

Lions Clubs International Brand Guidelines

How to represent the world's premier service organization.



Lions Clubs International

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.

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A person is seen from behind, sitting at a desk and working on a laptop. The laptop screen displays a document with text 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. The background is dark and out of focus.

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:

- 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 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.

- 1 Trustworthy
- 2 Empathetic
- 3 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

- 1 Headlines are high-level, emotional and engaging
- 2 Subheadlines are explanatory, helping define or pay off 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

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 47,000 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.



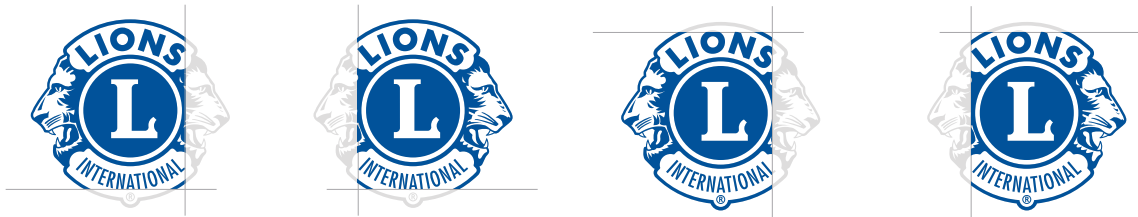
Secondary signature lockups

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.

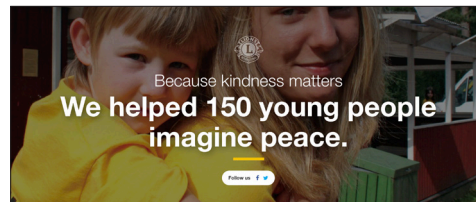
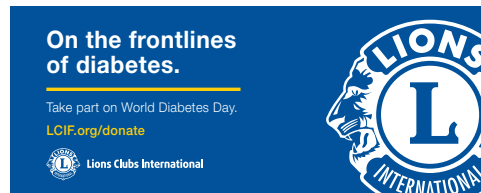
2.3 Emblem usage

RECOMMENDED CROPPING



Note: When the cropped logo is used, it must always accompany one of the Lions International signatures.

SAMPLE PLACEMENTS



The cropped emblem

The Lions International emblem is a hallmark figure within our brand. When it's used as a focal element on the page, it can create emphasis and recognition.

The emblem can be used for both print and digital mediums. It may be cropped, made transparent, or used in its entirety. The examples above represent sample usages for how to integrate the emblem.

2.4 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.

2.5 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.

2.6 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.

2.7 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.

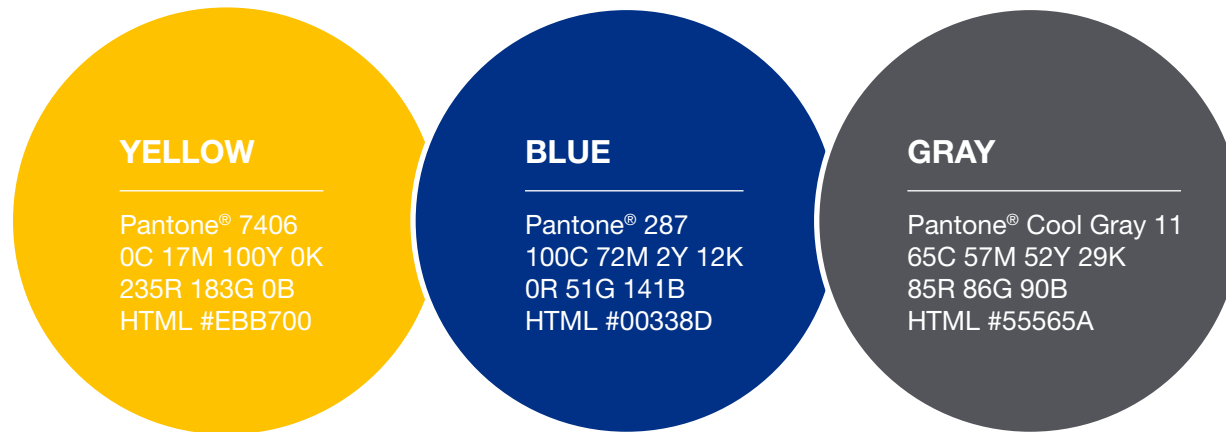
Both a horizontal and vertical treatment have been created to allow for maximum flexibility.

