



# Branding Identity Guidelines

Optimist International  
4494 Lindell Boulevard  
St. Louis, MO 63108  
(314) 371-6000  
[www.optimist.org](http://www.optimist.org)

Canadian Service Centre  
5205 Metropolitan Boulevard East, Suite 200  
Montreal, QC H1R 1Z7  
Canada  
(514) 593-4401  
[www.optimiste.org](http://www.optimiste.org)

# Contents

**Using these Guidelines:** These guidelines are broken into sections; Our Brand, a general overview of what a brand means and why you, as an Optimist Member, needs to know. The second section deals with the Visual Identity, the actual specifics of our logo and typeface. The third section is Brand Application or how to use the logo properly.

## **Our Brand**

Introduction	2
Who We Speak To	3
Our Mission	4

## **Visual Identity**

Optimist International Logo	5
Brand Strategy	6
Logo Horizontal	7
Logo Stacked	8
International Logo Options	9
District Logo Options	10-11
Club Logo Options	12-13
International Logo – Artwork	14
International - Roundel – Artwork	15
District Logo – Artwork	16
Club Logo – Artwork	17
Incorrect Usage of Logo	18
Typography	19-21
Primary Color Palette	22
Secondary Color Palette	23
Background Color	24
Photography	25
Logo Application Tips	26

## **Brand Application**

Stationery Overview	27
Letterhead Specifications	28
Letterhead – Personalized	29
Letterhead – Layout	30
District Letterhead Specifications	31
District Letterhead – Personalized	32
District Letterhead – Layout	33
Club Letterhead Specifications	34
Club Letterhead – Personalized	35
Club Letterhead – Layout	36
Business Card Specifications Front	37
District Business Card Specifications	38
Club Business Card Specifications	39
Business Card Specifications Back	40-41
Business Envelope Specifications	42
PowerPoint Presentations	43
Presentation Folder	44
Brochures	45
Website	46-47
Facebook	48-49
Clothing and Novelty Items	50-56
Copy Style	57

# Our Brand

The Optimist International brand is our organization's reputation. A reputation shared by our Districts, our Clubs, our Members, our Programs, and our Foundation. It exists in the hearts and minds of the general public, our membership, and those we desire to join us as sponsors and partners. Our reputation is driven primarily by what we do, but is greatly influenced by what and how we communicate.

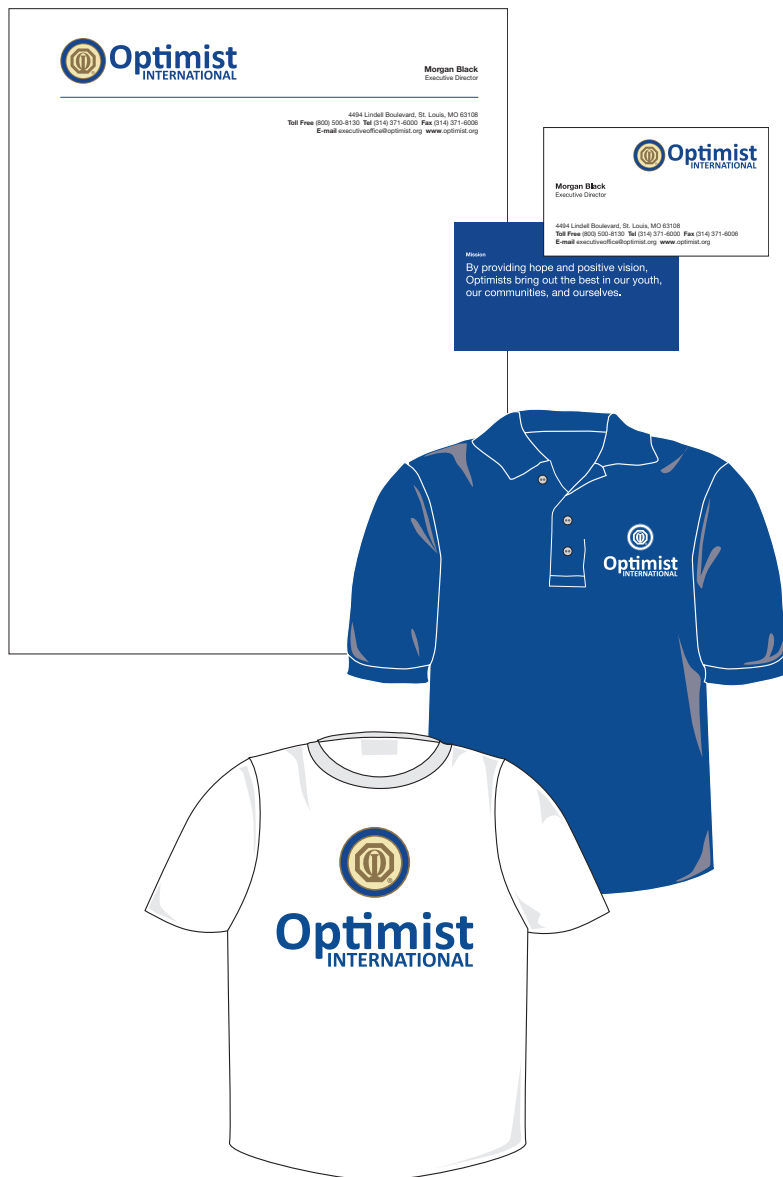
## Using these Guidelines

There are four main sections that comprise these guidelines. The first section speaks to the ideas and messages that drive the Optimist International brand; the second section introduces you to the various elements that were utilized to create the visual identity and the third section deals with the application of the brand. The fourth and final section provides information and tips on how to manage the brand.

### Note:

Optimist International is not creating a new identity for our organization, but upgrading and strengthening our existing one. The familiar symbol of the octagon framing the interlocking OI has been retained. However, a new logotype and color scheme has been adopted. These guidelines were developed to assist Optimist International in consolidating and strengthening our brand throughout the organization. Our objective is to achieve a balance between greater recognition, unity, and the autonomy enjoyed by each of our clubs.

# Introduction



# Our Brand

To achieve effective brand recognition Optimist International must communicate with three main audiences: the general public, our membership, and those we wish to attract as sponsors or partners. Each of these audiences require specific information targeted to answer their questions and understanding about what we do, how we do it, and why we do it.

# Who We Speak To



**General Public:** Optimist International can not assume that the general public knows who we are and what we do. Communications with this audience has to be simple and direct with a consistent message that reinforces our brand recognition.



**Membership:** If the Optimist International brand is to be successful the relationship between the organization and its membership must be strengthened and dedicated. Communications to this audience must be easily understood, focused, and inspirational.



**Sponsors and Partners:** This audience includes corporations, retailers, governments, educational institutions, sports organization, and other non-profits that Optimist International would like to develop as a sponsor or partner to help increase our service outreach. Communications with these entities requires sophistication, professionalism, and a greater degree of detail.



## Our Brand

## Our Mission

<b>Mission Statement</b>	By providing hope and positive vision, Optimists bring out the best in our youth, our communities, and ourselves.
<b>Vision Statement</b>	Optimist International will be recognized worldwide as the premier volunteer organization that values all children and helps them develop to their full potential.
<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

# Visual Identity

# The Optimist International Logo

Optimist International's visual identity is comprised of a set of elements that are combined to assist the organization in conveying its brand to its membership, the general public, and potential sponsors/partners.

## The Symbol

The symbol is a universal element of the visual identity and should be utilized on all communications.



Symbol

**Optimist**  
INTERNATIONAL

Logotype

## The Logotype

The logotype should always be used with the symbol.



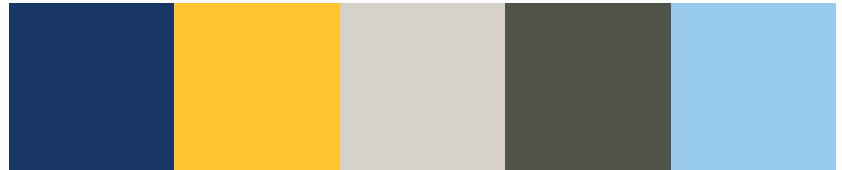
## Primary Color Palette

The primary color palette is to be utilized for all identity items such as stationery and other official communications.

**ABCDefgh1234**

## Typography

Helvetica Neue should be used for all official documents and informational text.



## Secondary Color Palette

These colors are used to provide a visual distinction for Optimist International, its Districts and Clubs. This palette should be utilized for banners, publications, PowerPoint presentations and websites.

## Photography

Images are the most effective way to illustrate what Optimists do, why they do it and how they do it.



# Visual Identity

Optimist International is active at three basic levels and each of these need to be appropriately recognized. It is also important that the relationship between these three levels be clearly defined.

## Brand Strategy

The primary brand of our organization is Optimist International and everything we do should be focused on building recognition and positive associations around our name and symbol.

## District and Club Names

District and Club names should always be used with the Optimist International symbol and logotype for all communications and branding.

# Brand Strategy

## International



## District



## Club



# Visual Identity

# Logo – Horizontal

The Optimist International logo is created by combining the Optimist International symbol and logotype. It should always be used in its full version (Symbol and Logotype). The symbol should never be used without the logotype.



## Color

In its color application the symbol is printed in Pantone® 872 Gold on a background of Pantone® 7499 Beige bordered by a ring of Pantone® 286 Blue. The blue is outlined by Pantone® 872 Gold. The Logotype is printed in 286 Blue.

The logo may only be reproduced in its designated Pantone® colors or the equivalent conversion to four-color process. When these colors are not available, the logo must be reproduced in a single color – either Pantone® 286 or Black.

## Free space

Free space should be left around the logo. Take the height of the lowercase “s” in whatever size you are using the logo – allow that much space around the logo.

## Minimum size

The minimum size for the logo is 1/3 inch or 8mm in height. This recommendation is for standard print only. The minimum size will depend on the method of reproduction being used, the material onto which the logo is being printed, or the materials out of which the logo is being fabricated.

Colors should be visually matched to an up-to-date Pantone® Swatch.



# Visual Identity

## Logo – Stacked

Optimist International logo may also be used in a stacked format. This configuration was developed to provide a more compact format that can be utilized where space is at a premium.



# Visual Identity

A number of logo formats have been developed to provide flexibility for a variety of layout situations.

## Horizontal

The horizontal version of the logo is the standard and is the best option for letterhead, business cards, envelopes, and general use where adequate horizontal space can be afforded.

## Stacked

The stacked version of the logo is best utilized for vertical applications, centered layout, and areas where there is limited space.

## Roundel

The roundel version of the logo is for use on T-shirts, uniforms, specialty advertising items, pins, banners, and signage.

## Note:

All of these logo options are available in a variety of artwork versions and file formats.

# International Logo Options

## Standard Version



## Stacked Version



## Roundel Version



## Roundel with Tagline



## Roundel with Slogan



# Visual Identity

A number of logo formats have been developed to provide flexibility for a variety of layout situations.

## Horizontal

The horizontal version of the logo is the standard and is the best option for letterhead, business cards, envelopes, and general use where adequate horizontal space can be afforded.

## Stacked

The stacked version of the logo is best utilized for vertical applications, centered layout, and areas where there is limited space.

## Roundel

The roundel version of the logo is for use on T-shirts, uniforms, specialty advertising items, pins, banners, and signage.

## Note:

All of these logo options are available in a variety of artwork versions and file formats. An adapted version of the logo has been developed for Districts with longer names.

# District Logo Options

## Standard Version



## Stacked Version



## Roundel Version





# Visual Identity

A special version of the Optimist International logo has been developed for Districts with names that extend beyond one line. In these situations, multi-line and centered versions of the logo have been created.

## Horizontal

The horizontal version of the logo is the standard and is the best option for letterhead, business cards, envelopes, and general use where adequate horizontal space can be afforded.

## Stacked

The stacked version of the logo is best utilized for vertical applications, centered layout, and areas where there is limited space.

## Roundel

The roundel version of the logo is for use on T-shirts, uniforms, specialty advertising items, pins, banners, and signage.

## Note:

An adapted version of the logo can be developed for Districts with longer names upon request.

