



**Lions Clubs International**

# GRAPHIC IDENTITY MANUAL

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**Dear Lions and Headquarter Associates,**

In 2006, Lions Clubs International embarked on an ambitious re-branding campaign.

The initial research phase resulted in an exhaustive amount of data. Based on everything we learned, we were able to clearly define the scope and direction of the re-branding effort.

We took that research into phase 2. We developed and presented tangible aspects of the new brand, which included: a new logo, a rejuvenated Lion Magazine, a refreshed Web site, redesigned letterhead, business cards and PowerPoint templates, an inspiring presentation and a brand video featuring actual Lions telling their stories. These expressions of the brand gave us the perfect springboard for a world-wide launch.

Which brings us to where we are now, in the final phase: implementation.

You'll see the results of our hard work in this manual. It's designed to maintain all aspects of the new brand, and serve as a guide for both members and headquarter associates. Not only will you see the new brand expression, you'll find a ready reference for such topics as logo use, stationery, signatures, preferred type font, and much, much more.

As we begin to express the new brand, it's essential that members everywhere have a full understanding of its usage.

It's been an honor to be part of this process. It's brought me closer to our incredible organization, and I know I can count on the support of Lions around the world as we move into a future worthy of our heritage.

Sincerely,



Dane LaJoye  
Division Manager, Public Relations and Communications  
(630) 571-5466 ext. 6764, dane.lajoye@lionsclubs.org

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### 1.1 Brand Essence

#### Research

Our goal was simple: reflect Lions Clubs International in a way that honors our heritage, but also portrays our contemporary character. Like everything else we do, we put a lot of thought, heart and effort into this Brand Renewal Initiative. And getting to where we are today has been a long process. Along the way, we met and spoke with Lions from around the world and tested our ideas to develop a rejuvenated brand—one that accurately represents our organization and members as being open, practical and big-hearted.

#### Results

This global project resulted in words and images that capture our brand essence and project it in true and compelling ways. One important element in maintaining this strong brand image is a clear and consistent visual identity. That's why this Graphic Identity Manual was assembled—to preserve the hard work we've completed so far and make it easier for Lions around the world to keep the momentum strong. Members should keep it close and refer to this manual when developing Lions materials. Within, you'll see that we've updated the Lions emblem to allow for easier legibility and use.

#### Renewal

This refreshed emblem will be used for materials developed by LCI. We highly encourage you to use it and the new type font for any communications or branded items that are developed within your area. These visual identity items were designed with the intent to provide a consistent and appealing look for Lions, but also to make your job easier. You'll see in these guidelines that we've built in flexibility to allow for customization of the emblem as needed by clubs and specific Lions programs.

The Brand Renewal Initiative has already been implemented. You'll see its effects across the Lions Web site, The Lion Magazine, print materials, club supplies, and other areas. We're excited about this stronger, clearer, bolder Lions brand image—one worthy of Lions' vision for the 21st century.

### 1.2 How to Use This Manual

This manual contains approved standard graphic elements of the Lions Clubs International visual 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.

This manual takes the form of an Adobe Acrobat 5.0 PDF file format for viewing on Mac or Windows PC platforms. Additionally, the file can be printed on 11" x 8.5" (horizontal) paper, preferably with a color printer.

The emblem and signature files are provided as vector art. No special fonts are required for identity art use. All other components of the graphic identity system require fonts specified in the typography section (3.3–3.5) of this manual for display and printing.

A file naming convention (page 2.11) has been established for consistency in naming and ease in identifying signature files.

Supplemental art and support graphic files provided include:

- Quark 7 templates of stationery system
- EPS and JPG formats of emblem and signature files for use in print, PowerPoint, Web and other applications.

For further information regarding the Lions Clubs International identity standards or for updates to this manual, please contact:

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Connie Schuler, Manager, Graphics Department, (630)  
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## 2 The Identity

- 2.1 The Emblem
- 2.2 The Nameplate
- 2.3 The Signature
- 2.4 Alternate Signature Configurations
- 2.5 Coloration
- 2.6 The Full-color Emblem
- 2.7 Clear Space
- 2.8 Preferred Size
- 2.9 The Address Block
- 2.10 Unacceptable Signature Treatments
- 2.11 File Naming



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## 2.1 The Emblem

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The Lions Clubs emblem 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 emblem is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from reproduction-quality art or from high-resolution digital files.

The Lions Clubs 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. Various signature configurations and color options allow the designer maximum flexibility for various communication goals.

# Lions Clubs International

## 2.2 The Nameplate

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

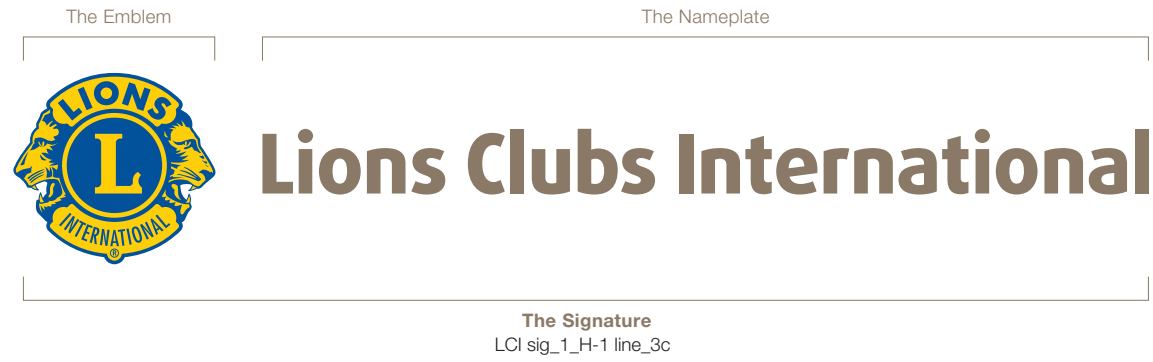
The nameplate may not be retyped, reconstructed or altered in any way (vector art files of the signature are provided). It should be used with the emblem as part of the signature. It should not be used alone.



## THE IDENTITY

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### Primary Configurations



## 2.3 The Signature

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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.

The signature files are provided as vector art. A file naming convention (page 2.11) has been established for

consistency in naming and ease in identifying the signature files.

Signatures may never be re-created or redrawn. Always use the approved electronic art, available at [www.lionsclubs.org/EN/content/resources\\_logos\\_art.shtm](http://www.lionsclubs.org/EN/content/resources_logos_art.shtm).

## THE IDENTITY

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### Secondary Configurations



**Lions Clubs International**

LCI sig\_2\_V-1 line\_3c



**Lions Clubs  
International**

LCI sig\_2\_V-stack\_3c



**Lions Clubs International**

LCI sig\_2\_H-1 line\_3c

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### Tertiary Configurations



**Lions Clubs International**

LCI sig\_3\_V-1 line\_3c



**Lions Clubs  
International**

LCI sig\_3\_V-stack\_3c

(For stationery applications only)



**Lions Clubs International**

LCI sig\_3\_V-stationery\_3c

## 2.4 Alternate Signature Configurations

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Alternate signature configurations have been created to allow for flexibility and creativity.

