



The Legion Centenary Identity & Brand Standards

FOR LEGION BRANCHES



INTRODUCTION

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 guide explains how Branches can use the Centenary brand to raise awareness of the Legion, promote Branch events and initiatives and strengthen public and Member communications specific to the 2026 campaign year.

Please note the Corporate Brand Guide remains the overarching standard for all branding and can be downloaded [here](#).



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WHO WE ARE

The Royal Canadian Legion was formed through the merger of several Veterans' organizations, with the Great War Veterans Association being the most prominent. Originally founded as the Canadian Legion of the British Empire Service League at the Unity Conference on November 25 – 27, 1925, its primary purpose was to support Veterans, advocate for their rights, and promote Remembrance of those who served in the military. On **July 17, 1926**, the organization was incorporated by a special Act of Parliament, marking its transition into a distinct Canadian organization — a date now recognized as the official anniversary of the Legion. In 1959, the organization dropped "British Empire" from its name, becoming simply The Canadian Legion. On December 19, 1960, Queen Elizabeth II granted consent for the Legion to use the prefix "Royal," and in 1961, the organization was formally renamed The Royal Canadian Legion.



WHO WE ARE

While the Legion's initial objective was to provide a voice for First World War Veterans, the Legion soon expanded to offer more dedicated support to Veterans, as well as those serving abroad in the Second World War.

Today, the Legion has grown to be the foremost national organization for Veterans. Our 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.



Legion Goals

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

Legion Mission

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

Legion Vision

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

Our Values: Service. Integrity. Respect. Loyalty. Teamwork.

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.

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

Serving Veterans

Providing important services and support networks that have a positive impact on Veterans and their families.



Remembrance

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



Community

Bringing people together, supporting communities, and ensuring Veterans and their families never feel alone.



USING THE BRANCH CENTENARY ANNIVERSARY BRAND



Slogan

Growing our Legacy of Remembrance and Support

Vision

Our vision for The Royal Canadian Legion's Centenary in 2026 is to inspire all Canadians to stand with us in honouring Remembrance, supporting Veterans, and building stronger communities. Together, we will celebrate 100 years of volunteerism, while continuing our proud legacy of honour, advocacy and service to community and country — carrying it forward for the next century.

Mission

Our mission for 2026 is to present a year-long, multi-faceted campaign that not only inspires Canadians to join the Legion and support our efforts, but also deepens our connection to the sacrifices made by Veterans. By celebrating our 100 year legacy of service and volunteerism, strengthening relationships with Veterans and communities, and promoting Remembrance, we aim to ensure the Legion's success and Canada's continued support of Veterans and Remembrance for generations to come.

USING THE BRANCH CENTENARY BRAND

Objectives

Our objectives for the Centenary are to:

- increase positive awareness of the Legion and our work
- educate Canadians on the importance of Remembrance
- strengthen our relationship with Veterans
- engage with and thank members
- recruit new members
- generate increased revenue from all sources
- increase Poppy Fund donations

Positioning Line

In 2026, the Legion marks 100 years of serving Veterans, of remembering those who have stood on guard for our country, and of making Canada a better place for all.

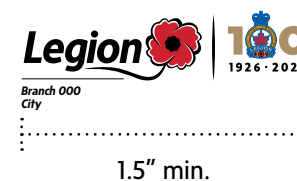
Positioning Statement

From the moment it was founded a century ago, The Royal Canadian Legion has become woven into the fabric of our communities and our country. Legion Members carry on a proud legacy of service to Veterans — military, RCMP and their families — and of honouring those who bravely stood on guard for Canada. Over a quarter of a million strong, with Branches from coast-to-coast-to-coast, Legion Members are equally dedicated to building a better Canada for Veterans and for all Canadians. Join us in ensuring our legacy continues to thrive for generations to come.

USING THE BRANCH CENTENARY BRAND

Correct Branch Centenary Logo Usage

The Centenary logo should be used in place of the standard Branch Logo for all events and initiatives taking place in the year 2026. The samples below show how the logos must be set up.



Orientation Options

This logo is available in a horizontal version. The Branch logo is separate from the 100 logo. A 100 logo, with the divider line will be provided.

Alternate Logo Use

The “100” section of the logo can be used separately if the Legion branch logo is elsewhere, on the product.

Application Sizes

The minimum recommended size for the Centenary branch logo is 1.5 inches or 3.81 centimetres, or 1.75 inches or 4.45 centimetres if stacked.

Your Legion Branch logo with Branch number and city included can be requested at marketing@legion.ca. Branches must always include their Branch logo on any communication or product that has the Centenary logo, to identify the message as coming from the Branch.

USING THE BRANCH CENTENARY BRAND

Incorrect Branch Centenary 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 logo. Only add the Branch identifier and city/town where located.



Never reproduce the logo in non-approved colours.



Never stretch or alter the logo's proportions.



Never attach anything to the logo.



Never use the logo with too little space around it.



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



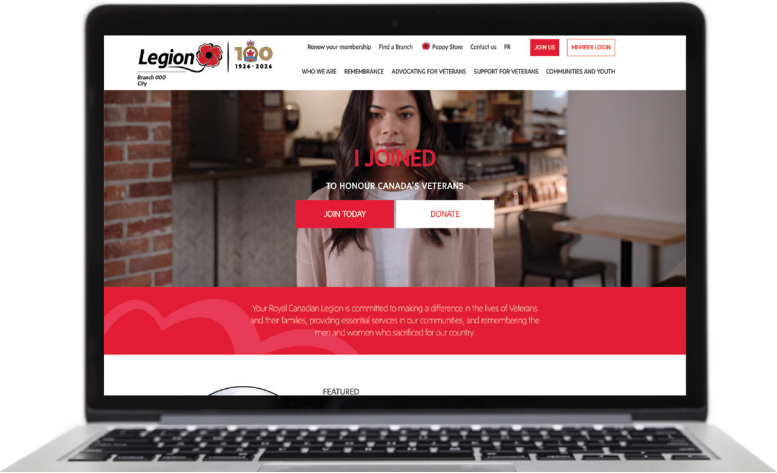
Never alter the horizontal orientation of the logo.



Never print on top of the logo.

USING THE BRANCH CENTENARY BRAND

Logo Use Examples



Approved Fonts

To keep the branch Centenary 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

Georgia

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

Arial

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

Alternative Fonts

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

USING THE BRANCH CENTENARY BRAND

Approved Colours

To keep the branch Centenary brand consistent across all communications, the following colours should be used where possible.

Primary



RCL - White

CMYK

0 | 0 | 0 | 0

RGB

0 | 100 | 81
#ffffff

RCL - Red

CMYK

12 | 100 | 91 | 3

RGB

207 | 16 | 45
#f20017

RCL - Gold

CMYK

20 | 32 | 58 | 20

RGB

171 | 142 | 102
#aa8e65

RCL - Black

CMYK

67 | 64 | 67 | 67

RGB

45 | 42 | 38
#2d2926

Secondary



RCL - Green

CMYK

55 | 40 | 70 | 20

RGB

110 | 117 | 86
#6e7455

RCL - Navy Blue

CMYK

85 | 70 | 50 | 46

RGB

39 | 54 | 70
#263645