

Branding

And why it matters.

Communications and Marketing Committee



What is a “brand”?



All organizations have something called a “brand.”

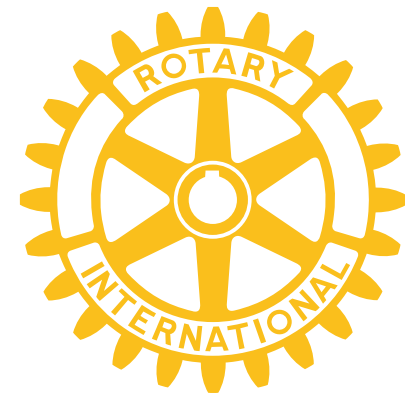
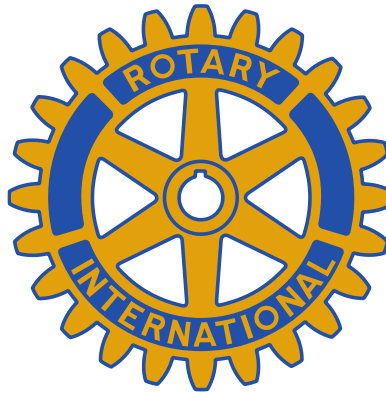
It’s the unique way they stand out in the marketplace.

A brand encompasses logo symbol, logotype, colors, fonts, and anything representing that business.

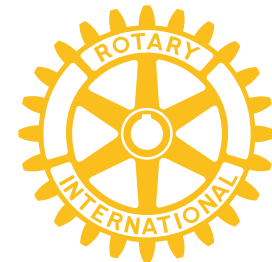
A few famous brands



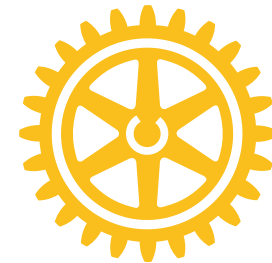
From Our Collaborative Partners



Rotary



Rotary



Which one is right?



Which one is right?





This is our brand identity

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.

Slogan: Friend of Youth.

Tagline: Bringing Out the Best.

Our most visible brand asset



Optimist
INTERNATIONAL

Brand Identity Crisis





Brand Identity Crisis

Optimist
international

Optimist
International

Optimist
International

Optimist
International

Optimist
International

Optimist
International

Brand Colors and Fonts



PMS 286

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

PMS 294 C

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

PMS 872

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

PMS 123 C

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

PMS 7499

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

PMS 291 C

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

Black

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

PMS 418 C

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

White

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

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 Logo



Standard Horizontal Version



Stacked Version



Roundel Version

Standard Horizontal



International



District



Club



Stacked



International



Optimist
INTERNATIONAL

District



Optimist
INTERNATIONAL
North Texas District

Club



Optimist
INTERNATIONAL
North Perimeter Club

Roundel



International



District



Club



Incorrect use of logo



Let the logo “breathe”



- Make sure in your layout and designs you leave sufficient space around the logo so that it can be clearly recognized and is not encroached upon by any other elements.
- The general rule is that the minimum free space around the logo should be equal to the height of the lowercase letter "s" in "Optimist".



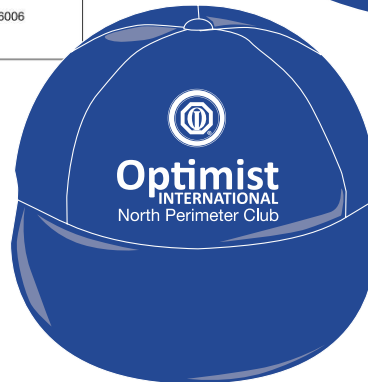
Use an appropriate background



- The logo should be placed on a background which does not interfere with its recognition.
- When placing the three-color version of the logo use a white background.
- When using a single-color version of the logo make sure to place it on a low-contrast background.



Sample Use



Mission

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

Sample Use – Clothing



Sample Use – Cups/Glassware



Sample Use - Padfolios



Sample Use – Pencils/Pens



Sample Use – Caps



Sample Use – Vinyl



Dare to be the Best!

Become an Optimist!

Optimist
INTERNATIONAL
North Perimeter Club


www.facebook.com/North-Perimeter-Optimist-Club
www.gatewayoptimists.org

A group of seven diverse children of various ethnicities and ages are posing together, smiling and leaning on each other. They are wearing casual clothing like t-shirts and jeans.

