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.

Logos
Masterbrand Signature

Rotary

RotaryMBS-R_PMS-C.eps

Mark of Excellence

Rotary

RotaryMBS-R_rev-Gold-PMS-C.eps

Rotary

RotaryMBS-R_rev eps

Rotary

RotaryMBS-R_Azure-PMS-C.eps

Rotary

RotaryMBS-R_Black.eps

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

Colors

Azure
PM2 2771C
C99 M41 Y0 K0
PMS 2771U
C100 M83 Y9 K2
Hex #4D5CA2
RGB 78 92 162

Royal Blue
PM2 2806C
C100 M80 Y9 K2
PMS 2806U
C100 M92 Y9 K2
Hex #1A74D6
RGB 26 116 214

Gold
PM2 130C
C0 M41 Y100 K0
PMS 130U
C0 M35 Y100 K0
Hex #F7A81B
RGB 247 168 27

Typography
Licensed Option — fonts for purchase
Primary
FRUITIGER 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.

Imagery
Rotarians Taking Action for Community

Rotarians Uniting and Exchanging Ideas

Metaphorical