



Lions Clubs International Club Brand Guidelines

How to represent the
world's premier service
organization.

Why do brand guidelines matter?

Brand guidelines help Lions Clubs International show the world who we are and what we do best. When our clubs all use the same language, logos, fonts, colors and image guidelines, we create a universally recognizable face for the world's leading service organization.

Correctly using these brand guidelines also helps us preserve our organization's trademarked logos and messages, such as 'We Serve[™]', so they may continue to be used by Lions for years to come.

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A person is seen from the side, working on a laptop. The laptop screen displays a code editor with a central pane of code and sidebars. The person's hands are on the keyboard. To the right of the laptop is a white cup with a black straw. The background is a plain wall.

1.0 // Verbal guidelines

1.1 Speaking in Lion

Our Name

First usage: Lions Clubs International

Second usage: Lions International

Use “organization” rather than “association” when referring to Lions International as a general entity.

Avoid the following terms when referring to the organization:

- Lions Clubs
- Lions
- LCI

Lions

“Lions” refers to our members, not our organization, and is always capitalized.

Use “Lions” when talking about collective attribution (e.g., Lions’ service, Lions’ compassion, Lions’ commitment).

Use “Lions club” and “Lions clubs” with a lowercase ‘c’ when referring to clubs.

1.2 Our boilerplate

Using our boilerplate?


Our organizational boilerplate is standardized language used in press releases, fact sheets and media responses to help consistently define Lions International.

Examples:

- Your local newspaper wants to write an article about a service project your club recently organized. You send the details of the service project to the newspaper, and also include a boilerplate to provide background on who we are as an organization.
- You are writing a press release on a new partnership between your club and another local organization. The boilerplate is included at the bottom of the press release to provide additional context.

Lions International boilerplate

Lions Clubs International is the largest service club organization in the world. Our 1.42 million members in more than 48,000 clubs are serving in over 200 countries and geographic areas around the globe. Since 1917, Lions have strengthened local communities through hands-on service and humanitarian projects, and we are able to extend our service impact through the generous support of our Lions Clubs International Foundation. We are focused on supporting sight, hunger, the environment, childhood cancer and our new global cause, diabetes, to help address some of the biggest challenges facing humanity. Lions have set an ambitious goal of helping 200 million people per year so we can bring even more service to more people than ever before. For more information about Lions Clubs International, visit lionsclubs.org.



2.0 // The emblem and nameplate

2.1 Using the emblem and nameplate

The Emblem

The Lions Clubs International emblem should only ever be used as pictured below. Correct use of our emblem helps us protect trademarks on the emblem worldwide. When you use the emblem as pictured here, you help us preserve our most important symbol for future generations of Lions.



EMBLEM

The Nameplate

The nameplate is the correct way to show the name of our organization on your marketing materials. While the **emblem** may be used alone, the **nameplate** should only be used alongside the emblem. When the emblem and the nameplate are shown together, this is called the **signature**.

Lions Clubs International

NAMEPLATE



Lions Clubs International

SIGNATURE

2.2 Dos and don'ts

ACCEPTABLE



Lions Clubs International

UNACCEPTABLE

Do not distort.



Lions Clubs International

Do not reconfigure elements.



Lions Clubs International

Do not alter colors.



Lions Clubs International

Do not screen back colors.



Lions Clubs International

Do not alter the typeface.



Lions Clubs International

Do not crop the signature.



Lions Clubs International

Do not tilt.



Lions Clubs International

Do not put the logo over a pattern.

