



Lions Clubs 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 Clubs 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.

Table of contents

1.0 // Global verbal guidelines

- 1.1 Speaking in Lion
- 1.2 Mechanics
- 1.3 Language
- 1.4 Resources

2.0 // Global visual guidelines

- 2.1 Emblem and nameplate
- 2.2 Signatures
- 2.3 Signature personalities
- 2.4 Signature spacing and size
- 2.5 Logo usage
- 2.6 Footer content

3.0 // Design basics

- 3.1 Color palette
- 3.2 Typography
- 3.3 Typography extension
- 3.4 Default typography
- 3.5 Graphic elements

4.0 // Photography

- 4.1 Visual expression
- 4.2 Lions in focus
- 4.2 Contrast and vibrance
- 4.3 Giving credit

5.0 // Design inspiration

- 5.1 Digital examples
- 5.2 Print examples
- 5.3 Out of home examples
- 5.4 Social examples

6.0 // Branding our global causes

- 6.1 Color palette
- 6.2 Typography
- 6.3 Iconography
- 6.4 Visual expression
- 6.5 Visual examples

7.0 // LCIF

- 7.1 Our Foundation
- 7.2 Signatures
- 7.3 Signature personalities
- 7.4 Color palette
- 7.5 Iconography
- 7.6 Visual expression

8.0 // Internal brand

- 8.1 Email signature
- 8.2 Email signature
- 8.3 Addressing Lions and Lion leaders
- 8.4 Addressing Lions and Lion leaders
- 8.5 Addressing Lions and Lion leaders

9.0 // Brand questions

- 9.1 Questions about brand

A person is seen from the side, working on a laptop. The laptop screen displays a code editor with a dark theme and a sidebar. The person's hands are on the keyboard. To the right of the laptop, there is a white cup with a black straw and some sticky notes on the desk. The background is blurred.

1.0 // Global verbal guidelines

1.1 Speaking in Lion

Mission statement

To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

Vision statement

To be the global leader in community and humanitarian service.

Organizational statement

We Serve. We have more volunteers in more places than any other service organization in the world. We are friends, neighbors and leaders ready to help our communities grow and thrive.

CORE MESSAGES

We serve where we live. We are ready whenever and however our communities need us.

We are global. We are the largest service club organization on earth. We bring unprecedented reach and compassion to our service.

We give 100 percent. Every dollar raised locally goes back into the community. We also help out our global neighbors through the generous support of Lions Clubs International Foundation.

We do it ourselves. We do whatever is necessary to help our local communities and our global community. Whether that means raising money or rolling up our sleeves, we do whatever it takes and we do it all on our time.

We have served humanity for more than a century. Lions Clubs International is one of the greatest stories on earth. For over 100 years, Lions have been changing lives and making the world a better place for all. Local communities depend on their clubs because we are trusted

friends and neighbors who have a history of putting others first, and the Lions International name and legacy inspires trust.

We are in good company. We have fun in our clubs. We treat new members like old friends, and we know that there's a special bond that unites Lions around the world.

We're open. We are generous men and women who want to help. And we're always looking for more caring people who want to make a difference with us.

We are taking on global challenges together. Lions are serving locally to meet needs in their communities, and we are uniting globally around some of the largest challenges facing humanity: diabetes, environment, hunger, vision, and childhood cancer. And we're building on our tradition of supporting youth by developing new ways to engage them as partners and leaders in service.

1.2 Mechanics

Voice

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

Writing as Lions International means:

- ❶ Short and to the point
- ❷ Active over passive voice
- ❸ 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 playful and serious. When speaking about the organization and its members, a more playful tone is acceptable. When writing about service stories and the people we serve, it's important to speak with empathy and thoughtfulness.

- ❶ Trustworthy
- ❷ Empathetic
- ❸ Informative
 - Sharp
 - Witty
 - Sophisticated
 - Relatable
 - Welcoming
 - Honest

Personality

Sophisticated, even with its sleeves rolled up. This personifies Lions International as a whole. The brand speaks in a manner that is cool but serious. It uses wit and clever turns of phrase without being cliché or over the top. It's eloquent but can get down to business at a moment's notice.

Style

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

HEADLINES AND SUBHEADLINES

- ❶ Headlines are high-level, emotional and engaging
- ❷ Subheadlines are explanatory, helping define or pay off headlines
- ❸ Sentence case, with end punctuation when a complete sentence

BODY COPY

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

CALLS TO ACTION

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

1.3 Language

The organization

Writing for Lions Clubs International will present many instances where the organization's name and references to Lions International will need to be used. To help keep the flow of the writing as articulate as possible, we've developed the following usage guidelines.

BOILERPLATE

(To be used with press releases and any media requests)

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.

LIONS CLUBS INTERNATIONAL

- 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 this case when referring to clubs.

INFORMAL USE OF “LION”

- Avoid using informal expressions such as “Lionism” and “Lionistic.” Instead, use expressions such as “being a Lion” or “in the spirit of Lions.”

1.4 Resources

Headline bank

To help guide your extension of the Lions Clubs International personality and voice, utilize the style and tone of these examples.

1 **Kindness matters.**

At home and around the world.

2 **Let your service roam.**

Celebrating 100 years of uncommon kindness.

3 **On the frontlines of service.**

Today and every day.



2.0 // Global visual guidelines

2.1 Emblem and nameplate



The emblem

The Lions Clubs International emblem (A) has been refreshed to represent 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.

A full-color emblem (B) has been created for use at the club level. Usage should be limited to embroidered patches and other club supplies items. It should never be used in print or digital applications.

When used for embroidery, the threads should match the following colors: Pantone® 7406, Pantone® 450, Pantone® 484, Pantone® 287 and white.

