American Legion Branding 101
Brand Consistency

• It’s marketing on a higher level
• Consistency makes our brand “feel” more dependable/credible
• Consumers trust brands they recognize
Existing American Legion Program logos

- Inconsistent American Legion branding
- Dilutes recognition American Legion ownership of program
Proposed American Legion Program logos

**The American Legion**
Temporary Financial Assistance

**The American Legion**
Endowment Fund

**The American Legion**
Temporary Financial Assistance

**The American Legion**
Endowment Fund

**The American Legion**
Temporary Financial Assistance

**The American Legion**
Endowment Fund
Proposed American Legion Program logos
Proposed American Legion Program logos
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Proposed American Legion Program logos
What’s Next?

The American Legion
in
Surround Sound!!
We Believe Campaign

• Television and radio campaign pitched to TV stations in time for Memorial Day-Veterans Day window.

• Focused effort to top 25 veteran population markets.

• Television PSA available for Legion posts to use in local markets and customized with post information (at their own cost).

• Billboard campaign with imagery of the television commercial.

• Landing page on legion.org with easy links to membership and programs of TAL.
• Title of the Campaign – We Believe
• Title of the PSA – We Believe :30
• Organization sponsoring PSA – American Legion
• Spot ID: (HD) - TALWB300000H
• Length: 30 seconds
• Start/End date: Evergreen
NEW! Public Awareness Campaign

WE BELIEVE...
VETERANS IMPACT
OUR NATION

Legion.org/WeBelieve
NEW! Public Awareness Campaign

WE BELIEVE...
IN BEING THERE

Legion.org/WeBelieve
NEW! Public Awareness Campaign

WE BELIEVE...

IT’S MORE THAN A SYMBOL

Legion.org/WeBelieve
The American Legion We Believe Campaign Toolkit

- Designed to help your department/district/post maximize participation in the new national awareness campaign of The American Legion, We Believe.

- Contains a variety of tactics and creative elements with ideas on how to use them locally. The items in this toolkit are intended to help your team tell the story of The American Legion and bring visibility to your department, district and post.
The American Legion We Believe Campaign Toolkit

Toolkit goals:

• Educate the public about the core values of The American Legion – patriotism, youth, national security and veterans.

• Attract attention and educate like-minded veterans on the values and importance of The American Legion to grow membership.

• Provide materials with a consistent look and feel that can be utilized locally to build upon national efforts.

• All creative elements can be downloaded at legion.org/webelieve/resources.
The American Legion We Believe
Campaign Toolkit

How to Participate

Bring visibility to your department and post in support of the We Believe awareness campaign. The Campaign Toolkit provides instructions, information about the different types of PSAs, social media posts, talking points, and more.

Campaign Toolkit
Press Release
Social Media Graphics
Digital Ad Units
Print Ad Units
Stock Images
Now is the time to think outside the box.
How we think it is...
How it really may be...

If you build it, they will come?
Grunt Fest 6
The American Legion

Sturgis 2018

Progressive Presents
78th Sturgis Motorcycle Rally 2018

Est. 1938

Motorcycle Rally

In the battle against hepatitis C

Get tested.
Get answers.
Take on hep C.

In the fight against hep C, no one should be left behind.

VIN HYMER GROUP
The leisure experience

Not actual process.
Questions

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