

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, Optimist bring out the best in youth, our communities and ourselves.”

There will be a time limit of one year from the date of adoption (April 1, 2016) for total compliance with the new Branding/Identity program.

Effective October 1, 2016: All promotional and informational pieces distributed by Optimist International must comply with the official branding guidelines. A consistent and concise message will better portray our brand for internal and external markets.

(Mar 2002; Apr 2016; Dec 2016)