Lions Clubs International

The nameplate

The name of the organization comprises the nameplate. Its unique typography, together with the emblem, gives the Lions International signature a distinctive, proprietary character.

The nameplate may not be retyped, reconstructed or altered in any way (vector art files of the signature are provided). It should be used with the emblem as part of the signature. It should not be used alone.



The Lions Clubs International Trademark Policies grant our members automatic authorization to use the association's registered trademarks in a variety of applications including, but not limited to, printed materials reasonably related to club & 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 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.

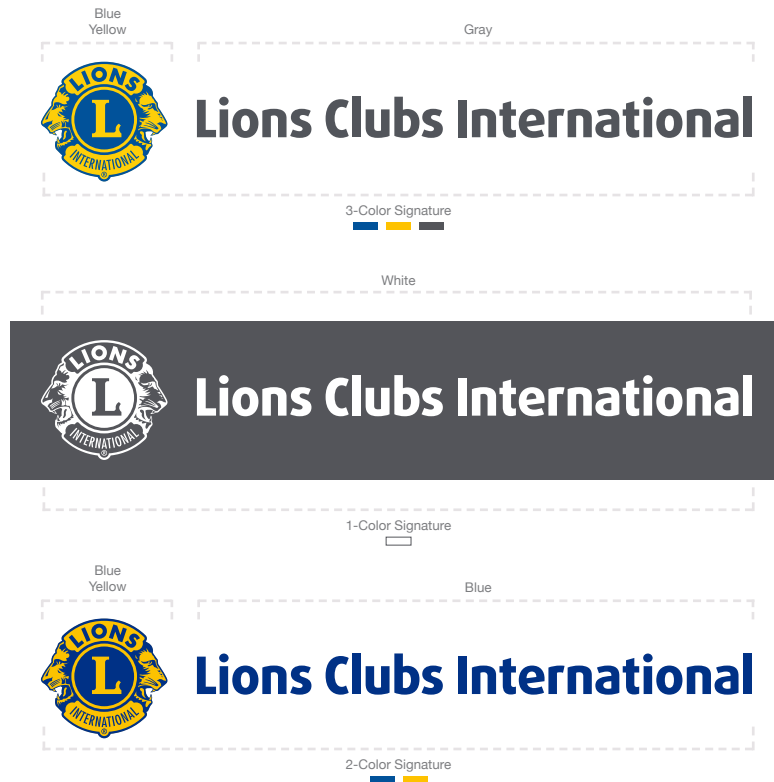


Secondary signature lockups

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.

2.3 Signature personalities



Lockup colors

Yellow, blue, gray 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.

2.4 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 above and below the signature is determined by measuring the height of the “L” in the center of the emblem. Clear space on either side of the signature is measured by the width 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 Clubs International

MINIMUM SIZE

0.375"
(0.9525 cm)



Lions Clubs 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.

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

2.5 Logo usage

ACCEPTABLE



Lions Clubs International

UNACCEPTABLE

Do not distort.



Lions Clubs International

Do not reconfigure elements.



Lions Clubs International

Do not alter colors. (The only acceptable color combinations are shown on page 2.5.)



Lions Clubs International

Do not screen back colors.



Lions Clubs International

Do not alter the typeface.



Lions Clubs International

Do not crop the signature. (Only the emblem on its own may be cropped as described on page 3.9.)



Lions Clubs International

Do not tilt.



Lions Clubs International

Do not put the logo over a pattern.



Lions Clubs International

Unacceptable logo usage

The examples above show the Lions Clubs International identity 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.

2.6 Footer content

HORIZONTAL TREATMENT



Included in the footer is the Lions International signature, website address, creation date and language code.

VERTICAL TREATMENT



The universal footer

For consistency across all print pieces, a universal footer has been created. This is to be used for all important Lions Clubs International correspondence as a way to increase brand awareness.

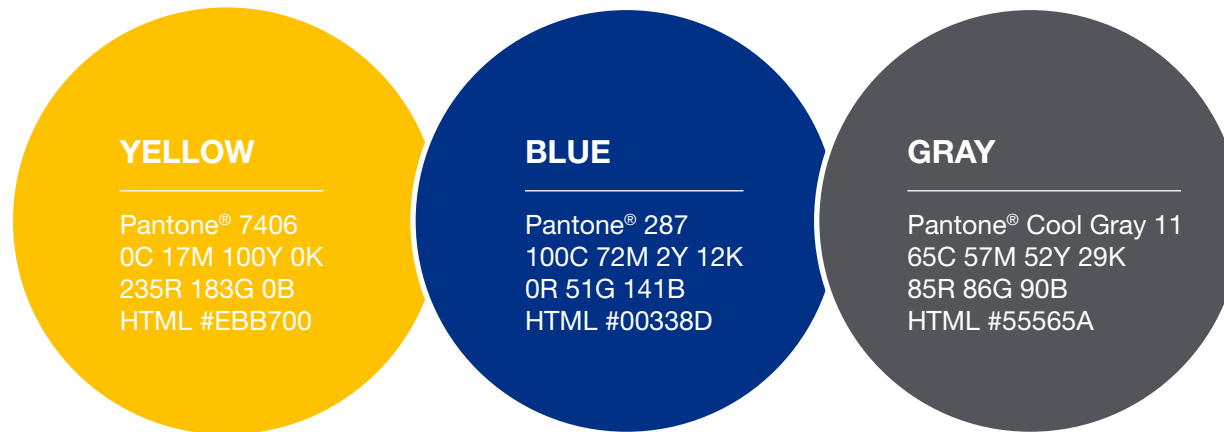
Both a horizontal and vertical treatment have been created to allow for maximum flexibility.

