



Lions International Brand Guidelines

How to represent the world's
premier service organization.

How to use this manual

This manual contains approved standard elements of the Lions International visual and verbal identity system. It has been prepared and distributed to ensure the success of this identity.

Please use and adhere to these guidelines, which are fundamental yet flexible enough to allow for individual expression.

About Our Brand

The Lions International Brand

The Lions International brand brings Lions Clubs International and Lions Clubs International Foundation (LCIF) together under one master “umbrella” brand so we can talk to the world about our collective service and impact.

Using the brands

Lions International serves as the master brand and will be the primary brand when talking about our association and foundation together. However, there are some key exceptions that will require the use of the Lions Clubs International brand or the Lions Clubs International Foundation brand due to business function and restrictions associated with their respective nonprofit statuses: Lions Clubs International is an IRS 501(c)(4) organization and Lions Clubs International Foundation is an IRS 501(c)(3). Consult the following brand matrix when determining which brand to use.




	Primary usage	Brand notes
 Lions International	Use in all instances except for the exclusions noted below.	The brand we use to speak to Lions and the world.
 Lions Clubs International	Use for all Lions internal governance and legislative advocacy efforts.	Creating awareness for Lions, projects or service causes is not considered legislative advocacy, so Lions International should be used.
 Lions Clubs International FOUNDATION	Use for programs, communications and campaigns focused exclusively on LCIF fundraising and grants.	<p>LCIF updates, programs and success stories can be shared under the Lions International brand when LCIF is clearly mentioned.</p> <p>Calls to donate to LCIF can be included as a secondary message in other communications using the Lions International brand (ex. newsletters).</p>

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1.0 // Global verbal guidelines

Content legend

Three types of content are utilized within this guide. The following font treatments help differentiate content and provide visual cues for content creators:

Overview copy

Background and setup content utilizes a standard black font, without italics.

Tips & guidance

Helpful tips and content guidelines utilize an *italicized font*.

Approved copy

Copy that's ready for use in communications, campaigns and promotions utilizes a **blue font**.

1.1 Defining Lions International

Our Mission Statement

A formal statement of our organizational purpose and humanitarian goals. Use with Lions International, Lions Clubs International and Lions Clubs International Foundation.

To empower Lions clubs, volunteers and partners to improve health and well-being, strengthen communities, and support those in need through humanitarian service and grants that impact lives globally, and encourage peace and international understanding.

Our Tagline

An external or public-facing message that quickly tells the world what we do. Use with Lions International.

Serving a world in need

Our Mission Pillars

Mission pillars provide a high-level overview of the key ways we serve our communities. They rise above individual causes and projects to help clearly communicate what we are achieving through our service. Use with Lions International, Lions Clubs International and Lions Clubs International Foundation.

**Improve health and well-being
Strengthen communities
Support those in need**

1.1 Defining Lions International

Lions International Boilerplate

Use when a more formal organizational overview is needed, such as in press releases or official documents.

Lions International represents Lions Clubs International and Lions Clubs International Foundation. Lions take on some of the greatest challenges facing our communities and the world through the service of 1.4 million members in 49,000 clubs and the grant-funding support of our foundation. We improve health and well-being, strengthen communities and support those in need, locally and globally. At Lions International we are serving a world in need. Learn more about who we are and what we do at lionsclubs.org.

1.1 Defining Lions International

Style Guide

- **First usage** – Lions International
- **Second usage** – Use a Lions International “explanation” statement. The first more general statement should be used in most instances, and the second should be used when the organizations need to be formally named.
 - Powered by 1.4 million members and the grant-funding support of our foundation, Lions International...
 - Powered by Lions Clubs International’s 1.4 million members and the grant-funding support of Lions Clubs International Foundation (LCIF), Lions International...
- **Third usage** – Our global organization, our organization

Do not abbreviate Lions International as “LI” in any use cases.

1.2 Lions Clubs International language

The Organization

Our 1.4 million members in 49,000 clubs bring hands and hearts to the communities we serve in nearly every country on earth. With the support of Lions Clubs International, Lions and Leos provide hands-on service, raise funds and advocate to support local and global causes. Lions help hundreds of millions of people around the world every year.

Our Motto

We serve

Lions Clubs International Boilerplate

Lions Clubs International is the largest membership-based service organization in the world. Our 1.4 million members in more than 49,000 clubs are serving in 200 countries and geographic areas. Since 1917, Lions have improved health and well-being, strengthened communities and supported those in need, locally and globally. At Lions Clubs International our motto is “We Serve.” Learn more about who we are and what we do at lionsclubs.org.

