

Branding and Mission Statements

ICD-12

Branding Statement and Tagline: The International, District, and Club branding statement shall be “Optimists - Bringing Out the Best in Youth, our Communities, and Ourselves.” Clubs may use the tag line “Bringing Out the Best” in conjunction with the branding statement.

Mission Statement: The International, District, and Club Mission Statement shall be “By providing hope and positive vision, Optimists bring out the best in youth, our communities and ourselves.”

Effective October 1, 2024, all promotional and informational pieces distributed by Optimist International, Districts and Clubs must comply with the official Branding Guidelines as found on the Optimist Website.

(Mar 2002; Apr 2016; Dec 2016; May 2024)