Lions Clubs International

GRAPHIC IDENTITY MANUAL

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

CONTENTS

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.

2   The Identity

2.1 The Emblem

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

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.

Primary Configurations

Preferred size 0.5" (1.27 cm)

The Emblem | The Nameplate

Lions Clubs International

The Signature
LCI sig_1_H-1 line_3c

The Emblem | The Nameplate

Lions Clubs International

The Signature
LCI sig_1_H-2 line_3c
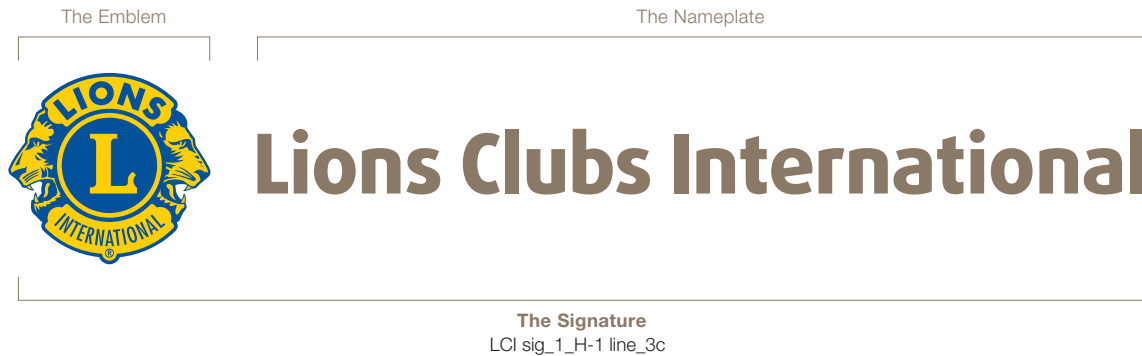
2.3 The Signature

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/member-center/resources/logos-and-art/index.php

Secondary Configurations

Preferred size 0.5" (1.27 cm)

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

Tertiary Configurations

Preferred size .75" (1.905 cm)

Lions Clubs International

LCI sig_3_V-1 line_3c

Lions Clubs International

LCI sig_3_V-stack_3c

(For stationery applications only)

Preferred size .565"

Lions Clubs International

LCI sig_3_V-stationery_3c

2.4 Alternate Signature Configurations

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/member-center/resources/logos-and-art/index.php

LCI Blue
LCI Gold

LCI Gray

Lions Clubs International

3-Color Signature

LCI Blue

Lions Clubs International

1-Color Signature

LCI Blue
LCI Gold

LCI Blue

Lions Clubs International

2-Color Signature

Black

Lions Clubs International

Black Signature
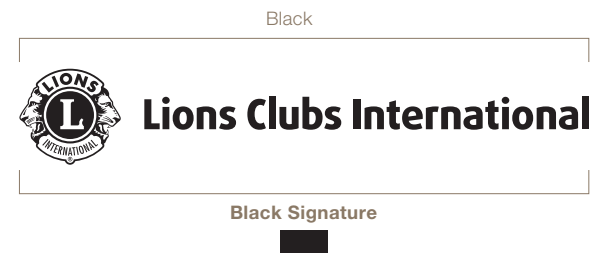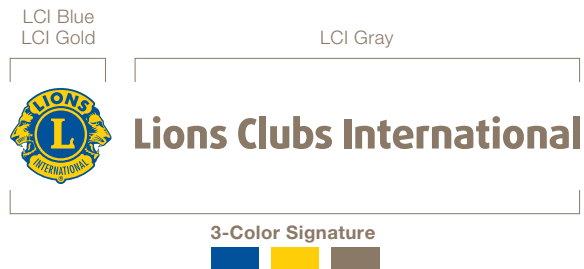
2.5 Coloration

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.

