



Emblem Usage Guidelines

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Emblem Usage Guidelines

What are the Elks' emblems?

The Benevolent and Protective Order of Elks has prepared the following guidelines in an effort to establish clear and consistent use of the Elks trademarks. These marks include:



■ Elks USA emblem

■ The 11 O' Clock emblem



■ The *Elks* script

■ The word Elks

Elks



■ The Soccer Shoot emblem

■ The letters BPOE (Benevolent and Protective Order of Elks) **BPOE**

Hoop Shoot

■ The words Hoop Shoot as they refer to the annual Elks free throw competition.

All seven marks are trademarked or otherwise protected by the United States Patent and Trademark Office. Use of these trademarks is restricted under Section 16.110 of the Statutes Annotated, Benevolent and Protective Order of Elks of the USA (Code 520100). That section states: "Lodges may use the official emblem upon lodge stationery, special Life Membership cards, window decorations, murals, other monuments and in any other manner strictly connected with lodge purposes." For example, the Elks marks may appear on advertising aimed at promoting Elks events, both public and private.

Allowing outside companies, organizations and anybody else to use the Elks marks to endorse their products is strictly forbidden.

As an organization, we strive to make these marks instantly recognizable as the symbols that represent the Benevolent and Protective Order of Elks. And as Elks members, we all need to work toward greater public recognition of who we are. Consistent use of our trademarks is one way we may do it. We will help our growth going forward if we all pitch in to adhere to the brand management guidelines. To this end, some of the uses of



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the Elks marks at the subordinate lodge level and also nationally will become non-compliant with these guidelines. (See Page 12.) As supplies of letterheads and stationery bearing the non-compliant emblems are depleted, they should be replaced with supplies using the Elks marks that are compliant.

The guidelines outlined here are aimed at ensuring that the use of the Elks marks is appropriate and approved per the BPOE standards referred to herein.

While the guidelines as they are presented refer specifically to the Elks USA and 11 O’Clock emblems, the rules apply to all the Elks marks

The power of the Elks’ identification system is based on the clarity and consistency in the use of the Elks marks. This section identifies graphic standards for use of these marks. It provides the tools necessary to follow the four basic rules of effective management of the Elks identification system:

- Use the Elks marks consistently
- Use specific colors for the marks
- Keep the Elks marks clearly visible
- Use recommended type styles

It is everyone’s responsibility to maintain consistent use of the Elks marks. We should also guard against the potential for misuse or abuse of the Elks’ identity. If you cannot find answers to your questions regarding the proper use of the Elks marks within this guide, call the Elks National Headquarters at (773) 755-4708.

The following pages will provide easy access to guidelines for using the Elks marks:

- Elks USA and 11 O’ Clock emblems described
- Legal side of the Elks trademarks
- Approved colors and design of the Elks marks
- Descriptor usage
- Emblem typography
- Usage of Elks marks on photos
- Using clear space
- Exceptions for use of Elks emblems
- Colors and backgrounds of Elks marks
- Sizing the Elks marks
- Uses of Elks marks to avoid
- Creating review process for Elks marks

Elks USA and 11 O’Clock emblems described

THE ELKS USA EMBLEM, consisting mainly of the word “*Elks*,” is written in a specially designed script font trademarked by the BPOE. Beneath the word “Elks” are the uppercase letters “usa” in the font, Script MT bold. “usa” is one-seventh the size of “Elks.” Encircling both “Elks” and “usa” is an oval rule that is broken on the top right and bottom left. The rule is tapered on both sides at the point where the breaks occur. The rule also overlaps both the “E” and “s” in the name, Elks.

THE 11 O’CLOCK EMBLEM is circular in shape and has the letters “B” and “P” on the left side and the letters “O” and “E” on the right side located in an outer circle. A star is centered on the upper portion of the outer ring. Within the outer circle is a clock face with Roman numerals set at 11 o’clock. The bust of an elk looking slightly to the right is centered on the emblem with antlers extending in such a manner as not to cover the BPOE letters on the hands of the clock.