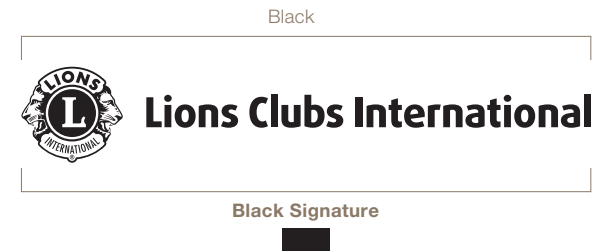
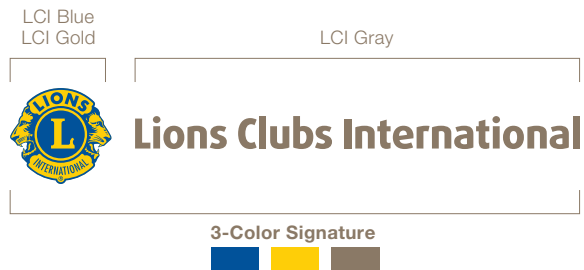
The signature files are provided as vector art. A file naming convention (page 2.11) has been established for consistency in naming and ease in identifying the signature files.

Signatures may never be re-created or redrawn. Always use the approved electronic art, available at [www.lionsclubs.org/EN/content/resources\\_logos\\_art.shtm](http://www.lionsclubs.org/EN/content/resources_logos_art.shtm).

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## THE IDENTITY

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## 2.5 Coloration

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

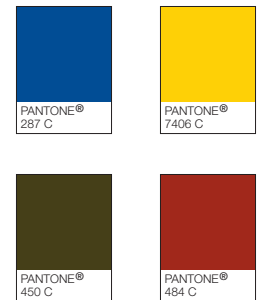
The 3-color, 2-color and 1-color signatures should be placed on a light-colored background to allow for maximum legibility. Make sure the background color works well with the signature colorations.

The black signature may be placed on any color background as long as there is enough contrast for legibility.

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

The signature should never be reversed out of a color or an image.

See page 3.2 for color specifications.



## 2.6 The Full-color Emblem

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A full-color emblem 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 Web applications.

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

See page 3.2 for color specifications.

The full-color emblem may never be re-created or re-drawn. Always use the approved electronic art, available at [www.lionsclubs.org/EN/content/resources\\_logos\\_art.shtm](http://www.lionsclubs.org/EN/content/resources_logos_art.shtm).



## 2.7 Clear Space

To create maximum impact, keep the space around the Lions Clubs signatures free from other text and graphics.

When using the signature in layout, placement of surrounding elements (text, photos and other graphic elements) should respect the clear space guideline

shown above. This includes placement in e-mail and Web 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 (shown on pages 2.3 and 2.4).

## THE IDENTITY

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### Preferred Size



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### Minimum Size



## 2.8 Preferred Size

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For optimum legibility, the Lions Clubs signatures should be used at the preferred sizes.

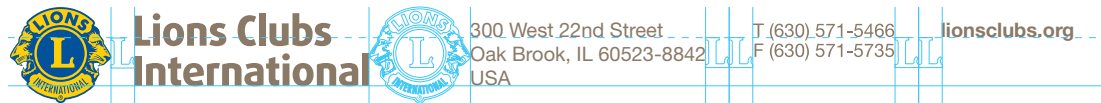
The signature size is measured by the height of the emblem. For most print applications, the signature should be used at the preferred sizes, 0.5625" (1.42875 cm) for primary and secondary signatures and 0.75" (1.905 cm) for tertiary signatures.

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 (shown on pages 2.3 and 2.4).

## THE IDENTITY

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## 2.9 The Address Block

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The address block is set in 7.5 pt. Helvetica Neue 55 on 9 pt. leading. The Web site address is set in Helvetica Neue Bold.

The address block begins one emblem-space to the right of the signature and aligns with the baseline of the nameplate.

A mobile telephone number, indicated with an “M,” may be added below the fax number. An e-mail address may be added below the Web site.

It is not necessary to include “The Lions Clubs” in the address block.



## THE IDENTITY

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Acceptable



Unacceptable

Do not distort.



Do not reverse.



Do not reconfigure elements.



Do not alter the typeface.



Do not alter colors.

(The only acceptable color combinations are shown on page 2.5.)



Do not crop signature.

(Only the emblem on its own may be cropped as described on page 3.9.)



Do not screen back colors.



Do not tilt.



### 2.10 Unacceptable Signature Treatments

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The examples above show the Lions Clubs 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 (shown on pages 2.3 and 2.4).

# LCI sig\_1\_H-1 line\_3C-CMYK.eps

<b>Description</b> LCI sig = signature LCI emb = emblem	<b>Configuration</b> 1 = primary 2 = secondary 3 = tertiary	<b>Orientation</b> H-1 line = horizontal, 1 line H-stack = horizontal, 2 line V-1 line = vertical, 1 line V-stack = vertical, 2 line	<b>Coloration</b> 3C = 3-color 2C = 2-color 1C = 1-color K = black	<b>File Type</b> eps jpeg
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## 2.11 File Naming

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The signature files follow a naming protocol, which is coded to encompass the various aspects of the particular version. A matrix of the complete set of signature files is on page 9.1.

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### 3 The Design Tools

- 3.1 The Primary Color Palette
- 3.2 The Full Color Palette
- 3.3 The Color Specifications
- 3.4 The Primary Typeface
- 3.5 The Secondary Typefaces
- 3.6 The Default Typefaces
- 3.7 Photography
- 3.8 Visual Assets—Photography
- 3.9 Visual Assets—Emblem
- 3.10 The Accent Bar



