ROTARY BRAND BOOK

Rotary

Sections

Contents

ABOUT THIS GUIDE

The Rotary Brand Book provides essential information so you can incorporate Rotary's brand into your communications effectively. It's also a guide to using the Rotary voice and People of Action messaging in your communications. And it demonstrates how to create logos and correctly use our fonts, imagery, color palette, and more to produce a visual identity for your club or program.

This book is intended to be used by communications and design professionals, staff members, and vendors. You can amplify the effort to build our brand and attract new participants to Rotary by using these guidelines to make sure all your materials reflect Rotary's voice and visual identity.

CONTENTS

ROTARY AS A BRAND

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 OUR WHEEL.

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

Rotary

Vision Statement

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 our 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.

Essence Statement

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 more than 48,000 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 younger leaders ages 18 and older

OUR MESSAGE

Use the resources in this section, along with other materials in this book, to create People of Action messaging.

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

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

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

Review **People of Action** in the Brand Center to learn more.

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.

Messaging
Voice

OUR VOICE

Our voice — the distinct tone of our communications — reflects four attributes of Rotary and our members: persevering, inspiring, compassionate, and smart. 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 work with.

Smart: 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 the disease still endemic in just two countries, 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 work with
- Supports our global perspective

We're smart

> **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 about 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-foot tiny homes 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

Action Plan

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.

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

BRAND ELEMENTS

Brand Elements
Glossary – Brand
and Design Terms

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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.

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.

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.

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.

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

LOGO
A logo is a graphic mark, emblem, or symbol used to aid and promote Rotary and our 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." The Masterbrand Signature Simplified should not have the ® at this time.

WORDMARK
A wordmark, 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.

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
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
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. Staff should always use the simplified version of the logo.

MARK OF EXCELLENCE
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 Mark of Excellence is intended to be used large in your design layout and only once. There is no maximum size, but it should be at least three times larger than the Masterbrand Signature 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 zones 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 our partners, sponsors, programs, or events.

Observances
Months and Anniversaries

All months are designated as Rotary months, which emphasize our areas of focus and other Rotary interests. Other observances mark significant anniversaries.

ROTARY'S OBSERVANCES

JANUARY
Vocational Service Month

FEBRUARY
Peacebuilding and Conflict Prevention Month

MARCH
Water, Sanitation, and Hygiene Month

APRIL
Environmental Month

MAY
Youth Service Month

JUNE
Rotary Fellowships Month

JULY
Maternal and Child Health Month

AUGUST
Membership and New Club Development Month

SEPTEMBER
Basic Education and Literacy Month

OCTOBER
Community Economic Development Month

NOVEMBER
Rotary Foundation Month

DECEMBER
Disease Prevention and Treatment Month

Rotary Alumni Reconnect Week: Monday through Sunday that includes 7 October

World Interact Week: Monday through Sunday that includes 5 November

World Rotaract Week: Monday through Sunday that includes 13 March

World Understanding and Peace Day: 23 February (Rotary's anniversary)

Brand Elements
Color Palette –
Signature Colors

OUR COLORS

SIGNATURE COLORS

These are Rotary's six signature colors. Help strengthen Rotary's brand by consistently using these colors in your designs.
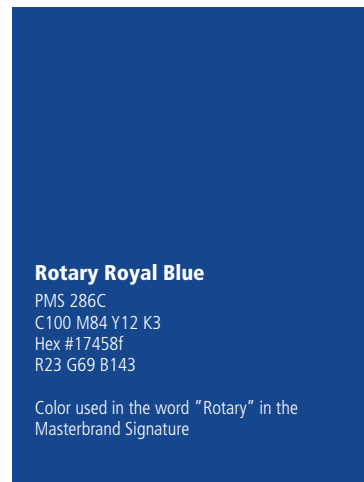
All six colors have been carefully chosen to complement one another. They should be used in their pure forms, never altered or screened.

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

Learn more about our brand colors in the following pages.
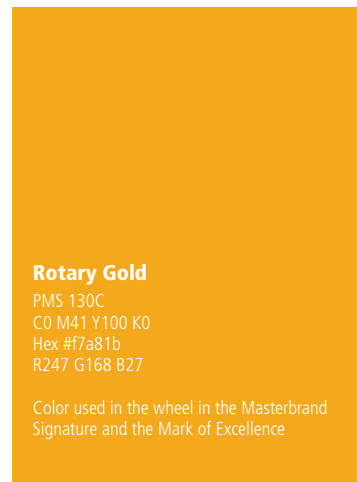
SIGNATURE COLORS

Masterbrand Signature and Mark of Excellence colors

Rotary Royal Blue
PMS 286C
C100 M84 Y12 K3
Hex #17458f
R23 G69 B143
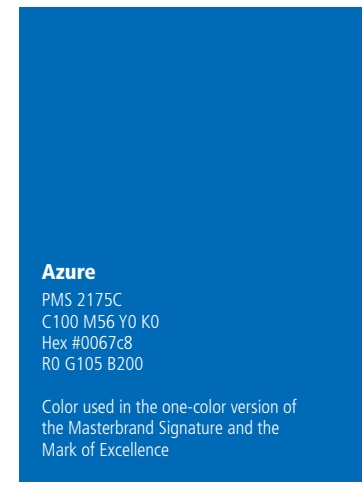
Color used in the word "Rotary" in the Masterbrand Signature

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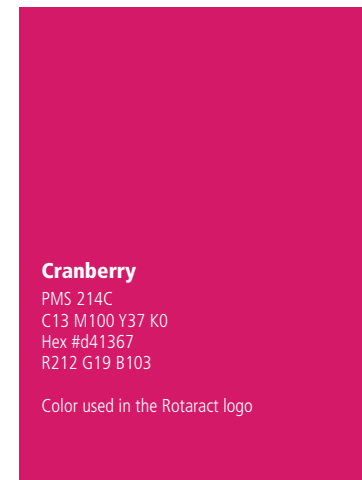
Azure
PMS 2175C
C100 M56 Y0 K0
Hex #0067c8
R0 G105 B200

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 our 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

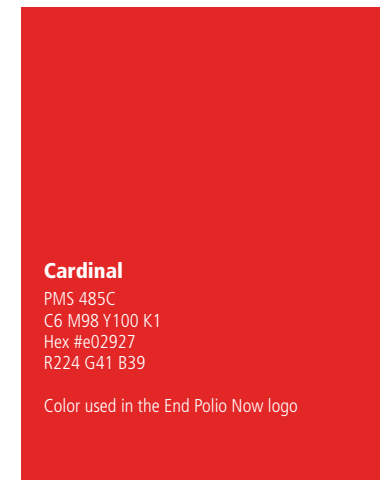| Bright	Dark	Vibrant	Muted
Rotary Gold PMS 130C C0 M41 Y100 K0 Hex #f7a81b R247 G168 B27 SIGNATURE COLOR	**Cider** PMS 7414C C19 M64 Y100 G6 Hex #c36d15 R195 G109 B21	**Lemonade** PMS 109C C1 M16 Y100 K0 Hex #ffd100 R255 G209 B0	**Taupe** PMS 7501C C16 M19 Y42 K0 Hex #d9c89e R217 G200 B158
Azure PMS 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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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

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

Orange
PMS 2018C
C0 M66 Y100 K0
Hex #ff7600
R255 G118 B0

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

Grass
PMS 355C
C99 M12 Y100 K2
Hex #009739
R1 G151 B57

Dark

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

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

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

Evergreen
PMS 7483C
C78 M11 Y84 K54
Hex #275d38
R39 G93 B56

Vibrant

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

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

Amethyst
PMS 7441C
C45 M73 Y0 K0
Hex #a05cbf
R160 G92 B191

Key Lime
PMS 375C
C47 M0 Y100 K0
Hex #93d500
R147 G213 B0

Muted

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

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

Lavender
PMS 665C
C21 M25 Y7 K0
Hex #c6bcd0
R198 G188 B208

Moss
PMS 7537C
C36 M26 Y36 K0
Hex #a7aca2
R167 G172 B162

Brand Elements
Color Palette –
Gray Colors

Grays provide the flexibility that may be needed when you're working with backgrounds, layouts, and need to give different design elements different visual emphasis.

GRAY COLOR VARIATIONS

Bright

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

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

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

Black
C0 M0 Y0 K100
Hex #000000
R0 G0 B0

Dark

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

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

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

White
C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255

Vibrant

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

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

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

Muted

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

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

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

OUR FONTS

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

LICENSED OPTIONS – Available for purchase

FREE OPTIONS – Use when Frutiger and Sentinel fonts aren't available or are cost-prohibitive

Sans Serif – 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
abcdefghijklmnopqrstu
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

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

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

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
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**.

Sans Serif – Primary, for digital applications

OPEN SANS CONDENSED

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Regular
Italic
Bold

Sans Serif – 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
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

Serif – 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
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

OUR FONTS

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

JAPANESE – Available for free

Sans Serif

NOTO SANS JP

あいうえおカキクケコ

安加作他奈葉間屋羅和

12345ABCDEabcde

Regular
シカゴで創設された

Medium
シカゴで創設された

Bold
シカゴで創設された

Black
シカゴで創設された

Serif

NOTO SERIF JP

あいうえおカキクケコ

安加作他奈葉間屋羅和

12345ABCDEabcde

Regular
シカゴで創設された

Medium
シカゴで創設された

Bold
シカゴで創設された

Black
シカゴで創設された

KOREAN – Available for free

Sans Serif

NANUM GOTHIC OTF

가나다라마바사

아자차카타파하

12345ABCDEabcde

Regular
실천에 나서는 사람들

Bold
실천에 나서는 사람들

ExtraBold
실천에 나서는 사람들

Serif

NANUM MYEONGJO OTF

가나다라마바사

아자차카타파하

12345ABCDEabcde

Regular
실천에 나서는 사람들

Bold
실천에 나서는 사람들

ExtraBold
실천에 나서는 사람들

CHINESE – Available for free

Sans Serif

NOTO SANS TC

〇一二三四五六七八九十

12345ABCDEabcde

Regular
採取行動的人

Bold
採取行動的人

Black
採取行動的人

Serif

NOTO SERIF TC

〇一二三四五六七八九十

12345ABCDEabcde

Regular
採取行動的人

Bold
採取行動的人

Black
採取行動的人

Brand Elements
Imagery –
Style Overview

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OUR IMAGES

Compelling images are vital to our communications. 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 Rotary members 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 to use it 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, write to **privacy@rotary.org**.

IMAGERY – STYLE OVERVIEW

Rotary participants connecting

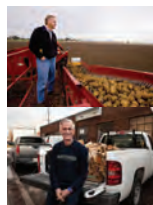Single member

Small groups

Large groups

Rotary participants taking action in the community

Single member

Small groups

Large groups

With community members

Community members 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. Photos 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, write to **privacy@rotary.org**.

IMAGERY – PEOPLE OF ACTION

LOGOS:
ROTARY
MASTERBRAND

OUR LOGOS

Rotary's logos are part of our brand and represent all of our clubs that take action to make lasting, positive change. Using our logos correctly and consistently means that when people see our logos, they immediately recognize them as Rotary's and as symbols of an organization that makes the world a better place.

The word "Rotary" in the Masterbrand Signature and the Masterbrand Signature Simplified needs to always remain in English. "Rotary" is the common name for our organization and using it creates a uniform and trusted brand around the world.

Staff should always use the Masterbrand Signature Simplified on all communications.

For reference, 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 international offices, as integral parts of Rotary, should use these logos in their graphics, signs, and email signatures.

The Rotary Foundation logo can be found on page 30.

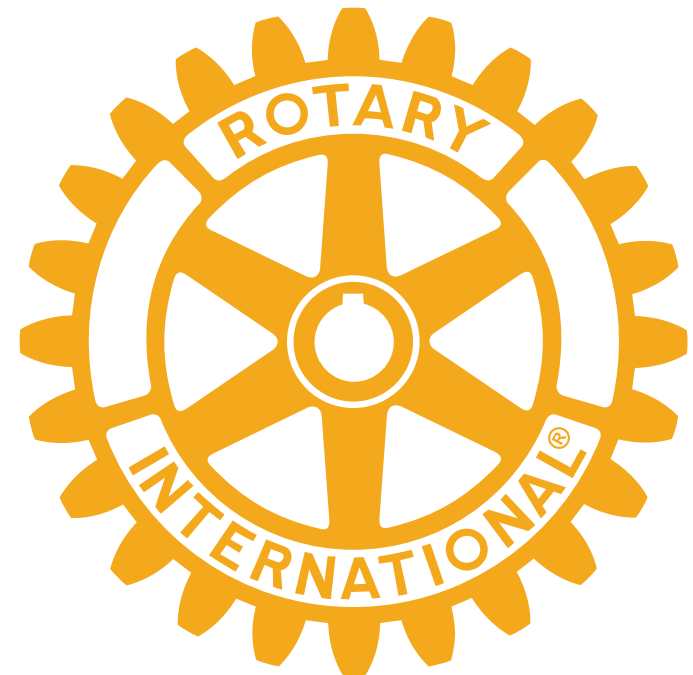Logos can be found in the Brand Center: **rotary.org/brandcenter**.

Masterbrand Signature Simplified – required use for staff

Masterbrand Signature

Mark of Excellence

The Masterbrand Signature Simplified is an alternate version of our official logo and combines the simplified 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.

The word "Rotary" in the Masterbrand Signature Simplified cannot be translated because it is a registered trademark.

Staff should always use the Masterbrand Signature Simplified on all communications.

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

For more details regarding our color palette, see pages 15-18.

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

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 SIMPLIFIED

Rotary Royal Blue and Rotary Gold (full color)

100% white and Rotary Gold (for dark backgrounds)

One color

100% black

100% Azure (for one-color printing only)

100% white (for dark backgrounds)

Logos
Masterbrand
Signature

ROTARY BRAND BOOK:
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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.

The word "Rotary" in the Masterbrand Signature cannot be translated because it is a registered trademark.

Staff should always use the Masterbrand Signature Simplified (see page 25) on all communications.

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

For more details regarding our color palette, see pages 15-18.

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

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 (for one-color printing only)

100% white (for dark backgrounds)

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 at least three times the diameter 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 colors other than those shown on this page.

The ® should appear next to the "L" in INTERNATIONAL.

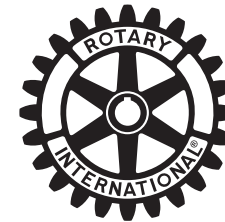For more details regarding our color palette, see pages 15-18.

Logos can be found in the Brand Center: **rotary.org/brandcenter**.
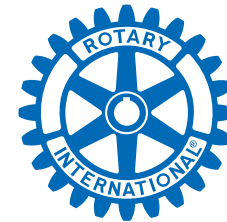
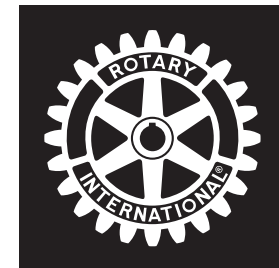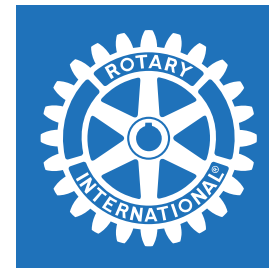## MARK OF EXCELLENCE (THE ROTARY WHEEL)
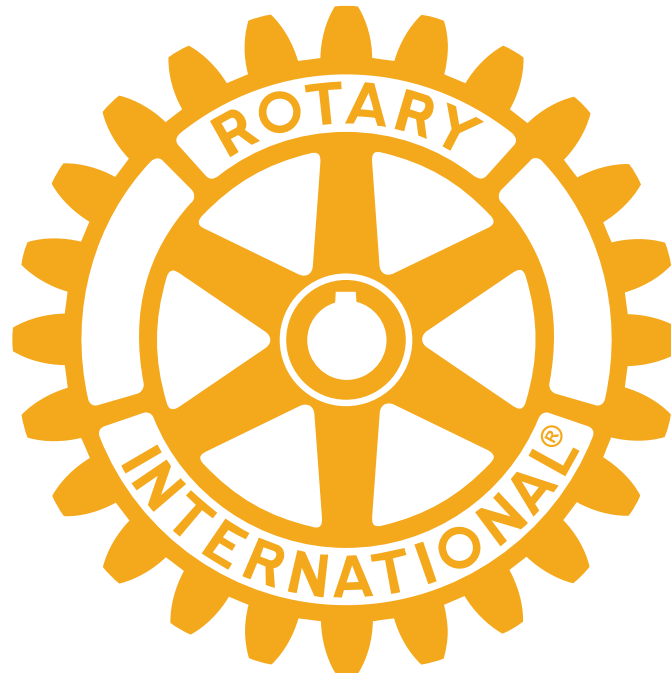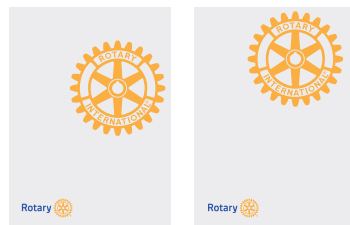
One color

100% black

100% Azure (for one-color printing only)

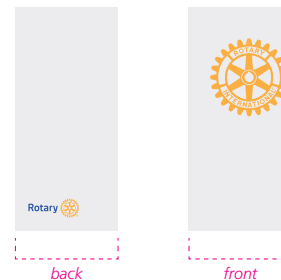100% white (for dark backgrounds)

Layout Examples

Single-page communications

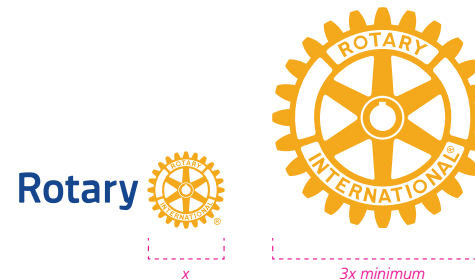Multipage or tri-fold (back/front)

back   *front*

Size

Size relationship of Masterbrand Signature and Mark of Excellence

Rotary

x   *3x minimum*

Staff should always use the Masterbrand Signature Simplified on all communications.

Animation of the 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.
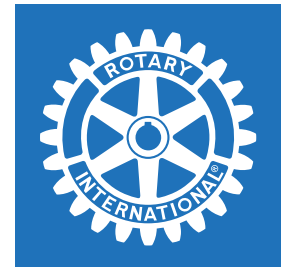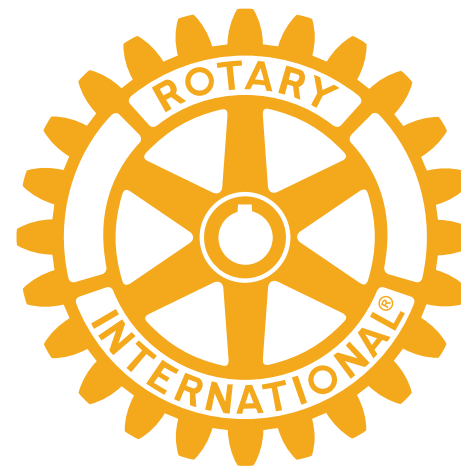
For more details regarding our color palette, see pages 15-18.
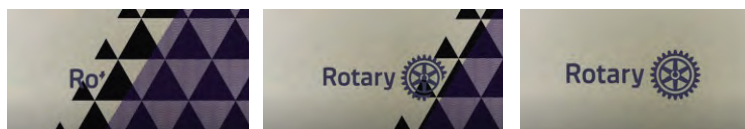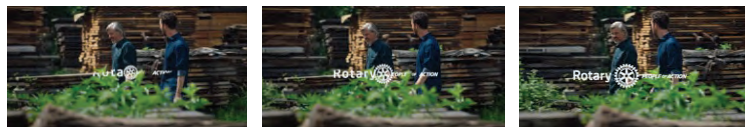
MASTERBRAND LOGOS FOR ANIMATION

Masterbrand Signature Simplified

Mark of Excellence

Example

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 colors other than those allowed. For more details regarding our color palette, see pages 15-18.

