

JULY 2021

ROTARY BRAND BOOK



JUMP TO SECTIONS

**BRAND
ELEMENTS**

**LOGOS:
ROTARY
MASTERBRAND**

**LOGOS:
ROTARY
PROGRAMS**

**LOGOS:
ROTARY
PARTNERS**

**LOGOS:
THE ROTARY
FOUNDATION**

**LOGOS:
PROMOTIONS
& EVENTS**

**LOGOS:
CLUBS,
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**MARKETING
RESOURCES**

**CLUB,
DISTRICT
& ZONE
RESOURCES**

**STAFF
RESOURCES**

MERCHANDISE

**RESOURCES
& CONTACTS**

ABOUT THIS GUIDE

The Rotary Brand Book provides essential information to help you effectively incorporate Rotary's brand into your communications. It's a resource to help you capture our voice and leverage People of Action messaging in your communications. It will show you how to create your own logo and become confident in the correct use of our fonts, imagery, color palette, and more to build a visual identity for your club or program.

We developed this book for communications and design professionals as well as for staff and vendors. You can help drive the effort to build our brand and attract new participants to Rotary by following the guidelines in the following pages to make sure your materials reflect Rotary's voice and visual identity.

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OUR BRAND

Rotary's brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.

People's perception of Rotary comes from their experiences with our clubs and programs, along with the stories we tell and the images we share. Compelling, consistent brand communications — together with a great experience — can strengthen our brand and help us engage and attract more members, donors, and partners.

**A BRAND IS MORE
THAN A LOGO.**

ROTARY'S BRAND

IS MUCH BIGGER THAN ITS WHEEL.

**IT'S A PERCEPTION.
IT'S HOW OTHERS THINK ABOUT US,
NOT JUST HOW WE SEE OURSELVES.**

Vision Statement

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OUR VISION

More than one million people around the world, including club members, staff, and the public, helped define Rotary's vision. The result is a statement that inspires and engages while creating a pathway for the organization's future.

TOGETHER, WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE,
IN OUR COMMUNITIES,
AND IN OURSELVES.

OUR ESSENCE

Our essence statement summarizes what Rotary is all about — leaders who come together, form relationships, and create a positive impact in communities at home and around the world. It also reflects the values that define Rotary: fellowship, integrity, diversity, service, and leadership.

By focusing our communications on our essence, we reinforce what Rotary stands for, how we differ from other organizations, and why Rotary matters today.

ROTARY **JOINS LEADERS** FROM ALL
CONTINENTS, CULTURES, AND OCCUPATIONS
TO **EXCHANGE IDEAS** AND
TAKE ACTION FOR COMMUNITIES
AROUND THE WORLD.

OUR VALUES

The world today is not the same as it was when Rotary was founded in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. But what hasn't changed is how our values drive our behavior. They represent our beliefs and how we act.

By honoring our past while embracing our future, we keep Rotary relevant and thriving.

Fellowship: We build lifelong relationships

Integrity: We honor our commitments

Diversity: We connect diverse perspectives

Service and Leadership:
We use our leadership skills and professional expertise to solve social issues in our communities

FELLOWSHIP
INTEGRITY
DIVERSITY
SERVICE
LEADERSHIP




OUR NAME

Our name, Rotary, is recognized around the world. By using it consistently in your communications, you help raise awareness for the organization and strengthen our brand.



ROTARY

What we call ourselves when referring to the enterprise as a whole

		
ROTARY INTERNATIONAL	THE ROTARY FOUNDATION	ROTARACT
How we refer to our global association of 35,000 clubs and the governance and offices that support them	What we use when referring to Rotary’s fundraising and grant-making entity, when appropriate or legally required	Our membership type for young leaders ages 18 and older

OUR MESSAGE

Use the resources below along with the materials in this book, to create People of Action messaging:

Use these **key messages** to speak with confidence about our people of action.

Find guidelines and information about People of Action materials on the **Brand Center**.

Take the Promoting Your Club as People of Action course in the **Learning Center**.

Review the **People of Action reference document** to learn more.

Additional resources can be found on page 172 of this brand book.

**ROTARY BRINGS
PEOPLE TOGETHER
WHO USE THEIR RELATIONSHIPS AND CONNECTIONS
TO UNDERSTAND THE CHALLENGES
FACING OUR WORLD AND GATHER THE RESOURCES
TO TAKE ACTION TO
IMPROVE COMMUNITIES.**

OUR VOICE

Our voice — the distinct tone of our communications — reflects four attributes of Rotary and our members: persevering, inspiring, compassionate, and perceptive. These attributes set the tone for how we talk about Rotary. Think of them as Rotary's personality.

Persevering: We are determined, bold, and courageous, and we speak with clarity and conviction.

Inspiring: We motivate others through our positivity, enthusiasm, and passion.

Compassionate: We care about the people we help.

Perceptive: We use our expertise to solve problems in creative ways.

By using our voice consistently in all our messaging, we ensure that our communications, sound, read, and look unmistakably like Rotary.

WE ARE ROTARY

We're persevering

**Since 1979, we've been helping to eradicate polio.
With only two countries still endemic, we're committed
to ending polio in our lifetime.**

- Expresses our determination and courage
- Speaks with clarity and conviction

We're inspiring

**With Rotary, you'll create lasting change across
the globe, in your community, and in yourself.**

- Motivating with positivity and enthusiasm
- Expresses our passion for service

We're compassionate

**Tackling the world's toughest challenges requires empathy.
We work with communities to understand their needs and build
relationships so we can be equal partners in creating change.**

- Shows we care for those we help
- Supports our global perspective

We're perceptive

**We started with water, because everything starts with water.
Without access to clean water, peace can't exist.**

- Highlights our experience and knowledge of the cause
- Proves we're thoughtful of the future

OUR MESSAGING

People of Action helps define Rotary for those who don't know us. We're professional, community, and civic leaders who share a unique perspective and passion for taking action to improve the world.

Describing and showing ourselves as people of action creates a personal connection to the organization and emphasizes how Rotary makes a difference in our communities.

Rotary members are the messengers. As ambassadors of our brand, clubs are empowered to share the simple but powerful message that Rotary members are taking action to create positive change.

These examples show how we talk about the work we do, the issues we recognize, and the action we take to find solutions.

WE ARE PEOPLE OF ACTION

Together We, Save Lives

In Seattle, Rotary members are building 400 square feet tiny houses to provide shelter and stability for those who are experiencing homelessness.

- Reveals the issue in the community
- Describes how members are making a difference
- Provides details that support the cause

Together We, Connect

Building a peaceful world begins in our own backyards. That's why Rotary brings communities together to learn from our differences, gain new perspectives, and form stronger connections.

- Identifies a cause
- Explains the action taken by members
- Reveals a problem with potential solutions

Together We, Transform

Rotary members and volunteers are working with an expert community partner to plant mangrove seedlings to protect the shore from further destruction.

- Shows connection
- Describes the action that creates positive change
- Reveals the way in which we partner with others

OUR ACTION PLAN

Now is the time to discover innovative, meaningful ways to engage and bring more people together to create lasting change around the world.

To achieve the vision of Rotary International and The Rotary Foundation, we've defined four priorities to focus our work through 2025.

ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

OUR ACTION PLAN TERMINOLOGY

Like the people of action who inspired it, Rotary's plan for the future is bold. This glossary is designed to help all of us speak about Rotary's goals with one voice and vocabulary, and by doing so, strengthen our efforts to make positive change.

VISION <i>"Together, we see a world where people unite and take action to create lasting change across the globe, in our communities, and in ourselves."</i>			
ACTION PLAN The name for our five-year <u>strategic plan</u> , including four strategic priorities and 14 objectives.			
PARTICIPANTS All Rotary members and other individuals who engage in Rotary activities.			
STRATEGIC PRIORITIES			
INCREASE OUR IMPACT Define, measure, track, and capture data from service projects to measure our impact, improve project quality, and create lasting change.	EXPAND OUR REACH Develop new models of engagement to attract diverse Rotary participants and unite them in taking action.	ENHANCE PARTICIPANT ENGAGEMENT Create new ways to inspire participants and provide valuable experiences that make them want to stay.	INCREASE OUR ABILITY TO ADAPT Make Rotary's operating and governance structures more efficient, representative, flexible, and effective.
OBJECTIVES The specific things we want the <i>Action Plan</i> to accomplish.			
INITIATIVES The actionable steps to achieve each objective. The Secretariat, with oversight from the Strategic Planning Committee, is responsible for accomplishing them.			
INPUTS The resources invested in a program. <i>Example: The materials used in a literacy program.</i>	OUTPUTS The immediate results of a program. <i>Example: The number of people who complete a literacy program.</i>	OUTCOMES The short-term or intermediate results of a program. <i>Example: The number of people who gain reading proficiency in a literacy program.</i>	IMPACT The long-term effects or end results of a program. <i>Example: The changes in education outcomes for the community.</i>



BRAND ELEMENTS

OUR TERMS

Learn the meaning of the terms we use throughout the organization to refer to Rotary's brand and its assets.

GENERAL BRAND AND DESIGN TERMS

BRAND

Our brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.

IDENTITY

Our identity is made up of the visual elements that identify Rotary and our brand. They can include our logo, messaging, colors, fonts, and signage.

LOGO

A logo is a graphic mark, emblem, or symbol used to aid and promote Rotary and its programs to the public. A logo identifies a brand in a way that is recognizable and memorable.

Our logos are protected trademarks and should display the ® symbol. The Masterbrand Signature has the ® to the bottom right and the Mark of Excellence has the ® located within the wheel after the word "International."

WORDMARK

A wordmark, or word mark, also known as a logotype, is usually a text-only or text-based typographic treatment of a company's, institution's, or product's name. The wordmark aids in identification and branding. Because it is not a font, it can't be replaced with a font.

ICON

An icon represents an idea, concept, operation, or action. Icons simplify or summarize an operation through a graphical representation, and relays this information to the reader. Examples include the icons used to represent the areas of focus.

INFOGRAPHIC

An infographic is a visual design used to present information or data.

GRAPHICS

Graphics are more complex visual representations of an idea or concept, similar to icons. A graphic is not a logo because it is not the representation of a brand. An example is the Every Rotarian, Every Year, graphic. It is not a logo because it can change in different uses and designs.

OUR TERMS

Learn the meaning of the terms we use throughout the organization to refer to Rotary’s brand and its assets.

ROTARY’S BRAND TERMS

MASTERBRAND SIGNATURE (MBS)

The Masterbrand Signature is our official logo and combines the wheel with the word “Rotary” (Rotary’s wordmark) to the left for visibility and recognition.

MASTERBRAND SIGNATURE SIMPLIFIED (MBS SIMPLIFIED)

The Masterbrand Signature is our official logo and combines the wheel with the word “Rotary” (Rotary’s wordmark) to the left for visibility and recognition. This version simplifies the wheel by taking out the word “Rotary International” and the spaces that held those words. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

MARK OF EXCELLENCE (MOE)

The Rotary wheel is the Mark of Excellence. To help people recognize Rotary when they see the wheel, place the Masterbrand Signature near the Mark of Excellence. The MOE is intended to be used large in your design layout and only once. There is no maximum size but it should be 3x larger than the MBS used.

SIGNATURE SYSTEM

We have created special signature systems that allow you to identify your club, district, or zone on all your communications materials. The signature comprises the Masterbrand Signature or Masterbrand Signature Simplified plus the club name, or district or zone numbers.

CLUB LOGO

When you use the signature system to make your logo for your club it is called a club logo. The club logo comprises the Masterbrand Signature or Masterbrand Signature Simplified and your club name.

DISTRICT LOGO

When you use the signature system to make your logo for your district it is called a district logo. The district logo comprises the Masterbrand Signature or Masterbrand Signature Simplified and your district number. You can also create a logo for multiple districts using a range of numbers.

ZONE LOGO

When you use the signature system to make your logo for your zone it is called a zone logo. The zone logo comprises the Masterbrand Signature or Masterbrand Signature Simplified and your zone number. You can also create a logo for multiple districts using a range of numbers.

LOCKUP

When a logo is paired with one other logo or words divided by a line to represent their connection to each other it’s called a lockup. For example, lockups can be created to show the connection between Rotary and its partners, sponsors, programs, or events.

Brand Elements

Color Palette – Signature Colors

OUR COLORS

SIGNATURE COLORS

These six colors are Rotary’s signature colors. Help strengthen Rotary’s brand by consistently using these colors in your designs.

All six colors have been carefully chosen to complement one another in most situations. They should be used in their pure forms, never altered or screened.

These colors are used in our various logos, but can also be used elsewhere.

Learn more about our brand colors in the following pages.

SIGNATURE COLORS

Masterbrand Signature and Mark of Excellence colors

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

Color used in the word “Rotary” in the Masterbrand Signature

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

Color used in the wheel in the Masterbrand Signature and the Mark of Excellence

Additional signature colors

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

Color used in the one color version of the Masterbrand Signature and the Mark of Excellence

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

Color used in the Interact logo

Cranberry
PMS 214C
C13 M100 Y37 K0
Hex #d41367
R212 G19 B103

Color used in the Rotaract logo

Cardinal
PMS 485C
C6 M98 Y100 K1
Hex #e02927
R224 G41 B39

Color used in the End Polio Now logo

Brand Elements

Color Palette – Brand Colors

BRAND COLORS

Rotary's brand colors include both its signature and supporting colors and are available in four variations: bright, dark, vibrant, and muted.

Our signature colors are our primary color palette and should be used to create a consistent look across all Rotary communications. The supporting colors, shown here and on the following pages, allow you to design materials that are unique but still consistent with Rotary's brand.

Use the supporting colors for emphasis or to differentiate among different elements in your design.

BRAND COLOR VARIATIONS

Bright

Dark

Vibrant

Muted

Rotary Gold

PMS 130C
C0 M41 Y100 K0
Hex #f7a81b
R247 G168 B27

SIGNATURE COLOR

Cider

PMS 7414C
C19 M64 Y100 G6
Hex #c36d15
R195 G109 B21

Lemonade

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

Taupe

PMS 7501C
C16 M19 Y42 K0
Hex #d9c89e
R217 G200 B158

Azure

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

SIGNATURE COLOR

Rotary Royal Blue

PMS 286C
C100 M84 Y12 K3
Hex #17458f
R23 G69 B143

SIGNATURE COLOR

Sky Blue

PMS 2202C
C96 M11 Y2 K0
Hex #00a2e0
R0 G162 B224

SIGNATURE COLOR

Powder Blue

PMS 290C
C26 M6 Y3 K0
Hex #b9d9eb
R185 G217 B235

Cranberry

PMS 214C
C13 M100 Y37 K0
Hex #d41367
R212 G19 B103

SIGNATURE COLOR

Fuchsia

PMS 221C
C31 M100 Y53 K21
Hex #960048
R150 G0 B72

Bubble Gum

PMS 218C
C4 M72 Y0 K0
Hex #e96bb0
R233 G107 B176

Cotton Candy

PMS 698C
C2 M19 Y8 K0
Hex #f4d3d6
R244 G211 B214

Cardinal

PMS 485C
C6 M98 Y100 K1
Hex #e02927
R224 G41 B39

SIGNATURE COLOR

Vermilion

PMS 201C
C24 M99 Y78 K18
Hex #a32035
R163 G32 B53

Coral

PMS 177C
C0 M63 Y32 K0
Hex #ff8189
R255 G129 B137

Himalayan Salt

PMS 489C
C4 M27 Y25 K0
Hex #efc2b3
R239 G194 B179

Brand Elements

Color Palette

Brand Colors

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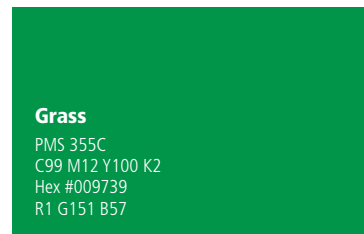
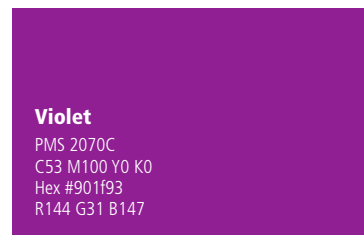
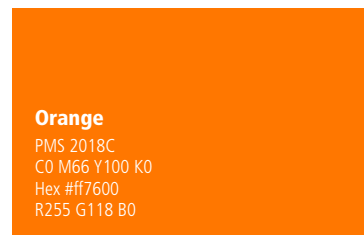
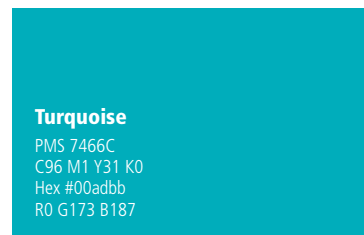
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Our signature colors are our primary color palette and should be used to create a consistent look across all Rotary communications. The supporting colors, shown here and on the following pages, allow you to design materials that are unique but still consistent with Rotary's brand.

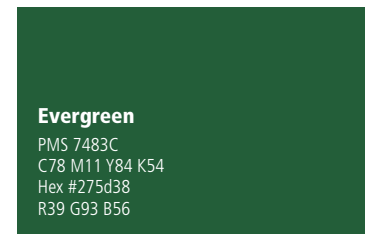
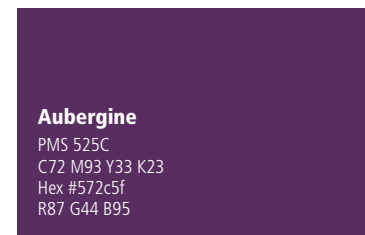
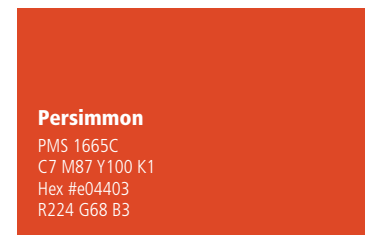
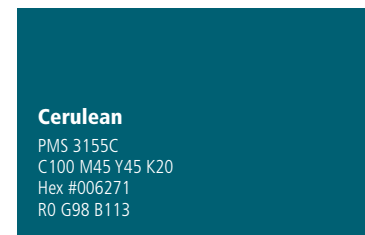
Use the supporting colors for emphasis or to differentiate among different elements in your design.

BRAND COLOR VARIATIONS

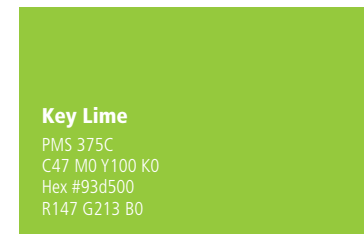
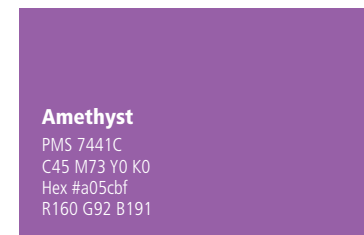
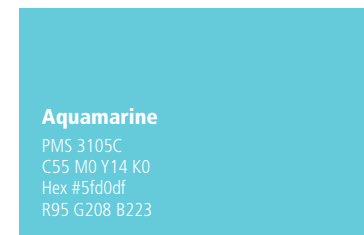
Bright



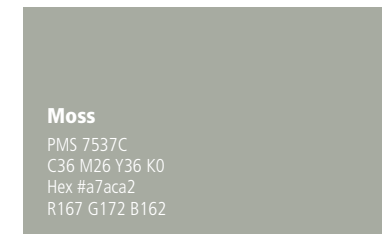
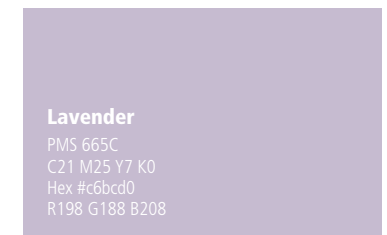
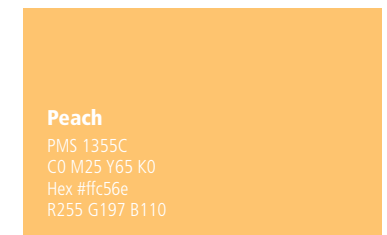
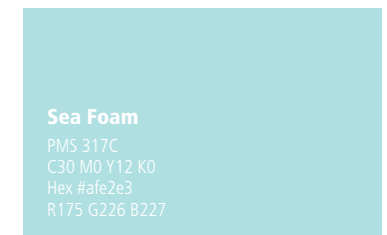
Dark



Vibrant



Muted



Brand Elements

Color Palette

Gray Colors

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Grays provide the flexibility that may be needed when you're working with backgrounds, layouts, and hierarchy of information.

GRAY COLOR VARIATIONS

Bright

Dark

Vibrant

Muted

Slate

PMS 2165C
C66 M44 Y28 K3
Hex #657f99
R101 G127 B153

Iron

PMS 7545C
C78 M60 Y44 K25
Hex #415362
R65 G83 B98

Lead

PMS 5425C
C55 M33 Y25 K0
Hex #7a97ab
R122 G151 B171

Stone

PMS 2162C
C42 M30 Y21 K0
Hex #9ba4b4
R155 G164 B180

Ash

Warm Gray 7C
C42 M41 Y45 K5
Hex #968b83
R150 G139 B131

Storm

Warm Gray 10C
C50 M51 Y54 K17
Hex #7a6e66
R122 G110 B102

Platinum

Warm Gray 3C
C26 M24 Y28 K0
Hex #bfb7b0
R191 G183 B176

Cloud

Warm Gray 1C
C15 M14 Y18 K0
Hex #d6d1ca
R214 G209 B202

Pewter

Cool Gray 8C
C49 M40 Y38 K4
Hex #898a8d
R137 G138 B141

Charcoal

Cool Gray 11C
C66 M57 Y52 K29
Hex #54565a
R84 G86 B90

Smoke

Cool Gray 5C
C32 M25 Y26 K0
Hex #b1b1b1
R177 G177 B177

Silver

Cool Gray 2C
C18 M14 Y15 K0
Hex #d0cfcd
R208 G207 B205

Black

C0 M0 Y0 K100
Hex #000000
R0 G0 B0

White

C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255

Brand Elements

Typography

OUR FONTS

Using Rotary’s typography, or fonts, helps keep our communication cohesive and distinctive. Build recognition for your club and Rotary by using the fonts listed here.

LICENSED OPTIONS — available for purchase

Primary, use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, infographics, lockups, identifiers, or dense body copy.

FRUTIGER LT STD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Secondary, use for body text, secondary headlines, captions, callouts, or identifiers.

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

For information on purchasing the licensed fonts, contact graphics@rotary.org.

FREE OPTIONS — use when Frutiger and Sentinel fonts are not available or cost prohibitive

Primary, for digital applications

OPEN SANS CONDENSED

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Light
Regular
Italic
Bold

ROTARY BRAND BOOK: FOR USE BY STAFF & VENDORS ONLY

Primary, for Microsoft Office applications or when Open Sans Condensed is not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.

ARIAL NARROW

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Italic
Bold
Bold Italic

Secondary, for digital applications and Microsoft Office applications, or when Sentinel is not available. Font should be used similarly to Sentinel for body text, secondary headlines, etc.

Georgia

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

OUR IMAGES

Compelling images are vital to our organization. They offer a universal way to connect with others. Our photos focus on relationships and community impact, and they should always tell a genuine story. Whenever possible, use images that show multiple Rotarians and reflect our diversity.

Always get signed, written permission from anyone pictured in photos or videos used for Rotary purposes. Written consent should include the name of the subject and a statement that says they agree to being recorded and that the person recording them may use the recording. Get written permission from parents or guardians of any children pictured in the photos.

If you didn't take the photograph or video, get permission for its use from the owner of the photograph or video. Make sure the subjects also grant permission for you to use their image or voice. For more information or if you have questions, contact privacy@rotary.org.

IMAGERY – STYLE OVERVIEW

Rotary Participants Connecting

Single member



Small groups



Large groups



Rotary Participants Taking Action in the Community

Single member



Small groups



Large groups



With beneficiaries



Beneficiaries only



Metaphorical or Conceptual



Brand Elements

Imagery – People of Action Style

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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Our photography focuses on Rotary participants actively engaged in our work, our relationships, and our community. They should always tell a genuine story of impact. Images should be powerful and inspiring and motivate the public by showing what makes Rotary special. We recommend using photos that are in a documentary style (with subjects who aren't posed) to accomplish this goal.

Be sure to get signed, written permission from anyone in the photos or videos used for Rotary purposes. For more information or if you have questions, contact privacy@rotary.org.

IMAGERY – PEOPLE OF ACTION



**LOGOS:
ROTARY
MASTERBRAND**

OUR LOGOS

Rotary logos are part of our brand and represent every one of our clubs that take action to make lasting, positive change in the world. When people see our logos, they should immediately recognize them as Rotary's and as symbols of an organization that is taking action to make the world a better place.

The Rotary Foundation logo can be found on page 31 and 68.

Logos can be found in the Brand Center, rotary.org/brandcenter.

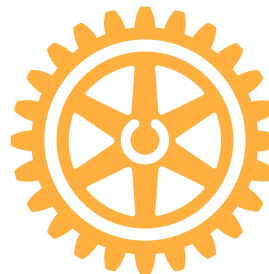
Masterbrand Signature

Rotary

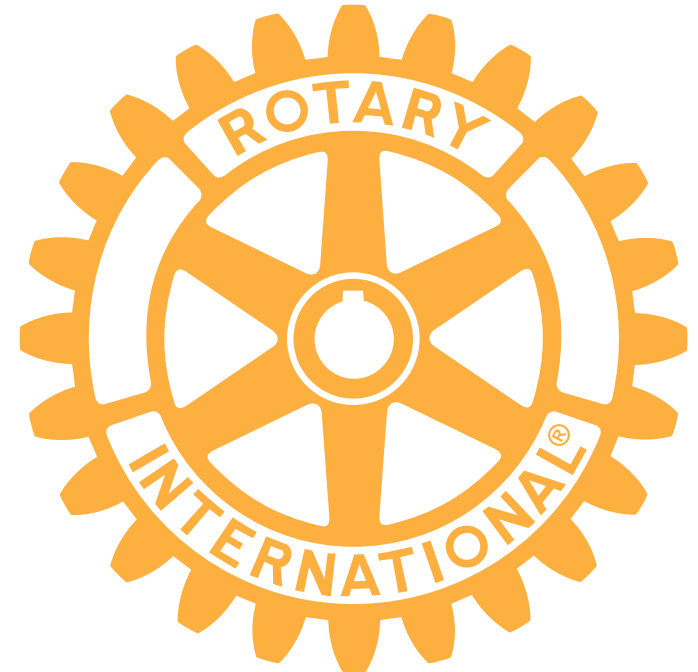


Masterbrand Signature Simplified

Rotary



Mark of Excellence



Logos

Masterbrand

Signature

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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The Masterbrand Signature is our official logo and combines the wheel with the word “Rotary” (Rotary’s wordmark) to the left for visibility and recognition.

Our logo can’t be altered in any way. The wheel and the wordmark must always appear together. Because the word “Rotary” is a wordmark and not a font, it can’t be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

The ® should appear to the bottom right of the Masterbrand Signature.

Logos can be found on the Brand Center, rotary.org/brandcenter.

For more details regarding our color palette, see pages 17-20.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital “R” in the Rotary wordmark.

MASTERBRAND SIGNATURE

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



One Color

100% black



100% Azure



100% white (for dark backgrounds)



Logos

Masterbrand

Signature

Simplified

The Masterbrand Signature is our official logo and combines the wheel with the word "Rotary" (Rotary's wordmark) to the left for visibility and recognition.

Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Masterbrand Signature Simplified should not have the ® at this time.

Logos can be found on the Brand Center, rotary.org/brandcenter.

For more details regarding our color palette, see pages 17-20.



Clear space is the space surrounding the Masterbrand Signature Simplified that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

MASTERBRAND SIGNATURE SIMPLIFIED

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



One Color

100% black



100% Azure



100% white (for dark backgrounds)



Logos

Mark of Excellence

The Rotary wheel is the Mark of Excellence. When you use the Mark of Excellence, we encourage you to use the Masterbrand Signature near it for clarity and recognition.

There is no maximum height for the Mark of Excellence, the minimum size should be approximately three times the height of the wheel in the nearby Masterbrand Signature (see layout and sizing examples below).

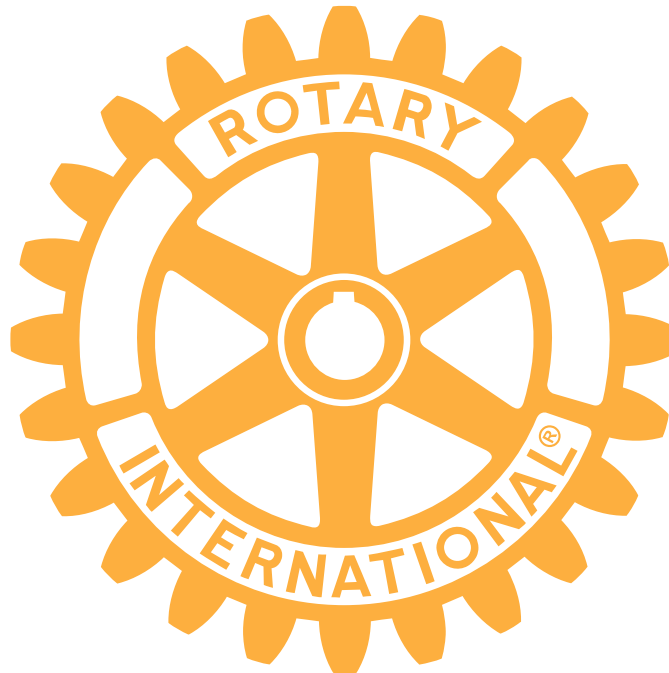
There is no simplified version of the Mark of Excellence — the words “Rotary International” must always appear in the wheel. The logo cannot appear in other colors than shown on this page.

The ® should appear next to the “L” in INTERNATIONAL.

Logos can be found on the Brand Center, rotary.org/brandcenter.

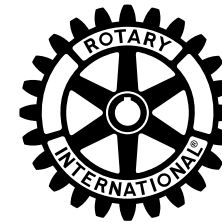
For more details regarding our color palette, see pages 17-20.

MARK OF EXCELLENCE (THE ROTARY WHEEL)

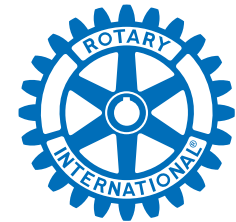


One Color

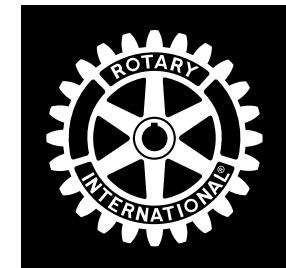
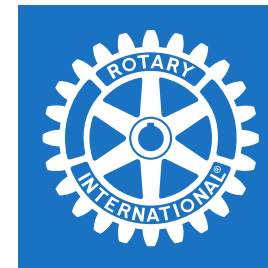
100% black



100% Azure

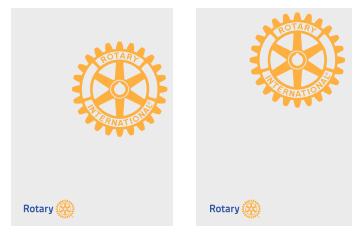


100% white (for dark backgrounds)

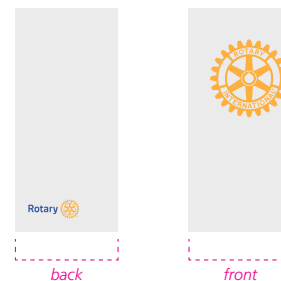


Layout Examples

Single-page communications



Multipage or tri-fold (back/front)



Size

Size relationship of Masterbrand Signature and Mark of Excellence



Animation of the Masterbrand Signature, Masterbrand Signature Simplified, or Mark of Excellence should start or resolve as the complete logo or lockup.

A full color or reverse logo should be used in most cases. If a design requires flexibility, RI approval is needed.