STYLE GUIDE

- **First usage** – Lions Clubs International
- **Second usage** – Our organization (external), our association (internal/Lions)

Avoid using “LCI,” “Lions” or “Lions Clubs” as a replacement for Lions Clubs International.

1.3 Lions Clubs International Foundation language

The Foundation

Our global foundation raises funds to provide grants and develops programs to empower the service of Lions and Leos around the world. Lions Clubs International Foundation (LCIF) is the 501(c)3 charitable arm of Lions International. LCIF has awarded more than US\$1.2 billion in grant funding since its inception in 1968 to magnify the impact of Lions and bring sustainable solutions to the communities that need us. One hundred percent of every donation goes to support LCIF grants and programs.

Lions Clubs International Foundation Boilerplate

Lions Clubs International Foundation (LCIF) is the global foundation supporting the 1.4 million members of Lions Clubs International through grant funds that expand their compassionate works and empower their service at home and around the world. Since its founding in 1968, LCIF has awarded more than 19,000 grants totaling more than US\$1.2 billion. We improve health and well-being, strengthen communities and support those in need, locally and globally. Learn more about who we are and what we do at lionsclubs.org/lcif or donate to LCIF at lionsclubs.org/donate.

USAGE

- **First usage** – Lions Clubs International Foundation (LCIF)
- **Second usage** – LCIF
- **Third usage** – our global foundation, your foundation, LCIF

1.4 Lions International messaging mechanics

Voice

By utilizing a stylized plain-speech, Lions International's voice embodies a variety of desirable attributes and tones.

Writing as Lions International means:

- 1 Short and to the point
- 2 Active over passive voice
- 3 Third person point of view as a default, however, first and second person can be used if appropriate

Tone

The voice of the organization has many tones. The primary balance rests between informal and serious. When speaking about the organization and its members, a more informal tone is acceptable. When writing about service stories and the people we serve, it's important to speak with empathy and thoughtfulness.

- 1 Trustworthy
- 2 Empathetic
- 3 Informative

While Lions International utilizes wit and playfulness at times, LCIF should always speak directly and with an appropriate level of seriousness to respect the gravity of the needs being addressed and the dignity of the people we serve, as well as to express our sincerity and appreciation when asking for contributions.

Style

To create a stylized, simple and effective experience, Lions International has outlined the following style points:

HEADLINES AND SUBHEADLINES

- 1 Headlines are high-level, emotional and engaging
- 2 Subheadlines are explanatory, helping define or complement headlines
- 3 Sentence case with end punctuation when a complete sentence

BODY COPY

- 1 Strong leads deliver key messages and invite readers in
- 2 Varying sentence length creates pacing and flow throughout
- 3 AP style in general, but rules are broken to create effect (e.g., fragments, starting sentences with conjunctions)

CALLS TO ACTION

- 1 Are strong, inviting and clear
- 2 Are visually packaged or highlighted so they won't be missed
- 3 Deliver advertised value and provide real benefits



2.0 // Global visual guidelines

2.1 Emblem



2-Color Emblem



1-Color Emblem



1-Color Emblem



1-Color Emblem



The emblem

The Lions International emblem represents the contemporary and evolving character of the organization today while celebrating its history and international renown. Subtle updates have modernized the emblem and greatly improved its legibility and reproducibility.

The only acceptable interpretation of the emblem is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from production-quality art or from high resolution digital files.

The Lions International emblem has been designed to function as part of a flexible and cohesive visual system. When combined with the nameplate, it will be referred to as a signature.



The Lions Clubs International Trademark Policies grant our members automatic authorization to use the organization's registered trademarks in a variety of applications including, but not limited to, printed materials reasonably related to club and district operation and in digital media applications such as websites and social media.

Any use of the trademarks not specifically authorized by the Trademark Policies would require written permission from Lions Clubs International headquarters and may be subject to royalties for trademark use.

Requests for trademark use may be sent to trademarkuse@lionsclubs.org.

2.2 Lions International // Signatures



The primary signature

The primary element of the identity is the signature. It consists of two components—the emblem and the nameplate.

The two signatures shown are the primary configurations. They are the preferred choice for all applications.

Signatures may never be re-created or redrawn. Always use the approved electronic art available online.



Secondary signature lockups

Alternate signature configurations have been created to allow for flexibility and creativity.

Signatures may never be re-created or redrawn. Always use the approved electronic art available online.

2.2 Lions International // Signature personalities



Lockup colors

Blue, yellow, gray, white and black are the colors that make up the signature coloration. The only acceptable options are shown here.

The 3-color, 2-color and 1-color signatures should be placed on a light-colored background to allow for maximum legibility. Make sure the background color works well with the signature colorations.