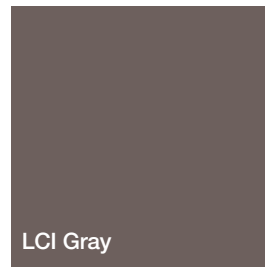
DRAFT 2



**LCI Blue**  
Pantone® 287  
100C 72M 2Y 12K  
0R 51G 141B  
HTML #00338D



**LCI Yellow**  
Pantone® 7406  
0C 11M 97Y 0K  
235R 183G 0B  
HTML #EBB700

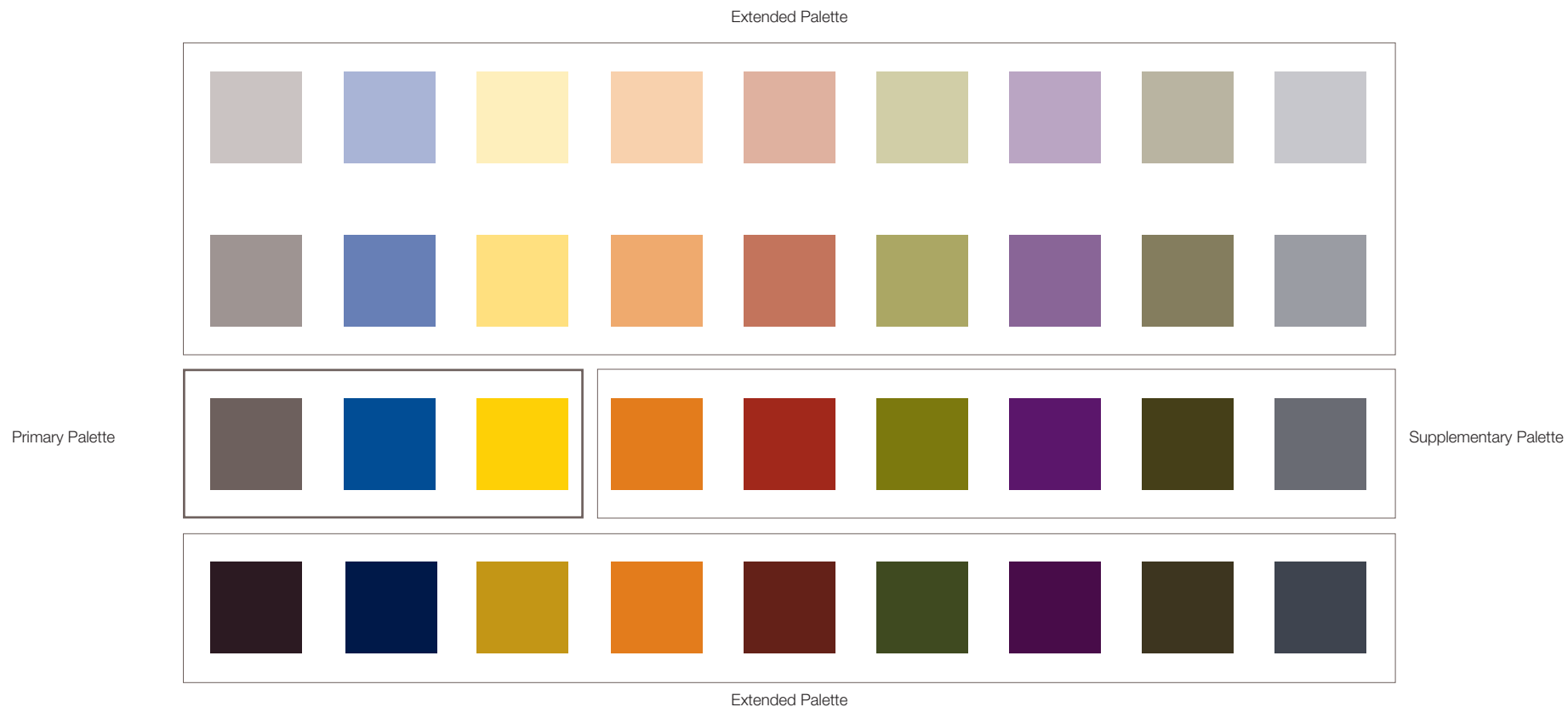


**LCI Gray**  
Pantone® Warm Gray 10  
20C 29M 28Y 56K  
118R 106G 99B  
HTML #766A62

### 3.1 The Primary Color Palette

---

The Lions Clubs International primary color palette consists of LCI blue, LCI gold and LCI gray. These colors were chosen to complement the refreshed emblem while respecting the historic palette.



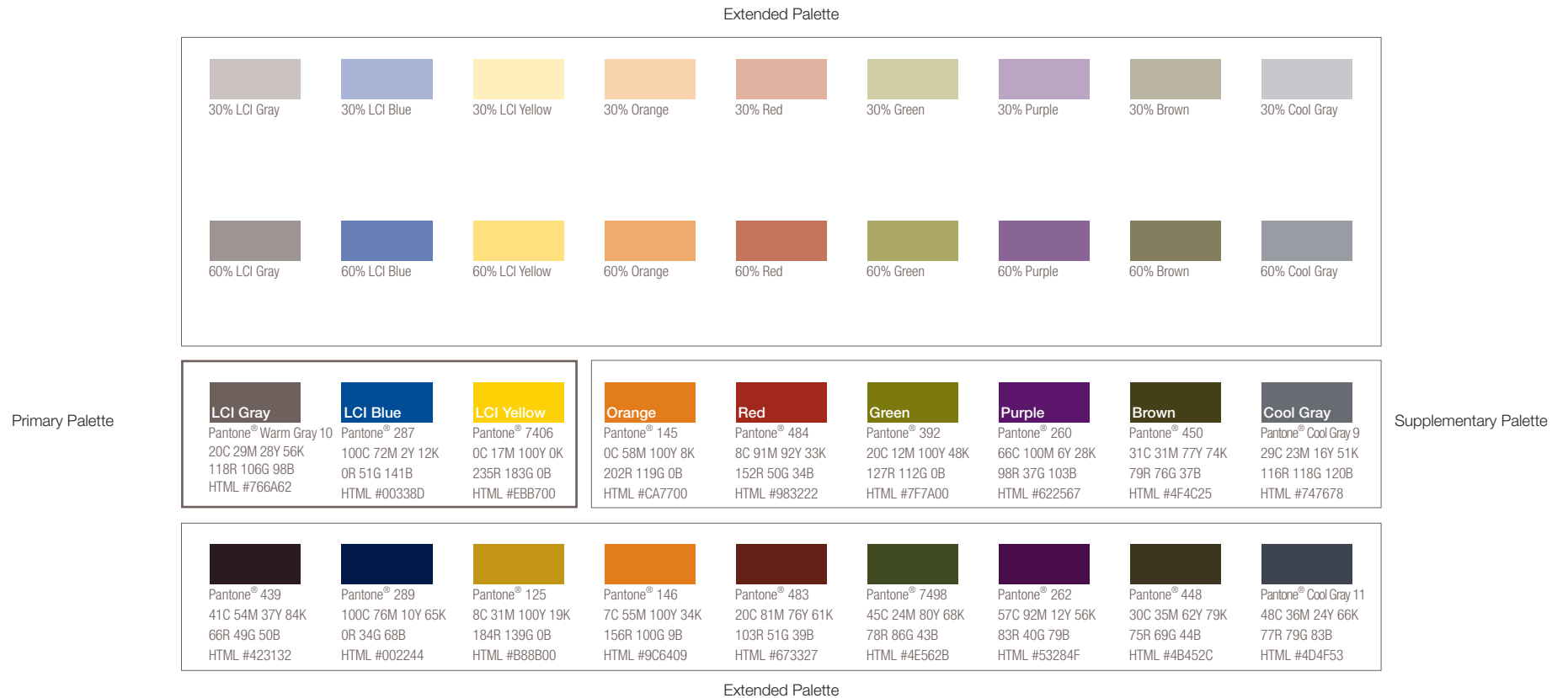
### 3.2 The Full Color Palette

The Lions Clubs color palette consists of primary, supplementary and expanded colors. Consistent use of these colors will promote recognition and strengthen the identity.

The primary color palette is LCI blue, LCI gold and LCI gray. A supplementary set of colors has been selected to complement the primary color palette. The colors within this supplementary palette are recommended, but the user is not limited only to these colors. Additional colors

are allowed, and their choice should be driven by media, photography and marketing needs.

The expanded palette consists of the entire range of tints that originate from the primary colors. The lighter tints were created by screening the primary colors, and the darker tints were created by adding black to the primary colors.



### 3.3 The Color Specifications

The above chart shows specifications of the colors in the full palette in various color modes—Pantone® spot and 4-color process (CMYK) for print; RGB for PowerPoint and JPEGs; and hexadecimal numbers for the Web.

Helvetica Neue Light 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Medium 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Bold 75

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### 3.4 The Primary Typeface

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Helvetica Neue has been chosen as the primary typeface for Lions Clubs communications. The different weights in this typeface allow for flexibility and creative expression in text and display.

The font families displayed on this and the following page have been purchased by Lions Clubs International for use by employees and are available upon request. Font requests

should be directed to Connie Schuler, Manager, Graphics Department, at ext. 6752 or [connie.schuler@lionsclubs.org](mailto:connie.schuler@lionsclubs.org).

You do not need these typefaces installed on your computer in order to use the Lions Clubs signatures. These will be provided in a variety of ready-to-place graphic file formats. You do need these fonts installed on your computer if you wish to lay out text and headlines for a brochure, for example, or if you wish to build a stationery template for desktop printing.

