

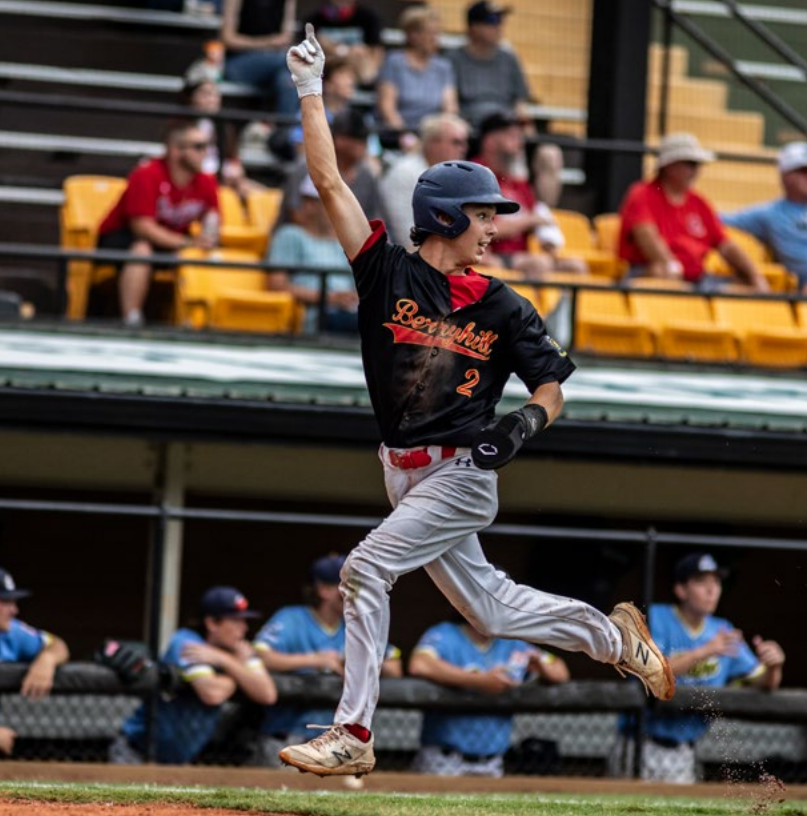


American Legion Baseball & World Series Branding Guidelines

Updated Sept. 20, 2022



AMERICAN LEGION
BASEBALL



AMERICAN LEGION
2022
WORLD SERIES
SHELBY, NORTH CAROLINA
CLEVELAND COUNTY

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Introduction



American Legion Baseball is a national institution, having thrived through a world war, several national tragedies, and times of great prosperity as well as great despair.

The league still stands behind the traditional values upon which it was founded in 1925. American Legion Baseball has taught hundreds of thousands of young Americans the importance of sportsmanship, good health and active citizenship.

The program is also a promoter of equality, making teammates out of young athletes regardless of their income levels or social standings.

American Legion Baseball has been, and continues to be, a stepping stone to manhood for millions of young men who have gone on to serve their country or community, raise families or play the sport at the highest level.

Brand Marks & Word Mark Usage

These marks replace all previous American Legion Baseball and American Legion World Series brand marks or logos.

When choosing a brand mark or word mark option, default to what is most visually pleasing in that application. **The word mark shown in the middle below should only be used in applications where the brand mark would not render properly.** For example, the word mark should almost always be used in embroidery.



American Legion Baseball

Primary Brand Mark

The primary brand mark is the color version. This is the preferred version to use in all applications, unless a one-color version is specified.

Clear Space

Keeping clear space around the brand mark free of other design elements is vital to ensure the integrity of The American Legion Baseball brand mark.

The clear space should be the same as the width of the middle two stars that appear in the brand mark, as seen below.



Color Palette

Blue

PANTONE 654C
C:100 M:84 Y:31 K:17
R:0 G:56 B:112
HEX # 1B3D6D

Red

PANTONE 186C
C:12 M:100 Y:91 K:0
R:215 G:33 B:49
HEX # D72131

File Types

al-baseball-primary.eps

a vector art file for highest quality reproduction in print

al-baseball-primary.jpeg

for digital applications on a white background; white fill background, not transparent

al-baseball-primary.png

for digital applications on a color background, low resolution print applications

American Legion Baseball Primary Brand Mark Dos & Don'ts

Do

The primary brand mark can be used on a solid color or tonal background.