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Legal Side of Elks trademarks

The Elks trademarks, while protected through the U.S. Patent and Trademark Office, are more than just symbols of the Order of Elks. They are integral parts of the Order's assets and goodwill. These marks may be used only by the Lodges and state associations making up the Order. Access to the marks may be obtained only through the Grand Secretary's Office of the Elks National Headquarters in Chicago. Use of the marks on promotional material, such as T-shirts, cups, banners, etc., is permissible only through vendors approved by the Elks National Headquarters. A list of the approved vendors is on file at the Elks National Headquarters, telephone (773) 755-4708.

Approved colors and design of the Elks USA and 11 O'Clock emblems

THE ELKS USA EMBLEM is made up of the words "Elks USA," in addition to the broken oval. The words should be printed in PMS Blue 072 (Navy) and broken oval in PMS Red 032 (dark red). See color specifications on Page 6.



Colors for the **11 O'CLOCK EMBLEM** are as follows: The elk should be gold or yellow; The outer ring should be royal blue or purple; the star should be red; the hands and the Roman numerals should be red; and the clock face should be white. Variations in the emblem and colors can be used, but only with the written permission of BPOE.



The Elks USA and 11 O' Clock emblems may also be in one color. Only the following single colors are compliant:

- Black
- white on black (reverse image).
- Silver (Platinum) — Pantone 877
- Metallic Gold — Pantone 873

No other colors are approved for use with the Elks USA emblem without approval from the Elks National Headquarters in Chicago. For more information, call the Elks National Headquarters at (773) 755-4708.



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Descriptor usage

To place the Elks USA emblem in proximity to the name of a lodge or state association, it should be made to stand out from the descriptor. The area where the lodge name is placed is defined as the descriptor. Only the lodge or state association name may appear in the descriptor. (No other tagline -- i.e. "The best little Elks lodge in Texas" -- or headline should be made a part of the descriptor.)

To enable the emblem to stand out from the descriptor, the vertical height of the emblem should measure at least five times the size of type of the descriptor. For example, an emblem that is 1 1/4 inches in height, should have a descriptor whose size of type is no greater than approximately 18 points. (72 points equal one inch.)

In addition, a sans serif typeface, such as Helvetica or Arial, should be the typeface used in the descriptor line. Text should appear in upper- and lower-case format, and in a medium italic, as opposed to bold, typeface.

This is Helvetica medium italic typeface...

This is Arial medium italic typeface...

Use this *medium italic typeface* in descriptor line. Avoid **BOLD FACE** type.

ONE NOTABLE EXCEPTION is the incorporation of the Elks USA emblem in the nameplate of a lodge or state association bulletin or newspaper. The emblem should be at least as large as the largest size type contained in the nameplate.



Sizing the Elks USA emblem

To maintain visual integrity, a minimum size of a half-inch has been established for the Elks emblem wherever it is used in graphic design. A smaller size may result in distortion, fill-in and an inconsistent appearance.



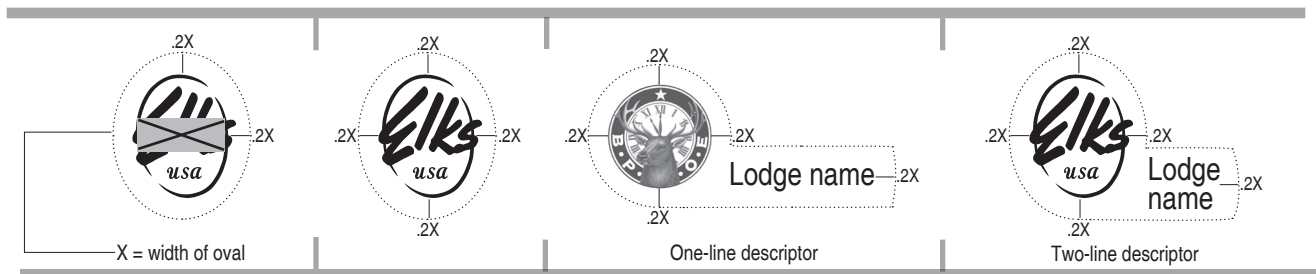


Emblem Usage Guidelines

Using Clear Space

Clarity, consistency and simplicity are the most important criteria for proper use of the Elks emblems. As the most basic and important element for using the Elks' emblem, it needs to be clearly visible. To maintain visual integrity, the emblems should never appear crowded by text, titles, photographs or other symbols. The emblems make a greater impact when a common clear space is maintained around it. To this end, makeshift graphics based on the USA emblem and the other trademarks of the BPOE are strictly forbidden. Examples of how the emblems should not be used appear on Page 12.