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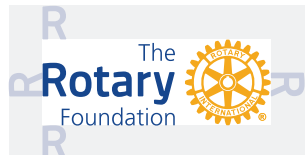
The Foundation's logo combines the wheel with the words "The Rotary Foundation" to the left for visibility and recognition.

The Foundation's logo can't be altered in any way. 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.

The words "The Rotary Foundation" in the Foundation's Masterbrand Signature cannot be translated because it is a registered trademark.

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 15-18.

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 (for one-color printing only)

100% white (for dark backgrounds)

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.

The word "Rotaract" in these logos cannot be translated because it is a registered trademark.

Staff should always use the Rotaract Masterbrand Signature Simplified on all communications.

The ® should appear to the bottom right of the Rotaract Masterbrand Signature. The Rotaract Masterbrand Signature Simplified should not have the ® at this time.

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

For more details regarding our color palette, see pages 15-18.

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 Simplified

Rotaract Masterbrand Signature

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.

The word "Interact" in these logos cannot be translated because it is a registered trademark.

Staff should always use the Interact Masterbrand Signature Simplified on all communications.

The ® should appear to the bottom right of the Interact Masterbrand Signature. The Interact Masterbrand Signature Simplified should not have the ® at this time.

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

For more details regarding our color palette, see pages 15-18.

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 Simplified

Interact Masterbrand Signature

One color

100% black

100% Sky Blue

100% white (for dark backgrounds)
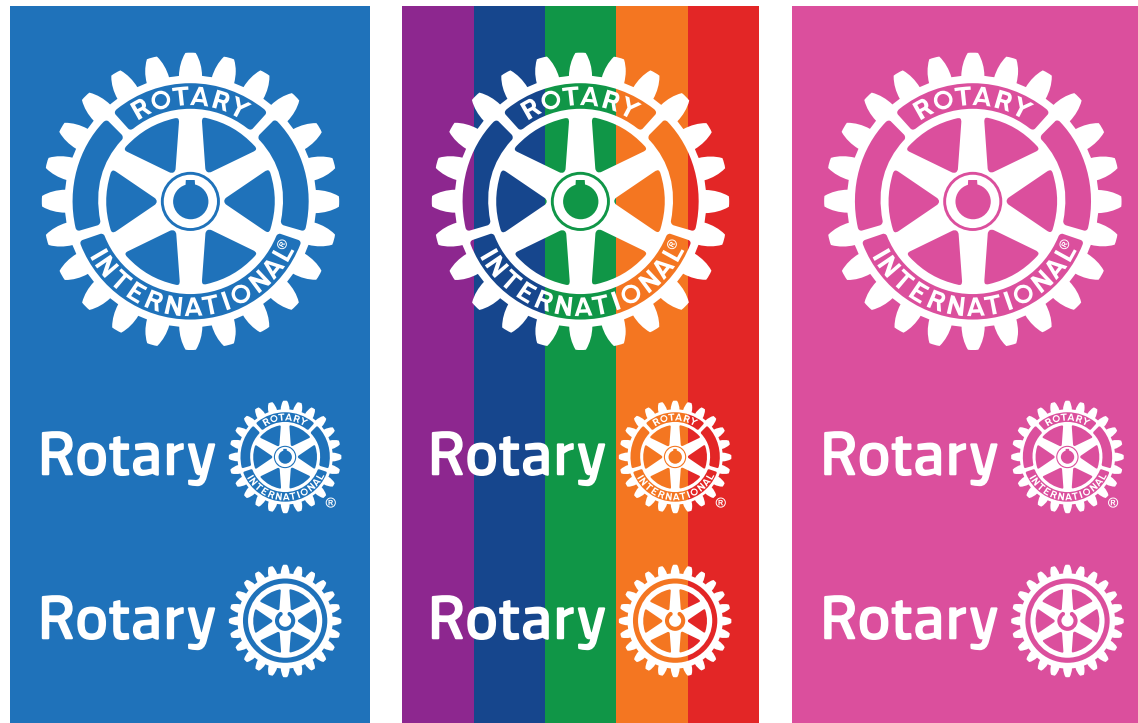
Logos
Backgrounds

When using a reverse (white) logo on top of a color or photographic background, make sure the logo is still completely clear. It's important for accessibility that there be a significant contrast.
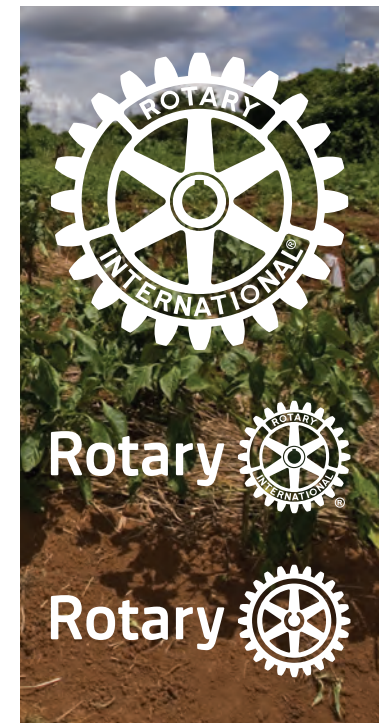
Don't use the logo on any actual flag representing a cause, initiative, or country.

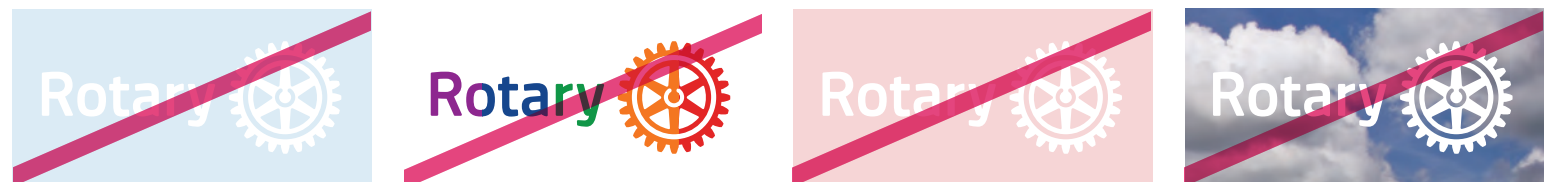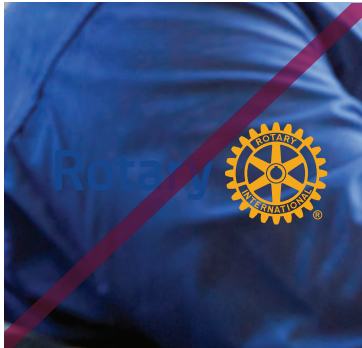**MASTERBRAND REVERSE LOGOS ON BACKGROUNDS**
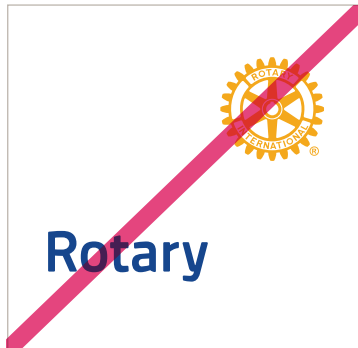
Color background

Photographic background

Incorrect use

Logos
Examples

INCORRECT USE – Masterbrand Signature

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

Keep all the parts of the Masterbrand Signature together as one graphic.

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 USE – Masterbrand Signature

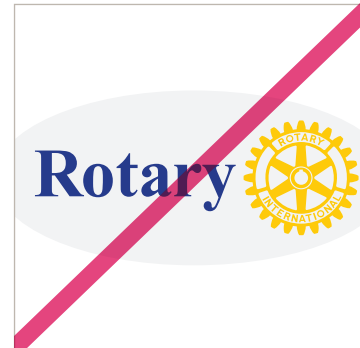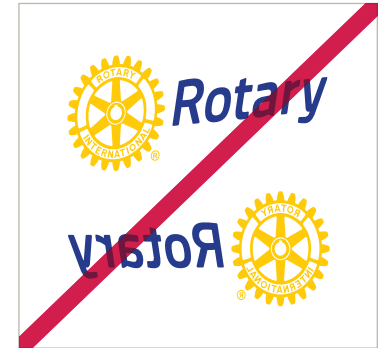Use the Masterbrand Signature on a background that has sufficient contrast.

Keep all the parts of the Masterbrand Signature together as one graphic.

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.

Logos
Best Practices

INCORRECT USE – Mark of Excellence
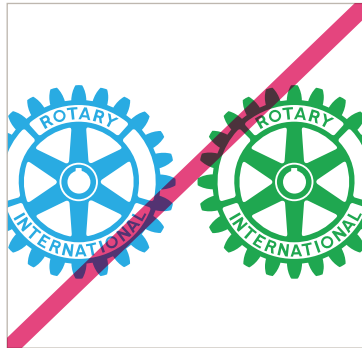
Keep the Mark of Excellence whole — never cropped.

Use Rotary colors specified on pages 15-18 for the Mark of Excellence.
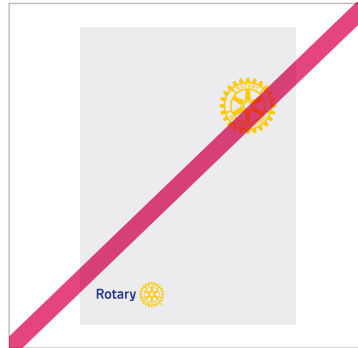
Size the Mark of Excellence correctly when using it with the logo, as shown on page 27.

Make sure the Mark of Excellence is completely legible.

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

CORRECT USE – Mark of Excellence
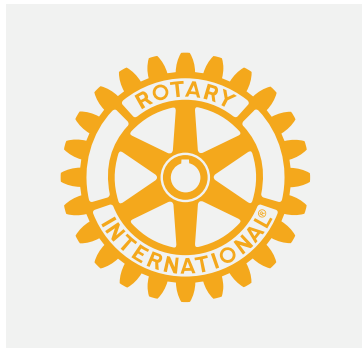
Keep the Mark of Excellence whole — never cropped.

Use Rotary colors specified on pages 15-18 for the Mark of Excellence.

Size the Mark of Excellence correctly when using it with the logo, as shown on page 27.

Make sure the Mark of Excellence is completely legible.

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

LOGOS:
ROTARY
PROGRAMS

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

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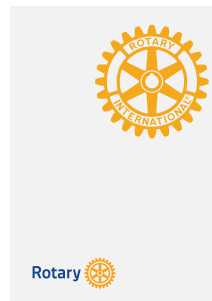
Your action group or fellowship name or logo should always appear to the right of Rotary's Masterbrand Signature in the lockup. It must be equal in height to the Masterbrand Signature. The width of action group or fellowship logos may vary, but they should not visually overpower the Masterbrand Signature.

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 action group or 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 use 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 in the Brand Center: **rotary.org/brandcenter**.

ROTARY ACTION GROUPS AND ROTARY FELLOWSHIPS

Word lockup construction

Divider rule:
0.5pt, 50% black,
height equal to logo

Rotary Action Group/
Fellowship name is equal
height (x) or centered on the
Rotary Masterbrand Signature.
Should not exceed height (x)

Masterbrand Signature

Rotary Action Group/Fellowship name

Rotary Action Group/Fellowship lockup

Logo lockup construction

Divider rule:
0.5pt, 50% black,
height equal to logo

Rotary Action Group/Fellowship
name is equal height (x) or
centered to its graphic and the
Rotary Masterbrand Signature.
Should not exceed height (x)

Masterbrand Signature

Rotary Action Group/Fellowship name

Rotary Action Group/Fellowship lockup

Word lockup examples

Logo lockup examples

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

ROTARY BRAND BOOK:
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BRAND CENTER
Find the logo and templates for creating promotional materials in the Brand Center at **rotary.org/brandcenter**.

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

Prospective Rotary Action Groups should work with RI before they seek recognition to ensure that their proposed names follow RI policies. Your group's official name needs to include the words "Rotary Action Group." Write to **actiongroups@rotary.org** to modify your group's official name.

BRAND COMPLIANT	NOT BRAND COMPLIANT
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 before they seek recognition to ensure that their proposed names follow RI policies. Prospective fellowships are encouraged to use the program name "Rotary Fellowship" in their proposed name. Write to **rotaryfellowships@rotary.org** for assistance.

BRAND COMPLIANT	NOT BRAND COMPLIANT
Rotary Fellowship of Architects	Rotary Architects Fellowship
Rotary Fellowship of Ophthalmologists	International Fellowship of Rotary Ophthalmologists
Triathlon Rotary Fellowship	Rotary Triathlons

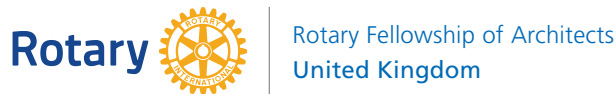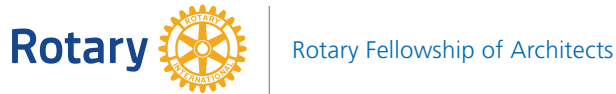The space of the "R" in "Rotary" around the logo should be kept clear.

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

The head Rotary Action Group or Rotary Fellowship is responsible for the chapers/regions.

ROTARY ACTION GROUPS AND ROTARY FELLOWSHIPS – CHAPTERS/REGIONAL IDENTIFIERS

Word lockup – Chapters/regional identifiers

Logo lockup – Chapters/regional identifiers

| Word lockup	Logo lockup
Rotary — Rotary Fellowship of Architects	**Rotary** — Adult Learning Rotary Action Group
Rotary — Rotary Fellowship of Architects **Japan**	**Rotary** — Adult Learning Rotary Action Group **Japan**
Rotary — Rotary Fellowship of Architects **Australia**	**Rotary** — Adult Learning Rotary Action Group **United Kingdom**
Rotary — Rotary Fellowship of Architects **United Kingdom**	**Rotary** — Adult Learning Rotary Action Group **Australia**
Rotary — Rotary Fellowship of Architects **Canada**	**Rotary** — Adult Learning Rotary Action Group **Canada**

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 LAYOUT EXAMPLES
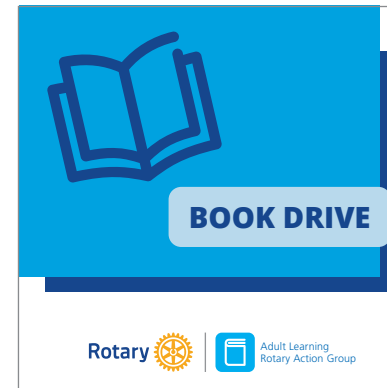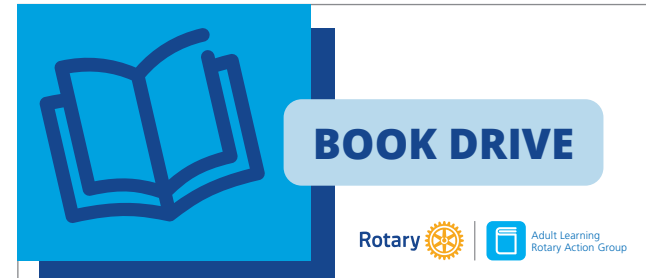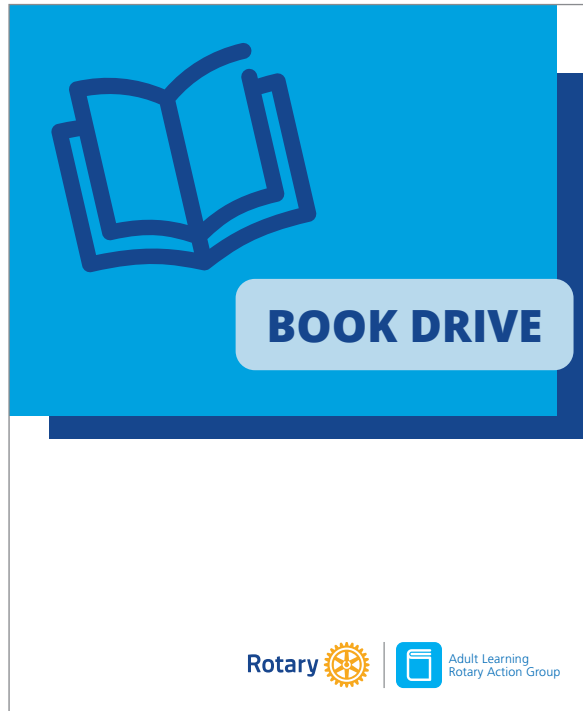
Logos:
Rotary Programs
Lockups for
Rotary Youth Exchange

Lockups are used to show a relationship between Rotary and Rotary Youth Exchange. The lockup combines the district or mulitdistrict 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.
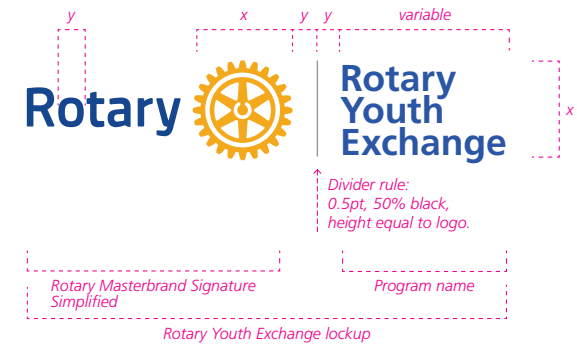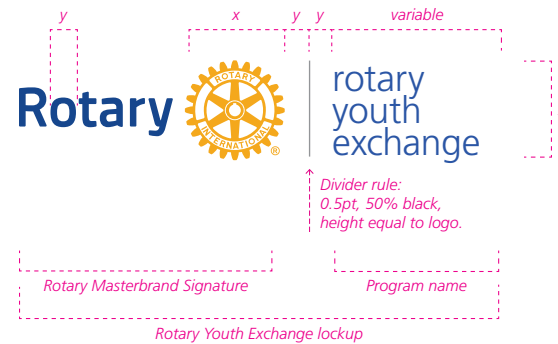
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

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.
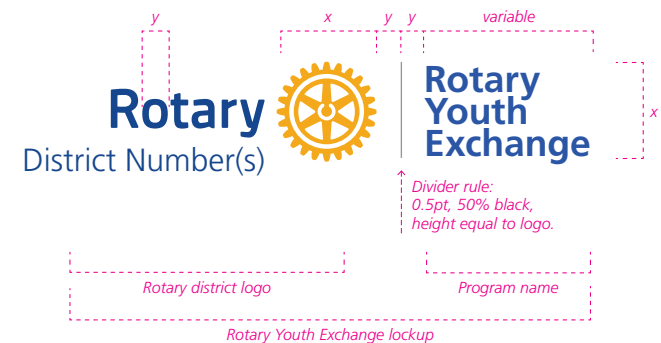
Find templates for creating your own lockup in the Brand Center: **rotary.org/brandcenter**.

ROTARY YOUTH EXCHANGE

Lockup construction – For staff use

y   x   y y   variable

Rotary

rotary
youth
exchange

x

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary Masterbrand Signature   Program name

Rotary Youth Exchange lockup

y   x   y y   variable

Rotary

**Rotary
Youth
Exchange**

x

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary Masterbrand Signature
Simplified   Program name

Rotary Youth Exchange lockup

Lockup construction – For district use

y   x   y y   variable

Rotary
District Number(s)

rotary
youth
exchange

x

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary district logo   Program name

Rotary Youth Exchange lockup

y   x   y y   variable

Rotary
District Number(s)

**Rotary
Youth
Exchange**

x

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary district logo   Program name

Rotary Youth Exchange lockup

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 or the Mark of Excellence.

