

## APPENDIX 3

# Background and Purpose of LCI / District 418 – Ghana Brand Guidelines

- ❑ Lions Clubs International (LCI) is a humanitarian organization with a well - structured corporate identity and brand guidelines
- ❑ The Marketing Communication Department is specifically set up to convey messages and other related information about the LCI brand directly or indirectly to all stakeholders impacted by its services
- ❑ A review of communication materials of clubs within District 418, portrays us as different entities (clubs) operating in silos, instead of being part of one unique entity
- ❑ The situation in our given jurisdiction is even more compounded with the presence of other well established and structured service clubs, thus overshadowing the impact of LCI in District 418
- ❑ This recommendation is to ensure each club within the district abides and fully leverage the LCI brand guidelines, to enable the district to communicate more appropriately and impactfully to our stakeholders and position LCI ahead of any service club with our jurisdiction