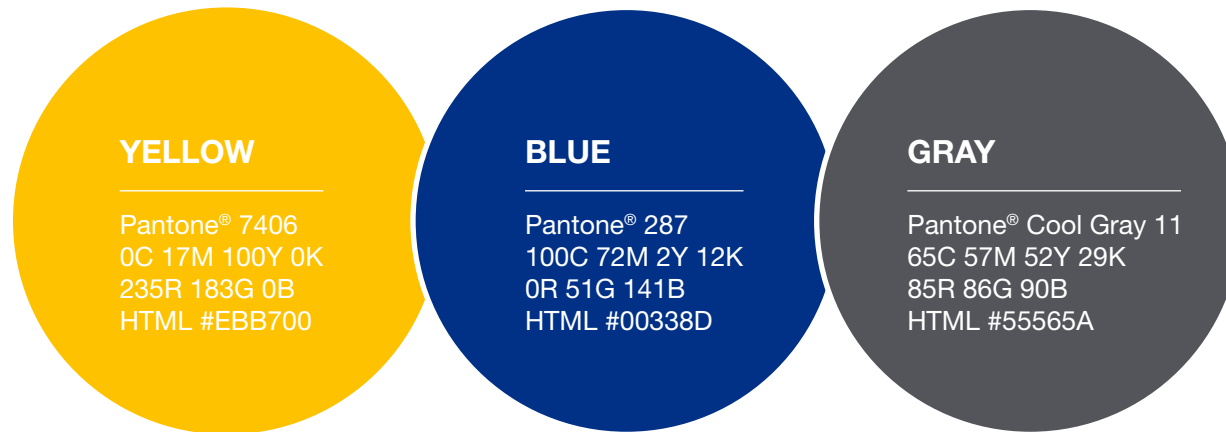


Lions Clubs International

A man and a woman are sitting at a wooden table, smiling and looking down at a project. The man is on the left, wearing a dark jacket, with his hands clasped. The woman is on the right, wearing a red and black patterned jacket, holding a pencil and a blue pen. There are papers, a brown pouch, and a white marker on the table. The background is a blurred indoor setting.

3.0 // Design basics

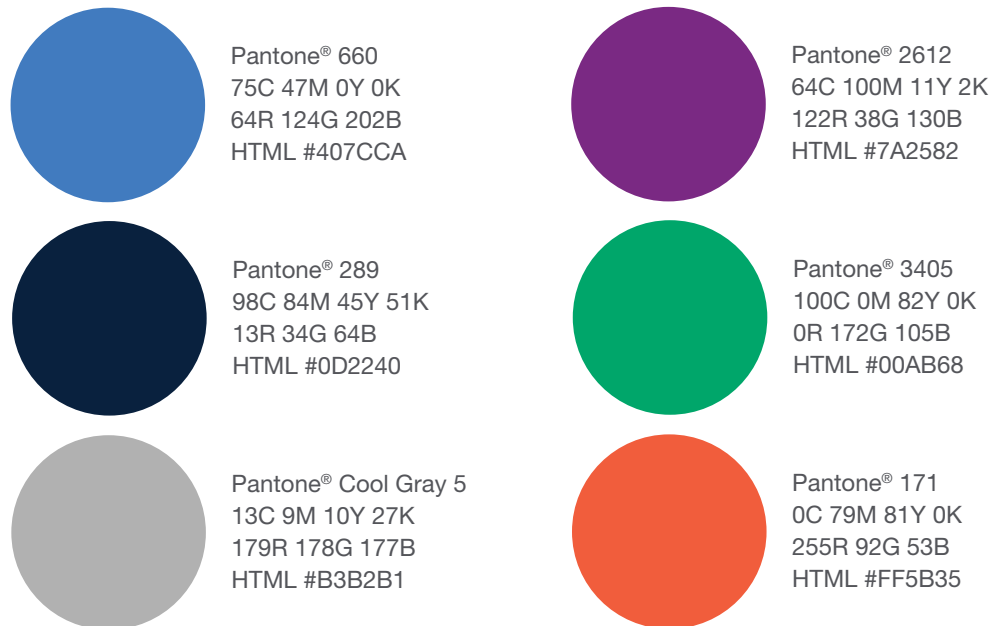
3.1 Color palette



Primary color palette

The Lions Clubs International primary color palette consists of yellow, blue and gray.

The primary palette is to be used extensively for large areas of colors fills, typographic treatments and as accents.



The secondary color palette

The Lions International secondary color palette complements our primary palette. These colors provide an extension to the brand and should be used sparingly.

The secondary palette colors work well as accent colors and are a way to add energy and emphasis.

3.2 Typography

Primary typeface

Helvetica Neue has been chosen as the primary typeface for Lions Clubs International communications. The different weights in this typeface allow for flexibility and creative expression in text and display.

