

# Brand Messaging and Style Guide

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**Lions International**

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### 1. ABOUT THIS GUIDE

#### Overview

Consistent style and messaging help define and strengthen our brand, embody the work and spirit of Lions, and build recognition among members, our local communities and our global community so they have a clear understanding of who we are and what we do. This document also provides guidance for using the Lions International brand, as well as Lions Clubs International and Lions Clubs International Foundation, which will continue to be separate legal entities.

This document serves as a guide for:

- Lions and Lion leaders
- Lions International staff
- Partners
- Contracted vendors

#### Content legend

Three types of content are utilized within this guide. The following font treatments help differentiate content and provide visual cues for content creators:

- Overview copy – Background and setup content utilizes a standard black font, without italics.
- *Tips and guidance* – Helpful tips and content guidelines utilize an *italicized font*.
- **Approved copy** – Copy that's ready for use in communications, campaigns and promotions utilizes a **blue font**.



## 2. BRAND MESSAGING COMPONENTS

### Our story

Our history is a long one. And a proud one. For more than 100 years, we've served with uncommon kindness, putting the needs of our neighbors, our communities and our world first. And we have a global foundation, Lions Clubs International Foundation, that has been empowering the service of Lions worldwide since 1968. We look back at our storied past with pride, but we know it's only the beginning. Every day, we're building on our legacy with the goal of making an even greater impact in the future.

### The Lions International Brand

When we say Lions International, what we're really saying is Lions Clubs International and Lions Clubs International Foundation (LCIF), **together**. Our association and foundation are separate organizations with their own governing bodies. But together, we are Lions International. The Lions International brand connects both organizations under one master "umbrella" brand so we can talk to the world about our collective service and impact. In reality, the world sees us as one. They see us as Lions. And the truth is, we are united in our mission of service.

#### What Lions Clubs International brings to Lions International

Our 1.4 million members in 49,000 clubs bring hands and hearts to the communities we serve in nearly every country on earth. With the support of Lions Clubs International, Lions and Leos provide hands-on service, raise funds and advocate to support local and global causes. Lions help hundreds of millions of people around the world every year.

#### What Lions Clubs International Foundation brings to Lions International

Our global foundation raises funds to provide grants and develops programs to empower the service of Lions and Leos around the world. LCIF is the 501(c)(3) charitable arm of Lions International. LCIF has awarded more than US\$1.2 billion in grant funding since its inception in 1968 to magnify the impact of Lions and bring sustainable solutions to the communities that need us. One hundred percent of every donation goes to support LCIF grants and programs.



## Brand Values

Lions International is guided by our mission of service and service values. Here is the official language for our mission statement, tagline and motto.

### Our Mission Statement

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

*A formal statement of our organizational purpose and humanitarian goals. Use with Lions International, Lions Clubs International and Lions Clubs International Foundation.*

### Our Tagline

Serving a world in need

*An external or public-facing message that quickly tells the world what we do. Use with Lions International.*

### Our Motto

We serve

*The iconic phrase that speaks to our fundamental purpose. Use with Lions Clubs International.*



## Communicating the Brand

It's important that we talk about Lions International consistently to deliver a unified message to the world. The following provide standard language when a more formal organizational overview is needed, such as in press releases or official documents.

### Lions International Boilerplate

Lions International represents Lions Clubs International and Lions Clubs International Foundation. Lions take on some of the greatest challenges facing our communities and the world through the service of 1.4 million members in 49,000 clubs and the grant-funding support of our foundation. We improve health and well-being, strengthen communities and support those in need, locally and globally. At Lions International we are serving a world in need. Learn more about who we are and what we do at [lionsclubs.org](https://lionsclubs.org).

### Lions Clubs International Boilerplate

Lions Clubs International is the largest membership-based service organization in the world. Our 1.4 million members in more than 49,000 clubs are serving in 200 countries and geographic areas. Since 1917, Lions have improved health and well-being, strengthened communities and supported those in need, locally and globally. At Lions Clubs International our motto is "We Serve." Learn more about who we are and what we do at [lionsclubs.org](https://lionsclubs.org).

### Lions Clubs International Foundation Boilerplate

Lions Clubs International Foundation (LCIF) is the global foundation supporting the 1.4 million members of Lions Clubs International through grant funds that expand their compassionate works and empower their service at home and around the world. Since its founding in 1968, LCIF has awarded more than 19,000 grants totaling more than US\$1.2 billion. We improve health and well-being, strengthen communities and support those in need, locally and globally. Learn more about who we are and what we do at [lionsclubs.org/lcif](https://lionsclubs.org/lcif) or donate to LCIF at [lionsclubs.org/donate](https://lionsclubs.org/donate).



## Brand Statement

Lions International is the largest service club organization in the world. Lions International combines the power of Lions Clubs International's 1.4 million members in more than 49,000 clubs and the grant-funding support of Lions Clubs International Foundation. Our local presence and global reach allow us to make an impact at home and around the world.

*A formal brand statement for communications and presentations to business leaders, community partners and government officials.*

### 3. USING THE BRANDS

Lions International serves as the master brand and will be the primary brand when talking about our association and foundation together. 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 restrictions associated with their respective nonprofit statuses: Lions Clubs International is an IRS 501(c)(4) organization and Lions Clubs International Foundation is an IRS 501(c)(3). Consult the following brand matrix when determining which brand to use.

