

LCI Licensees' Visual Identity Guide



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The Official Licensees of Lions Clubs International (LCI) create a wide variety of merchandise, print publications, Web sites, electronic newsletters, signage, and other materials to communicate with our members, clubs, and districts. The design and format of these materials vary greatly based on the purpose of the communication as well as cultural considerations. While each company will have its own look and style, the Lions brand should be clear, consistent, and recognizable to all of our members worldwide. To assist in this, these guidelines have been developed for our licensees on the proper use of the Lions name and emblem.

With respect for the autonomy and cultural preferences of our licensees worldwide, aside from those used in the design of our logos, LCI does not require the use of specific fonts, colors, or other design elements in the production of merchandise, print or electronic communications from our licensees to our members.



The Lions Name and Emblem



Lions Clubs International (LCI) is a worldwide service organization existing since 1917. We are one of the largest service organizations in the world with more than 46,000 clubs and 1.35 million members located in over 200 countries and geographic areas. LCI has extensive trademark rights in our Lions marks worldwide, including the Lions name and emblem, to ensure their exclusive use by the association and to strengthen LCI's ability to prevent misuse by others. Protecting the integrity of the Lions name and emblem is a high priority for LCI and all of our Official Licensees are encouraged to report any misuse of the Lions trademarks to our office.

Club or District Identification

When producing materials for a club or district event, program, or project, the club or district name must appear on all promotional materials and merchandise, along with any reference to the event, program, or project and its date or duration. For example, if a district is having a Mid-Winter Convention, you should identify this as "Lions District 1-A 2015 Mid-Winter Convention" rather than simply "Lions Mid-Winter Convention".

Promotional Use

The use of the name Lions and the LCI emblem, without any further identification, refer specifically to Lions Clubs International. For this reason, your company should always be clearly identified as "An Official Licensee of Lions Clubs International" in all promotional mailings, flyers, websites, etc.

Domain Names

Because end-users often assume the Web address is directly tied to the name of the organization, LCI asks that a reference to your company's name be included in the name of your Web site, e.g., yourcompanylionssupplies.com instead of lionsupplies.com. This also applies to any social media pages including but not limited to Facebook, Twitter, etc.

Be sure to include links to your website and any social media pages in your promotional mailings, e-mails, and other electronic communications to provide a direct route for Lions members to access your products!

Proper Use of the Lions Emblem



The Lions emblem is the one graphic element that universally identifies Lions Clubs and their members in every part of the world. Whenever the Lions emblem appears on merchandise, in print, or in electronic communications, it should be reproduced in its complete form as shown in this guide.

Proper use of the emblem gives LCI a clearly-recognizable visual identity and strengthens the organization's public image. For this reason, the emblem should never be altered, modified, or obstructed in any way. The emblem must only be reproduced in its complete form.

The Lions emblem can be downloaded in various file formats at www.lionsclubs.org. Go to: Member Center > Resources > Lions Clubs Logos

Proper Use of the Lions Emblem



Official Colors

The official colors of the Lions emblem are blue and gold, as shown below. The emblem should appear in these colors on Web sites, in color publications, and in any other application where full color is possible. Below are the exact color specifications.



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

When reproduction in the official 2-color format is not possible, the Lions emblem may be produced in a single-color format using either of the two colors above, black, or white.

4-Color Logo



If requested by the customer, a 4-color version of the emblem is available for use on merchandise only, when no other version is a viable option. This emblem is not to be used on any of your printed materials, websites, e-mail, etc.



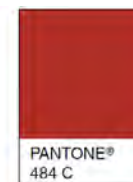
PANTONE®
287 C



PANTONE®
7406 C



PANTONE®
450 C



PANTONE®
484 C

In lieu of the Lions colors specified throughout this manual, you may use the PANTONE® colors cited on this page.

The colors, CMYK, RGB, and HEX values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

PANTONE® is the property of Pantone, Inc.

Proper Use of the Lions Emblem

Background proper use examples



White, light-colored, or yellow background



Black, dark-colored, or blue background

Special Uses of the Emblem

For use on metal products (e.g. trading pins), the logo may be embossed without color. LCI does not supply files for embroidery purposes.

Backgrounds

When the Lions emblem appears on a light-colored or white background, it should have no outline outside of the standard blue border. However, if the background is black, a dark color or blue, a white outline may be added outside of the blue border to allow for more clarity.

Size

Always reproduce the emblem at a recognizable size. The minimum recommended sizes are 45 pixels for websites and 0.5 inches in print.

Proper Use of the Lions Emblem

Improper Emblem Uses

It is acceptable to integrate the Lions logo into unique club logos and designs. However, the Lions logo must remain unaltered and should always stand alone within the design. The below images are just a few examples of improper emblem use.



Never remove the words "Lions International" or any other elements of the logo.



Never rotate the logo.



Never alter the proportions of the logo.



Never replace the "L" in the logo with other text or graphics.



Unacceptable overlap of drumstick over emblem

Never obscure the logo by adding design elements or text over it.



Never crop the logo.



Never replace the text in the logo with new text.



Never produce the logo in unauthorized colors.



Never add elements to the logo.

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



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