6'x2' Vinyl Banner (with grommets) Fits 6' Table



Window Decal (ProShop)



The Optimist

Promise Yourself

- To be **so strong** that nothing can disturb your peace of mind.
- To talk **health, happiness** and **prosperity** to every person you meet.
- To make all your friends feel that **there is something in them.**
- To look at the sunny side of everything and **make your optimism come true.**
- To **think** only of the best; to **work** only for the best and to **expect** only the best.
- To be just as **enthusiastic about the success of others** as you are about your own.
- To forget the mistakes of the past and press on to the **greater achievements** of the future.
- To wear a cheerful countenance **at all times** and give every living creature you meet a smile.
- To give so much time to the improvement of yourself that you have **no time to criticize others.**
- To be too large for worry, too noble for anger, too strong for fear, and **too happy** to permit the presence of trouble.

A vertical pop-up sign with a blue background and white text. At the top left is the Optimist International logo and the text 'Optimist INTERNATIONAL HORIZONTAL CLUB LOGO HERE'. The main title is 'The Optimist' and the subtitle is 'Promise Yourself'. Below are ten lines of text, each starting with a 'To' and containing a specific promise or guideline.

Pop-Up Creed (ProShop)

Sample Use – Event Promotion



Facebook Event Cover



Facebook Post



Event flyer (pdf)

From this ...



BLAIR OPTIMIST CLUB *6th Annual* **FIRST RESPONDER** **APPRECIATION COOKOUT**



THANK YOU to the Following Sponsors of today's event:

Blair Optimist Club * Washington County Chamber of Commerce * Washington County Bank
Black Hills Energy * Carter Place * Fairway Oil
Two Rivers Bank, a branch of First State Bank & Trust * Living Hope Assembly of God
North 40 Sales * Pastor Amy



Living Hope
Assembly of God



To this:



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Optimist
INTERNATIONAL
Optimist Club of
Blair, Nebraska



Washington County
CHAMBER OF COMMERCE



Living Hope
Assembly of God



Washington
COUNTY BANK

From this ...



SAVE THE DATE

SUNDAY, SEPT 11, 2022 - 10:00 AM

Sponsored by
Optimist Club of Windsor-South



TRI-STAR GOLF



JUNIOR SKILLS CHALLENGE

Sutton Creek Golf Course
2135 County Road 12, Essex ON

Open to Public | \$10 Registration Fee
Proceeds to support Youth Events

AGE GROUPS: 8 & under | 9-11 | 12-14 | 15-18

FEE INCLUDES:
Hotdogs & Pop for each child & Awards

Scores will be placed towards
2023 National Leader Board

FOR MORE INFO CONTACT
elton.robinson1984@gmail.com



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Is this "Go" or "No-go"?



www.kidsharbormo.org

<https://www.facebook.com/KidsHarborinc?ref=hl>

MOST NEEDED ITEMS:

- Individually wrapped snake cakes/candies
- Drinks (Kool-Aid jammers, small water, individual juice packs)
- Glitter
- White or clear glue
- Food coloring
- Small dolls (for dollhouses)
- Washable paints
- Card stock and construction paper

MISSION: To assist victims of child abuse and their safe caregivers as they make their way through the difficult and often frightening process of child abuse investigation

Optimists, please support their mission by bringing any of these items to donate at 3rd Quarter Conference May 13-14 at the Inn at Grand Glaize





Resources

Find your logos.

Club Logos are on the main Leadership Login Club Roster screen. The EPS/JPG/PNG are different graphic types.

Other logos are here:

<https://www.optimist.org/member/marketing6.cfm>

Brand Guidelines:

Including ALL the information you'll need plus examples.

https://www.optimist.org/Documents/Branding_Guidelines.pdf

Single page "cheat sheet."



Resources

Shop at the Optimist Pro Shop.

Through a partnership with Vistaprint, you can shop at a ProShop for all your optimist needs!

- Business cards
- Club supplies
 - custom buttons/pins
 - book markers
 - folded note card
- Signage
 - flags
 - table cloth/runner
 - bumper sticker
 - creed pop-up
 - window decals
- And more!



Resources

- Social Media Downloads (OI branded)
 - <https://www.optimist.org/member/marketing10.cfm>
- Facebook Groups:
 - OI Marketing
<https://www.facebook.com/groups/OptimistMarketing>
 - OI Club and Members
<https://www.facebook.com/groups/optimistintl>
- Marketing Request Form on [optimist.org](https://www.optimist.org)

What Do You Want to Know?



QUESTIONS?

Showcase our brand!



Optimist
INTERNATIONAL