



Brand

Advance

Marketing made easy.



Brand
Advance

Welcome!

*Welcome and
congratulations.*

You are one step closer to
achieving your marketing goals.



What is Brand Advance?

Brand Advance is an initiative of the Lions Marketing Division. The goal is simple — supporting districts and clubs with marketing solutions to help them reach their marketing objectives.

Whether it's promoting a service event, networking with prospective members, or celebrating your success with the world, Brand Advance has something to simplify and enhance your efforts.

Contents – The toolkit

The Brand Advance kit is a collection of tools developed to help guide and inspire your marketing efforts.

Guide

- Brand guidelines
- Brand resources
(brand presentations, best practices, FAQs, etc.)

Inspire

- Brand assets
(logos, icons, image library, etc.)
- Brand templates
(advertising, social, print)

Contents – Brand guidelines

Our brand guidelines are a set of approved standards that protect the visual and verbal identity of Lions International.

We have developed these standards, and with the help of Lions and Leos around the world, we uphold these standards to ensure the integrity and positive perception of our organization and foundation.

Please use and adhere to these guidelines, which are fundamental yet flexible enough to allow for individual expression.



Contents – Brand resources

Brand resources are other helpful items to help guide your marketing efforts. These resources have been designed to provide insight into the organization/foundation as well as offer insights into the basic marketing activities.

These resources can include items such as presentations (brand and social), tip and tricks, how-to guides, checklists, best practices or FAQs.

* Resources can be found in the “Brand Resources” folder as well as throughout the Brand Advance kit in folders labeled “Resources.”

Contents – Brand assets

If you think of brand guidelines and brand resources as the instructions of our brand, then brand assets are the building blocks. These are the assets that are used to create marketing pieces. They can be written, verbal or visual.

Written and verbal assets may include facts, stories or summaries to help as you refer to the organization or foundation and their programs and initiatives.

Visual assets are logos, icons, colors, photos – anything that can be used to graphically create a marketing pieces.



Contents – Brand templates

Brand templates make it easy to create your own marketing materials! These are pre-designed templates, meaning most of the work has been done for you. We have developed some of the most common marketing items that districts or clubs request.

These templates are customizable, which means you can adjust them to resonate better with your audience, region and community. Make them yours by using your language, your photos and your words.



Brand
Advance

Simply organized

The Brand Advance folders are organized by categories for your convenience.

01 Brand guidelines

Global Lions brand and others

02 Brand resources

Brand presentations and more

03 Brand assets

Graphics and logos: Logos, icons and other graphic elements

Writing and messaging: Facts, stories and summaries

Photography: Image library

04 Brand Templates

Print materials: Branded templates

Social media: Ready-to-use kits

Presentations: Branded PowerPoint templates

Video: Branded videos clips

Advertising: Branded templates

So, why?

So, why use this toolkit?

Aside from being easy to use, it's professionally written and designed, free — and best of all — most of the work has already been done for you. It's also consistent with Lions Clubs International's look and feel, which is very important for maintaining the brand equity we've built over the last century.





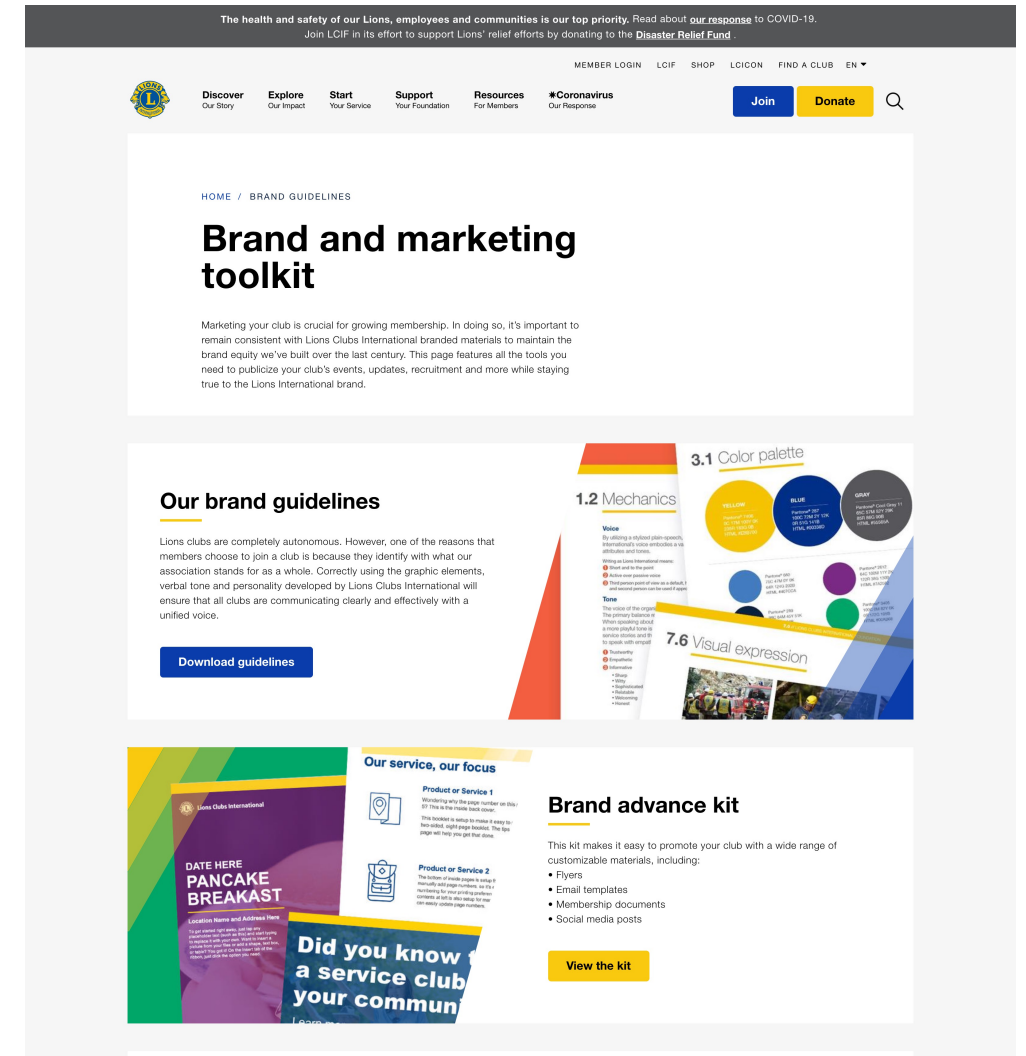
Brand
Advance

Where can I find this?

Where can I find this?

The Brand Advance toolkit can be found on our brand guidelines [webpage](https://www.lionsclubs.org/en/brand).

<https://www.lionsclubs.org/en/brand>





Brand / *Advance*

Thank you.

Having a unified brand creates a consistent identity for Lions and Lions International at both the local and global levels.

If you have questions about the contents of the brand guidelines or branding questions in general, contact us at lionsbrand@lionsclubs.org.