The footer content is set in 7.5 pt. Helvetica Neue Roman with 9 pt. leading. The website address is set in Helvetica Neue Bold.

A man and a woman are sitting at a wooden table, smiling and looking at each other. 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

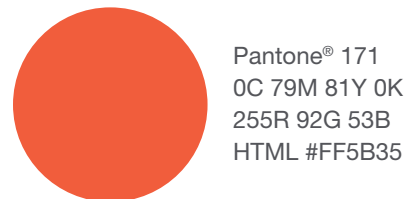
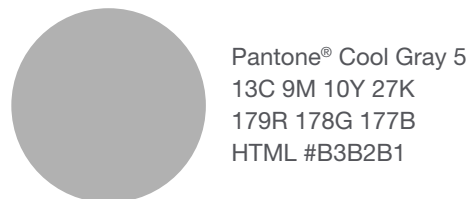
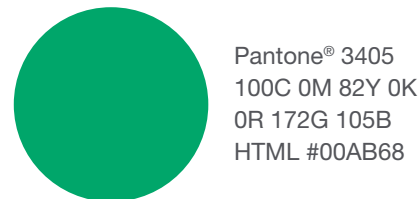
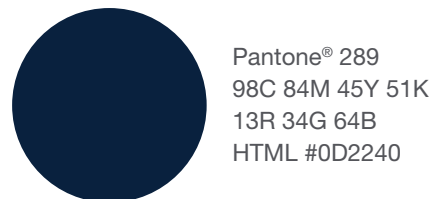
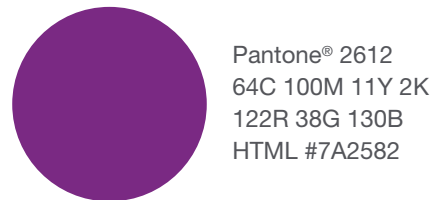
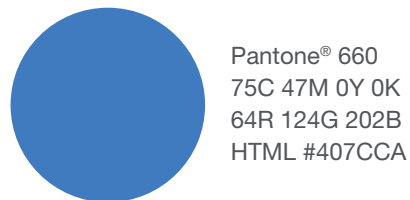


Primary color palette

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

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.



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 Typography

Helvetica Neue 35 Thin

We're making a world of difference

Helvetica Neue 35 Thin

We're making a world of difference

Helvetica Neue 45 Light

We're making a world of difference

Helvetica Neue 45 Light Italic

We're making a world of difference

Helvetica Neue 55 Roman

We're making a world of difference

Helvetica Neue 56 Italic

We're making a world of difference

Helvetica Neue 65 Medium

We're making a world of difference

Helvetica Neue 66 Medium Italic

We're making a world of difference

Helvetica Neue 75 Bold

We're making a world of difference

Helvetica Neue 76 Bold Italic

We're making a world of difference

Helvetica Neue 95 Black

We're making a world of difference

Helvetica Neue 96 Black Italic

We're making a world of difference

Helvetica 77 Condensed Bold

We're making a world of difference

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.



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.

3.3 Typography extension

Adobe Caslon Pro Roman

We're making a world of difference

Adobe Caslon Pro Italic

We're making a world of difference

Adobe Caslon Pro Semibold

We're making a world of difference

Adobe Caslon Pro Semibold Italic

We're making a world of difference

Adobe Caslon Pro Bold

We're making a world of difference

Adobe Caslon Pro Bold Italic

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.



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 Default typography

Helvetica

We're making a world of difference

Arial

We're making a world of difference

Times

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 and internal communications when the primary and secondary typefaces are not available.



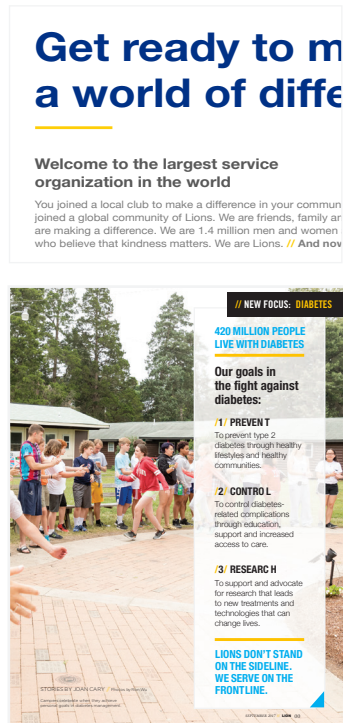
Stylistically, a general recognition of hierarchy needs to play a role in layout. Consider using a larger, bold font for headlines, a medium weight for subheadlines and a lighter weight for body content.

3.5 Graphic elements

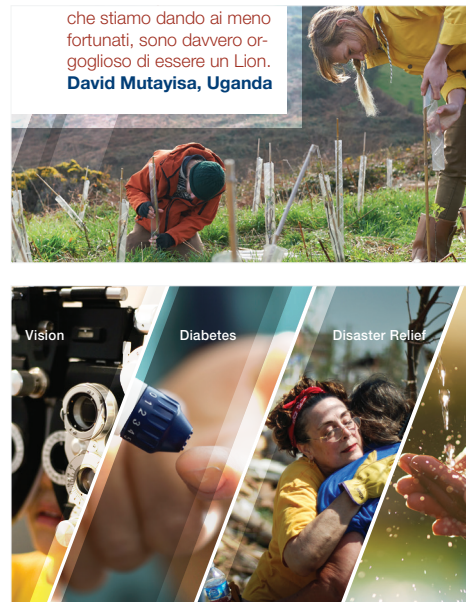
1 THE YELLOW UNDERLINE



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

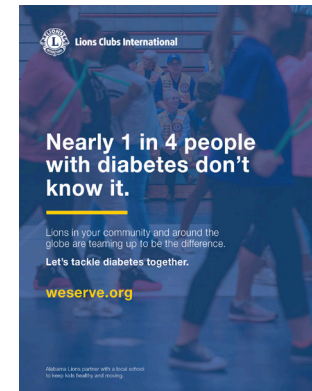


2 FORWARD ANGLES



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 Clubs International brand.