# District Logo Options Longer Name Version

## Standard Stacked Version



## Stacked Version



## Roundel Stacked Version One



## Roundel Stacked Version Two



Alberta, Montana,  
Saskatchewan &  
Northern Wyoming  
District

# Visual Identity

A number of logo formats have been developed to provide flexibility for a variety of layout situations.

## Horizontal

The horizontal version of the logo is the standard and is the best option for letterhead, business cards, envelopes, and general use where adequate horizontal space can be afforded.

## Stacked

The stacked version of the logo is best utilized for vertical applications, centered layout, and areas where there is limited space.

## Roundel

The roundel version of the logo is for use on t-shirts, uniforms, specialty advertising items, pins, banners, and signage.

## Note:

All of these logo options are available in a variety of artwork versions and file formats. An adapted version of the logo has been developed for Clubs with longer names.

# Club Logo Options

## Standard Version



## Stacked Version



## Roundel Version



# Visual Identity

A number of logo formats have been developed to provide flexibility for a variety of layout situations.

## Horizontal

The horizontal version of the logo is the standard and is the best option for letterhead, business cards, envelopes, and general use where adequate horizontal space can be afforded.

## Stacked

The stacked version of the logo is best utilized for vertical applications, centered layout, and areas where there is limited space.

## Roundel

The roundel version of the logo is for use on T-shirts, uniforms, specialty advertising items, pins, banners, and signage.

## Note:

An adapted version of the logo can be developed for Clubs with longer names upon request.

# Club Logo Options Longer Name Version

## Standard Stacked Version



## Stacked Version



## Roundel Stacked Version One



## Roundel Stacked Version Two



# Visual Identity

Specific artwork has been developed for the International logo in three color, single color, and white.

### Three Color

This version of the logo is used on a white background.

### Single Color

This version of the logo is for use in single color. When utilizing a single color the logo should be printed in PMS 286 C or black against a light low-contrast background. Make sure there is sufficient contrast between the logo color and the background color.

### White

This version of the logo is utilized on dark solid colors and photographic images.

### File Formats

**PNG** artwork has been prepared for use in software applications such as Microsoft Word and Microsoft PowerPoint.

**EPS** (vector) artwork has been prepared for use by designers and can be scaled to any size without the loss of quality.

# International Logo Artwork Versions

### Three Color



### Single Color (PMS 286)



### Single Color (PMS 872)



### Single Color (Black)



### White



# Visual Identity

# International Logo – Roundel Artwork Versions

Specific artwork has been developed for the International logo in three color, single color, and white.

### Three Color

This version of the logo is used on a white background.

### Single Color

This version of the logo is for use in single color. When utilizing a single color the logo should be printed in PMS 286 C or black against a light low-contrast background. Make sure there is sufficient contrast between the logo color and the background color.

### White

This version of the logo is utilized on dark solid colors and photographic images.

### File Formats

**PNG** artwork has been prepared for use in software applications such as Microsoft Word and Microsoft PowerPoint.

**EPS** (vector) artwork has been prepared for use by designers and can be scaled to any size without the loss of quality.

### Three Color



### Single Color (PMS 286)



### Single Color (PMS 872)



### Single Color (Black)



### White



# Visual Identity

Specific artwork has been developed for the District logo in four color, single color, and white.

## Four Color

This version of the logo is used on a white background.

## Single Color

This version of the logo is for use in single color. When utilizing a single color the logo should be printed in PMS 286 C or black against a light low-contrast background. Make sure there is sufficient contrast between the logo color and the background color.

## White

This version of the logo is utilized on dark solid colors and photographic images.

## File Formats

**PNG** artwork has been prepared for use in software applications such as Microsoft Word and Microsoft PowerPoint.

**EPS** (vector) artwork has been prepared for use by designers and can be scaled to any size without the loss of quality.

# District Logo Artwork Versions

## Four Color



## Single Color (PMS 286)



## Single Color (PMS 872)



## Single Color (Black)



## White



# Visual Identity

Specific artwork has been developed for the Club logo in four color, single color, and white.

## Four Color

This version of the logo is used on a white background.

## Single Color

This version of the logo is for use in single color. When utilizing a single color the logo should be printed in PMS 286 C or black against a light low-contrast background. Make sure there is sufficient contrast between the logo color and the background color.

## White

This version of the logo is utilized on dark solid colors and photographic images.

## File Formats

**PNG** artwork has been prepared for use in software applications such as Microsoft Word and Microsoft PowerPoint.

**EPS** (vector) artwork has been prepared for use by designers and can be scaled to any size without the loss of quality.

# Club Logo Artwork Versions

## Four Color



## Single Color (PMS 286)



## Single Color (PMS 872)



## Single Color (Black)



## White





# Visual Identity

# Incorrect Usage of Logo

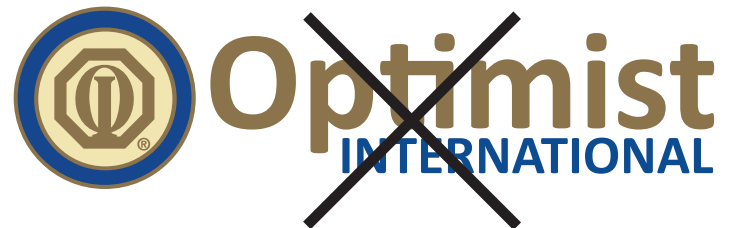
- Do not stretch, distort, change the proportion/appearance/shape/layout of the logo



- Do not change the proportions of any element of the logo.



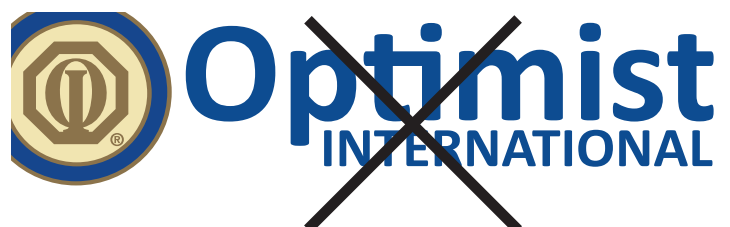
- Do not use color in the logo in any way other than specified in the guidelines



- Do not change the appearance, shape or layout of the logo



- Do not crop or cut off any part of the logo



- Do not use the elements of the logo independently from one another



# Visual Identity

Calibri has been chosen as the primary font for use by Optimist International because of its clarity and accessibility both in print and on screen. It is available in a range of weights and styles, and is included as a Windows and Mac system font, and Microsoft Office font.

# Typography

## Recommended Font

### 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

# Visual Identity

Helvetica Neue has been chosen as the supporting font for use by Optimist International because of its clarity, legibility, and versatility, both in print and on screen. **Helvetica Neue is not the same font as Helvetica.** It is available in a wide range of weights and styles.

If using Helvetica Neue fonts within Microsoft Office documents (Word, PowerPoint) please note that these documents should be shared with third parties or members of the public in PDF format. Otherwise Arial should be used in place of Helvetica Neue. Arial is available as standard on all PC and Mac computers.

# Typography

## Recommended Font

### Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica Neue Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Helvetica Neue Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

### Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica Neue Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

# Visual Identity

Arial has been chosen as the alternative supporting font for use by Optimist International because of its clarity, legibility, versatility and availability both on Windows and Apple computers. It is available in a wide range of weights and styles.

**Helvetica Neue is the chosen supporting font and should be utilized in all printed documents. However, when using Helvetica Neue fonts within Microsoft Office documents (Word, PowerPoint) please note that these documents should be shared with third parties or members of the public in PDF format. Otherwise Arial should be used in place of Helvetica Neue. Arial is available as standard on all PC and Mac computers.**

# Typography Alternative Font

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

## Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

## Arial Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Arial Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

# Visual Identity

# Primary Color Palette

The primary color palette for Optimist International consists of PMS 286 C, PMS 872 C, and PMS 7499 C. These colors, supported by black and white, should be used for all primary applications of the Optimist International logo such as stationery and signage.

**Note:**

White should always be considered as an important color within the palette. Use white space within design layouts and the use of the logo against white backgrounds contribute to the feeling of a bright, open, and contemporary design.

**What those letters mean and when to use them:**

**PMS**

**Pantone Color Matching System** for screen printing (banners, merchandise, T-shirts) and printing on a press.

**CMYK**

**Cyan/Magenta/Yellow/Black**

This is the ink code utilized in printing four color process. This type of printing would be used for brochures, posters, flyers, and pamphlets.

**RGB**

**Red/Green/Blue** for Facebook, video and web sites.

**HEX**

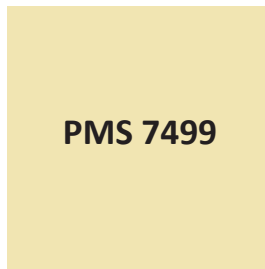
**Hexidecimal** for specifying code when coding with HTML or CSS.



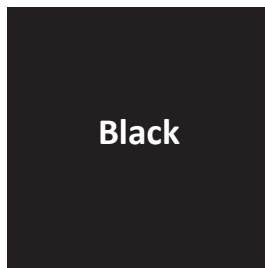
**CMYK** 100/84/11/3  
**RGB** 0/50/160  
**HEX** 0032a0



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



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



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



**CMYK** 0/0/0/0  
**RGB** 255/255/255  
**HEX** FFFFFFFF

# Visual Identity

# Secondary Color Palette

A palette of secondary colors have been specified to support the primary palette. These colors may be used to cover large areas or to provide highlights within a design. Colors may also be combined to create gradients. Keep in mind that in order to maintain a fresh clean look and feel, gradients should be created from colors within the same family.

**Note:**

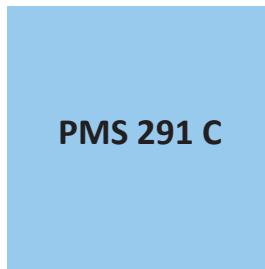
Avoid using too many secondary colors on a design. It is suggested that on any one item the color palette be limited to the primary color palette plus colors from within the same range within the secondary palette.



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



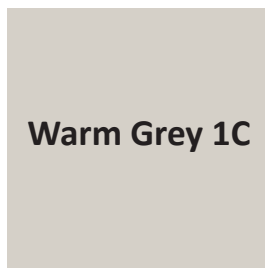
**CMYK** 0/32/94/0  
**RGB** 255/184/29  
**HEX**ffb81d



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



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



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

## Visual Identity

### Color Logo

The color version of the logo should be used against a white background.

### Single Color Logos

On backgrounds with a tonal value between white and 30% black, the single color logo should be used in a dark color.

On backgrounds that have a tonal value greater than 30% the white version of the logo should be used.

### Low Contrast Background

When the logo is utilized on solid colors and photographic images place a single color or white logo as appropriate on the color background or on a low-contrast section of the photograph.

## Background Color





# Visual Identity

Photography is a great asset in helping us tell the Optimist International story. Photographs can be used to educate, explain, raise awareness, illustrate need, evoke emotions, foster values or create empathy. A great photograph uses scene, composition, and subject to tell a unique story captured in a single moment of time.

Photographs are never used in isolation. When developed properly, they show our audiences that Optimist International is a hands-on organization that provides volunteers the opportunity to give of oneself in service to others. The meaning and impact of a photograph will be determined by the context they are placed in, the headlines used, the captions that accompany them or when branded by the Optimist International logo.

Ask for parental permission before taking photos of children participating in Club activities.

# Photography

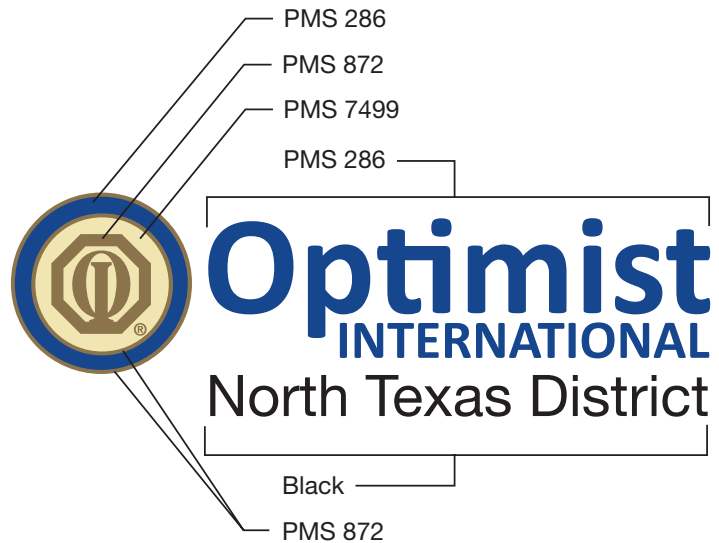


## Visual Identity

### Only use original artwork and standard colors

Use only official master logo artwork files. Do not photocopy, scan or attempt to redraw your own version of the Optimist International logo. When printing the logo in spot color the symbol is printed in PMS 286, PMS 872, and PMS 7499. The logotype is printed in PMS 286. District and Club names are printed in black.