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, looking at papers and smiling. 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 appear to be in a collaborative work or study environment. The image has a dark overlay, and the text "3.0 // Design basics" is centered over it.

3.0 // Design basics

3.1 Color palette

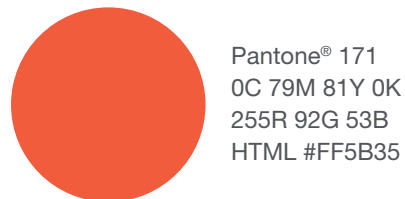
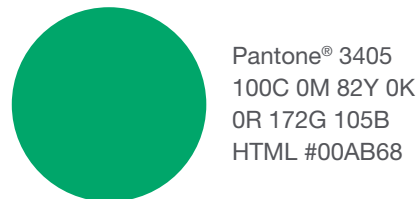
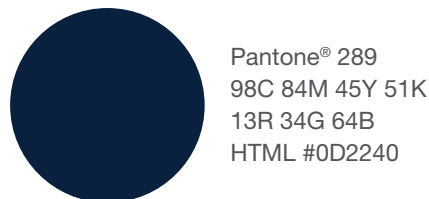
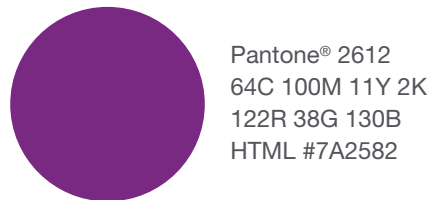
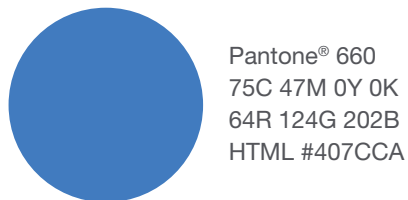


Primary color palette

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.

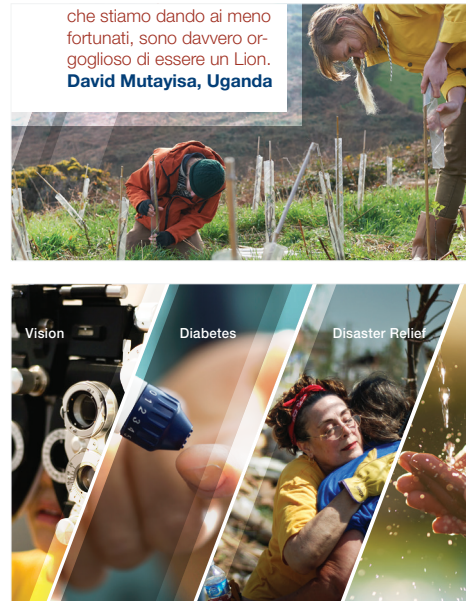
Get ready to m a world of diffe

Welcome to the largest service organization in the world

You joined a local club to make a difference in your community. You are part of a global community of Lions. We are friends, family and we are making a difference. We are 1.4 million men and women who believe that kindness matters. We are Lions. // And now



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.