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 dark and out of focus.

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 community 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 story-telling device whenever possible. This will provide mood as well as a clear focus on the subject.

4.2 Lions in focus



Lion-centric photography

When featuring Lions in photography, imagery should use depth of field to allow for the Lion to be the focus. Images should have a natural setting, nothing obviously staged.

Lions expressions can be wide ranging—from a simple smile to looking off in the distance. The overall vibe should be positive and upbeat or focused and intentional.

4.3 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.

4.4 Giving credit

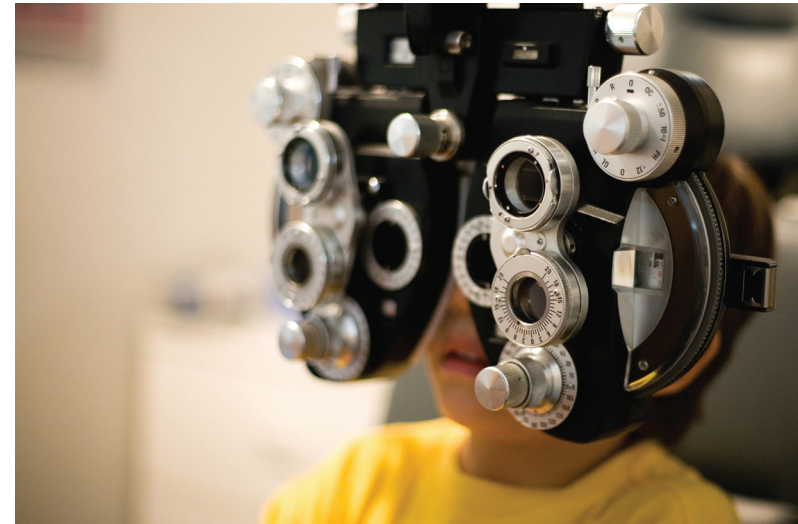


Photo by: sloba

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 photograph of an elderly woman with short grey hair, wearing a pink t-shirt and patterned shorts, sitting on a grey metal patio chair. She is holding a clear glass of water in her right hand and a magazine in her left. The background shows green foliage 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

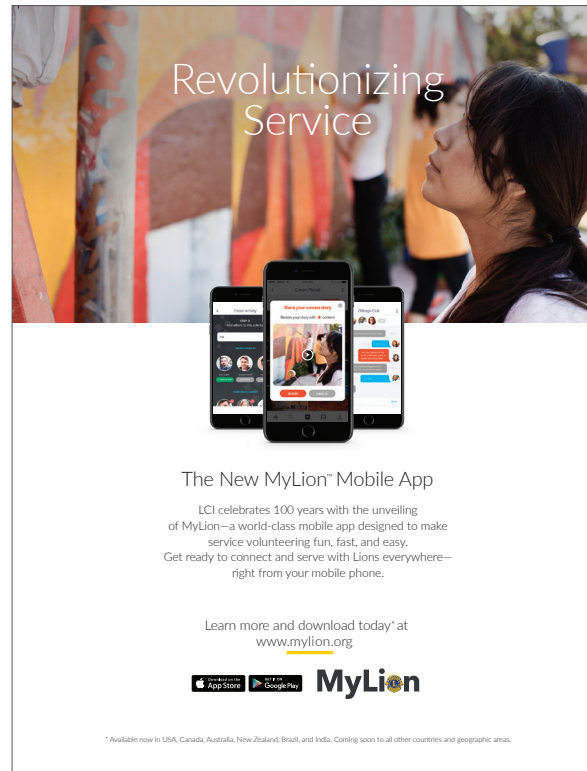
Nearly 1 in 4 people with diabetes don't know it.