Helvetica Neue Font Family

**We're making a
world of difference**

Secondary typeface

Adobe Caslon has been chosen as the secondary typeface for Lions Clubs International communications. This font should be used in areas of longer form text that fall beneath headlines. It should not be used as headlines or subheadlines.

Adobe Caslon Font Family

**We're making a
world of difference**

The default typefaces

Helvetica, Arial and Times have been chosen as the default typefaces for Lions Clubs International communications.

They should be used for word processing or when the primary and secondary typefaces are not available.

Helvetica Font Family

**We're making a
world of difference**

Arial Font Family

**We're making a
world of difference**

Times Font Family

**We're making a
world of difference**

Non-Roman typefaces

For languages that do not use the Roman alphabet, please choose fonts that compliment our chosen Roman typefaces or fonts that communicate best in your geographic area. We recommend fonts that work well with simpler sans-serif fonts that are not too ornate or decorative.

A close-up, slightly blurred photograph of a person's hands holding a black DSLR camera. The person has long, wavy brown hair. The camera is held in a way that the lens is prominent. Overlaid on the image is the text '4.0 // Photography' in a white, sans-serif font. The background is a soft, out-of-focus brown color.

4.0 // Photography

4.1 Taking great photos



Light and focus

Great lighting is the key to great photography. Taking photos outside in daylight is always recommended, as daylight floods your image with natural light and makes details easy to see. Try to avoid using the flash on your phone or camera. The subject of the photo should always be clear and in focus.

Composition

Framing your subject is an important part of taking a good photo. We recommend learning about the rule of thirds, which dictates photos look more pleasing when subjects are placed strategically within the frame. Some cameras even have an option to show a grid over your screen, which can help you to apply the rule of thirds for ideal composition.

Candid action

Candid photos of your subjects interacting naturally are more effective than “posed” or “staged” photos. Photos of Lions serving their community are a great place to start. Natural “action” shots of service create a sense of positivity and highlight Lions doing what they do best.

4.2 Dos and Don'ts



Do

- Photos use natural light and are bright and colorful.
- Subject of photo is in focus.
- Photos feature Lions in action.



Don't

- Photos in bottom row are poorly lit - too dark and too light, respectively.
- Top photo is staged and posed, and fails to express what Lions do.

4.3 Using images

Avoid image search engines

It may be easy just to use images you find through search engines such as Google or Pinterest. But did you know that you may be violating copyright by doing so? Photography and graphics found online may be free to download, but that does not mean you may use them without credit. Images found in search engines are usually shown outside the context of the webpage they were originally posted on, and may not be free to use.

Do your research

Copyright law varies by country. Be sure to investigate any relevant laws regarding attribution and copyright in your country before using images not taken by you personally.

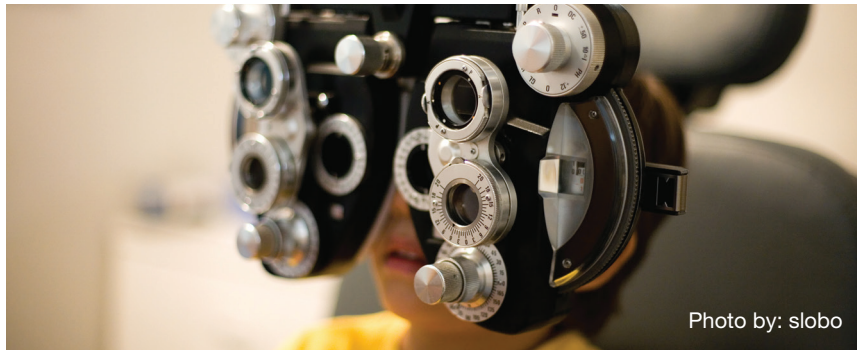


Photo by: slobo

Where to find images

When searching for stock images, stick with websites that offer images in the public domain or with no copyright restrictions. One common form of creative licensing found online is the 'Creative Commons' license. These licenses allow creators to share work such as photos online, while also clearly stating how the creator permits those works to be used. Most works with a Creative Commons license are free to use, but sometimes require you to credit the creator. You can search for works with these licenses on the Creative Commons website. Most importantly: always check the license listed with a photo before using it.

