

The Gift of Branding

Communications, Marketing & Technology Committee
Cheryl Brenn, Executive Director
cheryl.brenn@optimist.org





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



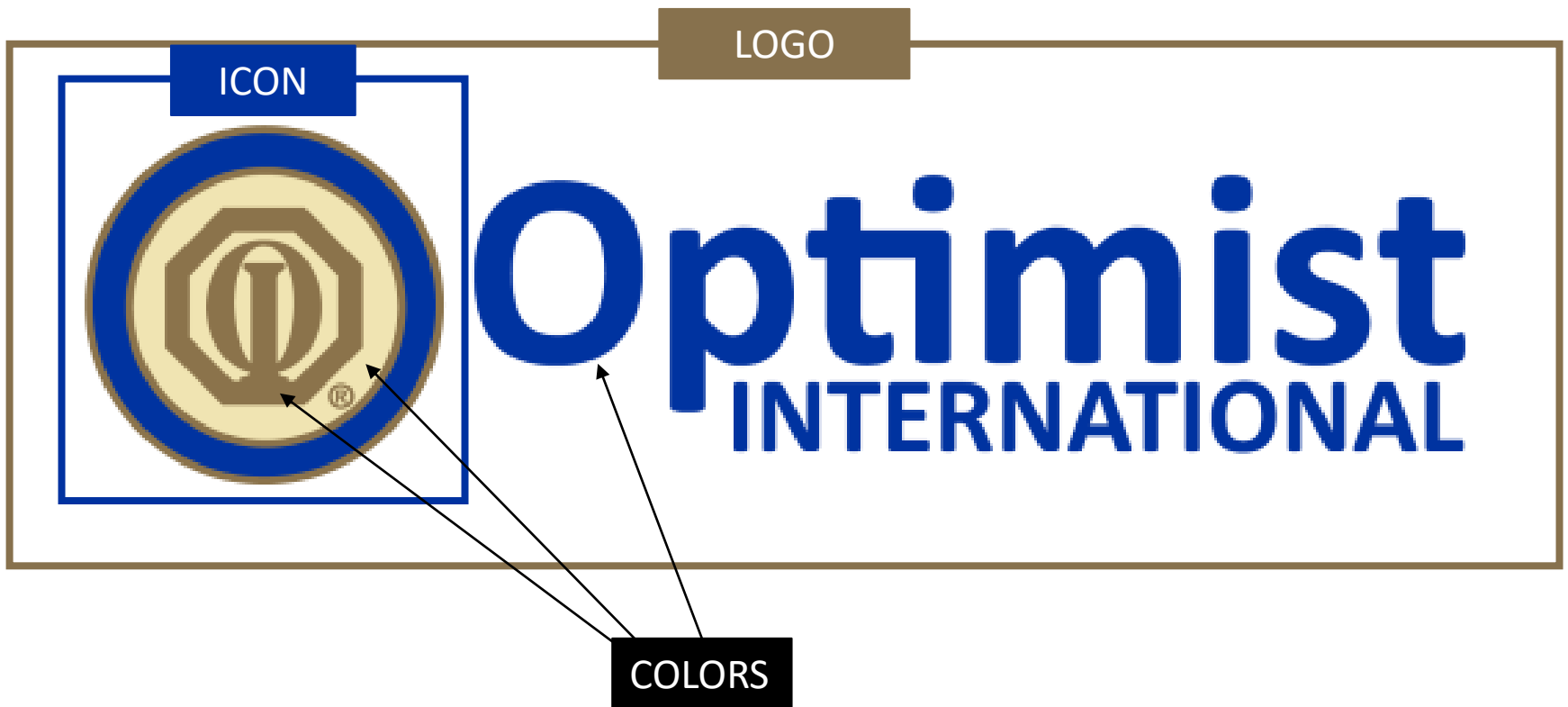
Brand Equity



Disney

Disney

Our most visible brand asset = Brand Identity



ICON

LOGO

COLORS

Brand Assets



Brand Promise	Optimists bring out the best in our youth, our communities, and ourselves.
Slogan	Friend of Youth
Tagline	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

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



Questions