## Logo Application Tips



### Give the logo room to 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 lower case “s” in “Optimist”.



### Place the logo on 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.



# Brand Application

This section provides guidelines for producing Optimist International letterhead, business cards, envelopes, and other related materials. General copy standards and style recommendations for typing correspondence are also included.

It is our objective that any communications sent from Optimist International be consistent in look and format to help maintain visual brand-name integrity. We hope you will find these guidelines easy to understand and use. We strongly encourage supplying your vendors with photocopies of this document.

- 1 Letterhead** (US Letter)  
Print artwork: Adobe InDesign Template
- 2 Business Card**  
Print artwork: Adobe InDesign Template
- 3 Envelope**  
Print artwork: Adobe InDesign Template
- 4 Presentation**  
MS PowerPoint Template

## Recommended print stocks

Bright white wove, smooth uncoated paper and card stocks should be used for printing stationery.

Recommended stocks include:

- **Stathmore** Writing Ultimate White:  
Paper 70lb/Card 120lb
- **Environment** White Smooth by **Neenah**:  
Paper 70 text/Card 100 cover
- **Options** PC White Vellum by **Mohawk**:  
Paper 70 text/Card: 100 cover

# Stationery Overview Standard Items



We appreciate your commitment to these brand identity guidelines. If correctly followed, the Optimist International brand-name identity will have a significant positive impact on our services and growth in the marketplace.

If you have any questions, please contact Optimist International's Marketing and Communications staff at (800) 500-8130 or e-mail: [marketing@optimist.org](mailto:marketing@optimist.org).

# Brand Application

# Letterhead Specifications

**Format:** U.S. Letter (8.5" x 11")

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/Pantone 872/Pantone 7499/Black.

**Left Margin** 7/8-inch

**Right Margin** 1/2-inch

**Top Margin** 1/2-inch

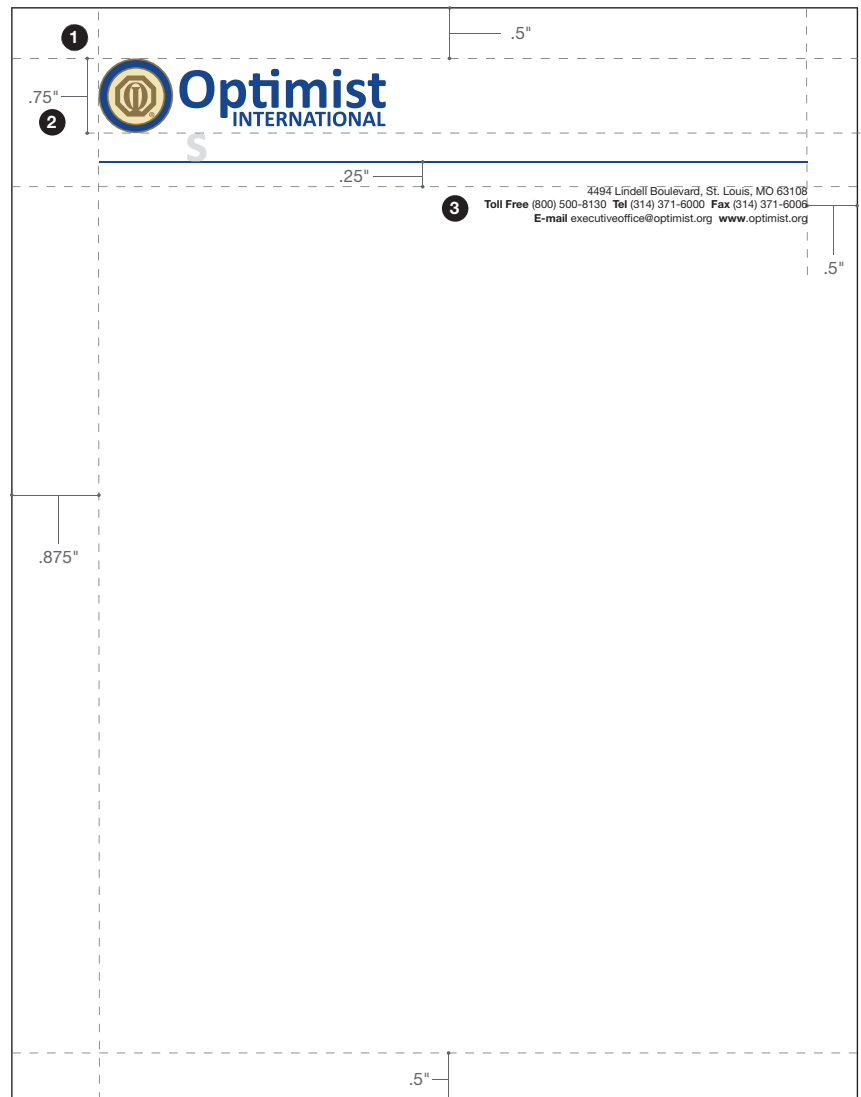
**Bottom Margin** 1/2-inch

**1** The logo is positioned 1/2-inch from the top and 7/8-inch from the left edge.

**2** The logo symbol is 3/4-inch.

**3** The address is right-justified and positioned 1/2-inch from the right edge.

Address is Helvetica Neue 8pt, 10pt leading in black. Channels are highlighted in Bold.



# Brand Application

# Letterhead – Personalized Specifications

**Format:** U.S. Letter (8.5" x 11")

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/Pantone 872/Pantone 7499/Black.

**Left Margin** 7/8-inch

**Right Margin** 1/2-inch

**Top Margin** 1/2-inch

**Bottom Margin** 1/2-inch

**1** The logo is positioned 1/2-inch from the top and 7/8-inch from the left edge.

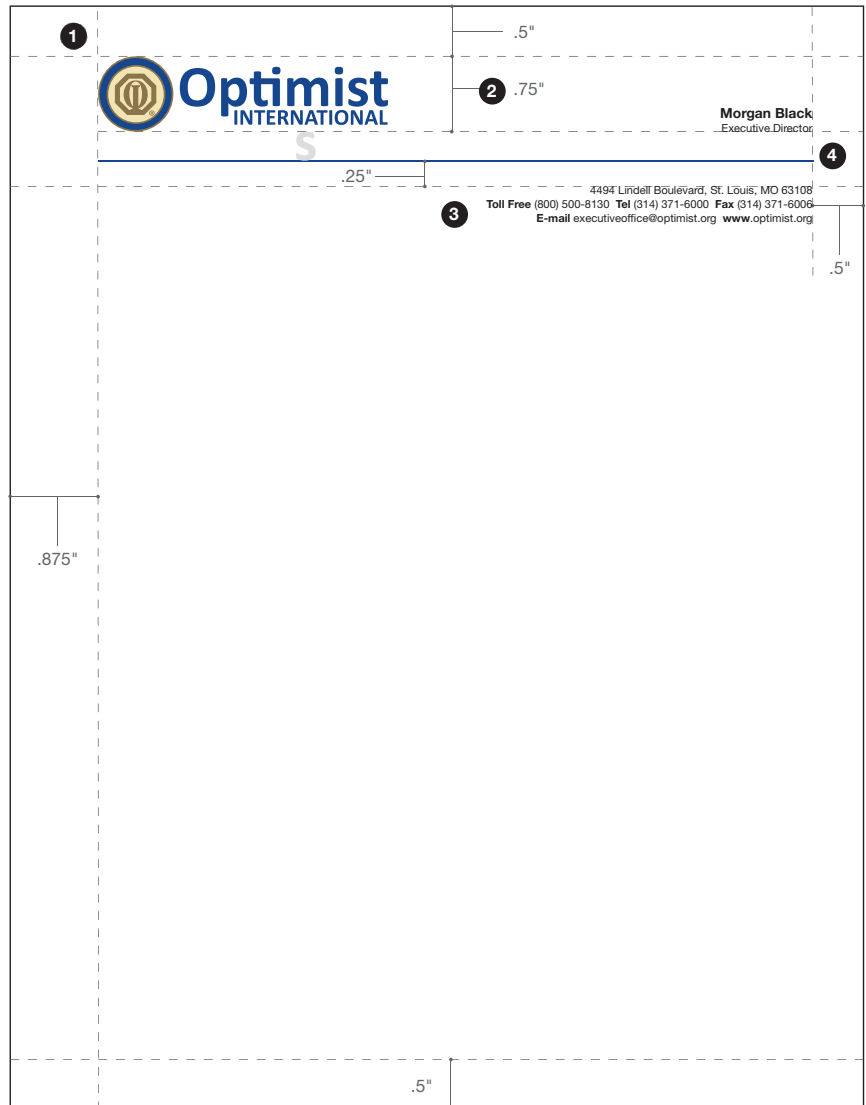
**2** The logo symbol is 3/4-inch.

**3** Name is set in Helvetica Neue Bold 10pt, 12pt leading in black. Title is set in Helvetica Neue Medium, 8pt, 10pt leading in black.

The title aligns with the baseline of the Optimist International logo type.

**4** The name, title and address are right-justified and positioned 1/2-inch from the right edge.

Address is Helvetica Neue 8pt, 10pt leading in black. Channels are highlighted in Bold.





# Brand Application

# Letterhead – Layout Specifications

**Format:** U.S. Letter (8.5" x 11")

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/Pantone 872/Pantone 7499/Black.

**Left Margin** 7/8-inch

**Right Margin** 1/2-inch

**Top Margin** 1/2-inch

**Bottom Margin** 1/2-inch

**1** The logo is positioned 1/2-inch from the top and 7/8-inch from the left edge.

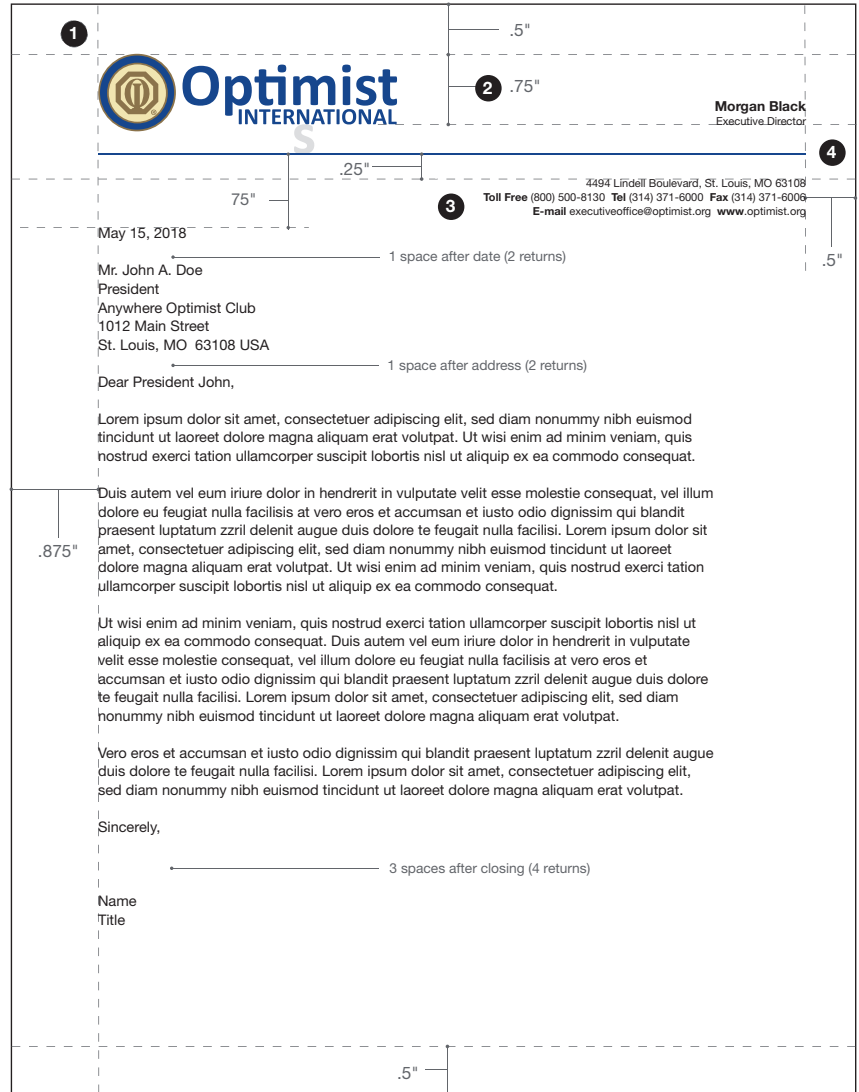
**2** The logo symbol is 3/4-inch.