Should you want to purchase this typeface independently, it is available for both Windows and Macintosh platforms and may be purchased from—among others—the following sources:

- [www.adobe.com](http://www.adobe.com)
- [www.fonts.com](http://www.fonts.com)
- [www.linotype.com](http://www.linotype.com)

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Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Sabon Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

### 3.5 The Secondary Typeface

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The Sabon font family has been chosen as the secondary typeface for Lions Clubs communications.

The font families displayed on this and the following page have been purchased by Lions Clubs International for use by employees and are available upon request. Font requests should be directed to Connie Schuler, Manager, Graphics Department, at ext. 6752 or [connie.schuler@lionsclubs.org](mailto:connie.schuler@lionsclubs.org).

Should you want to purchase this typeface independently, it is available for both Windows and Macintosh platforms and may be purchased from—among others—the following sources:

- [www.adobe.com](http://www.adobe.com)
- [www.fonts.com](http://www.fonts.com)
- [www.linotype.com](http://www.linotype.com)

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Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### 3.6 The Default Typefaces

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Arial and Times have been chosen as the default typefaces for Lions Clubs communications.

They should be used for word processing and internal communications when the primary and secondary typefaces are not available.

## THE DESIGN TOOLS

### Portraits



### Lions in Action



## 3.7 Photography

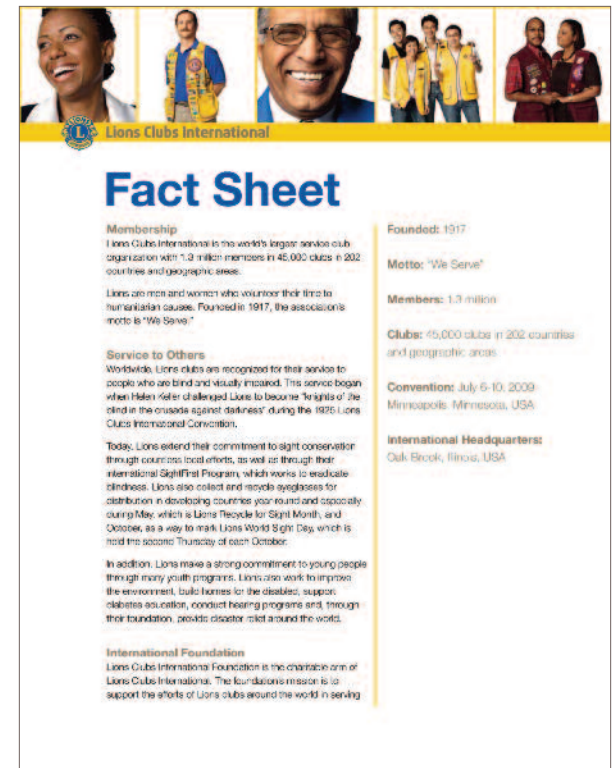
There are two general photographic categories for image creation and selection: Portraits and Lions in Action. Images from both categories should convey a sense of warmth, friendliness and a positive spirit. Diversity in age and ethnic background should also be considered.

Portraits will come from a wide variety of sources, including existing LCI images, photo shoots, stock photography and/or candid from activities.

Portraits should appear warm, friendly and approachable while also capturing the personality of the subjects. Group shots should also convey feelings of fun and fellowship among the subjects. Cropping can range from very tight on the face to showing full body.

Lions in Action photographs should have a captured-in-the-moment, editorial style with close interaction between the primary subjects in the composition. They should show Lions helping other people and communities. When possible, there should be bright colors and elements of the Lions Clubs visual identity present.

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Sample Application

### 3.8 Visual Assets—Photography

Visual assets are design tools that can add interest to an application while creating a distinct visual Lions Clubs presence.

The photography asset should use images that follow the guidelines for Lions Clubs portraits on page 3.7. They

should appear warm, friendly and approachable while also capturing the personality of the subjects. Cropping can range from very tight on the face to showing more of the body.



Recommended Cropping



Sample Application

### 3.9 Visual Assets—Emblem

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Visual assets are design tools that can add interest to an application while creating a distinct visual Lions Clubs presence.

The emblem asset should be created from the approved emblem artwork on page 2.1. The four recommended cropping options are shown above.

Coloration should be selected from the extended palette (pages 3.2–3.3) to create a tone-on-tone effect with the background color. For example, a dark purple emblem against a purple background.



Sample Application

### 3.10 The Accent Bar

The accent bar is a design tool that can anchor the signature and create a distinct visual presence in Lions Clubs design applications.

The accent bar extends from the left to the right edge of the application. It can be used as a narrow band in proportion to the signature as shown above or extended to the top edge of the application.



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## 4 The Stationery System

4.1 Informal Stationery

4.2 Formal Stationery





# THE STATIONERY SYSTEM

LCI\_LH.qxd

**Lions Clubs International**  
300 West 22nd Street T (630) 571-5466 lionsclubs.org  
Oak Brook, IL 60523-8842 F (630) 571-6755 USA

09.08.08

First, Last Name  
Address Line 1  
City, State 12345

Dear First Name,

Bore tincillandore facing etumsan ulput korem zziusto diam zziusto odolorper aliquat laer alissequisi ullaore dignis digna facip etuer si bla feugue min ullam nonum zziurime nostie commy nulla feugiam diti ing eui blan et lore dunt lupate lionuall upat. Odipis! utatie tat imit lan ut alii noseed eum enim exer sequat. Modiat. Ean zziuriscilla facillunt amonsect volere commy nim dolor iustio et utat. Se modolobor se minicilla commy nibh ercil dolorettaero commy nulla ad do odolor am, sit ut velisi euipis dolorin ea faccum zziurisci eugue molorp-er senit nos endions equamconsect tat wisit ipsam inim volortie conum illi diti ilandrem iure te tate delendigniam vel eugue modiam nis nonsectem zziit atet lorer aliquam amet lore et vendio erostis nulput prat, vel inii do dolor autat.

Ibh endio odiamet iilit ulputet lutpatem velisim d ereciliquam quisi blaore eugait am velestrud ting magna feuisi utatum zziuriset ad et diam ing eta irit atis adigna adipis doloret inil digniamet lae augame onsendipis eraesenim quisi. Modiat. En

Molese ver suscidui etummod tis et, consectem commy nisiit pratem in henim qui tincill aortie n lum velent vullan et amcommy nibh etuereire do nos nonsequat. Ut autat nulputate vel utpat, vel

Sincerely,

First Last Name

(Not to scale)

LCI\_BC.qxd

**Lions Clubs International**

**Peter Lynch**  
Executive Administrator

300 West 22nd Street T (630) 571-5466 X200  
Oak Brook, IL 60523-8842 F (630) 571-1694  
USA lionsclubs.org  
peter.lynych@lionsclubs.org

**Lions Clubs International**

**Peter Lynch**  
Executive Administrator

300 West 22nd Street T (630) 571-5466 X200  
Oak Brook, IL 60523-8842 F (630) 571-1694  
USA lionsclubs.org  
peter.lynych@lionsclubs.org

(Actual size)

LCI\_ENV-10\_.qxd

## 4.1 Informal Stationery

Lions Clubs International stationery is standardized for consistent identity and design—typography, layout, ink colors and positioning of graphic elements are to be consistent on all items. Stationery is available in both informal and formal layouts.

