

# The Gift of Branding

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# What we'll cover:

- Let's learn the lingo...
- What is "Branding"
- Logo vs. Brand
- Building Brand Identity
- Your questions



# Let's learn the lingo...

- **Logo:** a symbol or other design adopted by an organization to identify its products, uniform, vehicles, etc..
- **Icon:** a symbol or graphic representation of a program, service or company
- **Trademark:** a symbol, word, or words legally registered or established by use as representing a company or product.
- **Copyright:** the exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.
- **Marketing:** the process by which companies / organizations create customer interest in products or services. It generates the strategy that underlies sales techniques, business communication, and business development. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.”
- **Public Relations:** refers to managing how others see and feel about a person, brand, or company.
- **Brand Equity:** the value that is derived from consumer perception of the brand name of a particular product or service, rather than from the product or service itself.



## Let's learn the lingo...

**Branding** is the perpetual process of identifying, creating, and managing the cumulative assets and actions that shape the perception of a brand in stakeholders' minds.

# Branding





# Most Valuable Brands



What is our Brand?



**Optimist**  
**INTERNATIONAL**



# What is our Brand?

## Mission:

By providing hope and positive vision, Optimists bring out the best in youth, our communities, and ourselves.

**Brand Promise:** Optimists bring out the best in our youth, our communities, and ourselves



**Our most visible brand asset**



**Optimist**  
**INTERNATIONAL**



# Brand Equity

The **value** that is derived from consumer **perception** of the brand name of a particular product or service, rather than from the product or service itself.

# Brand Equity



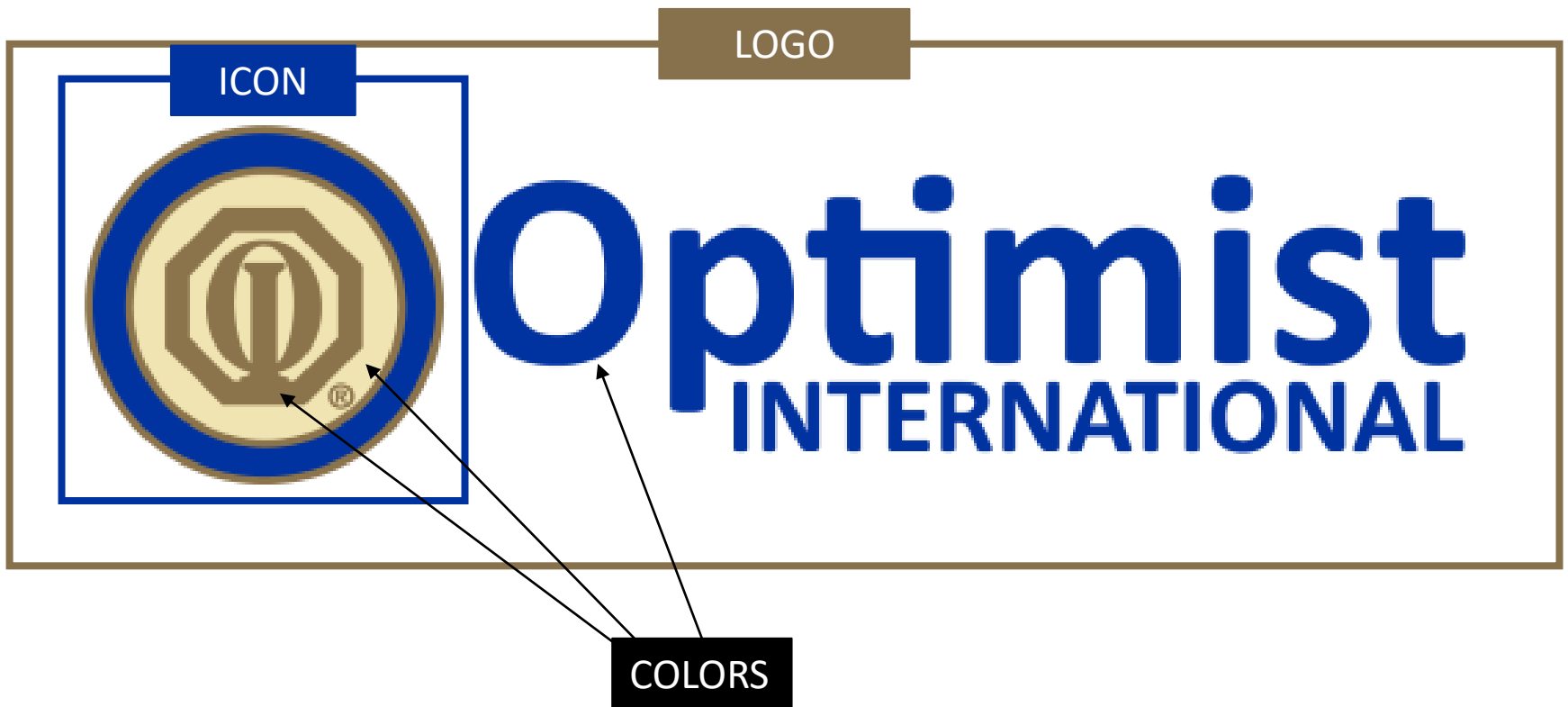
# Brand Equity



Disney

Disney

# Our most visible brand asset = Brand Identity



# Brand Assets



<b>Brand Promise</b>	Optimists bring out the best in our youth, our communities, and ourselves.
<b>Slogan</b>	Friend of Youth
<b>Tagline</b>	Bringing Out the Best



# Brand Assets

**PMS 286**

CMYK	100/84/11/3
RGB	0/50/160
HEX	0032a0

**PMS 872**

CMYK	43/48/74/18
RGB	135/113/77
HEX	87714d

**PMS 7499**

CMYK	5/7/34/0
RGB	242/229/179
HEX	f2e5b3

**Black**

CMYK	0/0/0/100
RGB	0/0/0
HEX	000000

**White**

CMYK	0/0/0/0
RGB	255/255/255
HEX	FFFFFF

**PMS 294 C**

CMYK	100/86/29/23
RGB	0/47/109
HEX	002f6d

**PMS 123 C**

CMYK	0/32/94/0
RGB	255/184/29
HEX	ffb81d

**PMS 291 C**

CMYK	38/8/1/0
RGB	152/202/236
HEX	98caec

**PMS 418 C**

CMYK	63/53/63/36
RGB	81/83/74
HEX	51534a

**Warm Grey 1C**

CMYK	15/13/17/0
RGB	215/210/203
HEX	d7d2cb

## Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Calibri Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

## Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## Calibri Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

## Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Primary Color Pallet

Secondary Color Pallet

Primary Font Family



# Brand Assets

Standard Version



Stacked Version



Roundrel Version







# Brand Identity

**Optimist**  
INTERNATIONAL

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**OPTIMIST**  
INTERNATIONAL

*Optimist*  
*International*

**Optimist**  
**International**

**Optimist**  
International

*Optimist*  
*International*

**Optimist**  
International



# Brand Identity

International



District



Club





# Brand Identity Guidelines



Available:

[https://www.optimist.org/documents/OI\\_Brand\\_Guidelines.pdf](https://www.optimist.org/documents/OI_Brand_Guidelines.pdf)



# Questions

