Lions Branding
Which emblem to use and how to use it

The corporate logo of Lions Club Australia is the primary graphic element of the branding program. Consistent application and precise production of the logo will identify and reinforce awareness of Lions Club Australia.

The logo and its treatment described in the style guide - which can be downloaded here - and should always be adhered to and no modifications are permitted.
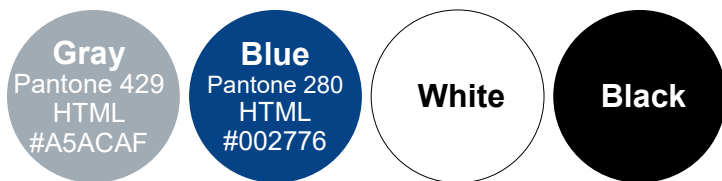
The Lions Australia logo can be downloaded from the **V6 Website Members Area** for use in different applications such as social media, printed flyers, etc.

It can be downloaded in both a JPEG and PNG file - for use in different applications.

The Lions Australia Colours

A simple grey, blue, white & black - slightly different to Lions International - but can be used side by side international colours both primary and secondary.

Primary Colour Palette

Gray Pantone 429 HTML #A5ACAF   **Blue** Pantone 280 HTML #002776   **White**   **Black**

Main Heading Font

Abadi Condensed Bold   OR   **Arial Narrow Bold**

Sub Heading Font

Abadi Condensed   **OR**   Arial Narrow

Body Font

Abadi Condensed Light   **OR**   Arial Narrow

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 Members Area** for use in different applications such as social media, printed flyers, etc.

It can be downloaded in various file formats - for use in different applications.

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.

Primary Colour Palette

Yellow Pantone 7406 HTML #EBB700   **Blue** Pantone 287 HTML #0338D   **GRAY** Pantone Cool Grey 11 HTML #55565A

Primary Typography

Helvetica Neue ha 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
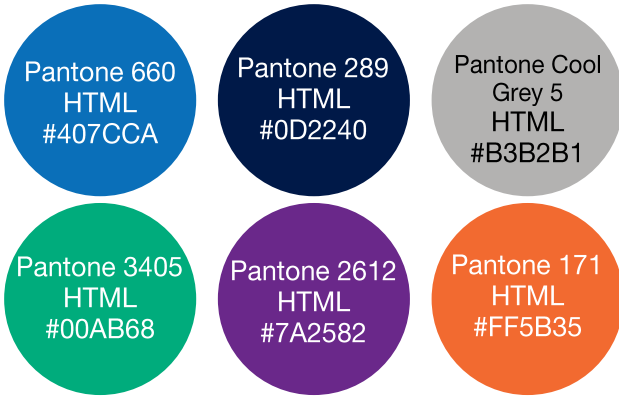
Adobe Caslon Pro

Default Typography

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

Helvetica / Arial / Times

Secondary Colour Palette

Pantone 660 HTML #407CCA	Pantone 289 HTML #0D2240	Pantone Cool Grey 5 HTML #B3B2B1
Pantone 3405 HTML #00AB68	Pantone 2612 HTML #7A2582	Pantone 171 HTML #FF5B35

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

LT BLUE Pantone 660 HTML #407CCA	GRAY Pantone Cool Grey 11 HTML #55565A	YELLOW Pantone 7406 HTML #EBB700	GREEN Pantone 3405 HTML #00AB68

The Nameplate

The name of the organisation "Lions International" it's unique typography, together with the Emblems, gives the Lions signature a distinctive, proprietary character.
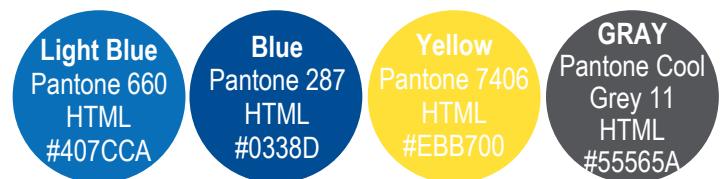

Leo-Lion

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

Light Blue Pantone 660 HTML #407CCA	Blue Pantone 287 HTML #0338D	Yellow Pantone 7406 HTML #EBB700	GRAY Pantone Cool Grey 11 HTML #55565A

V6 District Logo

Displayed on District communications, flyers, social media, etc.

Logos (downloadable files) and more information on branding, colours, fonts, etc can be found in by clicking the links below...

V6 District 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.