PANTONE®
287 C

PANTONE®
7406 C

PANTONE®
450 C

PANTONE®
484 C
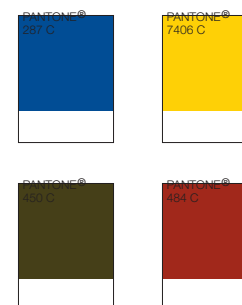
2.6 The Full-color Emblem

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.

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).

Preferred Size
0.5625" (1.27 cm)

0.5625"
(1.42875 cm)

Lions Clubs International

Lions Clubs International

0.75"
(1.905 cm)

Lions Clubs
International

Lions Clubs International

Minimum Size
0.375" (.9525 cm)

0.375"
(0.9525 cm)

Lions Clubs International

Lions Clubs International

2.8 Preferred Size

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).

Lions Clubs International

300 West 22nd Street
Oak Brook, IL 60523-8842
USA

T (630) 571-5466
F (630) 571-5735

lionsclubs.org

Lions Clubs
International

300 West 22nd Street
Oak Brook, IL 60523-8842
USA

T (630) 571-5466
F (630) 571-5735

lionsclubs.org

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International

300 West 22nd Street
Oak Brook, IL 60523-8842
USA

T (630) 571-5466
F (630) 571-5735

lionsclubs.org

2.9 The Address Block

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.

Acceptable

 Lions Clubs International

Unacceptable

Do not distort.

 Lions Clubs International

Do not reverse.

 Lions Clubs International

Do not reconfigure elements.

 Lions Clubs International

Do not alter the typeface.

 Lions Clubs International

Do not alter colors.
(The only acceptable color combinations are shown on page 2.5.)

 Lions Clubs International

Do not crop signature.
(Only the emblem on its own may be cropped as described on page 3.9.)

 Lions Clubs International

Do not screen back colors.

 Lions Clubs International

Do not tilt.

 Lions Clubs International

2.10 Unacceptable Signature Treatments

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

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

2.11   File Naming

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.

3 The Design Tools

LCI Blue

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

LCI Yellow

Pantone® 7406
0C 17M 100Y 0K
235R 183G 0B
HTML #EBB700
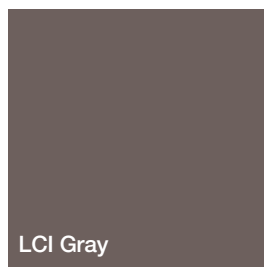
LCI Gray

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.