**3** Name is set in Helvetica Neue Bold 10pt, 12pt leading in black. Title is set in Helvetica Neue Medium, 8pt, 10pt leading in black.

The title aligns with the baseline of the Optimist International logo type.

**4** The name, title and address are right-justified and positioned 1/2-inch from the right edge.

Address is Helvetica Neue 8pt, 10pt leading in black. Channels are highlighted in Bold.



## General Typing Notes:

- Letter should be typed flush left, ragged right in Helvetica Neue 10.5pt, 14pt leading.
- Use only one space after period.
- One blank line space after paragraph, no indent.

# Brand Application

# District Letterhead Specifications

**Format:** U.S. Letter (8.5" x 11")

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/  
Pantone 872/Pantone 7499/Black.

**Left Margin** 7/8-inch

**Right Margin** 1/2-inch

**Top Margin** 1/2-inch

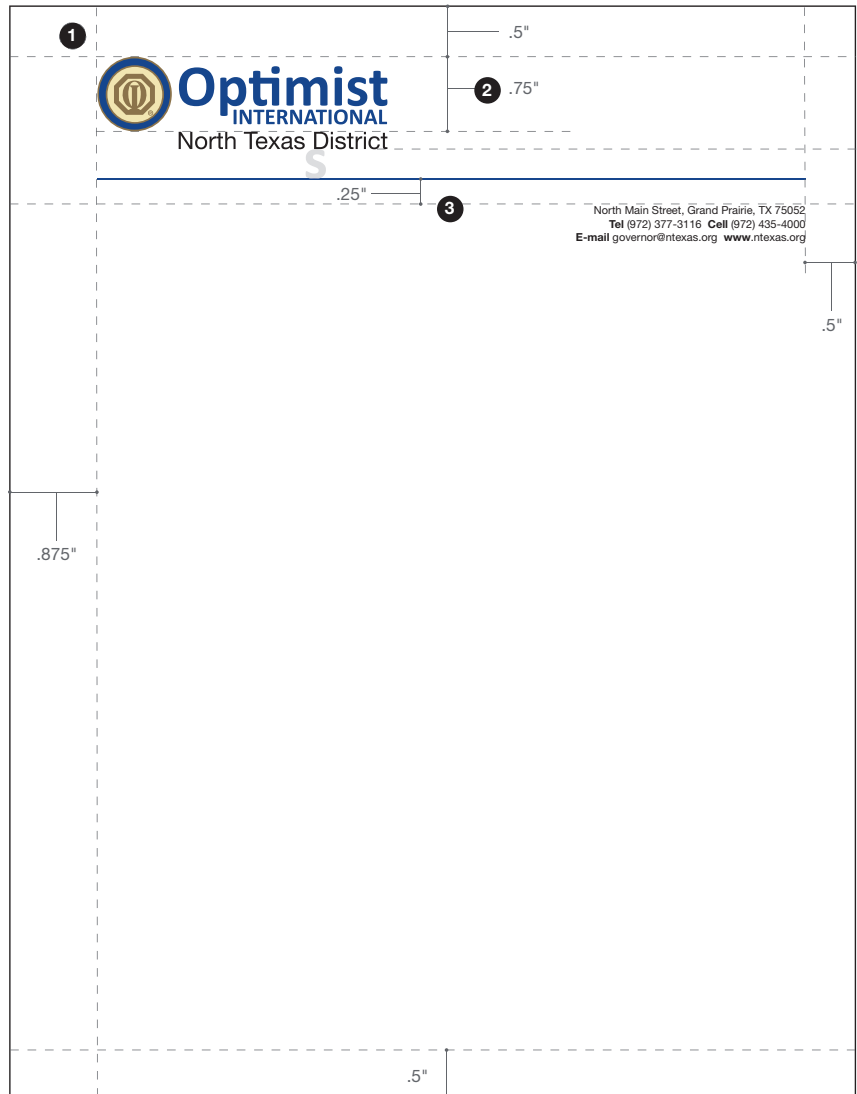
**Bottom Margin** 1/2-inch

**1** The logo is positioned 1/2-inch from the top and 7/8-inch from the left edge.

**2** The logo symbol is 3/4-inch.

**3** The address is positioned 1/2-inch from the right edge.

Address is Helvetica Neue 8pt, 10pt leading in black. Channels are highlighted in Bold.





# Brand Application

# District Letterhead – Personalized Specifications

**Format:** U.S. Letter (8.5" x 11")

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/Pantone 872/Pantone 7499/Black.

**Left Margin** 7/8-inch

**Right Margin** 1/2-inch

**Top Margin** 1/2-inch

**Bottom Margin** 1/2-inch

**1** The logo is positioned 1/2-inch from the top and 7/8-inch from the left edge.

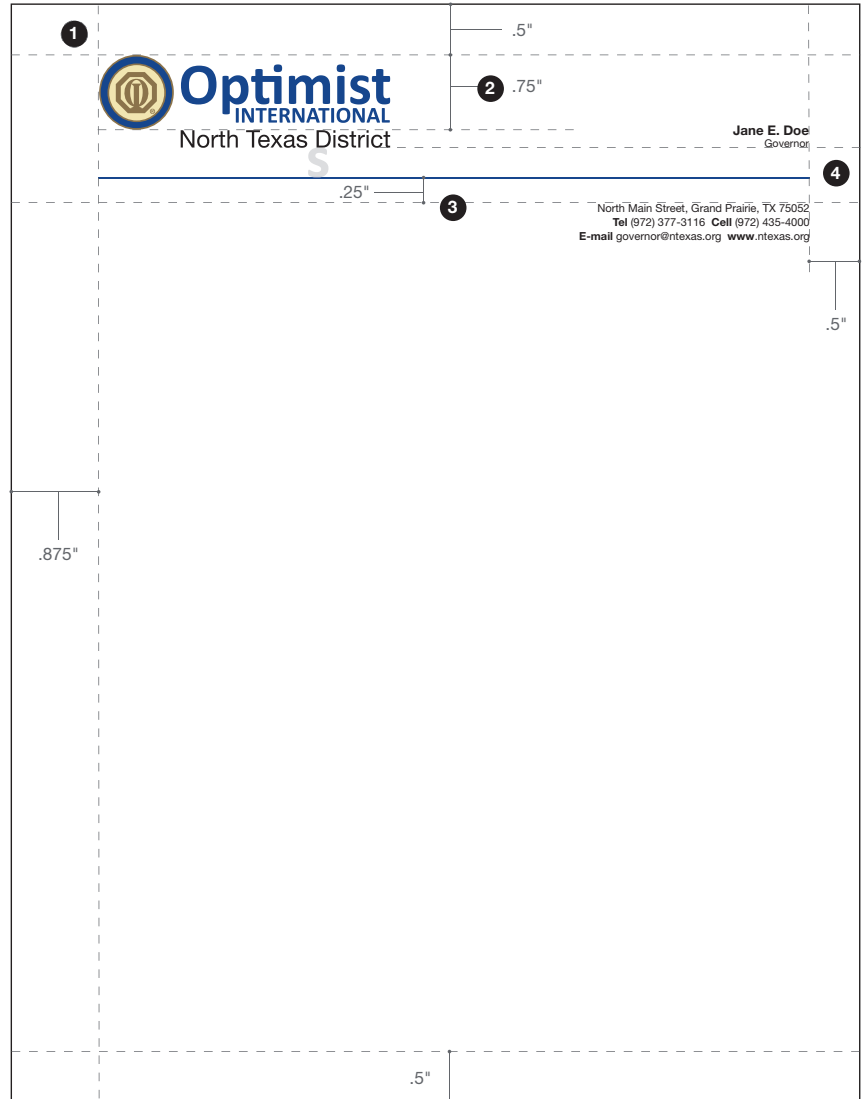
**2** The logo symbol is 3/4-inch.

**3** Name is set in Helvetica Neue Bold 10pt, 12pt leading in black. Title is set in Helvetica Neue Medium, 8pt, 10pt leading in black.

The title aligns with the baseline of the Optimist International logo type.

**4** The name, title and address are right-justified and positioned 1/2-inch from the right edge.

Address is Helvetica Neue 8pt, 10pt leading in black. Channels are highlighted in Bold.



# Brand Application

# District Letterhead – Layout Specifications

**Format:** U.S. Letter (8.5" x 11")

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/Pantone 872/Pantone 7499/Black.

**Left Margin** 7/8-inch

**Right Margin** 1/2-inch

**Top Margin** 1/2-inch

**Bottom Margin** 1/2-inch

**1** The logo is positioned 1/2-inch from the top and 7/8-inch from the left edge.

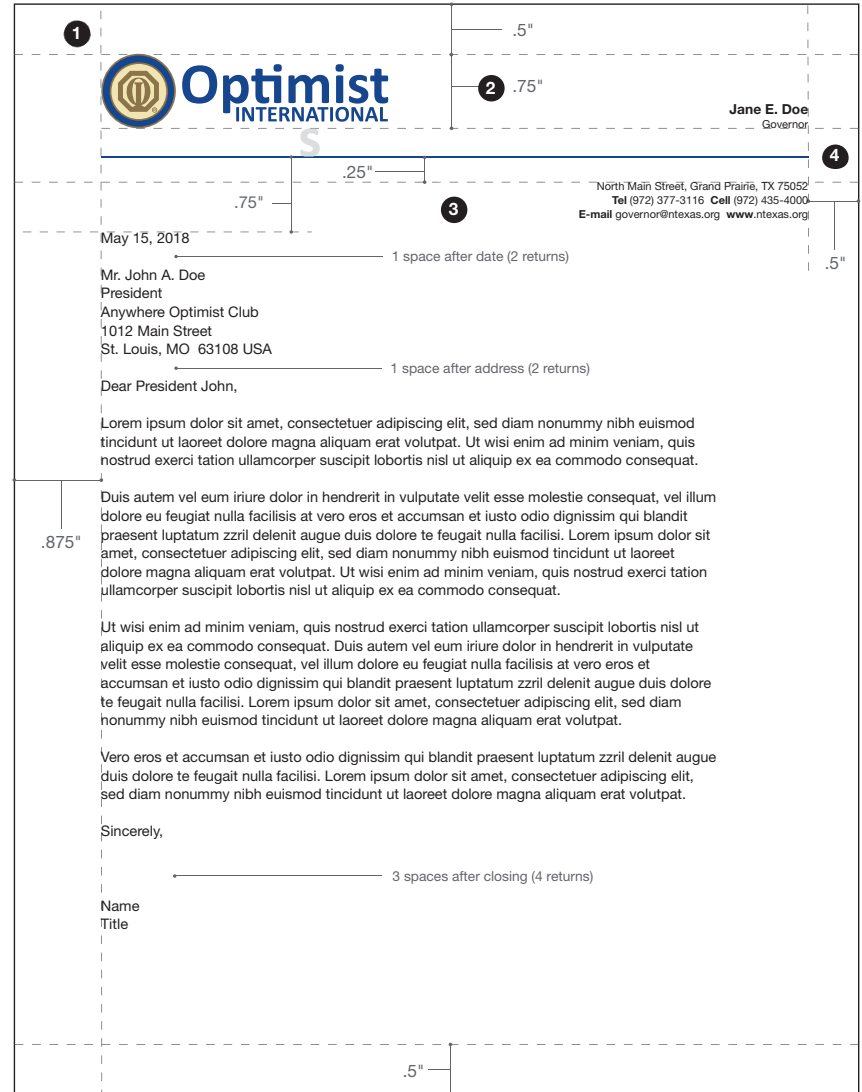
**2** The logo symbol is 3/4-inch.