The solid color signatures may be placed on any color background as long as there is enough contrast for legibility.

Lions International signatures may be reproduced over photographs. The area of the chosen photo must be relatively simple, and it must provide sufficient contrast for legibility.

2.2 Lions International // Signature spacing and size



Clear space

To create maximum impact, keep the space around the Lions International signatures free from other text and graphics.

When using the signature in layout, placement of surrounding elements (e.g., text, photos and other graphic elements) should respect the clear space guideline shown above. This includes placement in email and all digital applications.

Minimum clear space around the signature is determined by measuring the height of the “L” in the center of the emblem.

Only one of the primary configurations of the signature is shown here as a sample. These principles apply to the other versions as well.

PREFERRED SIZE

0.5625"
(1.42875 cm)



Lions International

MINIMUM SIZE

0.375"
(0.9525 cm)



Lions International

Preferred size

For optimum legibility, the Lions International signatures should be used at the preferred sizes.

The signature size is measured by the height of the emblem. For most print applications, the signature should be used at the preferred sizes, 0.5625” (1.42875 cm) for primary and secondary signatures and 0.75” (1.905 cm) for tertiary signatures.

To ensure legibility, the smallest size at which the signature may be used is 0.375” (0.9525 cm) in height. For exceptions, additional approval may be required.

Some examples are shown above. These principles apply to all the configurations.

2.3 Lions Clubs International // Signatures



The primary signature

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Lions International signatures may be reproduced over photographs. The area of the chosen photo must be relatively simple, and it must provide sufficient contrast for legibility.

2.3 Lions Clubs International // Signature spacing and size



Clear space

To create maximum impact, keep the space around the Lions Clubs International signatures free from other text and graphics.

When using the signature in layout, placement of surrounding elements (e.g., text, photos and other graphic elements) should respect the clear space guideline shown above. This includes placement in email and all digital applications.

Minimum clear space around the signature is determined by measuring the height of the “L” in the center of the emblem.

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Lions Clubs International

MINIMUM SIZE

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Lions Clubs International

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To ensure legibility, the smallest size at which the signature may be used is 0.375" (0.9525 cm) in height. For exceptions, additional approval may be required.

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2.4 Lions Clubs International Foundation // Signatures



The primary signature

The primary element of the identity is the signature. It consists of two components—the emblem and the nameplate.

The two signatures shown are the primary configurations. They are the preferred choice for all applications.

Signatures may never be re-created or redrawn. Always use the approved electronic art available online.

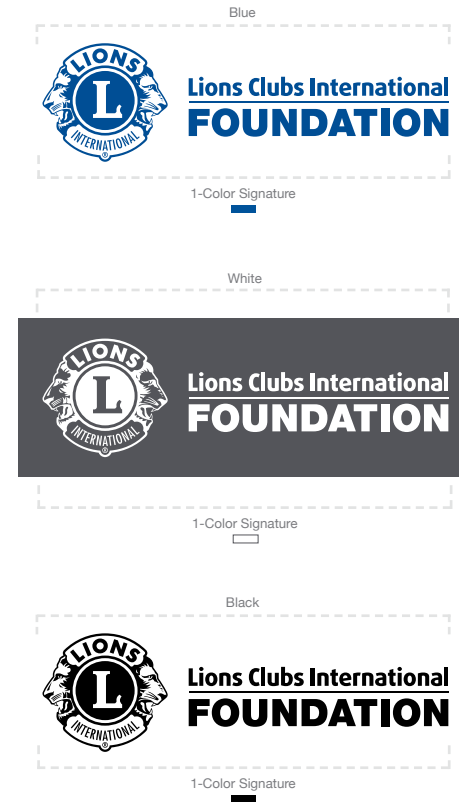
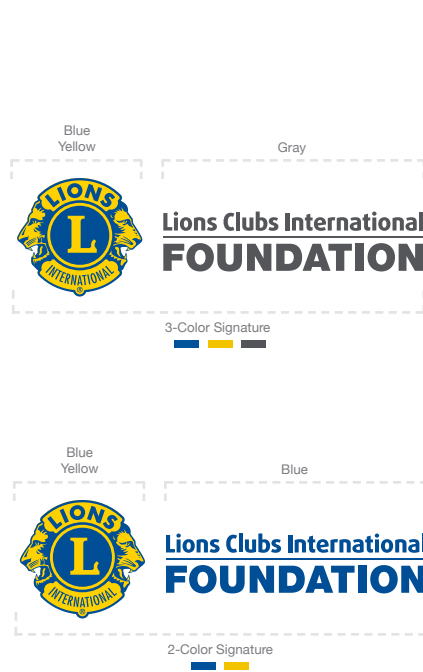


Secondary signature lockups

Alternate signature configurations have been created to allow for flexibility and creativity.