A simple rule for clear space allowance is to provide a distance from any touch point of the emblem and descriptor elements. (See chart below.) That distance should not be less than one-fifth (.2X) the width, or diameter, of the emblem. This spacing requirement applies to letterheads, newsletter nameplates, banners, cups, advertisements and all other material where the Elks emblems are used.



Exceptions for usage of Elks emblem

Throughout transitioning to a policy governing the use of the Elks emblems, it may be necessary to provide exceptions to its usage. To create a clearer understanding of the areas eligible for exception, use the following guidelines:

1. Designated personnel of the Elks National Headquarters, in cooperation with the Grand Lodge Emblem and Licensing Committee, have the authority to act on requests for exceptions to and clarification of the Elks brand management guidelines.
2. Exceptions must be requested and not assumed.
3. For any other questions, call Grand Secretary's office at the Elks National Headquarters at (773) 755-4708.



Emblem Usage Guidelines

Colors and backgrounds of Elks USA emblem

Color is a powerful visual tool that serves as an integral part of the Elks' identity and use of the Elks USA emblem. The following color specifications promote maximum impact and visibility while allowing for flexibility in all applications. The preferred two-color Elks USA emblem is Pantone Blue 072 (Navy) for the "Elks USA" and PMS Red 032 (dark red) for the oval. The emblem may not be reproduced in any color other than those specified within these specification.

Use these guidelines when deciding how to use the emblem in print, electronic media and Web design or on signage, specialty items or vehicles. An important reproduction characteristic of the PMS color system is the variation in shades that result from differences in the texture and tint of the substance on which the emblem is reproduced. Variations may also occur with different reproduction techniques. Use PMS color swatches, available from your printer, to ensure that specified colors are matched.

Using embroidery thread — colors should be matched to the appropriate PMS colors discussed above. When using the Elks emblem in an embroidered fashion, provide the vendor with a PMS sample of the correct colors to be used with a requirement that the vendor match these colors to the threads they use.

The following swatches provide a representation of the approved Elks USA emblem colors:

Elks Emblem Red
Pantone 032
CMYK= C 0%
M 90%
Y 86%
K 0%

Elks Emblem Blue
Pantone 072
CMYK= C 100%
M 88%
Y 0%
K 5%

Use these guidelines when determining how to use the Elks USA mark in print, electronic media and Web design or on signage, specialty items or vehicles.

Two-color, three-color or four-color printing: (coated and uncoated papers)

Print in PMS Blue 072 (Navy) and PMS Red 032 (red) on coated paper.

Print in PMS Blue 072 (Navy) and PMS Red 032 (red) on uncoated paper.

Using Metallic colors – The use of metallic colors should be reserved for situations portraying premium quality, such as metal or wood plaques and superior quality promotional items. Color specifications are available at the Elks National Headquarters in Chicago by calling (773) 755-4708.



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One-color printing – Black or white logo reversed out of a solid color is the preferred method. Use the following examples as guidelines:



Contrast values for white reverse emblem



Reverse emblem printed on Elks Blue



Reverse emblem printed on Elks Red



Reverse emblem printed on a 60% tint



Contrast values for black emblem



One-color black emblem printed on yellow



Correct way to punch out the background within the emblem



Incorrect way to punch out the background within the emblem

The Elks USA emblem may be printed all white on solid colors

- The background color should complement the emblem
- The background color should provide sufficient contrast for complete legibility of the emblem
- When reversing out a white emblem, use a value of 60% or above. When reversing out a black emblem, always use a 50% value or lower. Refer to the graphic examples for contrast value when printing in black and white
- The space inside the oval and between letters of Elks usa should show as the background color (referred to as a knockout). Never fill in the emblem with a different color such as white.
- The background should not have a pattern that detracts from the emblem.