Extended Palette

Primary Palette

Supplementary Palette

Extended Palette
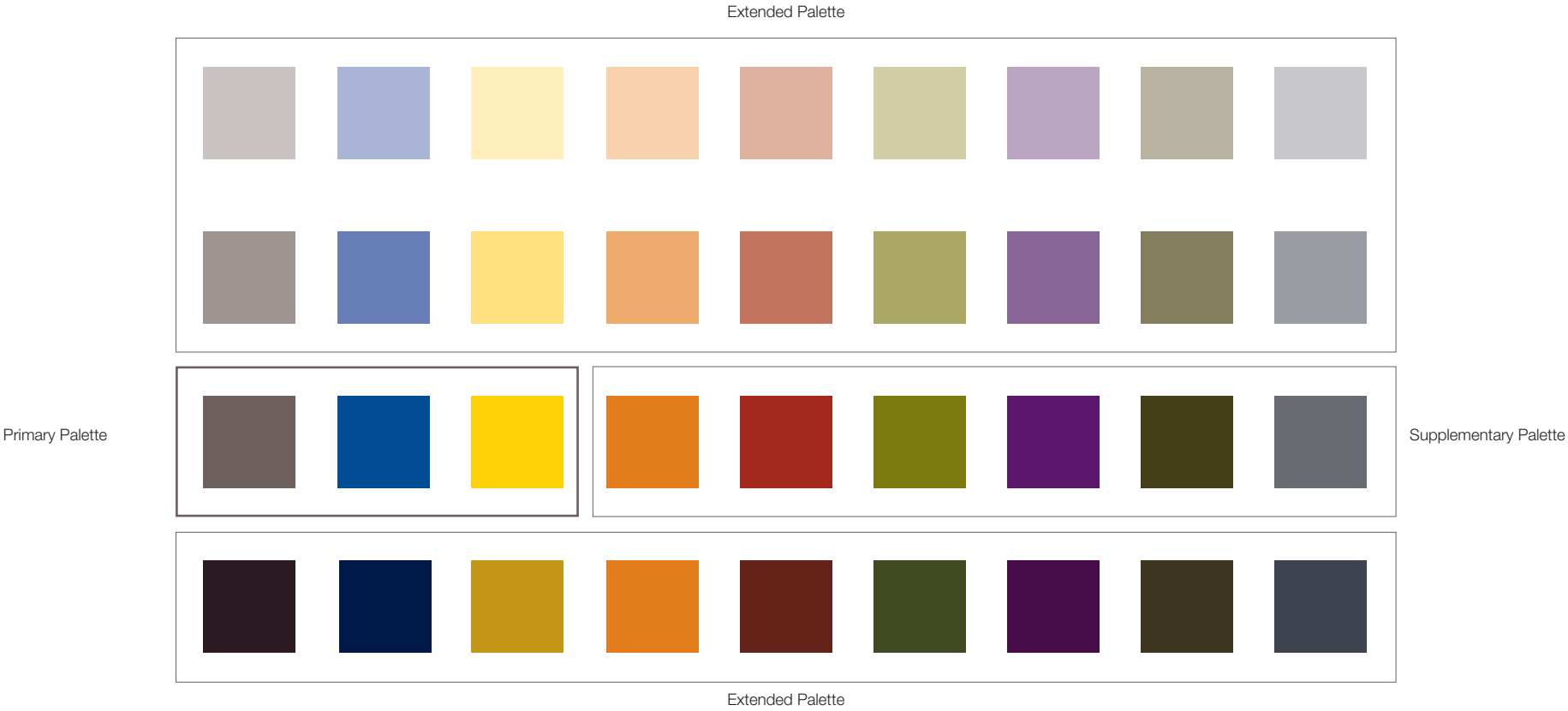
3.2 The Full Color Palette

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.

Extended Palette

30% LCI Gray	30% LCI Blue	30% LCI Yellow	30% Orange	30% Red	30% Green	30% Purple	30% Brown	30% Cool Gray
60% LCI Gray	60% LCI Blue	60% LCI Yellow	60% Orange	60% Red	60% Green	60% Purple	60% Brown	60% Cool Gray

Primary Palette

LCI Gray	LCI Blue	LCI Yellow
Pantone® Warm Gray 10	Pantone® 287	Pantone® 7406
20C 29M 28Y 56K	100C 72M 2Y 12K	0C 17M 100Y 0K
118R 106G 98B	0R 51G 141B	235R 183G 0B
HTML #766A62	HTML #00338D	HTML #EBB700

Supplementary Palette

Orange	Red	Green	Purple	Brown	Cool Gray
Pantone® 145	Pantone® 484	Pantone® 392	Pantone® 260	Pantone® 450	Pantone® Cool Gray 9
0C 58M 100Y 8K	8C 91M 92Y 33K	20C 12M 100Y 48K	66C 100M 6Y 28K	31C 31M 77Y 74K	29C 23M 16Y 51K
202R 119G 0B	152R 50G 34B	127R 112G 0B	98R 37G 103B	79R 76G 37B	116R 118G 120B
HTML #CA7700	HTML #983222	HTML #7F7A00	HTML #622567	HTML #4F4C25	HTML #747678

Pantone® 439	Pantone® 289	Pantone® 125	Pantone® 146	Pantone® 483	Pantone® 7498	Pantone® 262	Pantone® 448	Pantone® Cool Gray 11
41C 54M 37Y 84K	100C 76M 10Y 65K	8C 31M 100Y 19K	7C 55M 100Y 34K	20C 81M 76Y 61K	45C 24M 80Y 68K	57C 92M 12Y 56K	30C 35M 62Y 79K	48C 36M 24Y 66K
66R 49G 50B	0R 34G 68B	184R 139G 0B	156R 100G 9B	103R 51G 39B	78R 86G 43B	83R 40G 79B	75R 69G 44B	77R 79G 83B
HTML #423132	HTML #002244	HTML #B88B00	HTML #9C6409	HTML #673327	HTML #4E562B	HTML #53284F	HTML #4B452C	HTML #4D4F53

Extended Palette

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

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.

Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

3.5 The Secondary Typeface

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

Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Times

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

3.6 The Default Typefaces

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.

Portraits

Lions in Action
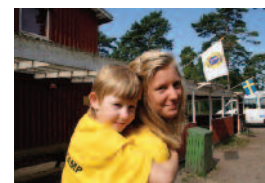
3.7 Photography

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.

Photographs will come from a wide variety of sources, including existing LCI images, photo shoots, stock photography and/or candids 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.
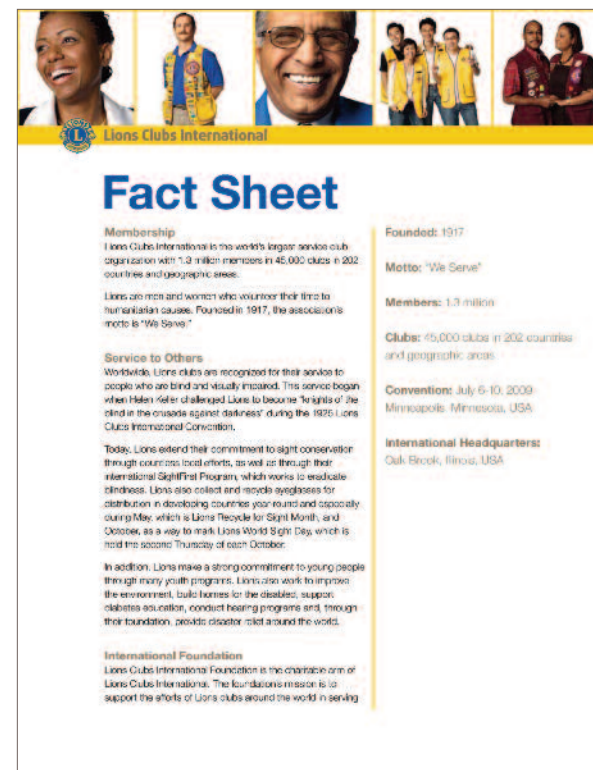
Sample Application

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

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.

Lions Clubs International

Lions Clubs International

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.

4   The Stationery System

4.1   Informal Stationery

4.2   Formal Stationery

LCI_LH.qxd

LCI_BC.qxd

LCI_ENV-10.qxd

(Not to scale)