The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). 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.
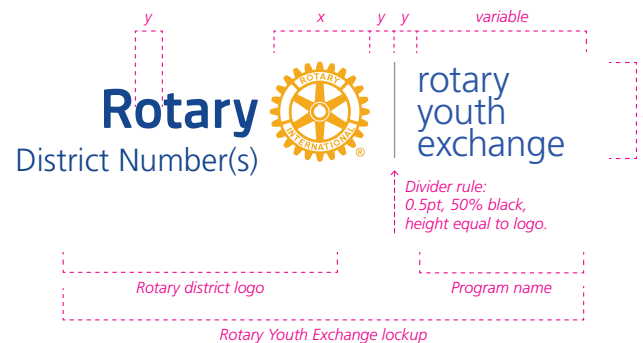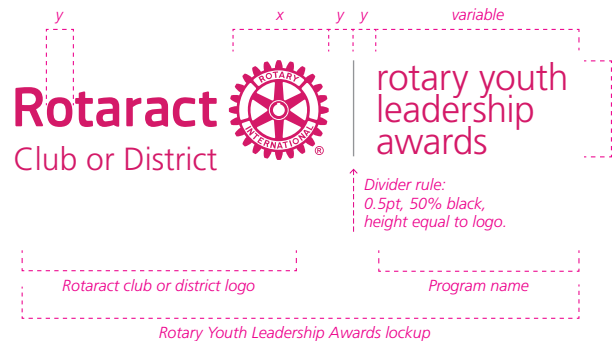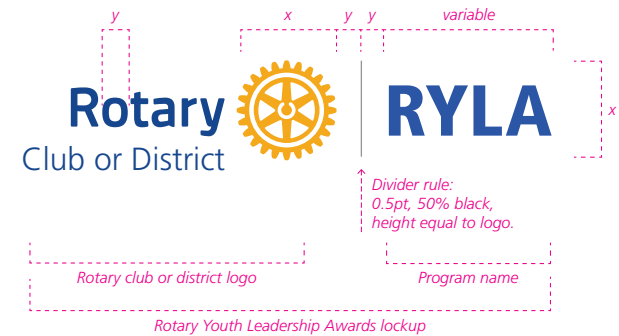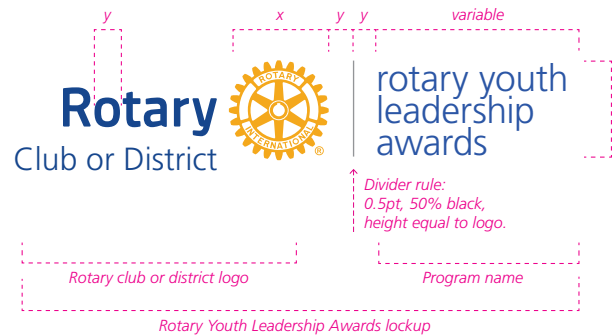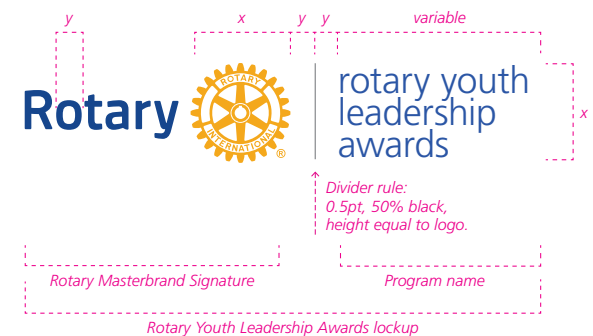
Find templates for creating your own lockup in the Brand Center: **rotary.org/brandcenter**.

ROTARY YOUTH LEADERSHIP AWARDS

Lockup construction – For clubs and districts

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary club or district logo

Program name

Rotary Youth Leadership Awards lockup

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary club or district logo

Program name

Rotary Youth Leadership Awards lockup

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotaract club or district logo

Program name

Rotary Youth Leadership Awards lockup

Lockup construction – For staff use

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary Masterbrand Signature

Program name

Rotary Youth Leadership Awards lockup

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 or the Mark of Excellence.
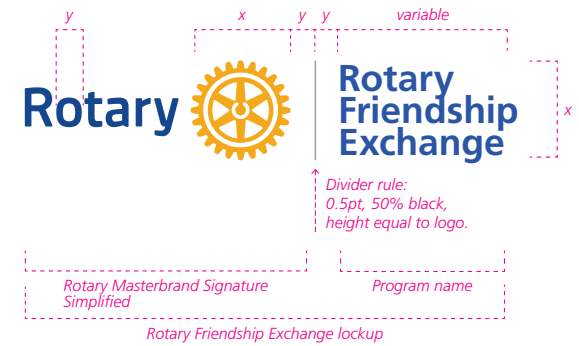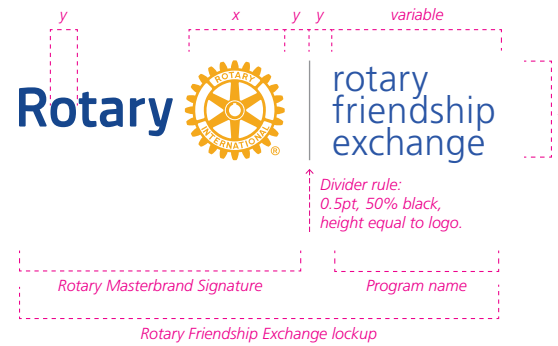
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

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.
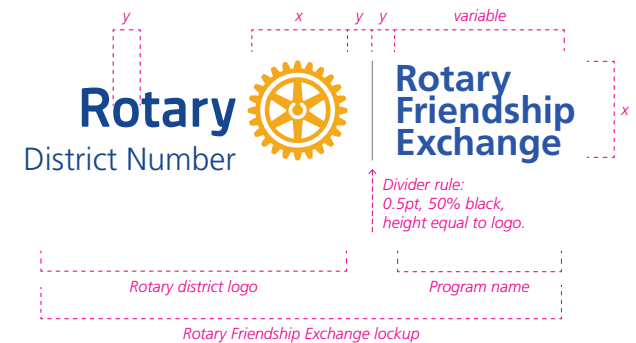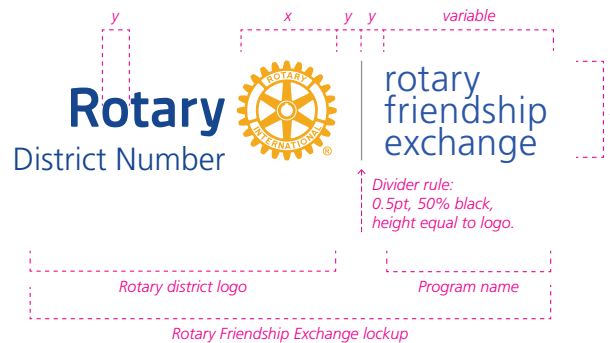
Find templates for creating your own lockup in the Brand Center: **rotary.org/brandcenter**.

ROTARY FRIENDSHIP EXCHANGE

Lockup construction – For staff use

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary Masterbrand Signature

Program name

Rotary Friendship Exchange lockup

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary Masterbrand Signature
Simplified

Program name

Rotary Friendship Exchange lockup

Lockup construction – For district use

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary district logo

Program name

Rotary Friendship Exchange lockup

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary district logo

Program name

Rotary Friendship Exchange lockup

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 or the Mark of Excellence.

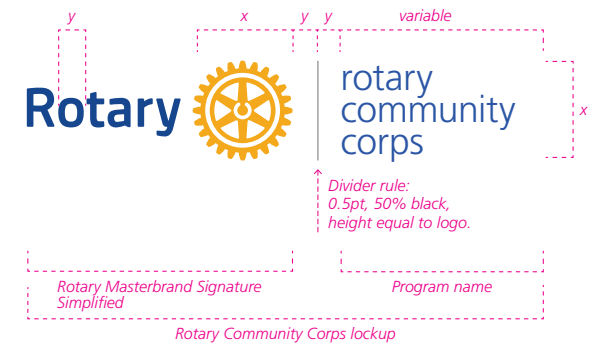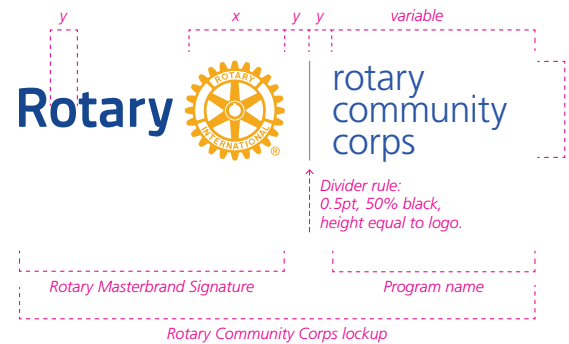See acceptable alternative lockups in the examples to the right.

The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). 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.
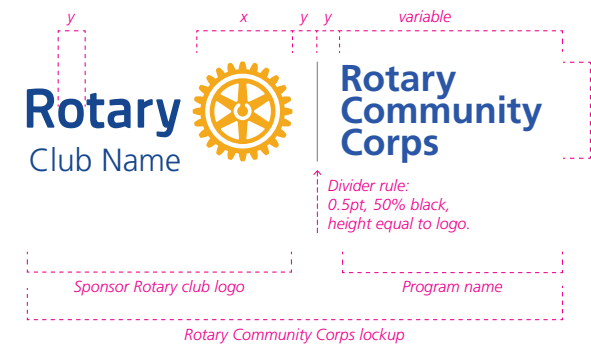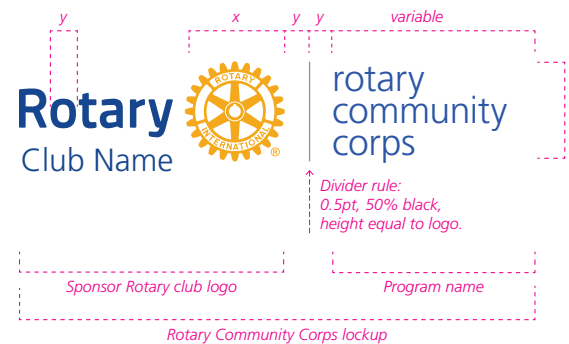
Find templates for creating your own lockup in the Brand Center:
rotary.org/brandcenter.

ROTARY COMMUNITY CORPS

Lockup construction – For staff use

Divider rule:
0.5pt, 50% black,
height equal to logo.
Rotary Masterbrand Signature   *Program name*
Rotary Community Corps lockup

Divider rule:
0.5pt, 50% black,
height equal to logo.
Rotary Masterbrand Signature Simplified   *Program name*
Rotary Community Corps lockup

Lockup construction – For club use

Divider rule:
0.5pt, 50% black,
height equal to logo.
Sponsor Rotary club logo   *Program name*
Rotary Community Corps lockup

Divider rule:
0.5pt, 50% black,
height equal to logo.
Sponsor Rotary club logo   *Program name*
Rotary Community Corps lockup

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 or the Mark of Excellence.
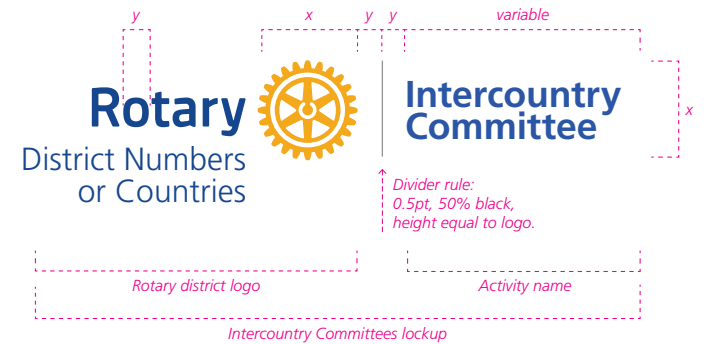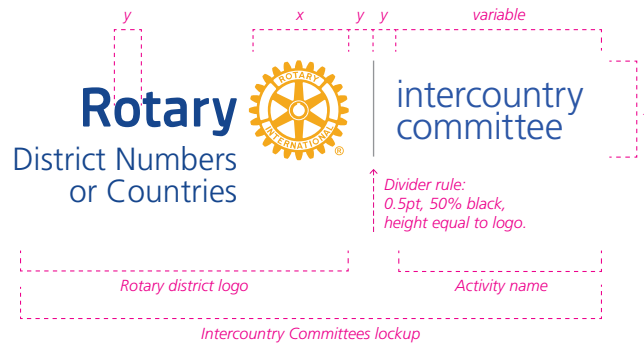
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

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 in the Brand Center: **rotary.org/brandcenter**.

INTERCOUNTRY COMMITTEES

Lockup construction – For clubs and regions

Intercountry Committees lockup

Intercountry Committees lockup

Examples

Logos:
Rotary Programs
Lockups for
Project Fairs

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Lockups are used to show a relationship between Rotary districts 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 pages 19-20). 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.
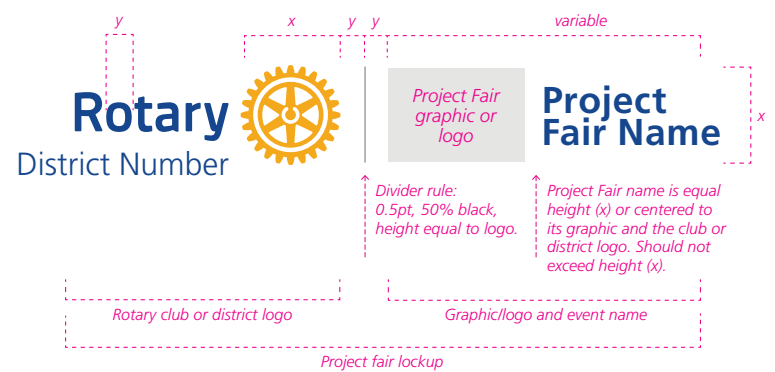
Find templates for creating your own lockup in the Brand Center: **rotary.org/brandcenter**.

PROJECT FAIRS

Word lockup construction – For district use
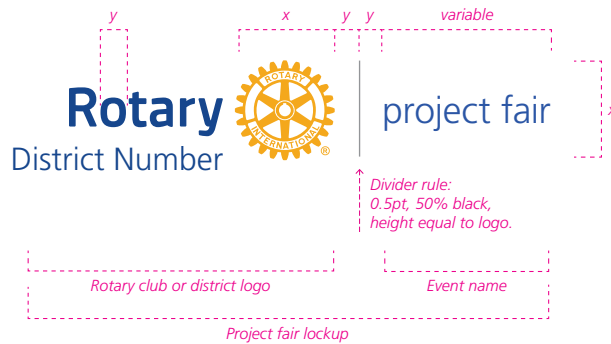
Logo/graphic with text lockup construction – For district use

Word lockup examples

Logo/graphic with text lockup examples

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 recipients.

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 or the Mark of Excellence.
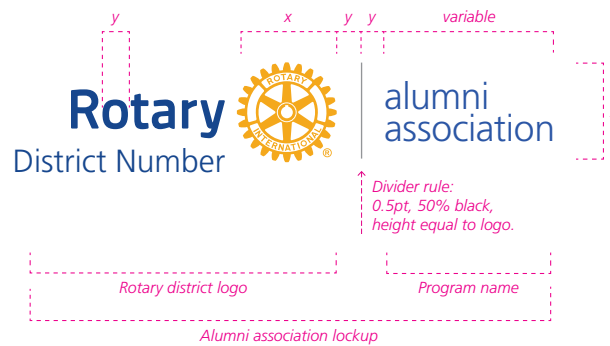
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

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 in the Brand Center: **rotary.org/brandcenter**.
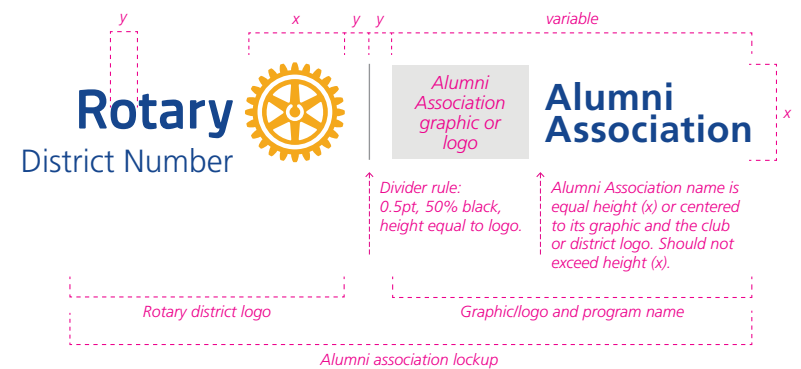
ALUMNI ASSOCIATIONS

Lockup construction

Divider rule: 0.5pt, 50% black, height equal to logo.

Rotary district logo

Program name

Alumni association lockup

Logo/graphic with text lockup construction

Divider rule: 0.5pt, 50% black, height equal to logo.

Alumni Association name is equal height (x) or centered to its graphic and the club or district logo. Should not exceed height (x).

Rotary district logo

Graphic/logo and program name

Alumni association lockup

Word lockup example

Logo/graphic with text lockup example

Logos:
Rotary Programs
Lockups for Rotex Alumni Associations

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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 or the Mark of Excellence.

The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold.
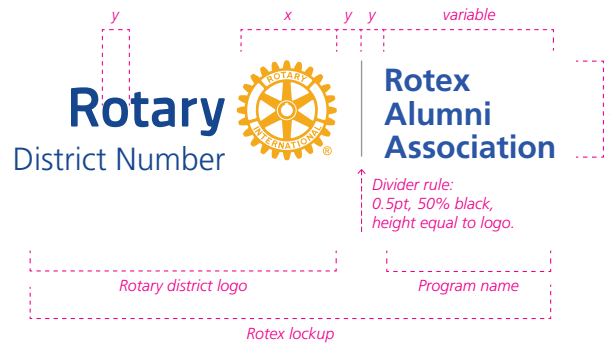
The word "Rotex" should not appear in all caps, however the "R" should be capitalized.

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.
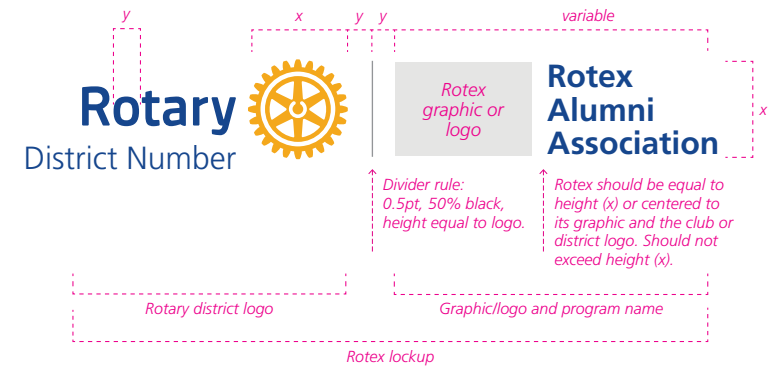
Find templates for creating your own lockup in the Brand Center:
rotary.org/brandcenter.

ROTEX ALUMNI ASSOCIATIONS

Word lockup construction

Divider rule: 0.5pt, 50% black, height equal to logo.

Rotary district logo

Program name

Rotex lockup

Logo/graphic with text lockup construction

Divider rule: 0.5pt, 50% black, height equal to logo.

Rotex should be equal to height (x) or centered to its graphic and the club or district logo. Should not exceed height (x).

