

Lions International Master Brand



Talking Points

Why are we moving to Lions International as our master “umbrella” brand?

- ❖ **To better integrate our association and foundation**, we’re uniting our organizations under the Lions International brand and aligning our global causes.
- ❖ **The Lions International brand will represent both the association and foundation, not replace them.** Lions Clubs International and Lions Clubs International Foundation (LCIF) will remain separate organizations. Together, they will be referred to as “Lions International.”
- ❖ **This evolution impacts our brand, not our club model.** While the word “clubs” is not included in our master brand name, clubs remain at the center of our organization and mission as they have for more than a century. New members will continue to join a Lion or Leo club just as they always have.

What’s changing?

The addition of the Lions International brand is an evolution rather than a revolution. In other words, we’re enhancing our already established global brand as opposed to making major changes.

What remains the same?

- **Our emblem** has not changed and can continued to be used as is.
- **Our motto** “We Serve” will not change.
- **Our brand colors will continue to be our iconic blue and gold** as our primary colors. We’ll also increasingly use purple as an accent color, which is part of our Lion legacy.

What’s new?

- **Our mission statement is new.** We introduced an aligned mission statement to represent 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 services and grants that impact lives globally, and encourage peace and international understanding.
- **Our tagline is new.** We’re introducing “Serving a world in need” for use in external or public-facing messaging to quickly tell the world what we do as Lions International. This is not a replacement for our “We Serve” motto.
- **Our mission pillars are new.** We’re introducing our mission pillars to create a clear and simple way to talk about how Lions and Leos serve their communities. These pillars do not replace our global causes. These are our mission pillars:
 - *Improve health and well-being*



- *Strengthen communities*
- *Support those in need*
- **Our logo “lockup” is new.** We are introducing a logo that pairs “Lions International” with our current emblem.

Global Causes

- ❖ **Global causes will remain a focus of Lions International.** One of the best ways to show the world our association and foundation are united in our mission of service is to align our global causes. Lions International, Lions Clubs International, LCIF—and Lions around the world—will be supporting our combined global causes of childhood cancer, diabetes, disaster relief, the environment, humanitarian efforts, hunger, vision and youth.
- ❖ **Global causes are different than mission pillars.** Our global causes are specific service causes or platforms supported by Lions International. While mission pillars describe how we serve in general terms, global causes help answer the question: What causes are Lions uniting to serve around the world? To support Lions and Leos who serve these causes, we offer fully developed programs, service resources, funding opportunities and organizational support.

Timeline

- ❖ **The roll out of the Lions International brand will be gradual** over the next 2-3 years. Over time, we’ll apply the refreshed brand to new assets and adjust existing materials as needed. There is no need for Lions to take immediate action to make brand updates to their materials.

How You Can Help

- ❖ **Share information about the Lions International brand** in your clubs and districts. We’ve created a PowerPoint presentation you can download at lionsclubs.org/our-brand.
- ❖ **Promote the new brand webpage (lionsclubs.org/our-brand).** Encourage your clubs and districts to visit this page to learn more about the brand and to access resources.

Questions about the Brand

- ❖ Please send questions to lionsbrand@lionsclubs.org.