If the Mark of Excellence is used, then the Masterbrand Signature must also appear in the video.

The ® symbol should appear to the bottom right of the Masterbrand Signature and within the Mark of Excellence.

For more details regarding our color palette, see pages 17-20.

MASTERBRAND LOGOS FOR ANIMATION

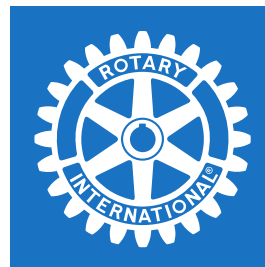
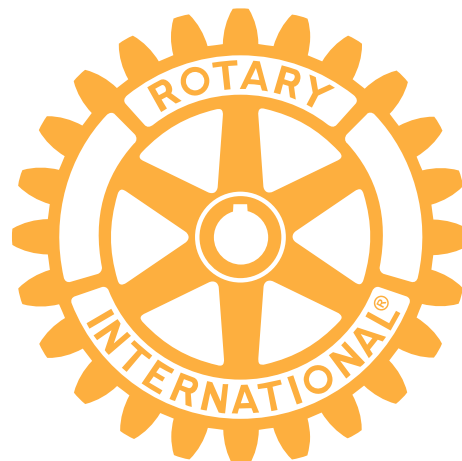
Masterbrand Signature



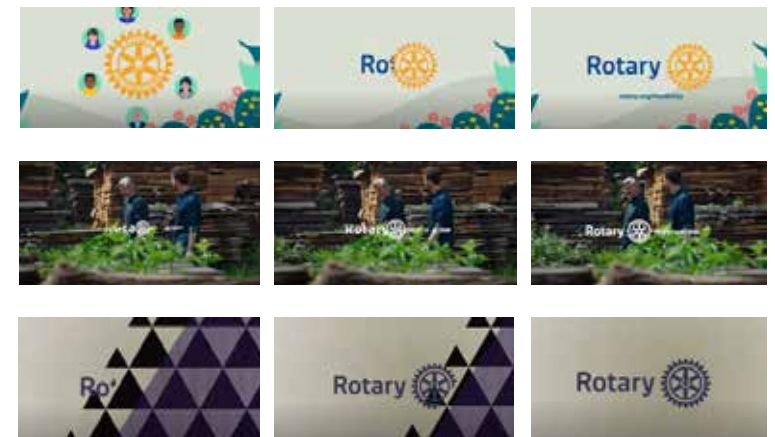
Masterbrand Signature Simplified



Mark of Excellence



Examples



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

MASTERBRAND LOGOS FOR ANIMATION – DO’S AND DON’TS

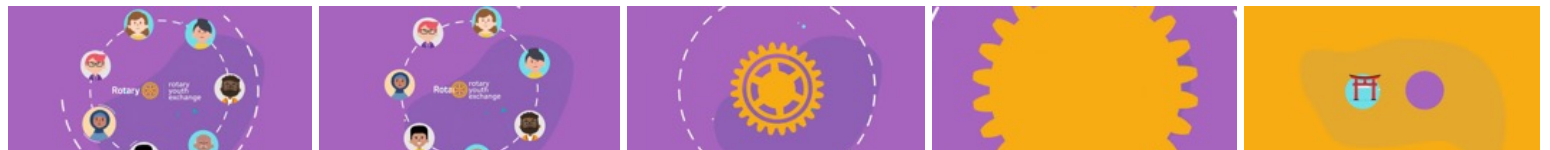
YOU **CAN** DO THESE THINGS:

- The Mark of Excellence can be used in transitions but should either start or resolve complete.
- The Masterbrand Signature or Mark of Excellence can resolve/build itself in multiple steps and motion.
- A 3D Masterbrand Signature or Mark of Excellence can be used but must maintain the colors allowed (RI approval needed).
- Lockup logos can also be animated.
- Logos can fade in and out but must start or resolve in full.
- If the Mark of Excellence is used, then the Masterbrand Signature must also appear in the video.

PLEASE **DO NOT** DO THESE THINGS:

- Do not spin the wheel 360 degrees. Resolving from a half or quarter turn is acceptable.
- Do not roll the wheel across the frame.
- Do not use the wheel as a “cog” with other wheels or cog-like shapes.
- Do not make the wheel a cog in a machine.
- Do not cut the wheel or Masterbrand Signature in half or crop it.
- Do not allow the wheel to change from or into another shape or image.
- Do not use the wheel to house or crop an image.
- Do not texturize the Mark of Excellence or Masterbrand Signature unless it is within the aesthetic of the video (RI approval needed).
- Do not use the Mark of Excellence or Masterbrand Signature in other colors than the colors allowed. For more details regarding our color palette, see pages 17-20.
- Do not use the Mark of Excellence or Masterbrand Signature as a pattern.
- Do not use the shape of the wheel in parts or as a bounding box for images or other components.
- Do not divide the Mark of Excellence or Masterbrand Signature into parts.
- Do not use the Mark of Excellence or Masterbrand Signature as part of or connected to another logo.

Example



Logos

The Rotary Foundation Masterbrand Signature

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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FOR STAFF USE ONLY

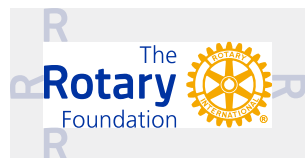
The Rotary Foundation logo is for communications coming from Rotary International and The Rotary Foundation. Staff should use it when communicating with donors, program participants, and grant recipients.

The Foundation's logo combines the wheel with the words The Rotary Foundation to the left for visibility and recognition.

The Foundation's logo can't be altered in anyway. The wheel and the words, The Rotary Foundation, must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

A simplified version of the Foundation's Masterbrand Signature should not be used. The Board declined to take up this issue in 2019.

For more details regarding our color palette, see pages 17-20.



Clear space is the space surrounding The Rotary Foundation Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

THE ROTARY FOUNDATION MASTERBRAND SIGNATURE – FOR STAFF USE ONLY

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



One Color

100% black



100% Azure



100% white (for dark backgrounds)



Logos

Rotaract

Masterbrand

Signature

The Rotaract Masterbrand Signature is our official logo and combines the wheel with the word "Rotaract" (Rotaract's wordmark) to the left for visibility and recognition.

Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotaract" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo. The logo must remain in cranberry but you can put the reverse version on different color backgrounds.

Both the Rotaract Masterbrand Signature and the Rotaract Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, rotary.org/brandcenter.

For more details regarding our color palette, see pages 17-20.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotaract wordmark.

ROTARACT MASTERBRAND SIGNATURE

Rotaract Masterbrand Signature



Rotaract Masterbrand Signature Simplified



One Color

100% black



100% Cranberry



100% white (for dark backgrounds)



Logos

Interact

Masterbrand

Signature

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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The Interact Masterbrand Signature is our official logo and combines the wheel with the word “Interact” (Interact’s wordmark) to the left for visibility and recognition.

Our logo can’t be altered in any way. The wheel and the wordmark must always appear together. Because the word “Interact” is a wordmark and not a font, it can’t be replaced with a font. Only the colors shown on this page may be used in the logo. The logo must remain in sky blue but you can put the reverse version on different color backgrounds.

Both the Interact Masterbrand Signature and the Interact Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, rotary.org/brandcenter.

For more details regarding our color palette, see pages 17-20.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital “I” in the Interact wordmark.

INTERACT MASTERBRAND SIGNATURE

Interact Masterbrand Signature



Interact Masterbrand Signature Simplified



One Color

100% black



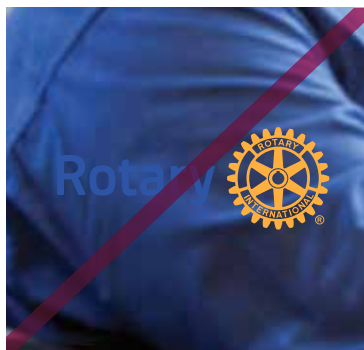
100% Sky Blue



100% white (for dark backgrounds)



INCORRECT USAGE – Masterbrand Signature



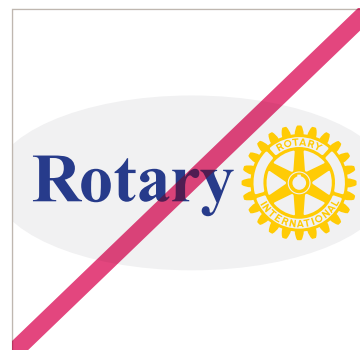
Use the Masterbrand Signature on a background that has sufficient contrast.



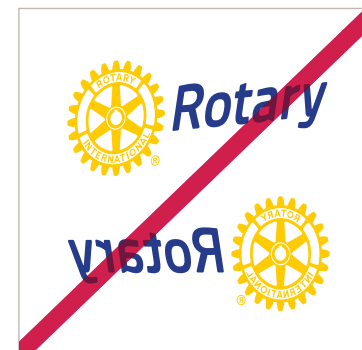
Use a color version of the Masterbrand Signature when printing in full color.



Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.



Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.



Keep all elements undistorted and in the correct order.

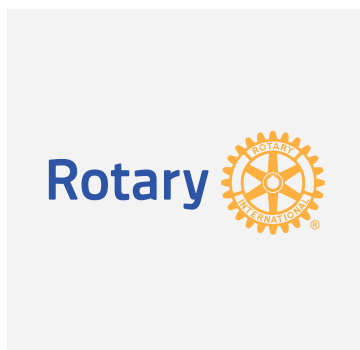
CORRECT USAGE – Masterbrand Signature



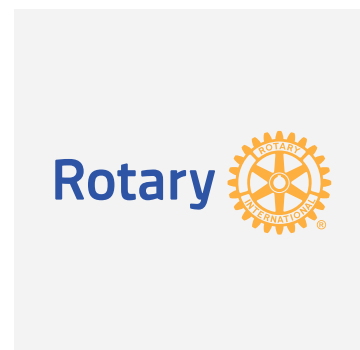
Use the Masterbrand Signature on a background that has sufficient contrast.



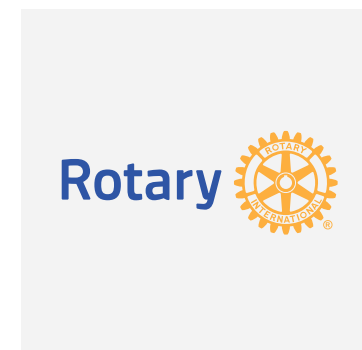
Use a color version of the Masterbrand Signature when printing in full color.



Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.



Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.

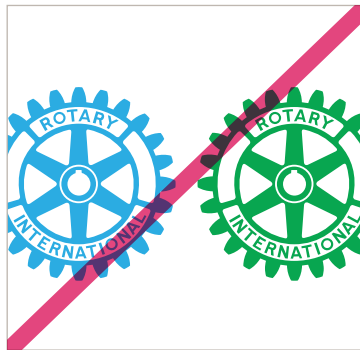


Keep all elements undistorted and in the right order.

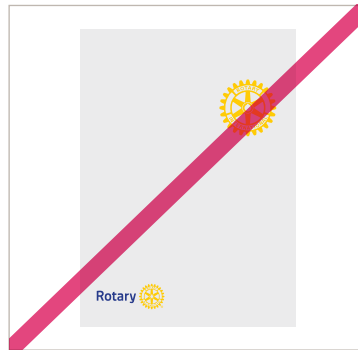
INCORRECT USAGE – Mark of Excellence



Keep the Mark of Excellence whole — never cropped.



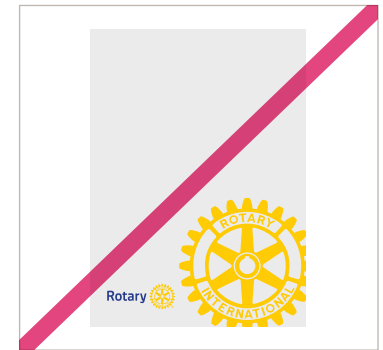
Use Rotary colors specified on pages 17-20 for the Mark of Excellence.



Size the Mark of Excellence correctly when using it with the logo, as shown on page 28.



Make sure the Mark of Excellence is completely legible.

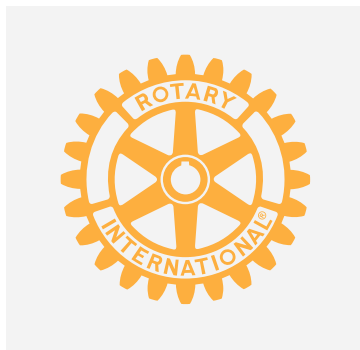


Place the Mark of Excellence away from the logo, as shown on page 28.

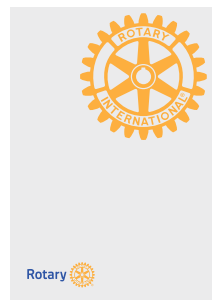
CORRECT USAGE – Mark of Excellence



Keep the Mark of Excellence whole — never cropped.



Use Rotary colors specified on pages 17-20 for the Mark of Excellence.



Size the Mark of Excellence correctly when using it with the logo, as shown on page 28.



Make sure the Mark of Excellence is completely legible.



Place the Mark of Excellence away from the logo, as shown on page 28.

The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the yellow rectangle partially overlapping the bottom right corner of the blue one.

LOGOS: ROTARY PROGRAMS

Logos: Rotary Programs Lockups for Rotary Action Groups and Rotary Fellowships

Rotary Action Groups and Rotary Fellowship logos should be locked up with the Rotary Masterbrand Signature. You have the option to create a word lockup using the name of your Rotary Action Group or Rotary Fellowship or a logo lockup with your Rotary Action Group or Rotary Fellowship's logo.

Your action group or fellowship name or logo should always appear to the right of Rotary's Masterbrand Signature in the lockup. It must be equal in height to the Masterbrand Signature. The width of action group or fellowship logos may vary, but they should not visually overpower the Masterbrand Signature.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your lockup. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

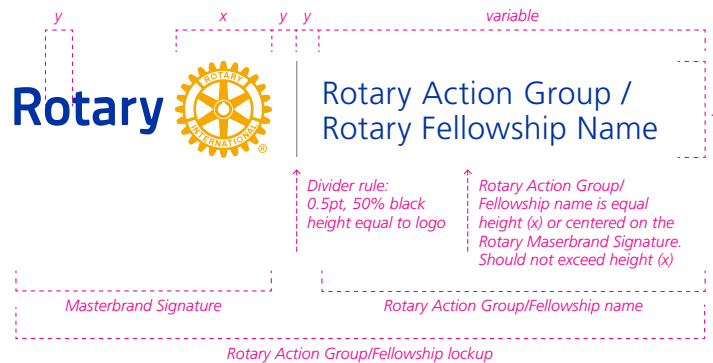
Your Rotary Action Group or Rotary Fellowship logo can't contain or resemble the Rotary Masterbrand Signature or Mark of Excellence (wheel).

For the word lockup, the font preference for the action group or fellowship name is Frutiger Light. For the logo lockup, it is acceptable to have a other fonts and colors in your logo to the right of the vertical line.

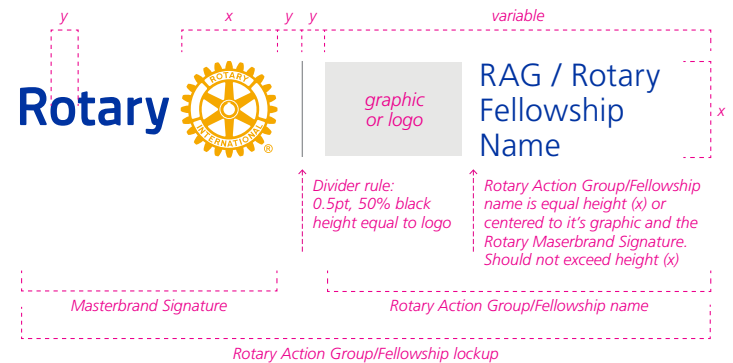
Find templates for creating your own action group or fellowship lockup on the Brand Center, rotary.org/brandcenter.

ROTARY ACTION GROUPS AND ROTARY FELLOWSHIPS

Word lockup construction



Logo lockup construction



Word lockup examples



Logo lockup examples



Logos: Rotary Programs Lockups for Rotary Action Groups and Rotary Fellowships – Naming

BRAND CENTER

Find the logo and templates for creating promotional materials in the Brand Center at rotary.org/brandcenter.

In the logo creator, select Right of Logo in the Alignment drop-down menu.

ROTARY MERCHANDISE

Protect our visual identity. Obtain Rotary merchandise only from licensed vendors. A list of vendors can be found at my.rotary.org/en/member-center/licensed-vendors.

ROTARY ACTION GROUPS AND ROTARY FELLOWSHIPS – NAMING

Rotary Action Group Naming

Action groups recognized prior to January 2020 should work with Rotary International to modify their name to reflect the updated program name, “Rotary Action Group,” and show their affiliation with the program.

Prospective Rotary Action Groups should work with RI to ensure their proposed name follows RI’s policies prior to seeking recognition.

Write to actiongroups@rotary.org to modify your group’s official name.

Your group’s official name needs to include the full program name; examples of on-brand and off-brand options include:

ON BRAND	OFF BRAND
Rotary Action Group Against Parkinson’s	Rotary Against Parkinson’s Action Group
Rotary Action Group for Child Safety	Rotary for Child Safety Action Group
Adult Learning Rotary Action Group	Rotary Adult Learning Action Group

Rotary Fellowship Naming

Prospective Rotary Fellowships should work with Rotary International to ensure their proposed name follows RI’s policies prior to seeking recognition. Prospective fellowships are encouraged to use the program name “Rotary Fellowship” in their proposed name. Write to rotaryfellowships@rotary.org for assistance.

Examples of on-brand and off-brand options include:

ON BRAND	OFF BRAND
Rotary Fellowship of Architects	Rotary Architects Fellowship
Rotary Fellowship of Ophthalmologists	International Fellowship of Rotary Ophthalmologists
Triathlon Rotary Fellowship	Rotary Triathlons

Approved fellowships that have questions about their official name should contact rotaryfellowships@rotary.org for more guidance.



The space of the “R” in “Rotary” around the logo should be kept clear.

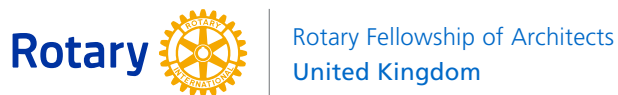
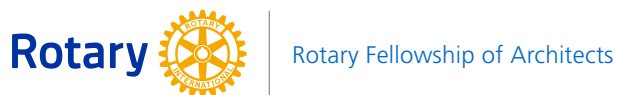
Logos: Rotary Programs

Lockups for Rotary Action Groups and Rotary Fellowships – Chapters/Regional Identifiers

If your Rotary Action Group or Rotary Fellowship has chapters or regions, you can add a regional identifier to your lockup. We suggest adding it under the action group or fellowship name in the lockup.

ROTARY ACTION GROUPS AND ROTARY FELLOWSHIPS – CHAPTERS/REGIONAL IDENTIFIERS

Word lockup – chapters/regional identifiers



Logo lockup – chapters/regional identifiers

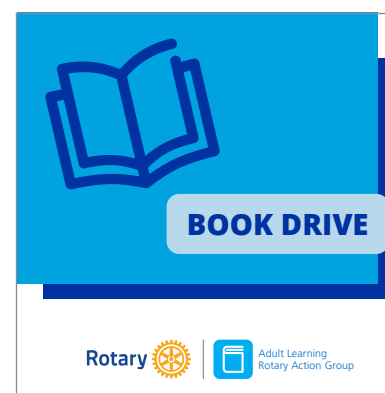
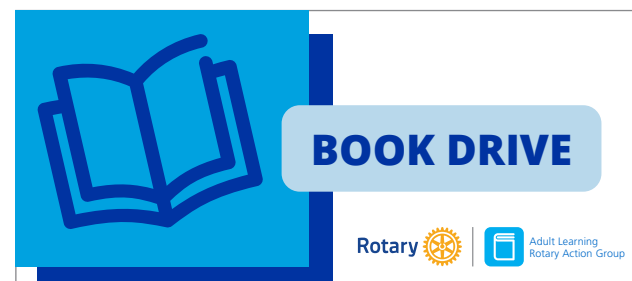
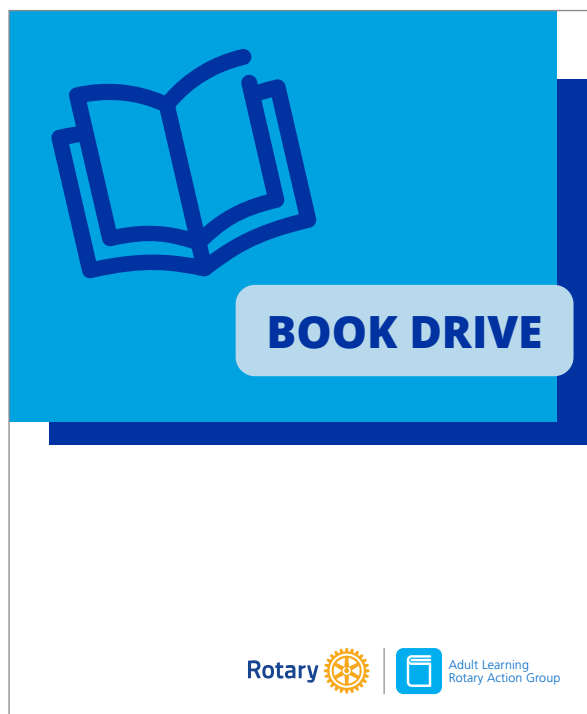


Logos: Rotary Programs

Lockups for Rotary Action Groups and Rotary Fellowships – Project Logo Layouts

A Rotary Action Group or Rotary Fellowship often has a main initiative it wants to promote that has its own project logo. Since the Rotary Action Group or Rotary Fellowship logo is already a lockup, you can't lock up another logo with it. There are many other ways you can work with a project logo in your designs. Please make sure your project logo follows our brand standards and doesn't include or resemble the Rotary logo.

ROTARY ACTION GROUPS AND ROTARY FELLOWSHIPS – PROJECT LOGO LAYOUTS



Logos: Rotary Programs Lockups for Rotary Youth Exchange

Lockups are used to show a relationship between Rotary and Rotary Youth Exchange. The lockup combines the district or multidistrict logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature nor the Mark of Excellence.

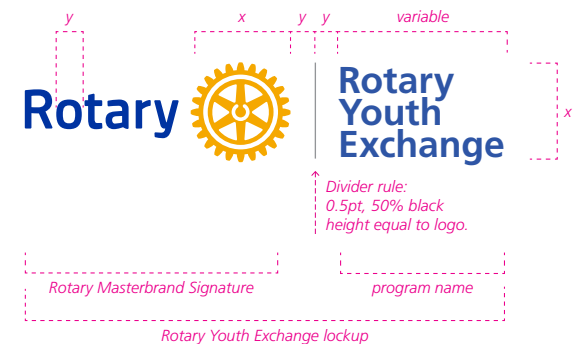
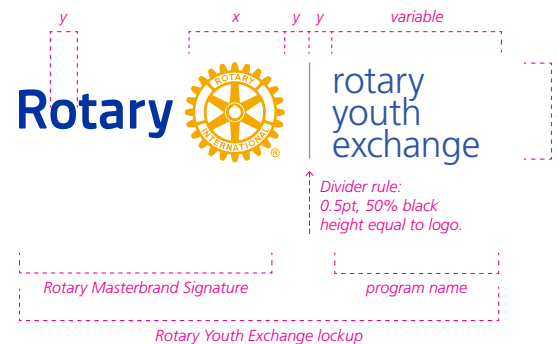
The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

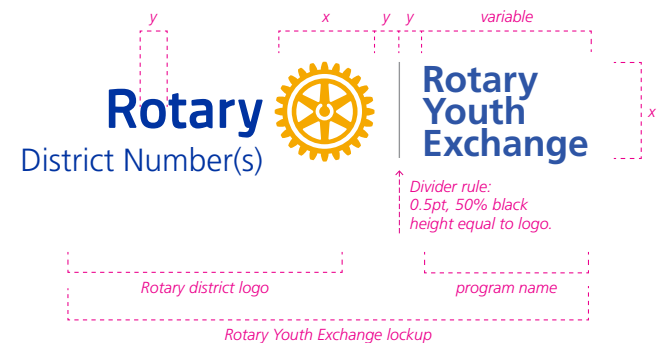
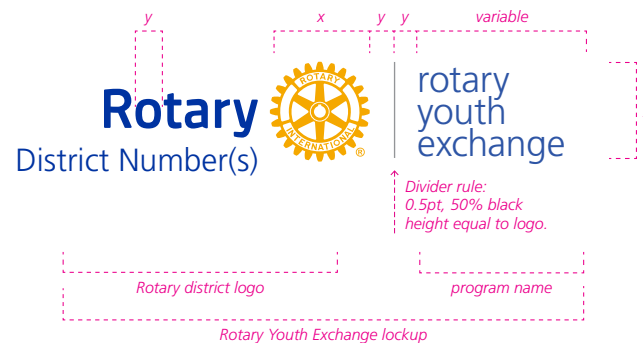
Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

ROTARY YOUTH EXCHANGE

Lockup construction – staff use



Lockup construction – districts



Logos:

Rotary Programs

Lockups for
Rotary Youth Leadership
Awards (RYLA)

Lockups are used to show a relationship between Rotary and Rotary Youth Leadership Awards (RYLA). The lockup combines the club or district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature nor the Mark of Excellence.

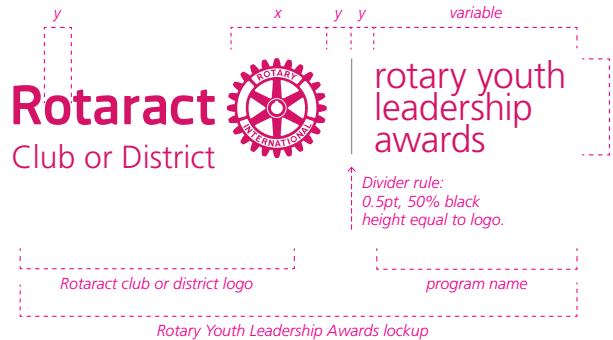
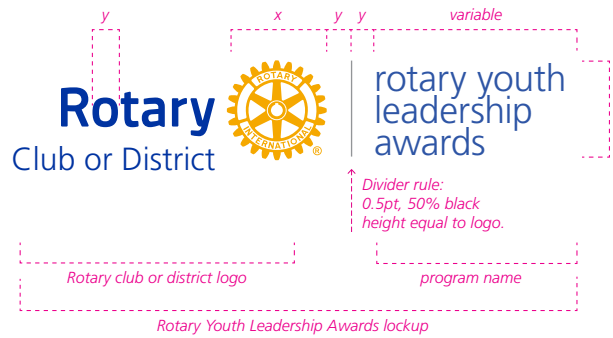
The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

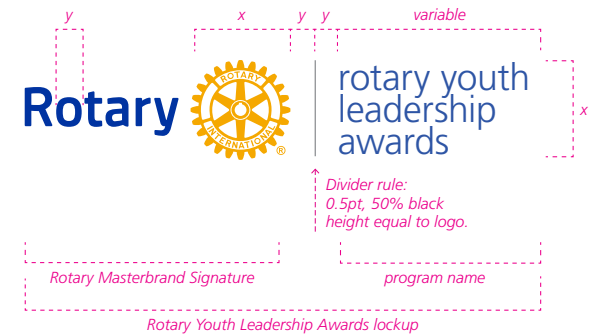
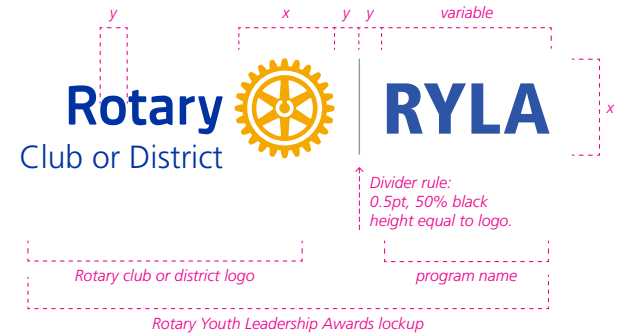
Find templates for creating your own lockup on the Brand Center, [rotary.org/brandcenter](https://www.rotary.org/brandcenter).

ROTARY YOUTH LEADERSHIP AWARDS

Lockup construction – clubs and districts



Lockup construction – staff use



Logos: Rotary Programs Lockups for New Generations Service Exchange

Lockups are used to show a relationship between Rotary and New Generations Service Exchange. The lockup combines the club or district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature nor the Mark of Excellence.

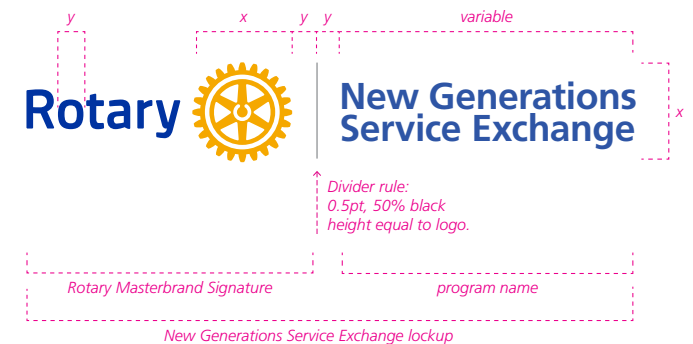
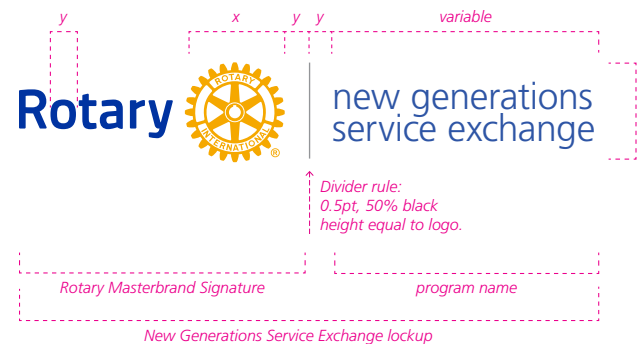
The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

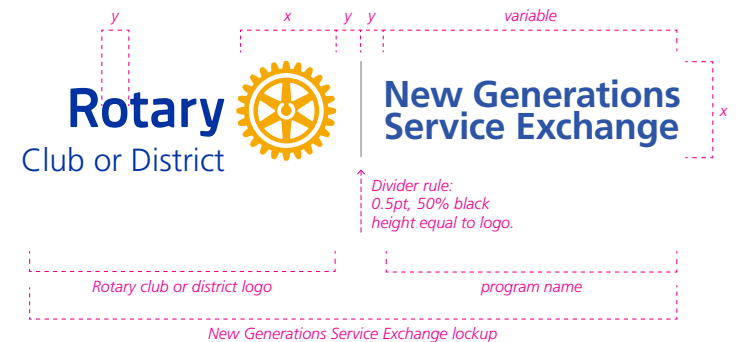
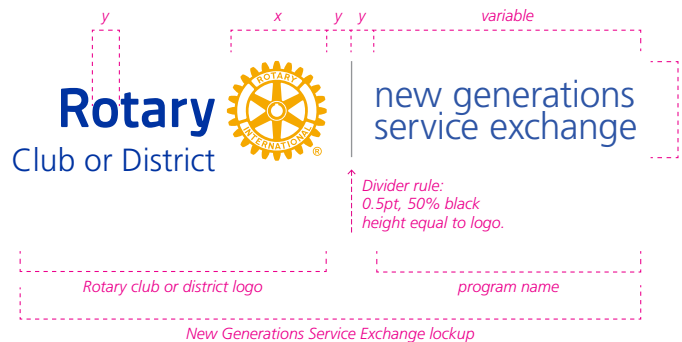
Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

NEW GENERATIONS SERVICE EXCHANGE

Lockup construction – staff use



Lockup construction – clubs and districts



Logos:
Rotary Programs
Lockups for
Rotary Friendship
Exchange

Lockups are used to show a relationship between Rotary and Rotary Friendship Exchange. The lockup combines the district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature nor the Mark of Excellence.

