

LIONS MISSION STATEMENT

To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

OFFICIAL COLORS

The royal colors of purple or blue and gold were selected as the official colors when the association was organized in 1917. Purple or blue stands for loyalty to friends and to one's self, and for integrity of mind and heart. Gold symbolizes sincerity of purpose, liberality in judgment, purity in life and generosity in mind, heart and purse toward humanity.



THE EMBLEM

Throughout the world, Lions are recognized by the emblem they wear in their lapels. It consists of a gold letter "L" on a circular purple or blue field. Bordering this is a circular gold area with two lion profiles at either side facing away from the center. The word "Lions" appear at the top and "International" at the bottom. Symbolically, the lions face both the past and the future proud of the past and confident of the future. You should wear the emblem constantly with pride.