

Optimist International Brand Identity

Quick Reference Guide for Clubs

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.

Standard Version



Stacked Version



Roundrel Version



Primary Color Palette

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

PMS 286	PMS 872	PMS 7499	Black	White
CMYK 100/84/11/3	CMYK 43/48/74/18	CMYK 5/7/34/0	CMYK 0/0/0/100	CMYK 0/0/0/0
RGB 0/50/160	RGB 135/113/77	RGB 242/229/179	RGB 0/0/0	RGB 255/255/255
HEX 0032a0	HEX 87714d	HEX f2e5b3	HEX 000000	HEX FFFFFFFF

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.

PMS 294 C	PMS 123 C	PMS 291 C	PMS 418 C	Warm Grey 1C
CMYK 100/86/29/23	CMYK 0/32/94/0	CMYK 38/8/1/0	CMYK 63/53/63/36	CMYK 15/13/17/0
RGB 0/47/109	RGB 255/184/29	RGB 152/202/236	RGB 81/83/74	RGB 215/210/203
HEX 002f6d	HEX ffb81d	HEX 98caec	HEX 51534a	HEX d7d2cb

Typography

Calibri has been chosen as the primary font. Helvetica Neue has been chosen as the supporting font. Arial has been chosen as the alternative supporting font.

ABCDefgh1234	Calibri regular
ABCDefgh1234	Helvetica Neue regular
ABCDefgh1234	Arial regular