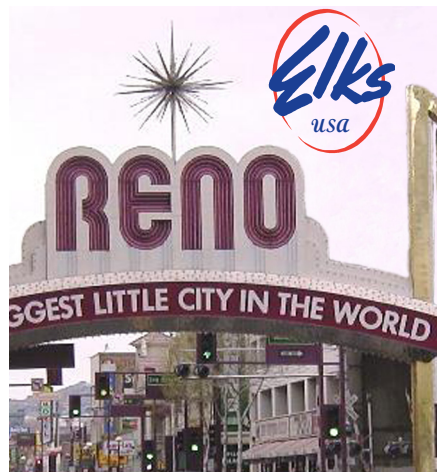
Emblem Usage Guidelines

Emblem usage on photos

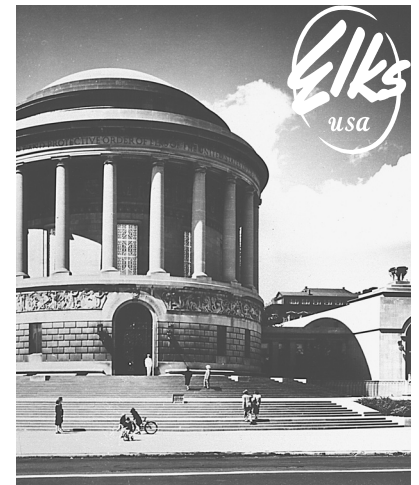
- When using photos, always put the Elks marks in the most even-colored areas of the picture. (1) (5)
- When placing an Elks mark on a light area of the photo, overprint the logo in black if the line screen is 30 percent or below. (2)
- When placing the logo on a dark area of the photo, reverse it out if the line screen of the area is 60 percent or greater. (3)
- Do not knock out the background within the oval of the logo when placing it on a photo. (4)



(1) Reverse emblem printed in the dark area of a color photograph



(2) Emblem printed on a color photograph



(3) Reverse emblem printed on a black-and-white photograph



(4) DO NOT knock out the background in white or any other color. Photograph should show in the background of the emblem.



(5) DO NOT place the emblem on a busy background, texture or patterned color. Place emblem over a section of the photo that is less distracting to the emblem.



Emblem Usage Guidelines

Emblem usage to avoid

While it's very tempting to get creative with the various Elks marks, consistent usage is important for building recognition of the marks. The list of do's and don't's of how Elks marks should and should not be used, as outlined below, is not all inclusive, but rather provides a guideline of what should or should not be done to the emblems when used in print, electronic or web media, or in any other usage.

■ Attaching the U.S. flag to the 11 O'Clock emblem, or any other object for that matter, should be avoided.



■ Avoid over laying the Elks script over a portion of the 11 O'Clock emblem.



■ Always allow the background to come through the spaces between the letters "E-L-K-S" and "u-s-a" within the oval portion of the emblem. This is referred to as knock-out.



■ Do not alter the proportions of the descriptor type height, length or placement from that which is outlined within the descriptor portion of the guidelines above.



■ Do not use all capital letters in the descriptor.



■ Do not put the marks in a box or in any other graphic device.



■ Do not alter or substitute the typeface of the descriptor from the recommended sans serif typeface such as Helvetica or Arial, medium.





Emblem Usage Guidelines

■ Do not screen tint any portion of the marks



■ Do not add a drop shadow or other graphic devices to the marks



■ Do not outline the marks



■ Do not decorate or embellish the emblems in any way



■ Do not use the Elks script in a sentence unless it is in reference to "Elks Care – Elks Share."

Do not use the *Elks* script in a sentence unless it is in reference to "Elks Care – Elks Share."

If you have any special use for the Elks marks in mind and question its validity, call the Elks National Headquarters in Chicago at (773) 755-4708



Emblem Usage Guidelines

Creating a review process for use of the Elks marks

It is important to establish a review process at the lodge level that assures use of the Brand Management Guidelines. Please take the following steps to ensure a brand management program in your lodge:

1. Establish a 100 percent identity-policy compliance standard that meets with the Quality Standards of the Elks National Headquarters in Chicago.
2. Make certain the Elks Web site is available and used by all lodge, district or state Elks personnel who are creating materials that incorporate the Elks trademarks
3. Use these guidelines as the standard of comparison for approving usage by Elks Grand Lodge-approved vendors.
4. Do not attempt to recreate the Elks trademarks. Approved electronic files are available for download at Elks.Org, albeit at limited resolution. If you cannot find what you need, call the Grand Secretary's Office at (773) 755-4708.
5. Strive for 100 percent compliance with the identity-policy standards as stocks of materials bearing the out-of-compliance marks become depleted.
6. Request the right to review and approve all materials using the Elks marks, which are produced by vendors or outside partners, before their publication.