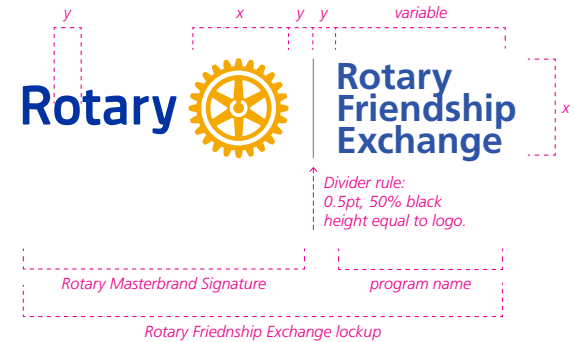
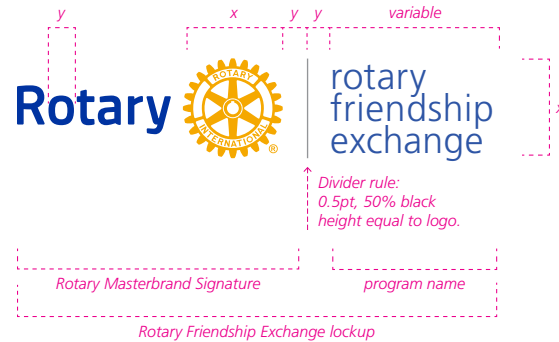
The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

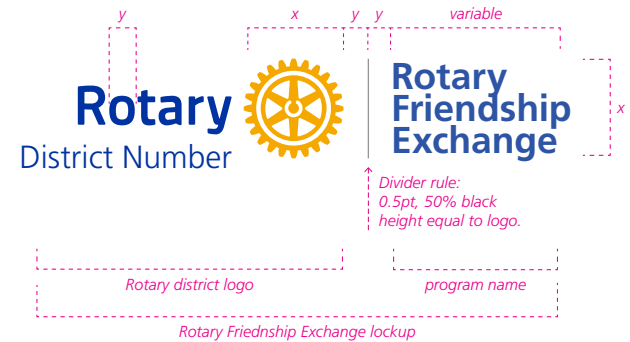
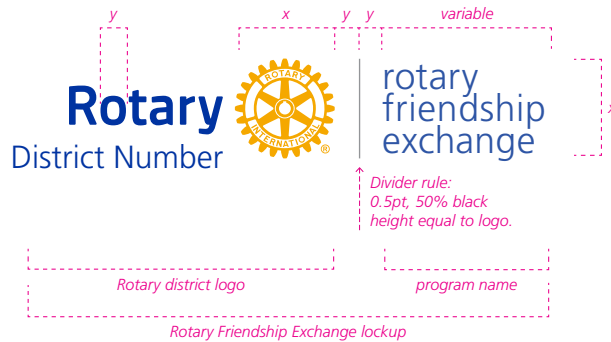
Find templates for creating your own lockup on the Brand Center, [rotary.org/brandcenter](https://www.rotary.org/brandcenter).

ROTARY FRIENDSHIP EXCHANGE

Lockup construction – staff use



Lockup construction – districts



Logos: Rotary Programs Lockups for Rotary Community Corps

Lockups are used to show a relationship between Rotary and Rotary Community Corps. The lockup combines the club logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature nor the Mark of Excellence.

See acceptable alternative lockups in the examples to the right.

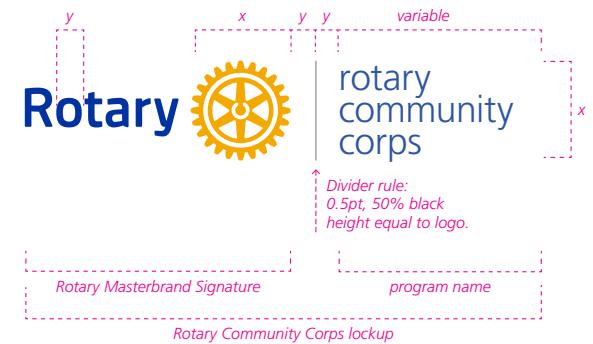
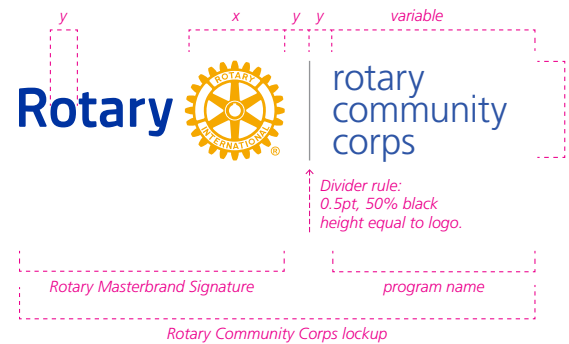
The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

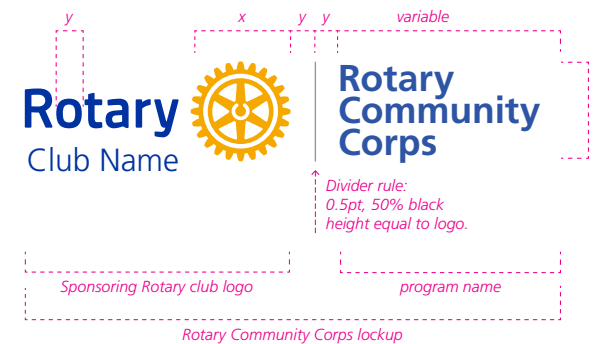
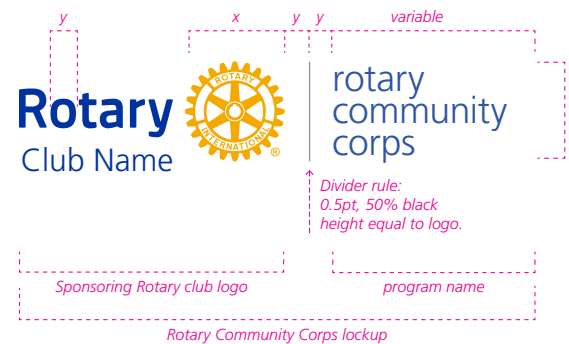
Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

ROTARY COMMUNITY CORPS

Lockup construction – staff use



Lockup construction



Examples



Logos: Rotary Programs Lockups for Intercountry Committees

Lockups are used to show a relationship between Rotary and Intercountry Committees. The lockup combines the district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature nor the Mark of Excellence.

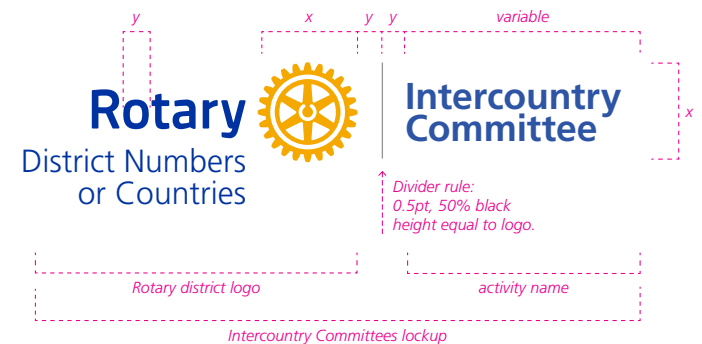
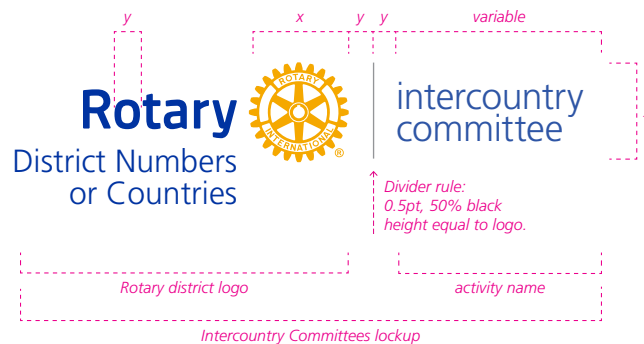
The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

INTERCOUNTRY COMMITTEES

Lockup construction



Examples



Logos: Rotary Programs Lockups for Project Fairs

Lockups are used to show a relationship between Rotary and project fairs. The lockup combines the district logo on the left with the program name to the right of the vertical line. If you use a graphic or logo to represent your program, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

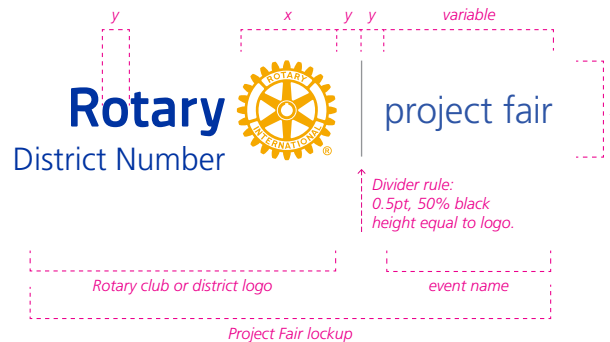
The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

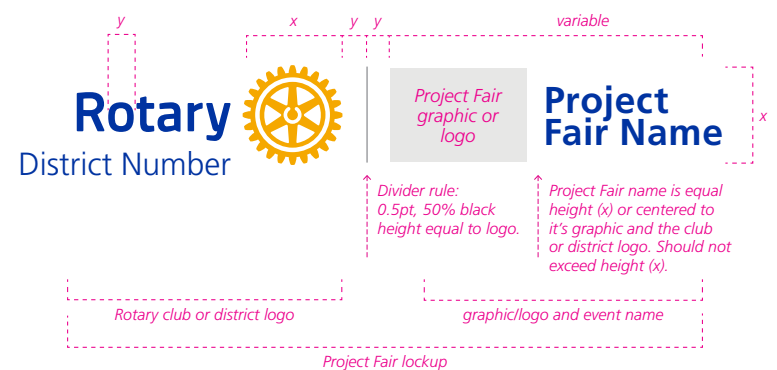
Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

PROJECT FAIRS

Lockup construction



Logo/Graphic with text lockup construction



Word lockup examples



Logo/Graphic with text lockup construction



Logos: Rotary Programs Lockups for Alumni Associations

Lockups are used to show a relationship between Rotary and alumni associations. Alumni are former participants in Rotary's programs for young leaders or former Rotary scholarship winners.

The lockup combines the club or district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

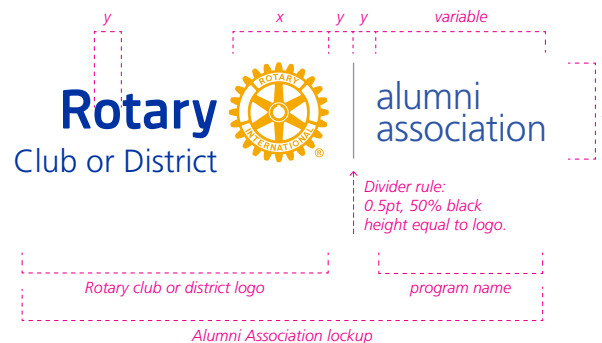
The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

ALUMNI ASSOCIATIONS

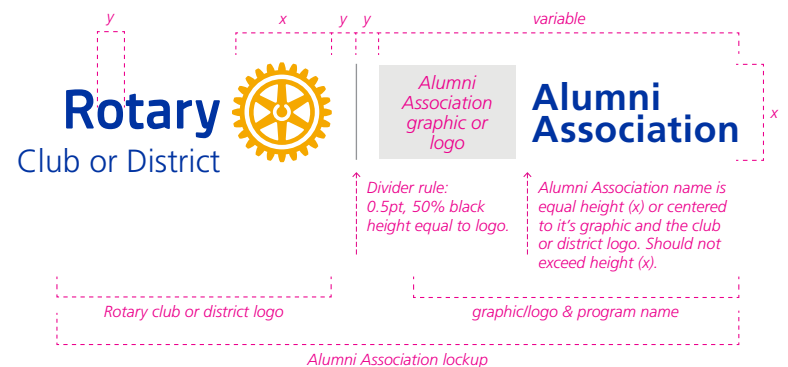
Lockup construction



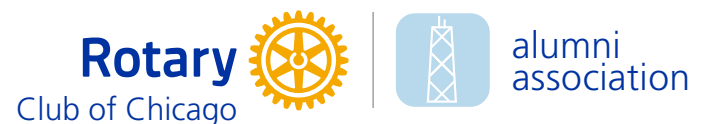
Word lockup examples



Logo/Graphic with text lockup construction



Logo/Graphic with text lockup construction



Logos: Rotary Programs Lockups for ROTEX

Lockups are used to show a relationship between Rotary and ROTEX. ROTEX is an alumni association for students who return from a Rotary Youth Exchange.

The lockup combines the district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature nor the Mark of Excellence.

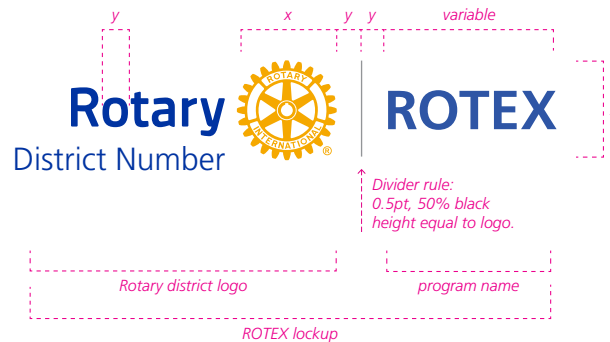
The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger, in the light or bold. ROTEX should appear in all caps

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

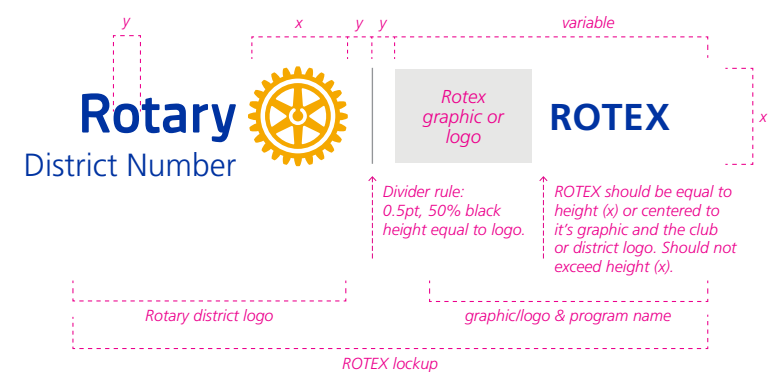
Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

ROTEX

Word lockup construction



Logo/Graphic with text lockup construction



Word lockup examples



Logo/Graphic with text lockup construction



Logos: Rotary Programs Signature System for Rotaract Multidistrict Information Organizations

Rotaract multidistrict information organizations (MDIOs) bring together Rotaract clubs from different Rotary districts to exchange ideas and network with other young leaders. When creating an MDIO you must get your name approved by the RI Board. To find out more download the **Rotaract MDIO Start Guide**.

Create a logo for all your MDIO communications. We recommend using the name ratified by the RI Board in your logo but you may use a shortened name. Make sure the words Multidistrict Information Organization or the acronym MDIO appear in your logo to make it easily identified..

Find templates for creating your Rotaract MDIO logo in the Brand Center, rotary.org/brandcenter.

ROTARACT MULTIDISTRICT INFORMATION ORGANIZATIONS

MDIO logo – BELOW



MDIO logo – ABOVE and BELOW



MDIO logo – ABOVE



Examples



Logos: Rotary Programs

Lockups for Rotaract Multidistrict Information Organizations

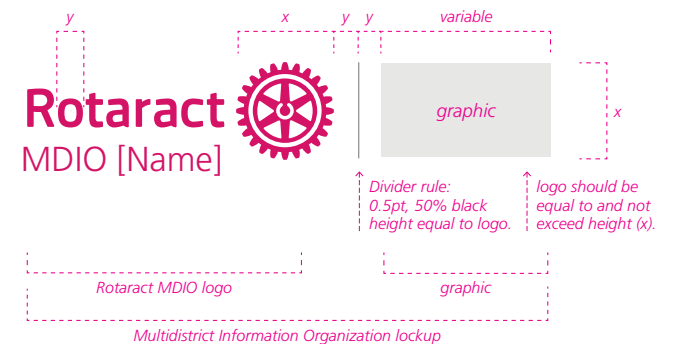
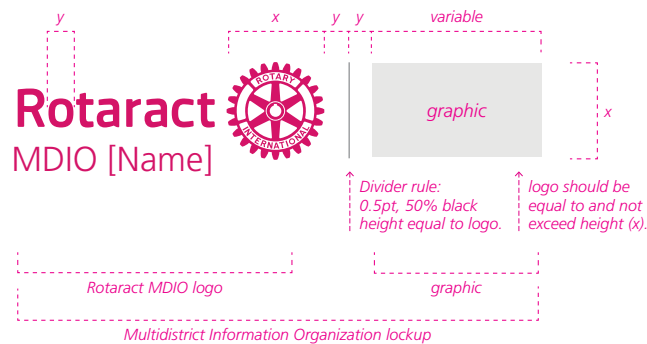
Use a lockup if you have a graphic associated with your MDIO. The Rotaract MDIO logo on the left and your graphic on the right.

Your MDIO graphic can't include or resemble the Masterbrand Signature, Mark of Excellence, or retired, or old, Rotaract logos.

Find templates for creating your Rotaract MDIO logo in the Brand Center, rotary.org/brandcenter.

ROTARACT MULTIDISTRICT INFORMATION ORGANIZATIONS

Lockup construction



Examples



The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

LOGOS: ROTARY PARTNERS

Logos: Rotary Partners Lockups for Partners FOR STAFF USE ONLY

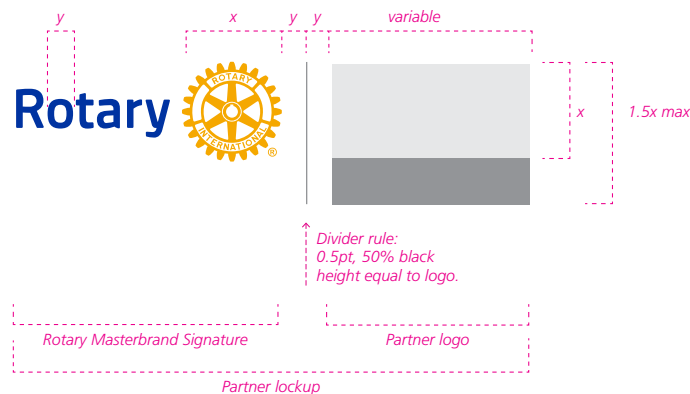
Partners are external organizations that collaborate with Rotary to develop, support, and implement programs and service projects.

To create a partnership lockup follow the guidelines illustrated on this page. Only one partner can be featured in a lockup.

Partner logos must be at least equal in height to the Masterbrand Signature but no more than 1.5 times the height of the Masterbrand Signature. The width of partner logos may vary, but they should not visually overpower the Masterbrand Signature.

PARTNERS – STRATEGIC, PROJECT, AND SERVICE

Lockup construction



Examples



Logos: Rotary Partners Toastmasters Alliance

FOR STAFF USE ONLY

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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Providing members with more opportunities for personal and professional growth is at the core of Rotary's alliance with Toastmasters.

Rotary and Toastmasters have approved the visual guidelines described here. It's important that members and staff follow these guidelines when creating materials with their logos.

The two logos shown opposite are for use only by Rotary International and Toastmasters International on materials promoting joint initiatives.

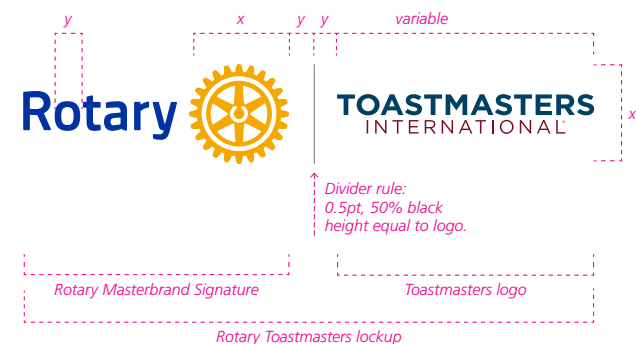
Clubs, districts, and zones should not use these logos. Instead, they should use the logos on the next page.

To learn more about our alliance with Toastmasters, visit rotary.org/toastmasters. If you have questions, write to toastmastersalliance@rotary.org.

TOASTMASTERS ALLIANCE – FOR USE ONLY BY ROTARY AND TOASTMASTERS



Lockup construction



Logos: Rotary Partners Toastmasters Alliance for Clubs, Districts, and Zones

Clubs, districts, and zones can show their affiliation with Toastmasters or promote a Toastmasters event by using one of these logos.

Your logo can include either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, and zone logo.

The space between the logos should be at least the width of one club logo (see examples on next page).

Remember that clubs, districts, and zones shouldn't use the logos shown on the previous page. Those are reserved for use **only** by Rotary International and Toastmasters International for their joint initiatives.

TOASTMASTERS ALLIANCE – FOR CLUBS, DISTRICTS, AND ZONES

Masterbrand Signature with either Toastmasters logo



The space between the logos should be at least the width of one club logo.

TOASTMASTERS
INTERNATIONAL®



The space between the logos should be at least the width of one club logo.



Masterbrand Signature Simplified with either Toastmasters logo



The space between the logos should be at least the width of one club logo.

TOASTMASTERS
INTERNATIONAL®



The space between the logos should be at least the width of one club logo.

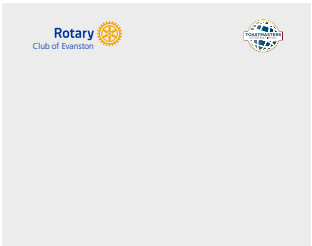
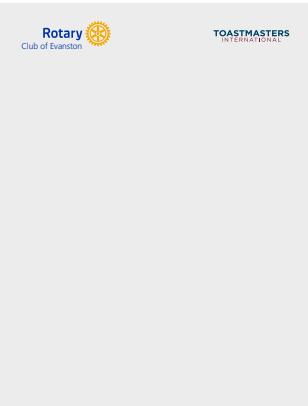
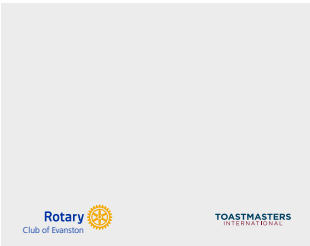
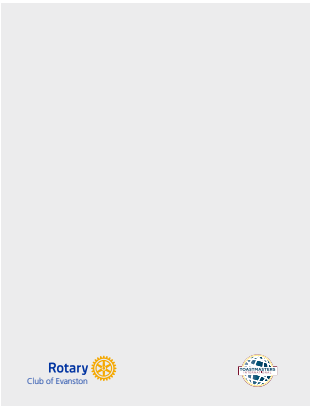


Logos:
Rotary Partners
Toastmasters
Alliance for Clubs,
Districts, and Zones

Your club, district, or zone logo can be used at the top or bottom of your layout. You may want to include text about the Toastmasters alliance.

TOASTMASTERS ALLIANCE – FOR CLUBS, DISTRICTS, AND ZONES

Layout examples



Logos: Rotary Partners ShelterBox

ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY

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FOR STAFF USE ONLY

Rotary and ShelterBox are project partners in disaster relief. ShelterBox is a registered charity, independent of Rotary and The Rotary Foundation.

Rotary and ShelterBox have approved the visual guidelines described here. It's important that these guidelines be followed when creating materials with their logos.

The two logos shown opposite are for use only by Rotary International and ShelterBox on materials promoting joint initiatives.

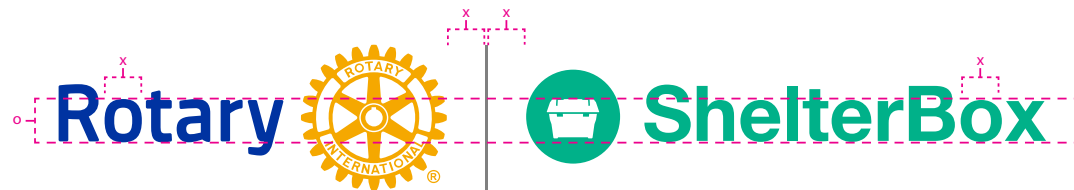
Clubs, districts, and zones should not use these logos. Instead, they should use the lockups shown on pages 62-63.

Regional affiliates of ShelterBox should use the logos shown on page 60.

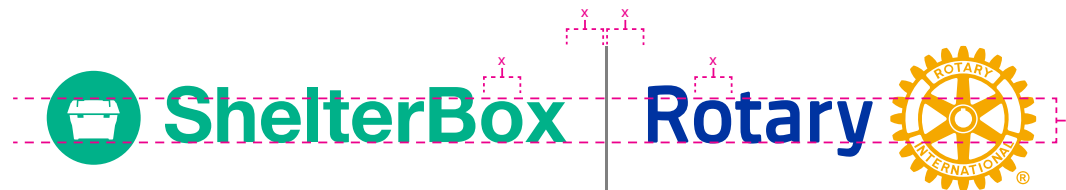
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications.

SHELTERBOX

Rotary lockup construction – for use by Rotary

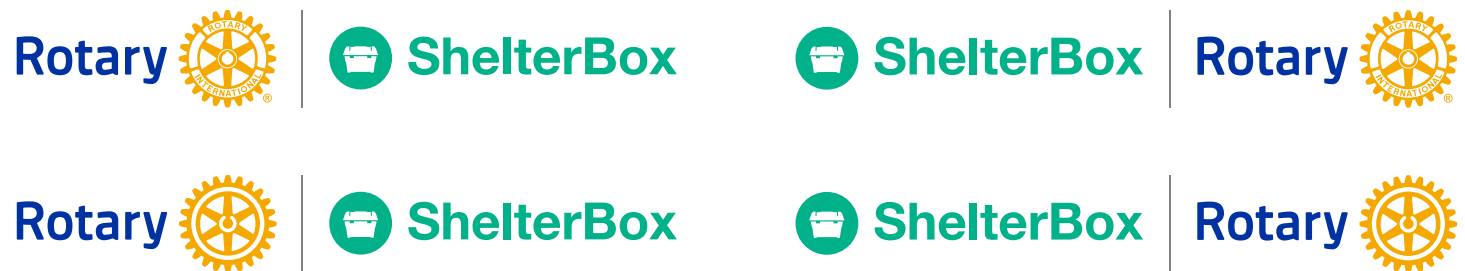


ShelterBox lockup construction – for use by ShelterBox



Rotary lockup – for use by Rotary

ShelterBoxlockup – for use by ShelterBox



Logos: Rotary Partners ShelterBox – Rotaract

ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY

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FOR STAFF USE ONLY

Rotary and ShelterBox have approved the visual guidelines described here. It's important that these guidelines be followed when creating materials with their logos.

The two logos shown opposite are for use only by Rotary International and ShelterBox on materials promoting joint initiatives.

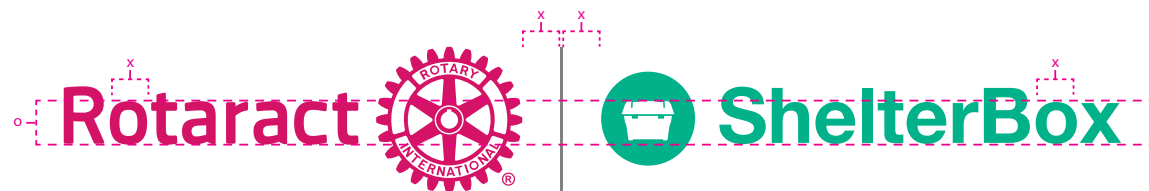
Clubs, districts, and zones should not use these logos. Instead, they should use the lockups shown on pages 62-63.

Regional affiliates of ShelterBox should use the logos shown on page 60.

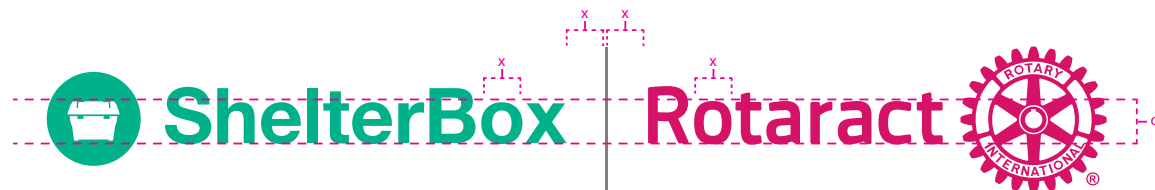
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications.

SHELTERBOX – ROTARACT

Rotary lockup construction – for use by Rotary



ShelterBox lockup construction – for use by ShelterBox



Rotaract lockup – for use by Rotary

ShelterBox lockup – for use by ShelterBox



Logos: Rotary Partners ShelterBox – Relief Supplies

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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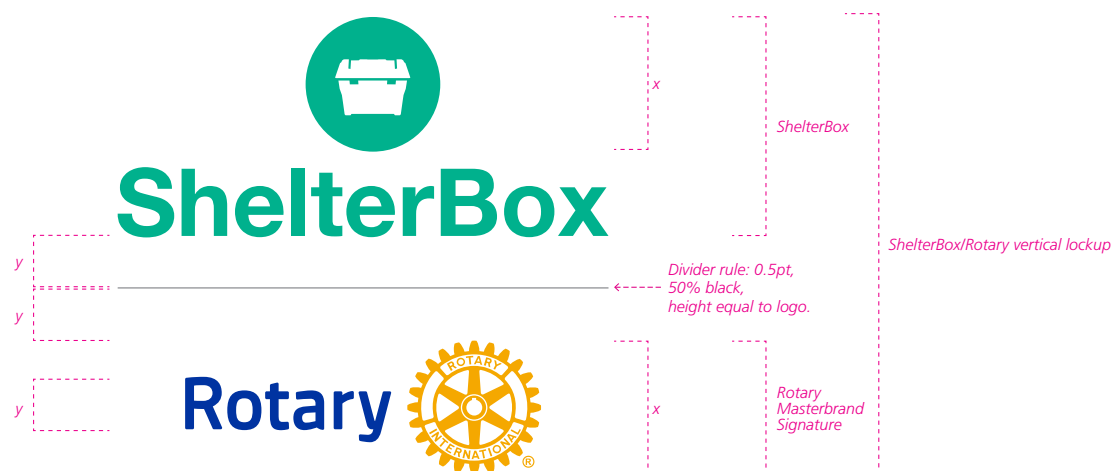
Rotary's Masterbrand Signature and the ShelterBox logo should be prominently displayed on relief supplies.

Rotary's MasterBrand Signature can't be altered in any way. The wheel and the wordmark must always appear together.

The vertical logo lockup can only be used on ShelterBox relief supplies. It can't be used with other partners or for other club, district, or zone purposes.

SHELTERBOX – RELIEF SUPPLIES

Lockup construction



Examples



Placement also recommended on either end of the box.

Logos: Rotary Partners ShelterBox Regional affiliates and the Philippines

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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Regional affiliates of ShelterBox should use the lockup when an affiliate is creating publications for a Rotary audience or talking about the partnership along with the disclaimer.

When a regional affiliates of ShelterBox is fundraising in general they should not use the lockup. Instead, they should use their regional logo and include Rotary's Masterbrand Signature somewhere on the materials to show their affiliation with Rotary.

Regional affiliates of ShelterBox must include the following disclaimer on materials using the ShelterBox logo and Rotary's Masterbrand Signature.:

ShelterBox is a not-for-profit, independent of Rotary International and The Rotary Foundation.