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

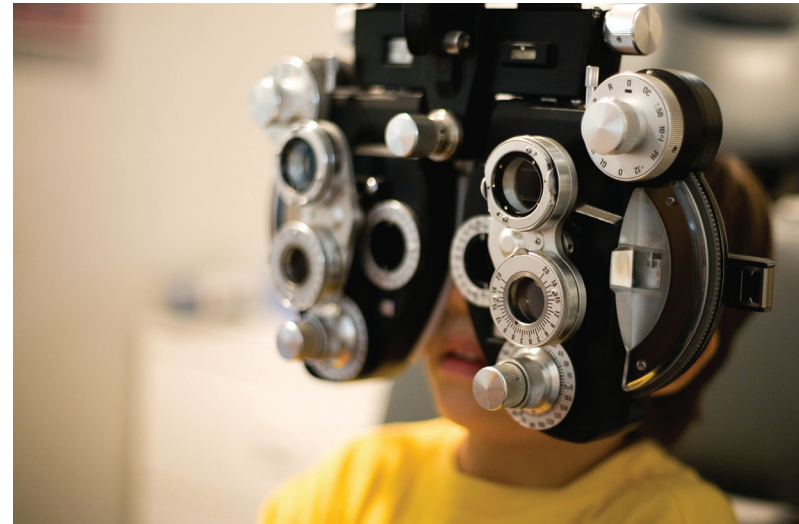


Photo by: sloba

How to credit

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

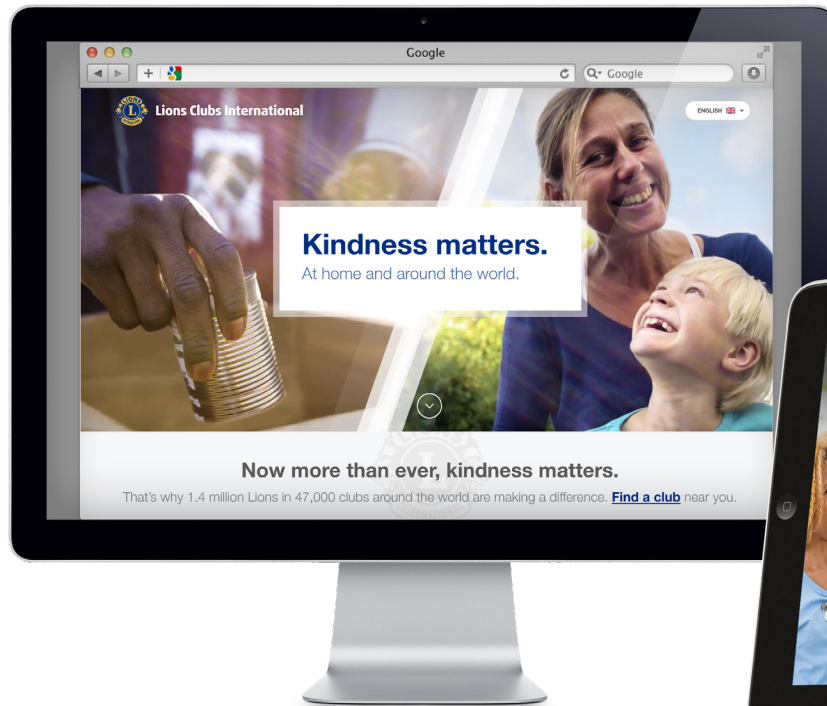
Photo credits are typically placed within an image on the bottom left or just underneath an image. If either of these placements do not work, they may be placed in other areas that do not draw attention away from the subject.

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 light pink t-shirt and a patterned skirt. She is sitting on a light-colored metal chair with a decorative, lattice-like backrest. She is holding a clear glass of water in her right hand and a magazine or book in her left hand, looking down at it with a slight smile. The background shows some green foliage on the left and a blurred outdoor setting. The overall image has a soft, slightly desaturated tone.

5.0 // Design inspiration

5.1 Digital examples



weserve.org



lionsclubs.org

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.

LIONS INTERNATIONAL

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

Share the new LION app with your readers today.

