



# DEPARTMENT OF GEORGIA POLICY EMBLEM USAGE

Reviewing Body: Risk & Compliance Committee

Reviewed Date: 10-20-2023

Adopted By: Department Executive Committee

Adopted Date: 10-27-2023

## Policy Statement

The Department of Georgia will abide by the National ALA policy entitled “Merchandising and Licensing” and further state:

Any use of the ALA emblem or brand marks beyond what is allowed without permission as outlined in the current edition of THE AMERICAN LEGION FAMILY BRANDING GUIDELINES dated September 20, 2022, or any revision thereof and shall follow the current version on the National ALA website of the National ALA form: Approval Request – American Legion Auxiliary Emblem Use. This document outlines the procedure.

*The American Legion owns the names and trademarks of the American Legion Auxiliary. The American Legion Auxiliary is entrusted by The American Legion with protecting the name and official marks of the ALA. Use of the emblem must be approved by American Legion Auxiliary National Headquarters. If approval is granted, it is a one-time, limited use.*

Date Revised (or established)	Description of Revision	Adopted By:
10-27-2023	Established	Department Executive Committee