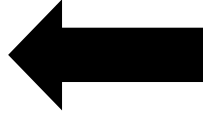


Lions Clubs Branding

Which emblem to use and how to use it



The only acceptable interpretation of the emblem is this one. It may not be reconstructed or altered in any way.

Various forms of the logo can be downloaded from the [Lions International Website Resource page](#) or the V6 Website for use in different applications such as social media, printed flyers, etc.

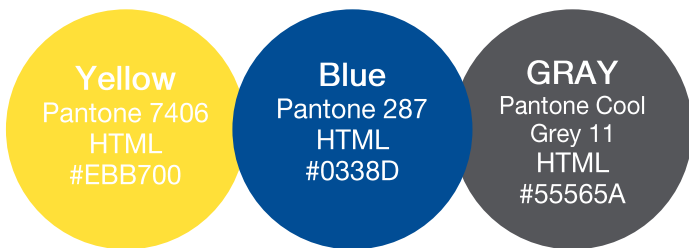
The nameplate

The name of the organisation “Lions International” or “Lions Australia”, its unique typography, together with the Emblems, gives the Lions signature a distinctive, proprietary character. It should always be used with the emblem, never on its own. You can download copies of the Lions International nameplate from the International Website or the V6 Website.



Lions Clubs International

Primary colour palette



The Lions Colours

Revamped several years ago, the traditional multi-coloured and purple/gold colours for the emblems have been replaced with a distinct blue/gold theme. There are also secondary colours that can be used to compliment the primary colours as well.

Secondary colour palette



Primary typography

Helvetica Neue has been chosen as the primary typeface for Lions Clubs International. The different weights in this typeface allow for flexibility & creative expression

Helvetica Neue

Secondary Typeface

Adobe Caslon has been chosen as the secondary typeface for Lions Clubs International

Adobe Caslon Pro

Default typography

Helvetica, Arial & Times have been chosen as the default typefaces for Lions Club International communications.

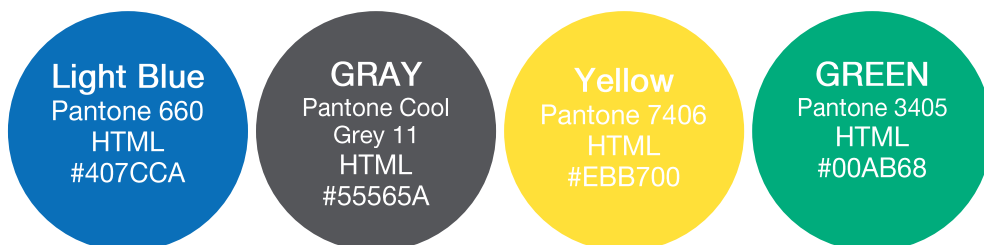
Helvetica / Arial / Times

Leos

The Leo club program emblem has received subtle updates in an effort to better harmonise with the updated Lions Brand. The “cool grey” version should be present on all Leo branded materials.



Primary colour palette

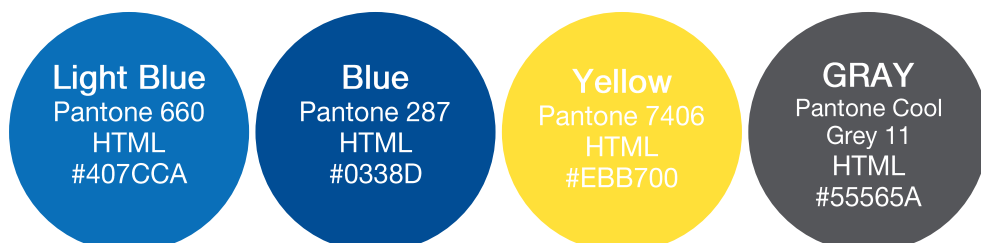


Leo-Lion

The primary element of the Leo-Lion identity is the signature. It consists of 3 components—the Lions Club International emblems, the “Leo-Lion” nameplate and the iconic arrows.



Primary colour palette



Logos (downloadable files) and more information on branding, colours, fonts, etc can be found in the branding guidelines on the

V6 Website

OR

**Lions Clubs
International Resources**

Types of logo files & their uses

JPG: Used for print and digital mediums (websites, presentation tools, collateral etc). Solid white background behind logo.

PNG: Used for print and digital mediums (websites, presentation tools, collateral etc). Ideal for when you need a logo with a transparent background.

EPS: Used for printed collateral produced by professional design programs (Adobe InDesign, Illustrator etc). Can be scaled to any size without sacrificing quality. Often referred to as “vector” format.