Don't

Do not modify the primary brand mark in any way.



Secondary Brand Mark

The secondary brand mark is the one-color version in either black or white. The secondary brand marks are reserved for applications that only allow for a one-color process. In all other instances, the primary brand mark should be used.

Clear Space

Keeping clear space around the brand mark free of other design elements is vital to ensure the integrity of The American Legion Baseball brand mark.

The clear space should be the same as the width of the middle two stars that appear in the brand mark, as seen below.



File Types

al-baseball-secondary-black.eps
al-baseball-secondary-white.eps

a vector art file with transparent background for highest quality reproduction in print

al-baseball-secondary-black.jpeg

for digital applications on a white background; white fill background, not transparent

al-baseball-secondary-black.png
al-baseball-secondary-white.png

for digital applications with transparent background, low resolution print applications

American Legion Baseball Secondary Brand Mark Dos & Don'ts

Do

The secondary brand mark may only be used in either BLACK or WHITE against a solid color where there is sufficient contrast to be conspicuous.



Don't

Do not modify the secondary brand mark in any way, or use on a tonal background, or where there is insufficient contrast to be conspicuous.



Primary Word Mark

The primary word mark is the color version. This is the preferred version to use in applications where the primary brand mark cannot render well, unless a one-color version is specified. For example, the word mark should almost always be used in embroidery.

Clear Space

As with The American Legion brand mark, the clear space should be the same as the width of the “L” that appears in the brand mark as seen below.



Color Palette

Blue PANTONE 654C C:100 M:84 Y:31 K:17 R:0 G:56 B:112 HEX # 1B3D6D	Red PANTONE 186C C:12 M:100 Y:91 K:0 R:215 G:33 B:49 HEX # D72131
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File Types

- al-baseball-word-primary.eps** a vector art file for highest quality reproduction in print
- al-baseball-word-primary.jpeg** for digital applications on a white background; white fill background, not transparent
- al-baseball-word-primary.png** for digital applications on a color background, low resolution print applications

American Legion Baseball Primary Word Mark Dos & Don'ts

Do

The primary word mark can be used on a solid color or tonal background.



on 15% black



on 40% black



Don't

Don't use over a color background.



American Legion Baseball Primary Word Mark Dos & Don'ts

Don't

Do not alter the word mark or place a background shape behind it.



Secondary Word Mark

The secondary word mark is the one-color version in either black or white. The secondary word marks are reserved for applications that only allow for a one-color process. In all other instances where applicable, the primary word mark should be used.

Clear Space

As with The American Legion brand mark, the clear space should be the same as the width of the “L” that appears in the brand mark as seen below.



File Types

al-baseball-word-secondary-black.eps
al-baseball-word-secondary-white.eps

a vector art file with transparent background for highest quality reproduction in print

al-baseball-word-secondary-black.jpeg

for digital applications on a white background; white fill background, not transparent

al-baseball-word-secondary-black.png
al-baseball-word-secondary-white.png

for digital applications with transparent background, low resolution print applications

American Legion Baseball Secondary Word Mark Dos & Don'ts

Do

The secondary word mark should only appear on continuous-tone color backgrounds with sufficient contrast to be conspicuous. In some cases, the secondary word mark in black can also appear on a white background.



Don't

Don't use on backgrounds that do not provide sufficient contrast or inconsistent tones.



American Legion World Series

Primary Brand Mark

The primary brand mark is the color version. This is the preferred version to use in all applications, unless a one-color version is specified.

Clear Space

Keeping clear space around the brand mark free of other design elements is vital to ensure the integrity of The American Legion World Series brand mark.

The clear space should be the same as the width of three stars that appear in the brand mark, as seen below.