Signatures may never be re-created or redrawn. Always use the approved electronic art available online.

2.4 Lions Clubs International Foundation // Signature personalities



Lockup colors

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The solid color signatures may be placed on any color background as long as there is enough contrast for legibility.

Lions International signatures may be reproduced over photographs. The area of the chosen photo must be relatively simple, and it must provide sufficient contrast for legibility.

2.4 Lions Clubs International Foundation // Signature spacing and size



Clear space

To create maximum impact, keep the space around the Lions Clubs International Foundation signatures free from other text and graphics.

When using the signature in layout, placement of surrounding elements (e.g., text, photos and other graphic elements) should respect the clear space guideline shown above. This includes placement in email and all digital applications.

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Only one of the primary configurations of the signature is shown here as a sample. These principles apply to the other versions as well.

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To ensure legibility, the smallest size at which the signature may be used is 0.375" (0.9525 cm) in height. For exceptions, additional approval may be required.

Some examples are shown above. These principles apply to all the configurations.

2.5 Logo usage

Please note that the logo usage guidelines detailed below apply to all three organizational brands: Lions International, Lions Clubs International, and Lions Clubs International Foundation (LCIF).

ACCEPTABLE



Lions International

UNACCEPTABLE

Do not distort.



Lions International

Do not reconfigure elements.



Lions International

Do not alter colors. (The only acceptable color combinations are shown on page 2.3.)



Lions Clubs International

Do not screen back colors.



**Lions Clubs International
FOUNDATION**

Do not alter the typeface.



Lions International

Do not crop the signature.



Lions International

Do not tilt.



Lions Clubs International

Do not put the logo over a pattern.



**Lions Clubs International
FOUNDATION**

Unacceptable logo usage

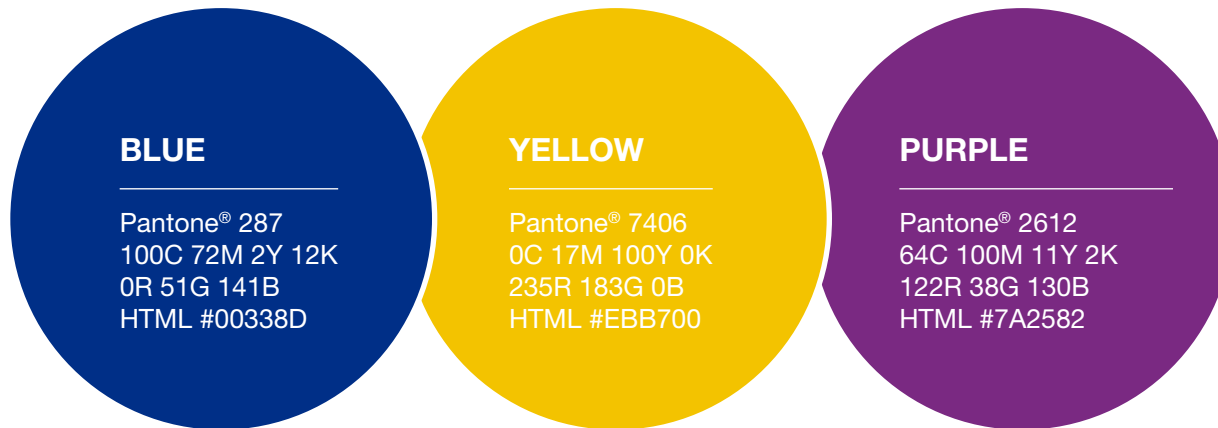
The examples above show the signatures in configurations, treatments and manipulations that are unacceptable. This list is not exhaustive.

Only one of the primary configurations of the signature is shown here as a sample. These principles apply to the other versions as well.

A man and a woman are sitting at a table, looking at papers and writing. The man is on the left, wearing a dark jacket, and the woman is on the right, wearing a red and black patterned jacket. They are both smiling and appear to be engaged in a collaborative activity. The image has a blue overlay.

3.0 // Design basics

3.1 Color palette

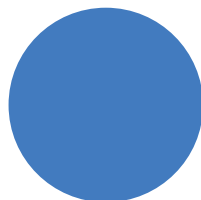


Primary color palette

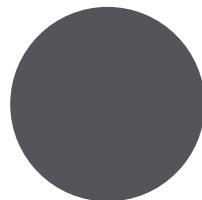
The Lions International primary color palette consists of blue, yellow, purple.

These colors were chosen to complement the refreshed emblem while maintaining distinct brand equity.