Rotary district logo

Graphic/logo and program name

Rotex lockup

Word lockup example

Logo/graphic with text lockup example

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 need to 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 abbreviation 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

Rotaract
MDIO [Name]

Rotaract
MDIO [Name]

MDIO logo – ABOVE and BELOW

[Name]
Rotaract
MDIO

[Name]
Rotaract
MDIO

MDIO logo – ABOVE

MDIO [Name]
Rotaract

MDIO [Name]
Rotaract

Examples

Big West
Rotaract
MDIO

Rotaract
Philipinas Multidistrict
Information Organization

MDIO France
Rotaract

Logos:
Rotary Programs
Lockups for
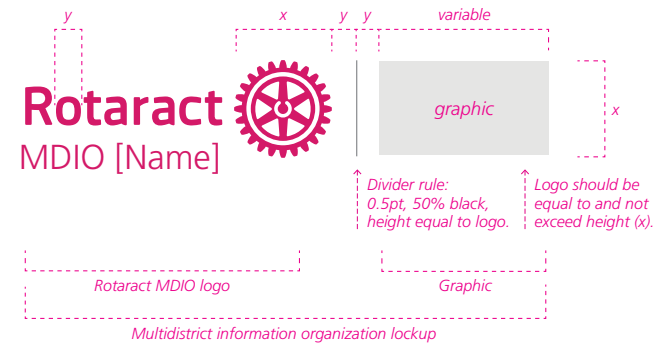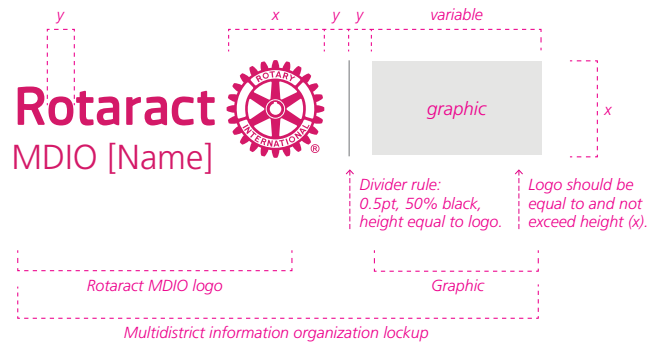## Rotaract Multidistrict
Information Organizations

Use a lockup if you have a graphic associated with your MDIO. Use 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 Rotaract logos.

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

ROTARACT MULTIDISTRICT INFORMATION ORGANIZATIONS

Lockup construction

Rotaract
MDIO [Name]

graphic

Divider rule: 0.5pt, 50% black, height equal to logo.

Logo should be equal to and not exceed height (x).

Rotaract MDIO logo

Graphic

Multidistrict information organization lockup

Rotaract
MDIO [Name]

graphic

Divider rule: 0.5pt, 50% black, height equal to logo.

Logo should be equal to and not exceed height (x).

Rotaract MDIO logo

Graphic

Multidistrict information organization lockup

Examples

Brazil
Rotaract
Multidistrict Information
Organization

MDIO France
Rotaract

LOGOS:
ROTARY
PARTNERS

Logos:
Rotary Partners
Lockups for
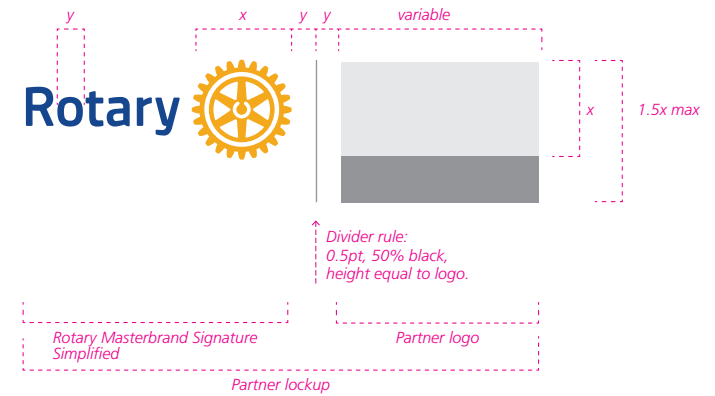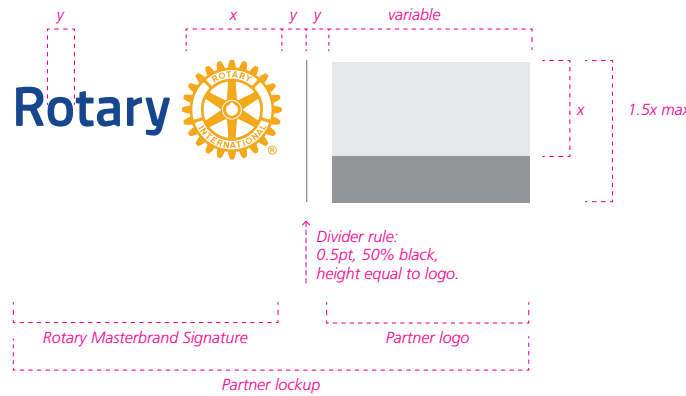Partners

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 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

y   x   y y   variable

x   1.5x max

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary Masterbrand Signature

Partner logo

Partner lockup

y   x   y y   variable

x   1.5x max

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary Masterbrand Signature
Simplified

Partner logo

Partner lockup

Examples

FOR STAFF USE ONLY

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 these visual guidelines.

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 INTERNATIONAL AND TOASTMASTERS

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.

The space between the logos should be at least the width of one club logo (find examples on the 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

Rotary
Club of Evanston

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

TOASTMASTERS
INTERNATIONAL

Rotary
Club of Evanston

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

TOASTMASTERS
INTERNATIONAL

Masterbrand Signature Simplified with either Toastmasters logo

Rotary
Club of Evanston

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

TOASTMASTERS
INTERNATIONAL

Rotaract
University of Chicago

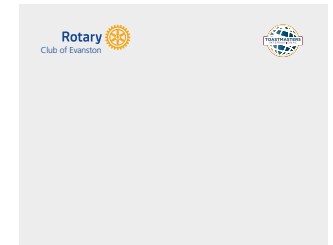The space between the logos should be
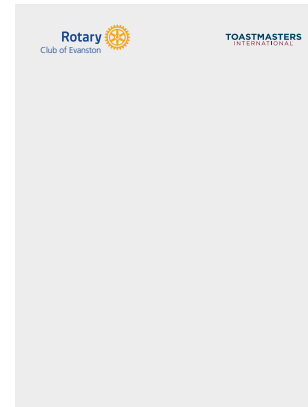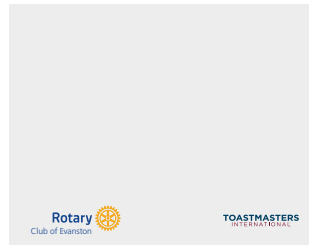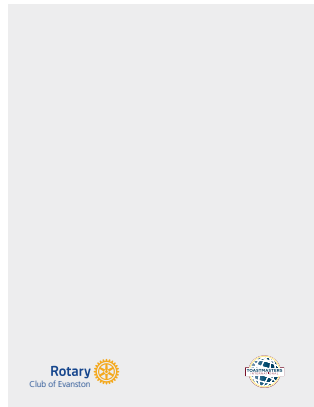at least the width of one club logo.

TOASTMASTERS
INTERNATIONAL

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 these visual guidelines.

The two logos shown opposite are for use only by Rotary International and ShelterBox on materials promoting joint initiatives.
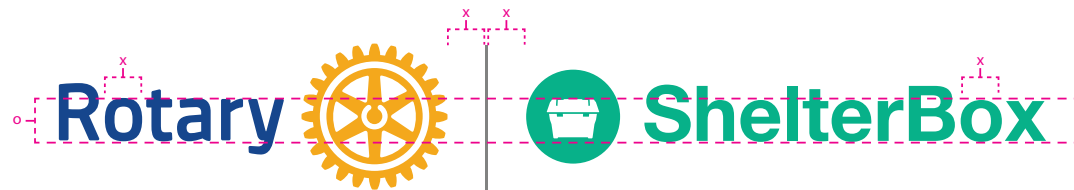
Clubs, districts, and zones should use the lockups shown on page 61.

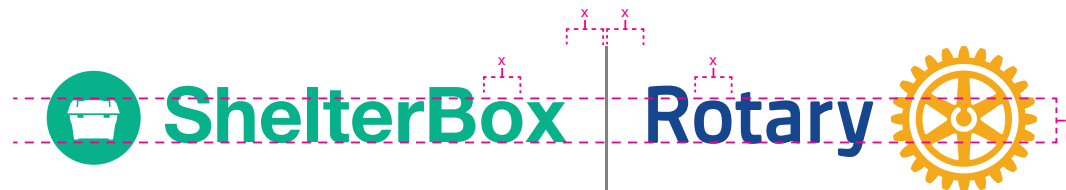Regional affiliates of ShelterBox should use the logos shown on page 59.

Use the Rotary Masterbrand Signature Simplified on all communications.

SHELTERBOX

Rotary lockup construction – For use by Rotary

ShelterBox lockup construction – For use by ShelterBox

Rotary lockup example – For use by Rotary

ShelterBox lockup example – For use by ShelterBox

FOR STAFF USE ONLY

Rotary and ShelterBox have approved these visual guidelines.

The two logos shown opposite are for use only by Rotary International and ShelterBox on materials promoting joint initiatives.
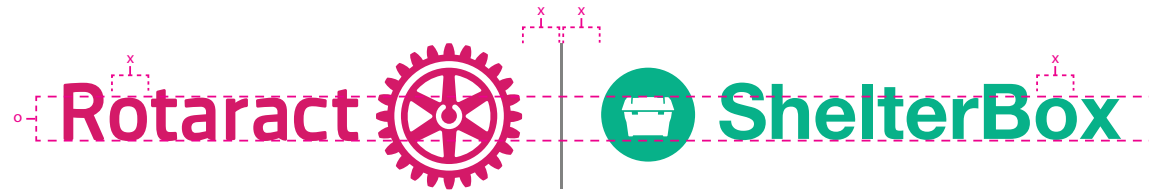
Clubs, districts, and zones should use the lockups shown on page 62.

Regional affiliates of ShelterBox should use the logos shown on page 59.
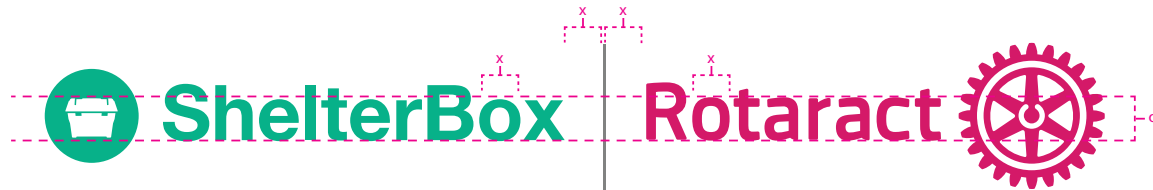
Use the Rotaract Masterbrand Signature Simplified on all communications.

SHELTERBOX – ROTARACT

Rotaract lockup construction – For use by Rotary

ShelterBox lockup construction – For use by ShelterBox

Rotaract lockup example – For use by Rotary

ShelterBox lockup example – For use by ShelterBox

Logos:
Rotary Partners
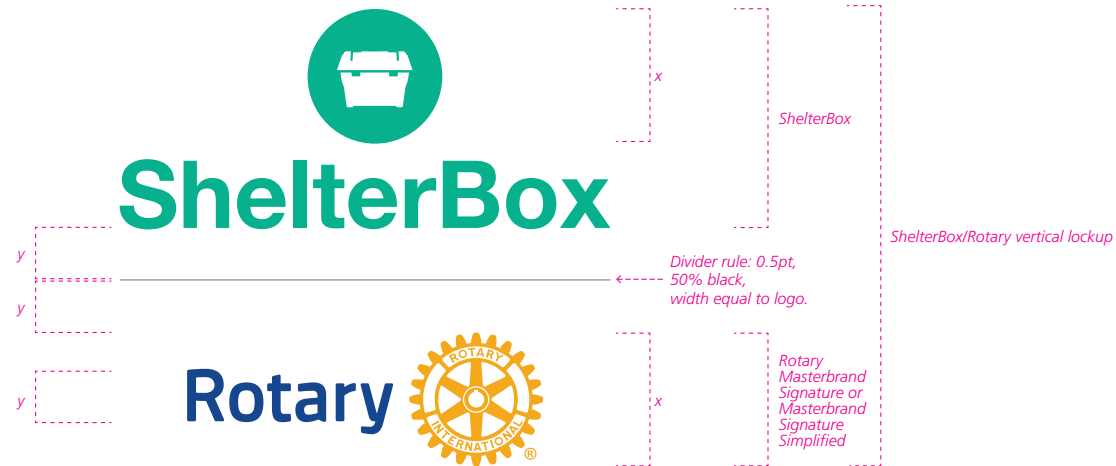ShelterBox –
Relief Supplies

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

Rotary's MasterBrand Signature or
Masterbrand Signature Simplified
can't be altered in any way. The
wheel and the wordmark must always
appear together. Neither logo should
visually overpower the other.

The vertical logo lockup can be used
only 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

x

ShelterBox

ShelterBox/Rotary vertical lockup

Divider rule: 0.5pt,
50% black,
width equal to logo.

y

y

y

x

Rotary
Masterbrand
Signature or
Masterbrand
Signature
Simplified

Examples

Placement is also
recommended on
either end of the box.

Logos:
Rotary Partners
ShelterBox
Regional Affiliates

ROTARY BRAND BOOK:
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When a regional affiliate of ShelterBox is fundraising in general, it should not use the lockup (page 61). Instead, it should use the regional logo and include Rotary's Masterbrand Signature or Masterbrand Signature Simplified somewhere on the materials to show its 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, write to **rotary.service@rotary.org.** Changes to the disclaimer must be agreed upon by both Rotary and ShelterBox.
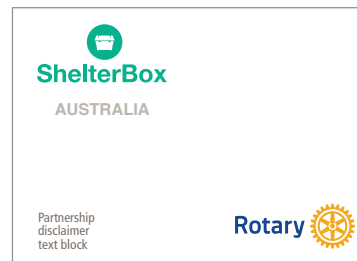
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

SHELTERBOX – REGIONAL AFFILIATES

ShelterBox affiliate logo (example)

ShelterBox
AUSTRALIA

Logo placement examples for affiliates

Logos:
Rotary Partners
ShelterBox
Philippines

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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 lock up their logo with ShelterBox Philippines. See the 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, write to **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.
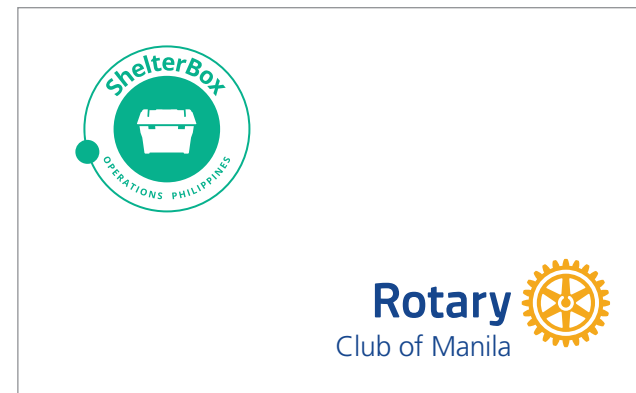
SHELTERBOX – PHILIPPINES

ShelterBox Philippines logo – for ShelterBox Philippines use only

Logo placement examples for ShelterBox Philippines
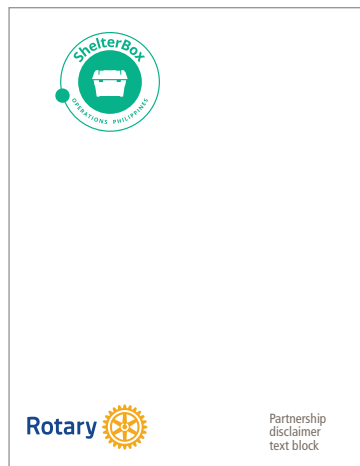
Shelterbox Philippines with Rotary club logo example (There is no approved lockup.)

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

A club, district, or zone may lock up 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 lock up their logo with a club or district logo for fundraising purposes.

Clubs, districts, and zones must include the following disclaimer on materials using the ShelterBox lockup:
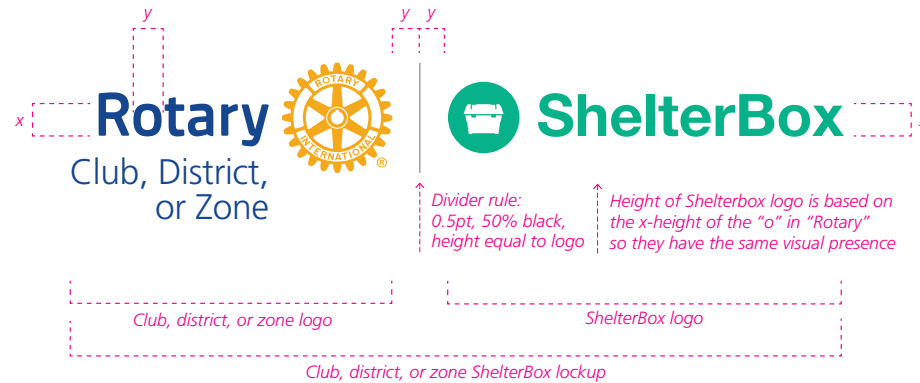
ShelterBox is a not-for-profit, independent of Rotary International and The Rotary Foundation.

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, write to **rotary.service@rotary.org**. Changes to the disclaimer must be agreed upon by both Rotary and ShelterBox.
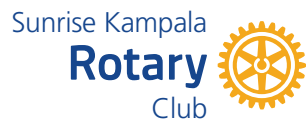
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

SHELTERBOX – CLUB, DISTRICT, AND ZONE LOCKUPS

Lockup construction

Divider rule: 0.5pt, 50% black, height equal to logo

Height of Shelterbox logo is based on the x-height of the "o" in "Rotary" so they have the same visual presence

Club, district, or zone logo

ShelterBox logo

Club, district, or zone ShelterBox lockup

Examples

Logos:
Rotary Partners
ShelterBox Lockups for Rotaract Clubs and Districts

A Rotaract club or district may lock up 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 lock up their logo with a Rotaract club or district logo for fundraising purposes.

Clubs or districts must include the following disclaimer on materials using the ShelterBox lockup:
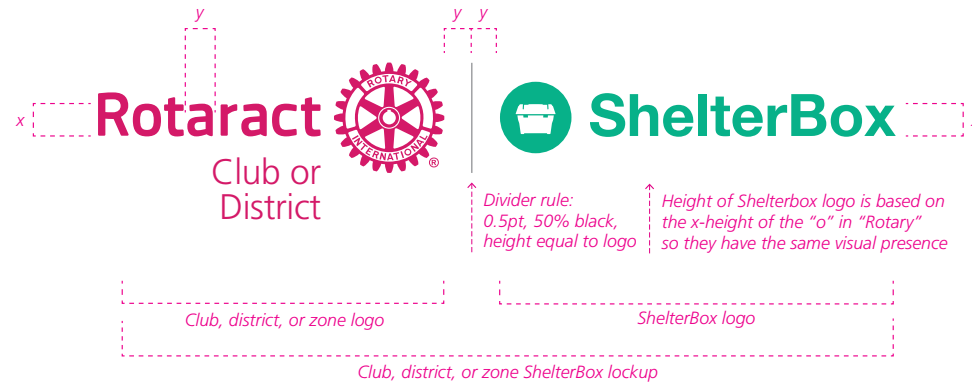
ShelterBox is a not-for-profit, independent of Rotary International and The Rotary Foundation.

