



Emblem Usage Guide

*Identification Guidelines to Ensure Clarity
and Consistency of All Elks Marks.*





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Click 2nd link: “Emblem Usage Guidelines”



What Are the Elks Marks?

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 Logo 
- The 11 O'clock Emblem 
- The Elks Script 
- The word **Elks** 
- The Soccer Shoot® Logo 
- The letters **BPOE** [Benevolent and Protective Order of Elks] 
- 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 emblems 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 the Elks marks at the Local 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 Logo/Emblem 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 Logo and 11 O'clock Emblem, 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, contact the Grand Secretary's Office at (773) 755-4708 and ask for the Licensing Coordinator.

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

- Elks USA Logo & 11 O'clock Emblem described
- Legal side of the Elks trademarks
- Approved colors & design of Elks marks
- Descriptor usage
- Sizing the Elks marks
- Using clear space
- Exceptions for usage of Elks marks
- Colors & backgrounds of Elks marks
- Logo/Emblem usage on photos
- Logo/Emblem usages to avoid
- Creating review process for Elks marks
- Emblem usage guidelines at a glance

Elks USA Logo and 11 O'clock Emblem Described

THE ELKS USA LOGO, consisting mainly of the word "Elks" which was originally a specially designed script font trademarked by the BPOE. It was converted to a piece of artwork referred to as the "Elks Script." 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 "E" and "s" in Elks slightly overlaps the oval.

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 or the hands of the clock.



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 licensed vendors approved by the Elks National Headquarters. Contact the Grand Secretary’s Office at (773) 755-4708 and ask for the Licensing Coordinator who manages the list of approved vendors.

Approved Colors and Design of Elks USA Logo and 11 O’Clock Emblem

THE ELKS USA LOGO is made up of the words “Elks USA,” set on top of the broken oval. Any commercial printer knows that the blue components on top should “knockout” the red component on the bottom. The words should be printed in PMS 072 Blue and broken oval in PMS 032 Red. See color specifications on Page 6.



THE 11 O’CLOCK EMBLEM’S basic colors are as follows: The elk head should be variations of brown with shaded areas being darker brown than other areas. Can also be gold or yellow. The outer ring should be royal blue or purple; the star should be red; the hands of the clock should be dark brown, 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.

Both the Elks USA Logo and 11 O’clock Emblem may also be in one color. Only the following single colors are compliant:

- Black/Grayscale
- White (*reversed out*) or grayscale on solid background color.
- All Red [PMS 032]
- All Blue [PMS 072]
- Metallic Silver — Pantone 877
- Metallic Gold — Pantone 873



(Not shown; specialized ink)

(Not shown; specialized ink)

No other single colors are approved for use with the Elks Logo/Emblem without approval from the Elks National Headquarters in Chicago. For more information, contact the Grand Secretary’s Office at (773) 755-4708 and ask for the Licensing Coordinator.



Descriptor Usage

To place the Elks USA Logo in proximity to the name & number of a Lodge or State Association, it should be made to stand out from the descriptor. The area where the Lodge name and number is placed is defined as the descriptor. Only the Lodge or State Association name & number 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 logo/emblem to stand out from the descriptor, the vertical height of the logo/emblem should measure at least five times the size of type of the descriptor. For example, a logo/emblem that is 1¼ inches in height, should have a descriptor whose type size is no greater than approximately 18 points. (72 points equal one inch.)

In addition, a san 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 a bold, 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 Logo or the 11 O'clock Emblem in the NAMEPLATE of a Lodge or State Association bulletin or newsletter. Both the logo and emblem should be at least as large as the largest size type contained in the nameplate.



Sizing the Elks USA Logo & 11 O'clock Emblem

To maintain visual integrity, a minimum size of a half-inch has been established for the Elks USA Logo and 11 O'clock Emblem wherever they are used in graphic design. A smaller size may result in distortion, fill-in and an inconsistent appearance.