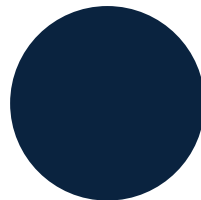
The primary palette is to be used extensively for large areas of colors fills, typographic treatments and as accents.



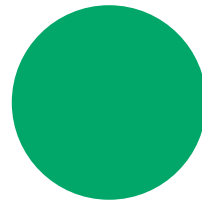
Pantone® 660
75C 47M 0Y 0K
64R 124G 202B
HTML #407CCA



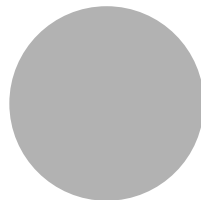
Pantone® Cool Gray 11
65C 57M 52Y 29K
85R 86G 90B
HTML #55565A



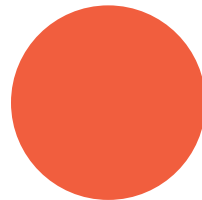
Pantone® 289
98C 84M 45Y 51K
13R 34G 64B
HTML #0D2240



Pantone® 3405
100C 0M 82Y 0K
0R 172G 105B
HTML #00AB68



Pantone® Cool Gray 5
13C 9M 10Y 27K
179R 178G 177B
HTML #B3B2B1



Pantone® 171
0C 79M 81Y 0K
255R 92G 53B
HTML #FF5B35

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.



As a general rule, light colors work best over dark colors. For example, yellow, white and cool gray may work well atop the other darker, richer hues. When placing text on top of color, always ensure that proper contrast and legibility remain intact.

3.2 Color gradients

Solid Gradient



Opacity: 100%
 Pantone® 289
 98C 84M 45Y 51K
 13R 34G 64B
 HTML #0D2240

Opacity: 100%
 Pantone® 287
 100C 72M 2Y 12K
 0R 51G 141B
 HTML #00338D

Opacity: 100%
 Pantone® 2612
 64C 100M 11Y 2K
 122R 38G 130B
 HTML #7A2582

Gradient Image Overlay



Opacity: 100%
 Pantone® 2612
 64C 100M 11Y 2K
 122R 38G 130B
 HTML #7A2582

Opacity: 100%
 Pantone® 287
 100C 72M 2Y 12K
 0R 51G 141B
 HTML #00338D

Opacity: 5%
 Pantone® 287
 100C 72M 2Y 12K
 0R 51G 141B
 HTML #00338D

Color gradients bring depth, vibrancy and added meaning to our visual brands.

Our official gradients reveal the unity and collaboration inherent in our organizational identity—and nod to the important history of our brand—through the intentional mixing of colors from our color palette.



As a general rule, light colors work best over dark colors. For example, yellow, white and cool gray may work well atop the other darker, richer hues. When placing text on top of color, always ensure that proper contrast and legibility remain intact.

3.3 Typography, primary

Helvetica Neue 35 Thin

Serving a World in Need

Helvetica Neue 35 Thin Italic

Serving a World in Need

Helvetica Neue 45 Light

Serving a World in Need

Helvetica Neue 45 Light Italic

Serving a World in Need

Helvetica Neue 55 Roman

Serving a World in Need

Helvetica Neue 56 Italic

Serving a World in Need

Helvetica Neue 65 Medium

Serving a World in Need

Helvetica Neue 66 Medium Italic

Serving a World in Need

Helvetica Neue 75 Bold

Serving a World in Need

Helvetica Neue 76 Bold Italic

Serving a World in Need

Helvetica Neue 95 Black

Serving a World in Need

Helvetica Neue 96 Black Italic

Serving a World in Need

Helvetica 37 Thin Condensed

Serving a World in Need

Helvetica 37 Thin Condensed Oblique

Serving a World in Need

Helvetica Neue 47 Light Condensed

Serving a World in Need

Helvetica Neue 47 Light Condensed Oblique

Serving a World in Need

Helvetica Neue 57 Condensed

Serving a World in Need

Helvetica Neue 57 Condensed Oblique

Serving a World in Need

Helvetica Neue 67 Medium Condensed

Serving a World in Need

Helvetica Neue 67 Medium Condensed Oblique

Serving a World in Need

Helvetica Neue 77 Bold Condensed

Serving a World in Need

Helvetica Neue 77 Bold Condensed Oblique

Serving a World in Need

Helvetica Neue 87 Heavy Condensed

Serving a World in Need

Helvetica Neue 87 Heavy Condensed Oblique

Serving a World in Need

Helvetica 97 Black Condensed

Serving a World in Need

Helvetica 97 Black Condensed Oblique

Serving a World in Need

Primary typeface

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



Stylistically, a general recognition of hierarchy needs to play a role in layout. Consider using a larger, bold font for headlines, a medium weight for subheadlines and a lighter weight for body content.

