



Lions Clubs International **Leo-Lion** Brand Guidelines

How to represent the
world's premier service
organization.

Why do brand guidelines matter?

Brand guidelines help Lions Clubs International show the world who we are and what we do best. When our Leo-Lion clubs all use the same language, logos, fonts, colors and image guidelines, we create a universally recognizable face for the Leo-Lion sub-brand.

Correctly using these brand guidelines also helps us preserve our organization's Leo-Lion logos and messages, so they may continue to be used by Leo-Lions for years to come.



1.0 // Leo-Lions

1.1 Leo-Lions

About Leo-Lions

The Leo-Lion program is a unique type of membership for former Leos to become Lions. That means we must speak to both Leos and Lions in a way that exemplifies this dynamic new path to membership — echoing the Lions voice while building on the Leo identity.

tone

- The voice, style and personality of Leo-Lions will remain consistent with the approach for Lions International. However, when speaking to or about Leo-Lions, we suggest using a voice that features a more innovative tilt that exemplifies how and why Leo-Lions is a different experience than Lions. This means that headlines, sub-headlines and taglines should be more informative and explanatory in nature.

headline examples

- A new breed of Lion.
- Lion, your way.
- There's a different way to Lion.

1.2 Signatures



3-Color Signature with blue nameplate



3-Color Signature with white nameplate

The primary signature

The primary element of the Leo-Lion identity is the signature. It consists of three components — the Lions Clubs International emblem, the “Leo-Lion” nameplate and the iconic arrows.

The two signatures shown are the primary configurations. They are the preferred choice of signatures and may never be re-created or redrawn. Always use the approved electronic art, which is available on our website.



1-Color Signature - White



1-Color Signature - Blue



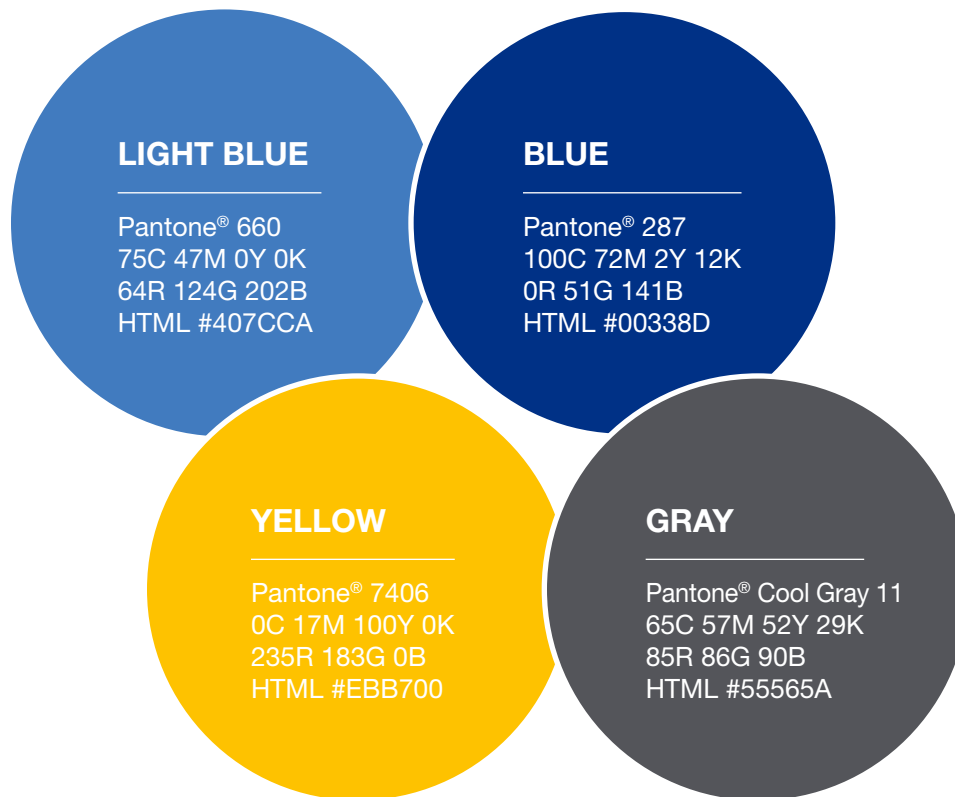
1-Color Signature - Black

Secondary signature lockups

It is recommended that the primary signature is not used over blue backgrounds. For that reason, secondary, solid-color signatures have been developed. They may be used on any color background, provided there is enough contrast for legibility.

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

1.3 Color palette



Primary color palette

The Leo-Lion primary color palette consists of blue, light blue, gray and yellow.

This limited color palette was chosen to complement the signature while maintaining distinct brand equity.

While the Leo-Lions brand primarily utilizes large areas of white space and meaningful photography, the use of this color palette will provide the energy and emphasis for which Leo-Lions identify.



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.

1.4 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 Leo-Lions communications. The different weights in this typeface allow for flexibility and creative expression in text and display.

1.5 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 and Arial have been chosen as the default typefaces for all Leo-Lion 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.

1.6 Visual expression

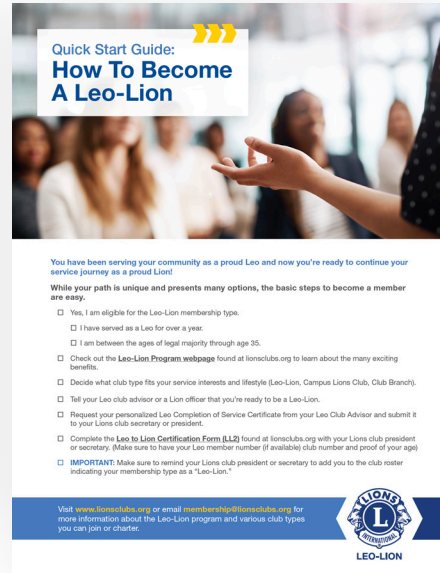
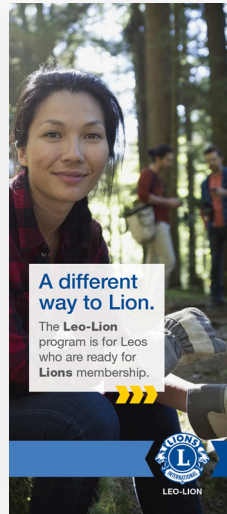


Highlighting Leo-Lions

When featuring Leo-Lions in photography, imagery should use depth of field allowing for the Leo-Lion(s) to be the focus.

Images should look natural and show Leo-Lions, Leos and Lions working together to provide support within their community. Diversity in age, gender and ethnic background should also be considered.

1.7 Visual treatments



The key visuals

The key visuals of our brand — the Leo-Lion signature, typefaces, color palettes, imagery and graphics — are essential for all Leo-Lion communications.

The techniques used above are fundamental to the overall look and feel. Use these examples as a guide when creating materials within the Leo-Lion brand.



Headlines – The use of blue along with heavier font weights ensures headlines draw attention and provide emphasis.

Graphic elements – The Leo-Lion brand utilizes a blue ribbon as its primary graphic element. Its use anchors all compositions and ensures consistency.

1.8 Aligning with brand

Aligning with brand

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