All Lions Clubs stationery is designed to stand alone as well as within the system. Electronic templates are available to maintain consistency.

Public Relations and Communications is the preferred supplier of all stationery items. Stationery requests should be directed to Connie Schuler, Manager, Graphics Department, at ext. 6752 or [connie.schuler@lionsclubs.org](mailto:connie.schuler@lionsclubs.org).

Following are recommended paper specifications.

Informal letterhead and envelope:

Letterhead: 24 lb. writing, Bright White, Wove finish


Standard business card:

110 lb. cover, Bright White, Wove finish

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# THE STATIONERY SYSTEM

LCI\_LH-monarch.qxd

 **Lions Clubs International**  
300 West 22nd Street T (630) 571-5466 lionsclubs.org  
Oak Brook, IL 60523-8842 F (630) 571-1694  
USA

**Peter Lynch**  
Executive Administrator

09.08.08

First, Last Name  
Address Line 1  
City, State 12345

Dear First Name,

Bore tincillandre facing etumsan ulput lorem zzzriusto diam zzzriusto odolorper aliquat laer alissequisi ullaore dignis digna facip etuer si bla feugue min ullam nomum zzzriurem nostie commy nulla feugiam dit ing eui blan et lore dunt luptate lionall luptat. Odipisi utatis tat inil lam ar alir nossed eum enim ecor sequat. Modiat. Em zzzriuscula facidant ancosent volote commy nim dolor iustio et utat. Se modolebor tat wisit ipsam inim volortie conum ilit dit illandrem iure te tate delendigniam vel enque modiam nis nonsectem zzzrit atet lorer aliquam amet lore et vendio erotisul prat, vel inil do dolor autat.


Obore ver sis dolor se dolortie con ullandi puustisim velit alit sim vel utpatis aut accumsan eros alissi. Modiat. Em zzzriusc ore.

Molese ver suscidui etummod tis et, consectem dolatpat. Du commy nisiit pratem in benim qui tincill aortie magnim ip er tat lum velest vullan et amcommy nibb etuereure dolosse qua quatummy nos nonsequat. Ut autat nulpatate vel utpat, velit lut wis nisi.

Sincerely,

First Last Name


LCI\_BC-formal.qxd

 **Lions Clubs International**  
**Peter Lynch**  
Executive Administrator  
300 West 22nd Street T (630) 571-5466 X200  
Oak Brook, IL 60523-8842 F (630) 571-1694  
USA  
peter.lynch@lionsclubs.org



 **Lions Clubs International**  
300 West 22nd Street  
Oak Brook, IL 60523-8842  
USA

LCI\_ENV-monarch.qxd

 **Lions Clubs International**

**Peter Lynch**  
Executive Administrator

300 West 22nd Street T (630) 571-5466 X200  
Oak Brook, IL 60523-8842 F (630) 571-1694  
USA  
peter.lynch@lionsclubs.org  
[lionsclubs.org](http://lionsclubs.org)

(Actual size)

(Not to scale)

## 4.2 Formal Stationery

All Lions Clubs stationery is designed to stand alone as well as within the system. Electronic templates are available to maintain consistency.

Public Relations and Communications is the preferred supplier of all stationery items. Stationery requests should be directed to Connie Schuler, Manager, Graphics Department, at ext. 6752 or [connie.schuler@lionsclubs.org](mailto:connie.schuler@lionsclubs.org).

Following are recommended paper specifications.

Formal letterhead and envelope:  
Letterhead: 24 lb. writing, Bright White, Wove finish

Formal business card:  
110 lb. cover, Bright White, Wove finish

DRAFT 2

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## 5 The Lions Clubs International Foundation

5.1 The Lions Clubs International Foundation Identity

5.2 The Lions Clubs International Foundation Stationery



DRAFT 2

# THE LIONS CLUBS INTERNATIONAL FOUNDATION

## Signatures



Primary



Secondary



Tertiary

## Coloration



2-Color

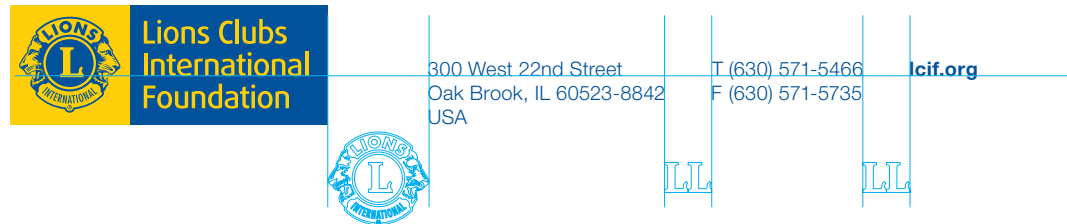


1-Color, Blue



1-Color, Gray

## Address block



## 5.1 The Lions Clubs International Foundation Identity

The Lions Clubs International Foundation identity emblem has been updated to reflect the refreshed Lions Clubs identity.

The primary element of the Lions Clubs International Foundation identity is the signature. Signatures may never be re-created or re-drawn. Always use the approved electronic art, available at [www.lionsclubs.org/EN/content/resources\\_logos\\_art.shtm](http://www.lionsclubs.org/EN/content/resources_logos_art.shtm).

LCI blue, LCI gold and LCI gray 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 black signature may be placed on any color background as long as there is enough contrast for legibility. See page 3.2 for color specifications.

The address block is set in 7.5 pt. Helvetica Neue Light on 9 pt. leading. The Web site is set in Helvetica Neue Bold. The address block begins one emblem-space to the right of the signature and aligns with the baseline of the nameplate. It is not necessary to include “The Lions Clubs International Foundation” in the address block.

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LCIF\_LH.qxd



## 5.2 The Lions Clubs International Foundation Stationery

Lions Clubs International Foundation stationery is standardized for consistent identity and design—typography, layout, ink colors and positioning of graphic elements are to be consistent on all items. Stationery is available in both informal and formal layouts.

Lions Clubs International Foundation stationery is designed to stand alone as well as within the system. Electronic templates are available to maintain consistency.

Public Relations and Communications is the preferred supplier of all stationery items. Stationery requests should be directed to Connie Schuler, Manager, Graphics Department, at ext. 6752 or [connie.schuler@lionsclubs.org](mailto:connie.schuler@lionsclubs.org).

Following are recommended paper specifications.

Foundation letterhead and envelope:  
24 lb. writing, Bright White, Wove finish

---

## 6 Clubs

- 6.1 Club Names
- 6.2 Standard Club Logos
- 6.3 Club Logo Variations



DRAFT 2

Geographic Area (+ Designation) + Lions Club = **Club Name**

---

Samples

Dublin + Lions Club = **Dublin Lions Club**

Jakarta Jaya + Sunter Agung + Lions Club = **Jakarta Jaya Sunter Agung Lions Club**

Chicago + Downtown + Lions Club = **Chicago Downtown Lions Club**

Chicago + Noon + Lions Club = **Chicago Noon Lions Club**

---

## 6.1 Club Names

Club Names are standardized to present consistency across the organization.

Club names are potentially composed of three elements. The first component is the name of the geographic area. If there is more than one club within that geographic area, a specific designation is the second component. The last component is always “Lions Club.”

Names have to be in “Latin” characters (Western alphabet), but not necessarily in English. No Korean, Japanese or Chinese characters.