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

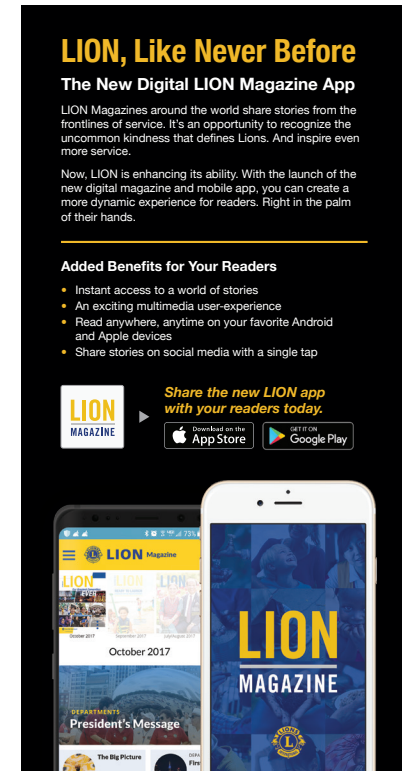
The New MyLion™ Mobile App

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.**

 **Download on the App Store** **GET IT ON Google Play**



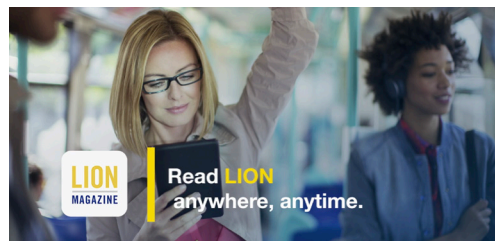
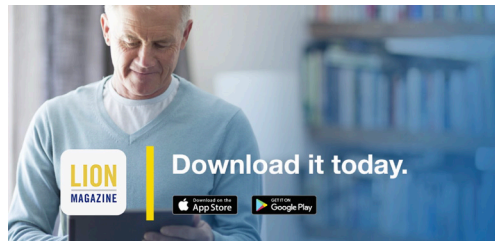
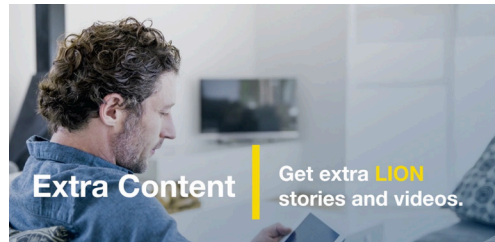
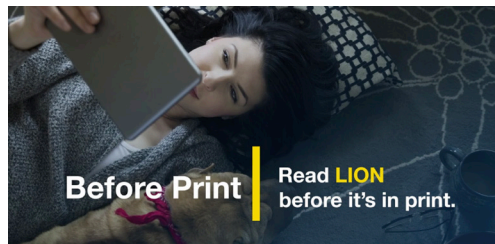
Select advertising and handouts

5.3 Out of home examples



Environment samples (billboards, bus shelters, etc.)

5.4 Social examples

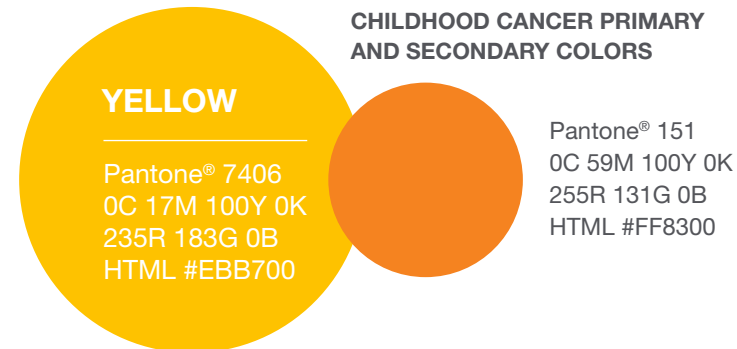
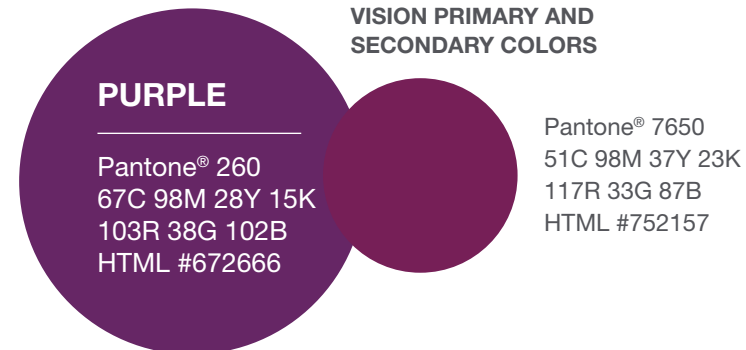
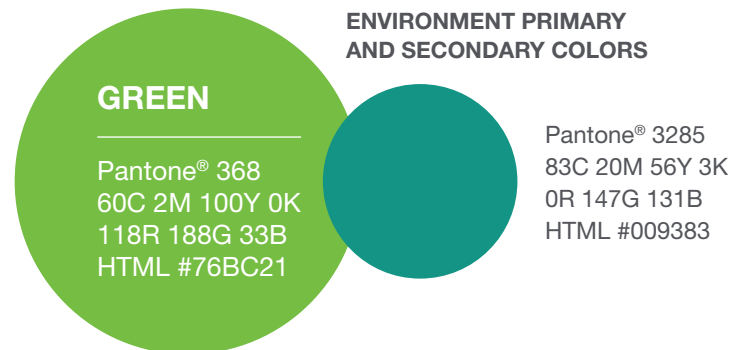
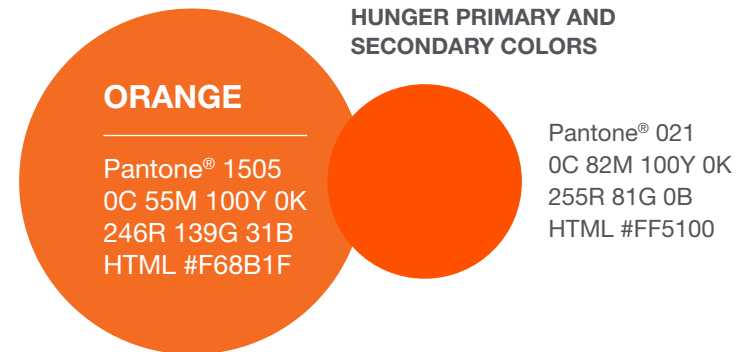
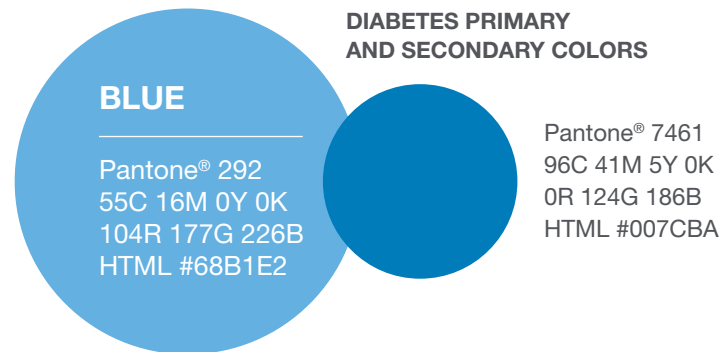


Video advertising and facebook posts

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 Color palette



Primary and secondary palettes

Each global cause has been assigned a unique micro-color palette to differentiate it from the others. These are to be used together with the Lions Clubs International palettes when marketing a cause.

