STEPHANIE A. URCHICK
2024-25 PRESIDENTIAL THEME LOGO

BRANDING GUIDELINES

Please do not change or move any of the elements of the logo.

The horizontal logo should be used in a lockup with your club, district, or zone logo. The lockup is the preferred use.

The theme logo can be used on its own as long as the club, district, or zone logo is used in proximity to the theme logo.

The full-color theme logo is the preferred version for use. **Additional colors and layouts of the theme logo graphics** can be found in the zip file on My Rotary.

THE MAGIC
OF ROTARY

Please do not change or move any of the elements of the logo.

The lockup is the preferred use.

BEST PRACTICES
We recommend using the theme logo only when communicating with other Rotary members. Please refrain from using the theme logo when promoting Rotary on social media and other media outlets to those outside of Rotary.
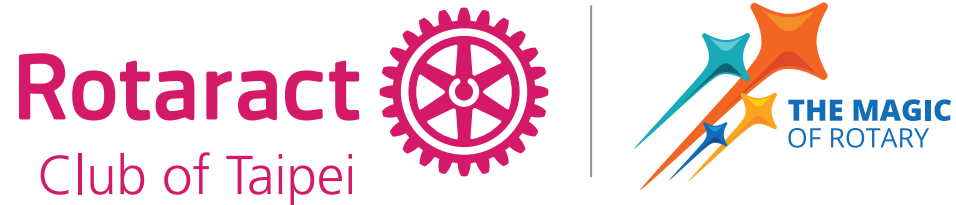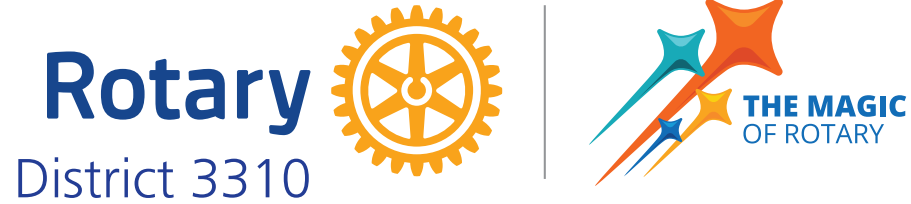
Clubs and districts should use their logo in lockup with the theme logo.

Create the theme logo in lockup with your club or district logo in the **Brand Center**. **Download the theme logo** from the zip file on My Rotary. Then go to the Brand Center and find the Rotary Logo Lockup Template by clicking on Templates > Logo lockups > Rotary Logo Lockup Template > Create. Under the "Add text or logo" section of the template you will select "Upload partner logo" in the Type drop-down menu in order to upload the horizontal theme logo.

If you are using the theme logo on goods and merchandise, work with an **official Rotary licensed vendor**.

The theme logo can be used on its own as long as the club, district, or zone logo is used in proximity to the theme logo.

Additional colors and layouts of the theme logo graphics can be found in the zip file on My Rotary**.**

LOGO LOCKUP

CLEAR SPACE

The space of the "R" in "Rotary" around the lockup should be kept clear.

The presidential theme logo uses these color combinations to create each star as part of the whole logo.

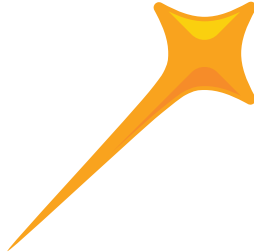The logo is made up of four shooting stars, each with their own 3-color combination.

COLORS

Stars colors

Satsuma
PMS 165C
C0 M75 Y99 K0
Hex #f26523
R242 G101 B35
MAIN COLOR

Turquoise
PMS 7466C
C96 M1 Y31 K0
Hex #00adbb
R0 G173 B187
MAIN COLOR

Rotary Gold
PMS 130C
C0 M41 Y100 K0
Hex #f7a81b
R247 G168 B27
MAIN COLOR

Azure
PMS 2175C
C100 M56 Y0 K0
Hex #0067c8
R0 G105 B200
MAIN COLOR

Persimmon
PMS 1665C
C7 M87 Y100 K1
Hex #e04403
R224 G68 B3
DARK COLOR

Cerulean
PMS 3155C
C100 M45 Y45 K20
Hex #006271
R0 G98 B113
DARK COLOR

Tangerine
PMS 1495C
C0 M54 Y95 K0
Hex #ff8f1c
R255 G143 B28
DARK COLOR

Rotary Royal Blue
PMS 286C
C100 M84 Y12 K3
Hex #17458f
R23 G69 B143
DARK COLOR

Tangerine
PMS 1495C
C0 M54 Y95 K0
Hex #ff8f1c
R255 G143 B28
LIGHT COLOR

Aquamarine
PMS 3105C
C55 M0 Y14 K0
Hex #5fd0df
R95 G208 B223
LIGHT COLOR

Lemonade
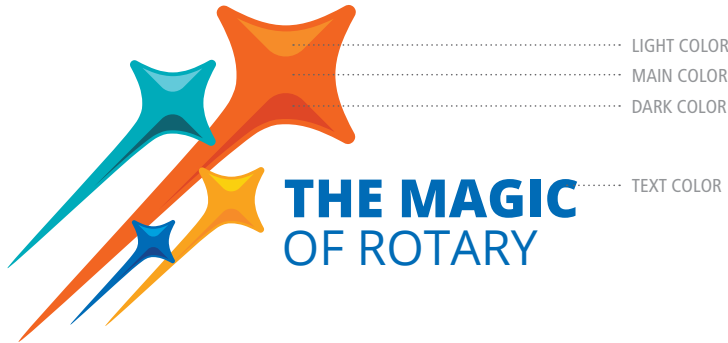PMS 109C
C1 M16 Y100 K0
Hex #ffd100
R255 G209 B0
LIGHT COLOR

Sky Blue
PMS 2202C
C96 M11 Y2 K0
Hex #00a2e0
R0 G162 B224
LIGHT COLOR

Text color

THE MAGIC
OF ROTARY

Azure
PMS 2175C
C100 M56 Y0 K0
Hex #0067c8
R0 G105 B200

Color breakdown

LIGHT COLOR
MAIN COLOR
DARK COLOR

TEXT COLOR

THE MAGIC
OF ROTARY

This font is used for the text in the presidential theme logo. The font size is determined within the logo and should not be changed.

FONTS

OPEN SANS

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

FILE & COLOR FORMATS
Lockup: PDF
Print: EPS/PDF
Word document (print): PNG
Digital: PNG
PowerPoint: PNG
Web (desktop, tablet, mobile): PNG

Clubs and districts should use their logo in lockup with the theme logo.

The full-color theme logo is the preferred version for use.

The theme logo should not be altered in any way. Do not add, remove, or resize any elements or colors of the existing logo.

INCORRECT USAGE

Don't add outlines, special effects, or other graphic elements.

Don't alter or add copy to the logo. Don't change the fonts.

Don't put the logo in a holding shape.
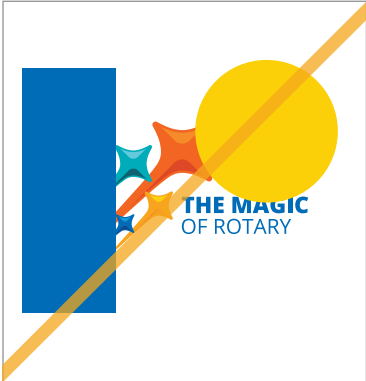

Don't distort the logo.

Don't change, remove, or isolate logo elements.

Don't change the colors of the logo.

Make sure the logo is completely legible and on a contrasting background.

Don't allow the logo to get cut off or be covered. The entire logo must be visible.