The disclaimer should be set apart from other content on the materials and be easy to read. To request review of your logo or to obtain approval to change the wording of the disclaimer, email rotary.service@rotary.org. Changes to the disclaimer must be agreed upon by both Rotary and ShelterBox.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

SHELTERBOX – REGIONAL AFFILIATES

ShelterBox affiliate logo (example)



Logo placement examples for affiliates



Logos: Rotary Partners ShelterBox Philippines

Because of government regulations for nonprofit organizations in the Philippines, the ShelterBox Philippines logo is unique. The logo, along with Rotary's Masterbrand Signature and the partnership disclaimer, should appear on ShelterBox Philippines materials as shown in the examples.

Clubs working with ShelterBox Philippines should use their club logo in their materials. They can't lockup their logo with ShelterBox Philippines. See example.

ShelterBox Philippines must include the following disclaimer on materials using the ShelterBox logo:

ShelterBox is a not-for-profit, independent of Rotary International and The Rotary Foundation.

The disclaimer should be set apart from other content on the materials and be easy to read. To request review of your logo or to obtain approval to change the wording of the disclaimer, email rotary.service@rotary.org. Changes to the disclaimer must be agreed upon by both Rotary and ShelterBox.

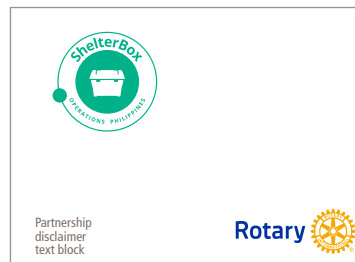
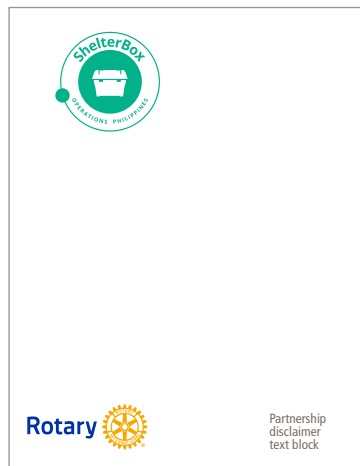
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

SHELTERBOX – PHILIPPINES

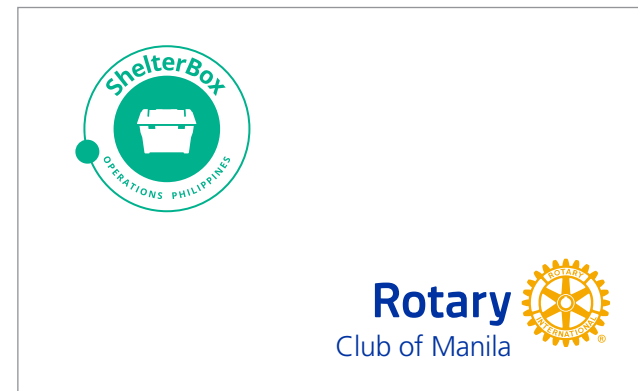
ShelterBox Philippines logo – for ShelterBox Philippines use only



Logo placement examples for ShelterBox Philippines



Shelterbox Philippines with Rotary club logo example (there is no approved lockup)



Logos: Rotary Partners ShelterBox Lockups for Clubs, Districts, and Zones

A club, district, or zone may lockup its logo with the ShelterBox logo to show a collaboration with ShelterBox. The lockup combines the club, district, or zone logo on the left with the ShelterBox logo to the right of the vertical line.

Regional affiliates of ShelterBox can lockup their logo with a club or district for fundraising purposes.

Clubs, districts, and zones must include the following disclaimer on materials using the ShelterBox lockup:

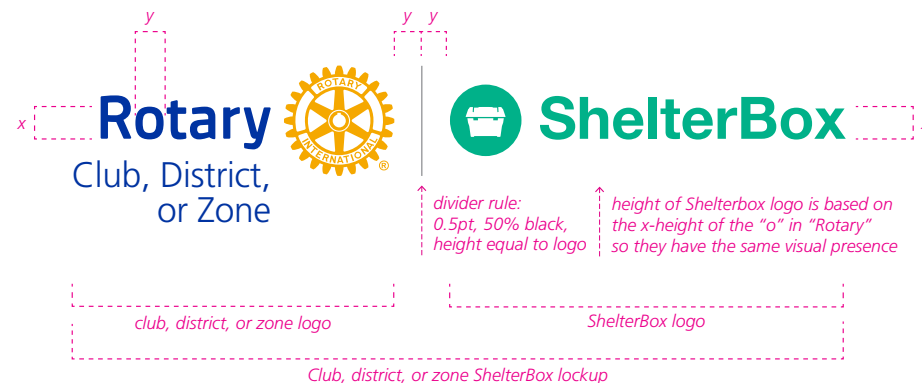
ShelterBox is a not-for-profit, independent of Rotary International and The Rotary Foundation.

The disclaimer should be set apart from other content on the materials and be easy to read. To request review of your logo or to obtain approval to change the wording of the disclaimer, email rotary.service@rotary.org. Changes to the disclaimer must be agreed upon by both Rotary and ShelterBox.

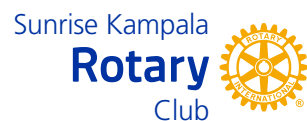
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

SHELTERBOX – CLUB, DISTRICT, AND ZONE LOCKUPS

Lockup construction



Examples



Logos: Rotary Partners ShelterBox Lockups for Rotaract Clubs and Districts

A Rotaract club or district may lockup its logo with the ShelterBox logo to show a collaboration with ShelterBox. The lockup combines the club or district logo on the left with the ShelterBox logo to the right of the vertical line.

Regional affiliates of ShelterBox can lockup their logo with a Rotaract club or district for fundraising purposes.

Clubs or districts must include the following disclaimer on materials using the ShelterBox lockup:

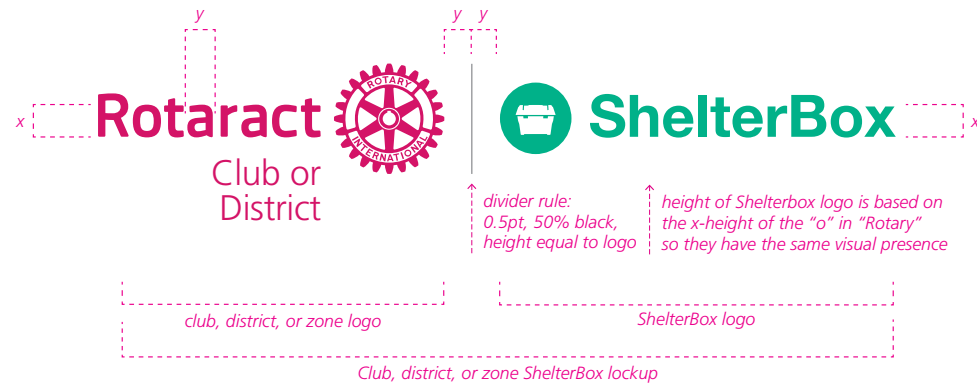
ShelterBox is a not-for-profit, independent of Rotary International and The Rotary Foundation.

The disclaimer should be set apart from other content on the materials and be easy to read. To request review of your logo or to obtain approval to change the wording of the disclaimer, email rotary.service@rotary.org. Changes to the disclaimer must be agreed upon by both Rotary and ShelterBox.

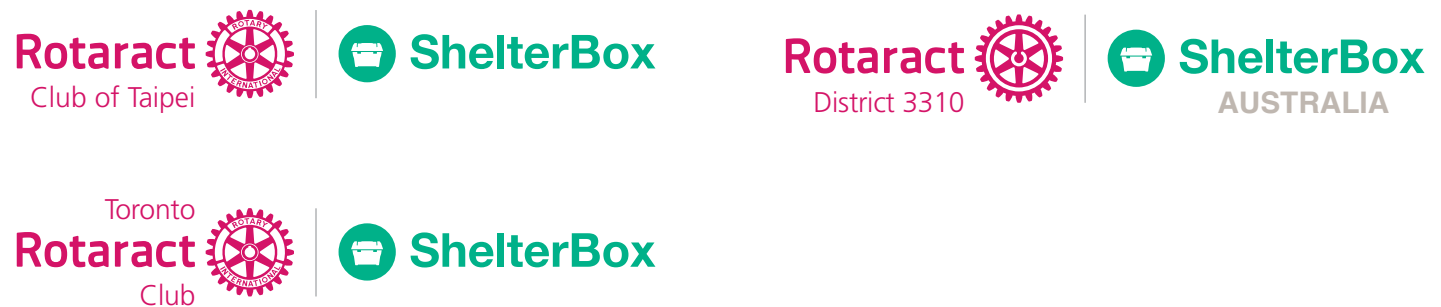
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

SHELTERBOX – ROTARACT CLUB AND DISTRICT LOCKUPS

Lockup construction



Examples



Logos: Rotary Partners Collaborating Organizations

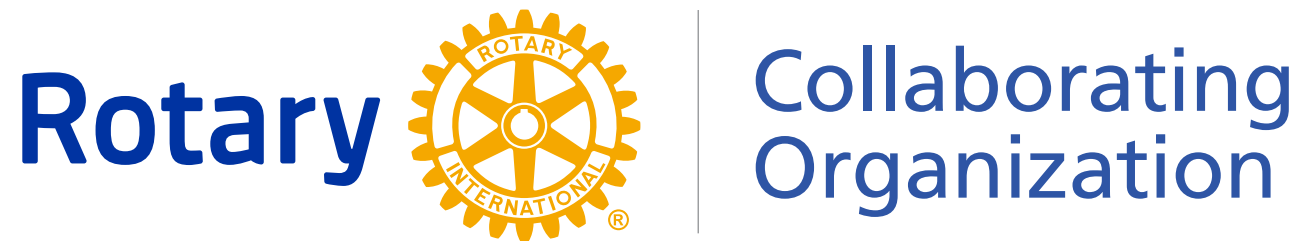
Rotary recognizes collaborating organizations, including nongovernmental organizations, government agencies, corporations, and universities that have a history of working with Rotarians and Rotaractors on service activities locally or internationally. This is not an official partnership type with Rotary at the corporate level but rather a way for Rotary to recognize entities that have an extensive history of partnering with clubs and districts at the local level on service projects and activities.

Although these organizations can't lockup their logo with our Masterbrand Signature, they can use the generic collaborating organizations logo shown opposite to identify their relationship to Rotary.

Learn more about becoming a collaborating organization at rotary.org/en/collaborating-organizations.

COLLABORATING ORGANIZATIONS

Rotary Royal Blue, Rotary Gold, 50% black, and azure (full color)



Language versions

DE



IT



EN



JA



ES



KO



FR



PT



Logos: Rotary Partners Collaborating Organizations

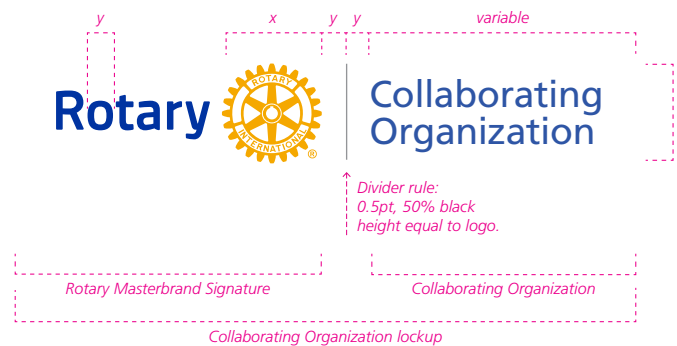
The lockup combines the Rotary Masterbrand Signature on the left with the words “Collaborating Organization” to the right of the vertical line.

The space between the organization’s logo and the Rotary Collaborating Organization lockup should be at least the width of one Masterbrand Signature. Keep a clear space around all logos the height of the “R” in Rotary in the Rotary Collaborating Organization lockup.

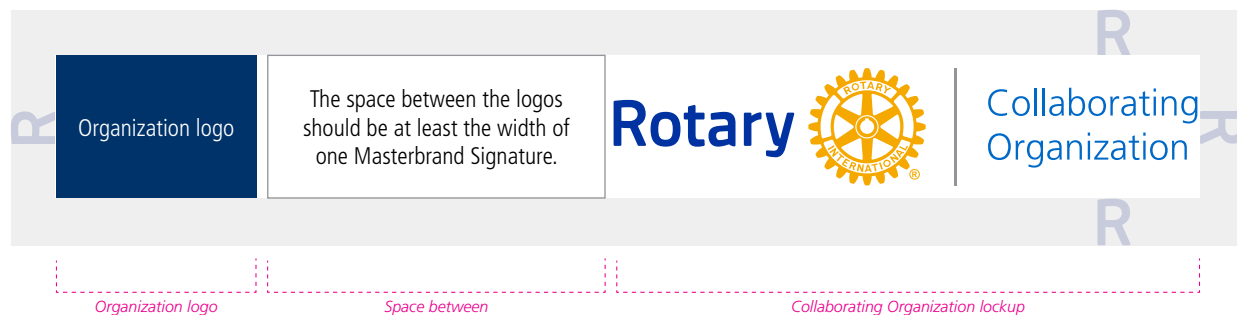
Learn more about becoming a collaborating organization at rotary.org/en/collaborating-organizations.

COLLABORATING ORGANIZATIONS

Lockup construction



Space between logos and clear space



Logos: Rotary Partners

Rotary Representative Network

The Rotary Representative Network is a group of leaders that represent Rotary at the United Nations. As of May 2021, this group is allowed to use the Rotary Masterbrand Signature in a lockup with the words Rotary Representative Network to communicate to members and the public about their work.

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

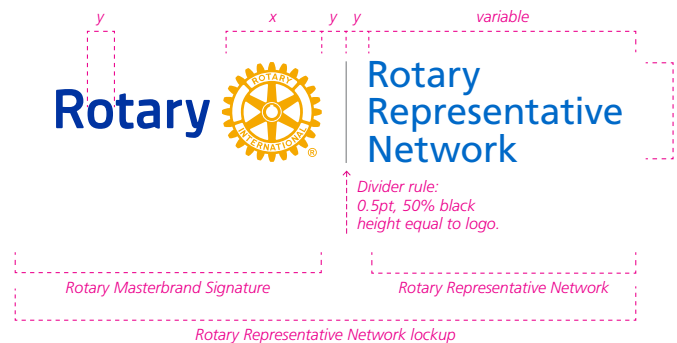
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ROTARY REPRESENTATIVE NETWORK

Rotary Royal Blue, Rotary Gold, 50% black, and Azure (full color)



Lockup construction



The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

LOGOS: THE ROTARY FOUNDATION

Logos:

The Rotary Foundation

The Rotary Foundation Masterbrand Signature

FOR STAFF USE ONLY

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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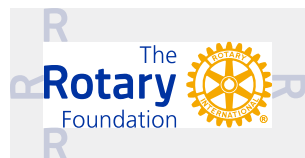
The Rotary Foundation logo is for communications coming from Rotary International and The Rotary Foundation. Staff should use it when communicating with donors, program participants, and grant recipients.

The Foundation's logo combines the wheel with the words The Rotary Foundation to the left for visibility and recognition.

The Foundation's logo can't be altered in anyway. The wheel and the words, The Rotary Foundation, must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

A simplified version of the Foundation's Masterbrand Signature should not be used. The Board declined to take up this issue in 2019.

For more details regarding our color palette, see pages 17-20.



Clear space is the space surrounding The Rotary Foundation Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

THE ROTARY FOUNDATION MASTERBRAND SIGNATURE – FOR STAFF USE ONLY

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



One Color

100% black



100% Azure



100% white (for dark backgrounds)



Logos:
The Rotary Foundation
Arch Klumph Society

FOR STAFF USE ONLY

Staff should use the Arch Klumph Society logo when communicating with donors about the society.

The logo can be used on its own, but The Rotary Foundation logo should appear nearby to show the affiliation between the Foundation and the society.

The lockup should be used as a secondary option. The lockup combines The Rotary Foundation logo on the left with the society logo to the right of the vertical line. Use the lockup when space dictates or when the society logo isn't part of the design or graphic.

ARCH KLUMPH SOCIETY LOGO AND LOCKUP

Rotary Royal Blue and Silver (full color)



Rotary Royal Blue, Rotary Gold, and Silver (full color)



One Color and Reverse

100% black



100% white and Silver or
100% white and Rotary Royal Blue
(for dark backgrounds)



100% white, Rotary Gold, and Silver (for dark backgrounds)



Logos:
The Rotary Foundation
Legacy Society

FOR STAFF USE ONLY

Staff should use the Legacy Society logo when communicating with donors about the society.

You can use the logo on its own, but The Rotary Foundation logo should appear nearby to show the affiliation between the Foundation and the society.

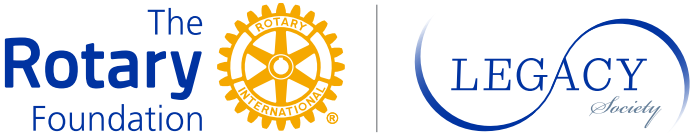
The lockup should be used as a secondary option. The lockup combines The Rotary Foundation logo on the left with the society logo to the right of the vertical line. Use the lockup when space dictates or when the society logo isn't part of the design or graphic.

LEGACY SOCIETY LOGO AND LOCKUP

Rotary Royal Blue and Slate (full color)



Rotary Royal Blue, Rotary Gold, and Slate (full color)



One Color and Reverse

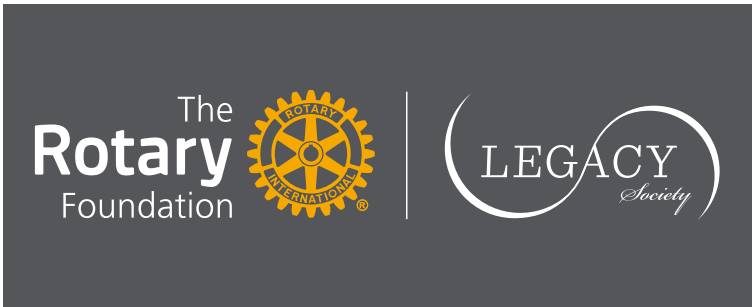
100% black



100% white (for dark backgrounds)



100% white and Rotary Gold (for dark backgrounds)



Logos:
The Rotary Foundation
Paul Harris Society

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FOR USE BY STAFF & VENDORS ONLY

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FOR STAFF USE ONLY

The Paul Harris Society logo is only used on member recognition pins.

PAUL HARRIS SOCIETY – PIN

Rotary Royal Blue (full color)

Paul Harris pin



Logos:

The Rotary Foundation

Paul Harris Society

FOR STAFF USE ONLY

Staff should use the Paul Harris Society text options when communicating with donors about the society.

The lockup should be used as a secondary option. The lockup combines The Rotary Foundation logo on the left with the society text to the right of the vertical line to show their affiliation.

PAUL HARRIS SOCIETY TEXT AND LOCKUPS

Text options

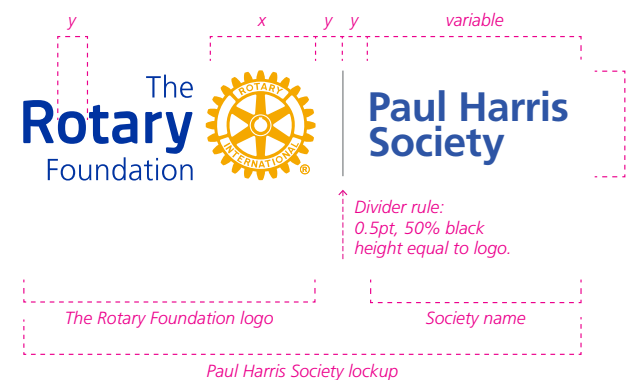
Paul Harris
Society

PAUL HARRIS
SOCIETY

Lockup



Lockup construction



Logos: The Rotary Foundation Paul Harris Fellow

ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY

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FOR STAFF USE ONLY

Staff should use the Paul Harris Fellow text options when communicating with donors about the fellowship.

The lockup should be used as a secondary option. The lockup combines The Rotary Foundation logo on the left with the society text to the right of the vertical line to show their affiliation.

PAUL HARRIS FELLOW TEXT AND LOCKUPS

Text options

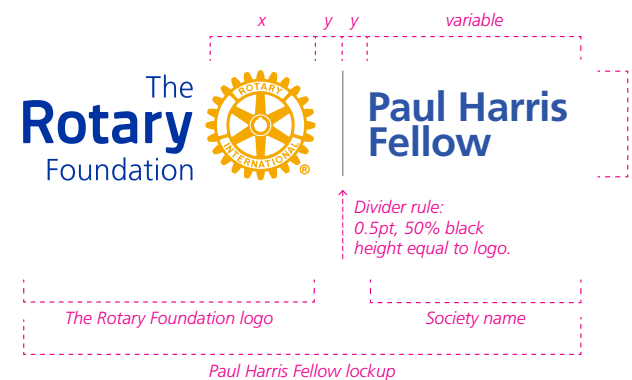
Paul Harris
Fellow

PAUL HARRIS
FELLOW

Lockup



Lockup construction



Logos: The Rotary Foundation Every Rotarian, Every Year

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FOR STAFF USE ONLY

Staff should use the Every Rotarian, Every Year (EREY) logo when communicating with donors about the program.

You can use the logo on its own or as a graphic, but The Rotary Foundation logo should appear nearby to show the affiliation between the Foundation and the program.

The lockup should be used as a secondary option. The lockup combines The Rotary Foundation logo on the left with the Every Rotarian, Every Year logo to the right of the vertical line. Use the lockup when space dictates or when the EREY logo isn't part of the design or graphic (see next page).

EVERY ROTARIAN, EVERY YEAR LOGO AND LOCKUP

Rotary Royal Blue, Rotary Gold, and Sky Blue (full color)



Rotary Royal Blue, Rotary Gold, and Sky Blue (full color)



One Color and Reverse

100% black



100% white (for dark backgrounds)



100% black and 100% white (for dark backgrounds)



Logos:

The Rotary Foundation

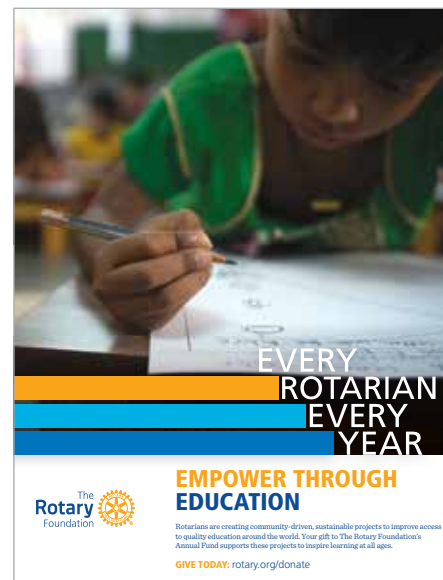
Every Rotarian, Every Year

FOR STAFF USE ONLY

The Every Rotarian, Every Year (EREY) logo can also be used as part of a graphic. In the design examples to the right, The Rotary Foundation logo is also featured to show the affiliation between the program and the Foundation.

The lockup wasn't used because Every Rotarian, Every Year was used as a graphic as part of the design layout. Instead, The Rotary Foundation logo appeared nearby.

EVERY ROTARIAN, EVERY YEAR – DESIGN EXAMPLES



Logos:
The Rotary Foundation
Peace Program

FOR STAFF USE ONLY

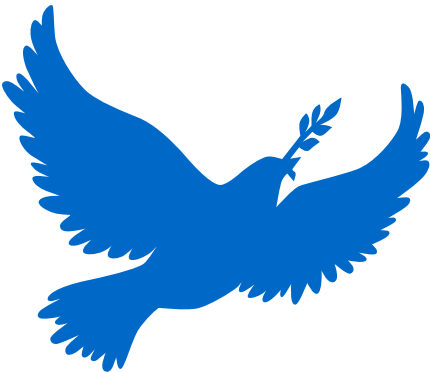
Staff should use the peace logo when communicating with donors, members, and candidates about the program.

You can use the logo on its own, but The Rotary Foundation logo should appear nearby to show the affiliation between the Foundation and the program.

The lockup combines The Rotary Foundation logo on the left with the peace logo to the right of the vertical line. Use the lockup when space allows or when the peace logo isn't part of the design or graphic (see next page).

PEACE PROGRAM LOGO AND LOCKUP

Azure (full color)



Rotary Royal Blue, Rotary Gold, and Azure (full color)



One Color and Reverse

100% black



100% white (for dark backgrounds)



100% white and Rotary Gold (for dark backgrounds)



Logos: The Rotary Foundation Peace Program

FOR STAFF USE ONLY

The peace logo can be used as a graphic or shape in whatever color from the palette works with your design.

In the design examples to the right, The Rotary Foundation logo is also included to show the affiliation between the program and the Foundation.

PEACE PROGRAM – DESIGN EXAMPLES



Logos: The Rotary Foundation Rotary Peace Center Lockups

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The Rotary Peace Center lockups combine the Rotary Masterbrand Signature on the left with the peace logo and affiliated university to the right of the vertical line. The Masterbrand Signature is used in this case because the name of the peace centers begin with the word "Rotary" even though the peace program is part of The Rotary Foundation.

When promoting a specific Rotary Peace Center, staff should use the options on this page.

Use the peace logo or lockup with The Rotary Foundation Masterbrand Signature, shown on the previous page, only when promoting the program as a whole.

The peace logo should not be locked up with the Masterbrand Signature in any other situations besides the peace center lockups with the university logos.

ROTARY PEACE CENTER LOCKUPS



Logos: The Rotary Foundation Lockups for Associate Foundations

Associate foundation logos should be locked up with The Rotary Foundation Masterbrand Signature. You have the option to use a word lockup with the name of the associate foundation or a logo lockup with your associate foundation's logo.

The Rotary Foundation Masterbrand Signature can't be altered in any way. The wordmark consisting of the words "The Rotary Foundation" must always appear with the wheel.

There is no simplified version of The Rotary Foundation Masterbrand Signature — the words "Rotary International" must always appear in the wheel.

The Rotary Foundation Masterbrand Signature can appear in reverse on dark backgrounds. Only the colors shown on pages 31 and 68 can be used.

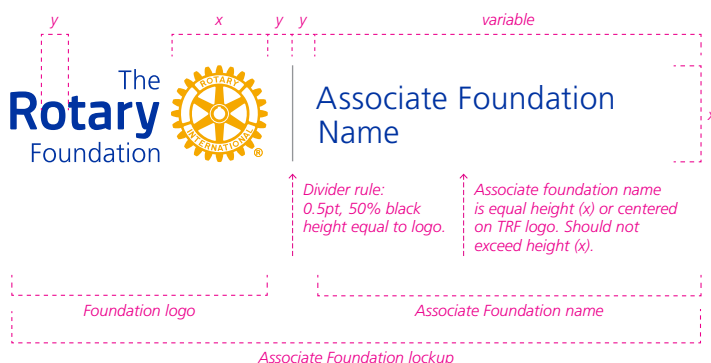
For the word lockup, the font preference for the associate foundation name is Frutiger Light.

For the logo/graphic with text lockup, it is acceptable to have a different font and colors in your unique logo to the right of the line.

Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

ASSOCIATE FOUNDATIONS

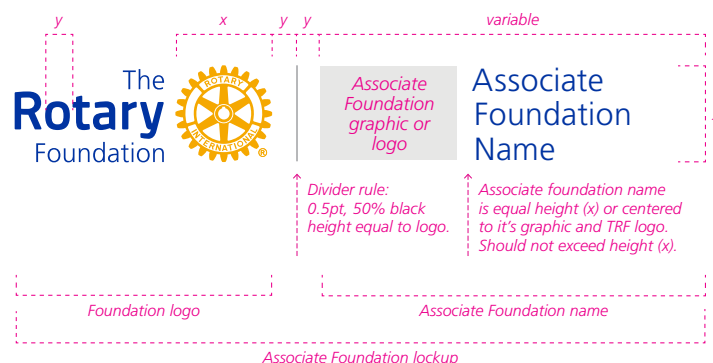
Word lockup construction



Word lockup examples



Logo/Graphic with text lockup construction



Logo/Graphic with text lockup examples



Logos: The Rotary Foundation Lockups for Associate Foundations

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Associate foundations use their logo in the lockup to represent their affiliation with The Rotary Foundation.

ASSOCIATE FOUNDATION LOCKUPS



**Rotary
Foundation
Australia**



**Rotary Foundation
(India)**



ABTRF
ASSOCIAÇÃO BRASILEIRA DA
THE ROTARY FOUNDATION



公益財団法人
ロータリー日本財団



The Rotary Foundation
La Fondation Rotary du
Canada



국제로타리
한국재단



ROTARY
DEUTSCHLAND
GEMEINDIENST E.V.



**Rotary Foundation
of the United Kingdom**



DISTRIKTE 1800-1900, 1930-1950
**DEUTSCHE
ROTARISCHE STIFTUNG**

The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

LOGOS: PROMOTIONS & EVENTS

Logos: Promotions & Events

End Polio Now

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The primary logo is the original logo created to represent Rotary's End Polio Now effort. The Mark of Excellence (wheel) cannot be replaced with the simplified version because it does not contain the words "Rotary International."

The colors of the logo should not be changed. For more details regarding our color palette, see pages 17-20.

This logo should be used along with your club, district, or zone logo. When using the primary logo it is also acceptable to only feature your club, district, or zone name in the layout. See examples.

END POLIO NOW – PRIMARY LOGO

Cardinal, Rotary Gold, and 100% white (full color)



Layout Examples

Flyer



The space of the "P" in "POLIO" around the logo should be kept clear.

Postcard



One Color

100% black, 50% black, and 100% white (for one color black printing)



Logos:
Promotions & Events
End Polio Now

The secondary logo was created to work with Rotary’s branding system.

The colors of the logo should not be changed. For more details regarding our color palette, see pages 17-20.

This logo can be used only if your club, district, or zone logo is also present in the layout. You can use either the Rotary Masterbrand Signature or the Masterbrand Signature Simplified along with your club, district, or zone logo.

You can also use the secondary logo within a lockup. See page 85 for club, district, and zone instructions.

END POLIO NOW – SECONDARY LOGO

Cardinal, Rotary Gold, and 100% white (full color)



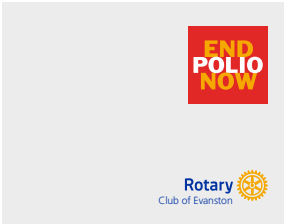
Layout Examples

Flyer



The space of the “P” in “POLIO” around the logo should be kept clear.

Postcard



One Color

100% black, 50% black, and 100% white (for one color black printing)



Logos: Promotions & Events End Polio Now Lockups FOR STAFF USE ONLY

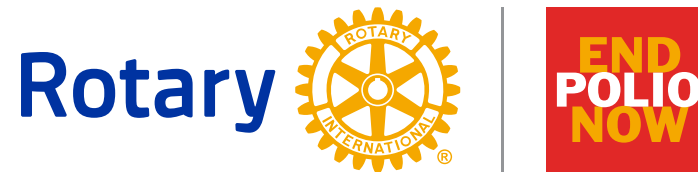
ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY

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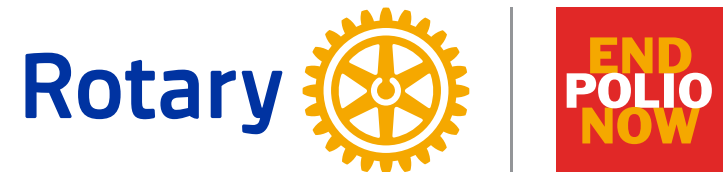
Staff should use the logo lockup in a layout when you want to represent Rotary and the End Polio Now effort. The logo lockup can include either the Rotary Masterbrand Signature or the Masterbrand Signature Simplified.