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, write to **rotary.service@rotary.org**. Changes to the disclaimer must be agreed upon by both Rotary and ShelterBox.
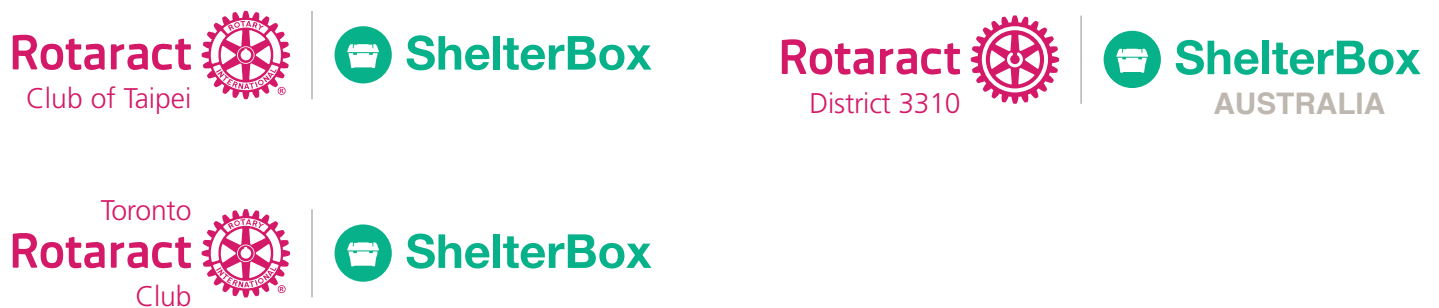
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

SHELTERBOX – ROTARACT CLUB AND DISTRICT LOCKUPS

Lockup construction

Divider rule: 0.5pt, 50% black, height equal to logo

Height of Shelterbox logo is based on the x-height of the "o" in "Rotary" so they have the same visual presence

Club, district, or zone logo

ShelterBox logo

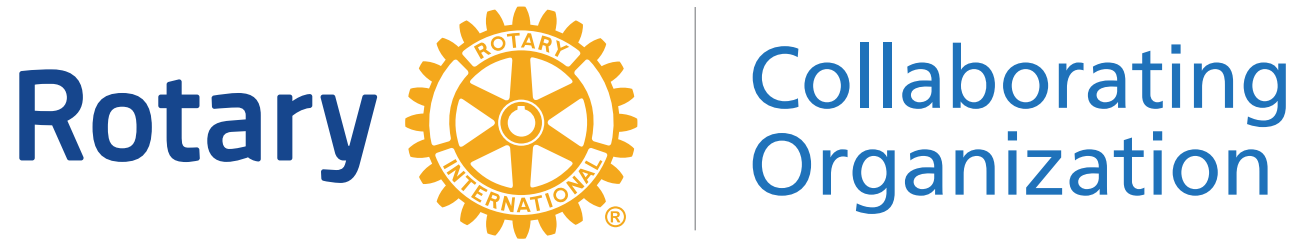Club, district, or zone ShelterBox lockup

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.

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)

Rotary | Collaborating Organization

Additional language versions

DE-DE
Rotary | Kollaborierende Organisation

EN-UK
Rotary | Collaborating Organisation

ES-XL
Rotary | Organización colaboradora

FR-FR
Rotary | Organisation associée

IT-IT
Rotary | Organizzazione collaborante

JA-JP
Rotary | コラボレーション団体

KO-KR
Rotary | 협력단체

PT-BR
Rotary | Organização colaboradora

Logos:
Rotary Partners
Collaborating
Organizations

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The lockup combines the Rotary Masterbrand Signature or the Masterbrand Signature Simplified on the left with the words "Collaborating Organization" to the right of the vertical line.

Although these organizations can't lock up their logo with our Masterbrand Signature, they can use the collaborating organizations logo shown here to identify their relationship to Rotary.

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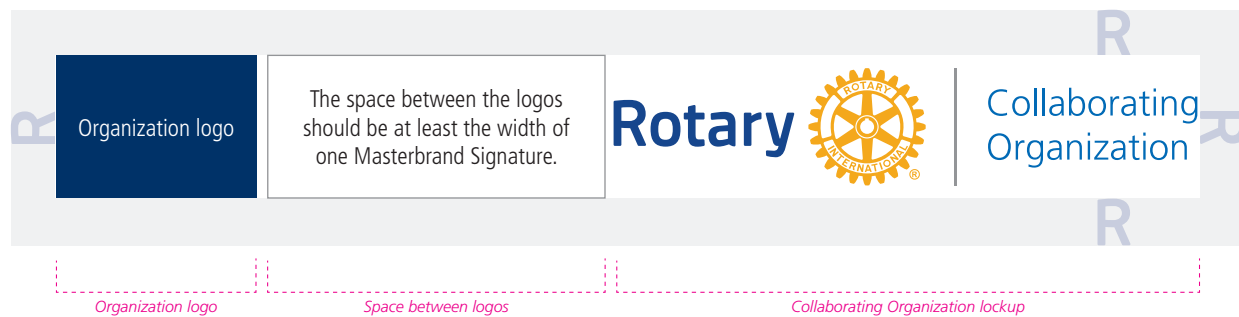
Learn more about becoming a collaborating organization at **rotary.org/en/collaborating-organizations**.

COLLABORATING ORGANIZATIONS

Lockup construction
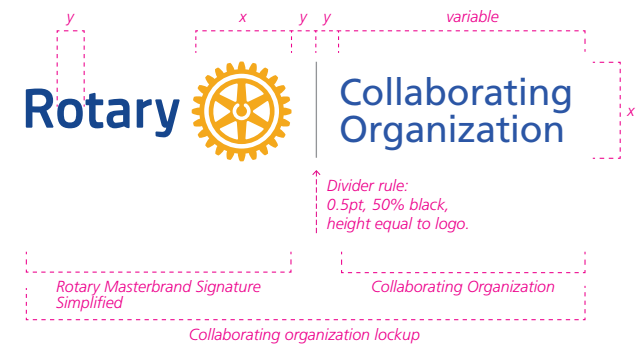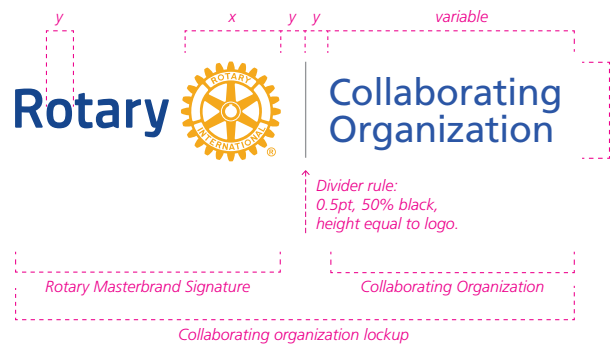
Space between logos and clear space

Logos:
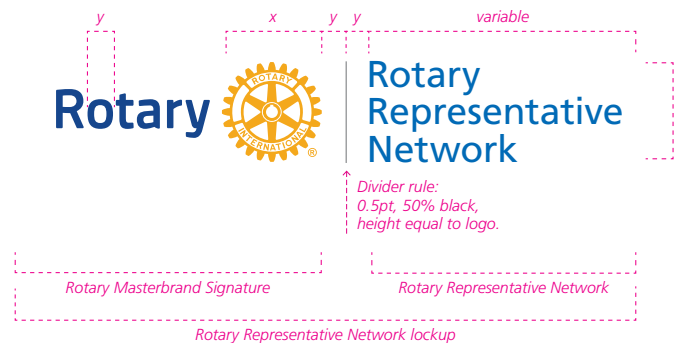## Rotary Partners
Rotary
Representative
Network

The Rotary Representative Network is a group of leaders that represent Rotary and serve as unofficial ambassadors to United Nations agencies and key international organizations. As of May 2021, this group is allowed to use only the Rotary Masterbrand Signature in a lockup with the words "Rotary Representative Network" to communicate to members and the public about its work.

ROTARY REPRESENTATIVE NETWORK

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

Lockup construction

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotary Masterbrand Signature

Rotary Representative Network

Rotary Representative Network lockup

LOGOS:
THE ROTARY FOUNDATION

Logos:
The Rotary Foundation
The Rotary Foundation
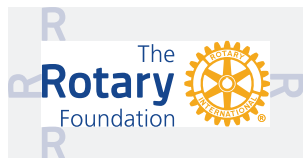Masterbrand Signature

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 any way. 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 15-18.

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

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FOR STAFF USE ONLY

Staff should use the Arch Klumph 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.

ARCH KLUMPH SOCIETY LOGO AND LOCKUP

Rotary Royal Blue and Silver (full color)

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

Alternate colors

100% black and 50% 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)

Alternate colors

100% black and 50% black

100% white (for dark backgrounds)

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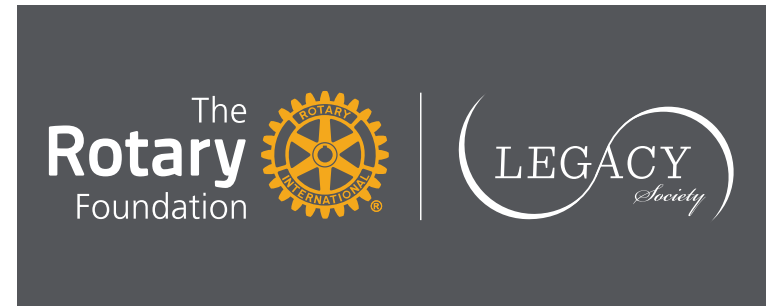
100% black

Logos:
The Rotary Foundation
Paul Harris Society

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FOR STAFF USE ONLY

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

PAUL HARRIS SOCIETY – PIN

Paul Harris Society logo – Rotary Royal Blue (full color)

Paul Harris pin

Logos:
The Rotary Foundation
Paul Harris Society

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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.

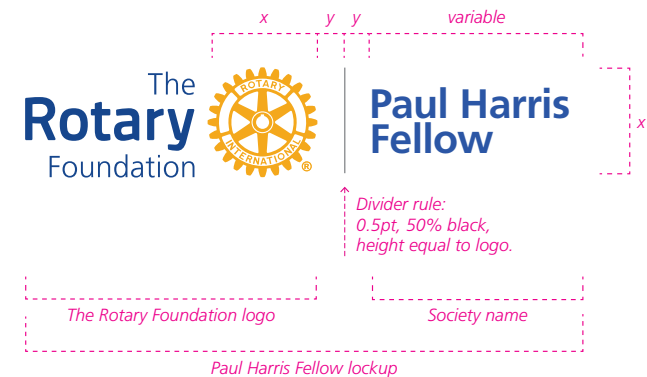**PAUL HARRIS SOCIETY – TEXT AND LOCKUPS**

Text options

Paul Harris Society

PAUL HARRIS SOCIETY

Lockups

Lockup construction
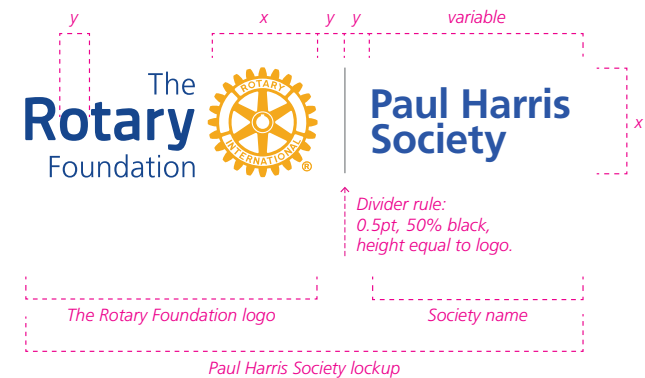
The Rotary Foundation | Paul Harris Society

The Rotary Foundation | PAUL HARRIS SOCIETY

y   *x*   *y* *y*   *variable*

The Rotary Foundation | Paul Harris Society   *x*

Divider rule:
0.5pt, 50% black,
height equal to logo.

The Rotary Foundation logo   *Society name*

Paul Harris Society lockup

Logos:
The Rotary Foundation
Paul Harris Fellow

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FOR STAFF USE ONLY

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

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

Lockups

The **Rotary** Foundation | **Paul Harris Fellow**

The **Rotary** Foundation | **PAUL HARRIS FELLOW**

Lockup construction

x   y y   variable

The **Rotary** Foundation | **Paul Harris Fellow**

x

*Divider rule:
0.5pt, 50% black,
height equal to logo.*

The Rotary Foundation logo   *Society name*

Paul Harris Fellow lockup

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 (find examples on the 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)

Alternate colors

100% black

100% white (for dark backgrounds)

100% black and 100% white (for dark backgrounds)
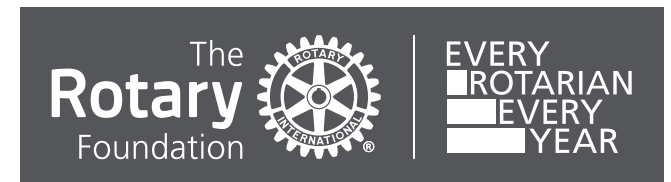
Logos:
The Rotary Foundation
Every Rotarian, Every Year

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

EVERY ROTARIAN EVERY YEAR

The Rotary Foundation

HELP THE ROTARY FOUNDATION RESPOND TO DISASTERS

Rotarians around the world are coming together to find solutions to disasters like the COVID-19 pandemic, but we need your help to fund these initiatives. Your donations to The Rotary Foundation can help Rotary clubs respond to needs both in their local communities and around the globe.

GIVE TODAY: rotary.org/donate

EVERY ROTARIAN EVERY YEAR

The Rotary Foundation

EMPOWER THROUGH EDUCATION

Rotarians are creating community-driven, sustainable projects to improve access to quality education around the world. Your gift to The Rotary Foundation's Annual Fund supports these projects to inspire learning at all ages.

GIVE TODAY: rotary.org/donate

EVERY ROTARIAN EVERY YEAR

The Rotary Foundation

HELP THE ROTARY FOUNDATION FIGHT DISEASE

Your donation to our Annual Fund supports Rotary members around the world combating diseases like COVID-19, malaria, AIDS, diabetes, and polio. Your gift can also help prevent disease through health education and routine medical care.

GIVE TODAY: rotary.org/donate

Logos:
The Rotary Foundation
Peace Program

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FOR STAFF USE ONLY

Staff should use the peace logo when communicating with donors, members, and canditidates about the peace 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 peace 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 (find examples on the 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

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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

The Rotary Foundation

Supporting Peace: A Rotary Foundation Celebration

Date
Time

Location
Address
Address

Host
Host Name

Featured Speaker
Speaker Name
Speaker affiliation

By invitation only/Cocktail attire

Please RSVP by (Day Month Year) via Gre

For additional information, please contact Contact Name, contactname@xxxxxx.xxx

Please join us for an update on
Rotary's Community Economic Development Activities

ROTARY PEACE CENTERS
MAKING PEACE A REALITY

The Rotary Foundation

Logos:
The Rotary Foundation
Rotary Peace Center
University Partners
Lockups

The Rotary Peace Center university partners lockups combine the Rotary Masterbrand Signature on the left with the peace logo and affiliated university logo to the right of the vertical line. When you promote a specific peace center, use the lockups on this page. If you're promoting the peace centers program in general, use the peace logo on page 75.

Note that the Masterbrand Signature lockup with the peace logo shouldn't be used without the university logo.

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

ROTARY PEACE CENTER LOCKUPS

Logos:
The Rotary Foundation
Lockups for
Associate Foundations

ROTARY BRAND BOOK:
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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 30 and 67 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 have a other fonts and colors in your unique logo to the right of the line.

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

ASSOCIATE FOUNDATIONS

Word lockup construction

Divider rule:
0.5pt, 50% black,
height equal to logo.

Associate foundation name
is equal height (x) or centered
on the Foundation logo. It
should not exceed height (x).

Foundation logo

Associate Foundation name

Associate Foundation lockup

Logo/graphic with text lockup construction

Divider rule:
0.5pt, 50% black,
height equal to logo.

Associate foundation name
is equal height (x) or centered
to its graphic and the Foundation
logo. It should not exceed height (x).

Foundation logo

Associate Foundation name

Associate Foundation lockup

Word lockup examples

Logo/graphic with text lockup examples

Logos:
The Rotary Foundation
Lockups for
Associate Foundations

ROTARY BRAND BOOK:
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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

Philippine Rotary Foundation

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 a 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 15-18.

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

Clear space is the space surrounding the End Polio Now logo that needs to remain empty. It is equal to the height of the capital "P" in "POLIO."

END POLIO NOW – PRIMARY LOGO

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

One color

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

100% black

Layout examples – For clubs, districts, and zones

Flyer

Postcard

ROTARY CLUB OF EVANSTON

Logos:
Promotions & Events
End Polio Now

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The secondary logo offers event organizers more flexibility for their promotional materials.

The colors of the logo should not be changed. For more details regarding our color palette, see pages 15-18.

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

You can also use the secondary logo within a lockup. See page 84 for club, district, and zone instructions.

END POLIO NOW – SECONDARY LOGO
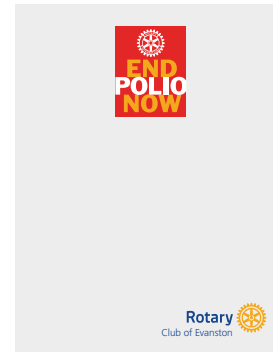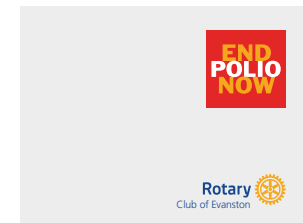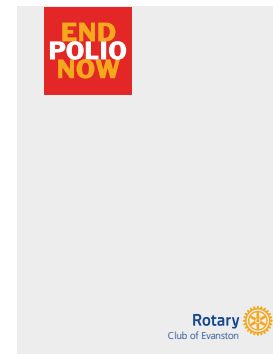
Cardinal, Rotary Gold, and 100% white (full color)

Clear space is the space surrounding the End Polio Now logo that needs to remain empty. It is equal to the height of the capital "P" in "POLIO."

One color

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

100% black

Layout examples – For clubs, districts, and zones

Flyer

Postcard

Logos:
Promotions & Events
End Polio Now Lockups

FOR STAFF USE ONLY

Staff should use the logo lockup in a layout to represent Rotary and the End Polio Now effort. The logo lockup should only include the the Masterbrand Signature Simplified and the End Polio Now secondary logo so as not to repeat the wheel.

END POLIO NOW – LOGO LOCKUP – FOR STAFF USE ONLY

Masterbrand Signature Simplified
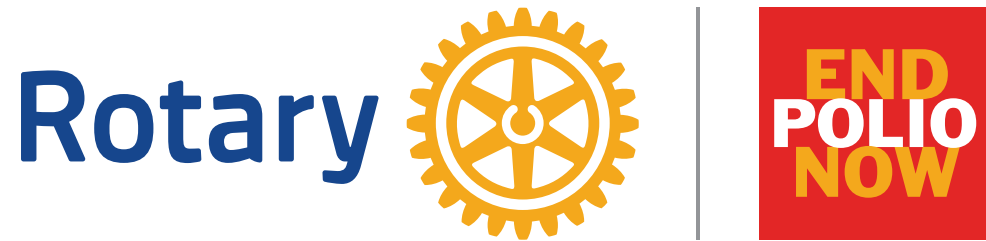
One color

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

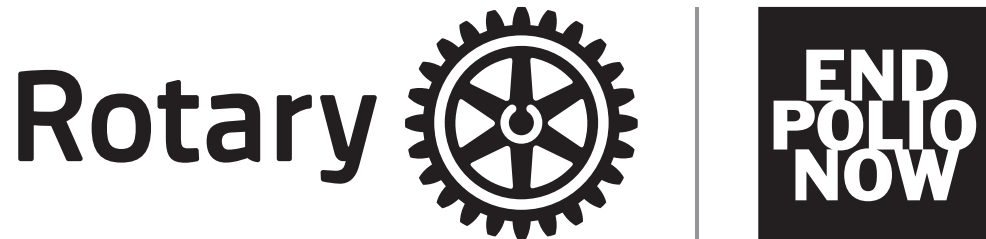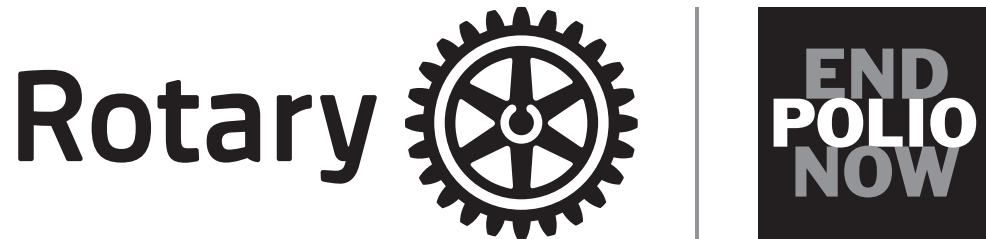The space of the "R" in "Rotary" around the logo should be kept clear.

