



IDENTITY AT A GLANCE

Overview

Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. Each element is designed to work in harmony with the others, while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion. Please use this condensed guide in conjunction with the full guidelines available at www.rotary.org.

What logo format do I use for:

| | | |
|--|------|--------------|
| Print | .eps | spot or cmyk |
| Embroidery | .eps | spot or cmyk |
| Silkscreen | .eps | spot or cmyk |
| Word Doc (Print) | .png | rgb |
| PowerPoint | .png | rgb |
| Digital: Web/Email Tablet/Mobile | .png | rgb |

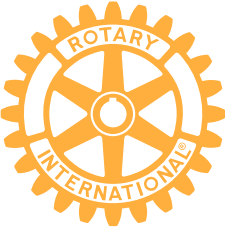
Logos

Masterbrand Signature



RotaryMBS-R_PMS-C.eps

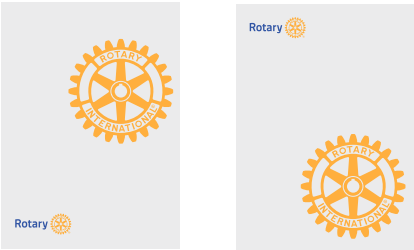
Mark of Excellence



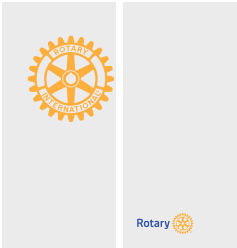
RotaryMOE-R_PMS-C.eps



Single Page Logo Usage Example



Multipage Example (front/back)



Typography

Licensed Option —
fonts for purchase

Primary
FRUTIGER BLACK CONDENSED
ALL CAPS FOR HEADLINES
Frutiger for subheads,
secondary nav,
info graphics, and lockups

Secondary
Sentinel for body text, secondary
heads, captions, and callouts

Free Option —
when Frutiger and Sentinel are not
available or are cost-prohibitive

Primary
OPEN SANS CONDENSED
OR ARIAL NARROW
FOR HEADLINES
Arial for subheads, secondary
nav, etc.

Secondary
Georgia for body text,
secondary heads, etc.

Signature System for Clubs, Districts,
Zones, and Projects



Imagery

Rotarians Taking Action
for Community



Rotarians Uniting and
Exchanging Ideas



Member Pin



Recognized
by Rotarians
the world over,
your Rotary
pin remains unchanged as a
proud symbol of membership.

Colors

Azure

PMS 2175C
C99 M47 Y0 K0
PMS 2175U
C99 M53 Y0 K0
Hex #005daa
R0 G93 B170

Royal Blue

PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #00246c
R23 G69 B143

Gold

PMS 130C
C0 M41 Y100 K0
PMS 129U
C0 M35 Y100 K0
Hex #febd11
R247 G168 B27

Metaphorical