END POLIO NOW – LOGO LOCKUP FOR STAFF USE ONLY

Masterbrand Signature

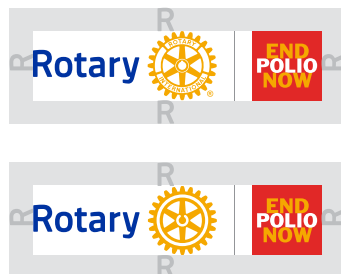


Masterbrand Signature Simplified



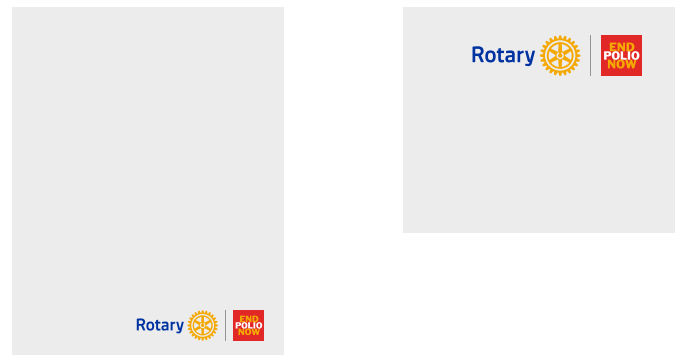
Layout Examples

Flyer



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

Postcard



One Color

100% black, 50% black, and 100% white (for one color black printing)



Logos: Promotions & Events

End Polio Now Lockups for Clubs, Districts, and Zones

**ROTARY BRAND BOOK:
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Use the logo lockup in a layout when you want to represent your club, district, or zone affiliation to the End Polio Now effort at an event, fundraiser, or in an announcement. The logo lockup can include your club, district, or zone logo in either the Rotary Masterbrand Signature or the Masterbrand Signature Simplified format.

END POLIO NOW – LOGO LOCKUP FOR CLUBS, DISTRICTS, AND ZONES

Masterbrand Signature

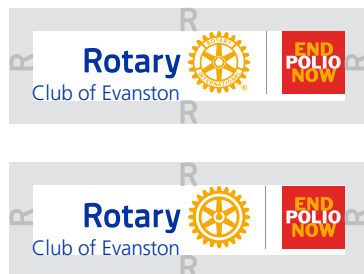


Masterbrand Signature Simplified

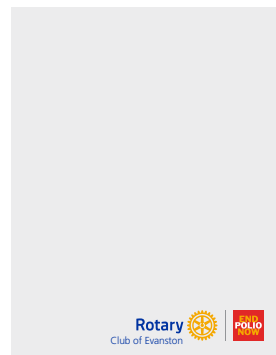


Layout Examples

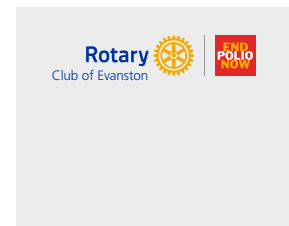
Flyer



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



Postcard



One Color

100% black, 50% black, and 100% white (for one color black printing)



END POLIO NOW – INCORRECT USAGE

Don't use the primary logo in a lockup since the logo already contains the wheel.



The Mark of Excellence (wheel) cannot be replaced with the simplified version because it does not contain the words "Rotary International."



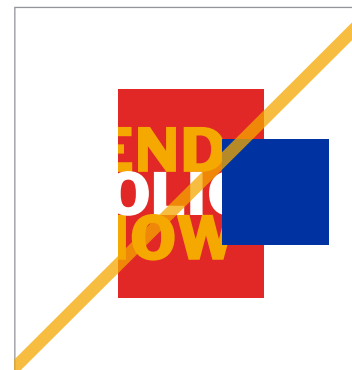
Don't manipulate the logo or replace the word "POLIO" with another disease. That would weaken our brand and confuse the public.



Don't combine the Masterbrand Signature in black with a color version of the logo.



Don't cover the logo or distort it any way. The entire logo must be visible in the design. Don't put anything within the clear space around the logo. See pages 82-85 for clear space instructions.



Don't change the colors of the logo.



Logos: Promotions & Events People of Action

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Use the People of Action horizontal lockup in most cases. The stacked and small space versions can be used for billboards, merchandise, and other alternate layouts.

Clubs, districts, or zones that want to lockup their logo with People of Action should use the information on the next page.

The People of Action lockup was designed to create a direct association between people of action and Rotary. Unlike other Rotary lockups, the People of Action lockup does not use a vertical dividing line.

The Masterbrand Signature and People of Action logo should always appear together as shown and not altered in any way.

The colors are Rotary signature colors. You can find out more about our palette on pages 17-20.

The lockup size should be no smaller than 0.5 inches or 13mm.

PEOPLE OF ACTION

People of Action lockup horizontal –
Rotary Royal Blue, Rotary Gold, and Azure (full color) or 100% white (one color)



People of Action lockup stacked –
Rotary Royal Blue, Rotary Gold, and Azure (full color) or 100% white (one color)



People of Action small space and club lockup –
100% Azure (full color) or 100% white (one color)

**PEOPLE of
ACTION**

**PEOPLE of
ACTION**



Clear space is the space surrounding the People of Action lockups that needs to remain empty. It is equal to the height of the capital "R" in "Rotary." the same allowance should be used in the small space version.

Logos: Promotions & Events

People of Action – Club, District, or Zone Lockup

Lockups are used to show a relationship between Rotary and People of Action. The lockup combines the club, district, or zone logo on the left with the People of Action tagline to the right of the vertical line. The People of Action club, district, or zone lockup can be used to identify your club, district, or zone as people of action.

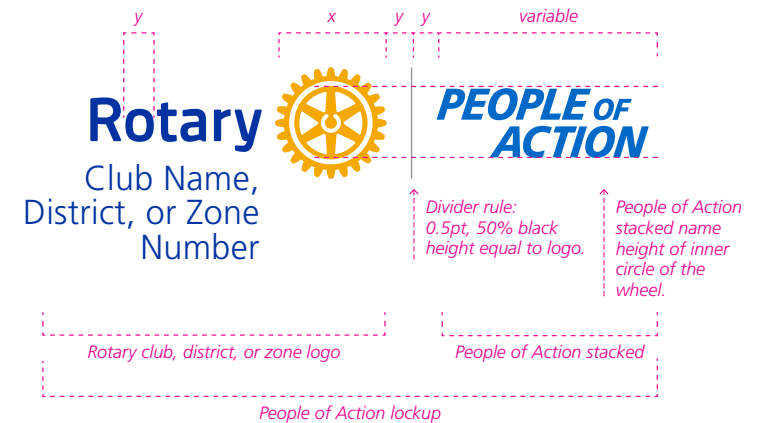
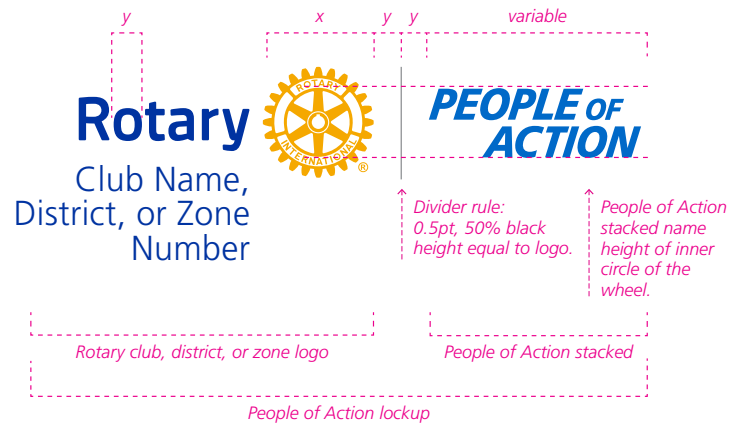
Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

PEOPLE OF ACTION – CLUB, DISTRICT, OR ZONE LOCKUP

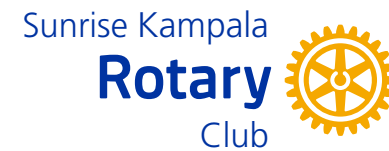
Lockup construction



Examples



**PEOPLE OF
ACTION**



**PEOPLE OF
ACTION**



**PEOPLE OF
ACTION**



**PEOPLE OF
ACTION**

Logos: Promotions & Events

Presidential Theme

The Presidential Theme logo must include the theme text but should not include the Masterbrand Signature nor the Mark of Excellence (wheel).

The theme logo should only use the colors in the Rotary color palette.

Black and white or one-color versions should also be available. If the logo includes a gradient, you should also provide options without gradients to accommodate all design situations.

You can use the Presidential Theme logo on its own or with the Masterbrand Signature nearby. You can also create a lockup to use when space allows or when the theme logo isn't part of the design or graphic. The theme lockup combines the Rotary Masterbrand on the left with the Presidential Theme logo to the right of the vertical line.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

For more details regarding our color palette, see pages 17-20.

PRESIDENTIAL THEME LOGO – EXAMPLES

2017-18



**ROTARY:
MAKING A
DIFFERENCE**



2018-19



BE THE INSPIRATION



2019-20



**ROTARY
CONNECTS
THE WORLD**



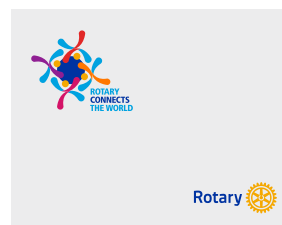
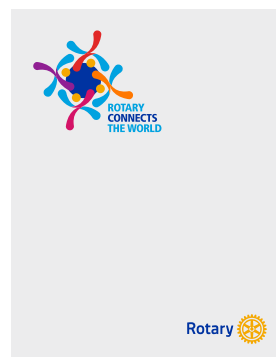
2020-21



Rotary Opens Opportunities

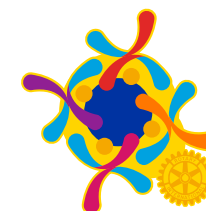


Layout Examples



Theme Pins

Because of its small size, the theme pin is the only pin that can include the Mark of Excellence as part of its logo or graphic. The wheel can be produced in any metal.



Logos: Promotions & Events

Presidential Theme Logo Lockup for Clubs, Districts, and Zones

The presidential theme should be treated like all other Rotary Marks. When used by clubs, districts, or zones, it should be locked up with the your club, district, or zone logo.

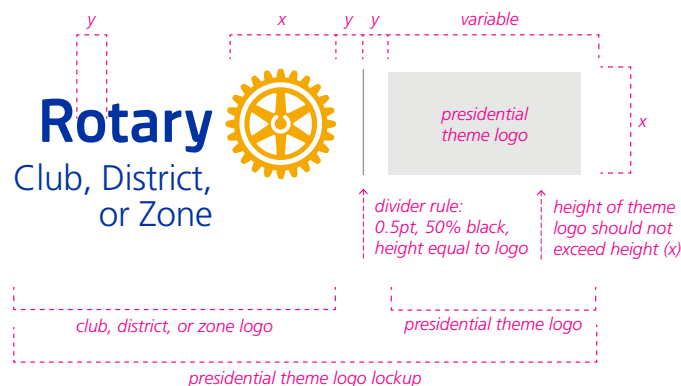
We recommend using the presidential theme on materials and in communications to Rotary members; it's not intended for the public.

You can find the logo at my.rotary.org/en/news-media/office-president/presidential-theme. The presidential theme logo isn't available in the Brand Center.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

PRESIDENTIAL THEME LOGO – LOCKUP FOR CLUBS, DISTRICTS, AND ZONES

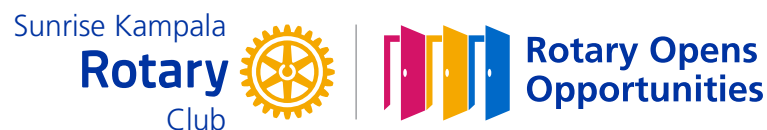
Lockup construction



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Examples



Presidential theme logo in the Rotary Code of Policies

27.030.5. Annual Theme The president may select an appropriate motivational theme to be observed throughout RI during the president's year in office. The annual theme shall be consistent with Rotary's Vision Statement. (April 2019 Mtg., Bd. Dec. 171)

27.060.1. Annual Theme

Rotarians shall present and emphasize only the annual theme at district meetings, in printed materials and electronic communications, and during "official visits" by RI officers except those themes used to promote district conferences and Rotary Institutes. (July 2015 Mtg., Bd. Dec. 19)

34.005. Definition of Rotary Marks The "Rotary Marks" include all of the below listed word and design marks, plus the annual RI Convention logos, the RI Presidential themes and theme logos, among numerous others. These marks are trademarks

and service marks owned by Rotary International and used by Rotary clubs, Rotary districts, and other Rotary Entities under guidelines promulgated by the Board, which is entrusted with authority to maintain, preserve and otherwise protect the use of RI's intellectual property marks under section 19.010. of the bylaws of the association. Rotary clubs, Rotary districts, and other Rotary Entities are encouraged to use the Rotary Marks under RI guidelines. However, global ownership rights remain with RI in accordance with the bylaws in order to maintain the integrity and exclusivity of ownership of the Rotary Marks and to preserve and protect them for use by Rotarians throughout the world. (RIB 19.010.) The registration of RI's intellectual property by RI enhances the association's exclusive use of the marks and strengthens RI's position to prevent misuse by other individuals and entities. Rotary Entities and Rotarians are therefore asked not to apply for trademark registration of the Rotary Marks or any abbreviations or portions thereof.

Logos: Promotions & Events RI Convention

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The Rotary International Convention logo must include the convention location and the year it will take place. It should not include the Masterbrand Signature nor the Mark of Excellence (wheel). Each logo should be designed for a vertical or horizontal orientation.

The convention logo should only use the colors in the Rotary color palette.

Black and white or one-color versions should also be available. If the logo includes a gradient, you should also provide options without gradients to accommodate all design situations.

You can use the RI Convention logo on its own or with the Masterbrand Signature nearby. You can also create a lockup to use when space allows or when the convention logo isn't part of the design or graphic. The convention lockup combines the Rotary Masterbrand on the left with the RI Convention logo to the right of the vertical line.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

For more details regarding our color palette, see pages 17-20.

CONVENTION EXAMPLES

Toronto 2018



Layout Examples



The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

LOGOS: CLUBS, DISTRICTS & ZONES

Logos: Clubs, Districts & Zones

Signature System for Clubs

We have created special signature systems that allow you to identify your club on all your communications materials.

The Rotary club signature comprises the Masterbrand Signature plus the club name. This signature system should be used instead of the Masterbrand Signature on club-level communications.

Use the name on your charter or the name your club is known by in your community in your club logo. Because the word “Rotary” is already in the logo, you don’t need to repeat it. For example, the Rotary Club of Evanston, Illinois, USA, would add only “Club of Evanston” below the Masterbrand Signature.

The club name always appears on the same side as the wordmark, it should right-align with the “y” in Rotary. The positioning and the size relationship between the wordmark and the wheel can’t be altered.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your district or zone logo in the Brand Center, rotary.org/brandcenter.

SIGNATURE SYSTEM – CLUBS

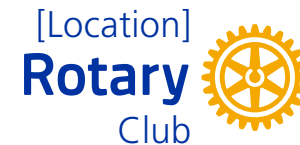
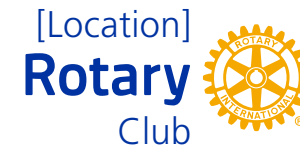
Club logo – BELOW



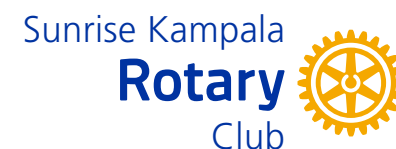
Club logo – ABOVE



Club logo – ABOVE and BELOW



Examples



Logos: Clubs, Districts & Zones

Signature System for Districts and Zones

We have created special signature system that allow you to identify your district or zone on all your communications materials.

District and zone signatures comprise the Masterbrand Signature plus the district or zone number. This signature system should be used instead of the Masterbrand Signature on district- or zone-level communications.

The district or zone number should appear under the Rotary wordmark and should right-align with the “y” in “Rotary” (see the examples). The positioning and the size relationship between the wordmark and the wheel can’t be altered.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your district or zone logo in the Brand Center, rotary.org/brandcenter.

SIGNATURE SYSTEM – DISTRICTS AND ZONES

Masterbrand Signature

Rotary
District or Zone
Number



Examples

Rotary
District 3310



Rotary
Zone 8



Masterbrand Signature Simplified

Rotary
District or Zone
Number



Examples

Rotary
District 3310



Rotary
Zone 8



Logos: Clubs, Districts & Zones

Lockups for Clubs, Districts, and Zones

Lockups are used to show a relationship between a club, district, or zone and its partner, sponsor, program, or event. Only one partner, sponsor, program, or event logo can be used in your lockup. If you are working with multiple partners please see the directions below.

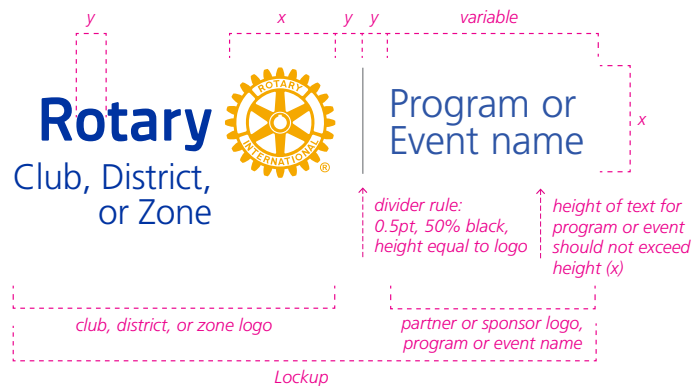
The lockup should not be used as a club, district, or zone logo.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

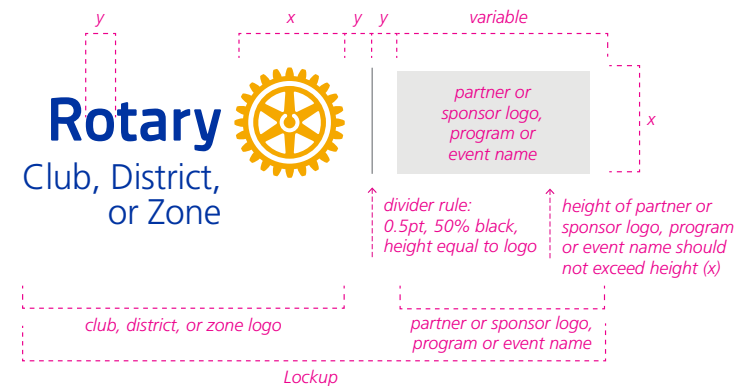
Find templates for creating your own lockup on the Brand Center at rotary.org/brandcenter.

CLUB, DISTRICT, OR ZONE LOCKUPS

Word lockup construction



Logo lockup construction



Word lockup examples



Let's Fight
Against Hunger



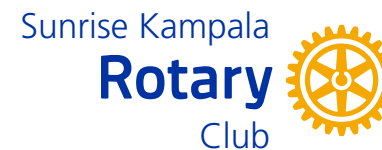
Multiple partner/sponsors:



You can only have one partner/sponsor in a lockup. If you have multiple partners/sponsors you should put them in a line next to your Interact logo spaced equally from each other and they should all have the same visual presence.



Taste of
Evanston



Logos: Clubs, Districts & Zones

People of Action Lockups for Clubs, Districts, and Zones

Lockups are used to show a relationship between Rotary and People of Action. The lockup combines the club, district, or zone logo on the left with the People of Action tagline to the right of the vertical line. The People of Action club, district, or zone lockup can be used to identify your club, district, or zone as people of action.

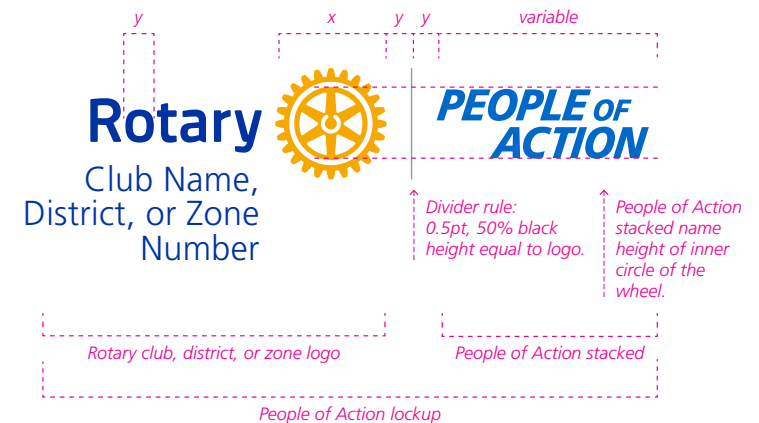
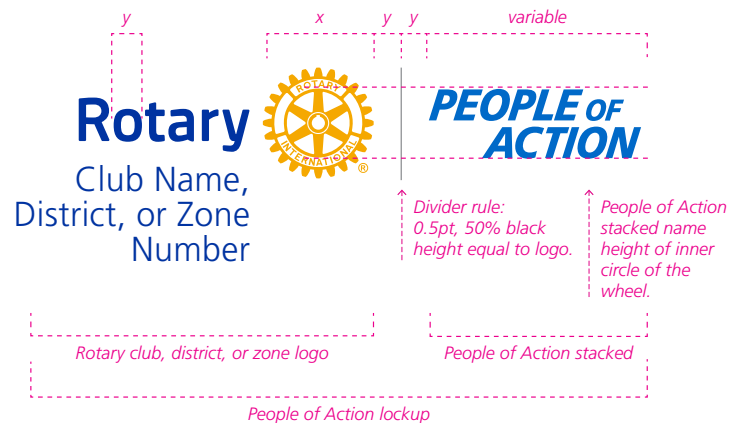
Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

PEOPLE OF ACTION – CLUB, DISTRICT, OR ZONE LOCKUP

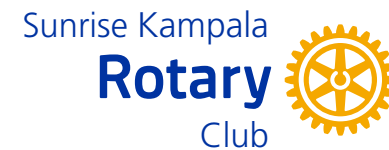
Lockup construction



Examples



PEOPLE OF ACTION



PEOPLE OF ACTION



PEOPLE OF ACTION



PEOPLE OF ACTION

Logos: Clubs, Districts & Zones

Club Foundation Lockups

If your club has its own foundation, make sure your club's foundation lockup doesn't include The Rotary Foundation logo. The Rotary Foundation logo should only be used in communications coming from Rotary International or The Rotary Foundation.

To create a lockup for your club's foundation, combine your club logo on the left with the words "Club Foundation" to the right of the vertical line. See examples to the right.

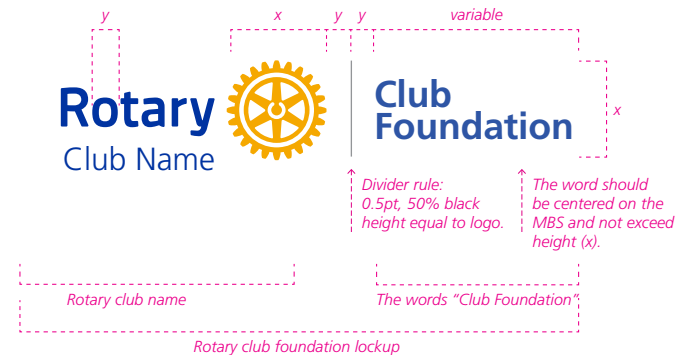
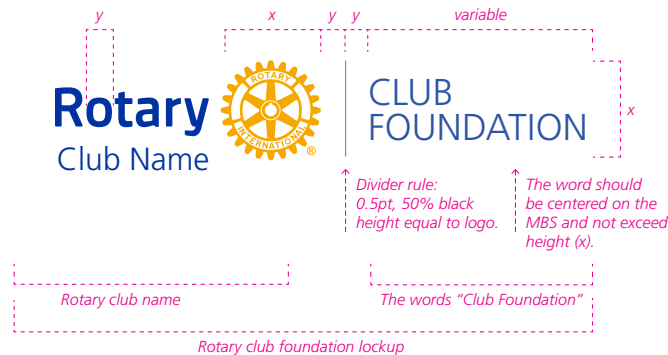
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

The Rotary Foundation logo can't be used for a club foundation.

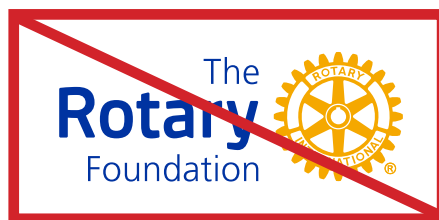
Find templates for creating your club logo and lockup on the Brand Center, rotary.org/brandcenter.

ROTARY CLUB FOUNDATION LOCKUPS

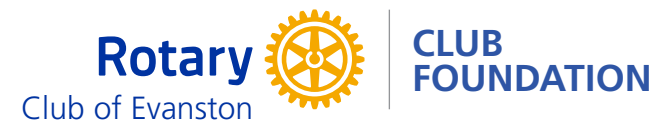
Lockup construction



Incorrect usage



Examples



Logos: Clubs, Districts & Zones Signature System for PETS

We have created special signature systems that allow you to identify your PETS on all your communications materials.

The Rotary signature comprises the Masterbrand Signature plus the PETS name. This signature system should be used instead of the Masterbrand Signature on communications.

The PETS name always appears on the same side as the wordmark, it should right-align with the “y” in Rotary. The positioning and the size relationship between the wordmark and the wheel can’t be altered. PETS should use only the “BELOW” or the “ABOVE and BELOW” layout options on the Brand Center.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your PETS logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your PETS logo in the Brand Center, rotary.org/brandcenter.

SIGNATURE SYSTEM – PETS

PETS logo – BELOW



PETS logo – ABOVE and BELOW



Examples



Logos: Clubs, Districts & Zones

Signature System for Rotaract Clubs

Create a logo for all your Rotaract club communications. It should include either your club or university name.

The club or university name should right-align with the second “t” in “Rotaract.” Because the word “Rotaract” is already in the logo, you don’t need to repeat it.

The club logo must remain separate to the district or zone logo.

You can use either the Rotaract Masterbrand Signature or the Rotaract Masterbrand Signature Simplified when you create your Rotaract club logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

The logo must remain in Cranberry but you can put the reverse version on different color backgrounds (see example).

Find templates for creating your Rotaract club logo in the Brand Center, rotary.org/brandcenter.



Clear space is the space surrounding the Rotaract club, district, or zone logo that needs to remain empty. It is equal to the height of the capital “R” in the Rotaract wordmark.

ROTARACT SIGNATURE SYSTEM – CLUBS

Club logo – BELOW



Club logo – ABOVE



Club logo – ABOVE and BELOW



Club logo – EXAMPLES



Logos: Clubs, Districts & Zones

Signature System for Rotaract Districts and Zones

Create a logo for your Rotaract district or zone to use in all its communications. The district or zone number should be placed **below** the Rotaract Masterbrand Signature.

The district or zone number should right-align with the second "t" in "Rotaract."

The district logo must remain separate to the club or zone logo, as well as the zone logo must remain separate from the club or district logo.

You can use either the Rotaract Masterbrand Signature or the Rotaract Masterbrand Signature Simplified when you create your Rotaract district or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your Rotaract club logo in the Brand Center, rotary.org/brandcenter.



Clear space is the space surrounding the Rotaract club, district, or zone logo that needs to remain empty. It is equal to the height of the capital "R" in the Rotaract wordmark.

ROTARACT SIGNATURE SYSTEM – DISTRICTS AND ZONES

District or Zone logo – BELOW ONLY

Examples



Logos: Club, Districts & Zones

Lockups for Rotaract Clubs, Districts, and Zones

Lockups can be used to show your affiliation with partners or sponsors, a unique graphic representing you club, district, or zone, as well as to highlight projects, events, and celebrations.

The lockup combines the Rotaract club, district, or zone logo on the left with the partner, sponsor, event, celebration, or graphic to the right of the vertical line. If you use a graphic to represent your partner, sponsor, event, or celebration, make sure it doesn't include or resemble the Masterbrand Signature nor the Mark of Excellence.

The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger.

You can use either the Rotaract Masterbrand Signature or Simplified version in your lockup. The partner/ sponsor logo must be equal in height to the Rotaract logo. The width of the partner/sponsor logo may vary, but it should not visually overpower the Rotaract logo.

Find templates for creating your Rotaract club logo lockup in the Brand Center, rotary.org/brandcenter.

Multiple partner/sponsors:



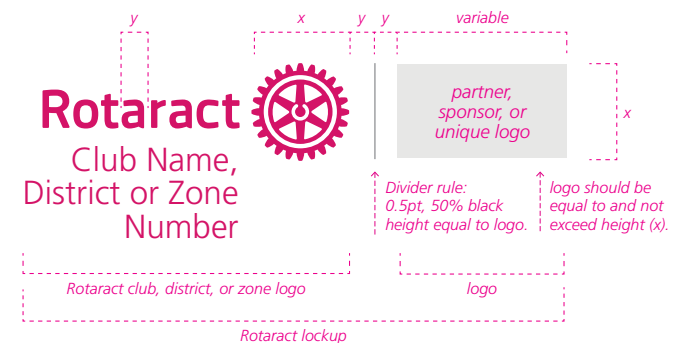
You can only have one partner/sponsor in a lockup. If you have multiple partners/sponsors you should put them in a line next to your Rotaract logo spaced equally from each other and they should all have the same visual presence.

ROTARACT – LOCKUP

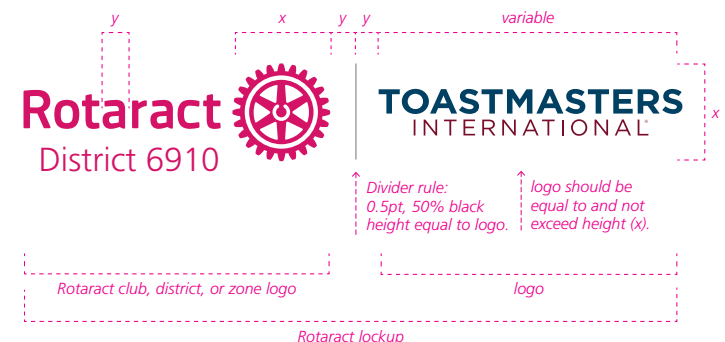
Word lockup construction



Logo lockup construction



Examples



Logos: Clubs, Districts & Zones

Signature System for Interact Clubs

Create a logo for all your Interact club communications. It should include either your club or school name.

The club or university name should right-align with the second “t” in “Interact.” Because the word “Interact” is already in the logo, you don’t need to repeat it.

The club logo must remain separate to the district or zone logo.

You can use either the Interact Masterbrand Signature or the Interact Masterbrand Signature Simplified when you create your Interact club logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

The logo must remain in Sky Blue but you can put the reverse version on different color backgrounds (see example).

Find templates for creating your Interact club logo in the Brand Center, rotary.org/brandcenter.



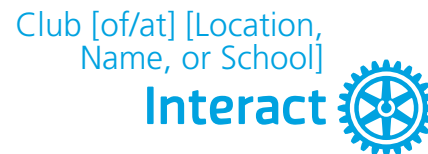
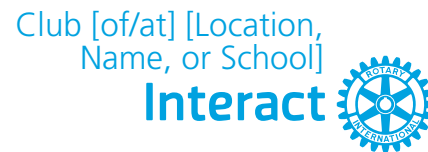
Clear space is the space surrounding the Interact club logo that needs to remain empty. It is equal to the height of the capital “I” in the Interact wordmark.

INTERACT SIGNATURE SYSTEM – CLUBS

Club logo – BELOW



Club logo – ABOVE



Club logo – ABOVE and BELOW



Examples



Logos: Clubs, Districts & Zones

Signature System for Interact Districts and Zones

Create a logo for your Interact district or zone to use in all its communications. The district or zone number should be placed **below** the Interact Masterbrand Signature.

The district or zone number should right-align with the second “t” in “Interact.”

The district logo must remain separate to the club or zone logo, as well as the zone logo must remain separate from the club or district logo.

You can use either the Interact Masterbrand Signature or the Interact Masterbrand Signature Simplified when you create your Interact district or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your Interact club logo in the Brand Center, rotary.org/brandcenter.

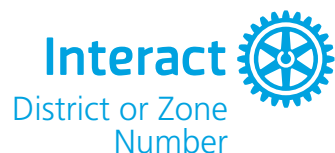


Clear space is the space surrounding the Interact district or zone logo that needs to remain empty. It is equal to the height of the capital “I” in the Interact wordmark.