Logos:
Promotions & Events
End Polio Now Lockups for Clubs, Districts, and Zones

Use the logo lockup in a layout to represent a club, district, or zone affiliation to the End Polio Now effort at an event, fundraiser, or in an announcement. The logo lockup should include a club, district, or zone logo in either the Rotary Masterbrand Signature or the Masterbrand Signature Simplified format and the End Polio Now secondary logo so as not to repeat the wheel.

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 in the Brand Center: **rotary.org/brandcenter**.

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

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

Masterbrand Signature

Masterbrand Signature Simplified

One color

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

Layout examples

Flyer
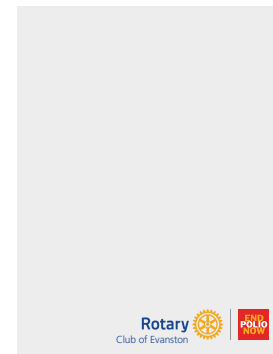
Postcard
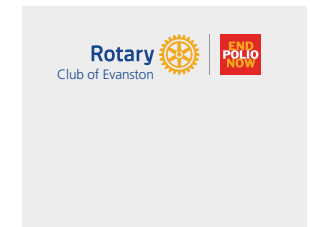
END POLIO NOW – INCORRECT USE

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

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

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 cover the logo or distort it in any way. The entire logo must be visible in the design. Don't put anything within the clear space around the logo. See pages 81-84 for clear space instructions.
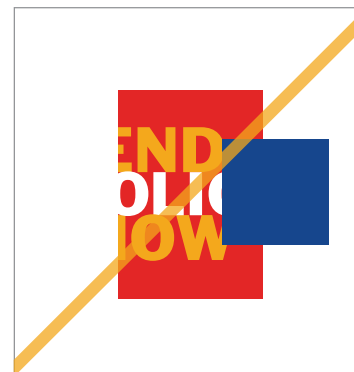
Don't change the colors of the logo.

Logos:
Promotions & Events
People of Action

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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.

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 lock up their logo with People of Action should use the information on the next page.

The People of Action lockups should not altered in any way.

The colors are Rotary signature colors. You can find out more about our palette on pages 15-18.

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

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)

Logos:
Promotions & Events
People of Action –
Club, District, or Zone
Lockup

ROTARY BRAND BOOK:
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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 a 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 in the Brand Center: **rotary.org/brandcenter**.

PEOPLE OF ACTION – CLUB, DISTRICT, OR ZONE LOCKUP

Lockup construction

Divider rule: 0.5pt, 50% black, height equal to logo.

The People of Action small-space version should be the height of inner circle of the wheel.

Rotary club, district, or zone logo

People of Action

People of Action lockup

Examples

Logos:
Promotions & Events
Presidential
Theme

The presidential theme logo must include the theme text, but should not include the Masterbrand Signature or the Mark of Excellence (wheel).

The theme logo should use only 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.
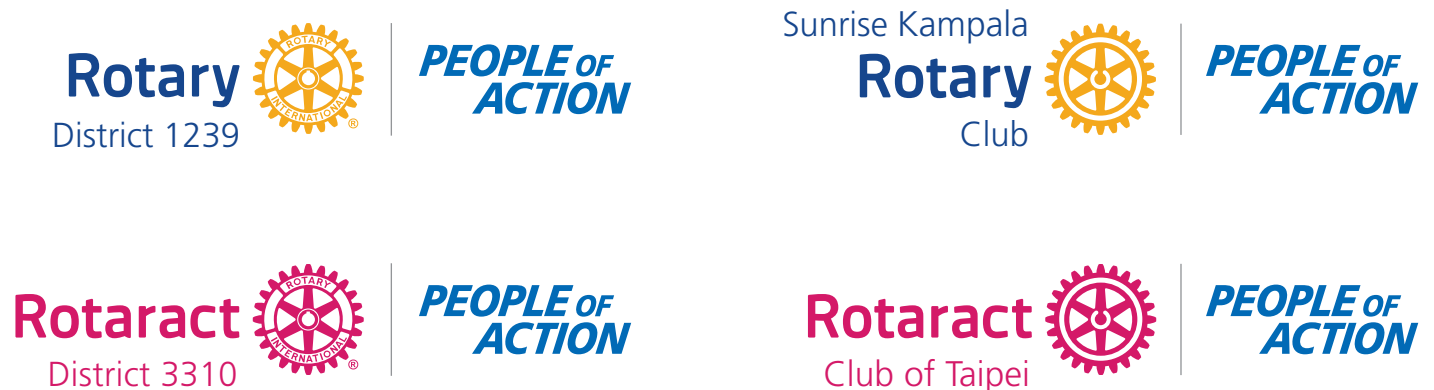
For more details regarding our color palette, see pages 15-18.

THEME PIN
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.
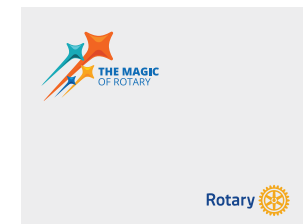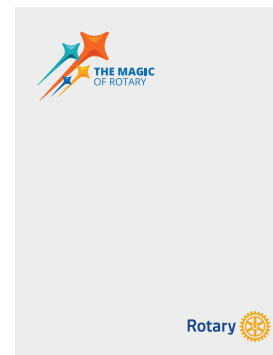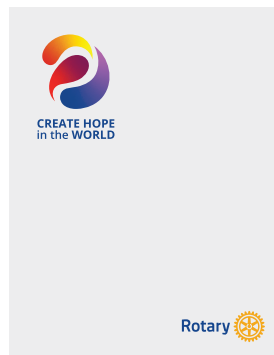
PRESIDENTIAL THEME LOGO – EXAMPLES

2023-24

2024-25

Layout examples – For staff

Logos:
Promotions & Events
Presidential Theme Logo Lockup
for Clubs, Districts, and Zones

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The presidential theme should be treated like all other Rotary Marks. When used by clubs, districts, or zones, it should be locked up your club, district, or zone logo.
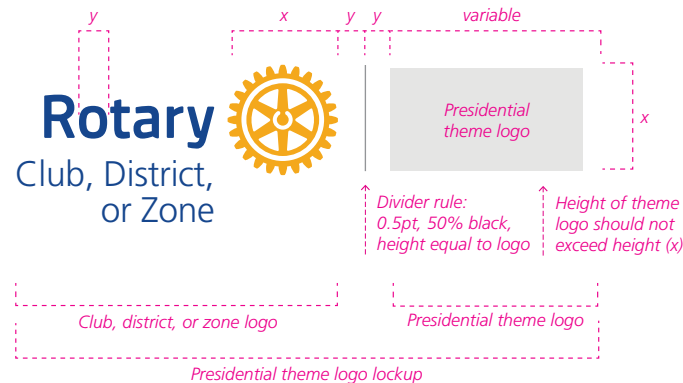
We recommend using the presidential theme on materials and in communications to Rotary members only; it's not intended for the public.

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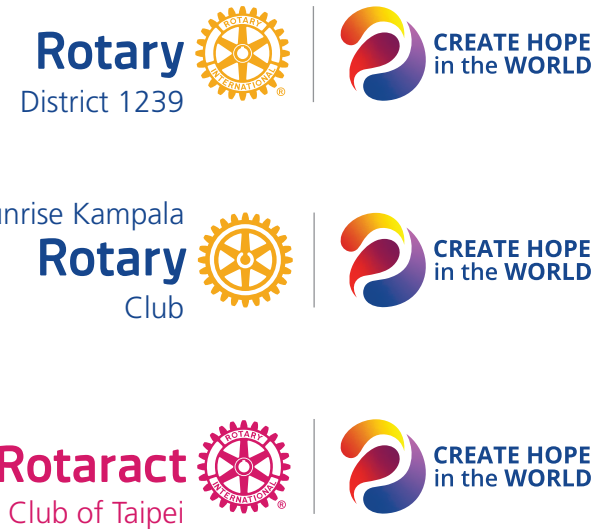
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

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

Lockup construction

Divider rule: 0.5pt, 50% black, height equal to logo

Height of theme logo should not exceed height (x)

Club, district, or zone logo

Presidential theme logo

Presidential theme logo lockup

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
Rotary International
Convention

The Rotary International Convention logo needs to include the convention location and the year it will take place. It should not include the Masterbrand Signature or the Mark of Excellence (wheel). Each logo should be designed for a vertical or horizontal orientation.

The convention logo should use only 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 Signature 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.

Club, districts, and zones can use the convention logo lockup as is and they do not need to incorporate their identifier.
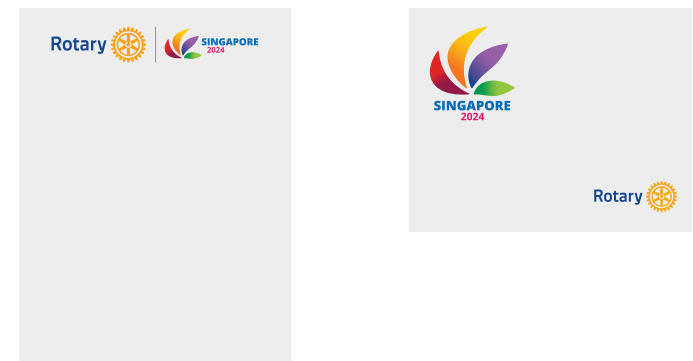
For more details regarding our color palette, see pages 15-18.
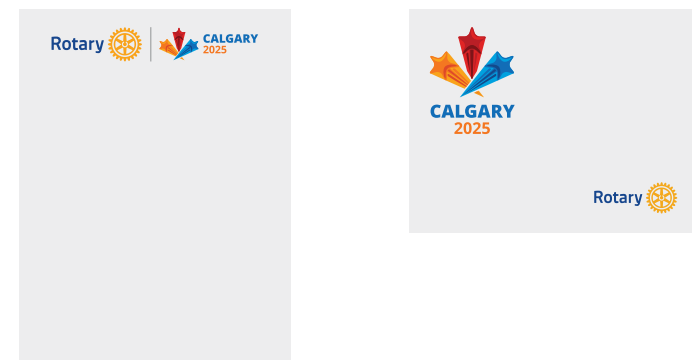
CONVENTION EXAMPLES

Singapore 2024

Calgary 2025

Layout examples – For staff

Layout examples – For staff

LOGOS:
CLUBS, DISTRICTS
& ZONES

Logos:
Clubs, Districts & Zones
Signature System
for Clubs

Clubs can use signature systems to identify themselves on all their 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 club logo in the Brand Center: **rotary.org/brandcenter**.

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.

SIGNATURE SYSTEM – CLUBS

Club logo – BELOW

Club logo – ABOVE and BELOW

Club logo – ABOVE

Examples

Logos:
Clubs, Districts & Zones
Signature System
for Districts and Zones

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Districts and zones can use signature systems to identify themselves on all their 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" (as in 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**.

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.
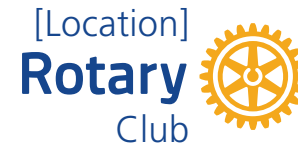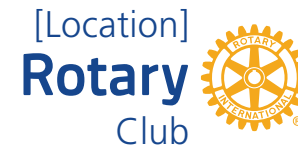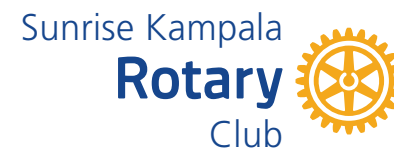
SIGNATURE SYSTEM – DISTRICTS AND ZONES

Masterbrand Signature

Examples

Masterbrand Signature Simplified

Examples

Logos:
Clubs, Districts & Zones
Geographic Identifiers
for Clubs, Districts, and Zones

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Clubs, districts, or zones that are working together on an activity or project can use a geographic identifier instead of their own names or numbers if they have the necessary permissions and according to these guidelines:

- Creating a geographic identifier that includes the words "clubs" or "districts."

- Determining how long you want to use the geographic identifier. Make the documents that explain your plan to keep using the geographic identifier accessible to members and provide them to Rotary International or local leaders if you're asked to do so.

- Making sure that any activities or projects that will use the identifier are under the full control of a Rotary entity (and thus, under the full control of Rotary members, as defined in the **Rotary Code of Policies**, section 34.040.7.). Current leaders need to specify in their plan documents how the activity or project will be administered by the Rotary entity and not delegated to anyone else.

- Avoiding using the geographic identifier in place of the formal club, district, or zone name or logo for official business, including charitable registrations or contracts.

Find information about permissions and additional guidance in the Brand Center: **rotary.org/brandcenter**.

SIGNATURE SYSTEM – GEOGRAPHIC IDENTIFIERS

Club logo

Rotary
Clubs [of/in] [Location]

Rotary
Clubs [of/in] [Location]

Examples

Rotary
Clubs of Ireland

Rotary
Clubs in Houston

District logo

Rotary
Districts [of/in] [Location]

Rotary
Districts [of/in] [Location]

Examples

Rotary
Districts in Western Canada

Rotary
Districts of Australia

Use the same guidance as on page 92, then be sure to include "E-Club," "Passport," or "Satellite" in the club name. For example, the Rotary E-Club of Evanston, Illinois, USA, would use "E-Club of Evanston" below the Masterbrand Signature for its logo. There is no ABOVE option for these club types.

Clubs in development can use the logos they'll use after they've been chartered.

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 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

Rotary 🦷
E-Club [of/at] [Location]

Rotary ⚙
Satellite Club [of/at] [Location]

Rotary ⚙
Passport Club [of/at] [Location]

Club logo – ABOVE and BELOW

[Location]
Rotary 🦷
E-Club

[Location]
Rotary ⚙
Satellite Club

[Location]
Rotary ⚙
Passport Club

Examples

Rotary 🦷
E-Club of Evanston

Sunrise Kampala
Rotary ⚙
Satellite Club

Pasadena Passport
Rotary ⚙
Club

Logos:
Clubs, Districts & Zones
Lockups for Clubs, Districts, and Zones

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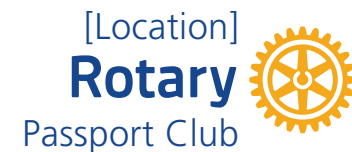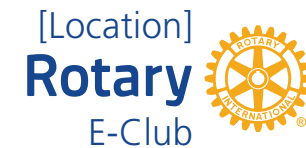
Lockups are used to show a relationship between a club, district, or zone and its partner, sponsor, program, or event. Only one partner, sponsor, program, or event logo can be used in a lockup. For multiple partners, use the directions below.

If you use a graphic to represent your event or celebration, 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 pages 19-20). We prefer our primary font, Frutiger.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your lockup. The partner/sponsor logo needs to be equal in height to the Rotary logo. The width of the partner/sponsor logo may vary, but it should not visually overpower the Rotary logo. The lockup should not be used as a club, district, or zone logo.

Find templates for creating your district or zone logo in the Brand Center: **rotary.org/brandcenter**.
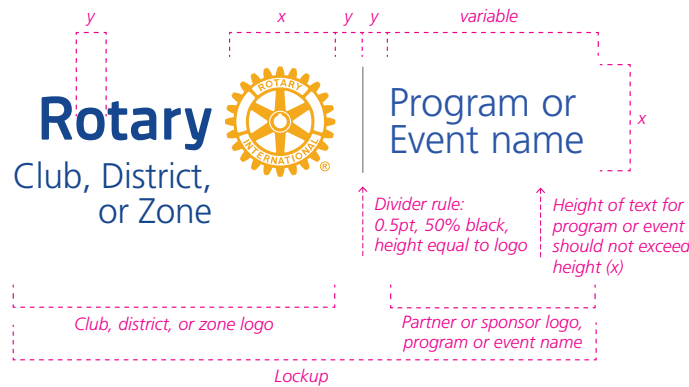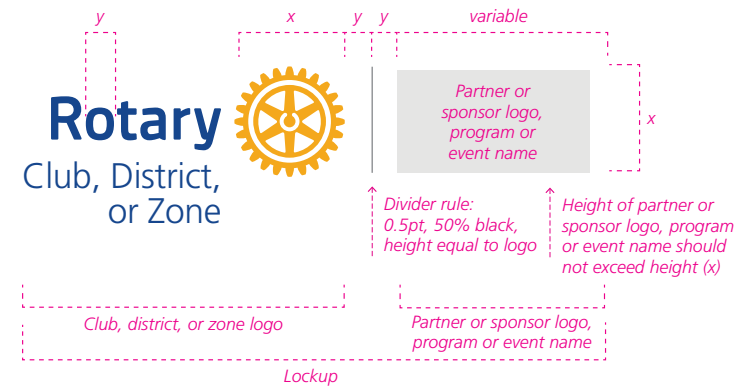
Multiple partners or sponsors:

Only one partner or sponsor can be in a lockup. For more than one, arrange them in a line next to your club logo, spaced equally from each other with the same visual weight. Do not use a vertical line between them.

CLUB, DISTRICT, OR ZONE LOCKUPS

Word lockup construction

Rotary Club, District, or Zone | Program or Event name

Divider rule: 0.5pt, 50% black, height equal to logo

Height of text for program or event should not exceed height (x)

Club, district, or zone logo

Partner or sponsor logo, program or event name

Lockup

Logo lockup construction

Rotary Club, District, or Zone | Partner or sponsor logo, program or event name

Divider rule: 0.5pt, 50% black, height equal to logo

Height of partner or sponsor logo, program or event name should not exceed height (x)

Club, district, or zone logo

Partner or sponsor logo, program or event name

Lockup

Word lockup examples

Rotaract Club of Taipei | **Let's Fight Against Hunger**

Rotary Club of Evanston Lighthouse | Taste of Evanston

Logo lockup examples

Rotary District 1239 | RYLA

Sunrise Kampala **Rotary** Club | Helping Hands

Rotary Districts 6780, 6860, and 6880 | END POLIO NOW

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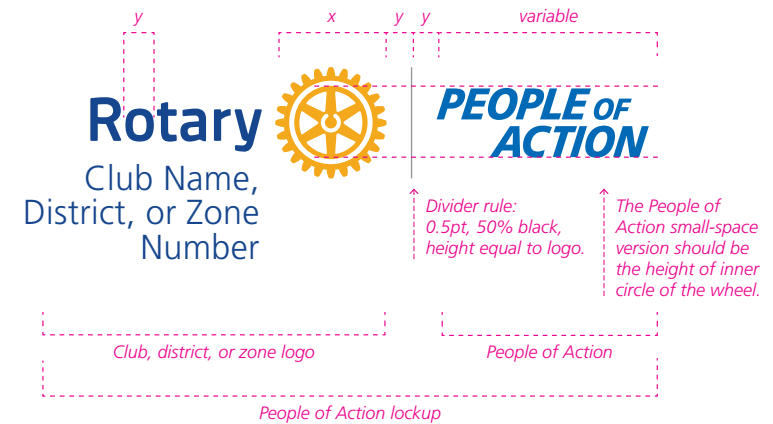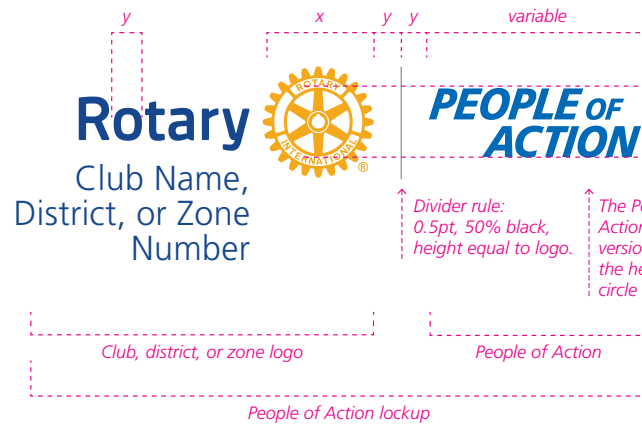
Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font.