When multiple causes are represented, their corresponding palettes should be present as well.

6.2 Typography

Helvetica Neue Ultra Light

1 Dedicated to diabetes.

We lead communities from awareness to action.

Helvetica Neue Medium Condensed

2 We serve the planet.

Our environment deserves our best.

3 Lions vs. Hunger.

Serving so others can grow and thrive.

4 Our vision is to help others'.

Opening eyes to new possibilities.

5 1.4 million helping hands for children with cancer.

We bring hope to the next generation.

Primary typeface

Helvetica Neue has been chosen as the primary typeface for Lions Clubs International communications. The global causes use a limited palette of fonts—featuring a light treatment above the divider, corresponding with the cause color, and bolder type below.

The above examples are samples for hierarchy and treatment.

6.3 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.

6.4 Visual expression

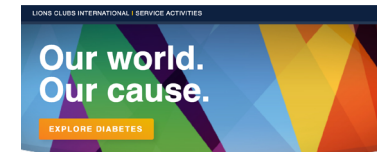


Service in action

When using photography, it should strongly relate to the cause being featured. Imagery should have a candid style with close interaction between the primary subjects in the composition.

Photography may also use an overlay from the cause's color palette (see next page for example).

6.5 Visual examples

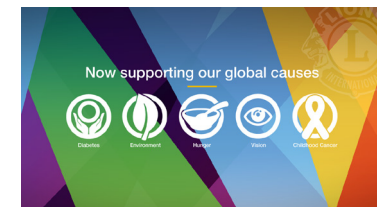
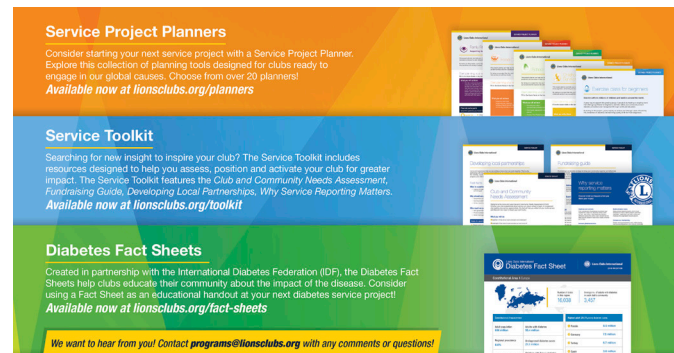
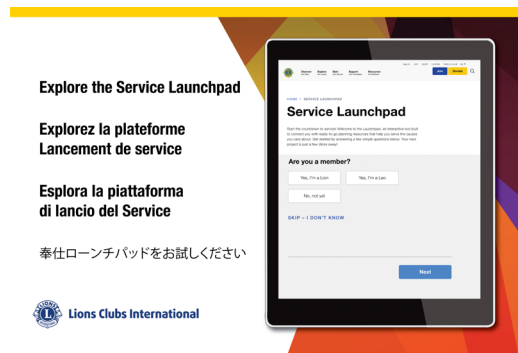


The growing diabetes epidemic is nothing short of staggering. According to the International Diabetes Federation, the number of adults living with the disease is expected to reach 629 million by the year 2045. In the face of such a powerful challenge to global health and well-being, what difference can one person possibly make? Every journey begins with a single step. Serving in diverse communities all over the world, over 1.4 million Lions and Leos now have a unique chance to change the fight against diabetes, one act of kindness at a time.

EXPLORE DIABETES

Recipient List Here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Follow us:





7.0 // Lions Clubs International Foundation

7.1 Lions Clubs International Foundation

Our Foundation

Lions Clubs International Foundation (LCIF) is a key partner of Lions International, and our missions and messages are closely aligned. It is important to know how we refer to LCIF when writing about the Foundation and how we speak about it. The following guidelines provide direction for writing clearly and consistently about LCIF.

NAME USAGE

- First usage: Lions Clubs International Foundation (LCIF)
- Second usage: LCIF
- Third usage: The Foundation, Your global Foundation, Our global Foundation, Our Foundation

Note the following:

- When “Foundation” is used as a shorthand for Lions Clubs International Foundation, upper case “Foundation.”

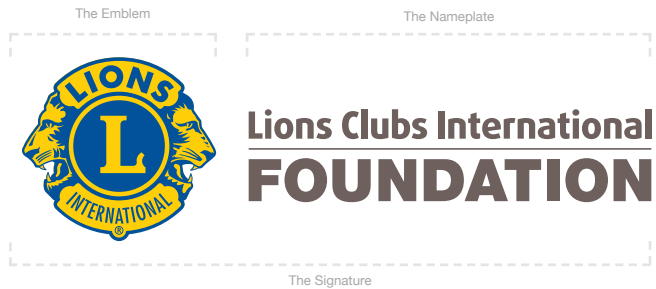
TONE

- While the voice, style and personality of the Foundation will remain consistent with the approach for Lions International (pg. 7), the tone will be slightly different. While Lions International utilizes wit and playfulness at times, the Foundation 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.