INTERACT SIGNATURE SYSTEM – DISTRICTS AND ZONES

District or Zone logo – BELOW

Examples



Logos: Clubs, Districts & Zones

Lockups for Interact Clubs, Districts, and Zones

Lockups can be used to show your affiliation with partners or sponsors, a unique graphic representing you club, district, or zone, as well as to highlight projects, events, and celebrations.

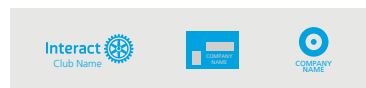
The lockup combines the Interact club, district, or zone logo on the left with the partner, sponsor, event, celebration, or graphic to the right of the vertical line. If you use a graphic to represent your partner, sponsor, event, or celebration, make sure it doesn't include or resemble the Masterbrand Signature nor the Mark of Excellence.

The text on the right side of the line should be in any of our official Rotary fonts (see page 21). We prefer our primary font, Frutiger.

You can use either the Interact Masterbrand Signature or Simplified version in your lockup. The partner/ sponsor logo must be equal in height to the Interact logo. The width of the partner/sponsor logo may vary, but it should not visually overpower the Interact logo.

Find templates for creating your Interact club logo lockup in the Brand Center, rotary.org/brandcenter.

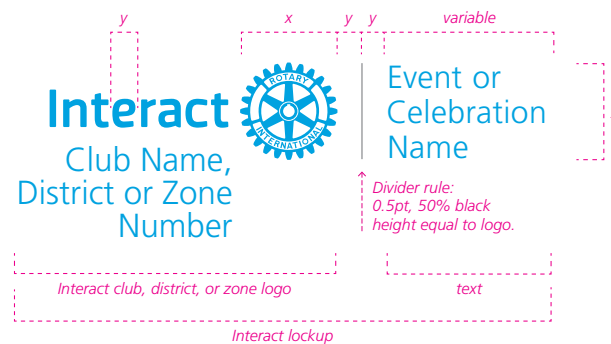
Multiple partner/sponsors:



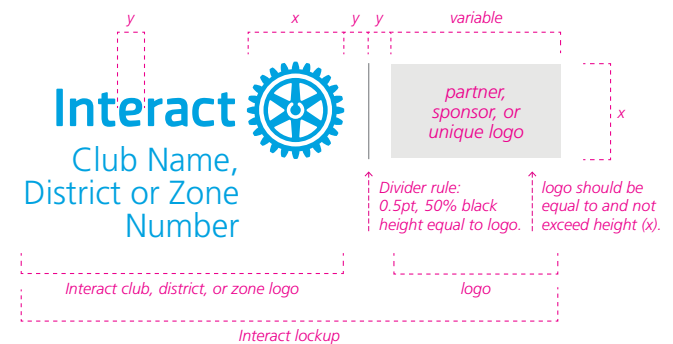
You can only have one partner/sponsor in a lockup. If you have multiple partners/sponsors you should put them in a line next to your Interact logo spaced equally from each other and they should all have the same visual presence.

INTERACT – LOCKUP

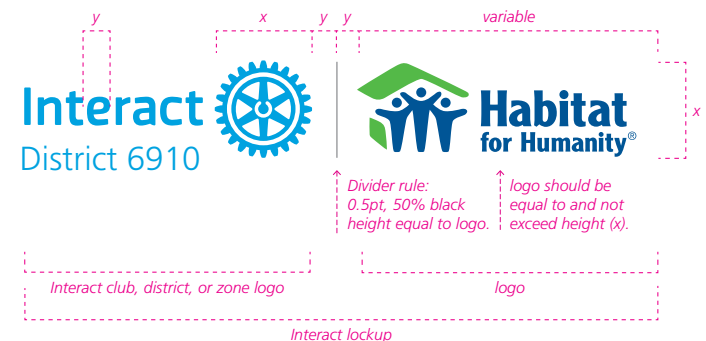
Word Lockup Construction



Logo Lockup Construction



Examples



The graphic consists of a large blue rectangle on the left and a yellow rectangle on the right. The blue rectangle is positioned higher and further to the left, while the yellow rectangle is positioned lower and further to the right, creating an overlapping effect. The text 'MARKETING RESOURCES' is written in white, bold, sans-serif capital letters on the blue background.

MARKETING RESOURCES

Programs of Scale Color Palette

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Programs of Scale will be represented by a “look and feel” instead of a logo. Over time, people will recognize the program since they will encounter the look and feel across all channels.

The look and feel is a combination of a color palette (pulled from the Rotary palette), fonts for the headline and body copy, and an illustration style.

The Programs of Scale look and feel was developed in February 2021.

PROGRAMS OF SCALE – COLOR PALETTE

Persimmon

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

Tangerine

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

Peach

PMS 1355C
C0 M25 Y65 K0
Hex #ffc56e
R255 G197 B110

Taupe

PMS 7501C
C16 M19 Y42 K0
Hex #d9c89e
R217 G200 B158

Turquoise

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

Cerulean

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

Aquamarine

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

Sea Foam

PMS 317C
C30 M0 Y12 K0
Hex #afe2e3
R175 G226 B227

Aubergine

PMS 525C
C72 M93 Y33 K23
Hex #572c5f
R87 G44 B95

Programs of Scale

Color Palette

Hierarchy

Programs of Scale colors should use the darker colors in a more prominent way, with the muted colors used in a supporting role.

PROGRAMS OF SCALE – COLOR PALETTE HIERARCHY



The fonts Kansas New and Open Sans
are available free through Adobe
Fonts.

PROGRAMS OF SCALE – FONTS

Headline

Kansas New - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Body Copy

Open Sans - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Programs of Scale

Illustration Style

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The illustration style was developed in February 2021. Illustrated by Gwen Keraval.

PROGRAMS OF SCALE – ILLUSTRATION STYLE



Areas of Focus

Group Horizontal

Rotary has identified areas of focus that reflect critical humanitarian issues and needs. By focusing our efforts on these causes, we're able to make a greater impact locally and globally.

Each area listed below is represented by a specific icon and color. When grouped, the icons appear in the order shown.

- Peacebuilding and conflict prevention
- Disease prevention and treatment
- Water, sanitation, and hygiene
- Maternal and child health
- Basic education and literacy
- Community economic development
- Environment

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP HORIZONTAL COLOR

Color icons and labels – for use on light backgrounds



Color icons with white labels – for use on dark backgrounds



Color icons, no labels – for use on light backgrounds



Color icons, no labels – for use on dark backgrounds



Areas of Focus Group Horizontal

If the color icons won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP HORIZONTAL BLACK AND WHITE

Black icons and labels – for use on light backgrounds



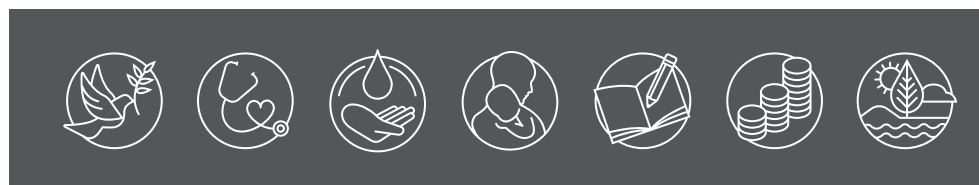
Black icons, no labels – for use on light backgrounds



White icons and labels – for use on dark backgrounds



White icons, no labels – for use on dark backgrounds



Areas of Focus Group Vertical

This option allows you to use the areas of focus icons grouped vertically with the labels next to each icon or without labels.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP VERTICAL COLOR

Color icons and labels – for use on light backgrounds



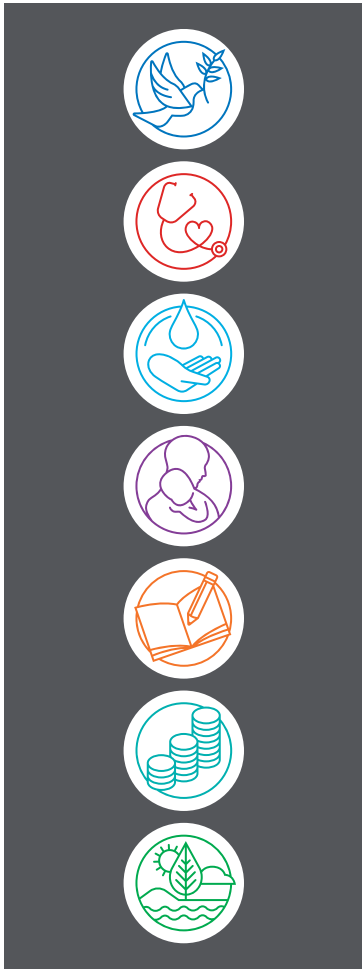
Color icons with white labels – for use on dark backgrounds



Color icons, no labels – for use on light backgrounds



Color icons, no labels – for use on dark backgrounds



Areas of Focus Group Vertical

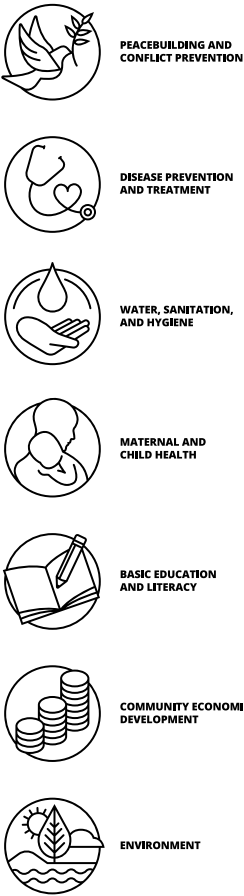
If the color icons won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP VERTICAL BLACK AND WHITE

Black icons and labels – for use on light backgrounds



Black icons, no labels – for use on light backgrounds



White icons and labels – for use on dark backgrounds



White icons, no labels – for use on dark backgrounds



Areas of Focus Group Circle

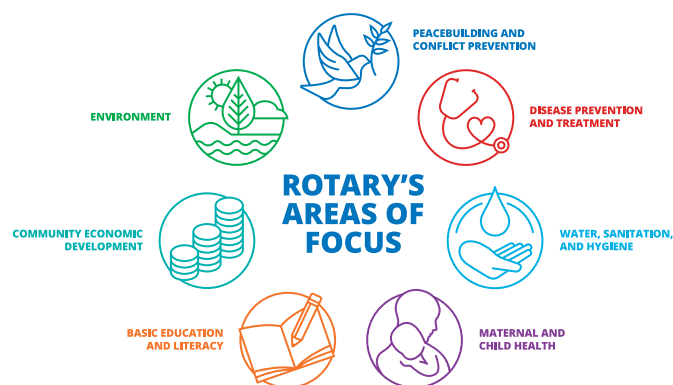
If the color icons are on light backgrounds, use Azure for the words "Rotary's Areas of Focus." On dark backgrounds, the words will be white to match the icon labels.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP CIRCLE COLOR

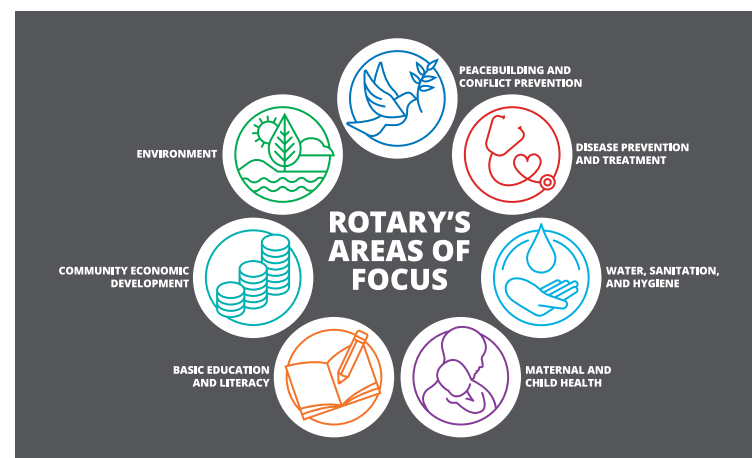
Color icons and labels – for use on light backgrounds



Color icons, no labels – for use on light backgrounds



Color icons with white labels – for use on dark backgrounds



Color icons, no labels – for use on dark backgrounds



Areas of Focus Group Circle

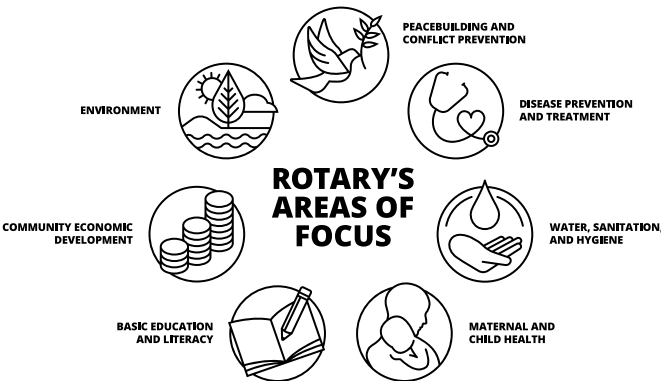
If the color icons won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When grouped, the icons should appear in the order shown.

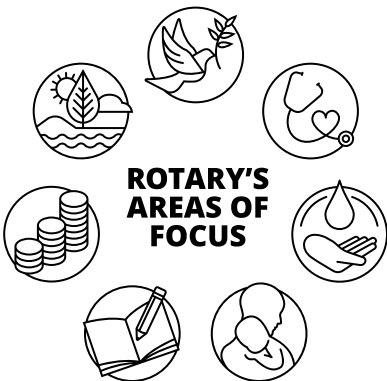
When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP CIRCLE BLACK AND WHITE

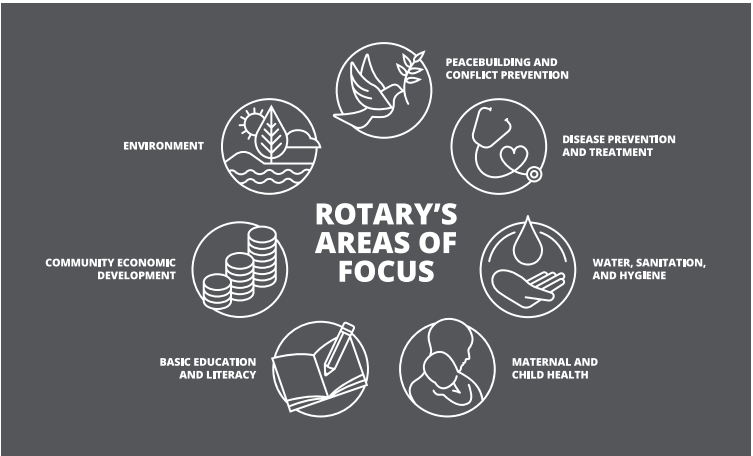
Black icons and labels – for use on light backgrounds



Black icons, no labels – for use on light backgrounds



White icons and labels – for use on dark backgrounds



White icons, no labels – for use on dark backgrounds



Areas of Focus

Peacebuilding and Conflict Prevention

PEACEBUILDING AND CONFLICT PREVENTION

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Azure is the color assigned to the peacebuilding and conflict prevention area of focus.

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

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Color icon with white label – for use on dark backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Black icon and label – for use on light backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

White icon and label – for use on dark backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Color icon and label – for use on light backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Color icon with white label – for use on dark backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Black icon and label – for use on light backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

White icon and label – for use on dark backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



Areas of Focus

Disease Prevention and Treatment

DISEASE PREVENTION AND TREATMENT

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Cardinal is the color assigned to the disease prevention and treatment area of focus.

Cardinal color formulas:

PMS 485C
C6 M98 Y100 K1
Hex #e02927
R224 G41 B39

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



White icon and label – for use on dark backgrounds



Color icon and label – for use on light backgrounds



Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



White icon and label – for use on dark backgrounds



Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



Areas of Focus Water, Sanitation, and Hygiene

WATER, SANITATION, AND HYGIENE

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Sky Blue is the color assigned to the water, sanitation, and hygiene area of focus.

Sky Blue color formulas:
PMS 2202C
C96 M11 Y2 K0
Hex #00a2e0
R0 G162 B224

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



WATER, SANITATION,
AND HYGIENE

Color icon with white label – for use on dark backgrounds



WATER, SANITATION,
AND HYGIENE

Black icon and label – for use on light backgrounds



WATER, SANITATION,
AND HYGIENE

White icon and label – for use on dark backgrounds



WATER, SANITATION,
AND HYGIENE

Color icon and label – for use on light backgrounds



WATER, SANITATION,
AND HYGIENE

Color icon with white label – for use on dark backgrounds



WATER, SANITATION,
AND HYGIENE

Black icon and label – for use on light backgrounds



WATER, SANITATION,
AND HYGIENE

White icon and label – for use on dark backgrounds



WATER, SANITATION,
AND HYGIENE

Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



Areas of Focus

Maternal and Child Health

MATERNAL AND CHILD HEALTH

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Violet is the color assigned to the maternal and child health area of focus.

Violet color formulas:
PMS 2070C
C53 M100 Y0 K0
Hex #901f93
R144 G31 B147

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



**MATERNAL AND
CHILD HEALTH**

Color icon with white label – for use on dark backgrounds



**MATERNAL AND
CHILD HEALTH**

Black icon and label – for use on light backgrounds



**MATERNAL AND
CHILD HEALTH**

White icon and label – for use on dark backgrounds



**MATERNAL AND
CHILD HEALTH**

Color icon and label – for use on light backgrounds



**MATERNAL AND
CHILD HEALTH**

Color icon with white label – for use on dark backgrounds



**MATERNAL AND
CHILD HEALTH**

Black icon and label – for use on light backgrounds



**MATERNAL AND
CHILD HEALTH**

White icon and label – for use on dark backgrounds



**MATERNAL AND
CHILD HEALTH**

Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



Areas of Focus

Basic Education and Literacy

BASIC EDUCATION AND LITERACY

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Orange is the color assigned to the basic education and literacy area of focus.

Orange color formulas:
PMS 2018C
CO M66 Y100 K0
Hex #ff7600
R255 G118 B0

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



**BASIC EDUCATION
AND LITERACY**

Color icon with white label – for use on dark backgrounds



**BASIC EDUCATION
AND LITERACY**

Black icon and label – for use on light backgrounds



**BASIC EDUCATION
AND LITERACY**

White icon and label – for use on dark backgrounds



**BASIC EDUCATION
AND LITERACY**

Color icon and label – for use on light backgrounds



**BASIC EDUCATION
AND LITERACY**

Color icon with white label – for use on dark backgrounds



**BASIC EDUCATION
AND LITERACY**

Black icon and label – for use on light backgrounds



**BASIC EDUCATION
AND LITERACY**

White icon and label – for use on dark backgrounds



**BASIC EDUCATION
AND LITERACY**

Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



Areas of Focus

Community Economic Development

COMMUNITY ECONOMIC DEVELOPMENT

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Turquoise is the color assigned to the community economic development area of focus.

Turquoise color formulas:
PMS 7466C
C96 M1 Y31 K0
Hex #00adb5
R0 G173 B187

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



White icon and label – for use on dark backgrounds



Color icon and label – for use on light backgrounds



Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



White icon and label – for use on dark backgrounds



Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



Areas of Focus

Environment

ENVIRONMENT

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Grass is the color assigned to the environment area of focus.

Grass color formulas:
PMS 355C
C99 M12 Y100 K2
Hex #009739
R0 G151 B57

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



ENVIRONMENT

Color icon with white label – for use on dark backgrounds



ENVIRONMENT

Black icon and label – for use on light backgrounds



ENVIRONMENT

White icon and label – for use on dark backgrounds



ENVIRONMENT

Color icon and label – for use on light backgrounds



ENVIRONMENT

Color icon with white label – for use on dark backgrounds



ENVIRONMENT

Black icon and label – for use on light backgrounds



ENVIRONMENT

White icon and label – for use on dark backgrounds



ENVIRONMENT

Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



Areas of Focus Color Palette

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Use this palette for the color icons.
Each icon has its own assigned color.

Color assignments:

- Azure: Peacebuilding and conflict prevention
- Cardinal: Disease prevention and treatment
- Sky Blue: Water, sanitation, and hygiene
- Violet: Maternal and child health
- Orange: Basic education and literacy
- Turquoise: Community economic development
- Grass: Environment

AREAS OF FOCUS – COLOR PALETTE

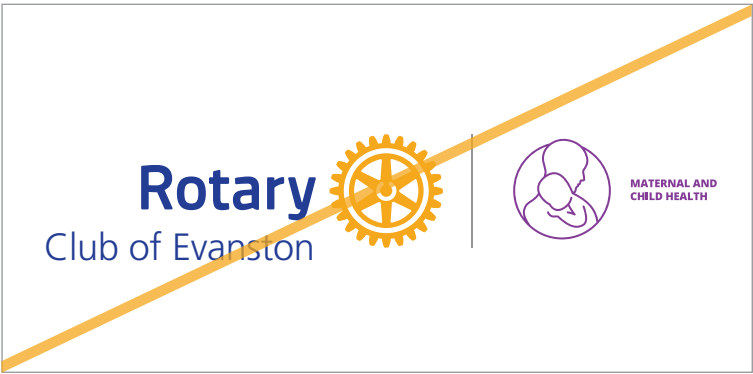
<p>PEACEBUILDING AND CONFLICT PREVENTION</p> <p>Azure PMS 2175C C100 M56 Y0 K0 Hex #0067c8 R0 G105 B200</p>	<p>DISEASE PREVENTION AND TREATMENT</p> <p>Cardinal PMS 485C C6 M98 Y100 K1 Hex #e02927 R224 G41 B39</p>	<p>WATER, SANITATION, AND HYGIENE</p> <p>Sky Blue PMS 2202C C96 M11 Y2 K0 Hex #00a2e0 R0 G162 B224</p>	<p>MATERNAL AND CHILD HEALTH</p> <p>Violet PMS 2070C C53 M100 Y0 K0 Hex #901f93 R144 G31 B147</p>
<p>BASIC EDUCATION AND LITERACY</p> <p>Orange PMS 2018C C0 M66 Y100 K0 Hex #ff7600 R255 G118 B0</p>	<p>COMMUNITY ECONOMIC DEVELOPMENT</p> <p>Turquoise PMS 7466C C96 M1 Y31 K0 Hex #00adb5 R0 G173 B187</p>	<p>ENVIRONMENT</p> <p>Grass PMS 355C C99 M12 Y100 K2 Hex #009739 R0 G151 B57</p>	

Areas of Focus Incorrect Usage

The areas of focus icons were vetted through our legal process and should not be altered or manipulated in any way.

AREAS OF FOCUS – INCORRECT USAGE

Don't lock up the icons with the Masterbrand Signature or with club, district, or zone logos.



Don't cover the icon or distort it in any way.



Don't overlap the icons.



Don't change the color that is assigned to each icon.



People of Action

Introduction

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INTRODUCTION

What is Rotary? This seemingly easy question has many different answers. People of Action aims to provide a simple, consistent answer and rally Rotary members around a single idea: telling — and showing — the world that we take action to make lasting change.

Through inspiring imagery and simple, flexible typography, People of Action is brought to life through the visual expression of “Together, We.” These words create a unifying, uplifting image for Rotary. As with any global communications campaign, we encourage clubs to use the materials in a consistent way.

PEOPLE OF ACTION – EXAMPLES

Print ad or poster



Facebook post



Billboard



To expand the public's understanding of what we do, we need to show them the impact we make in our communities. People of Action helps Rotary clubs tell those stories.

Each People of Action asset is made up of graphic elements that ensure cohesive and consistent messaging.



PEOPLE OF ACTION – GRAPHIC ELEMENTS

Together, We



The phrase "Together, We" is set in Sentinel Bold using all capitals, with a 1 point border rectangle around the words. The words and rectangle outline are white. To offset the box from the picture background, use a 13% transparent fill of black.

People of Action lockup



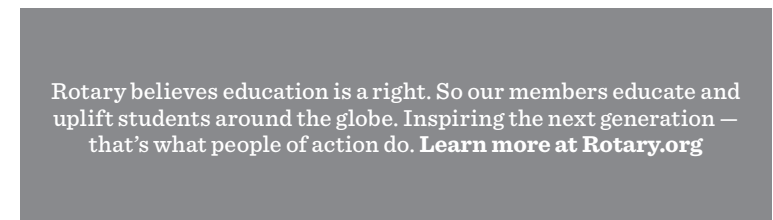
The People of Action lockup is an approved version of the Rotary lockup without the line separator. The People of Action tagline is set as altered Frutiger Black Italic. The horizontal lockup is the primary logo but a stacked version and a small space version are also available. The small space should also feature the Rotary Masterbrand Signature in the layout or design.

Action verb

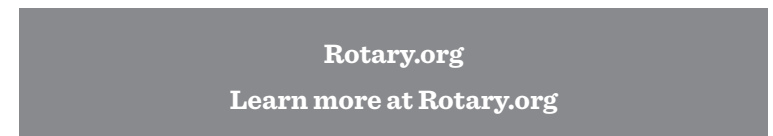


The action verbs, such as "INSPIRE," are set in Permanent Marker font in white. The font has a custom weight adjustment that you'll need to apply. An outer glow around the verb offsets it from the picture background. For more information about type styling for headline verbs, go to page 128.

Body copy and calls to action



On print ads or other ads that have room for body copy, use Sentinel Medium for body copy. Use Sentinel Bold to draw emphasis to the call to action within the text. Text should be no smaller than 9 point.



On billboards or other ads that do not have room for body copy or are not clickable, you can use a website as a call to action. Use Sentinel Bold. Text should be no smaller than 9 point.

Find more details on Rotary
typography on page 21.

PEOPLE OF ACTION – TYPOGRAPHY

Primary

Use all caps in bold weight for “Together, We” Use medium weight for body copy and bold weight for calls to action.

Sentinel

ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz

Medium

Bold

Secondary

Use only for the action verbs. See page 128 for specific adjustment guidelines and instructions.

PERMANENT MARKER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR

Tertiary

Use altered all caps in black italic weight for the People of Action lockup only. See page 129 for alteration guidance.

FRUTIGER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black Italic

People of Action

Type Styling for Action Verbs

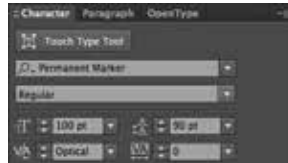
TYPE STYLING FOR ACTION VERBS

Our typography style for the approved People of Action headline verbs uses a handwritten font to reflect the humanity of our tag line, People of Action.

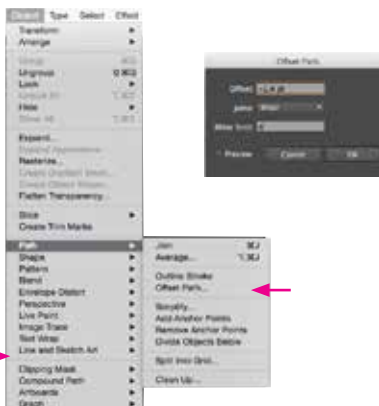
This handwritten font allows you to use a combination of uppercase and lowercase letters. When combining letter forms, be sure to maintain a consistent height to achieve visual balance.

Using Permanent Marker as your base font, follow the steps below to adjust the verb and create our signature look in Adobe Illustrator.

1. Type the approved verb in Illustrator. Set the point size to 100 with optical kerning and 0 tracking.
2. After you typeset your word, make a copy so you have the original text box. Use the copy to create outlines by going to Type and selecting Create Outlines.
3. After you complete the outlines, go to Object and select Path, then select Offset Path. You'll get a dialogue box where you can enter -1.4 pt. offset to make the letters thinner. Delete the larger/original letter forms. Now you have your final word.
4. Adjust the letter spacing.
5. Finally, make the word white in the color palette and make the word a Compound Path in the Object menu. Add an outer glow by going to Effects, Stylize, and select Outer Glow. You'll get a dialogue box where you'll select the Multiply mode and the charcoal color from the Rotary palette. Set opacity at 45% and blur at 6 pt.



INSPIRE



INSPIRE



People of Action

Type Styling for People of Action

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TYPE STYLING FOR PEOPLE OF ACTION

People of Action words are based on
Frutiger Black Italic

1. Skewing 7°
2. Condense 90%
3. Reduce the word "OF" by 7 points
and center vertically on the other
words
4. Kern the "A" and "C" in Action
5. Change color to Azure

PEOPLE OF ACTION

PEOPLE OF ACTION

PEOPLE OF ACTION

PEOPLE OF ACTION

People of Action Logo Lockups

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The People of Action horizontal lockup is used in most cases but we developed the stacked version for layouts like the billboards and the small space for merchandise and other small spaces. In the case that clubs, districts, or zones want to lock up their logo with People of Action, they should use the small space version.

The People of Action lockup was thoughtfully designed to create a direct association between people of action and Rotary. It is a special-use case for this campaign only and differs from Rotary's lockup because it does not use a dividing line.

The two elements (Rotary Masterbrand Signature and tag line) should remain together as one whole. No one element should be resized. There is no simplified option.

The colors are Rotary leadership colors. You can find out more about our palette on pages 17-20.

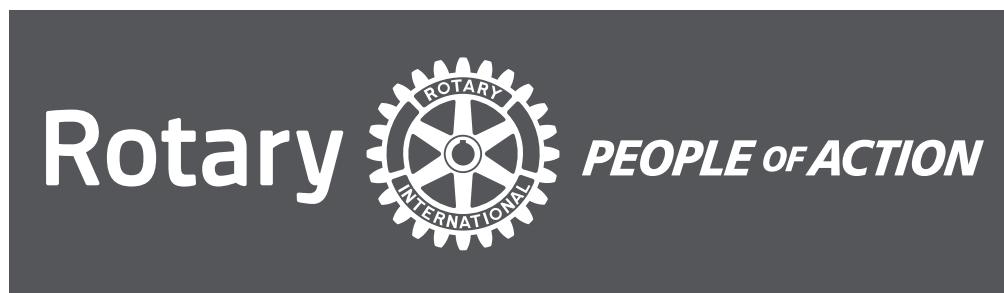
The lockup size should be no smaller than 1.25 cm (0.5 inches).



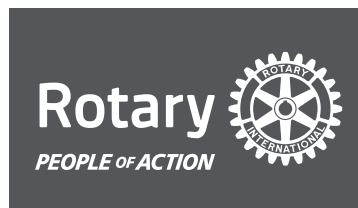
Clear space is the space surrounding the People of Action lockups that needs to remain empty. It is equal to the height of the capital "R" in "Rotary." the same allowance should be used in the small space version.

PEOPLE OF ACTION – LOCKUPS

People of Action lockup horizontal –
Rotary Royal Blue, Rotary Gold, and Azure (full color) or 100% white (one color)



People of Action lockup stacked –
Rotary Royal Blue, Rotary Gold, and Azure (full color) or 100% white (one color)



People of Action small space and club lockup –
100% Azure (full color) or 100% white (one color)



People of Action Club, District, or Zone Lockups

Lockups are used to show a relationship between Rotary and People of Action. The lockup combines the club, district, or zone logo on the left with the People of Action name to the right of the vertical line. The People of Action club, district, or zone lockup can be used to identify your club, district, or zone as people of action.