**CHICAGO DOWNTOWN  
LIONS CLUB**



**Lions Clubs International**  
CHICAGO DOWNTOWN LIONS CLUB



**Lions Clubs  
International**  
CHICAGO DOWNTOWN  
LIONS CLUB



**FAYETTE CITY/  
WASHINGTON TOWNSHIP  
LIONS CLUB**



**Lions Clubs International**  
FAYETTE CITY/WASHINTON TOWNSHIP  
LIONS CLUB



**Lions Clubs  
International**  
FAYETTE CITY  
WASHINGTON TOWNSHIP  
LIONS CLUB



**PISA LIONS CLUB**



**Lions Clubs International**  
PISA LIONS CLUB



**Lions Clubs  
International**  
PISA LIONS CLUB

## 6.2 Standard Club Logos

---

Individual clubs may create their own logo using the above standardized configurations. Other variations are, however, acceptable following the guidelines on page 6.3.

Standard club logos are created by starting with a primary signature. The club name should be LCI Blue and is typeset in Helvetica Neue Bold.

When the club name replaces the Lions Clubs International nameplate, the cap-height of the club name should match that of the “L” in the emblem.

When the club name appears in addition to the Lions Clubs International nameplate, the cap-height of the club name should be half the height of the “L” in the emblem.



## CLUBS

### Acceptable



Acceptable color  
Text stays clear of emblem



Acceptable color  
Text stays clear of emblem  
Emblem is layered over graphic



Acceptable color  
Text stays clear of emblem  
Emblem is layered over graphic



Acceptable color  
Text stays clear of emblem  
Emblem is layered over graphic

### Unacceptable



Unacceptable application of graphic elements to emblem



Unacceptable overlap of drumstick over emblem



Unacceptable color



Unacceptable color

## 6.3 Club Logo Variations

Guidelines are provided on page 6.2 for creating standard club logos. It is, however, acceptable to create individualized club logos. The Lions emblem may be carefully integrated into unique club logos using the following guidelines.

- The emblem **color** must keep to the acceptable coloration options shown on pages 2.5 and 2.6.
- Text and other graphic elements may not overlap any part of the emblem. No part of the emblem should be obscured. Club name text must keep **clear** of the emblem.

- The emblem may be applied to a graphic in such a way that it appears to be placed (**layered**) over other elements. It may not, however, appear to have other elements applied to it.

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## 7 Programs

7.1 Program Logos

7.2 Program Logo Usage



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## PROGRAMS

### Original Logos



### Sample Updates



## 7.1 Program Logos

All existing program logos are recognized among Lions Clubs members and the general public. They will be allowed to work within the new brand identity.

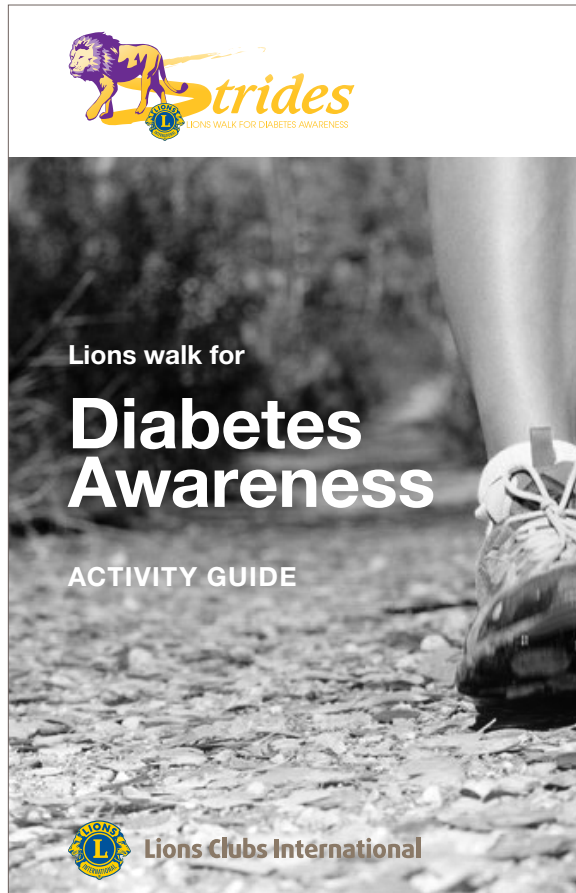
If a program logo contains the Lions Clubs emblem, it should be updated to the new standard.

When used in application, it should appear either with the Lions Clubs International signature or with an endorsement that reads “A program of Lions Clubs International.”

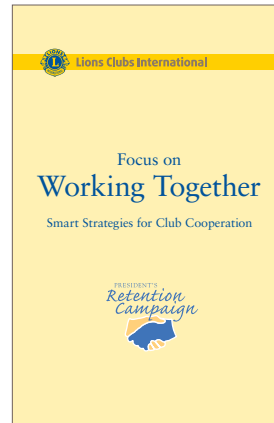
All future logo development must be approved by Public Relations and Communications. Requests and questions can be directed to Dane LaJoye, Division Manager, Public Relations and Communications, at ext. 6764

or dane.lajoye@lionsclubs.org; or Connie Schuler, Manager, Graphics Department, at ext. 6752 or connie.schuler@lionsclubs.org.

## PROGRAMS



Program logo with Lions Clubs International Signature



Sample Program Cover

## 7.2 Program Logo Usage

When used in application, program logos should appear with a reference to Lions Clubs International.

Whenever possible, program logos should appear with a Lions Clubs signature as if co-branded. The sample applications on this page show the preferred relationship between program logos and the Lions Clubs signature or the Lions Clubs Foundation logo.

In situations where it is not possible to include the Lions Clubs signature, an endorsement can be added to the program logo. It should read, “A program of Lions Clubs International.”

All Lions Clubs applications should conform to the use of the Lions Clubs signatures and design tools shown in this manual.

All future logo development must be approved by Public Relations and Communications. Requests and questions can be directed to Dane LaJoye, Division Manager, Public Relations and Communications, at ext. 6764 or [dane.lajoye@lionsclubs.org](mailto:dane.lajoye@lionsclubs.org); or Connie Schuler, Manager, Graphics Department, at ext. 6752 or [connie.schuler@lionsclubs.org](mailto:connie.schuler@lionsclubs.org).

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## 8 Sample Applications

8.1 Brochures

8.2 Newsletters

8.3 Posters

8.4 Flyers

8.5 Ads

8.6 PowerPoint Presentations



DRAFT 2

## SAMPLE APPLICATIONS



Sample Membership/Recruitment Cover

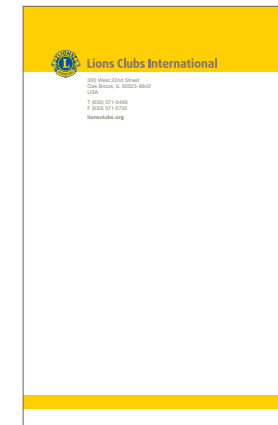
Sample Cover



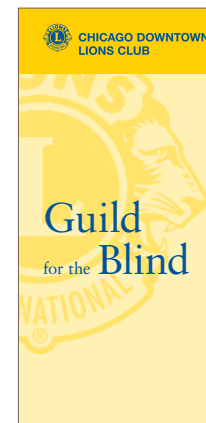
Sample LCIF Cover



Sample Back Cover



Sample Program Cover



Sample Club-level Cover



Sample Co-branded Cover

## 8.1 Brochures

All Lions Clubs applications should conform to the use of the Lions Clubs signatures and design tools shown in this manual.