3.4 Typography, secondary

Adobe Caslon Pro Roman

Serving a world in need

Adobe Caslon Pro Italic

Serving a world in need

Adobe Caslon Pro Semibold

Serving a world in need

Adobe Caslon Pro Semibold Italic

Serving a world in need

Adobe Caslon Pro Bold

Serving a world in need

Adobe Caslon Pro Bold Italic

Serving a world in need

Secondary typeface

Adobe Caslon has been chosen as the secondary typeface for Lions 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.



Stylistically, a general recognition of hierarchy needs to play a role in layout. Consider using a larger, bold font for headlines, a medium weight for subheadlines and a lighter weight for body content.

3.5 Typography, system/default

Helvetica

Serving a World in Need

Arial

Serving a World in Need

Times

Serving a World in Need

The system/default typefaces

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

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



Stylistically, a general recognition of hierarchy needs to play a role in layout. Consider using a larger, bold font for headlines, a medium weight for subheadlines and a lighter weight for body content.

3.6 Typography, digital/web

Roboto Thin 100

Serving a World in Need

Roboto Thin 100 Italic

Serving a World in Need

Roboto Light 300

Serving a World in Need

Roboto Light 300 Italic

Serving a World in Need

Roboto Regular 400

Serving a World in Need

Roboto Regular 400 Italic

Serving a World in Need

Roboto Medium 500

Serving a World in Need

Roboto Medium 500 Italic

Serving a World in Need

Roboto Bold 700

Serving a World in Need

Roboto Bold 700 Italic

Serving a World in Need

Roboto Black 900

Serving a World in Need

Roboto Black 900 Italic

Serving a World in Need

The digital/web typefaces

Roboto has been chosen as the digital typefaces for Lions International communications.

They may be used for online applications when the primary and secondary typefaces are not available.



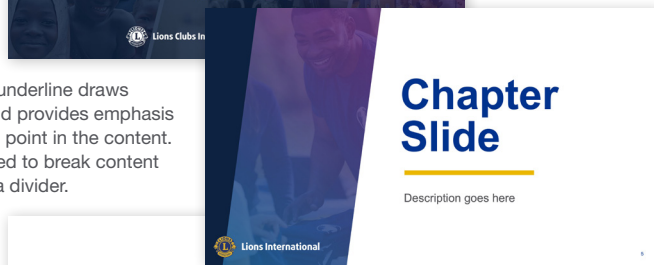
Stylistically, a general recognition of hierarchy needs to play a role in layout. Consider using a larger, bold font for headlines, a medium weight for subheadlines and a lighter weight for body content.

3.7 Graphic elements

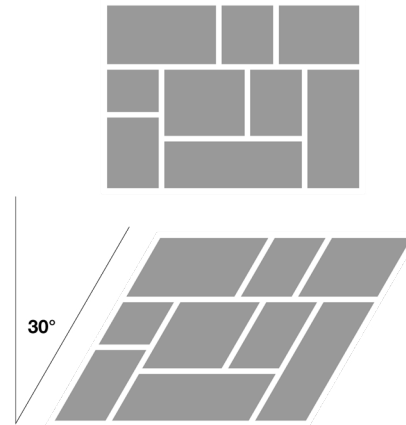
1 THE YELLOW UNDERLINE



The yellow underline draws attention and provides emphasis on a certain point in the content. It is also used to break content and act as a divider.

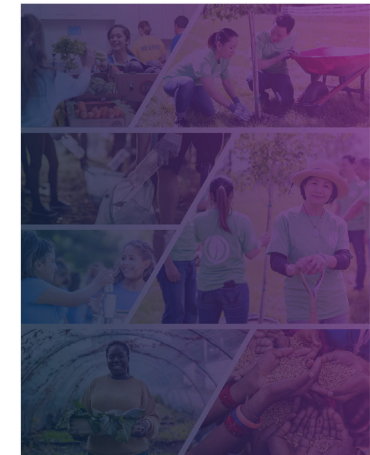


2 ANGLES



Diagonal tints and overlays are used to add energy and visual interest. Angles should always follow the samples provided.

3 COLOR FILLS AND OVERLAYS



An overlay allows for imagery and content to both be primary features. It is also a great way to mask poor image quality.

Horizontal rule, colors and overlays

The following techniques are central to the overall look and feel. Use these examples as a guide when creating within the Lions International brand.

3.8 Iconography



CHILDHOOD CANCER



DIABETES



DISASTER



ENVIRONMENT



HUMANITARIAN
SUPPORT



HUNGER



VISION



YOUTH

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.