Giving credit

Some image licenses require you to give the original creator credit. To do this, simply add a line of text identifying the image creator just inside or just below the image.

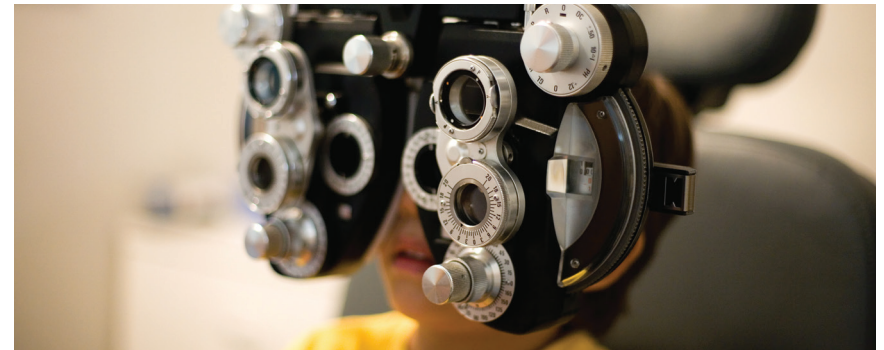


Photo by: slobo

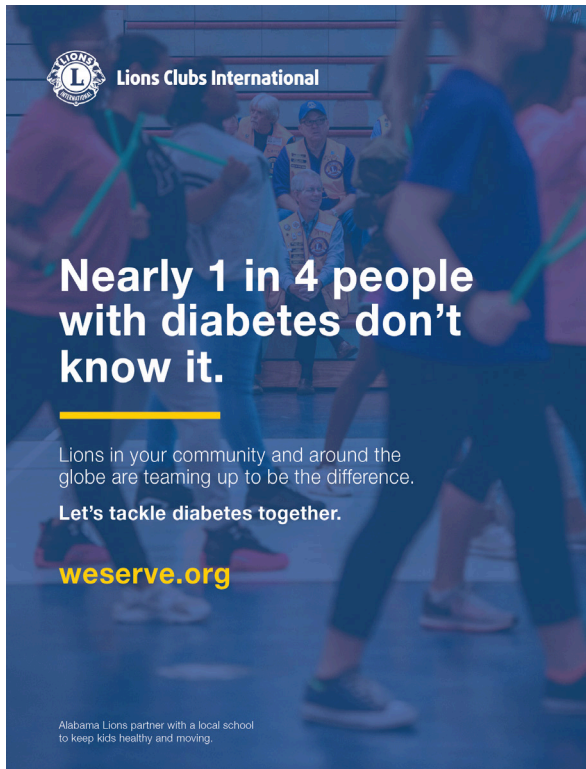
A photograph of an elderly woman with short grey hair, wearing a pink t-shirt and a patterned skirt, sitting on a grey metal patio chair. She is holding a glass of water in her right hand and a magazine in her left. The background shows some greenery and a sandy area. The image has a semi-transparent dark overlay.

5.0 // Design inspiration

5.1 Digital examples



5.2 Print examples



Lions Clubs International


Nearly 1 in 4 people with diabetes don't know it.

Lions in your community and around the globe are teaming up to be the difference.

Let's tackle diabetes together.

weserve.org

Alabama Lions partner with a local school to keep kids healthy and moving.




Revolutionizing Service

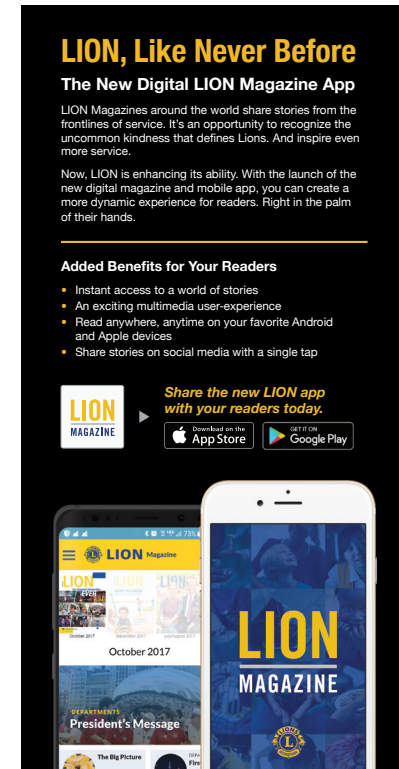
The New MyLion™ Mobile App

LCI celebrates 100 years with the unveiling of MyLion—a world-class mobile app designed to make service volunteering fun, fast, and easy. Get ready to connect and serve with Lions everywhere—right from your mobile phone.