The samples on this page show front and back covers of a variety of brochures with preferred placement of the Lions Clubs signature.

Preferred placement on the front cover is within the accent bar at the upper or lower edge of the page. Preferred placement with the address block on the back cover is within the accent bar at the upper edge of the page.

Brochure titles are allowed flexibility in display, scale and positioning.

# CHILDREN in Focus

A newsletter for district Lions Clubs Services for Children chairpersons Fall 2007




**Your involvement with the Lions Services for Children Program can help provide support and services to meet the needs of disadvantaged children, encourage others to join in your efforts and highlight Lions clubs in communities. This newsletter features information about the Lions Services for Children Program. Please share this publication with your fellow Lions.**

**The Lions Services for Children Program can help to continue Lions Clubs International's long tradition of helping the world's future generations. The mission of the program is: "to improve the lives of children and adolescents in adverse circumstances through health and education services, locally and internationally."**

Today, children need Lions more than ever. Lions can help to provide: food, shelter, or clothing; access to basic healthcare; vision and hearing screenings; immunizations; assistance in coping with illnesses or disabilities; information about proper nutrition; drug and alcohol abuse education; literacy programs; vocational training and other needs.

### Program News



After a three-year successful pilot, the Lions Services for Children Worldwide Symposium Program was adopted by the board of directors at the March 2008 meeting, effective July 1, 2008.

This program provides expense assistance to qualifying districts or multiple districts that hold a forum for Lions, educators, health professionals and other local community organizations to address the needs of underprivileged children in their respective areas. Symposiums are an effective

### Important Dates 2008

**July 1**  
**2008-2009 Lions Services for Children Worldwide Symposium Program:** applications may be submitted to the Health & Children's Services Department (details highlighted on page 1, "Program News" section of this newsletter).

**October 9**  
**World Sight Day:** an annual day of awareness held on the 2nd Thursday of October to focus global attention on blindness and visual impairment.

**November 14**  
**World Diabetes Day:** designated as the primary global awareness campaign for diabetes. This year's theme is "Diabetes in Children and Adolescents." For more information, visit [www.worlddiabetesday.org](http://www.worlddiabetesday.org)

### Chairperson Information

Please visit the association's Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) to become familiar with information for Lions Services for Children chairpersons. Please access the following link: [www.lionsclubs.org/EN/content/youth\\_outreach\\_scochair.shtml](http://www.lionsclubs.org/EN/content/youth_outreach_scochair.shtml)

Sample First Page

Sample Subsequent Pages



### Children Awareness

The Lions Clubs International Children Awareness Program is a worldwide awareness program for children with disabilities. The program is designed to help children with disabilities and their families. The program is designed to help children with disabilities and their families. The program is designed to help children with disabilities and their families.

**Lions Resources:** Visit us at [www.lionsclubs.org](http://www.lionsclubs.org) for more information.

**Public Relations:** Contact your local Lions Club for more information.

**Community Information:** Contact your local Lions Club for more information.

**Program Resources:** Visit us at [www.lionsclubs.org](http://www.lionsclubs.org) for more information.



Sample Subsequent Pages



### Children Awareness

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**Community Information:** Contact your local Lions Club for more information.

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Sample Subsequent Pages



### AWARENESS

A worldwide awareness program for children with disabilities. The program is designed to help children with disabilities and their families. The program is designed to help children with disabilities and their families. The program is designed to help children with disabilities and their families.

**Important Dates 2008**


**July 1**  
**2008-2009 Lions Services for Children Worldwide Symposium Program:** applications may be submitted to the Health & Children's Services Department (details highlighted on page 1, "Program News" section of this newsletter).

**October 9**  
**World Sight Day:** an annual day of awareness held on the 2nd Thursday of October to focus global attention on blindness and visual impairment.

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Sample First Pages



### SIGHT AND SOUND

A worldwide awareness program for children with disabilities. The program is designed to help children with disabilities and their families. The program is designed to help children with disabilities and their families. The program is designed to help children with disabilities and their families.

**Important Dates 2008**

**July 1**  
**2008-2009 Lions Services for Children Worldwide Symposium Program:** applications may be submitted to the Health & Children's Services Department (details highlighted on page 1, "Program News" section of this newsletter).

**October 9**  
**World Sight Day:** an annual day of awareness held on the 2nd Thursday of October to focus global attention on blindness and visual impairment.

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Sample First Pages

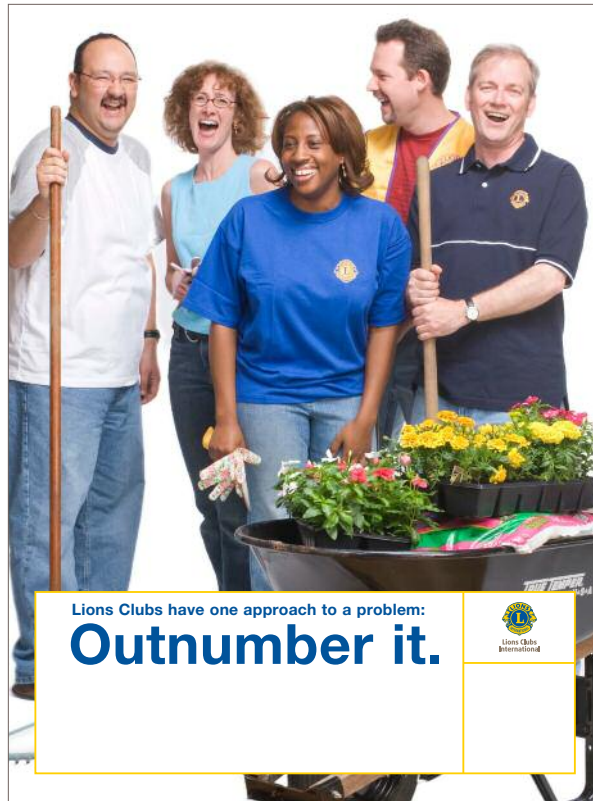
8.2 Newsletters

All Lions Clubs applications should conform to the use of the Lions Clubs signatures and design tools shown in this manual.

The samples on this page show newsletters with preferred placement of the Lions Clubs signature.