Color Palette

Blue

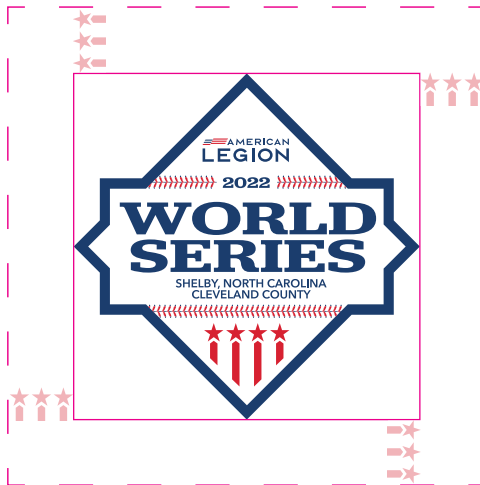
PANTONE 654C
C:100 M:84 Y:31 K:17
R:0 G:56 B:112
HEX # 1B3D6D

Red

PANTONE 186C
C:12 M:100 Y:91 K:0
R:215 G:33 B:49
HEX # D72131

File Types

- al-ws-primary.eps** a vector art file for highest quality reproduction in print
- al-ws-primary.jpeg** for digital applications on a white background; white fill background, not transparent
- al-ws-primary.png** for digital applications on a color background, low resolution print applications



American Legion World Series Primary Brand Mark Dos & Don'ts

Do

The primary brand mark can be used on a solid color or tonal background.



Don't

Do not modify the primary brand mark in any way.



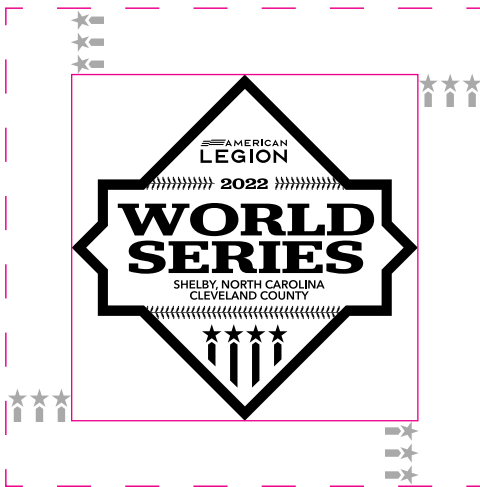
Secondary Brand Mark

The secondary brand mark is the one-color version in either black or white. The secondary brand marks are reserved for applications that only allow for a one-color process. In all other instances, the primary brand mark should be used.

Clear Space

Keeping clear space around the brand mark free of other design elements is vital to ensure the integrity of The American Legion World Series brand mark.

The clear space should be the same as the width of three stars that appear in the brand mark, as seen below.



File Types

- al-ws-secondary-black.eps** a vector art file with transparent background for highest quality reproduction in print
- al-ws-secondary-white.eps** a vector art file with white fill background, not transparent
- al-ws-secondary-black.jpeg** for digital applications on a white background; white fill background, not transparent
- al-ws-secondary-black.png** for digital applications with transparent background, low resolution print applications
- al-ws-secondary-white.png** for digital applications with white fill background, low resolution print applications

American Legion World Series Secondary Brand Mark Dos & Don'ts

Do

The secondary brand mark may only be used in either BLACK or WHITE against a solid color where there is sufficient contrast to be conspicuous.



Don't

Do not modify the secondary brand mark in any way, or use on a tonal background, or where there is insufficient contrast to be conspicuous.



Typefaces

Complementary Typefaces

The American Legion brand mark uses a modified version of the typeface **Rexton Medium**.

The typeface that best complements the brand marks of The American Legion Family is **Futura PT**.

Futura PT is a widely available font that will be accessible to any professional designer with an Adobe Creative Cloud license.

In cases where Futura PT is not an option, **Avenir Next** should be used. Avenir Next is included with Microsoft Office and will be available in most professional settings.

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=[{}];:",".<>/?

Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=[{}];:",".<>/?

Contact Information

To get access and approval for use, please fill out the form located at:

<https://www.legion.org/brand/>

For any additional brand-related questions, please contact the American Legion Marketing Division at:

317-630-1398

marketing@legion.org