BOILERPLATE

- **Lions Clubs International Foundation (LCIF)** is the charitable arm of Lions Clubs International, the world’s largest service club organization, with 1.42 million members in more than 200 countries and geographic areas. Since 1968, LCIF has funded humanitarian service through financial gifts from Lions International members, the general public, and partners from the corporate, government and non-government sectors. To build a more promising future for the world, LCIF is increasing its support of efforts to combat vision problems, provide valuable life skills to youth, respond to major catastrophes, and build programs to address the needs of at-risk and vulnerable populations. LCIF is also working to reduce the prevalence of diabetes and improve quality of life for those living with the disease, and is expanding its global causes to include childhood cancer, hunger and the environment while raising funds to empower even more service from Lions. For more information, visit lcif.org.

7.2 Signatures



Horizontal 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.



Vertical signature

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.

7.3 Signature personalities



Lockup colors

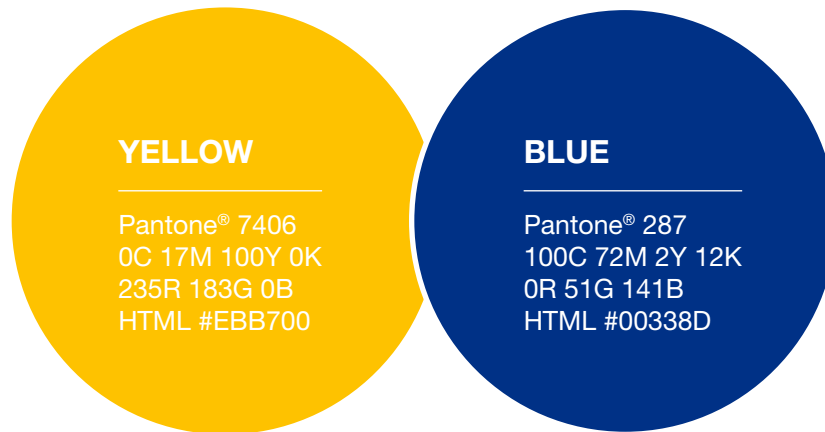
Yellow, blue, gray and black are the colors that make up the signature coloration. The only acceptable options are shown here.

The signatures should always be placed on a background that allows for maximum legibility. Light colored backgrounds generally work well for these signatures.



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

7.4 Color palette

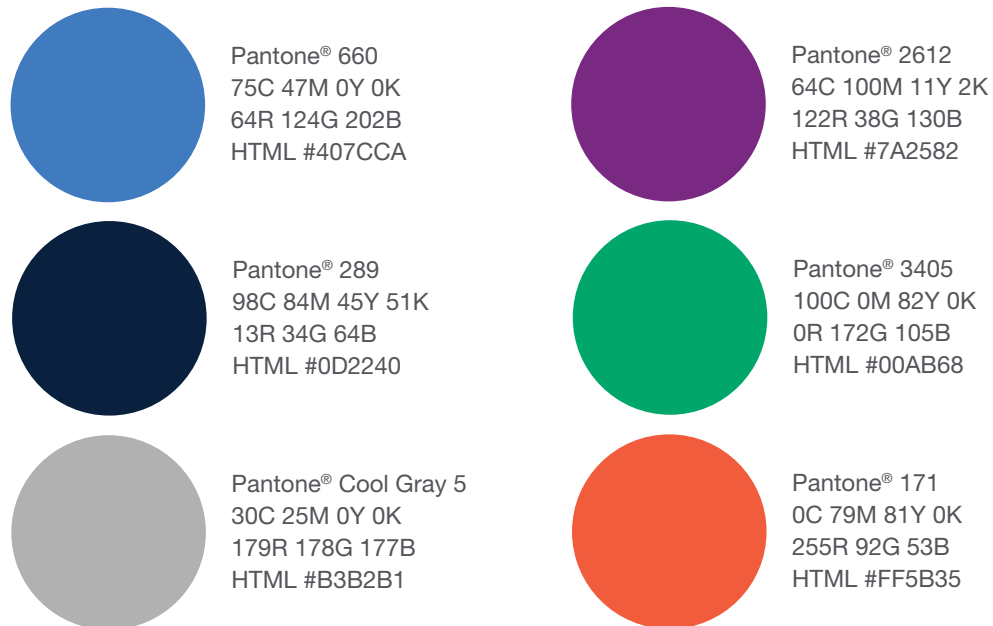


Primary color palette

The Foundation's primary color palette consists of yellow and blue.

These colors were chosen to complement the core Lions International brand color palette.

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



The secondary color palette

The Foundation's 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 atop of color, always ensure that proper contrast and legibility remain intact.

7.5 Iconography



DIABETES



ENVIRONMENT



HUNGER



VISION



CHILDHOOD CANCER



DISASTER

HUMANITARIAN
SUPPORT

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.

7.6 Visual expression



Lions affecting change

Captured photography should always be used when featuring the Foundation. Imagery should have a candid style with close interaction between the primary subjects in the composition. They should show Lions providing support within their community 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 story-telling device whenever possible. This will provide mood as well as a clear focus on the subject.

A photograph of a woman with long blonde hair hugging a young child with short blonde hair. The child is wearing a bright yellow t-shirt with the letters 'MP' visible on the sleeve. They are standing outdoors in front of a wooden building. In the background, there is a white flag with the Lions Club logo (a yellow shield with a purple 'L' and the word 'LIONS' in a blue arc) and a Swedish flag. A white bus is also visible in the distance.

8.0 // Internal brand

8.1 Email signature

A consistent send-off

To ensure brand consistency when speaking with Lions and non-Lions, a custom email signature has been developed for all Lions Clubs International and LCIF staff. The signature will be personalized to incorporate individual names, titles and contacts.

Josh Smith

Manager // Brand & Marketing Strategy
Lions Clubs International
+1.630.468.1234 // direct

.....
www.lionsclubs.org

#KindnessMatters

[facebook](#) // [youtube](#) // [twitter](#)
.....