(Actual size)
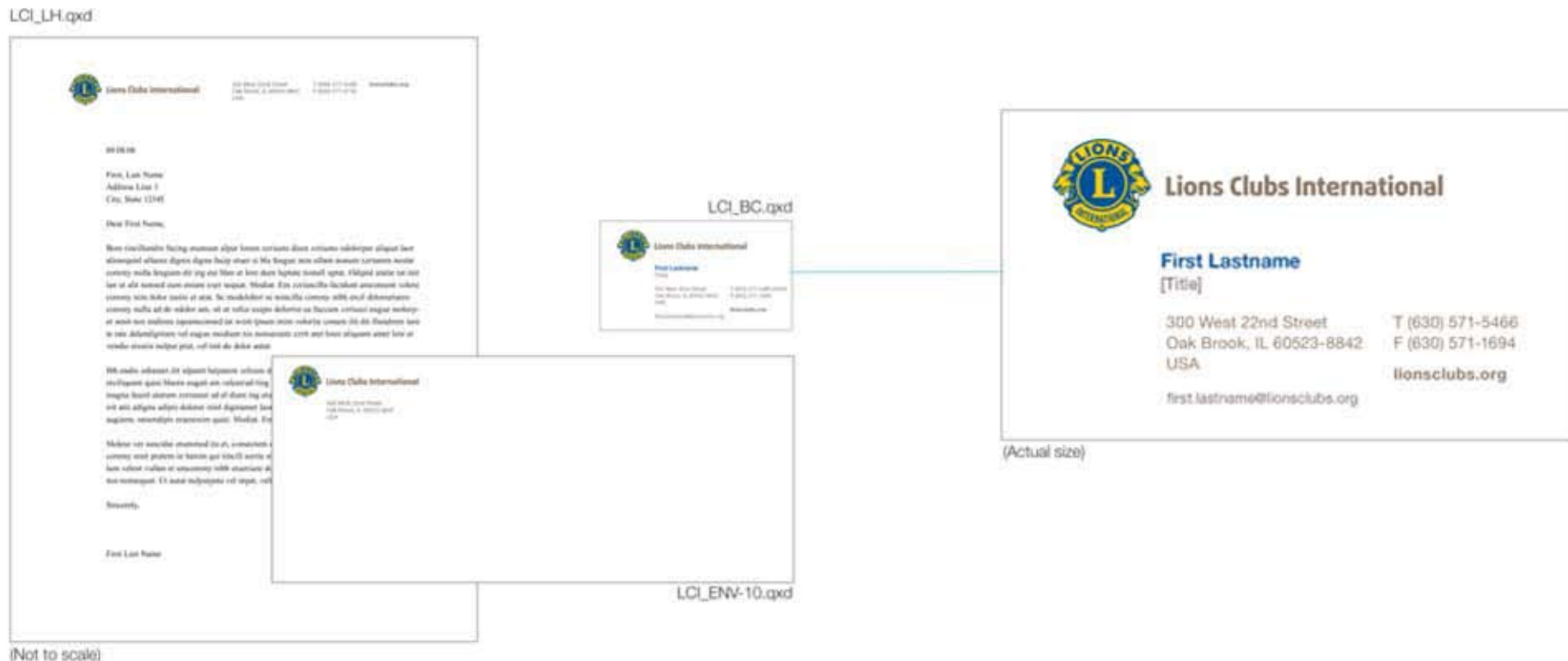
4.1 Informal Stationery

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.

LCI_LH-monarch.qxd

LCI_BC-formal.qxd

LCI_ENV-monarch.qxd

(Not to scale)

Lions Clubs International

First Lastname
[Title]

300 West 22nd Street   T (630) 571-5466
Oak Brook, IL 60523-8842   F (630) 571-1694
USA

lionsclubs.org

first.lastname@lionsclubs.org

(Actual size)

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.

5 The Lions Clubs International Foundation

5.1   The Lions Clubs International Foundation Identity

5.2   The Lions Clubs International Foundation Stationery

Signatures

Primary

Secondary

Tertiary

Coloration

2-Color

1-Color, Blue

1-Color, Gray

Address block

300 West 22nd Street
Oak Brook, IL 60523-8842
USA

T (630) 571-5466
F (630) 571-5735

lcif.org
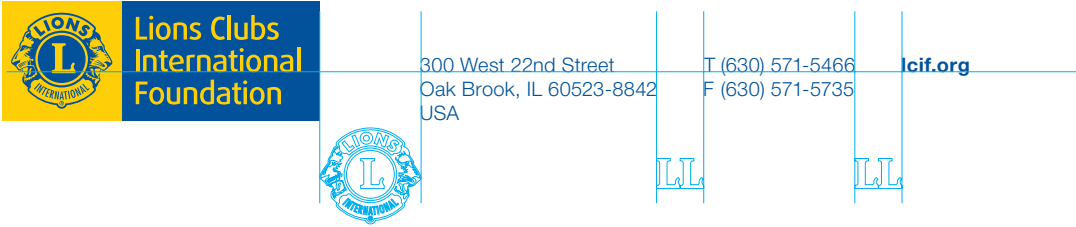
5.1 The Lions Clubs International Foundation Identity

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.

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.

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.

6   Clubs

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.