**3** Name is set in Helvetica Neue Bold 10pt, 12pt leading in black. Title is set in Helvetica Neue Medium, 8pt, 10pt leading in black.

The title aligns with the baseline of the Optimist International logo type.

**4** The name, title and address are right-justified and positioned 1/2-inch from the right edge.

Address is Helvetica Neue 8pt, 10pt leading in black. Channels are highlighted in Bold.



## General Typing Notes:

- Letter should be typed flush left, ragged right in Helvetica Neue 10.5pt, 14pt leading.
- Use only one space after period.
- One blank line space after paragraph, no indent.

# Brand Application

# Club Letterhead Specifications

**Format:** U.S. Letter (8.5" x 11")

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/  
Pantone 872/Pantone 7499/Black.

**Left Margin** 7/8-inch

**Right Margin** 1/2-inch

**Top Margin** 1/2-inch

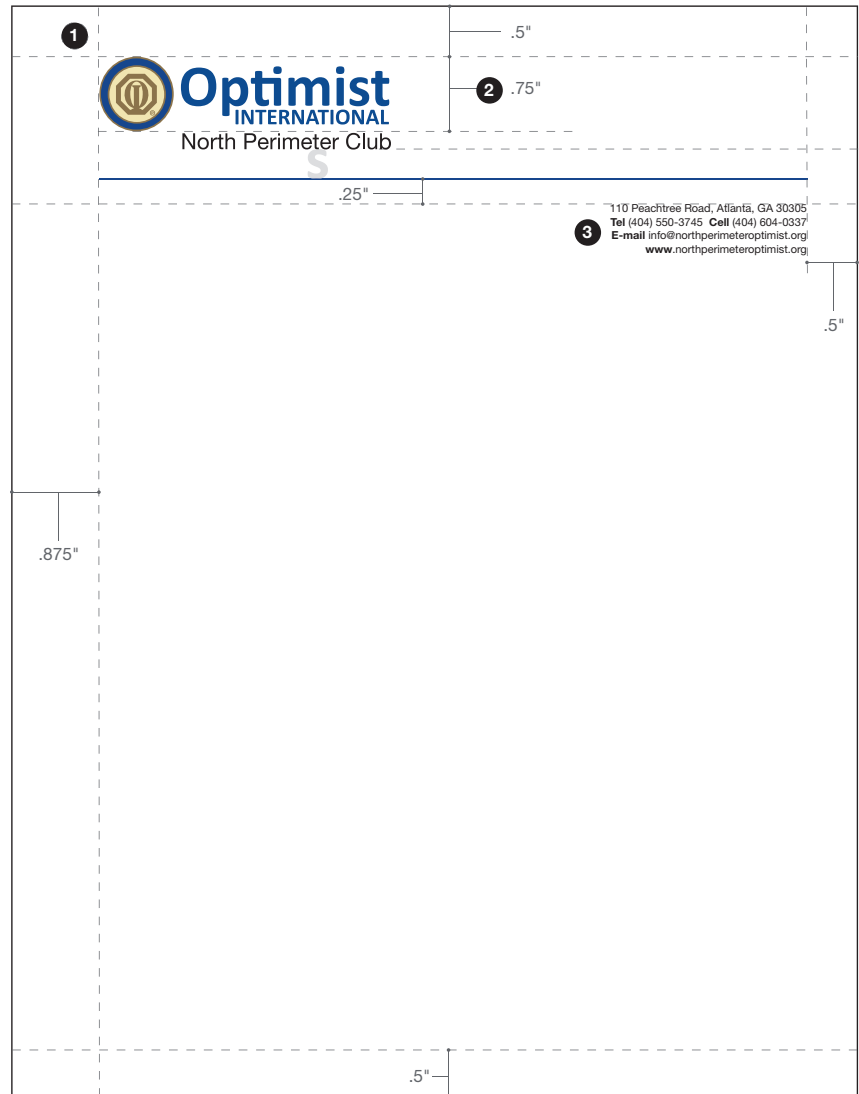
**Bottom Margin** 1/2-inch

**1** The logo is positioned 1/2-inch from the top and 7/8-inch from the left edge.

**2** The logo symbol is 3/4-inch.

**3** The address is positioned 1/2-inch from the right edge.

Address is Helvetica Neue 8pt, 10pt leading in black. Channels are highlighted in Bold.



# Brand Application

# Club Letterhead – Personalized Specifications

**Format:** U.S. Letter (8.5" x 11")

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/Pantone 872/Pantone 7499/Black.

**Left Margin** 7/8-inch

**Right Margin** 1/2-inch

**Top Margin** 1/2-inch

**Bottom Margin** 1/2-inch

**1** The logo is positioned 1/2-inch from the top and 7/8-inch from the left edge.

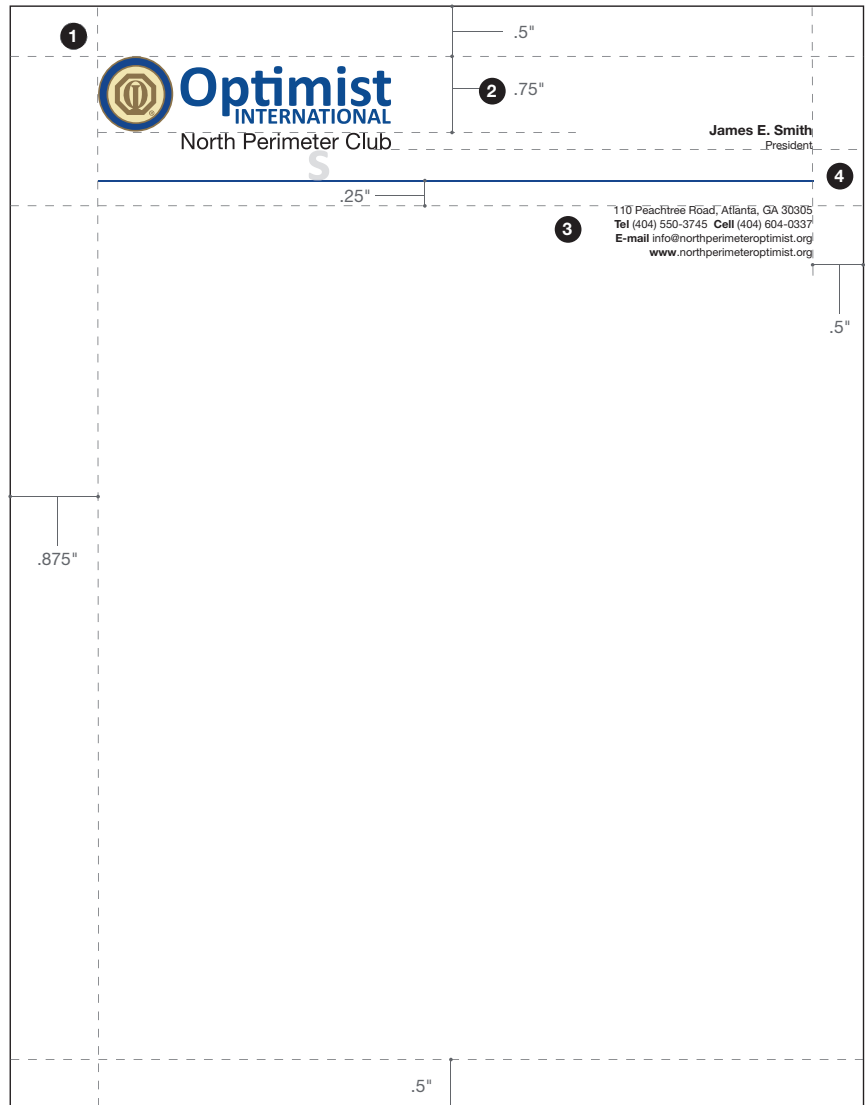
**2** The logo symbol is 3/4-inch.

**3** Name is set in Helvetica Neue Bold 10pt, 12pt leading in black. Title is set in Helvetica Neue Medium, 8pt, 10pt leading in black.

The title aligns with the baseline of the Optimist International logo type.

**4** The name, title and address are right-justified and positioned 1/2-inch from the right edge.

Address is Helvetica Neue 8pt, 10pt leading in black. Channels are highlighted in Bold.



# Brand Application

# Club Letterhead – Layout Specifications

**Format:** U.S. Letter (8.5" x 11")

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/Pantone 872/Pantone 7499/Black.

**Left Margin** 7/8-inch

**Right Margin** 1/2-inch

**Top Margin** 1/2-inch

**Bottom Margin** 1/2-inch

**1** The logo is positioned 1/2-inch from the top and 7/8-inch from the left edge.

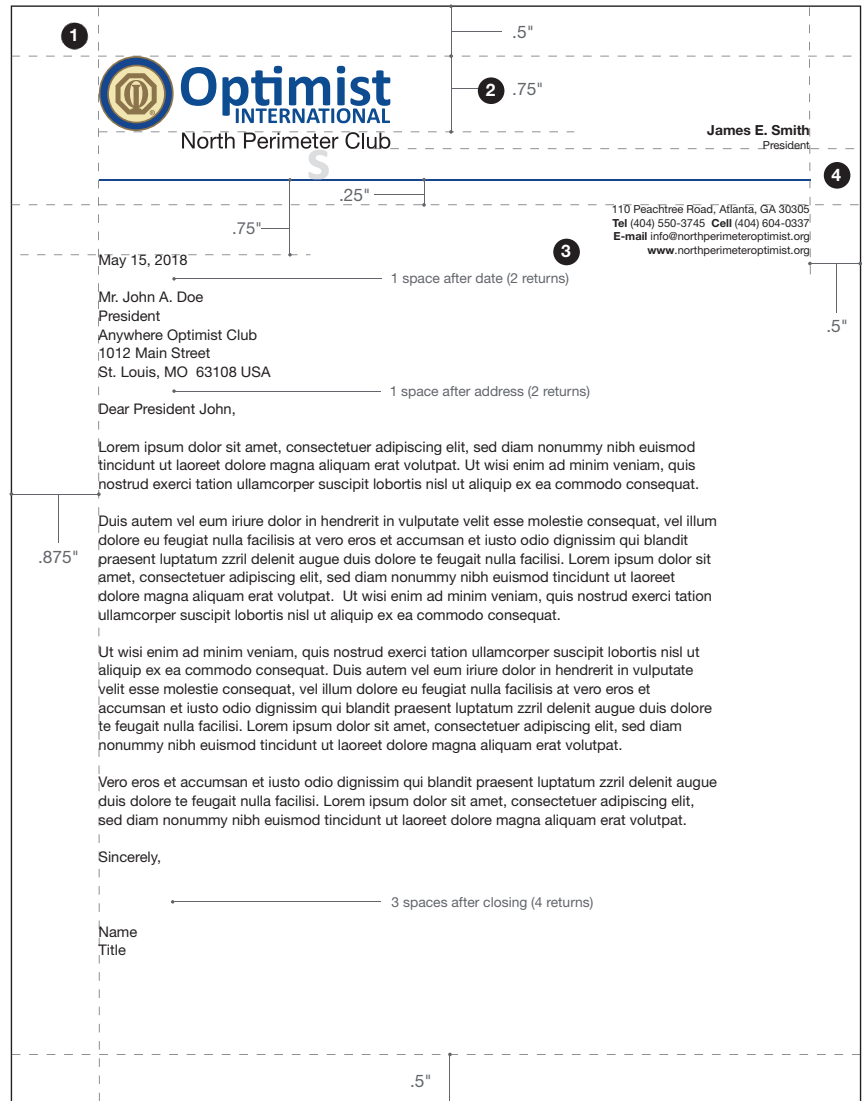
**2** The logo symbol is 3/4-inch.

