



# Optimist International Branding Guidelines

## Introduction

Organizational brand guidelines ensure that the visual design elements of Optimist International are applied correctly in every application in which Optimist International is identified. Published guidelines are essential to providing consistency in a large, diverse organization like Optimist International. These guidelines should be followed to give Optimist International a uniform corporate identity, greater visibility and powerful marketing possibilities.

The purpose of the branding guidelines is to create uniformity in the visual image of Optimist International's large and diverse organization. It is important that the standards are strictly followed, especially in regard to those of the Optimist International logo. The success of maintaining organizational identity depends on the ownership of its goals and values by all members.

Any questions regarding Optimist International brand guidelines should be directed to the Marketing/Communications Department at the International Office.

## Building the Optimist Brand

Brands are icons of our society reflecting our personal preferences, values and lifestyles. A brand is not something tangible, such as a label, logo, style and feature. In other words, it does not consist of rational features and benefits. A brand is created in the hearts and minds of the general public. Brands are an emotional connection.

The importance of building Optimist International's brand identity is vital to our success as an organization. It's like a fingerprint: it reflects the mood and tone you want to capture in whatever piece of communication you are using—newsletters, brochures, signs, websites, etc. Every point of contact that an individual has with Optimist International should reflect the same tone. Having the same tone doesn't necessarily mean that every piece of communication must look the same.

Any communication generated by Optimist International should reflect the passion that those affiliated with Optimist International have for the betterment of society.

## The Optimist International Organizational Mark

The Optimist International Organizational Mark is comprised of two trademarked elements:

- **The Optimist International logo**
- **The tagline**

The Optimist International Mark is a registered trademark and its use by any other organization is not allowed. The primary purpose of a registered trademark is to prevent people from becoming confused about the source or origin of a product or service. Trademarks help people answer the question: "Who makes this product?" and "Who provides this service?"

Established trademarks help people answer another question: "Is this product or service a good one?" For this reason, Optimist International trademarks are valuable assets worthy of protection.

Optimist International's organizational identity is an important asset and managing it is an important responsibility. The objectives of Optimist International's organizational identity are as follows:

- To present a well-articulated, consistent and legally protected organizational identity.
- To lay the foundation for recognition of and preference for Optimist International among the general public, the youth we serve, current members and potential corporate sponsors.

## The Optimist International Color Standards

The Optimist International Organizational Mark is a one-color identity. In order to reflect Optimist International's heritage, blue is the organization's primary color. In the Pantone Matching System



(PMS)—an internationally recognized standard for color matching in inks used in the printing industry—Optimist International’s blue is PMS **Reflex Blue**.

It may also appear in black, or reversed out of PMS **Reflex Blue**, **black** or **dark grey**. No other exceptions in color usage are allowed.

## Correct Usage of the Optimist International Organization Mark

The Optimist International Organization Mark should always be used as a unit—logo and tagline. Consistent application of the mark will reinforce Optimist International as a brand.

- Do not change the appearance, shape or size of any element of the mark.

**Correct**

**Incorrect**



- Do not use the elements of the mark independently from one another.

**Correct**

**Incorrect**



- Do not cut off any part of the mark.

**Correct**

**Incorrect**



- Do not change the proportions of any part of the mark in relation to the other part.

**Correct**

**Incorrect**



## Local Optimist Identity Variations

Each Optimist Club can choose to use either the words “Optimist Club” or the name of the Club in place of the words “Optimist International” when using the Optimist International Organizational Mark. All other aspects of the mark, color and logo must be adhered to.

## The Optimist International Motto



PMS: Reflex Blue

Font: *Rage Italic*

Again, reflecting Optimist International’s heritage, the official motto of the organization is “Friend of Youth.” The recommended typeface for the motto is *Rage Italic*. The motto should be printed in either PMS **Reflex Blue** or **black**.



# Optimist International Branding Guidelines

## The Optimist International Branding Tagline

“Bringing Out the Best in Kids” is the organization’s branding/marketing tagline. The Bringing Out the Best in Kids logo consists of the artwork shown here along with the tagline.

Because of cultural interpretation, the use of “Bringing Out the Best in Children” may be substituted where appropriate.



## Imagery Specifications



Photographs and illustrations make strong impressions on our audiences. They also play a significant role in conveying our mission, vision and purposes.

You should select

images that show the benefits members receive from being part of the Optimist experience.

We should always be sensitive to our audiences when selecting images in our communications.

## Artwork

The Optimist International Organizational Mark, the Motto and Branding Tagline artwork are available on the website, [www.optimist.org](http://www.optimist.org). Look under “Members,” then “Marketing” and click where it says “Optimist Logos.”

## Other Optimist Logos

A number of Optimist programs and activities have their individual logos and can be used to coincide with a Club’s participation in these activities.