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.

7   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."
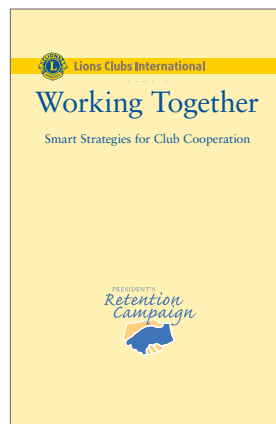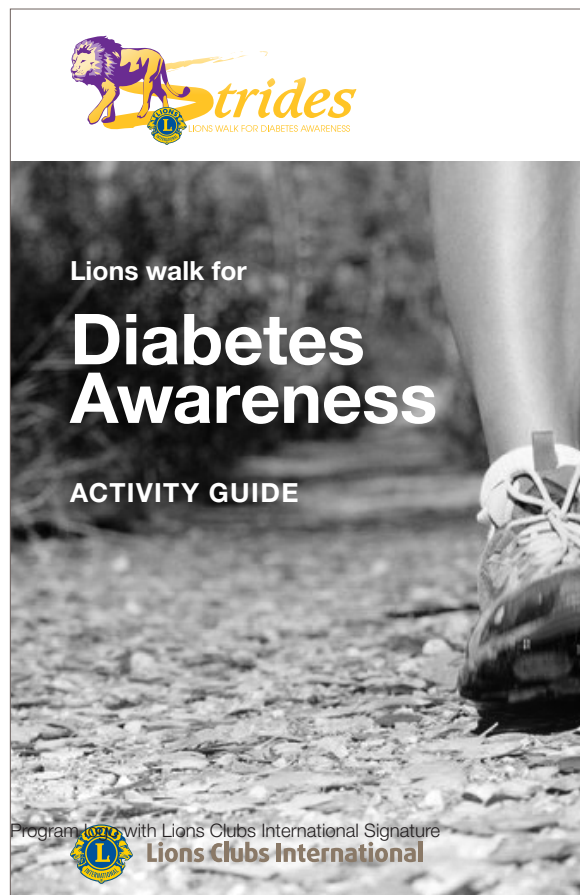
Strides
LIONS WALK FOR DIABETES AWARENESS

Lions walk for

Diabetes Awareness

ACTIVITY GUIDE

Program logo with Lions Clubs International Signature

Lions Clubs International

Lions Clubs International

Working Together

Smart Strategies for Club Cooperation

PRESIDENT'S
Retention
Campaign

SIGHTFIRST

Bringing Sight
to Millions Worldwide

Lions Clubs International Foundation

Strides
LIONS WALK FOR DIABETES AWARENESS

A program of Lions Clubs International

PRESIDENT'S
Retention
Campaign

A program of Lions Clubs International

SIGHTFIRST

Sample Program Cover

A program of
Lions Clubs International Foundation

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."

8 Sample Applications

Sample Membership/Recruitment Cover

Sample Cover

Sample LCIF Cover

Sample Back Cover
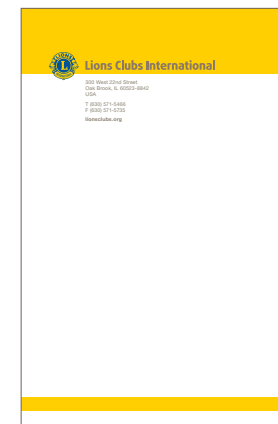
Sample Program Cover
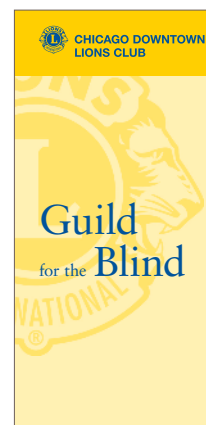
Sample Club-level Cover