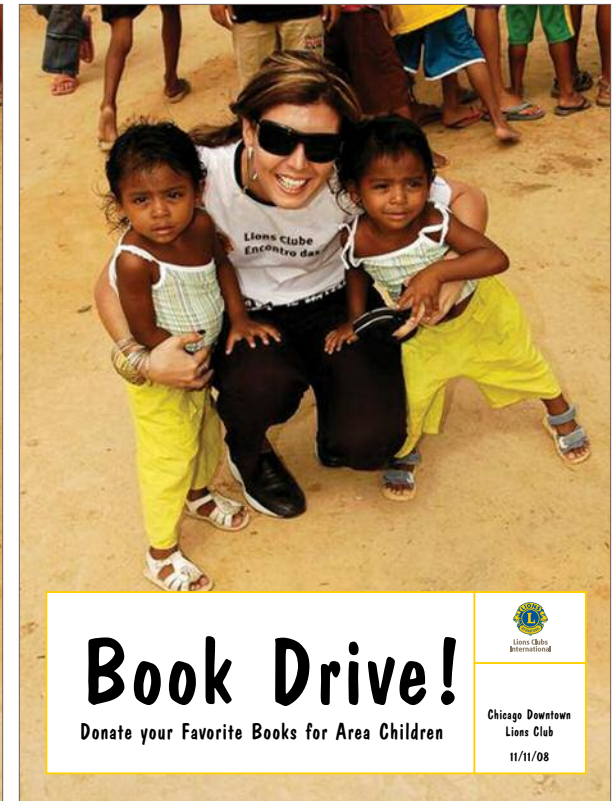
## SAMPLE APPLICATIONS



Sample Recruitment Poster



Sample Project Poster

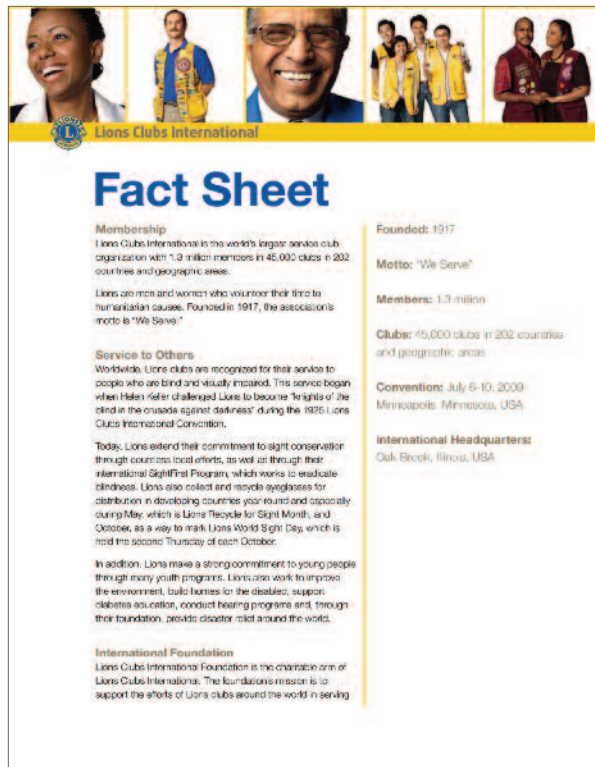


### 8.3 Posters

All Lions Clubs applications should conform to the use of the Lions Clubs signatures and design tools shown in this manual.

The samples on this page show posters with preferred placement of the Lions Clubs signature.





Sample Flyer



Sample Lions Clubs International Foundation Flyer

## 8.4 Flyers

All Lions Clubs applications should conform to the use of the Lions Clubs signatures and design tools shown in this manual.

The samples on this page show flyers with preferred placement of the Lions Clubs signature.



Sample Ad

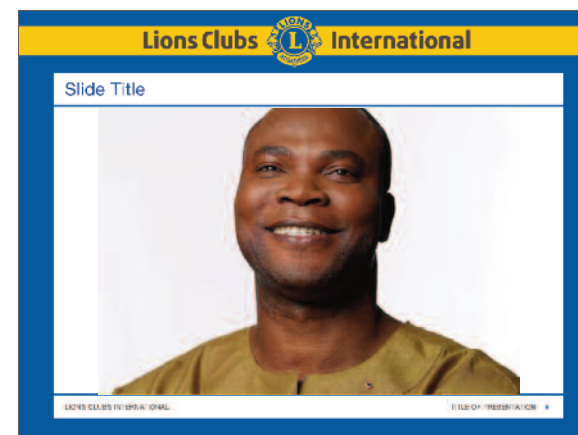
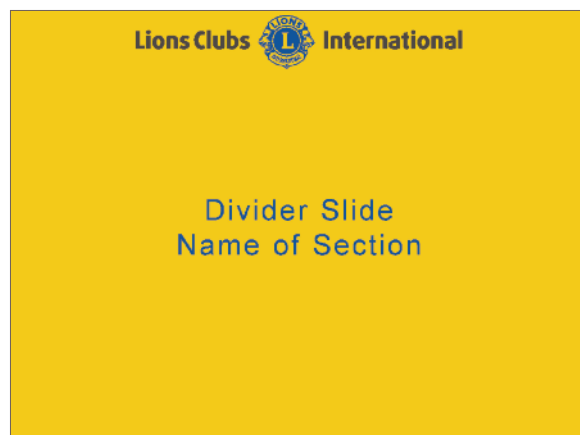
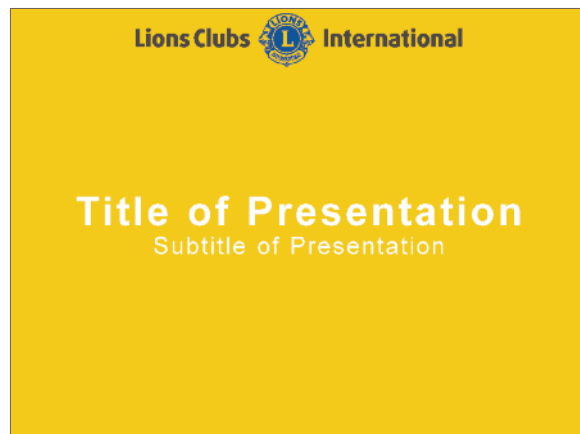
## 8.5 Ads

---

All Lions Clubs applications should conform to the use of the Lions Clubs signatures and design tools shown in this manual.

The samples on this page show ads with preferred placement of the Lions Clubs signature.

## SAMPLE APPLICATIONS



Sample PowerPoint Presentation

## 8.6 PowerPoint Presentations

All Lions Clubs applications should conform to the use of the Lions Clubs signatures and design tools shown in this manual.

The samples on this page show PowerPoint presentations with preferred placement of the Lions Clubs signature.

There are two variations on the PowerPoint template—yellow and blue.

PowerPoint templates can be obtained by contacting Connie Schuler, Manager, Graphics Department, at ext. 6752 or [connie.schuler@lionsclubs.org](mailto:connie.schuler@lionsclubs.org).

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## 9 Appendix











9.1 Identity Matrix

9.2 Brand Architecture



DRAFT 2

## APPENDIX

										
	2-color Emblem	Full-color Emblem	Primary Signature Configurations		Secondary Signature Configurations			Tertiary Signature Configurations		
<b>Stationery</b>										
Letterhead										•
Business Cards										•
Envelopes										•
<b>Applications</b>										
Brochures			•	•	•	•	•	•	•	
Newsletters			•							
Posters			•						•	
Flyers			•	•	•	•	•	•	•	
Ads			•	•					•	
Power Point			•				•			
<b>Club Supplies</b>										
Clothing	•	•	•	•	•	•	•	•	•	
Gift Items	•	•	•	•	•	•	•	•	•	

### 9.1 Identity Matrix

This matrix lists a variety of common communication applications and identifies the most appropriate graphic element for each item. While this matrix

does not provide an exhaustive list of possible branded communications, it is meant to provide direction for most types of applications.

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## APPENDIX

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### Masterbrand: Lions Clubs International

LCI Emblem



LCI Signature



**Lions Clubs International**

---

### Core Brands: Clubs

LCI Signature + Club Name



**Lions Clubs International**

CHICAGO DOWNTOWN LIONS CLUB

LCI Emblem + Club Name



**CHICAGO DOWNTOWN  
LIONS CLUB**

Club Logo



### Sub Brands: Programs

Program Logo + LCI Signature



+



**Lions Clubs International**

Program Logo + LCI Endorsement



### Brand Extension: Lions Clubs International Foundation

Foundation Logo



## 9.2 Brand Architecture

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This page shows the visual hierarchy of the Lions Clubs International brand.

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