

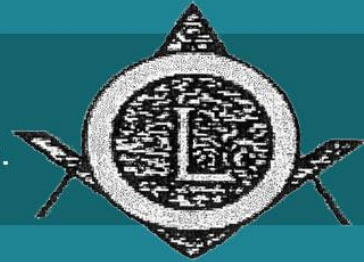


Desafío de Servicio del Centenario

Lions Logo Refresh

In nearly 100 years of use, the Lions logo has changed and evolved. But it has always stood for the same idea:
We Serve

1916: This first Lions logo reveals the organization's early ties to the Masons.



1918: Note the visual pun in this early logo: a Lion and a club.

1920: This rendering with monogrammed L and back-to-back lions is the basis for the logo today.



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