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.
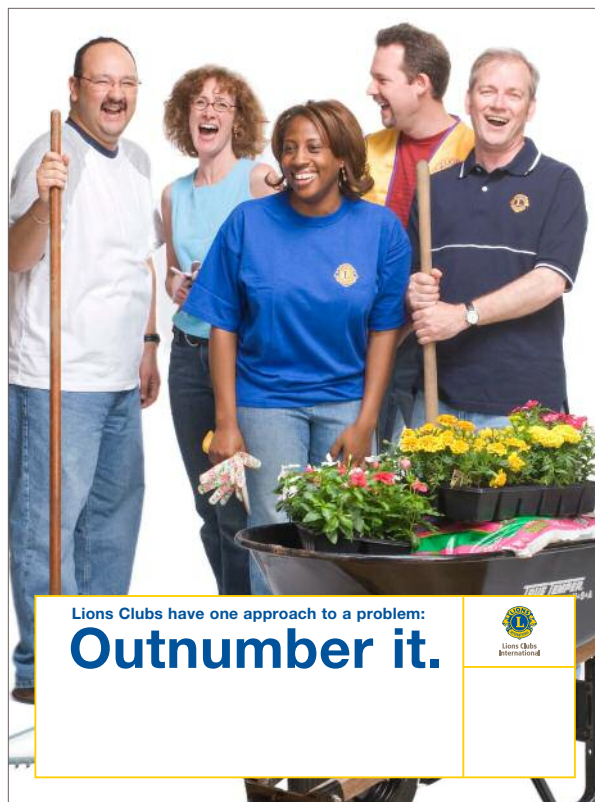
Sample Subsequent Pages

Sample First Page

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 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.

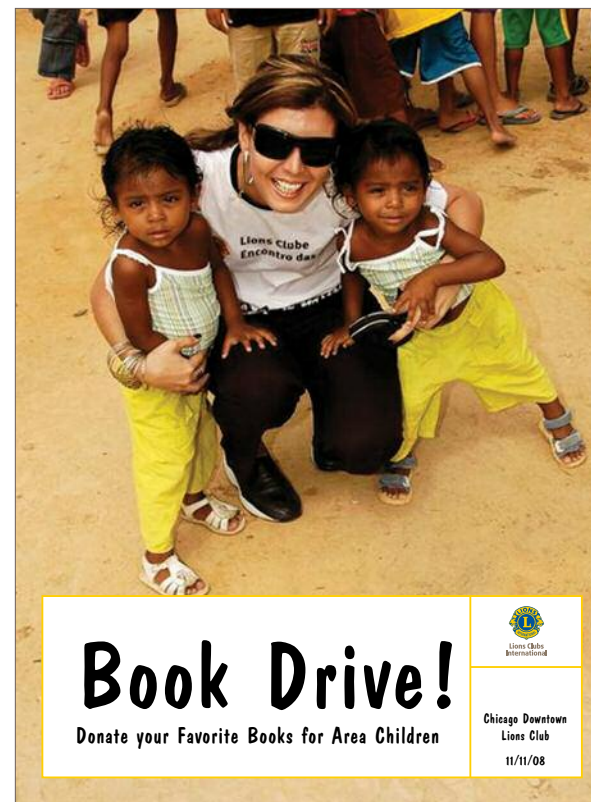The samples on this page show posters with preferred placement of the Lions Clubs signature.

