

NEBRASKA AMERICAN LEGION RIDERS

PATCH ETIQUETTE & PLACEMENT PROTOCOL

PATCH ETIQUETTE

The American Legion Riders (ALR) is a program within the American Legion and, as such, is a Veteran's Organization first and foremost! ALR chapters ARE NOT a Motorcycle Club; they are simply a Veteran's Organization that enjoys riding motorcycles. Members of a Motorcycle Club, or "MC" as they are called, go through a lengthy process of "hanging around," "prospecting" and "probation" before they "earn" their patch and the right to wear it. ALR chapter members and similar organizations simply buy their patch. Many MC Patch-Holders become offended when a non-Patch-Holder tries to look like they are a member of an MC (otherwise known as a "poser"). As a matter of respect to the dedication and effort required to obtain membership in an MC, ALR chapter members should avoid, at all costs, any appearance of or affiliation with an MC.

The main outward distinction between an MC and a Riding Organization like the American Legion Riders is the patch they wear on the back of their vests. An MC uses a three-piece-patch design (pictured below). As you can see, the Club's name is on the top (upper) rocker; the Club's logo (graphic) is the centerpiece; and the Chapter's location is on the bottom (lower) rocker. Also notice that the letters "MC" will be prominently displayed somewhere on the patch. THIS FORMAT SHOULD NEVER BE USED ON THE BACK OF AN ALR VEST! PERIOD!!!



ALR BACK PATCHES

The American Legion Riders use a one-piece-patch design. The [Emblem Sales website](#) sells two separate patch designs (pictured below).



3-Line Back Patch



1-Line Back Patch

The 3-line back patch provides a single line of text at the top (above “AMERICAN”) and two lines of text at the bottom (below “LEGION RIDERS”). These lines are available for embroidering through Emblem Sales based on the wording provided when ordering a patch (see examples below for Nebraska wording protocol). For the 1-line back patch a single line of text can be embroidered at the bottom (below “LEGION RIDERS”). Upper and lower rockers may be added to the back of a rider’s vest. However, it is important that any/all rockers NOT TOUCH the back patch to avoid violation of ALR patch trademark laws. To avoid all appearances of a three-piece-patch and not violate ALR patch trademark laws, rockers should be attached with a ¼” gap between the rocker and back patch edges.

Note: If the 3-line back patch is the patch of choice, keep in mind that in the event a rider transfers to another ALR chapter they will either have to replace the embroidering to reflect their new chapter or buy another back patch with different embroidering. The 1-line back patch is a less expensive option because then only the upper rocker needs replacing. In the end, it’s “rider’s choice”! Either back patch is acceptable. Continue reading to better understand this point.

ALR PATCHES OVERVIEW

The ALR back patch is the centerpiece patch on a riders vest. Either option is acceptable. The pages that follow provide diagrams for patch placement and wording protocol. The overview below provides explanations (rationale, “why”) for the primary and optional ALR vest patches.

Primary Patches (and “why”):

- **US Flag** – The country we love and serve. And mostly, to honor those that have given their lives in defense and preservation of our freedoms.
- **POW/MIA** – Resolution 288, adopted at the 67th American Legion National Convention, calls for designating a POW/MIA Empty Chair at all official meetings of The American Legion as a physical symbol of the thousands of American POW/MIAs still unaccounted for from all wars and conflicts involving the United States.
- **Nametag & Officer Title** – Knowing each other’s name helps to strengthen our bonds. *If you only want to show your first name, that’s fine.* Officers should indicate their position and title.
- **Back Patch** – The standard design for the American Legion Riders. The centerpiece of our vests. Our program identity.
 - **Post Name & Number** – Acknowledges the sponsoring post.
 - *Example:* GENEVA POST 68
 - *Placement:*
 - First line of text (at top) on 3-line back patch
 - Upper rocker, attached above 1-line back patch
 - **“NEBRASKA CHAPTER”** – Acknowledges our sponsoring state.
 - *Placement:*
 - First line of text (at bottom) on 3-line back patch
 - Only line of text (at bottom) on 1-line back patch

Optional Patches (and “why”):