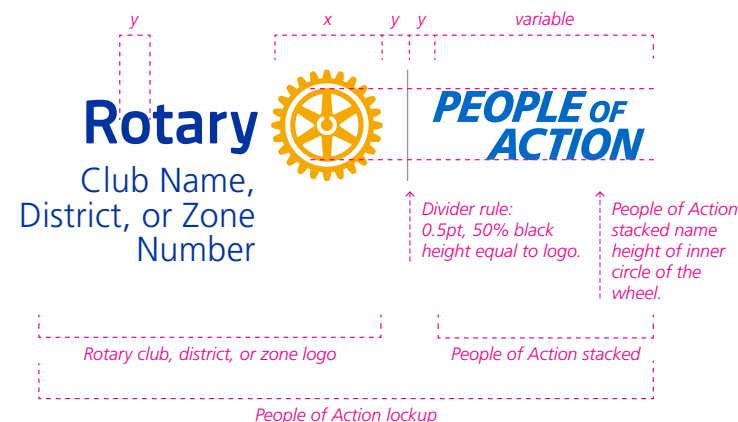
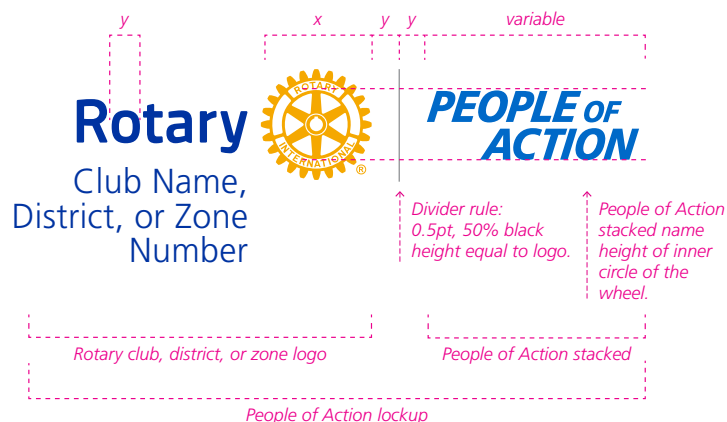
Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

PEOPLE OF ACTION – CLUB, DISTRICT, OR ZONE LOCKUP

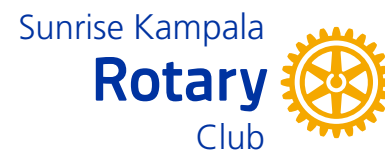
Lockup Construction



Examples



**PEOPLE OF
ACTION**



**PEOPLE OF
ACTION**



**PEOPLE OF
ACTION**



**PEOPLE OF
ACTION**

People of Action

Verbs

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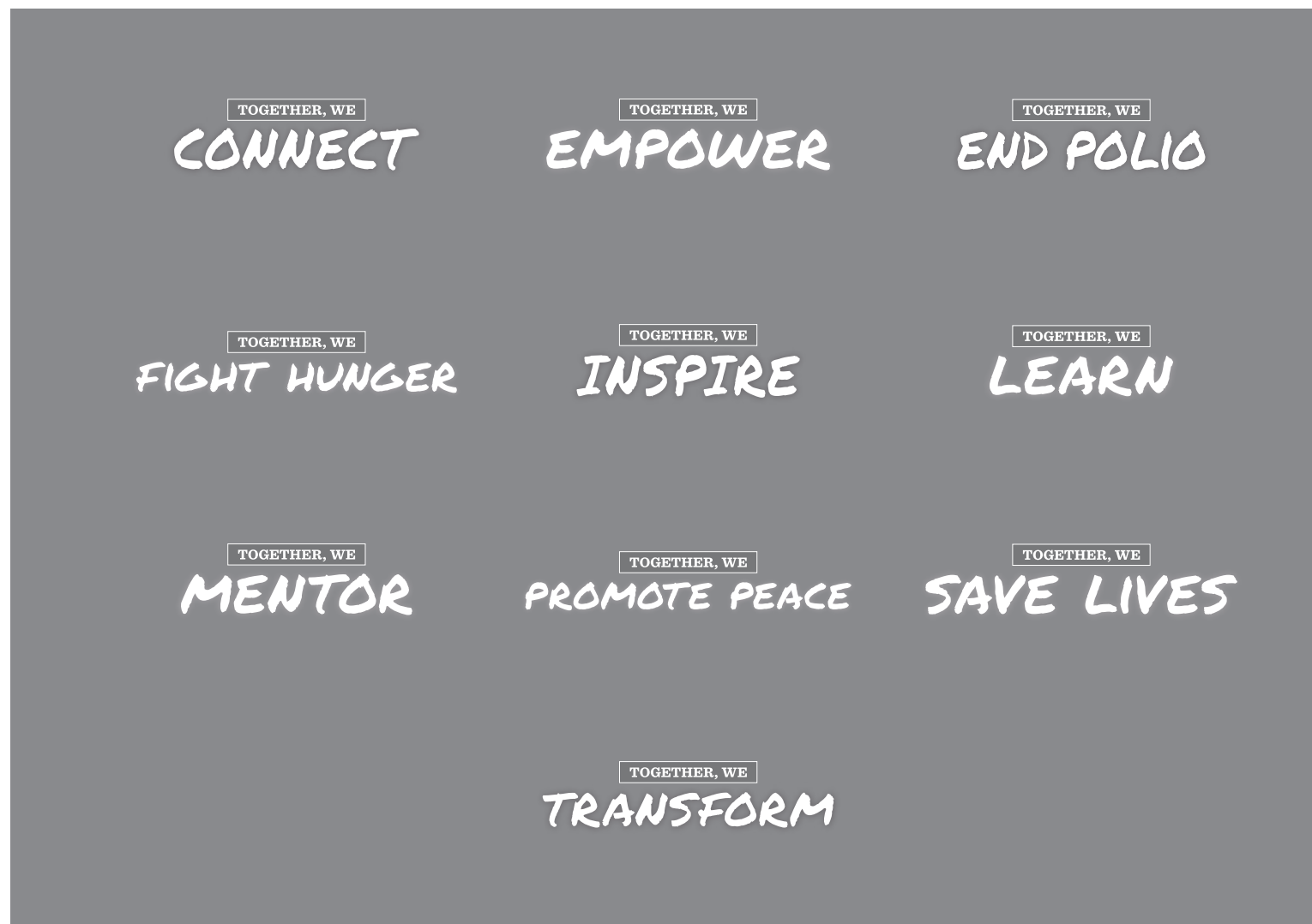
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"Together, We" is part of the headline for this campaign and must be used in all People of Action ads. To finish the headline, select one of the predetermined action verbs that best represents your message. Think about what you're trying to achieve, or how you approached the local challenge you decided to address. Which action verb best describes what you did? Please choose from the following list:

- Connect
- Empower
- End Polio
- Fight Hunger
- Inspire
- Learn
- Mentor
- Promote Peace
- Save Lives
- Transform

Templates to make People of Action assets can be found on the Brand Center, rotary.org/brandcenter.

PEOPLE OF ACTION – VERBS



People of Action Imagery

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People of Action is meant to inspire and educate others about Rotary's dynamic passion for service. Our images should tell a genuine visual story. We want to feature authentic moments of Rotary members working side by side with each other or with project beneficiaries.

Documentary-style photography generally meets this expectation best. Portraits, handshaking, or group photos do not meet our photographic goals. Staged snapshots of people do not portray People of Action. Our photography focuses on the connections we make in our communities. Use images of Rotary members in action that capture the public's attention and ignite real emotion. Photography is one of the most important and universal ways to tell the world about our stories.

STYLE AND MOOD REQUIREMENTS:

- The image represents genuine, unstaged moments of Rotary members at work.
- It shows a clear visual narrative that represents the headline.
- Subjects' faces and actions should be positive, happy, and engaging.
- Work with warm and natural lighting.
- If a club is made up of diverse ethnicities, gender, and ages, highlight these qualities in the photos.
- If the project has beneficiaries on-site, capture some images of Rotary members interacting with them that represent the work of the project

PEOPLE OF ACTION – IMAGERY



People of Action Art Direction

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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- Consider the messaging to be used when capturing images: Together, We (connect, inspire, save lives, etc.)
- Show one or more Rotary members in the shot interacting and working with beneficiaries.
- Show connection. People should be looking at each other (not the camera) and enjoying themselves.
- The Rotary members should be the main focus of the shot and not the beneficiary.
- Take both horizontal and vertical photos from the same vantage point and interaction.
- Allow for a large amount of empty space around the main interaction.
- To allow for headline text placement, do not have the main subjects or action in the center of the composition.
- Do not have faces or hands in the center of the composition to allow for text placement in the ads.
- Avoid having light colors in the middle of the photo. That area is needed to display the headline text, which is white.
- Overall lighting should be warm, light, bright, and seem natural.

PEOPLE OF ACTION – ART DIRECTION

Cropping options for a single photo



Examples of how photo works in ads



People of Action Imagery to Avoid

When selecting photographs, try to avoid any that look staged.

Do not include:

- The back of heads in photos
- People who are posed or looking directly at the camera
- Poor lighting
- Lack of a focal point
- Handshaking photos
- Photos with just one person and a flat perspective
- Large group pictures

Don't forget! Be sure to get written consent or release forms signed by anyone appearing in your photos. If children are in the photos, get written permission from their parents or guardians. If you did not take the photograph, get permission for its use from the photograph's owner.

PEOPLE OF ACTION – IMAGERY TO AVOID



Posed or looking directly at the camera



Poor lighting



Large group pictures



Large group pictures



Lack of a focal point



Back of heads in photos



Handshaking photos



Handshaking photos



Single person



Single person



Flat perspective



Awkward angle

The body copy, or the main part of your ad, will tell your story in a brief, informative, and inspiring way. This is where, in as few words as possible, you will:

- **Make your claim:** What did you do that was meaningful for your community? In the example ad on this page, the Rotary Club of Golden, Colorado, USA, is helping reduce illiteracy rates in the area by donating dictionaries and promoting the value of reading to elementary students in the community every year.
- **Offer statistics or other proof of your impact:** How did you go about accomplishing your project? Provide evidence that your club took action to help others. Example: Like organizing a food program for more than 400 students in need so they arrive at school healthy and ready to learn.
- **Issue a call to action:** What do you want your audience to do when they see your ad? For example, "Learn more at rotaryclubofgolden.org" prompts viewers to visit the club website.

PEOPLE OF ACTION – BODY COPY



Rotary unites dedicated professionals from the Golden area and around the globe with one common goal: to do more good. Like organizing a food program for more than 400 students in need so they arrive at school healthy and ready to learn. Helping to eradicate hunger in Golden, Colorado, that's what people of action do.

Learn more at rotaryclubofgolden.org

People of Action

Vertical Execution

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1. Create guides that determine the vertical and horizontal center of the layout. Also divide the layout vertically in thirds.
2. The People of Action lockup should be centered at the bottom and should be about half the width of the layout. It should be at least an R-space from the trim. The R-space is the height of the capital "R" in the word "Rotary."
3. The headline pairs "Together, We" with an action verb. It should be vertically and horizontally centered. If the headline covers the subject of the image when it's vertically centered, it can be moved slightly. Make sure the bottom of the headline is at least an R-space from the top of the People of Action lockup.
4. The "Together, We" phrase should be about one-third of the image area. Make a white-ruled box around the "Together, We" phrase. The line should be 1 pt. Use the X-height to determine the left and right margins of the box and use half the X-height to determine the top and bottom of the box. Fill the box with black and set the transparency to normal and opacity to 13%. Make sure the box is behind the text.
5. For impact, the action verb should be set larger than the "Together, We" box. It should be an X-height below the "Together, We" box. The left and right safety margins should be an R-space from the edge.
6. The body copy is centered using 11 pt. Sentinel Medium with 14 pt. leading, and the call to action is set in Sentinel Bold. The copy and call to action should be an R-space above the People of Action lockup.

PEOPLE OF ACTION – VERTICAL EXECUTION



X-height (represented by a capital "X")

People of Action

Horizontal Execution

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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1. Create vertical and horizontal guides that divide the layout in thirds.
2. The People of Action lockup should be centered at the bottom and should be about half the width of the layout. It should be at least an R-space from the trim. The R-space is the height of the capital "R" in the word "Rotary."
3. The headline pairs "Together, We" with an action verb. It should be vertically and horizontally centered. If the headline covers the subject of the image when it's vertically centered, it can be moved slightly. Make sure the bottom of the headline is at least an R-space from the top of the People of Action lockup.
4. The "Together, We" phrase should be approximately 1/3 of the image area. Make a white-ruled box around the "Together, We" phrase. The line should be 1 pt. Use the X-height to determine the left and right margins of the box and use half the X-height to determine the top and bottom of the box. Fill the box with black and set the transparency to normal and opacity to 13%. Make sure the box is behind the text.
5. For impact, the action verb should be set larger than the "Together, We" box. It should be an X-height below the "Together, We" box. The left and right safety margins should be an R-space from the edge.
6. The call to action (your club website or "Rotary.org") is centered below the People of Action lockup. The call to action is not needed for social media graphics because you'll include it in your social media post.

PEOPLE OF ACTION – HORIZONTAL EXECUTION



X-height (represented by a capital "X")

People of Action

Wide Rectangle

Execution

**ROTARY BRAND BOOK:
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1. Create vertical guides that divide the layout in thirds and horizontal guides that divide the layout in half.
2. The headline pairs “Together, We” with an action verb. It should be vertically and horizontally centered. If the headline covers the subject of the image when it’s vertically centered, it can be moved slightly.
3. The “Together, We” phrase should be about one-third of the image area. Make a white-ruled box around the “Together, We” phrase. The line should be set at 1 pt. Use the X-height to determine the left and right margins of the box and use half the X-height to determine the top and bottom of the box. Fill the box with black and set the transparency to normal and opacity to 13%. Make sure the box is behind the text.
4. For impact, the action verb should be set larger than the “Together, We” box. It should be an X-height below the “Together, We” box. The verb should not extend beyond the image area or the left and right safety margins, which should be an R-space from the edge.
5. The call to action (club website or Rotary.org) is centered below the secondary People of Action stacked lockup. The center of the URL should be on the bottom margin.
6. The white branding area to the right of the image is created using one-third of the overall ad area. The secondary People of Action stacked lockup should be used in this space. It should be centered vertically in the area above the call to action (club website or Rotary.org), represented by the blue outlined box. The width of the logo is determined by using an R-space from either side of the white branding area.

PEOPLE OF ACTION – WIDE RECTANGLE EXECUTION



X-height (represented by a capital “X”)

People of Action Highlight Your Club

**ROTARY BRAND BOOK:
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Show your community that Rotary members are people of action by bringing your local story to life. Use print, billboards, and social media campaigns to highlight that together, we make a difference in our community.

PEOPLE OF ACTION – HIGHLIGHT YOUR CLUB

Here are ways you can highlight your club when creating People of Action materials:

- Prints ads: Refer to your club in the body copy and add your club website in the call to action section of your ads.
- Out of home ads: For these larger, outdoor ads such as billboards, work with a graphic design professional or the advertising vendor to insert your club name and website under the People of Action logo lockup on the right of the ad.
- Social media campaigns: Identify your club by selecting a headline to match your image and place the campaign logo lockup on the bottom of the ad. Write a one- to two-sentence post for Facebook, or 90-120 characters for Twitter. Make sure to link your call to action and use the #PeopleofAction hashtag to increase awareness.



Text example of print ad:

Rotary unites dedicated professionals from the Golden area and around the globe with one common goal: to do more good. Like organizing a food program for more than 400 students in need so they arrive at school healthy and ready to learn. Helping to eradicate hunger in Golden, Colorado, that's what people of action do. Learn more at rotaryclubofgolden.org

Location of club identifier



Rotary
PEOPLE of ACTION

ROTARY CLUB OF GOLDEN
rotaryclubofgolden.org

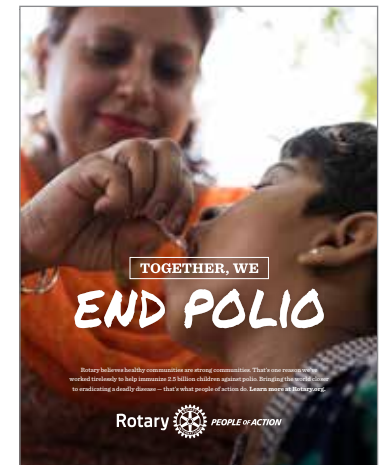
People of Action Print Ads

ROTARY BRAND BOOK:
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Be sure to use photography that best tells your People of Action story. When creating your print ads, leave space for the headline "Together, We" and the verb, body copy, and call to action so the subject of your photo can be clearly seen. You don't want the content blocking or overtaking the imagery.

PEOPLE OF ACTION – PRINT ADS



A4 or letter size

Example



People of Action Out of Home Ads

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Out of home ads include billboards and transit posters. Such ads are typically much larger than print ads and have less text so they can be read from a distance.

When creating billboards, use just the photo and headline on the left and the lockup and call to action on the right, so that everything is balanced and easy to read.

PEOPLE OF ACTION – OUT OF HOME ADS



1440px x 400px – Digital billboard



48 feet x 14 feet – Standard billboard



23 inches x 33.5 inches – Transit poster

Example



People of Action Digital Ads

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Digital ads, such as banners (horizontal ads) or skyscrapers (vertical ads), can be used on your club and district websites.

PEOPLE OF ACTION – DIGITAL ADS



300px x 600px – Skyscraper



1600px x 550px – Digital banner

Example



People of Action Social Media Ads

**ROTARY BRAND BOOK:
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Ads that appear on social media channels should be treated like out-of-home and digital ads. Select a headline to match your image and place the campaign logo lockup on the bottom of the ad.

Instead of including your body copy and call to action in the ad itself, write them as part of your social media post: one to two sentences for Facebook, or 90-120 characters for Twitter. Make sure to link your call to action and use the #PeopleofAction hashtag to increase awareness.

PEOPLE OF ACTION – SOCIAL MEDIA ADS



Facebook cover



Instagram post



Facebook post



Twitter post

Example



The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

CLUB, DISTRICT & ZONE RESOURCES

Club, District & Zone Resources Websites

ROTARY BRAND BOOK: FOR USE BY STAFF & VENDORS ONLY

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A website is a great way to share information about your club, district, or zone and the work you're doing to improve people's lives. Use your website to spark people's interest in Rotary and inspire them to learn more and get involved.

These ideas can help you design a website that reflects Rotary's brand and shows your impact in the community and around the world:

- **Emphasize your activities.** Use images and videos that feature club members actively working together and having fun while making a positive change in your community.
- **Keep it simple:** People usually scan websites. Using bullet points and clear, direct language will help them see the most important information.
- **Feature calls to action.** Make it easy for non members to support your club, either through donations, volunteering, or becoming a member. Buttons and other clear calls to action can help.
- **Use Rotary's brand colors.** Refer to our color palette on pages 17-20 for the color formulas.

Find the template to create your logo on the **Brand Center**.

Your club, district, or zone logo is made up of the Masterbrand Signature plus the club name, or the district or zone number. You can use either the Masterbrand Signature or the simplified version in your club, district, or zone logo on your website.

ELEMENTS OF AN ENGAGING WEBSITE

Logo

Use your club, district, or zone logo at the top of the site. You can also repeat it at the bottom.

Find the template to create your logo on the **Brand Center**.

Images

Use photos that tell a story and that focus on relationships and community impact. Whenever possible, they should show more than one Rotary member and reflect our diversity.

Always get written and signed permission from anyone who appears in photos or videos that you use for Rotary purposes.

News & Updates

Tell people about your activities and projects and give them the latest news from your club, district, or zone. Include photos and stories about your work.

To show news about Rotary on your website, use **Rotary's RSS feed**.

What Is Rotary?

Talk about Rotary as an organization that makes a positive impact close to home and around the world. You can give an overview of Rotary, the causes we support, and The Rotary Foundation.

Get Involved

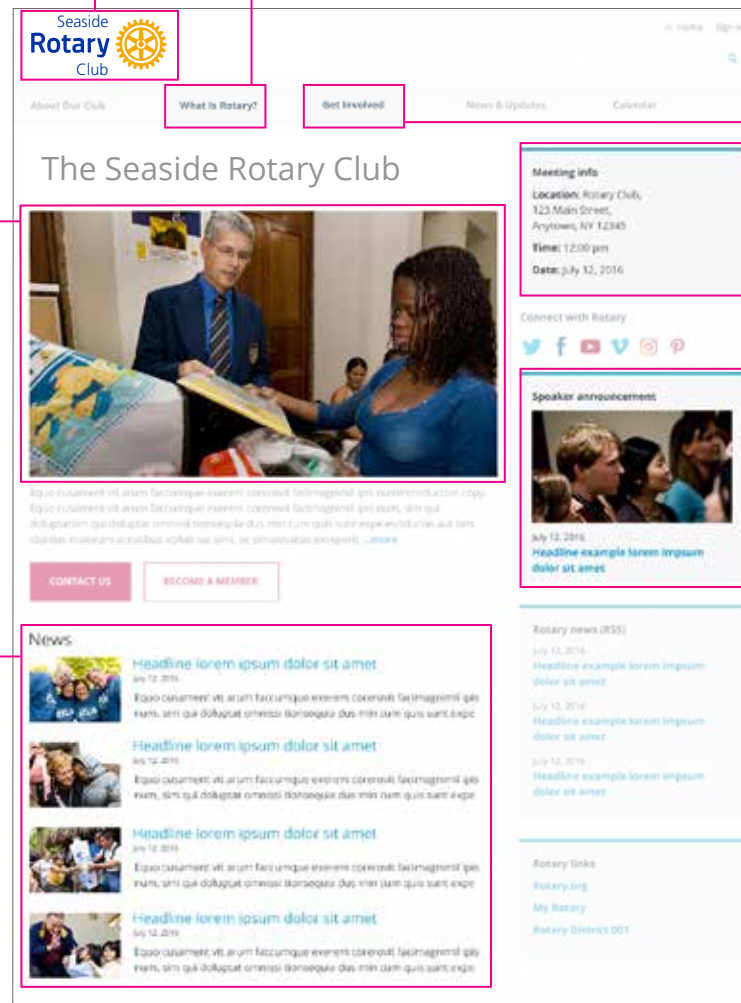
Invite people to volunteer for a project or participate in an activity. Provide information about causes or projects you want to feature.

About Your Club, District, or Zone

Include when and where your club, district, or zone meets, how to join, and who to contact for more information. Keep it updated so people can easily find you.

Calendar

Tell people about upcoming events. Include information about speakers, activities, and Rotary events.



Club, District & Zone Resources

Social Media

Beginning December 2020, clubs, districts, and zones may use the Mark of Excellence (wheel) as their profile picture. There is no simplified version of the Mark of Excellence so you must use the wheel with the words “Rotary International” appearing within it.

For Rotaract and Interact use the white Mark of Excellence (wheel) on a cranberry or sky blue background. See Instagram examples on the right.

Make sure the public recognizes its your social media account by using your club, district, or zone name or number in your page name.

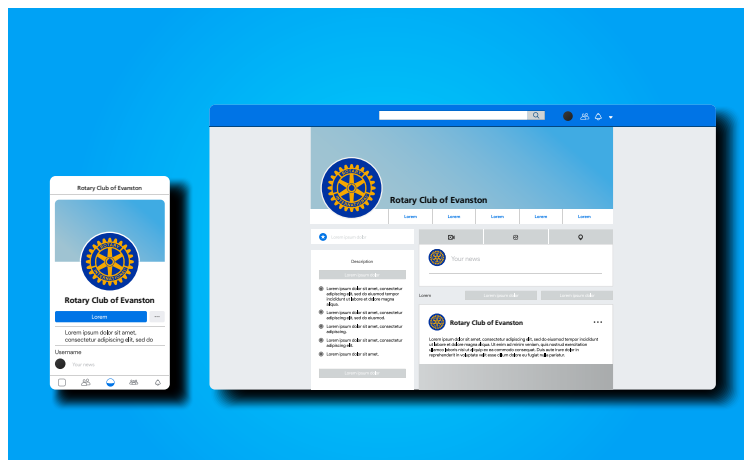
You can also use your club, district, or zone logo on the page cover photo or in your post graphics to further identify posts as yours.

Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used in your club, district, or zone logo.

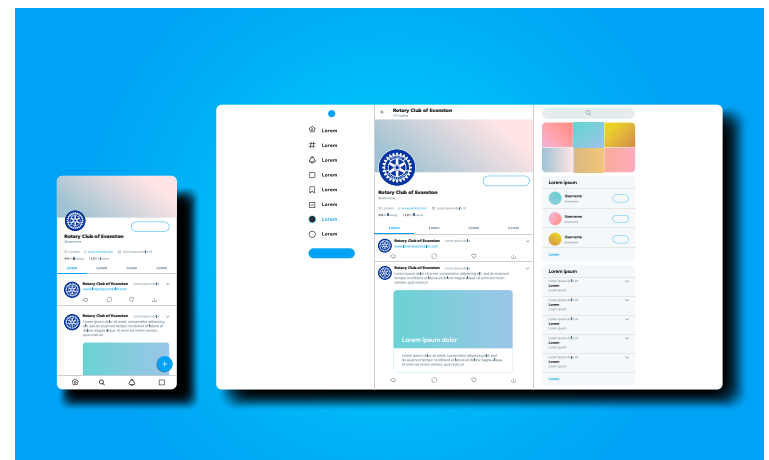
Find templates for creating your club, district, or zone logo on the Brand Center at rotary.org/brandcenter.

SOCIAL MEDIA

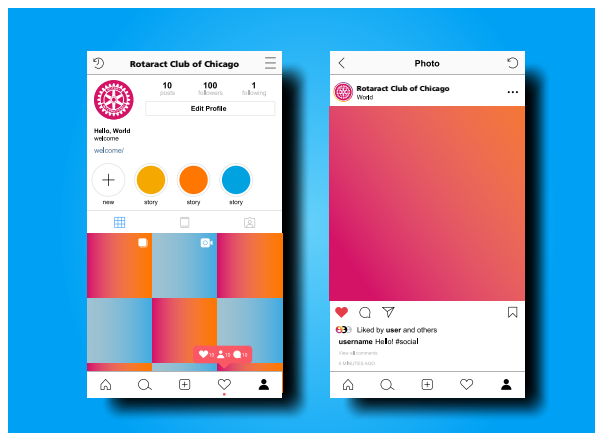
Facebook examples



Twitter examples



Instagram examples



Club, District & Zone Resources

Letterhead and Business Cards

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified for your letterhead and business cards. Remember to identify your club, district, or zone so people know how to contact you.

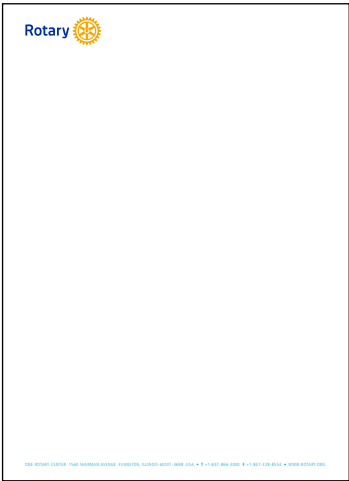
The text on the letterhead (opposite the logo and bottom of the page) and the side color bar on the business cards are sky blue. Use the uncoated color palette when printing on uncoated paper.

Find more information about Rotary's color palette on pages 17-20.

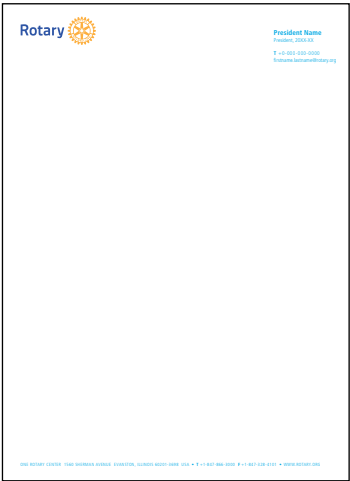
Staff can request business cards on the **Portal**.

LETTERHEAD

Secretariat and international offices



Rotary international president



Club, district, or zone

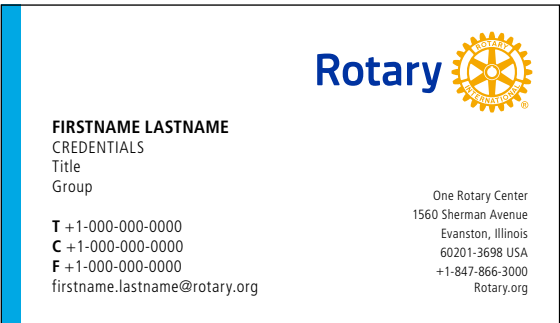


Club, district, or zone leader

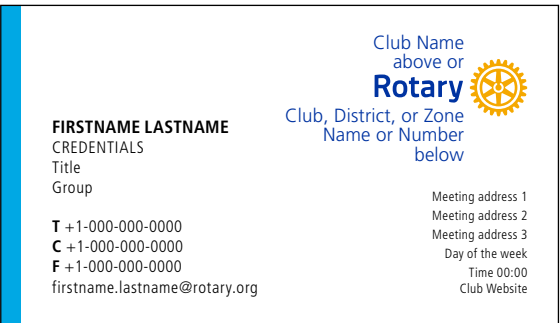


BUSINESS CARDS

Secretariat and international offices



Club, district, or zone



Club, District & Zone Resources

PowerPoint Template for Rotary Members

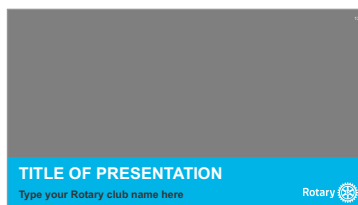
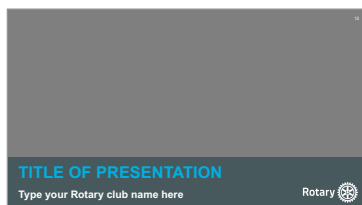
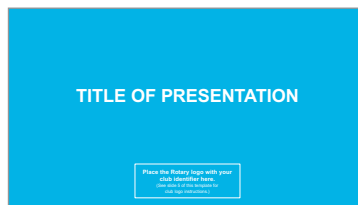
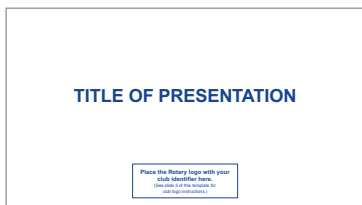
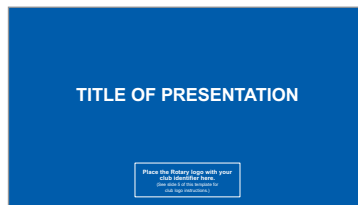
Use this template to create a PowerPoint for your next Rotary presentation. We've provided styles, colors, and layout options, for a variety of slides, that reflect Rotary's brand. All you have to do is choose the slides you want to use and add your information. You do not have to use all the slides in your presentation.

Remember to replace the Masterbrand Signature in the slides with your club, district, or zone logo. Learn more about club, district, and zone logos on pages 93-98.

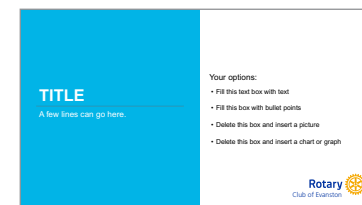
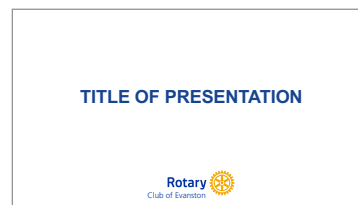
Find templates for creating your own logo on the Brand Center at rotary.org/brandcenter.

ROTARY MEMBER POWERPOINT

Title slide options



Example of club logo placement



Club, District & Zone Resources

PowerPoint Template for Rotary Members

ROTARY BRAND BOOK: FOR USE BY STAFF & VENDORS ONLY

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ROTARY MEMBER POWERPOINT

Text slide options

TITLE
A few lines can go here.

Your options:

- Fill this text box with text
- Fill this box with bullet points
- Delete this box and insert a picture
- Delete this box and insert a chart or graph

BASIC BULLET POINTS

- Use brief text
- As bullet points
- To get your
- Information across

FOR TEXT/BULLET POINTS

PUT SUBHEAD HERE. DELETE IF NONE.

Use this space for longer text. Keep in mind that it's not as interesting to have long blocks of text. Try not to use more than the amount of text shown here. Split content between slides, or...