**3** Name is set in Helvetica Neue Bold 10pt, 12pt leading in black. Title is set in Helvetica Neue Medium, 8pt, 10pt leading in black.

The title aligns with the baseline of the Optimist International logo type.

**4** The name, title and address are right-justified and positioned 1/2-inch from the right edge.

Address is Helvetica Neue 8pt, 10pt leading in black. Channels are highlighted in Bold.



## General Typing Notes:

- Letter should be typed flush left, ragged right in Helvetica Neue 10.5pt, 14pt leading.
- Use only one space after period.
- One blank line space after paragraph, no indent.

# Brand Application

# Business Card Specifications for Front

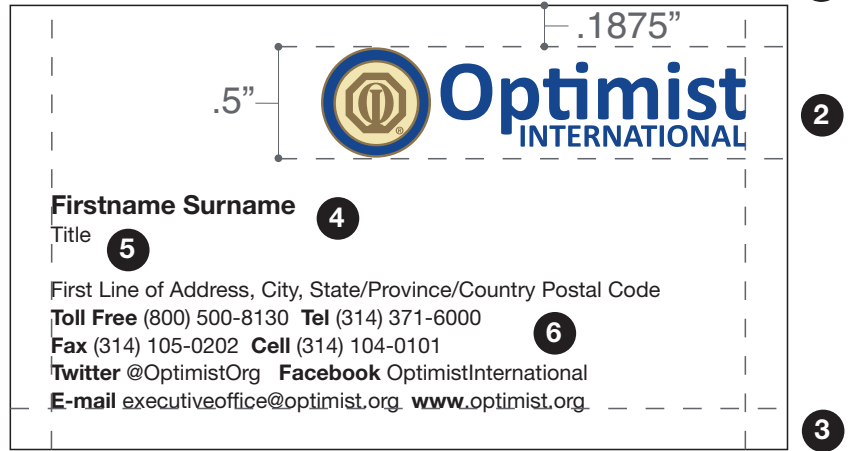
**Format:** 3.5" x 2"

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/Pantone 872/Pantone 7499/Black.

- 1 The logo is positioned 3/16-inch from the top and right edge.
- 2 The logo symbol is 1/2-inch in height.
- 3 Margin is 3/16-inch.
- 4 Card holder's name is set in Helvetica Neue Bold 8.5pt, 9pt leading, Black. The card holder's name baseline is positioned 15/16-inch from the top edge.
- 5 Title is set in Helvetica Neue Medium, 7pt in black.
- 6 Address and contact information builds up from the bottom margin of the card. The layout allows for five lines of information.

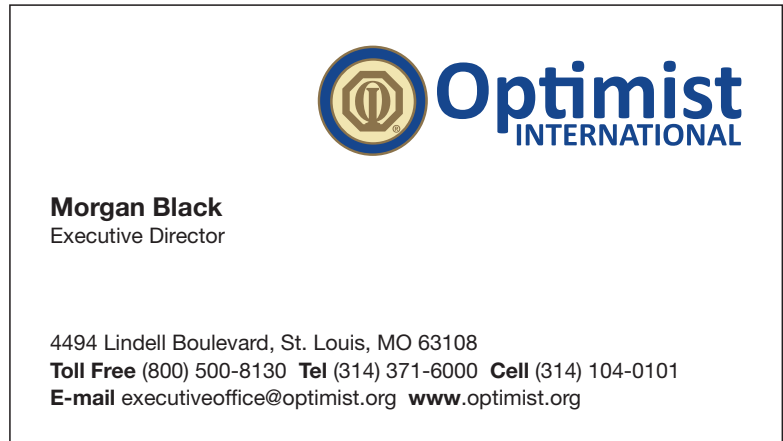
Address is Helvetica Neue 7pt, 9pt leading in black. Channels are highlighted in Bold.

## Example Card

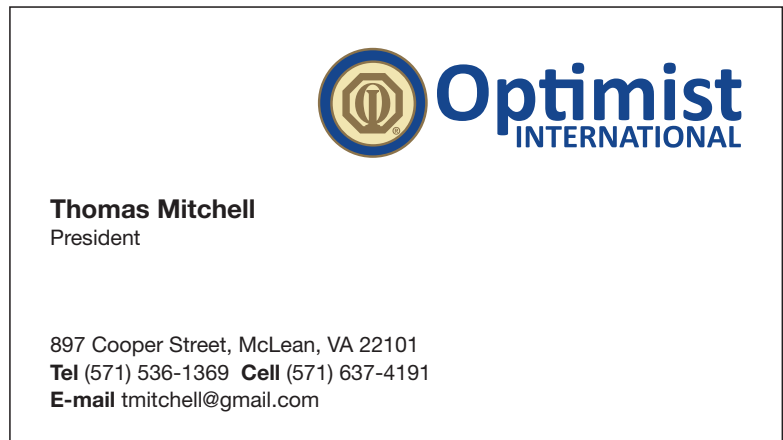


3

## Staff Card



## Volunteer Card



# Brand Application

# District Business Card Specifications for Front

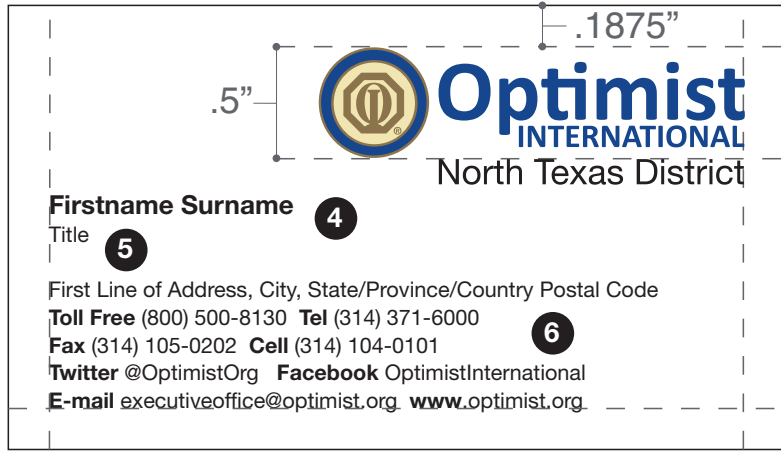
**Format:** 3.5" x 2"

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/Pantone 872/Pantone 7499/Black.

- 1 The logo is positioned 3/16-inch from the top and right edge.
- 2 The logo symbol is 1/2-inch in height.
- 3 Margin is 3/16-inch.
- 4 Card holder's name is set in Helvetica Neue Bold 8.5pt, 9pt leading in black. The card holder's name baseline is positioned 15/16-inch from the top edge.
- 5 Title is set in Helvetica Neue Medium, 7pt in black.
- 6 Address and contact information builds up from the bottom margin of the card. The layout allows for five lines of information.

Address is Helvetica Neue 7pt, 9pt leading in black. Channels are highlighted in Bold.

## Example Card



## 3

## Governor/Executive Committee



## District Committee Chairs



# Brand Application

# Club Business Card Specifications for Front

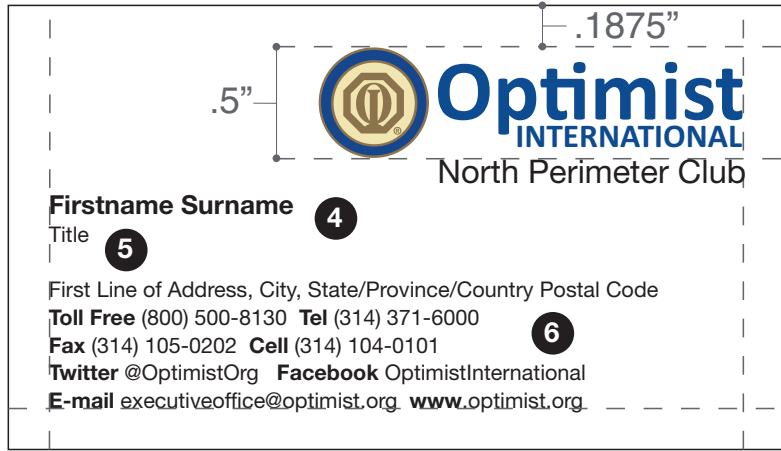
**Format:** 3.5" x 2"

Printed four Pantone PMS colors on White Uncoated Stock: Pantone 286/Pantone 872/Pantone 7499/Black.

- 1 The logo is positioned 3/16-inch from the top and right edge.
- 2 The logo symbol is 1/2-inch in height.
- 3 Margin is 3/16-inch.
- 4 Card holder's name is set in Helvetica Neue Bold 8.5pt, 9pt leading, Black. The card holder's name baseline is positioned 15/16-inch from the top edge.
- 5 Title is set in Helvetica Neue Medium, 7pt, in black.
- 6 Address and contact information builds up from the bottom margin of the card. The layout allows for five lines of information.

Address is Helvetica Neue 7pt, 9pt leading in black. Channels are highlighted in Bold.

## Example Card

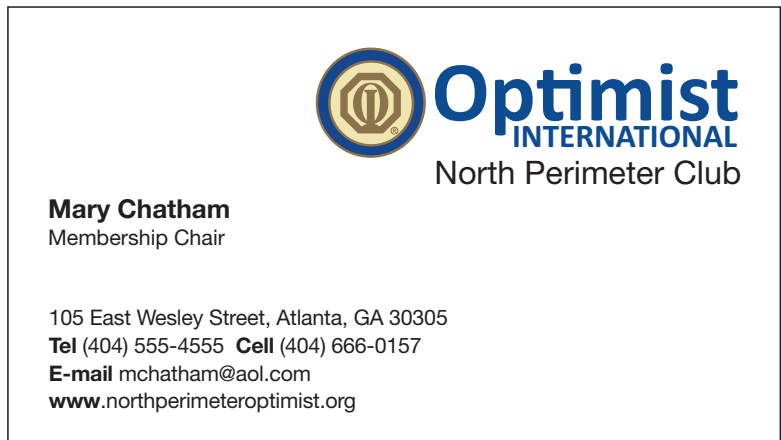


3

## Club Officers



## Club Committee Chairs





## Brand Application

Business cards may be enhanced by the use of various text on the reverse side. This is an optional design element. If you prefer, the reverse side can be left blank.

The text is white on a background of solid Pantone® 286 blue.

## Business Card Specifications for Reverse Side

### Optimist Creed

#### The Optimist Creed

##### 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.

### Mission

#### Mission

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

### Purposes of the Optimist Club

#### Purposes of the Optimist Club

- To develop optimism and a philosophy of life utilizing the tenants of the Optimist Creed;
- To promote an active interest in good government and civic affairs;
- To inspire respect for the law;
- To promote patriotism and work for international accord and friendship among all people;
- To aid and encourage the development of youth, in the belief that the giving of one's self in service to others will advance the well-being of humankind, community life, and the world.

## Brand Application

Business cards may be enhanced by the use of various text on the reverse side. This is an optional design element. If you prefer, the reverse side can be left blank.

The text is white on a background of solid Pantone® 286 blue.

## Business Card Specifications for Reverse Side

### Slogan



Friend of Youth

### Tagline



Bringing out the best

### Special Taglines or Slogans



Together We Can

# Brand Application

For all sizes of envelopes the same layout is used. The logo is positioned 3/8-inch from the top edge and 3/8-inch from the left edge as shown in the diagram.

- 1 The logo is 3/4-inch in height.
- 2 The envelope margin is 3/8-inch.
- 3 The address is positioned 3/8-inch from the bottom of the logo and 3/8-inch from the left edge.

Address is Helvetica Neue 8pt, 10pt leading.