4.0 // Photography

4.1 Visual expression



Lions in action

Lifestyle photography should have a candid style with close interaction between the primary subjects in the composition. They should show Lions having a positive impact within their communities and a strong focus on the beneficiaries.

Imagery should possess warmth, friendliness and a positive spirit. Diversity in age and ethnic background should also be considered.

When choosing or taking photographs, negative space should be considered ensuring ample room for messaging.

Consider the use of depth of field as a narrative storytelling device whenever possible. This will provide mood as well as a clear focus on the subject.

4.1 Visual expression



Lions affecting change

Imagery should have a candid style with close interaction between the primary subjects in the composition. They should show Lions providing support within their communities and the need for action of the causes.

Diversity in age, gender and ethnic background should also be considered.

When choosing or taking photographs, negative space should be considered ensuring ample room for messaging.

Consider the use of depth of field as a narrative device whenever possible. This will provide mood as well as a clear focus on the subject.

4.2 Contrast and vibrance

BEGINNER



Before adjusting brightness, contrast or exposure



After adjusting brightness, contrast or exposure

Using photo-editing software, find and adjust settings for brightness, contrast and/or exposure. To ensure the image looks as natural as possible, always adjust gradually and apply one setting at a time until the desired outcome is achieved.

ADVANCED



Before adjusting photo balance, adding warmth and a light source



After adjusting photo balance, adding warmth and a light source

Using photo-editing software, find the settings for maximum control over image quality. Once the desired outcome is achieved, warmth, vignettes and glows can be added and edited in their own layer. These techniques create mood and a more polished looking image.

If available, you may access RAW settings for complete control over exposure.

To ensure the image looks as natural as possible, always adjust gradually and apply one setting at a time until the desired outcome is achieved.

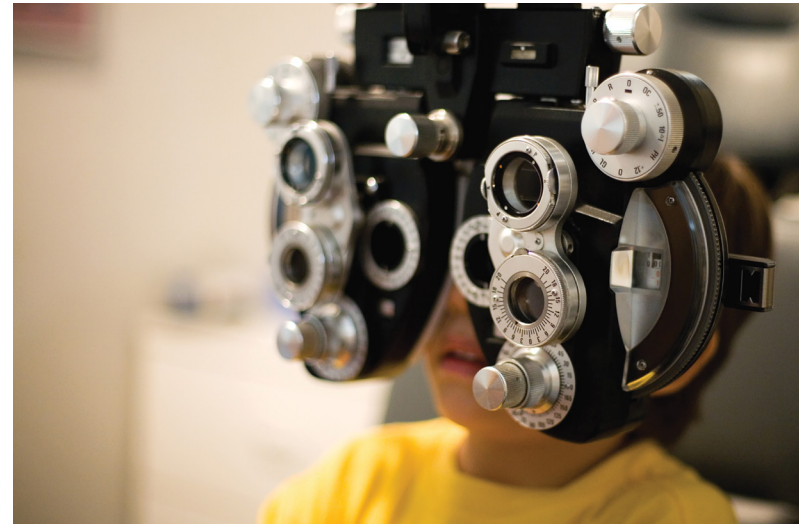
Adjusting for quality photography

Photography that is bright and well-balanced creates a sense of positivity and forward momentum for our Lions. Imagery often lacks appropriate light balance and contrast. In order to display imagery in its best state, editing techniques may be applied.

While photo editing is the judgment of those editing photos, it is important to adjust the image to its most natural state and keep the image as realistic looking as possible.

The above examples represent a few simple ways to edit a photograph.

4.3 Giving credit



How to credit

The name of the photographer or organization may be required for certain images.