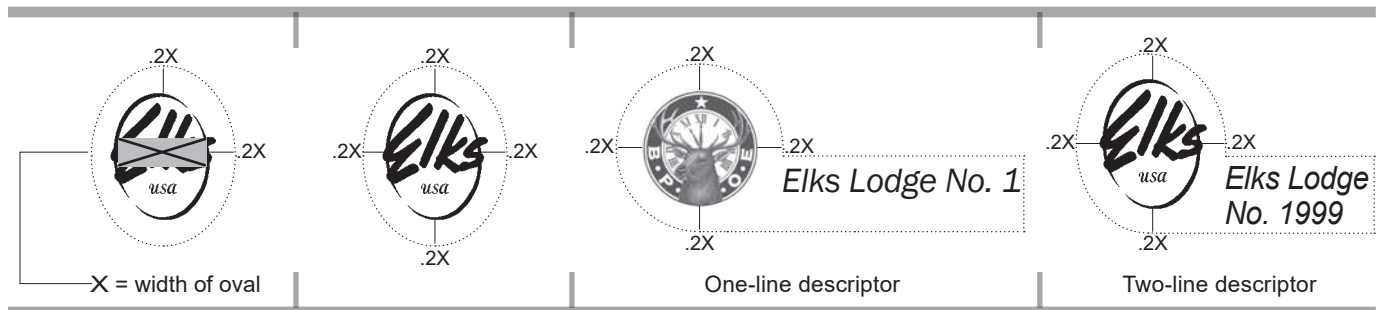




Using Clear Space

Clarity, consistency and simplicity are the most important criteria for proper use of the Elks marks. As the most basic and important element for using the Elks marks, they need to be clearly visible. To maintain visual integrity, the logo/emblem should never appear crowded by text, titles, photographs or other symbols. The marks make a greater impact when a common clear space is maintained around it. To this end, makeshift graphics based on the Elks USA Logo and 11 O'clock Emblem and the other trademarks of the BPOE, are strictly forbidden. Examples of how the marks *should not* be used appear on Pages 9-10 & 12.

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



Exceptions for Usage of Elks Logo/Emblem

Throughout transitioning to a policy governing the use of the Elks logo/emblem, 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, contact the Grand Secretary's office at (773) 755-4708 and ask for the Licensing Coordinator.



Colors and Backgrounds of Elks USA Logo

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

Use these guidelines when deciding how to use the logo 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 logo 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 USA Logo 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.

Two-color, three-color or four-color printing — uses different percentages of 4 basic colors (cyan, magenta, yellow & black) to produce any and all other colors in Pantone's Matching System [PMS]. If a project uses several other spot colors in addition to the Elks USA Logo spot colors, converting all colors to CMYK will keep the cost of commercial printing reasonable.

The following swatches provide a representation of the approved Elks USA Logo colors when converted from spot colors to 4-color process (a/k/a CMYK):

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%

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

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 and asking for the Licensing Coordinator.



Elks USA Logo may be printed all white on solid colors

One-color printing — A black logo on a solid or tinted color is printed on top of that color, known as “overprinting.” It is the opposite of “reversed out.” A white logo on a solid or tinted color, automatically “knocks out” the color underneath it, known as “reversed out.” These are the preferred methods for Elks marks. Use the following examples as guidelines:



Contrast values for white reversed out logo



Reversed out logo on solid Elks Blue



Reversed out logo on solid Elks Red



Black emblem overprinted on solid yellow



Contrast values for black overprinted logo



Reversed out logo on 60% tint of Elks Blue



Reversed out logo on 60% tint of Elks Red



Black logo overprinted on 50% gold



Correct way to let background show through logo



Incorrect way to block out background behind logo

Remember ...

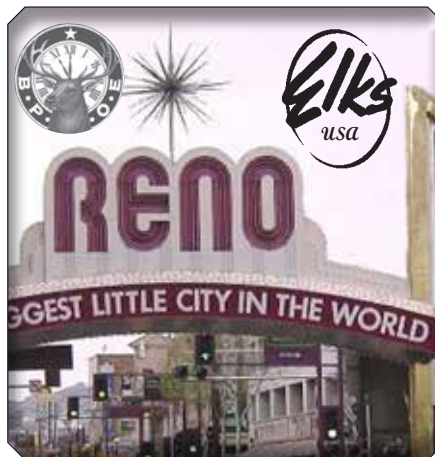
- The background color should complement the logo.
- The background color should provide sufficient contrast for complete legibility of the logo.
- When reversing out a white logo on a tinted background, use a value of 60% or above. When overprinting a black logo on a tinted background, always use a 50% value or lower. Refer to the graphic examples above for contrast value when printing in black or white.
- The background should always show through all the transparent parts of the logo, including between the letters of Elks USA. Never fill in the oval of the logo with any color, especially white.
- The background should not have a pattern that detracts from the logo.

Logo/Emblem Usage on Photos

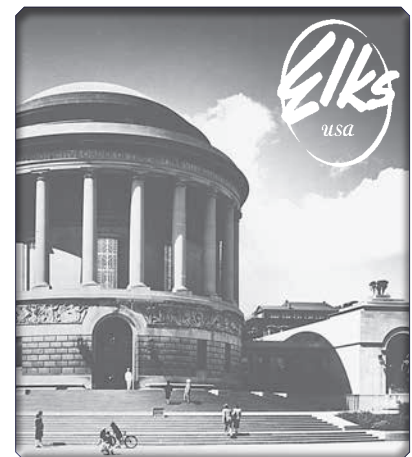
- When using photos, always put the Elks marks in the most even-colored areas of the picture. (1) & (5)
- When placing an Elks mark on a light area of the photo, overprint the mark in black or grayscale if the line screen is 50 percent or below. (2)
- When placing the logo on a dark area of the photo, reverse it out if the line screen of the area is 60 percent or greater. (3)
- Do not knockout the background within the oval of the Elks USA Logo when placing it on a photo. (4)



(1) Reversed logo & color emblem printed in dark areas of color photograph.