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.
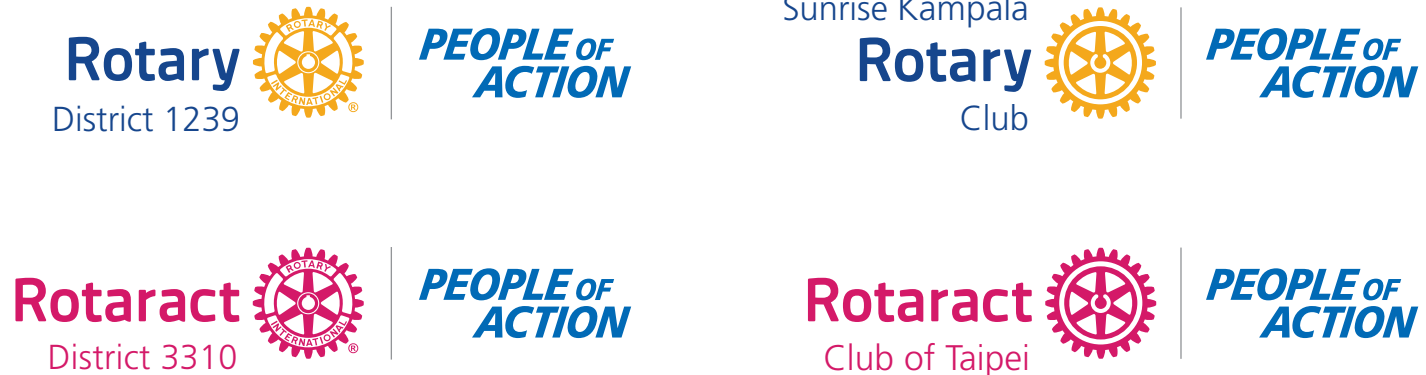
Find templates for creating your own lockup in the Brand Center: **rotary.org/brandcenter**.

PEOPLE OF ACTION – CLUB, DISTRICT, OR ZONE LOCKUP

Lockup construction

Divider rule: 0.5pt, 50% black, height equal to logo.

The People of Action small-space version should be the height of inner circle of the wheel.

Club, district, or zone logo

People of Action

People of Action lockup

Examples

Logos:
Clubs, Districts & Zones
Club Foundation
Lockups

ROTARY BRAND BOOK:
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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 be used only in communications 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. Find examples to the right.
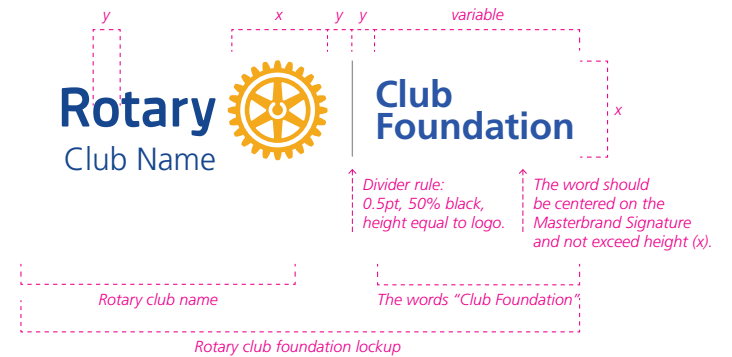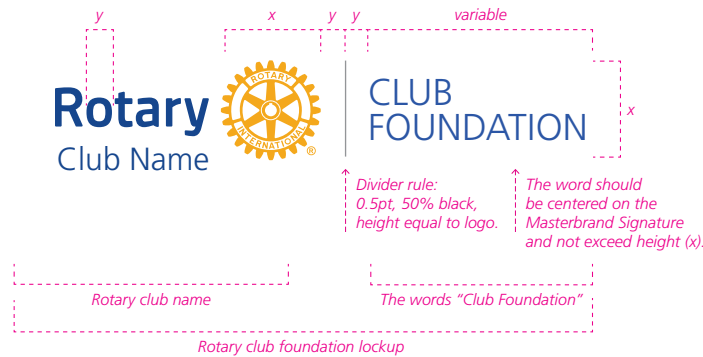
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

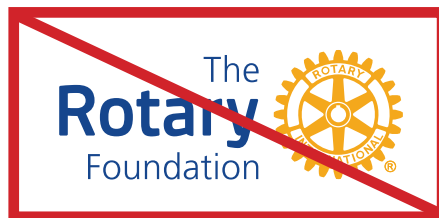The Rotary Foundation logo can't be used for a club foundation.

Find templates for creating your club logo and lockup in the Brand Center: **rotary.org/brandcenter**.

ROTARY CLUB FOUNDATION LOCKUPS

Lockup construction

Divider rule: 0.5pt, 50% black, height equal to logo.

The word should be centered on the Masterbrand Signature and not exceed height (x).

Rotary club name

The words "Club Foundation"

Rotary club foundation lockup

Incorrect use

Examples

Logos:
Clubs, Districts & Zones
Signature System
for PETS

Districts or regions can use signature systems to identify their presidents-elect training seminars on all their materials.

The Rotary signature system 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 in 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

ROTARY BRAND BOOK:
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Create a logo for all Rotaract club communications. It should include either the 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 from the district or zone logo.

You can use either the Rotaract Masterbrand Signature or the Rotaract Masterbrand Signature Simplified when you create a 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 (as in the 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.
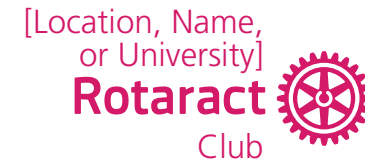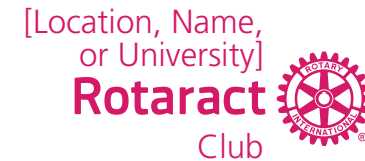
ROTARACT SIGNATURE SYSTEM – CLUBS

Club logo – BELOW

Rotaract
Club [of/at] [Location, Name, or University]

Rotaract
Club [of/at] [Location, Name, or University]

Club logo – ABOVE and BELOW

[Location, Name, or University]
Rotaract
Club

[Location, Name, or University]
Rotaract
Club

Club logo – ABOVE

Club [of/at] [Location, Name, or University]
Rotaract

Club [of/at] [Location, Name, or University]
Rotaract

Club logo – EXAMPLES

Rotaract
Club of Northwestern University

Westminster
Rotaract
Club

Create a logo for a 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 from the club or zone logo. The zone logo also 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**.

ROTARACT SIGNATURE SYSTEM – DISTRICTS AND ZONES

District or Zone logo – BELOW ONLY

Rotaract
District or Zone
Number

Rotaract
District or Zone
Number

Examples

Rotaract
District 1239

Rotaract
Zone 33

Rotaract
Districts 1239-1242

Rotaract
Zones 24 & 37

Rotaract
District 1239

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.

Logos:
Clubs, Districts & Zones
Lockups for Rotaract Clubs, Districts, and Zones

Lockups are used to show a relationship between a club, district, or zone and its partner, sponsor, program, or event.

The lockup combines the Rotaract club, district, or zone logo on the left with the partner, sponsor, program, or event to the right of the vertical line. If you use a graphic to represent your event or celebration, 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 pages 19-20). We prefer our primary font, Frutiger.

You can use either the Rotaract Masterbrand Signature or Simplified version in your lockup. The partner/sponsor logo needs to 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**.
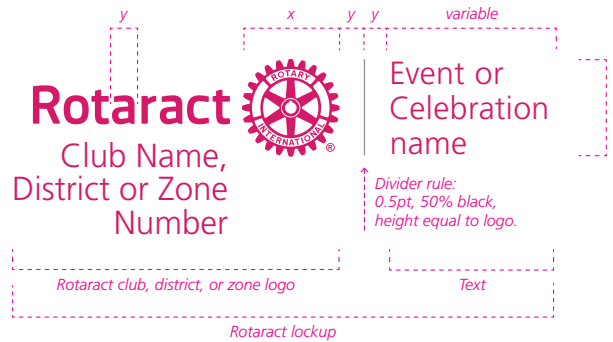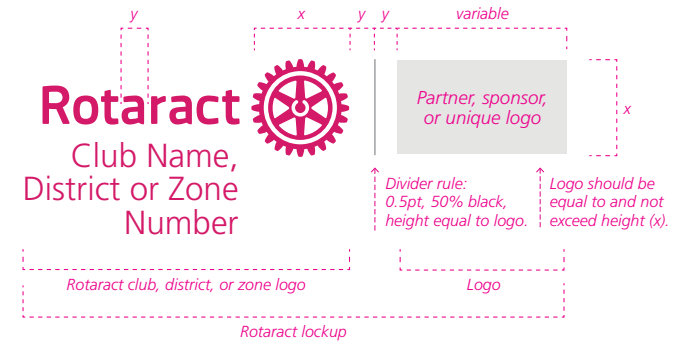
Multiple partners or sponsors:

Only one partner or sponsor can be in a lockup. For more than one, arrange them in a line next to your club logo, spaced equally from each other with the same visual weight. Do not use a vertical line between them.
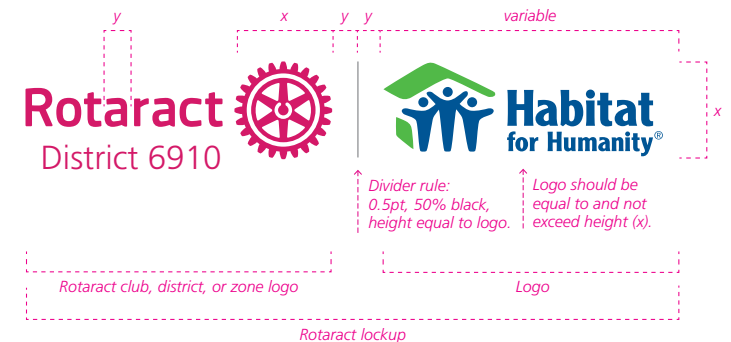
ROTARACT – LOCKUP

Word lockup construction

y   x   y y   variable

Rotaract
Club Name,
District or Zone
Number

Event or
Celebration
name   x

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotaract club, district, or zone logo   *Text*

Rotaract lockup

Logo lockup construction

y   x   y y   variable

Rotaract
Club Name,
District or Zone
Number

Partner, sponsor,
or unique logo   x

Divider rule:
0.5pt, 50% black,
height equal to logo.

Logo should be
equal to and not
exceed height (x).

Rotaract club, district, or zone logo   *Logo*

Rotaract lockup

Examples

y   x   y y   variable

Rotaract
Club of University
of Chicago

**25th
Anniversary
Celebration**   x

Divider rule:
0.5pt, 50% black,
height equal to logo.

Rotaract club, district, or zone logo   *Text*

Rotaract lockup

y   x   y y   variable

Rotaract
District 6910

Habitat
for Humanity®   x

Divider rule:
0.5pt, 50% black,
height equal to logo.

Logo should be
equal to and not
exceed height (x).

Rotaract club, district, or zone logo   *Logo*

Rotaract lockup

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 school 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 from 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 (as in the example).

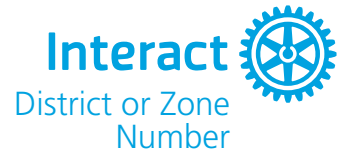Find templates for creating your Interact club logo in the Brand Center: **rotary.org/brandcenter**.

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
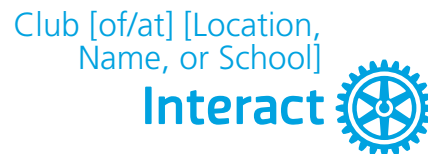
Club logo – BELOW

Club logo – ABOVE

Club logo – ABOVE and BELOW
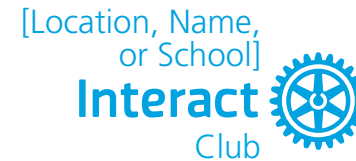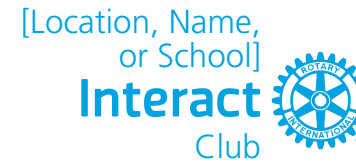
Examples

Logos:
Clubs, Districts & Zones
Signature System for
Interact Districts and Zones

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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 needs to remain separate from the club or zone logo. The zone logo also needs to 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**.

INTERACT SIGNATURE SYSTEM – DISTRICTS AND ZONES

District or Zone logo – BELOW

Interact *(ROTARY INTERNATIONAL)*
District or Zone Number

Interact *(gear icon)*
District or Zone Number

Examples

Interact *(ROTARY INTERNATIONAL)*
District 1239

Interact *(gear icon)*
Zone 33

Interact *(ROTARY INTERNATIONAL)*
Districts 1239–1242

Interact *(gear icon)*
Zones 24 & 37

Interact *(ROTARY INTERNATIONAL)*
District 1239

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.

Logos:
Clubs, Districts & Zones
Lockups for Interact Clubs, Districts, and Zones

Lockups are used to show a relationship between a club, district, or zone and its partner, sponsor, program, or event.

The lockup combines the Interact club, district, or zone logo on the left with the partner, sponsor, program, or event to the right of the vertical line. If you use a graphic to represent your event or celebration, 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 pages 19-20). We prefer our primary font, Frutiger.

You can use either the Interact Masterbrand Signature or Simplified version in your lockup. The partner/sponsor logo needs to 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 partners or sponsors:

Only one partner or sponsor can be in a lockup. For more than one, arrange them in a line next to your club logo, spaced equally from each other with the same visual weight. Do not use a vertical line between them.
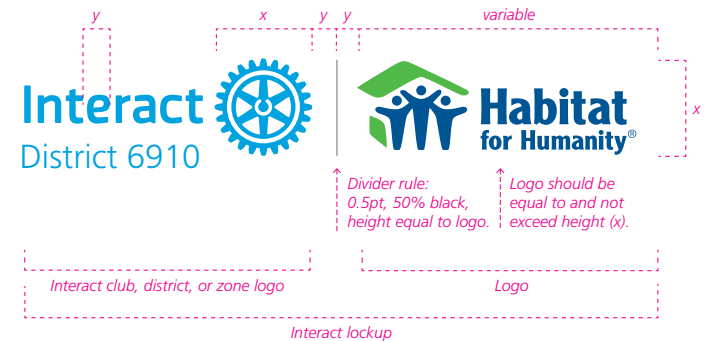
INTERACT – LOCKUP

Word lockup construction
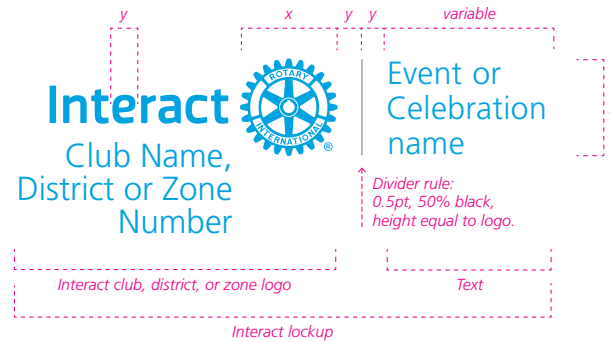
Logo lockup construction
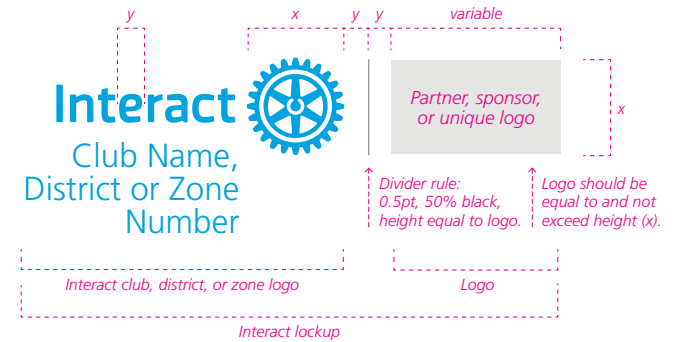
Examples

MARKETING RESOURCES

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
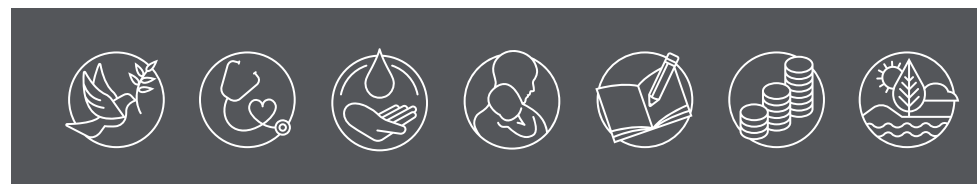
Color icons and labels – For use on light backgrounds

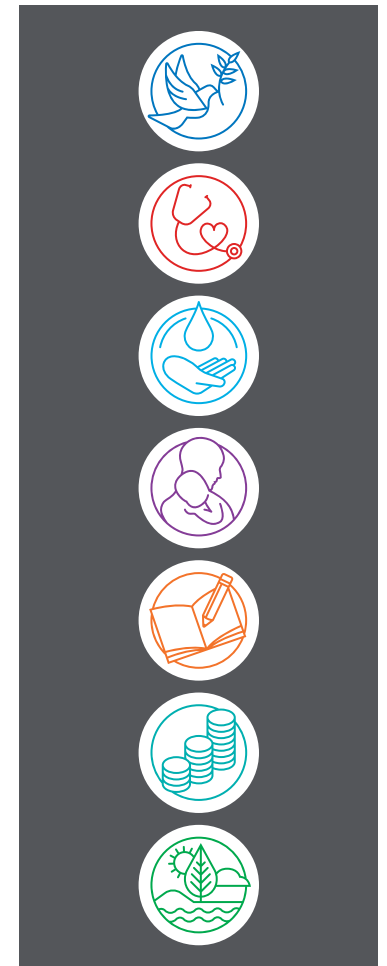| PEACEBUILDING AND CONFLICT PREVENTION | DISEASE PREVENTION AND TREATMENT | WATER, SANITATION, AND HYGIENE | MATERNAL AND CHILD HEALTH | BASIC EDUCATION AND LITERACY | COMMUNITY ECONOMIC DEVELOPMENT | ENVIRONMENT |

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

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

PEACEBUILDING AND CONFLICT PREVENTION · DISEASE PREVENTION AND TREATMENT · WATER, SANITATION, AND HYGIENE · MATERNAL AND CHILD HEALTH · BASIC EDUCATION AND LITERACY · COMMUNITY ECONOMIC DEVELOPMENT · ENVIRONMENT

Black icons, no labels – For use on light backgrounds

White icons and labels – For use on dark backgrounds

PEACEBUILDING AND CONFLICT PREVENTION · DISEASE PREVENTION AND TREATMENT · WATER, SANITATION, AND HYGIENE · MATERNAL AND CHILD HEALTH · BASIC EDUCATION AND LITERACY · COMMUNITY ECONOMIC DEVELOPMENT · ENVIRONMENT

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.