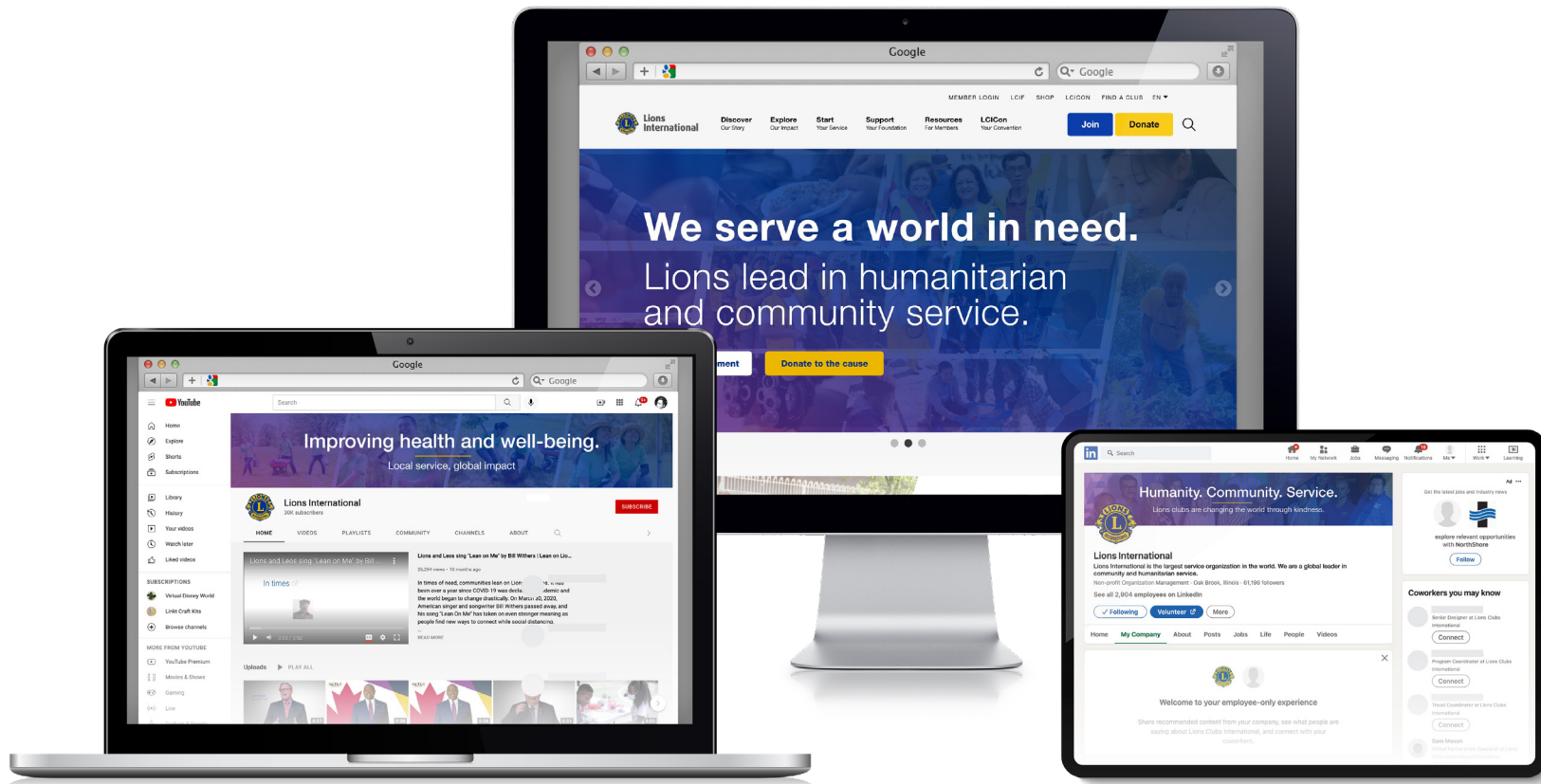
Photo credits are typically placed within an image on the bottom left or just underneath an image. If either of these placements do not work, they may be placed in other areas that do not draw attention away from the subject.

Credit content is set in 7.5 pt. Helvetica Neue Roman with 9 pt. leading.

A woman with short grey hair is sitting in a white wicker chair outdoors. She is wearing a light pink t-shirt and patterned shorts. She is holding a clear glass of water in her right hand and reading a magazine or book in her left hand. The background shows some greenery and a white wall. The entire image has a dark blue overlay.

5.0 // Design inspiration

5.1 Digital examples



lionsclubs.org, youtube.com, linkedin.com

5.2 Print examples



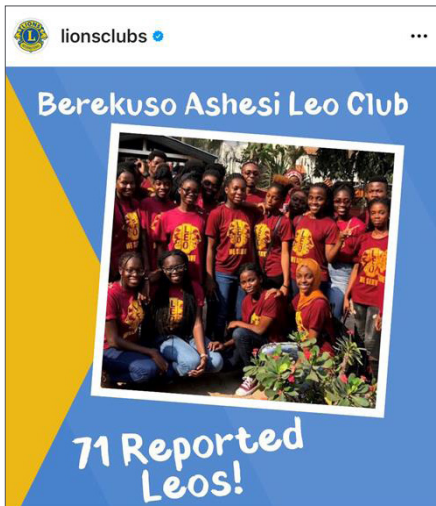
Select advertising and handouts

5.3 Out-of-home examples



Environment samples (billboards, bus shelters, etc.)

5.4 Social examples



Video advertising and Facebook posts



6.0 // Contact information

6.1 Questions about brand

Aligning with brand

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