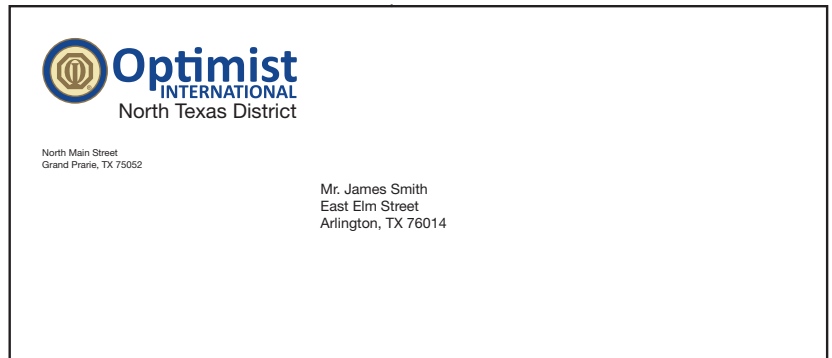
# Business Envelope Specifications



## International Envelope



## District Envelope



## Club Envelope



# Brand Application

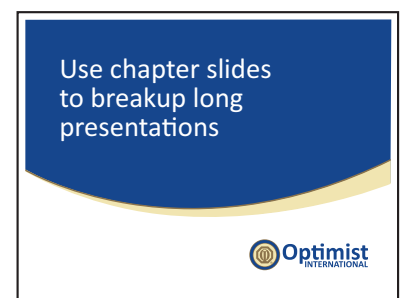
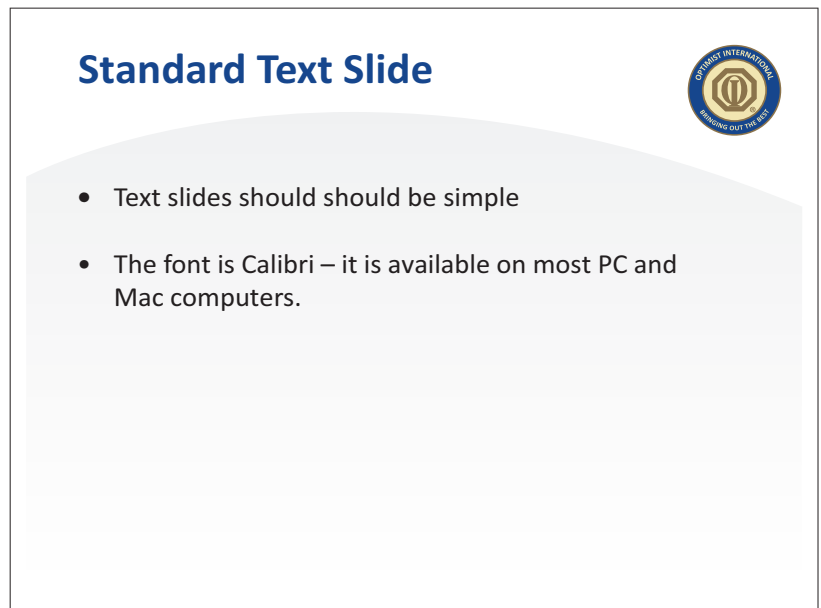
# PowerPoint Presentations

PowerPoint presentations are an integral part of the overall brand of Optimist International. In order to unify the many presentations prepared across the organization a template has been created as part of Optimist International’s visual identity program. The template provides a generic title slide and text slide. The International, District or Club logo should be placed on the cover slide and master slide so it appears on every slide. To localize the template for your District, Zone or Club please follow the following steps.

1. Open the slide Master page (View>Master>Slide Master) and replace the logo with the appropriate District or Club logo.
2. In the footer of the text/body slides replace the program name with the appropriate program or event name or remove it if it’s not needed.

Save the file as a PowerPoint template and use it as the basis for future presentations.

3. Utilize images to enhance your story. Remember the old proverb, “a picture is worth a thousand words.” Use the template to insert in full images.
4. Punctuate a long presentation with chapter slides.



# Brand Application

# Presentation Folders

This is an example of a typical presentation folder.

**Format:** 9" x 12" Pocket Folder with two 4" pockets.

**Cover:** Printed four color process plus Pantone 286/Pantone 872/Pantone 7499/Black.

**Inside Cover:** Printed Pantone® 286.

**Note:** For District or Club communications, the presentation folder may utilize the District or Club versions of the International logo. However, for International communications the International version of the logo should always be used.

## Outside



## Inside



# Brand Application

# Brochures

This is an example of a typical gatefold brochure.

**Format:** 8 1/2" x 14" gatefold brochure.

**Outside:** Printed four color process + PMS 873 (metallic gold)

**Inside:** Printed four color process + PMS 873 (metallic gold)

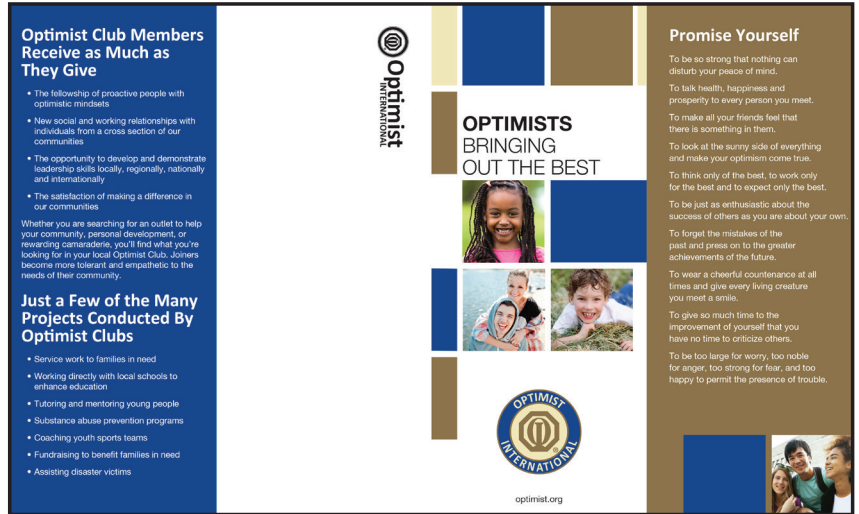
When making brochures for quick printing at a commercial printer or on your own printer, utilize a legal-sized paper size (8 1/2" x 14").

The images you use will print best if they are 300 dpi or greater. Anything less will look blurry or pixelated.

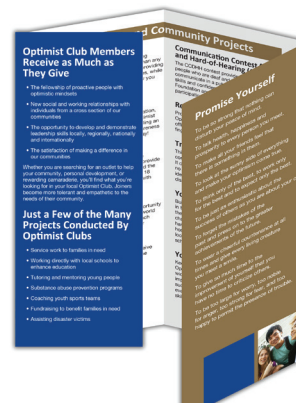
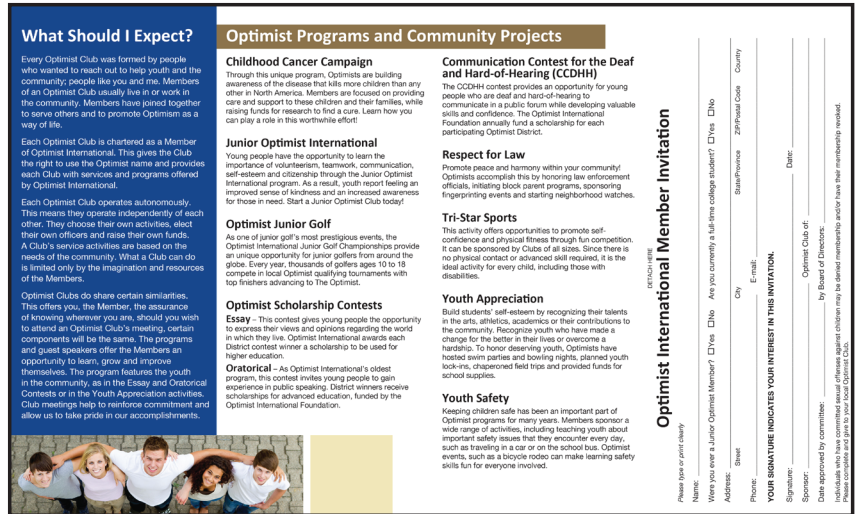
Place or import your images into your document as Tiff files for photographs and EPS files for artwork. Once you have finalized your layout you can print it yourself or save it as a PDF file and send it to a commercial printer.

**Note:** For District or Club communications, the presentation folder may utilize the District or Club versions of the International logo. However, for International communications the International version of the logo should always be used.

## Outside



## Inside



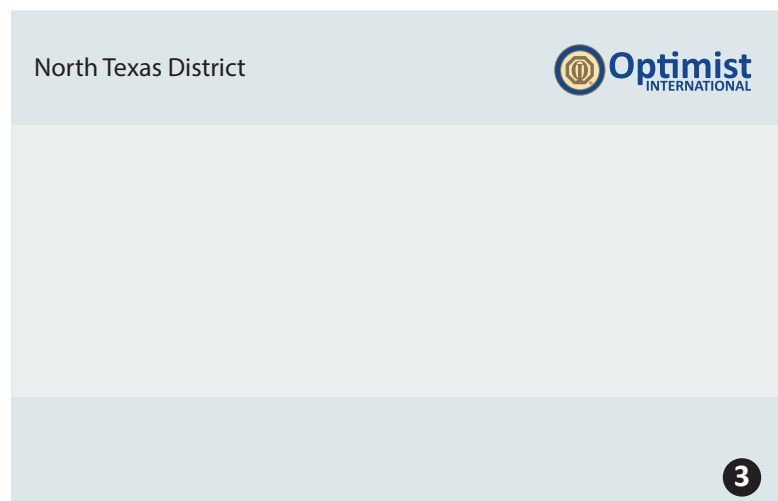
# Brand Application

# Website – District

In applying the logo to a District website the logo must conform Optimist International’s naming conventions.

There are three ways to use the logo system on a website:

- 1 Single District logo placed at the top left of each page.
- 2 District logotype placed at the top left with logo at bottom left.
- 3 District logotype placed at the top left with logo at top right



# Brand Application

# Website – Club

In applying the logo to a Club website the logo must conform Optimist International’s naming conventions.

There are three ways to use the logo system on a website:

- 1 Single Club logo placed at the top left of each page.
- 2 Club logotype placed at the top left with logo at bottom left.
- 3 Club logotype placed at the top left with logo at top right.





# Brand Application

Facebook is the world’s largest social website with approximately 1.23 billion active users per month. It is user friendly and makes engaging others in your community a relatively easy task.

## Facebook facts:

- Using emoticons increases comments by 33%.
- Question posts get 100% more comments.
- Shorter posts get 23% more interaction.

Whenever possible, post photographs or video. Photograph posts get 39% more interaction.

Post when your audience is likely to be on Facebook, typically right before lunch or right after rush hour.

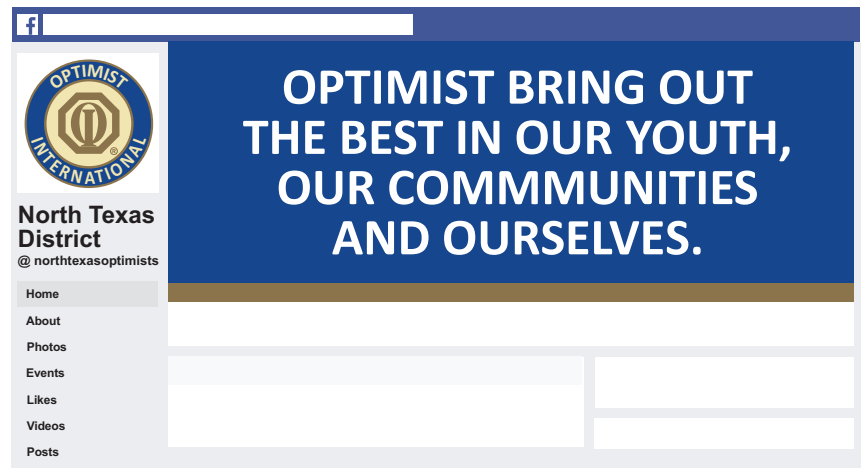
Respond to people who respond to you. It’s the golden rule of social media.

Share content from other Facebook Pages often, especially the Optimist International Page.

