

Renewing the Lions Brand – Frequently Asked Questions

- **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 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.
- **Where Can I Find More Information about the Lions Brand Renewal?** The article ["Brand" New Day for Lions](#) in the September 2008 LION Magazine explains the Lions brand renewal. The downloadable [Brand Book We Are Lions](#) online includes information such as core messages and how to use them. Also online is a brand video [It Takes a Lion](#), available to view on the Lions News Network, YouTube and iTunes.
- **Where Can I Find the New Lions Logo?** Black and white, two-color and one-color versions of the [new Lions logo](#) can be downloaded from this Web site.
- **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.
- **How Can I Help?** Reference the "How Can I Help" section of the ["Brand" New Day for Lions](#) article. Familiarize yourself with the core messages found in the [Brand Book We Are Lions](#) and incorporate them into your local Lions communications. Also, be sure to use the [redesigned Lions PowerPoint Template](#) or the new [eco-friendly Lions PowerPoint Template](#) for more economical and environmentally friendly printing.