

# Express Your Club's Optimism

What is the motto of Optimist International? Is it still "Friend of Youth"? What about "Bringing Out the Best in Kids"? And which logo should our Club use for which project?

Does any of this sound familiar? Here is a brief explanation of what to use and when as you publicize your Optimist Club.

## Motto

*Motto - a phrase that expresses the ideals of a group or organization*

"Friend of Youth" is Optimist International's motto.

## Branding

*Branding - a name, logo, slogan, and/or design scheme associated with a product or organization that tells people who you are and what you do*

"Bringing Out the Best in Kids" is Optimist International's branding statement. "Bringing Out the Best in Kids" was developed as a contemporary way to bring across the focus of Optimist International. It does not replace the Optimist International motto "Friend of Youth."

## Logo

*Logo - a signature symbol or icon used by a group or organization*

Optimist International has a number of logos, but Optimist Clubs should be careful to use the appropriate logo at the appropriate time.

- ▶ The traditional Optimist International logo is the octagon with the "O" and "I" in the middle. One version of the Optimist logo incorporates the motto "Friend of Youth." The "Bringing Out the Best in Kids" logo is part of the organization's branding efforts. A number of Optimist programs and activities also have their individual logos and can be used to coincide with a Club's participation in these activities.

# Optimism

For more information about logos, see the Logos pdf in the "How-to" folder on the CD. For a complete inventory of logos, please see the "Logos" folder on the CD or go to [www.optimist.org](http://www.optimist.org), look under "Members," then "Forms and Publications" and click where it says "Logos & Graphics."