

Lions International Brand FAQ



Frequently Asked Questions

Why are we moving to Lions International as our master brand?

To strengthen our association and foundation, we needed greater integration of the two. One of the most visible ways to do this is to unify Lions Clubs International and Lions Clubs International Foundation (LCIF) under a single “umbrella” or master brand—Lions International—and align our causes to show the world that we are united in our mission of service.

If Lions International is our master brand, does that mean we will no longer be Lions Clubs International and Lions Clubs International Foundation?

We are introducing “Lions International” as our unified “umbrella” or master brand to represent our association and foundation together, but the individual names of the association and the foundation will not change, and they will continue to be separate legal entities. We will still use “Lions Clubs International” when referring specifically to the association, and “Lions Clubs International Foundation” when referring to our foundation. Together, they will be referred to as “Lions International.”

What is the timeline for introducing the new Lions International master brand?

This is an exciting change for the association and foundation, and one that will take time. We will begin rolling out the new brand to Lions and the world in fiscal year 2022-2023. Over time, we will apply the refreshed brand to new assets and adjust existing materials as needed. There is no need for members to take immediate action to make brand updates.

Is the Lions International emblem changing?

No. We will not be changing the iconic Lion emblem that is recognizable around the world. We are introducing a logo with the words “Lions International” displayed with the emblem, which we’ll use as part of our Lions International branding.

Is there a deadline to update our club, district and multiple district materials with the Lions International brand?

There’s no immediate action you need to take, and there’s no deadline for updating publications, documents and items like name badges and business cards. In fact, many materials will not need to be updated at all, as our Lions International emblem is not changing and our Lions Clubs International and Lions Clubs International Foundation brands are not going away. Over the course of the new brand roll out, we will provide updates on the brand and guidance that will help Lions align with the new Lions International brand.

Is our We Serve motto changing?

No. Our motto has been We Serve since 1954, and it will remain our motto moving forward. As part of the Lions international brand, we are introducing a new tagline: Serving a world in need. The tagline is an external or public-facing message that quickly tells the world what we do. The tagline will not be replacing We Serve.



What is our mission statement?

The international boards for the association and the foundation previously approved an aligned mission statement for Lions Clubs International, LCIF and Lions International:

To empower Lions clubs, volunteers, and partners to improve health and well-being, strengthen communities, and support those in need through humanitarian services and grants that impact lives globally, and encourage peace and international understanding.

What are the new mission pillars?

Lions serve in so many ways. Our mission pillars provide a high-level overview of some of the key ways we serve our communities. They rise above individual causes and specific projects to create a clear and simple way for our communities, and the world, to understand what we are working to achieve through our service. Mission pillars help answer the question: What do Lions do?

These are our mission pillars:

- Improve health and well-being
- Strengthen communities
- Support those in need

Will we continue to support our global causes?

Global causes will remain a focus of Lions International. Together, our association and foundation will support the global causes of childhood cancer, diabetes, disaster relief, the environment, humanitarian efforts, hunger, vision and youth.

How do I know when to use the Lions International, Lions Clubs International or LCIF brand?

Lions International serves as the “umbrella” or master brand and will be the primary brand when talking about our association and foundation. However, there are some key exceptions that will require the use of the Lions Clubs International brand or the Lions Clubs International Foundation brand due to business function and the restrictions associated with their respective nonprofit statuses.

Here is a brief overview of how to use the brands:

- **Lions International** – Use in all instances except for the exclusions noted below.
- **Lions Clubs International** – Use for all Lions internal governance and legislative advocacy efforts.
 - Note: Creating awareness for Lions, projects or service causes is not considered legislative advocacy, so Lions International should be used.
- **Lions Clubs International Foundation (LCIF)** – Use for programs, communications and campaigns focused exclusively on LCIF fundraising and grants.
 - Note: LCIF updates, programs and success stories can be shared under the Lions International brand when LCIF is clearly mentioned. Calls to donate to LCIF can be included as a secondary message in other communications using the Lions International brand (ex. newsletters).

Does the introduction of Lions International mean we’re moving away from our club model?



Absolutely not. Clubs remain at the center of our organization and our mission. For more than a century, people have come together to form Lions clubs in more than 200 countries and regions around the world, and we remain dedicated to growing our membership and forming more clubs worldwide.

Will new members be able to join Lions International or will they still need to join clubs locally?

Members must be part of a club to be Lions and Leos—this has not changed.

Should clubs, districts and multiple districts use the Lions International name when referring to themselves?

Clubs, districts and multiple districts should continue to use their own names when referring to themselves. Clubs, districts and multiple districts can certainly say they are part of Lions International, which represents our association, our foundation, and all Lions and Leos worldwide.

Do I need to use the Lions International brand for district and MD conventions or international forums?

There is no requirement to use the Lions International brand for your district and MD conventions or international forums. The implementation of the Lions International brand will happen over the next few years, so there will be plenty of time for Lions to begin using the new brand when they're ready. It's important to note that all the current Lions Clubs International brand elements that you've been using are still "on brand," so you can keep using them. For Lions who would like to start using the Lions International brand for their conventions or forum, you can find brand guidelines and resources on lionsclubs.org/our-brand.

Will we now have a single board of directors under the new Lions International brand?

No, there will continue to be a board of directors for Lions Clubs International and a board of trustees for Lions Clubs International Foundation. They will both hold their regularly scheduled meetings each year, as well as one joint virtual meeting annually.

Are we changing our brand colors?

We will continue using our iconic blue and gold as our primary colors, but you'll notice that we're using purple as an accent color in some of our branding. Purple is part of our Lion legacy, so we're leaning into our past to create a vibrant look for our future.