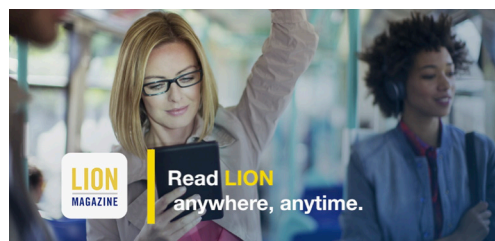
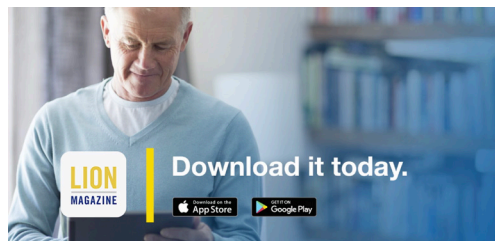
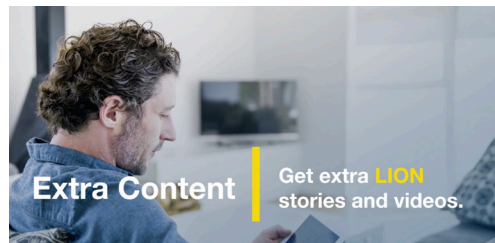
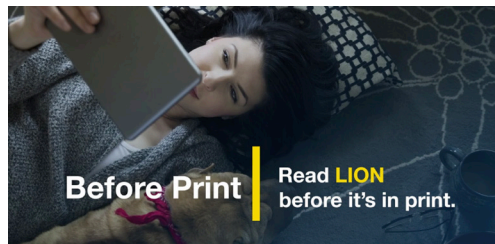
Select advertising and handouts

5.3 Out of home examples



Environment samples (billboards, bus shelters, etc.)

5.4 Social examples



Lions Clubs International
January 19 at 12:00pm · 🌐

The Whitefish Lions Club Farm to School Project planted the seed for what has grown into the Center for Sustainability and Entrepreneurship - Montana's first zero-net energy building.

Greg Shaffer
Whitefish Lions Club

So as a group, we came up with the Farm to School Legacy

3K Views

Lions Clubs International
January 16 at 11:02am · 🌐

In honor of LCIF's 50th anniversary, we're dedicating each month to promoting one of our core causes. In January, we're drawing attention to our efforts to reduce measles deaths. And we need your help, Lions. Just complete a few simple tasks—like watching a video or viewing a blog post — and you could win exclusive LCIF prizes: <http://bit.ly/2kVOGVZ> #LCIF50

50
Years of International
FOUNDATION
#LCIF50

Upcoming Events

LIONS DAY WITH THE UNITED NATIONS
NAIROBI
SAVE THE DATE FEBRUARY 27, 2018

Feb 27 Lions Day with the United Nations in Nairobi
Tue 9 AM UTC+03 · United Nations Visitors' Service, N...
You like Lions Clubs International

Mar 24 Lions Clubs with the United Nations in New Y...
Sat 9 AM EDT · United Nations · New York, NY
You like Lions Clubs International

Lions Clubs International
January 11 at 11:02am · 🌐

"The smiles on their faces, that relief of being able to eat a good meal today encourages us to serve more and contribute towards making India a hunger-free country." Leo Club of Juhu has joined the fight against hunger. Have you? <http://bit.ly/2ASDW4N>

Leo Club of Juhu 2017-18 Dist. 2234 A2
Learn To Lead, Lead To Learn

2.9K Views

Video advertising and facebook posts

A group of people are engaged in a tree-planting activity in an outdoor setting. In the foreground, several young plants in yellow and red plastic pots are arranged on the ground. A person in a grey hoodie is on the left, another in a dark jacket and cap is in the center, and a person in a light green jacket is on the right. The background shows a grassy area, trees, and a street with a traffic sign. The overall scene is dimly lit, suggesting an overcast day.