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.
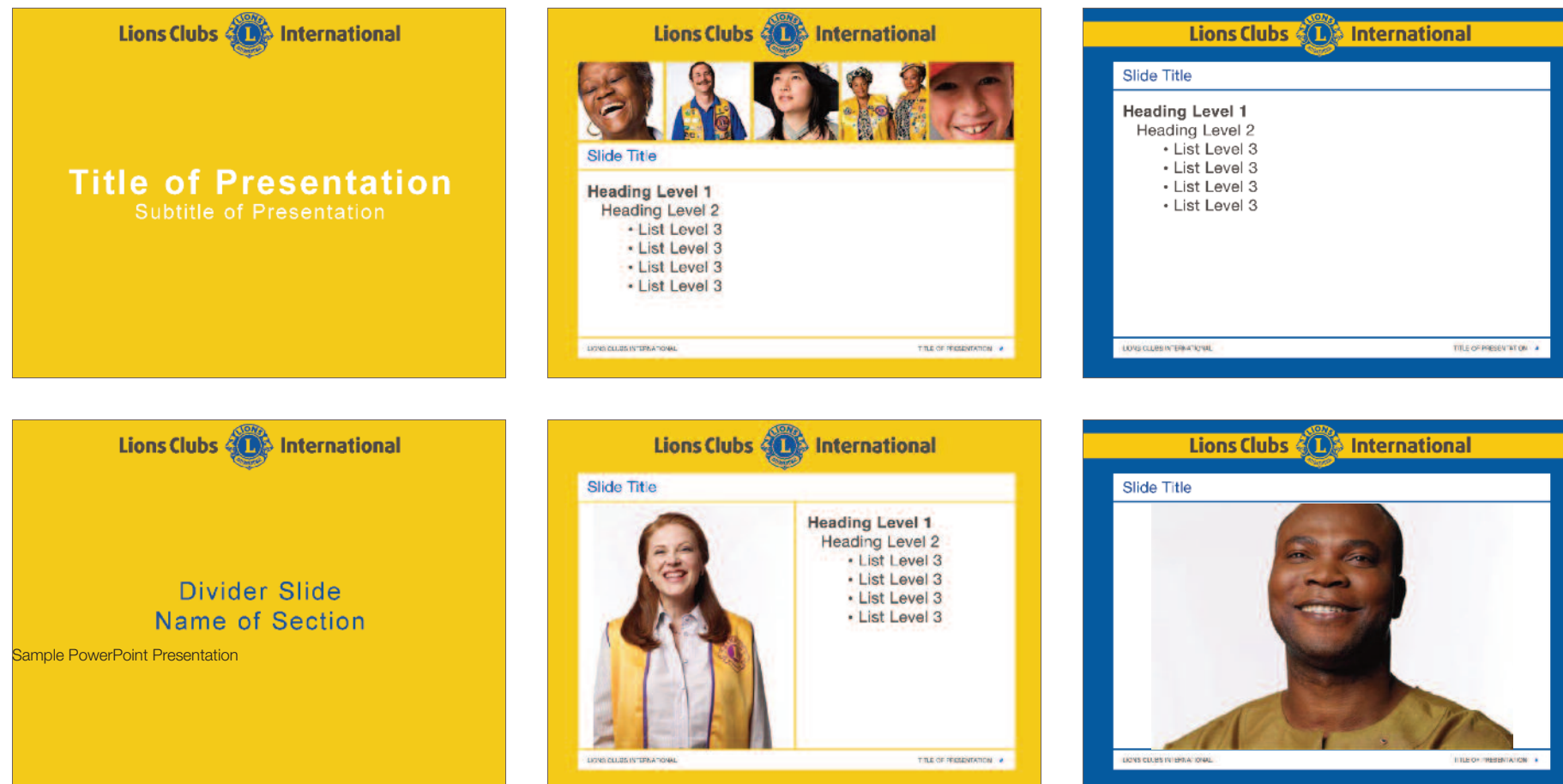
Sample Ad

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.

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.

9   Appendix

9.1   Identity Matrix

9.2   Brand Architecture

	2-color Emblem	Full-color Emblem	Primary Signature Configurations		Secondary Signature Configurations			Tertiary Signature Configurations		
Stationery										
Letterhead										•
Business Cards										•
Envelopes										•
Applications										
Brochures			•	•	•	•	•	•	•	
Newsletters			•							
Posters			•						•	
Flyers			•	•	•	•	•	•	•	
Ads			•	•					•	
Power Point			•				•			
Club Supplies										
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.

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	Strides + Lions Clubs International
	Program Logo + LCI Endorsement	Strides / A program of Lions Clubs International
Brand Extension: Lions Clubs International Foundation	Foundation Logo	Lions Clubs International Foundation

9.2 Brand Architecture

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