



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.

A group of diverse people, including men and women of various ages and ethnicities, are gathered outdoors in a grassy area with trees in the background. They are all wearing blue t-shirts and are smiling as they stack their hands in a circle, symbolizing teamwork and community. One man in the center has a white beard and glasses. A woman in the foreground has a blue hand logo on her sleeve. A man in the center has a lanyard with a badge that says "VOLUNTEER" and features a blue hand logo.

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



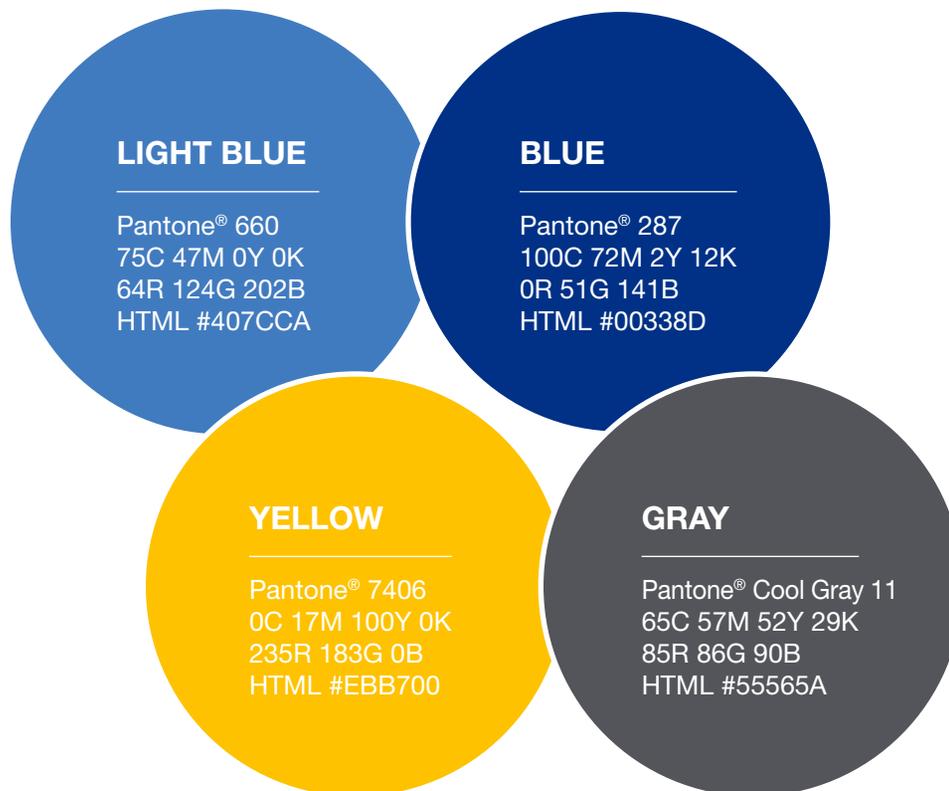
1-Color Signature - Black

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



Stay connected through service.

Become a Lion
There are many ways to serve as a Lion. Continue serving your community while further developing your leadership skills and networking with Lions around the world.

Serve as a Leo-Lion
The Leo-Lion program offers benefits and opportunities exclusively for current or former Leos who choose to continue their service journey as Lions members. All Leos who have served for more than a year and are between the age of legal majority through age 35 are eligible to become a Leo-Lion!

As a Leo, you took part in service projects that not only improved your community, but provided you with valuable leadership experience. Now you have an opportunity to expand your skills while growing personally and professionally as a Lion.

Benefits include:

- 50% discount on international dues
- Entrance or charter fee waiver
- Leo years of service credited to Lion record
- Opportunity to serve in a Leo-Lion club
- Eligible to serve as a Leo-Lion board liaison
- International service and cultural exchange scholarship opportunity
- Advanced Lions Leadership Institute (ALLI) in-person training scholarship opportunity
- LinkedIn professional networking group
- Continued connection to the Leo identity under the name "Leo-Lion"

LEO-LION



A different way to Lion.

The **Leo-Lion** program is for Leos who are ready for Lions membership.

LEO-LION



Quick Start Guide: How To Become A Leo-Lion

You have been serving your community as a proud Leo and now you're ready to continue your service journey as a proud Lion!

While your path is unique and presents many options, the basic steps to become a member are easy.

- Yes, I am eligible for the Leo-Lion membership type.
 - I have served as a Leo for over a year.
 - I am between the ages of legal majority through age 35.
- Check out the **Leo-Lion Program webpage** found at lionsclubs.org to learn about the many exciting benefits.
- Decide what club type fits your service interests and lifestyle (Leo-Lion, Campus Lions Club, Club Branch).
- Tell your Leo club advisor or a Lion officer that you're ready to be a Leo-Lion.
- Request your personalized Leo Completion of Service Certificate from your Leo Club Advisor and submit it to your Lions club secretary or president.
- Complete the **Leo to Lion Certification Form (LL2)** found at lionsclubs.org with your Lions club president or secretary. (Make sure to have your Leo member number (if available) club number and proof of your age)
- IMPORTANT:** Make sure to remind your Lions club president or secretary to add you to the club roster indicating your membership type as a "Leo-Lion."

Visit www.lionsclubs.org or email membership@lionsclubs.org for more information about the Leo-Lion program and various club types you can join or charter.

LEO-LION



Benefits

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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.