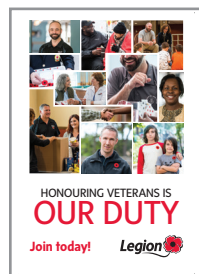
**MEMBERPERKS® POSTER**  
#800725 English  
#800726 French



**MEMBER WELCOME LETTER**  
#800805 English  
#800806 French



**PRINT OR DIGITAL RENEWAL LETTER**  
#800395 English  
#800396 French



**MEMBERSHIP BROCHURE WITH APPLICATION FORM**  
#800387 English  
#800388 French

### Resources available for download

Resources are also available for download online. From posters to print ads, radio ads to display banners, business templates and more.

Visit the Legion Member Services Website for these and more! [portal.legion.ca/marketing](http://portal.legion.ca/marketing)



**LETTERHEAD**



**BUSINESS CARD**



**VETERAN WELCOME PROGRAM**



**PRINT AD**



**JOIN BANNER**



# Linked Content



## LINKED CONTENT

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If you're reading this guide offline, type these web addresses into your browser to access Legion resources, social media and more.

### Helpful online links:

Trademark information: [legion.ca/poppy-trademark](https://legion.ca/poppy-trademark)

Image links: [portal.legion.ca/marketing](https://portal.legion.ca/marketing)

Canada's Privacy Laws and Canada's Anti-Spam Legislation (CASL): [portal.legion.ca/casl](https://portal.legion.ca/casl)

Find a branch: [legion.ca/contact-us/find-a-branch](https://legion.ca/contact-us/find-a-branch)

### Visit the Legion on Social Media

<b>Facebook</b>	<a href="https://Facebook.com/CanadianLegion">Facebook.com/CanadianLegion</a>
<b>Twitter</b>	<a href="https://Twitter.com/RoyalCdnLegion">Twitter.com/RoyalCdnLegion</a>
<b>Instagram</b>	<a href="https://Instagram.com/RoyalCanadianLegion">Instagram.com/RoyalCanadianLegion</a>
<b>YouTube</b>	<a href="https://YouTube.com/RCLDominionCommand">YouTube.com/RCLDominionCommand</a>
<b>LinkedIn</b>	<a href="https://LinkedIn.com/company/royalcanadianlegion">LinkedIn.com/company/royalcanadianlegion</a>
<b>Vimeo</b>	<a href="https://Vimeo.com/royalcanadianlegion">Vimeo.com/royalcanadianlegion</a>
<b>Flickr</b>	<a href="https://Flickr.com/photos/royalcanadianlegion/albums">Flickr.com/photos/royalcanadianlegion/albums</a>