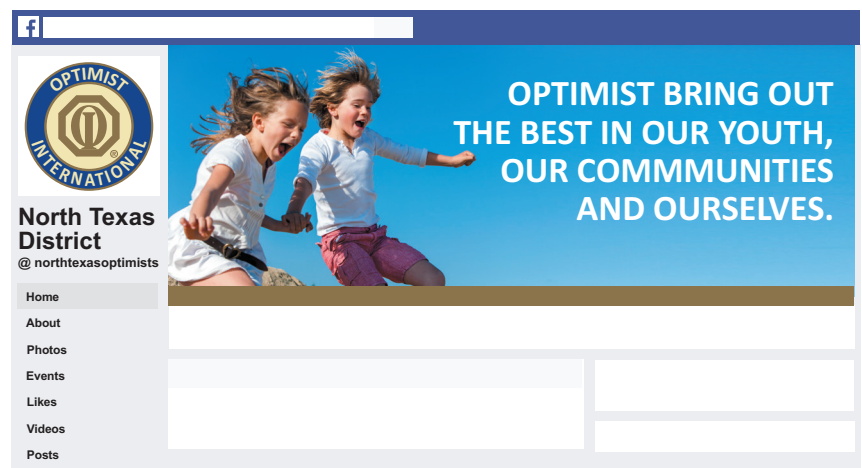
## Facebook banners:

- 1 Banner utilizing text only to promote Optimist International’s key message.
- 2 Banner utilizing a photograph and text combination to reinforce the Optimist International mission.

# Facebook Page - District



1



2

# Brand Application

Facebook is the world’s largest social website with approximately 1.23 billion active users per month. It is user friendly and makes engaging others in your community a relatively easy task.

## Facebook facts:

- Using emoticons increases comments by 33%.
- Question posts get 100% more comments.
- Shorter posts get 23% more interaction.

Whenever possible, post photographs or video. Photograph posts get 39% more interaction.

Post when your audience is likely to be on Facebook, typically right before lunch or right after rush hour.

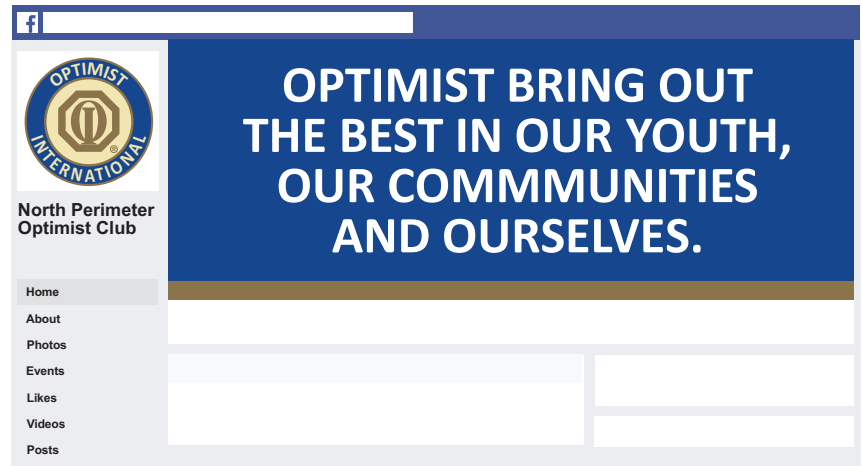
Respond to people who respond to you. It’s the golden rule of social media.

Share content from other Facebook Pages often, especially the Optimist International Page.

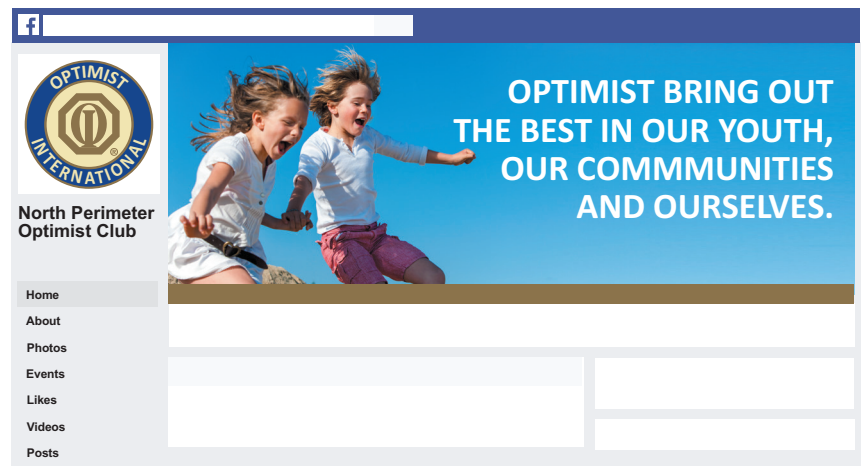
## Facebook banners:

- 1 Banner utilizing text only to promote Optimist International’s key message.
- 2 Banner utilizing a photograph and text combination to reinforce the Optimist International mission.

# Facebook Page - Club



1



2

# Brand Application

# Clothing and Novelty Items

Clothing and novelty items may use either the standard or roundel version of the logo on a case by case basis.

Here are some examples showing the application of both the standard and roundel logos.

- 1 When using dark colored shirts the logo should be printed in white or contrasting color.
- 2 When using light colored shirts other than white the brand should be printed in a contrasting color.

## Polo Shirts



# Brand Application

# Clothing and Novelty Items

Clothing and novelty items may use either the standard or roundel version of the logo on a case by case basis.

Here are some examples showing the application of both the standard and roundel logos.

- 1 When using dark colored shirts the logo should be printed in white or contrasting color.
- 2 When using light colored shirts other than white the brand should be printed in a contrasting color.

## T-Shirts



# Brand Application

# Clothing and Novelty Items

Clothing and novelty items may use either the standard or roundel version of the logo on a case by case basis.

Here are some examples showing the application of both the standard and roundel logos.

- 1 When using dark colored shirts the logo should be printed in white or contrasting color.
- 2 When using light colored shirts other than white the brand should be printed in a contrasting color.

## Oxford Shirts



# Brand Application

# Clothing and Novelty Items

Clothing and novelty items may use either the standard or roundel version of the logo on a case by case basis.

Here are some examples showing the application of both the standard and roundel logos.

- 1 When dark colors are used the logo should be printed in white or a contrasting color.
- 2 When using light colors other than white the brand should be printed in a contrasting color.

## Caps



1



2

# Brand Application

# Clothing and Novelty Items

Novelty items may use either the standard or roundel version of the logo on a case by case basis.

Here are some examples showing the application of both the standard and roundel logos.

- 1 When dark colors are used the logo should be printed in white or a contrasting color.
- 2 When using light colors other than white the brand should be printed in a contrasting color.

## Cups/Glassware



1



2

# Brand Application

# Clothing and Novelty Items

Novelty items may use either the standard or roundel version of the logo on a case by case basis.

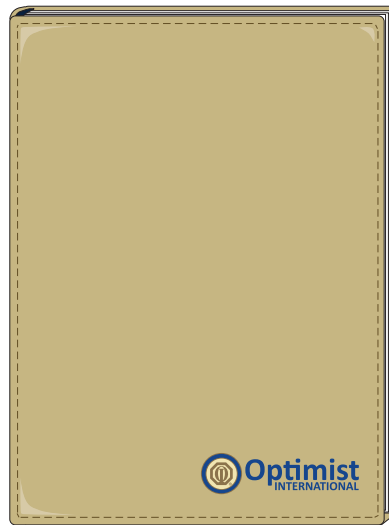
Here are some examples showing the application of both the standard and roundel logos.

- 1 When dark colors are used the logo should be printed in white or a contrasting color.
- 2 When using light colors other than white the brand should be printed in a contrasting color.

## Padfolios



1



2



# Brand Application

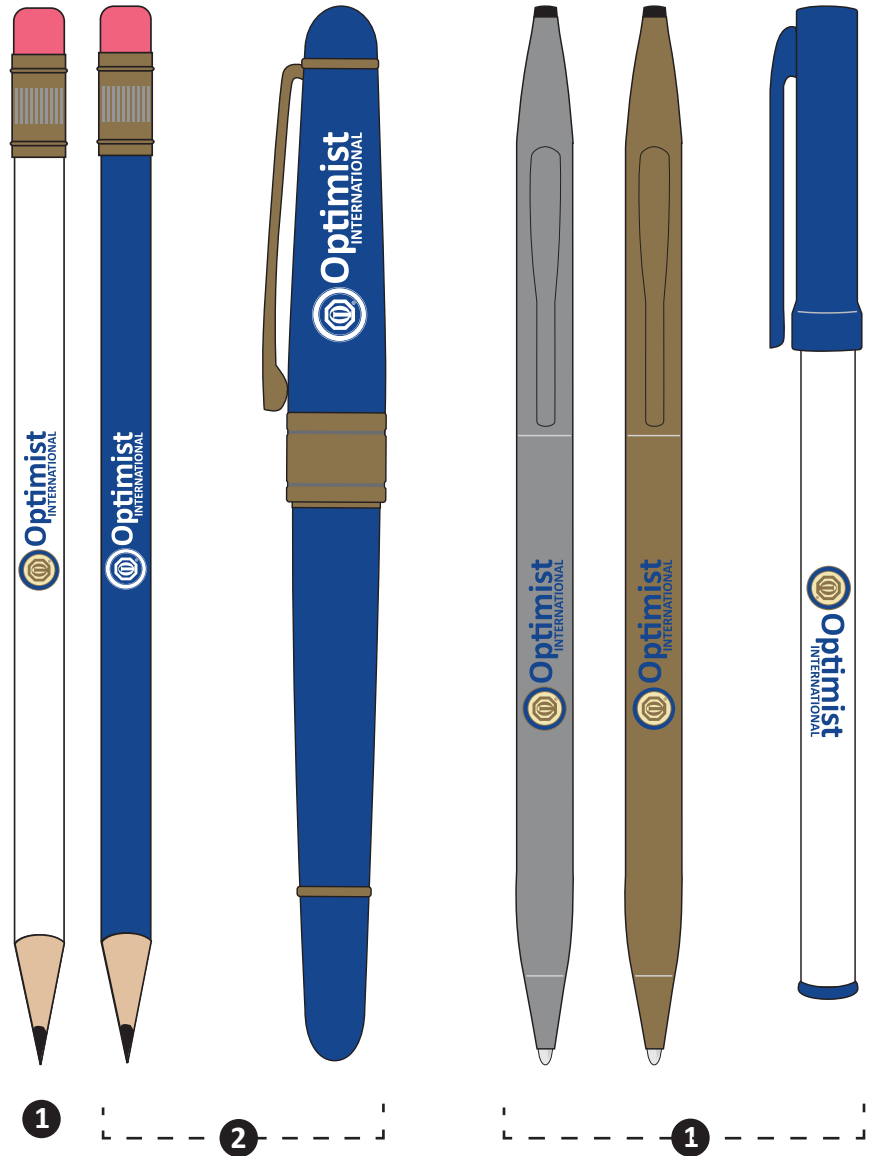
# Clothing and Novelty Items

Novelty items may use either the standard or roundel version of the logo on a case by case basis.

Here are some examples showing the application of both the standard and roundel logos.

- 1 When dark colors are used the logo should be printed in white or a contrasting color.
- 2 When using light colors other than white the brand should be printed in a contrasting color.

## Pencils/Pens



# Brand Application

There are certain style issues that are specific to the Optimist International brand. When preparing your printed materials please adhere to this criteria. It will help our organization maintain a consistent style and look in our branding and marketing efforts.

## International

Uppercase when used in the formal name of the organization and other formal uses; otherwise, lowercase. Never use alone “president” (title), “board” or “convention.” Instead use: Optimist International President or Optimist International Board.

## Club Names

Uppercase when used as part of the formal club name. Use lowercase otherwise. For example: “North Perimeter Optimist Club” or “Optimist Club of St. Louis” or “Join the Optimist club in your community.”

# Copy Style

**The style of your writing is as important as the design and layout of your marketing materials. It is important that during the course of preparing your materials that you remember three things:**

- 1. Be consistent in your writing:** For writing style use the journalist’s bible *The Associated Press (AP) Stylebook*.
- 2. Be concise:** The fewer words you use, the more powerful and impactful your message. Write in a style that is easy to follow.
- 3. Go easy on the eye:** The copy you prepare is an important part of your material. Make sure you don’t overwhelm your reader with your words. Use bullet-points or numbered lists when you have a series of items or a set of instructions. Use bold subheads.