Learn more and download today* at www.mylion.org

 **MyLion**

* Available now in USA, Canada, Australia, New Zealand, Brazil, and India. Coming soon to all other countries and geographic areas.



LION, Like Never Before


The New Digital LION Magazine App



LION Magazines around the world share stories from the frontlines of service. It's an opportunity to recognize the uncommon kindness that defines Lions. And inspire even more service.


Now, LION is enhancing its ability. With the launch of the new digital magazine and mobile app, you can create a more dynamic experience for readers. Right in the palm of their hands.

Added Benefits for Your Readers

- Instant access to a world of stories
- An exciting multimedia user-experience
- Read anywhere, anytime on your favorite Android and Apple devices
- Share stories on social media with a single tap

LION MAGAZINE  **Share the new LION app with your readers today.**



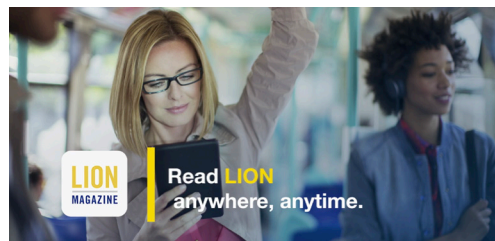
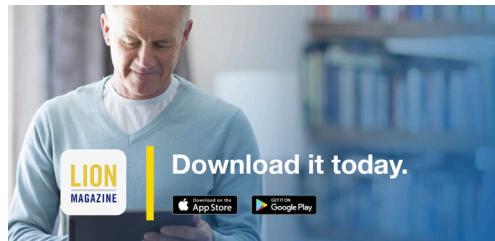
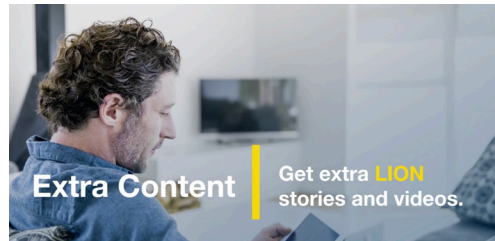
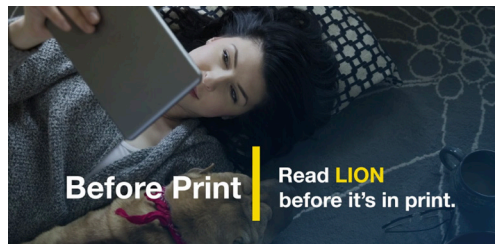
Select advertising and handouts

5.3 Out-of-home examples



Environment samples (billboards, bus shelters, etc.)

5.4 Social examples



Video advertising and facebook posts

A group of people are engaged in a tree-planting activity in a park-like setting. In the foreground, several yellow and red plastic pots containing various green plants and shrubs are arranged on the ground. A person in a grey hoodie and dark pants is standing on the left, working with a large evergreen shrub. Another person in a dark jacket and a tan cap is bent over in the center, planting a small tree. A third person in a light green jacket is partially visible on the right. The background shows a grassy area, trees, and a road with a triangular yield sign. The overall scene is dimly lit, suggesting an overcast day.

6.0 // Branding our global causes

6.1 Iconography



DIABETES



ENVIRONMENT



HUNGER



VISION



CHILDHOOD CANCER

An icon for every cause

Each of our global causes has an icon associated with it.

These are to be used in all marketing of individual causes to help create unique branding.

When all causes are featured, all icons should be included, or none.



7.0 // Brand questions

7.1 Aligning with brand

Aligning with brand

Having a unified brand creates a consistent identity for Lions and Lions International at both the local and global level. If you have questions on the contents of the brand guidelines or branding questions in general, contact us at **lionsbrand@lionsclubs.org**.