#### Brand Matrix

	Primary Usage	Brand Notes
 <b>Lions International</b>	Use in all instances except for the exclusions noted below.	The brand we use to speak to Lions and the world.
 <b>Lions Clubs International</b>	Use for all Lions internal governance and legislative advocacy efforts.	Creating awareness for Lions, projects or service causes is not considered legislative advocacy, so Lions International should be used.
 <b>Lions Clubs International FOUNDATION</b>	Use for programs, communications and campaigns focused exclusively on LCIF fundraising and grants.	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).
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#### 4. OUR SERVICE

We define ourselves by our service, so it's important that we define our service for the world. Creating standard language for our service platforms and our mission pillars will help provide a consistent message and clear overview of our global service and service goals.

##### **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 striving 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](#)

##### **Global causes**

Our global causes refer to specific service causes or platforms supported by Lions International. Unlike mission pillars, which describe how we serve in general terms, global causes have fully developed programs, service resources, funding opportunities and organizational support. Global causes help answer the question: What causes are Lions uniting to serve around the world?

These are the global causes supported by Lions International and our goal statement for each cause:



- **Childhood Cancer**
  - We are working to provide support for the needs of children and families affected by childhood cancer.
- **Diabetes**
  - We are working to reduce the prevalence of diabetes and improve quality of life for those living with diabetes.
- **Disaster Relief**
  - We are working to meet immediate needs and provide long-term support for communities devastated by natural disasters.
- **Environment**
  - We are working to protect the environment to create healthier communities and a more sustainable world.
- **Humanitarian**
  - We are working to identify the world’s most crucial needs and provide humanitarian aid where it’s needed most.
- **Hunger**
  - We are working to improve food security and access to nutritious food to help alleviate hunger.
- **Vision**
  - We are working to help prevent avoidable blindness and improve quality of life for people who are blind or visually impaired.
- **Youth**
  - We are working to provide young people with the support they need to make positive choices, lead healthy and productive lives, and become the next great generation of service leaders.

*When talking or writing about our global causes, avoid absolute language that suggests these are the only areas Lions serve. Consider more inclusive language like: “In addition to the many ways Lions serve locally, we also work together to support global causes such as the environment.”*

## 5. PROMOTIONAL MESSAGING

Effective messaging can help create awareness of who we are and what we do, and help us engage our communities, potential partners and people looking to serve their



communities. The key messages below provide ready-to-use copy that can energize your marketing, social media and communication efforts.

## Key Messages

For enterprise use	For use in member engagement campaigns	For use in prospect and recruitment campaigns
<p><b>Serving a world in need.</b></p> <p>Lions are leaders in humanitarian and community service.</p>	<p><b>We serve a world in need.</b></p> <p>Lions are leaders in humanitarian and community service.</p>	<p><b>You were made to volunteer.</b></p> <p>Find a club and change your world.</p>
<p><b>The power of kindness.</b></p> <p>Lions International serves a world in need.</p>	<p><b>Donate your kindness.</b></p> <p>And magnify our impact in your community and around the world.</p>	<p><b>Join the movement.</b></p> <p>Serve your community with a local Lions club.</p>
<p><b>Local service. Global impact.</b></p> <p>Serving our neighbors, our communities and our world.</p>	<p><b>Make your contribution to the world.</b></p> <p>Give a gift and change lives for good.</p>	<p><b>Start your giving life.</b></p> <p>Find a club and change your world.</p>
<p><b>Delivering hope together.</b></p> <p>Help fund relief and build a better world for all.</p>	<p><b>Bring possibility to life.</b></p> <p>Give today and see what we can do.</p>	<p><b>Giving back starts with giving.</b></p> <p>Make your contribution to the world.</p>
<p><b>There when the world needs us.</b></p> <p>Serving with compassion and kindness.</p>	<p><b>Kindness has no limits.</b></p> <p>And neither does our service.</p>	<p><b>An outlet for your inner good.</b></p> <p>Join Lions and put your kindness to work.</p>

## 6. STYLE GUIDE



The following style guidelines will help ensure that we communicate consistently and accurately when talking about Lions International, Lions Clubs International and Lions Clubs International Foundation (LCIF).

### **Lions International**

- **First usage** – Lions International
- **Second usage** – Use a Lions International “explanation” statement. The first more general statement should be used in most instances, and the second should be used when the organizations need to be formally named.
  - Powered by 1.4 million members and the grant-funding support of our foundation, Lions International...
  - Powered by Lions Clubs International’s 1.4 million members and the grant-funding support of Lions Clubs International Foundation (LCIF), Lions International...
- **Third usage** – Our global organization, our organization

*Do not abbreviate Lions International as “LI” in any use cases.*

### **Lions Clubs International**

- **First usage** – Lions Clubs International
- **Second usage** – Our organization (external), our association (internal/Lions)

*Avoid using “LCI,” “Lions” or “Lions Clubs” as a replacement for Lions Clubs International.*

### **Lions Clubs International Foundation**

- **First usage:** Lions Clubs International Foundation (LCIF)
- **Second usage:** LCIF
- **Third usage:** our global foundation, your foundation, LCIF