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Additional examples of inconsistent use of Elks 'marks'





Emblem Usage Guidelines — At A Glance

The Benevolent and Protective Order of Elks' graphic identity is how we are striving for the public to know us. We want people to recognize the Elks emblems as our signature — the visual means by which we distinguish our acts of benevolence and reputation. Used appropriately and consistently, a uniform emblem reinforces public perceptions that the Order offers seamless national benevolence. To help ensure that all emblem uses are appropriate and approve, the Elks' Brand Management Quality Standard No. 1 specifies that lodges, state associations and the Elks National Headquarters adhere to the rules set forth in these Emblem Usage Guidelines.

This quick reference serves as a supplement to the Elks Emblem Usage Guidelines. It is not meant to replace the guide. Always refer to the full guide for complete details on each application for emblem usage. For any questions, please call the Elks National Headquarters at (773) 755-4708.

Usage Guidelines:

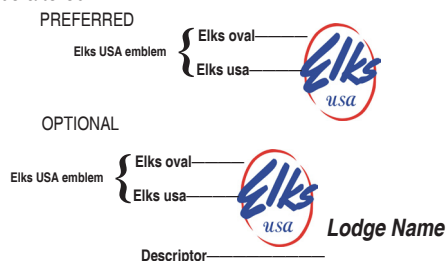
The four basic rules for emblem usage include:

1. Use the brand identity consistently
2. Keep Elks emblems clearly visible
3. Use specified emblem colors
4. Select recommended type styles

Refer to Page 2, Emblem Usage Guidelines

Emblem Elements:

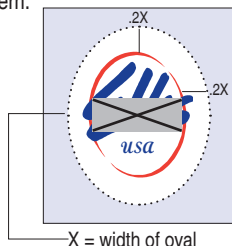
Because the relationship between the oval, references to "Elks usa" and descriptor words has been designed to create a specific effect, it should never be altered.



Refer to Page 3, Emblem Usage Guidelines

Clear Space:

To maintain its visual integrity, the emblem should never appear crowded by text, titles, photographs or other symbols. The emblem makes greater impact if a common clear space is maintained around it. This space around the emblem touch-points indicates the area that should be kept clear of other visual elements. The clear space distance should not be less than one-fifth (.2X) the width, or diameter, of the emblem.



MAINTAIN CLEAR SPACE
One-fifth the width of the oval all around emblem

Refer to Page 5, Emblem Usage Guidelines

Colors:

Elks USA emblem may appear in both two colors and one color. The two-color version should reflect the the oval in only Pantone 032 (Red) while the words "Elks usa" use only Pantone 072 (Blue). The one-color version of the Elks USA emblem can be black or Pantone 032 Red. In addition, the emblem may appear in solid white when reversed out of a solid background color. Under special occasions you may use metallic gold as a solid color for the emblem. See the Emblem Usage Guidelines for details on the appropriate time and place to use the metallic gold. No other colors are allowed.



Refer to Page 6, Emblem Usage Guidelines

Size:

To maintain visual integrity, a minimum size of a half-inch has been established for the Elks emblems wherever they are used in graphic design. Small sizes may result in distortion, fill-in and an inconsistent appearance.



Refer to Page 4, Emblem Usage Guidelines

Typography:

Helvetica medium italic is the typeface that should always be used for the descriptor of the Elks USA emblem. To maintain the dignity of the emblem, any other use of Helvetica medium italic should be limited to very specific and formal uses such as stationery, letterhead and signage. Helvetica is a well-established sans serif typeface.



Lodge Name ————— Helvetica Medium Italic

Refer to Page 4, Emblem Usage Guidelines

Uses to avoid:

- do not use all capital letters in the descriptor name.
- Do not screen tint the Elks emblems
- Do not substitute typeface in the emblem descriptor,
- Do not use the Elks script within a sentence except in the Elks motto, "Elks Care — Elks Share."
- Do not switch colors of the emblem.
- Use only the approved colors.
- Do not add drop shadows or other graphic devices to the emblems.
- Do not create a pattern with the emblems.
- Do not outline the emblems.

This reflects a portion of the do's and don'ts for using the Elks emblem. Closely review the **Emblem Usage Guidelines** for more details on proper emblem usage.



Do not use all capital letters in descriptor

Refer to Page 9, Emblem Usage Guidelines