

Optimist International Brand Identity

Quick Reference Guide for Districts

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.

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.

Roundrel

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

Primary Color Palette

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

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.

Typography

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

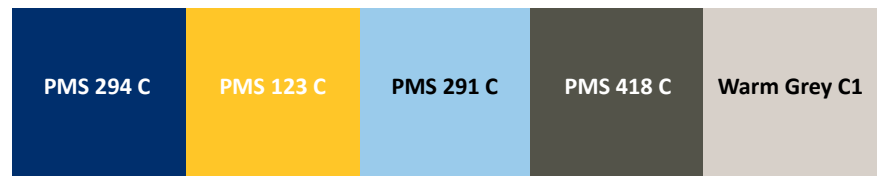
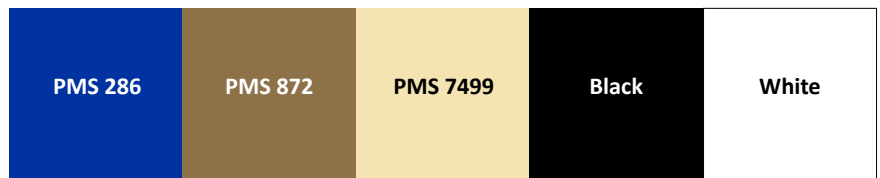
Standard Version



Stacked Version



Roundrel Version



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