6.0 // Branding our global causes

6.1 Color palette

DIABETES PRIMARY AND SECONDARY COLORS

BLUE

Pantone® 292
55C 16M 0Y 0K
104R 177G 226B
HTML #68B1E2

Pantone® 7461
96C 41M 5Y 0K
0R 124G 186B
HTML #007CBA

HUNGER PRIMARY AND SECONDARY COLORS

ORANGE

Pantone® 1505
0C 55M 100Y 0K
246R 139G 31B
HTML #F68B1F

Pantone® 021
0C 82M 100Y 0K
255R 81G 0B
HTML #FF5100

ENVIRONMENT PRIMARY AND SECONDARY COLORS

GREEN

Pantone® 368
60C 2M 100Y 0K
118R 188G 33B
HTML #76BC21

Pantone® 3285
83C 20M 56Y 3K
0R 147G 131B
HTML #009383

VISION PRIMARY AND SECONDARY COLORS

PURPLE

Pantone® 260
67C 98M 28Y 15K
103R 38G 102B
HTML #672666

Pantone® 7650
51C 98M 37Y 23K
117R 33G 87B
HTML #752157

CHILDHOOD CANCER PRIMARY AND SECONDARY COLORS

YELLOW

Pantone® 7406
0C 17M 100Y 0K
235R 183G 0B
HTML #EBB700

Pantone® 151
0C 59M 100Y 0K
255R 131G 0B
HTML #FF8300

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.
 - 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.
- Helvetica Neue Medium Condensed

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


Lions Clubs International
SERVICE PROJECT PLANNER

Diabetes Support Group

This project planner can help your club organize a monthly support group to help members of their community who are living with diabetes, creating an encouraging environment in which to share their experiences, learn more about their disease and plan their management.

By taking on a project like this, you're helping us achieve our strategic vision of reducing the prevalence of diabetes and improving quality of life for those diagnosed.

Start planning your event.

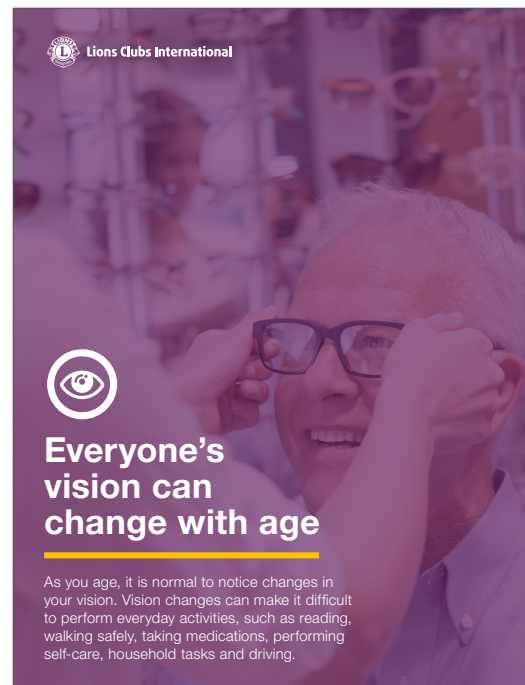
Fill in the blank fields in the form below to determine the details of your event.

What you will achieve Provides people living with diabetes with education, and a support network that creates a positive outlook on life.	Duration Monthly	Location <input type="radio"/> School or educational facility <input type="radio"/> Community recreational facility <input type="radio"/> Informal (e.g., faith-based) <input type="radio"/> Other
	Planning time 3-6 months	
	Start/end dates	

Planned participants
Select the audience you would like to serve at your event.

People we will serve: <input type="radio"/> Children <input type="radio"/> Youth <input type="radio"/> Adult <input type="radio"/> All	People who will provide service: <input type="radio"/> Local diabetes association <input type="radio"/> Local diabetes educator <input type="radio"/> Community hospital	Notes:
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Lions Clubs International
SERVICE TOOLKIT

Service Reporting Guide

Sharing your impact is important to members, to clubs and to our organization as a whole. It helps us chart our progress as an organization, tell our story to prospective partners and much more. From simple community service projects to large, comprehensive screening projects, reporting will shine a light on how—and where—local clubs are making a difference in their communities and in the world.

This guide will help Lions and Leos to become familiar with the service activity data in MyLion® by answering the following two questions:

- ✓ What is a reportable service activity? ✓ What data should be reported?



If you need additional assistance with reporting your service activity, contact your local Global Service Team representative, or the Member Support Center at mssc@lionsclubs.org.


Lions Clubs International
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Select service materials



7.0 // Brand questions

7.1 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 Dan or Chris with questions related to our visual or verbal brand.

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