

## Renewing the Lions Brand

### What is the Lions Brand?

A brand is a distinctive visual identity attributed to an organization. The Lions brand renewal will mean a new way of talking about and promoting Lions. This includes refreshing our logo, magazine, Web site, publications and more.

### Why Renew the Lions Brand?

Renewing the Lions brand will help us to express who Lions are and what we do. With our renewed brand, we will celebrate our heritage while presenting ourselves in a fresh and modern way.

### Can We Still Use Items with the Previous Logo on Them?

It is not mandated that materials with the previous logo be destroyed. However, when items are revised or new items created, the new logo should be used.

### What is Next for the Lions Brand Renewal?

- The redesigned LION Magazine will be released for January 2009.
- The redesigned LCI Web site (in English) will launch in March 2009, including separate sections for Lions members and the public. Language sites will follow.

### Where Can I Find More Information about the Lions Brand Renewal?

The article "**Brand**" **New Day for Lions** in the September 2008 THE LION Magazine explains the Lions brand renewal. The downloadable **Brand Book** *We Are Lions* (link below)\_online includes information such as core messages and how to use them. Also found online is a **Brand Video** *It Takes a Lion*, available to view on the Lions News Network, YouTube and iTunes, all of which feature a variety of Lions video programs.

[http://www.lionsclubs.org/EN/common/pdfs/lions\\_brand.pdf](http://www.lionsclubs.org/EN/common/pdfs/lions_brand.pdf)



Web link to the New Logos above

<http://lionsclubs.org/EN/member-center/resources/logos-and-art/index.php>

### A Personal View by Zone Chairman Jim Fekete

Rebranding is common in some environments i.e. sports clubs, like the Blue Jays, logo changes frequently to facilitate merchandising the same old products with new logos, but I for one feel this is a step backward for Lions of the 21<sup>st</sup> century, with no upside (perhaps cheap reproduction?). I will for ever miss the magnificent multicolour Logos (below) with the white teeth and red tongue etc.. All the new supporting materials are a **great addition** to the Lions arsenal.

