



Lions Clubs International **Leo** Brand Guidelines

How to represent the
world's premier service
organization.

Why do brand guidelines matter?

Brand guidelines help Lions Clubs International show the world who we are and what we do best. When our Leo clubs all use the same language, logos, fonts, colors and image guidelines, we create a universally recognizable face for the Leo sub-brand.

Correctly using these brand guidelines also helps us preserve our organization's registered Leo logos and messages, so they may continue to be used by Leos for years to come.



1.0 // Leos

1.1 Leos

About Leos

As the youngest members of Lions Clubs International, Leos embody the incredible qualities of our organization. They are responsible and community-oriented with a passion for service. The following guidelines provide direction for clear and consistent messaging while capturing the spirit of Leos.

TONE

- While the voice, style and personality of Leos will remain consistent with the approach for Lions International, the tone will be slightly different. Like the Lions International voice, the Leo tone utilizes wit and playfulness, and should be energetic, but also committed and passionate. It needs to feel distinctly Leos, without relying on phrases that are too colloquial. Headlines tend to be direct and lively, highlighting the personality of the Leo members.

HEADLINE EXAMPLES

- Leos get things done.
- Leo like you mean it.
- Where there's a need, there's a Leo.

1.2 Emblem and emblem personalities



The emblem

The Leo Club Program emblem has received subtle updates in an effort to better harmonize with the updated program brand. The refreshed emblem, now in Pantone® Cool Gray 11, should be present on all Leo branded materials.

The only acceptable interpretations of the emblem are pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from production-quality art or from high resolution digital files.

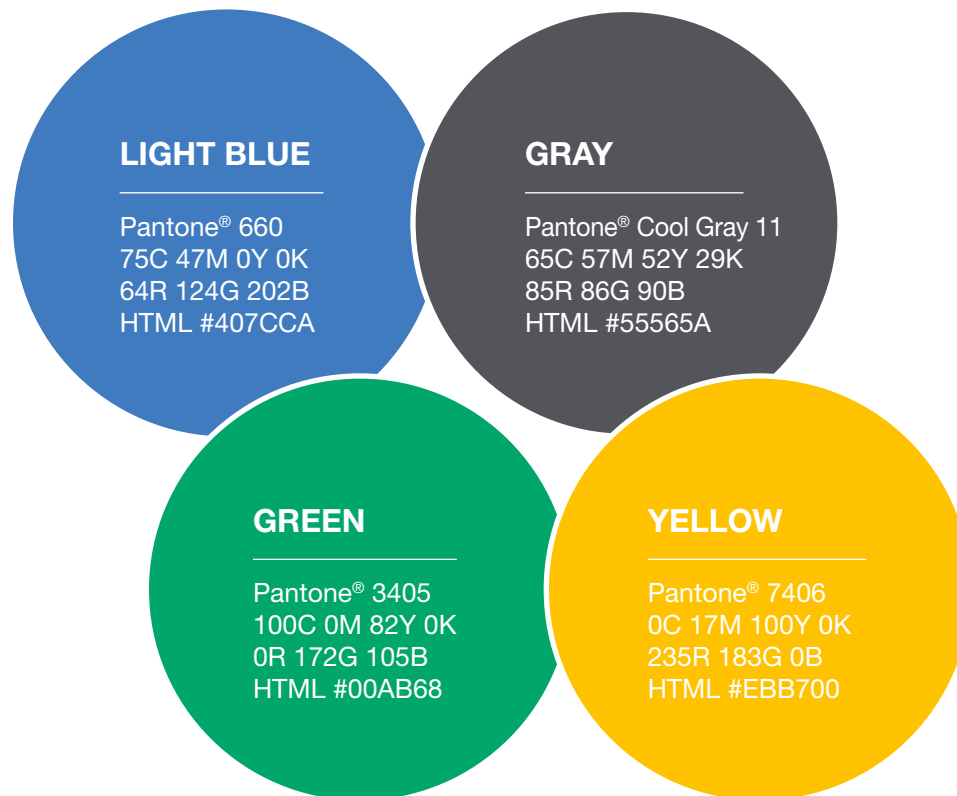


Group designations

Both groups within the program — Alpha and Omega — have their own unique designations.

If the content is directed at Alphas only, the Alpha designation must be used. Likewise, for Omega content. If the content is directed at both Alphas and Omegas, referred to as the general group, only the Leo emblem can be used.

1.3 Color palette



Primary color palette

The Leo primary color palette consists of light blue, gray, green and yellow.

These colors fall within the Lions International global palette, but are limited to a brighter palette to differentiate between Lions and Leos.

The primary palette is to be used extensively for large areas of colors fills, typographic treatments and as accents.



As a general rule, light colors work best over dark colors. For example, yellow, white and cool gray may work well atop the other darker, richer hues. When placing text atop of color, always ensure that proper contrast and legibility remain intact.

1.4 Typography

Helvetica Neue 35 Thin

We're making a world of difference

Helvetica Neue 35 Thin

We're making a world of difference

Helvetica Neue 45 Light

We're making a world of difference

Helvetica Neue 45 Light Italic

We're making a world of difference

Helvetica Neue 55 Roman

We're making a world of difference

Helvetica Neue 56 Italic

We're making a world of difference

Helvetica Neue 65 Medium

We're making a world of difference

Helvetica Neue 66 Medium Italic

We're making a world of difference

Helvetica Neue 75 Bold

We're making a world of difference

Helvetica Neue 76 Bold Italic

We're making a world of difference

Helvetica Neue 95 Black

We're making a world of difference

Helvetica Neue 96 Black Italic

We're making a world of difference

Helvetica 77 Condensed Bold

We're making a world of difference

Primary typeface

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

1.5 Default typography

Helvetica

We're making a world of difference

Arial

We're making a world of difference

Times

We're making a world of difference

The default typefaces

Helvetica and Arial have been chosen as the default typefaces for all Leo communications.

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



Stylistically, a general recognition of hierarchy needs to play a role in layout. Consider using a larger, bold font for headlines, a medium weight for subheadlines and a lighter weight for body content.

1.6 Visual expression



Photos by Andreas Vejstrup and Daniel Morris

Leo lifestyle

When featuring Leos in photography, imagery should use depth of field allowing for the Leo(s) to be the focus.

Images should look natural and highlight Leos working together within their communities. Subjects in focus should be younger in age, with various genders and ethnic backgrounds to highlight the diversity of Leos. Imagery should possess a positive spirit of warmth and friendliness.

1.7 Visual treatments



The key visuals

The key visuals of our brand — the Leo emblem, typefaces, color palettes, imagery and graphics — are essential for all Leo communications.

The techniques used above are fundamental to the overall look and feel. Use these examples as a guide when creating materials within the Leo brand.



Headlines – The use of green and blue along with heavier font weights ensures headlines draw attention and provide emphasis on important words and phrases.

Graphic elements – The Leo brand utilizes an arrow shape as its primary graphic element. Its use allows for clean, yet dynamic compositions.

1.8 Aligning with brand

Aligning with brand

Having a unified brand creates a consistent identity for Lions and Lions International at both the local and global level. If you have questions on the contents of the brand guidelines or branding questions in general, contact us at **lionsbrand@lionsclubs.org**.