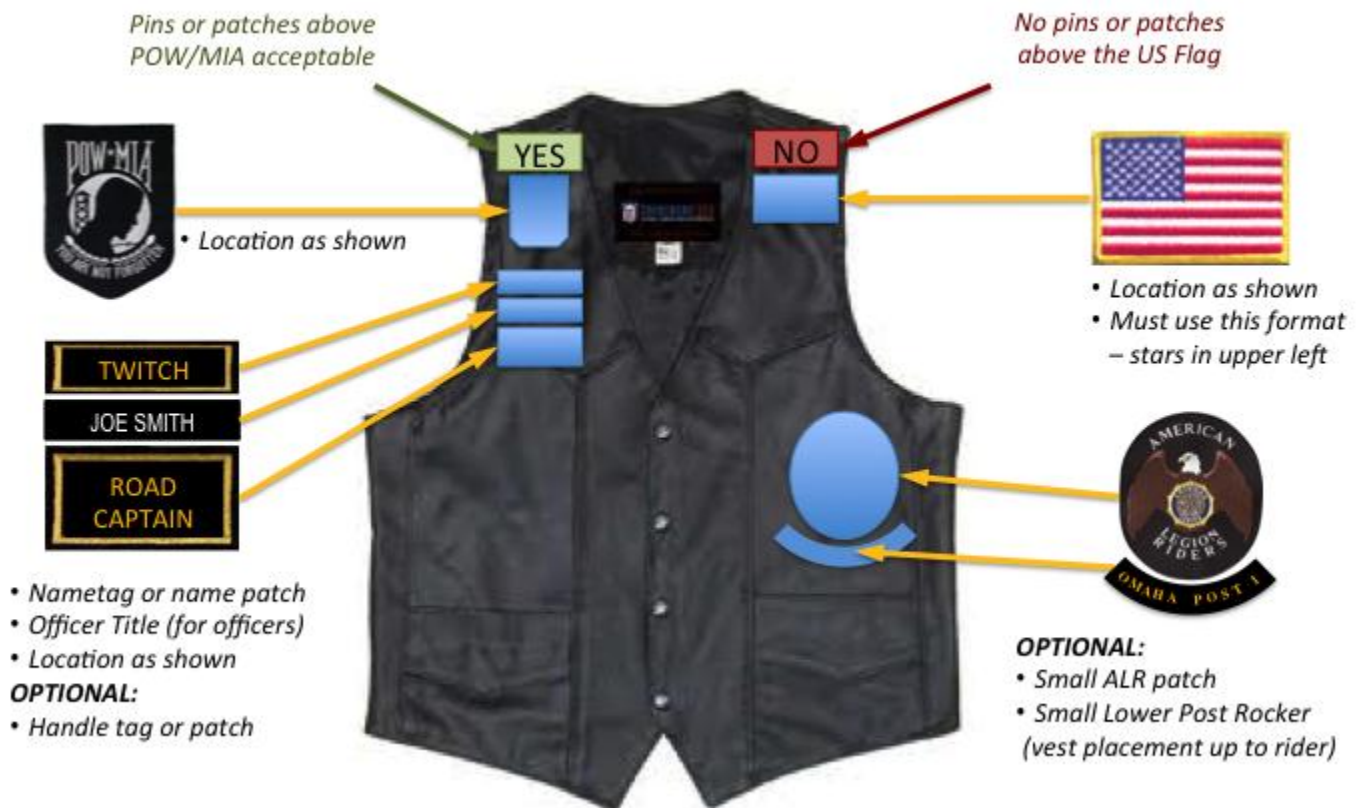
- **Handle** – The nickname that everyone knows you by.
- **Small ALR Patch** (on vest front) – Shows our program identity.
- **“CHARTER MEMBER”** – Acknowledges charter members. *
- **“VETERAN”, “VETERAN & SAL”, “SAL” or “AUXILIARY”** – Acknowledges American Legion family membership. *

***Note (*):** If both are included, “CHARTER MEMBER” should be the last line of text (at bottom) of 3-line back patch with “VETERAN” lower rocker beneath, or “CHARTER MEMBER” and “VETERAN” lower rockers beneath 1-line back patch (in that order). If “CHARTER MEMBER” is not included, “VETERAN” should be last line of text (at bottom) of 3-line back patch, or lower rocker beneath 1-line back patch.*

ALR PATCH PLACEMENT – Vest Front

The diagram below depicts the protocol for patch placement on the front of a vest: POW/MIA, US Flag, Nametag, Officer Title (for officer positions) patches, and Small ALR, Small Lower Post Rocker, Handle patches. Riders may choose format and style of nametags, title and handle patches. **NO PATCH OR PIN OF ANY KIND SHOULD BE PLACED ABOVE THE US FLAG PATCH.** Other pins and patches may be placed above the POW/MIA patch.

All other space is for personal use, as long as the patches and pins are in good taste and do not contradict or conflict with the mission of the American Legion.



ALR PATCH PLACEMENT – Vest Back (1-line back patch)

The diagram below depicts the protocol for placement of the 1-line ALR back patch with upper and lower rockers. Notice how the rockers are not touching the edges of the 1-line back patch, again to give the appearance of a one-piece-patch while not violating ALR patch trademark laws. Standard wording for Nebraska ALR 1-line back patch is as follows:

- Upper rocker – name of post, all letters upper case (e.g. “OMAHA POST 1”)
- Single line of text on bottom of back patch – “NEBRASKA CHAPTER”
- Lower rocker – “VETERAN”, “SAL”, “VETERAN & SAL” or “AUXILIARY”
- An additional lower rocker may be added for “CHARTER MEMBER”
- Color of all embroidered words – GOLD (or dark yellow)

All other space is for personal use, as long as the patches and pins are in good taste and do not contradict or conflict with the mission of the American Legion.



ALR PATCH PLACEMENT – Vest Back (3-line back patch)

The diagram below depicts the protocol for placement of the 3-line ALR back patch. Standard wording for Nebraska ALR 3-line back patch is as follows:

- Single line of text on top of back patch – name of post, all letters upper case (e.g. “OMAHA POST 1”)
- First line of text on bottom of back patch – “NEBRASKA CHAPTER”
- Second line of text on bottom of back patch – “CHARTER MEMBER”
- An additional lower rocker may be added for “VETERAN”, “SAL”, “VETERAN & SAL” or “AUXILIARY” (*can be second line of text on bottom of back patch if “CHARTER MEMBER” is not included*)
- Color of all embroidered words – GOLD (or dark yellow)

All other space is for personal use, as long as the patches and pins are in good taste and do not contradict or conflict with the mission of the American Legion.



Remember, what you display on your vest is a reflection on you, the American Legion Riders and American Legion overall. Please ensure your vest represents the American Legion and American Legion Riders respectfully. If you have questions, please contact your respective State ALR Liaison before sewing patches on your vest. (NE ALR website: <http://www.alr.nebraskalegion.net>)