Ann Jones

Manager // LCIF
Lions Clubs International Foundation
+1.630.468.5678 // direct

.....
www.lcif.org

#BE100

[facebook](#) // [youtube](#) // [twitter](#)
.....

8.2 Email signature

A regional approach

Lions International also has three regional and field offices around the world. To create consistency with headquarters, and provide a regional affiliation that can help Lions better understand regional support versus support from international headquarters, regional and field offices should use a slightly modified email signature that contains the name of the regional or field office above “Lions Clubs International.”

Monica Deepak
Manager // Public Relations
ISAAME Regional Office
Lions Clubs International Foundation
91 471 5555555 // direct

.....
www.lionsclubs.org

#KindnessMatters

[facebook](#) // [youtube](#) // [twitter](#)
.....

8.3 Addressing Lions and Lion leaders

A unified voice

Out of respect for our Lions and Lion leaders, we are creating a unified voice. Here, we've outlined the most appropriate ways to communicate in formal and informal situations. Please use this set of guidelines for all your communications.

Note: if a Lion or Lion leader has personally asked you to refer to them as something other than what is provided here, then do, if you feel comfortable. However, revert back to these guidelines when the communication involves multiple Lions and/or Lion leaders.

Some Lions have held multiple titles within the organization. When determining which title to use, always default to their current or last highest title.

8.4 Addressing Lions and Lion leaders

Formal communications: letters and email

Email is our primary form of communication. Similar to letters, it should be treated as a formal form of communication when addressing Lions or leaders and when the subject matter is formal in nature.

ADDRESSING LEADERS

Greetings

Using either “Dear” or “Greetings” as the introduction, leaders should be addressed by their title followed by their last name. You may also use the title and name without anything before it. Abbreviated titles are acceptable. If unsure of last name due to unfamiliarity with regional names, use the entire name, including first, middle and last names, or contact Translation for guidance.

Examples:

- Dear Past International Director Molina,
- Greetings, PID Takado.
- Dear Club President,
- Past International Director Molina,

Following Protocol

When addressing multiple leaders in your greetings, use the protocol defined in Board Policy Chapter XIX (Official Protocol) to order the recipients based on title.

Body

In the body copy of a formal communication, leaders’ titles can be abbreviated. Full sentences should always be used. Always stick to the point and avoid using slang or too colloquial speech.

Follow-up Communications

When following up or responding in a formal setting, abbreviated titles are fine. However, still use the greeting outlined.

ADDRESSING LIONS

Greetings

Using either “Dear” or “Greetings” as the introduction, members should be addressed by their title “Lion” followed by their first name. You may also use the title and name without anything before it. If unsure of first name due to unfamiliarity with regional names, use the entire name, including first, middle and last names, or contact Translation for guidance.

Examples:

- Greetings, Lion Maya.
- Dear Lion Ajay,
- Lion Thomas,

Body

In the body copy of a formal communication, leaders’ titles can be abbreviated. Full sentences should always be used. Always stick to the point and avoid using slang or too colloquial speech.

8.5 Addressing Lions and Lion leaders

Follow-up Communications

When following up or responding in a formal setting, abbreviated titles are fine. However, still use the greeting outlined.

Responding to inquiries

When contacted by a Lion, use the title included by the Lion. If there is no title included in the email, consult Aptify or use “Lion” followed by their first name.

USING STATIONARY

When sending hard copy letters, use Lions International letterhead for page one and blank paper for additional pages. The recommended font is Times for formal communications.

CULTURAL RELEVANCY

Lions International represents over 200 hundred countries and geographic areas. When communicating, write from an international perspective and reflect the principles embodied by our organization. Use universally understood references to weights, measures and time. Use clear, standard, literal language and avoid jargon, slang and idioms that may not be understood. Avoid terms such as “foreign,” “overseas” and “non-US” when referring to Lions in other countries.

Conflict resolution

When addressing issues and resolving conflicts with Lions or Lion leaders, always use full titles in greetings and maintain a formal, professional tone throughout the resolution process. Abbreviated titles within the body of the email are acceptable.

Informal communications: social media, text messaging and email

Social media and text messaging platforms often disregard formal speech in favor of brevity and informal use of language—as do certain situations in email. When using these platforms, strive for clarity and brevity, and avoid abbreviations that might not be immediately clear. Overall, the guiding principle is to use your professional judgment and to make sure messages are appropriate in tone for the Lion you’re communicating with.

TEXT MESSAGING

When messaging, use the abbreviated title if communicating with a Lion leader in your first message. After your first contact, you may also begin communications without a greeting and jump directly into conversation. The use of abbreviated titles when referencing Lion leaders in your texts is always acceptable.

SOCIAL MEDIA

Always keep in mind that social media is public media that will be viewed by a larger community. When posting, make sure that your messages reflect you as a professional and Lions International as a global humanitarian organization.

EMAIL

When communicating one-on-one with a Lion or Lion leader through email, you may apply the same use of brevity and colloquialism outlined for text messaging and social media. This is primarily for quick requests and exchanges, long email chains and for emails where you’re very familiar with the recipient.



9.0 // Brand questions

9.1 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 level. If you have questions on the contents of the brand guidelines or branding questions in general, contact us at lionsbrand@lionsclubs.org. You can also contact Andrea or Chris with questions related to our visual or verbal brand.

VISUAL BRAND CONTACT

Andrea Burns

Manager // Brand & Creative
Lions Clubs International
+1.630.468.6757 // direct
andrea.burns@lionsclubs.org

VERBAL BRAND CONTACT

Chris Bunch

Manager // Strategic Communications
Lions Clubs International
+1.630.468.6827 // direct
christopher.bunch@lionsclubs.org