- Just use
- Bullet points

1. You could also make a list
2. With numbers

**JUST USE
BULLET POINTS**

**1. YOU COULD ALSO MAKE A LIST
2. WITH NUMBERS**

BULLETS
Subhead

"Quotations are often included as inspiration or to evoke philosophical thoughts from the reader."
John Doe

"Quotations are often included as inspiration or to evoke philosophical thoughts from the reader."
John Doe

**MAKE A BOLD
STATEMENT**

**MAKE A BOLD
STATEMENT**

Graphic and chart slide options

**GRAPHICS
SUBHEAD**

A caption can go here. Replace the map image with a graphic from the web or from your documents.

**PROMINENT DATA
SUBHEAD**

Use this space to explain the interesting number that you are showing at right.

75%

**PROMINENT DATA
SUBHEAD**

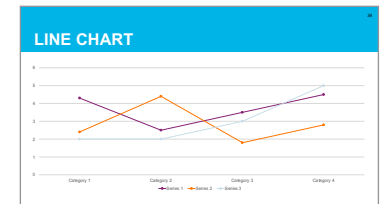
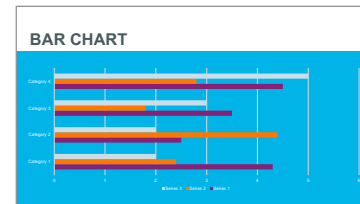
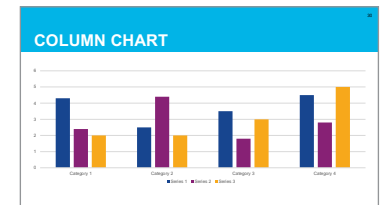
Use this space to explain the interesting number that you are showing at right.

75%

**GRAPHS/CHARTS
SUBHEAD**

CHART TITLE **CHART TITLE** **CHART TITLE**

Category 1 Category 2 Category 3 Category 4



Club, District & Zone Resources

PowerPoint Template for Rotaract Members

**ROTARY BRAND BOOK:
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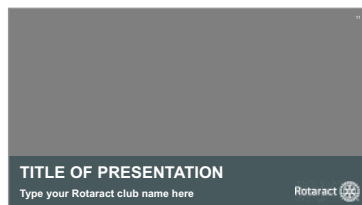
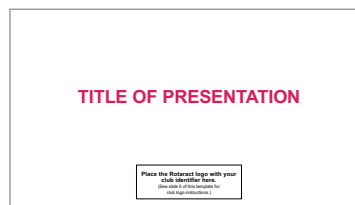
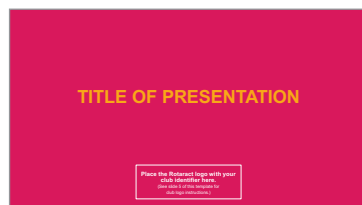
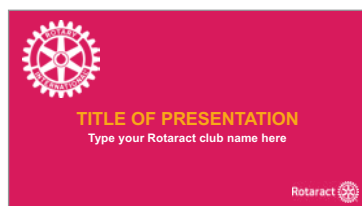
Use this template to create a PowerPoint for your next Rotary presentation. We've provided styles, colors, and layout options, for a variety of slides, that reflect Rotary's brand. All you have to do is choose the slides you want to use and add your information. You do not have to use all the slides in your presentation.

Remember to replace the Masterbrand Signature in the slides with your Rotaract club or district logo. Learn more about Rotaract club and district logos on pages 99-101.

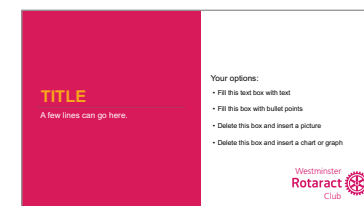
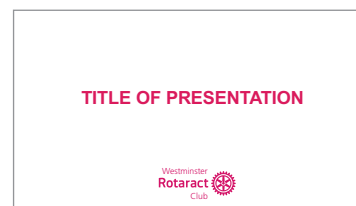
Find templates for creating your own logo on the Brand Center at rotary.org/brandcenter.

ROTARACT MEMBER POWERPOINT

Title slide options



Example of club logo placement



Club, District & Zone Resources

PowerPoint Template for Rotaract Members

ROTARY BRAND BOOK: FOR USE BY STAFF & VENDORS ONLY

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ROTARACT MEMBER POWERPOINT

Text slide options

TITLE
A few lines can go here.

Your options:

- Fill this text box with text
- Fill this box with bullet points
- Delete this box and insert a picture
- Delete this box and insert a chart or graph

BASIC BULLET POINTS

- Use brief text
- As bullet points
- To get your
- Information across

"Quotations are often included as inspiration or to evoke philosophical thoughts from the reader."
John Doe

"Quotations are often included as inspiration or to evoke philosophical thoughts from the reader."
John Doe

**MAKE A BOLD
STATEMENT**

**MAKE A BOLD
STATEMENT**

Graphics and chart slide options

**GRAPHICS
SUBHEAD**

A caption can go here. Replace the map image with a graphic from the web or from your documents.

**PROMINENT DATA
SUBHEAD**

Use this space to explain the interesting number that you are showing at right.

75%

**PROMINENT DATA
SUBHEAD**

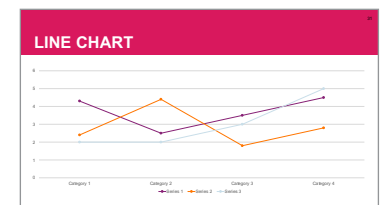
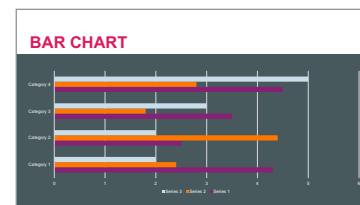
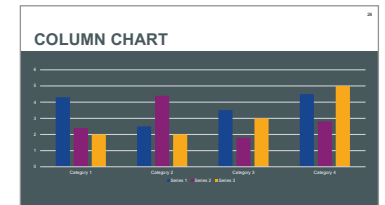
Use this space to explain the interesting number that you are showing at right.

75%

**GRAPHS/CHARTS
SUBHEAD**

CHART TITLE CHART TITLE CHART TITLE

Caption Caption Caption



Club, District & Zone Resources

Roll-up Banners

By using the Masterbrand Signature, our official logo, in your club promotions you strengthen Rotary's brand.

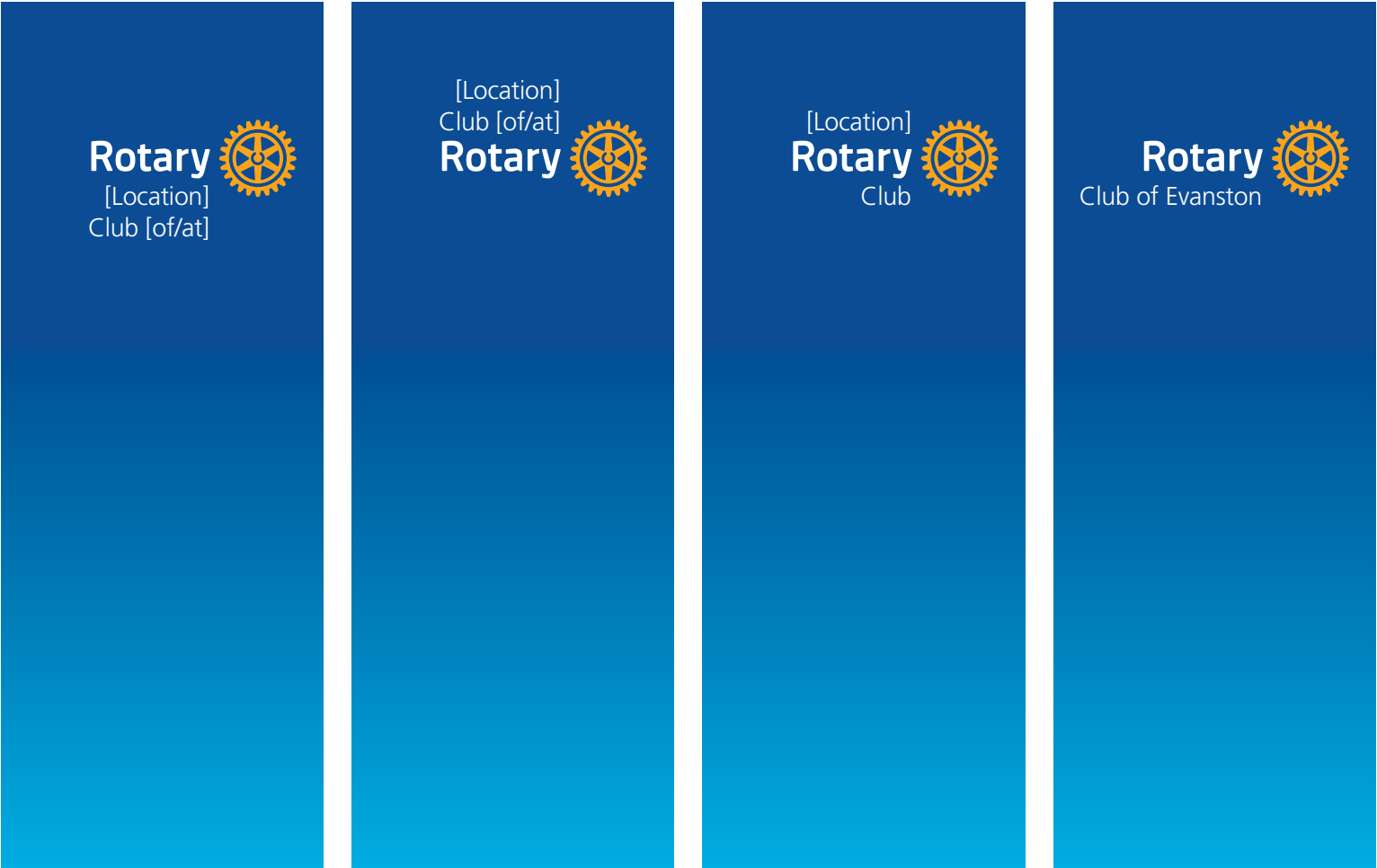
Either the Masterbrand Signature or the Masterbrand Signature Simplified version of the logo can be used.

The background is a gradient using Rotary blue and sky blue. Find more information about Rotary's color palette on pages 17-20.

ROLL-UP BANNERS

Layout options

Example



Club, District & Zone Resources

Grant Signage Template

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Clubs can't use The Rotary Foundation logo in signs promoting their projects, even ones funded with grants from the Foundation. Instead, the project sponsor can use the registered Masterbrand Signature as shown here as long as their club or district name is also listed.

Grant recipients must also comply with the policies regarding the proper use of the name "Rotary" or other Rotary Marks and Foundation recognition plaques (see sections 34.040.6. and 34.040.11., of the **Rotary Code of Policies**, and 40.010.2. of **The Rotary Foundation Code of Policies**).

To make it easier for project sponsors to create signs promoting their projects, we've provided this template as a word document. Find it on my.rotary.org.

GRANT SIGNAGE TEMPLATE

Rotary



Project type or area of focus

Names of host sponsors

Names of international sponsors

Names of other clubs or districts involved

This project was made possible in part by a grant from
THE ROTARY FOUNDATION OF ROTARY INTERNATIONAL

STAFF RESOURCES

Staff Resources

PowerPoint Template

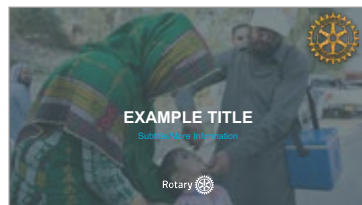
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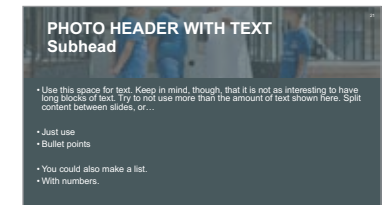
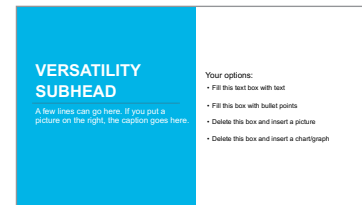
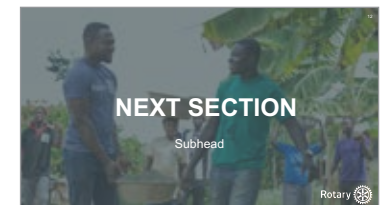
Use this template to create a PowerPoint for your next Rotary presentation. We've provided styles, colors, and layout options, for a variety of slides, that reflect Rotary's brand. All you have to do is choose the slides you want to use and add your information. You do not have to use all the slides in your presentation.

RI STAFF POWERPOINT

Title slide options



Section slide options



RI STAFF POWERPOINT

Text slide options

• Just use
• BULLET POINTS
1. YOU COULD ALSO MAKE A LIST
2. WITH NUMBERS.
BULLETS
Subhead



BASIC BULLET POINTS

• Just use bullet points

FOR TEXT/BULLET POINTS

PUT SUBHEAD HERE. DELETE IF NONE

Use this space for longer text. Keep in mind, though, that it is not as interesting to have long blocks of text. Try to not use more than the amount of text shown here. Split content between slides, or...

• Just use
• Bullet points

1. You could also make a list.
2. With numbers.

"Quotations are commonly printed as inspiration or to invoke philosophical thoughts from the reader."
John Doe




BASIC BULLET POINTS

• Just use
• bullet points
• To get your
• Information across

Graphic and chart slide options

GRAPHICS
SUBHEAD




Caption here. Replace the map image with a graphic from the web or your documents.

PROMINENT DATA
SUBHEAD


Use this space to explain the interesting number that you are showing to the right.

75%



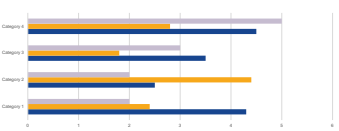
GRAPHS/CHARTS
SUBHEAD

CHART TITLE CHART TITLE CHART TITLE

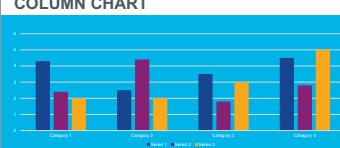


Caption Caption Caption

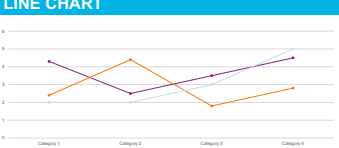
BAR CHART



COLUMN CHART



LINE CHART





MERCHANDISE

Message About the Rotary Brand and Rotary International Trademarks

In 2013, Rotary International introduced new signature systems, color palettes, and other changes to our visual identity. We also developed best practices for how the new Rotary brand could be used for merchandise. Specifically, the pre-2013 version of the wheel may not appear on any items except member pins.

ROTARY, ROTARY CLUB, ROTARIAN, MARK OF EXCELLENCE, MASTERBRAND SIGNATURE, INTERACT, ROTARACT, and other Rotary Marks are trademarks owned by Rotary International. You will see the registered trademark symbol ® used on licensed merchandise and with many of the Rotary Marks.

Working together, we can ensure that Rotary achieves a more prominent and recognizable image in communities throughout the world.

Clubs and Their Members

Only Rotary International Licensees are permitted to produce and sell merchandise bearing the Rotary Marks. A list of current Licensed Vendors is available at my.rotary.org/en/member-center/licensed-vendors.

Vendors that produce and/or sell Rotary-branded merchandise without a license or permission from Rotary International infringe on Rotary's trademark rights and may harm the Rotary brand. By buying from a licensed vendor, a portion of the sales goes back to Rotary and you are helping to protect the Rotary brand around the world.

If your club, district, Rotary Fellowship, or Rotarian Action Group is interested in selling Rotary-branded merchandise in conjunction with a fundraising event, please contact rilicensingservices@rotary.org to discuss an event-specific license or visit the Rotary Licensing webpage at myrotary.org/en/manage/products-services/licensing.

If the Rotary-branded merchandise you require is not available from a Rotary International Licensee, please submit a request to use an unlicensed company to rilicensingservices@rotary.org. Upon approval of a brand compliant product design, Rotary International may grant one-time permission to the unlicensed vendor to use Rotary Marks on the product.

Rotary International Licensees

These guidelines serve to help Rotary International Licensees best use the Rotary brand, and examples of Rotary branded items are provided. As a reminder, all new licensed items with Rotary Marks must be approved by RI Licensing Services prior to manufacture or sale. We expect Rotary International Licensees to adhere to these guidelines.

Fonts and Licenses

We're recommending the use of some fonts that require a license. If you are using those fonts, make sure you have the proper licenses or permissions. We offer free font options, please refer to page 21 for more information.

Make sure you have the proper licenses or permissions before reproducing photographs, text, or other copyrighted art or materials on any merchandise.

Merchandise

Rotary Member Pin

ROTARY MERCHANDISE

Protect our visual identity. Obtain Rotary merchandise only from licensed vendors. A list of vendors can be found at my.rotary.org/en/member-center/licensed-vendors. For questions or assistance, write to design@rotary.org.

Rotary pins are immediately recognized by Rotarians everywhere as a proud symbol of membership. The design and color of your current member pin and all those available through Rotary's licensed suppliers are acceptable.

ROTARY MEMBER PIN

Member pin

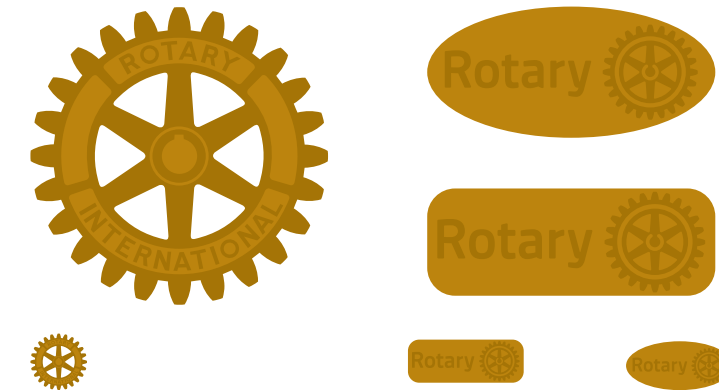


Actual size

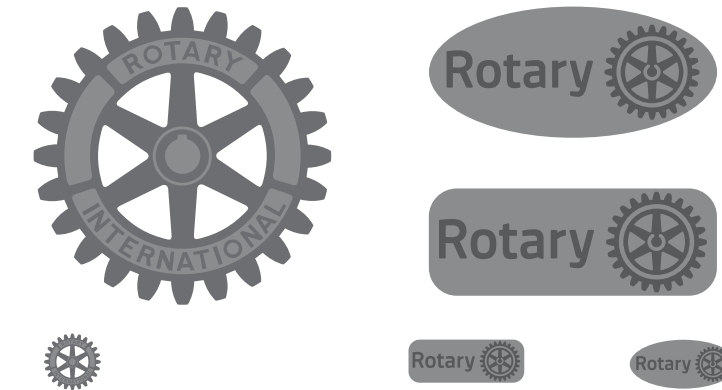


Alternate Options

All gold



All silver



Merchandise

Rotary Theme Pins

Because of its small size, the theme pin is the only pin that can include the Mark of Excellence as part of its logo or graphic. The wheel can be produced in any metal.

ROTARY THEME PINS

Examples



Merchandise

Outdoor Road Sign and Information Sign

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OUTDOOR ROAD SIGN

18" x 18" (45 cm. x 45 cm.) Sign – Mark of Excellence at 14" x 14" (35 cm. x 35 cm.)

30" x 30" (76 cm. x 76 cm.) Sign – Mark of Excellence at 23" x 23" (58 cm. x 58 cm.)



INFORMATION SIGN

8" x 24" (20 cm. x 61 cm.) or 10" x 24" (25 cm. x 61 cm.)

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
MEETS AT 12:00**

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
CHARTERED
1985**

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
MEETS AT 12:00**

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
CHARTERED
1985**

If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.

Merchandise

Aluminum or
Acrylic
Meeting Sign

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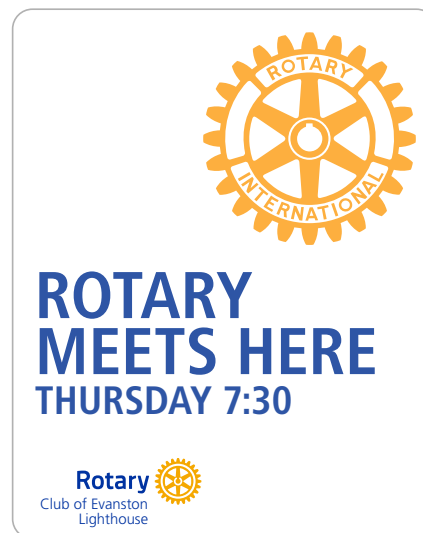
AZURE MEETING SIGN

12" x 15" (30 cm. x 38 cm.)



WHITE MEETING SIGN

12" x 15" (30 cm. x 38 cm.)

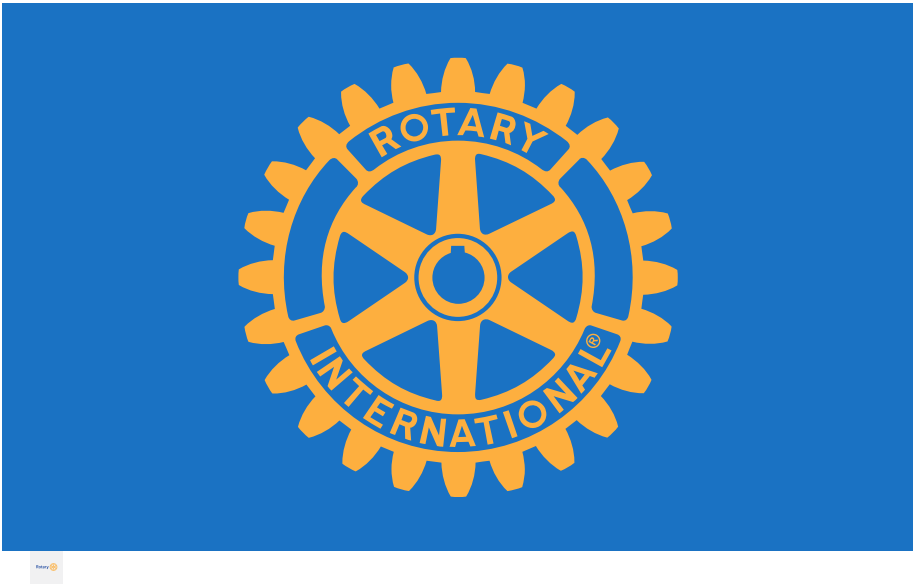


FLAG

Option 1



Option 2



Tag should include the Rotary Masterbrand Signature Simplified: **Rotary** 

Merchandise

Trading Banners

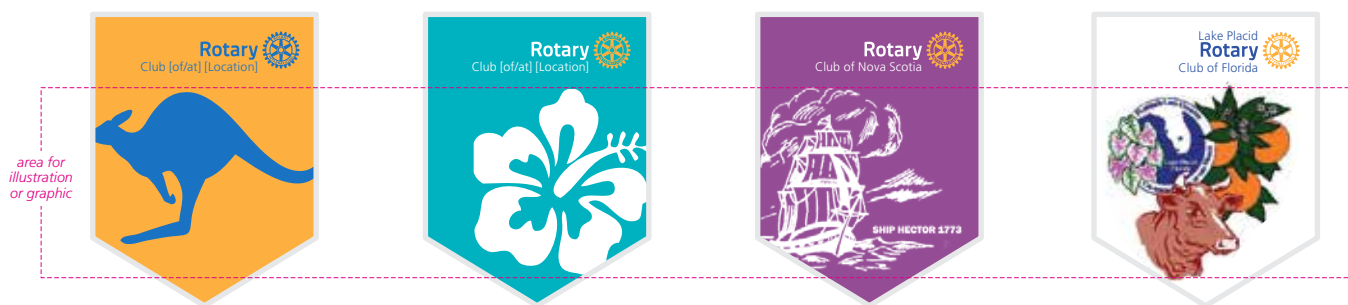
Using your club, district, or zone logo on your club promotions strengthens Rotary's brand. You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on the trading banner.

The Rotary signature comprises the Masterbrand Signature plus the club name, or district or zone number. This signature system should be used instead of the Masterbrand Signature alone on your banner.

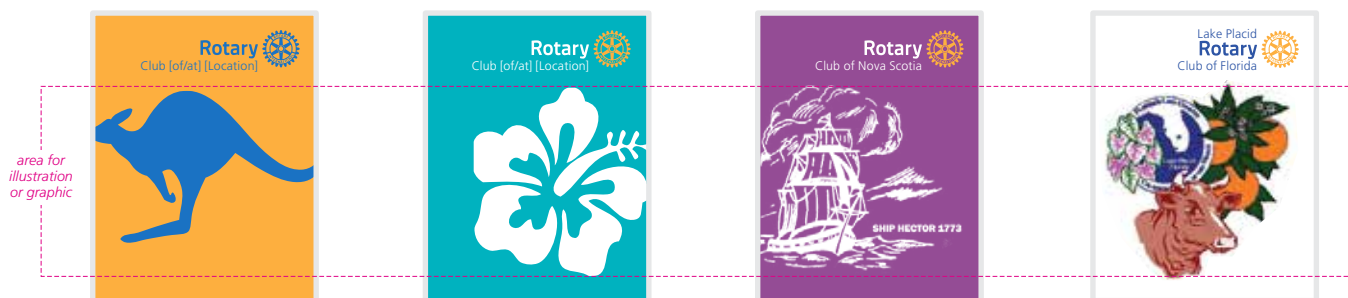
Find templates for creating your club, district, or zone logo in the Brand Center, rotary.org/brandcenter.

Trading Banners

Layout examples – pointed bottom



Layout examples – flat bottom



Merchandise
Name Badge

ROTARY BRAND BOOK:
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AZURE NAME BADGE

3" x 5" x 2" (7 cm. x 5 cm.)



NEW
MEMBER

10-YEAR
MEMBER

PERFECT
ATTENDANCE

WHITE NAME BADGE

3" x 5" x 2" (7 cm. x 5 cm.)



NEW
MEMBER

10-YEAR
MEMBER

PERFECT
ATTENDANCE

Merchandise
T-shirt

T-SHIRT

2-Color



See pages 93-104 for club, district, and zone logo specifications.

2-Color



Merchandise
Polo

POLO

2-Color



1-Color

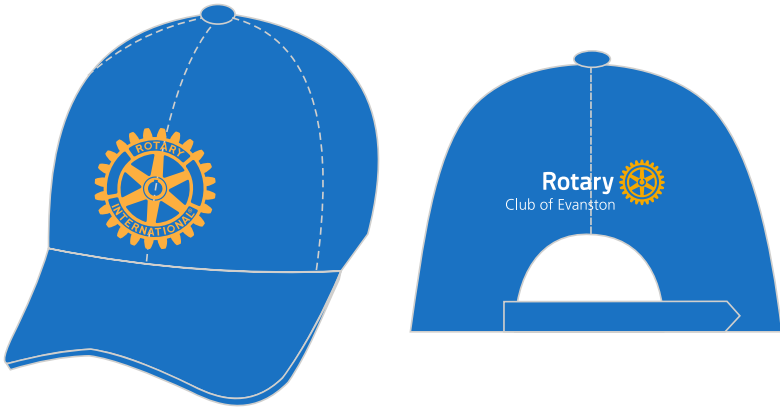
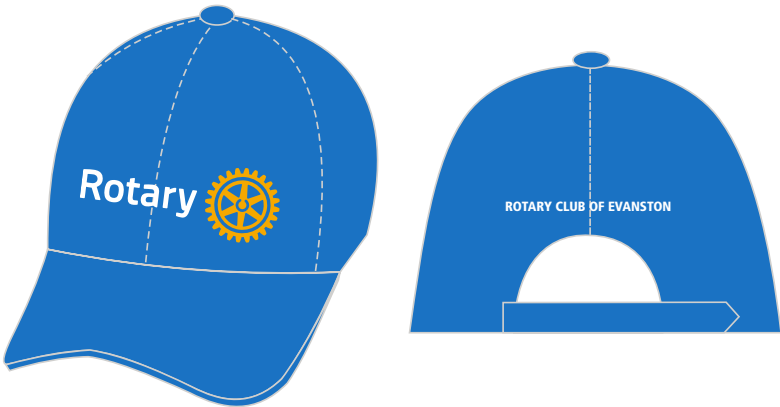


See pages 93-104 for club, district,
and zone logo specifications.

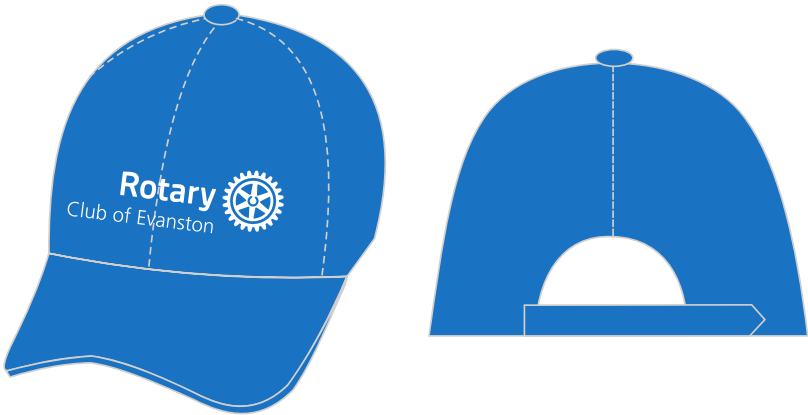
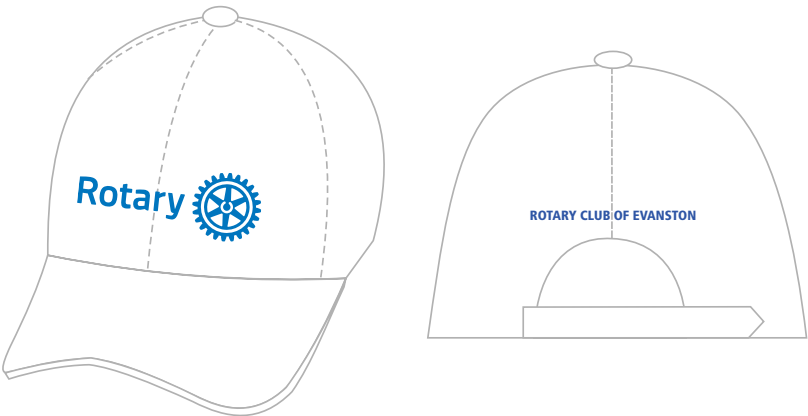
Merchandise
Cap

CAP

2-Color



1-Color



See pages 93-104 for club, district, and zone logo specifications.

Merchandise
Mug

MUG

2-Color



1-Color



See pages 93-104 for club, district, and zone logo specifications.

The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

RESOURCES & CONTACTS

Use these resources, along with the materials in this book, to strengthen your understanding of Rotary’s brand and help build a stronger public image.

RESOURCES, CONTACTS, AND COURSES

Web resources and contacts

BRAND CENTER
rotary.org/brandcenter

LICENSED VENDORS
my.rotary.org/licensed-vendors

PRESIDENTIAL THEME
my.rotary.org/en/news-media/office-president/presidential-theme

SUPPORT CENTER
rotarysupportcenter@rotary.org

BRAND SPECIALIST
brand@rotary.org

GRAPHIC DESIGN
graphicdesign@rotary.org

PUBLIC RELATIONS
pr@rotary.org

Learning Center courses

rotary.org/learn

THE ROTARY BRAND
Learn about the benefits of a consistent, recognizable brand, and how you can strengthen Rotary by being a brand champion.

BUILDING ROTARY’S PUBLIC IMAGE
Learn about Rotary’s public image and how you can help to raise awareness and understanding of who we are and the impact we make.

OUR LOGO: REPRESENTING ROTARY
Learn how to create and use logos in accordance with our global guidelines.

PROMOTING YOUR CLUB AS PEOPLE OF ACTION
Learn how to tell a compelling People of Action story and create powerful images that show how your club takes action to make the world a better place.