(2) Logo/emblem overprinted in black/grayscale on light areas of color photograph.



(3) Reversed logo printed on a black-&-white/grayscale photograph.



(4) DO NOT knockout the background in white or any other color. Photograph should show through all transparent parts of the logo.



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



Logo/Emblem Usages 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 marks 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, must be avoided.



- Avoid over laying the Elks Script over a portion of the 11 O'clock Emblem.



- Always allow the background to show through the spaces between the letters "E-L-K-S" and "U-S-A" within the oval portion of the logo. This is referred to as a knockout.



- 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 on page 4.



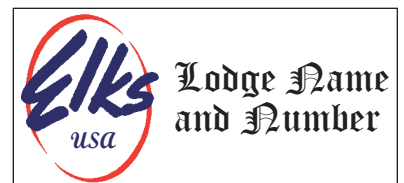
- Do not use all capital letters in the descriptor.



- Do not put the marks in a box or in any other graphic effect.



- Do not alter or substitute the typeface of the descriptor from the recommended san serif typeface such as Helvetica or Arial, medium italic.





- Do not screen tint any portion of the marks



- Do not add a drop shadow or any other graphic effects to the marks



- Do not outline the marks



- Do not decorate or embellish the marks in any way



- Do not use the Elks Script in a sentence unless it is in reference to “*Elks Care — Elks Share.*”

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***If you have any special use for the Elks marks in mind
and question its validity,
contact the Grand Secretary’s Office at (773) 755-4708
and ask for the Licensing Coordinator.***



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 <https://www.elks.org>, albeit at limited resolution. If you cannot find what you need, contact the Grand Secretary's Office at (773) 755-4708 and ask for the Licensing Coordinator.
- 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.

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 USA Logo and 11 O'clock Emblem as our signature — the visual means by which we distinguish our acts of benevolence and reputation. Used appropriately and consistently, a uniform logo and emblem reinforces public perceptions that the Order offers seamless national benevolence. To help ensure that all logo and emblem uses are appropriate and approved, 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 and ask for the Licensing Coordinator.

Usage Guidelines:

The four basic rules for logo/emblem usage include:

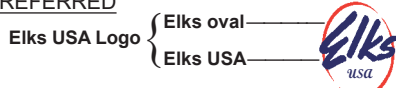
1. Use the brand identity consistently
2. Keep Elks logo/emblems clearly visible
3. Use specified logo/emblem colors
4. Select recommended type styles

See Page 2, Emblem Usage Guidelines

Logo 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.

PREFERRED



OPTIONAL

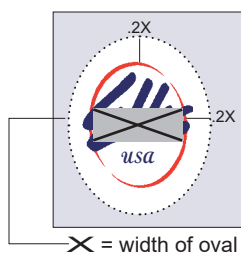


Descriptor — Lodge Name

See Page 3, Emblem Usage Guidelines

Clear Space:

To maintain its visual integrity, the logo should never appear crowded by text, titles, photographs or other symbols. The logo makes greater impact if a common clear space is maintained around it. This space around the logo 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 logo.



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

See Page 5, Emblem Usage Guidelines

Colors:

Elks USA Logo may appear in both two colors and one color, and either Coated or Uncoated ink when printing. The two-color version should reflect 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 Logo can be black, PMS 032 Red and PMS 072 Blue. In addition, the logo may appear in solid white when reversed out of a solid background color. Under special occasions, Silver or metallic gold, as a solid color, may be used for the logo. See the Emblem Usage Guidelines for details on the appropriate time and place to use the silver or metallic gold. No other colors are allowed.



See Pages 3 & 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.



See Page 4, Emblem Usage Guidelines

Typography:

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

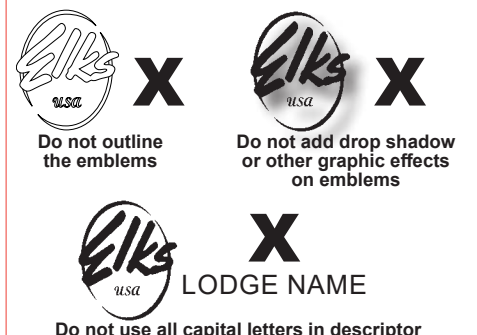


See Page 4, Emblem Usage Guidelines

Uses to avoid:

- Do not use all capital letters in the descriptor name.
- Do not screen tint the Elks logo/emblems.
- Do not substitute typeface in the logo/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 logo/emblems.
- Use only the approved colors.
- Do not add drop shadows or other graphic effects to the logo/emblems.
- Do not create a pattern with the marks.
- Do not outline the logo/emblems.

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



See Page 9, Emblem Usage Guidelines



Emblem Usage Guide

Benevolent and Protective Order of Elks

2750 N. Lakeview Avenue • Chicago, IL 60614-2256

1-773-755-4708 • Ask for Licensing Coordinator