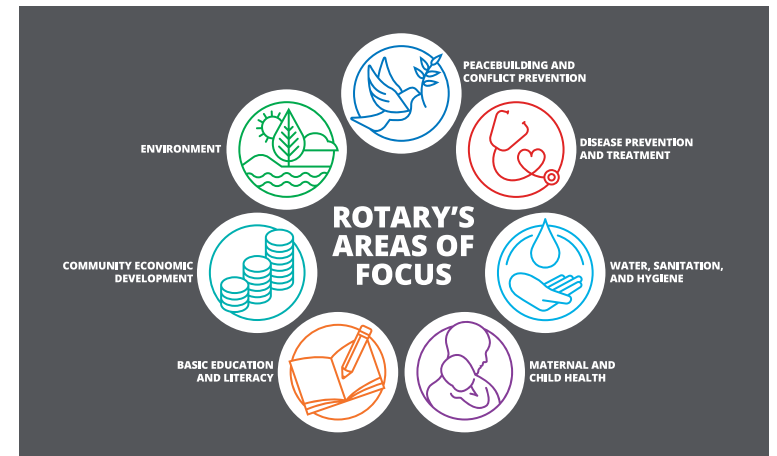## AREAS OF FOCUS – GROUP VERTICAL COLOR

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

PEACEBUILDING AND CONFLICT PREVENTION

DISEASE PREVENTION AND TREATMENT

WATER, SANITATION, AND HYGIENE

MATERNAL AND CHILD HEALTH

BASIC EDUCATION AND LITERACY

COMMUNITY ECONOMIC DEVELOPMENT

ENVIRONMENT

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

PEACEBUILDING AND CONFLICT PREVENTION

DISEASE PREVENTION AND TREATMENT

WATER, SANITATION, AND HYGIENE

MATERNAL AND CHILD HEALTH

BASIC EDUCATION AND LITERACY

COMMUNITY ECONOMIC DEVELOPMENT

ENVIRONMENT

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
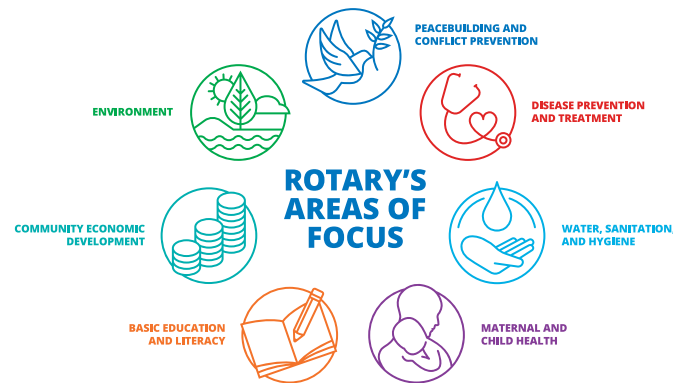
Color icons with white labels – For use on dark backgrounds

Color icons, no labels – For use on light backgrounds

Color icons, no labels – For use on dark backgrounds

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
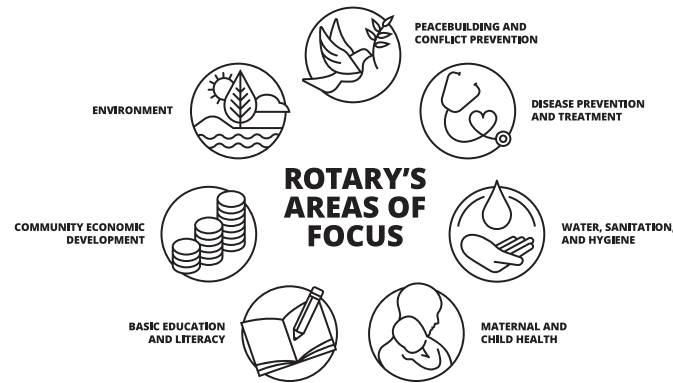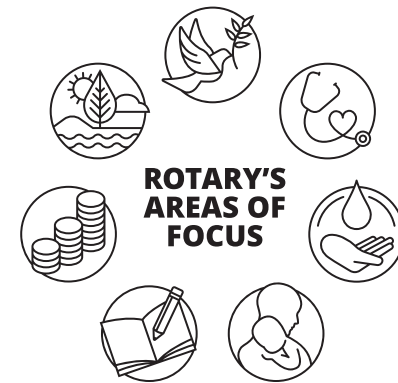
Black icons, no labels – For use on light backgrounds
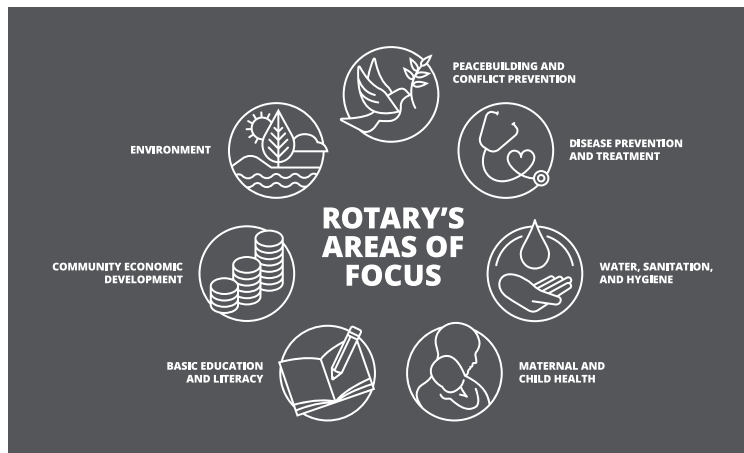
White icons and labels – For use on dark backgrounds

White icons, no labels – For use on dark backgrounds
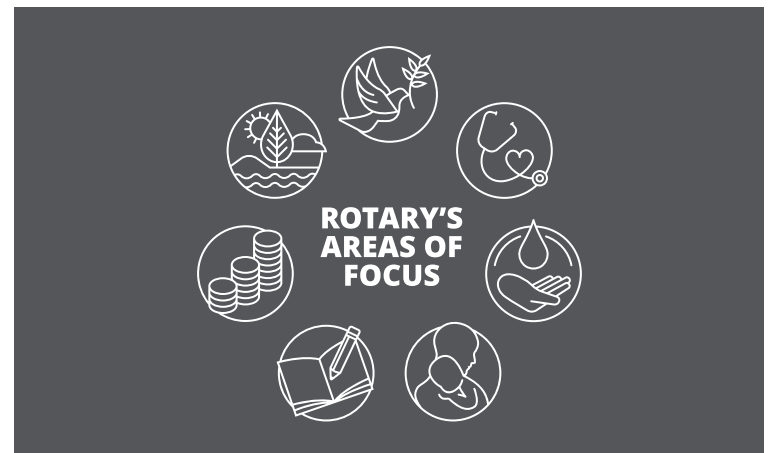
**PEACEBUILDING AND
CONFLICT PREVENTION**

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. For more information about the color palette, see page 120.

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

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

PEACEBUILDING AND
CONFLICT PREVENTION

PEACEBUILDING AND
CONFLICT PREVENTION

PEACEBUILDING AND
CONFLICT PREVENTION

PEACEBUILDING AND
CONFLICT PREVENTION

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

PEACEBUILDING AND
CONFLICT PREVENTION

PEACEBUILDING AND
CONFLICT PREVENTION

PEACEBUILDING AND
CONFLICT PREVENTION

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

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. For more information about the color palette, see page 120.

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

DISEASE PREVENTION AND TREATMENT

Color icon with white label – For use on dark backgrounds

DISEASE PREVENTION AND TREATMENT

Black icon and label – For use on light backgrounds

DISEASE PREVENTION AND TREATMENT

White icon and label – For use on dark backgrounds

DISEASE PREVENTION AND TREATMENT

Color icon and label – For use on light backgrounds

DISEASE PREVENTION AND TREATMENT

Color icon with white label – For use on dark backgrounds

DISEASE PREVENTION AND TREATMENT

Black icon and label – For use on light backgrounds

DISEASE PREVENTION AND TREATMENT

White icon and label – For use on dark backgrounds

DISEASE PREVENTION AND TREATMENT

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. For more information about the color palette, see page 120.

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

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. For more information about the color palette, see page 120.

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

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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. For more information about the color palette, see page 120.

Orange color formulas:
PMS 2018C
C0 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.
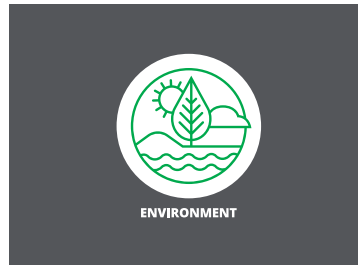
When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

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

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. For more information about the color palette, see page 120.

Turquoise color formulas:
PMS 7466C
C96 M1 Y31 K0
Hex #00adbb
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

COMMUNITY ECONOMIC DEVELOPMENT

COMMUNITY ECONOMIC DEVELOPMENT

COMMUNITY ECONOMIC DEVELOPMENT

COMMUNITY ECONOMIC DEVELOPMENT

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

COMMUNITY ECONOMIC DEVELOPMENT

COMMUNITY ECONOMIC DEVELOPMENT

COMMUNITY ECONOMIC DEVELOPMENT

COMMUNITY ECONOMIC DEVELOPMENT

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

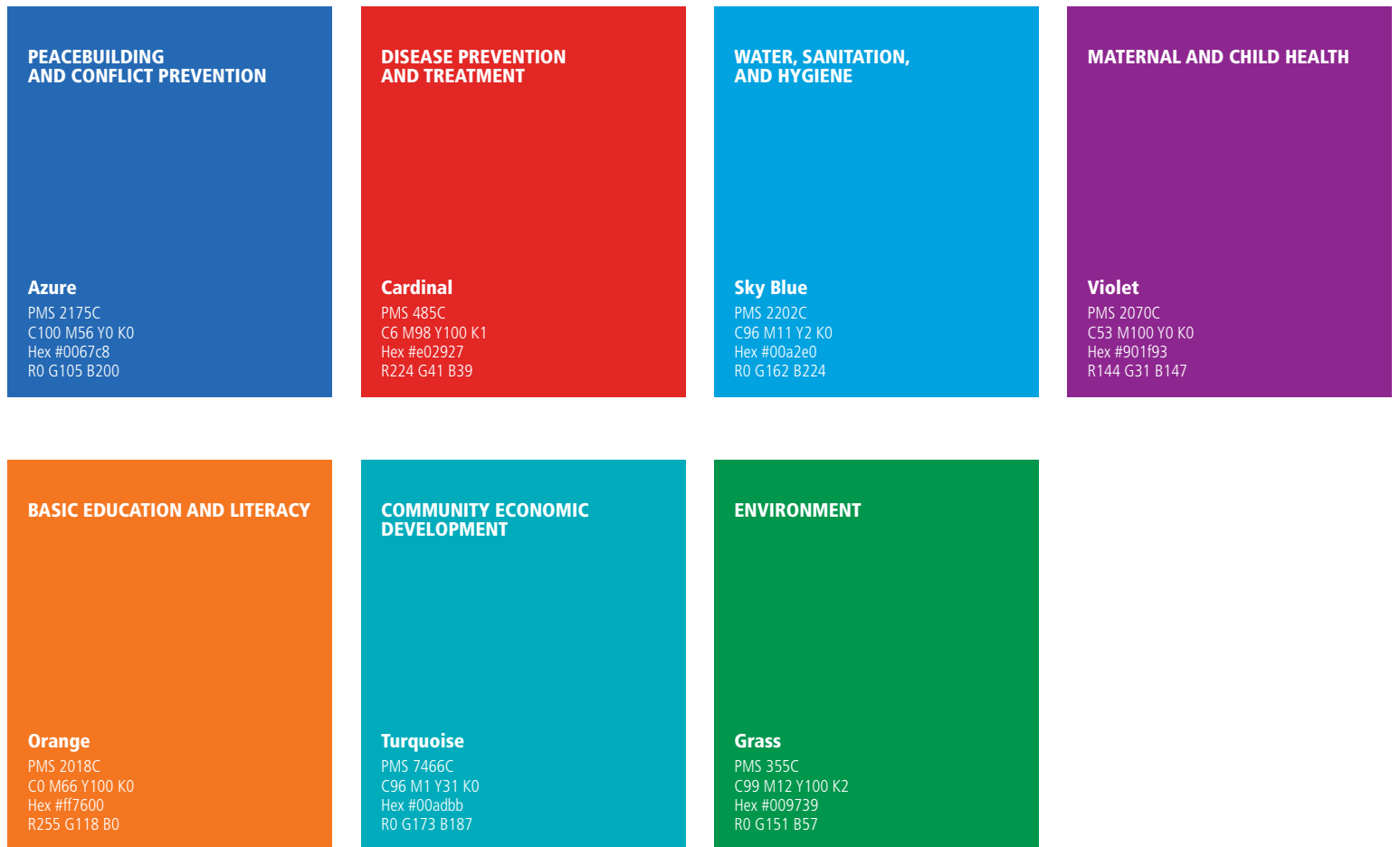White icon, no label – For use on dark backgrounds

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. For more information about the color palette, see page 120.

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

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

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

PEACEBUILDING AND CONFLICT PREVENTION

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

DISEASE PREVENTION AND TREATMENT

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

WATER, SANITATION, AND HYGIENE

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

MATERNAL AND CHILD HEALTH

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

BASIC EDUCATION AND LITERACY

Orange
PMS 2018C
C0 M66 Y100 K0
Hex #ff7600
R255 G118 B0

COMMUNITY ECONOMIC DEVELOPMENT

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

ENVIRONMENT

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

Areas of Focus
Incorrect Use

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 USE

Don't lock up the icons with the Masterbrand Signature or with club, district, or zone logos.
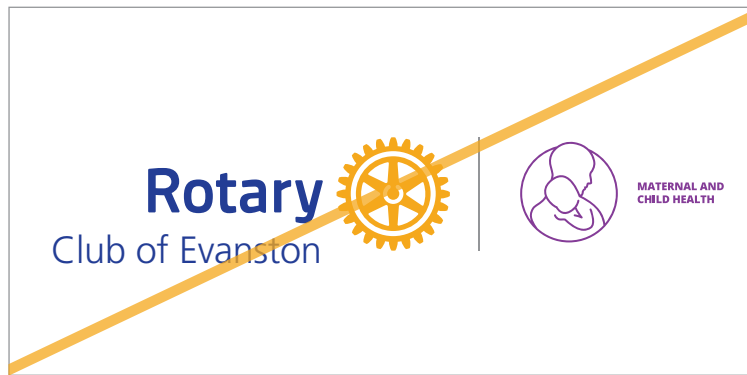
Don't cover the icon or distort it in any way.
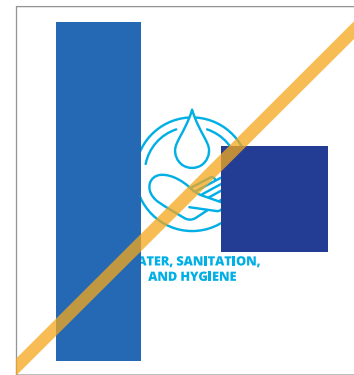
Don't overlap the icons.

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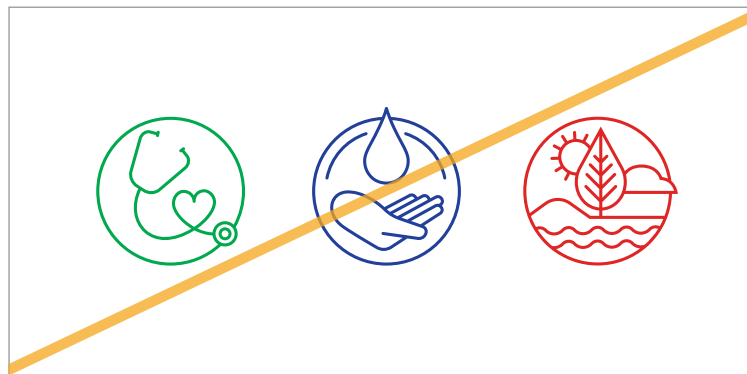
INTRODUCTION

What is Rotary? People of Action messaging 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, the People of Action messaging is conveyed 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

TOGETHER, WE

CONNECT

Rotary unites problem solvers around the globe behind one goal: to do more good. Our members are driven to bring communities together to create lasting change. Connecting to make things better — that's what people of action do. **Learn more at Rotary.org.**

Rotary | PEOPLE of ACTION

Facebook post

TOGETHER, WE

CONNECT

Rotary | PEOPLE of ACTION

Billboard

TOGETHER, WE

CONNECT

Rotary | PEOPLE of ACTION

Rotary.org

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

Each People of Action asset consists of graphic elements that ensure cohesive and consistent messaging.

PEOPLE OF ACTION – GRAPHIC ELEMENTS

"Together, We"

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.

Body copy and calls to action

Rotary believes education is a right. So our members educate and uplift students around the globe. Inspiring the next generation — that's what people of action do. **Learn more at Rotary.org**
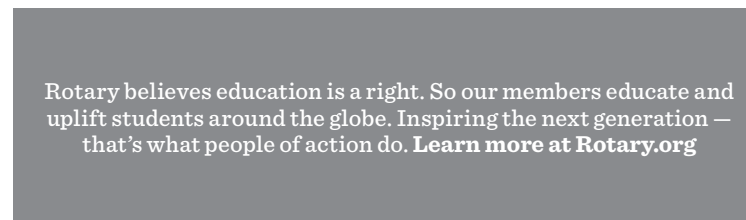
In print ads or other ads that have room for body copy, use Sentinel Medium for body copy. Use Sentinel Bold to draw emphasis to the call to action within the text. Text should be no smaller than 9 point.

Rotary.org

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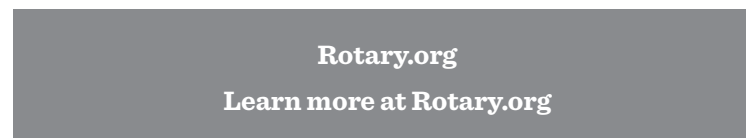
On billboards or other ads that do not have room for body copy or are not clickable, you can use a website as a call to action. Use Sentinel Bold. Text should be no smaller than 9 point.

Action verb

INSPIRE

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 125.

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 verison are also available. The small-space version should also feature the Rotary Masterbrand Signature in the layout or design.

Find more details on Rotary typography on pages 19-20.

PEOPLE OF ACTION – TYPOGRAPHY

Primary

Use all caps in bold weight for the "Together, We" wording. 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 125 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 126 for alteration guidance.

FRUTIGER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Black Italic

People of Action
Type Styling for
Action Verbs

ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY

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Our typography style for the approved People of Action headline verbs uses a handwritten font to reflect the humanity of our message, 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/orignal letter forms. Now you have your final word. Adjust the letter spacing.

4. 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.

TYPE STYLING FOR ACTION VERBS

1

2

3

4

People of Action
Type Styling for
People of Action

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FOR USE BY STAFF & VENDORS ONLY

JUNE 2024 | **126**
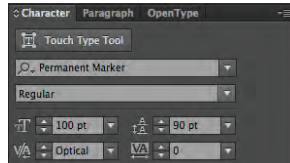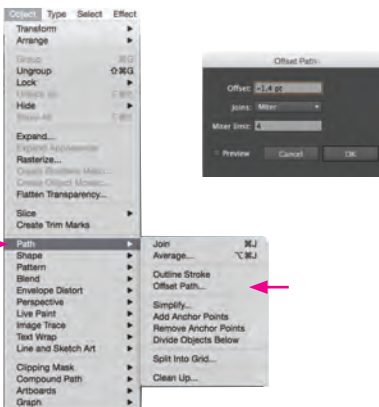
People of Action words are based on
Frutiger Black Italic.

TYPE STYLING FOR PEOPLE OF ACTION

1. Skewing 7°

PEOPLE OF ACTION

2. Condense 90%

PEOPLE OF ACTION

3. Reduce the word "OF" by 7 points and center vertically on the other words

PEOPLE OF ACTION

4. Kern the "A" and "C" in Action and change color to Azure

PEOPLE OF ACTION

FOR STAFF USE

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 version 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 Simplified and tag line) should remain together as one whole. No one element should be resized. There is no regular Masterbrand Signature option for staff.

The colors are Rotary leadership colors. You can find out more about our palette on pages 15-18.

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 FOR STAFF USE

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
Verbs

"Together, We" is part of the headline and needs to be used in all People of Action ads. The headline also includes one of the approved and vetted action verbs. Choose one that works best with the photo and message.

The verbs are:

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

Templates to make People of Action materials can be found in the Brand Center: **rotary.org/brandcenter**.

PEOPLE OF ACTION – VERBS

People of Action
Imagery

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

Documentary-style photography generally meets this expectation best. Portraits, people shaking hands, or group photos do not meet our photographic goals. Staged snapshots of people do not convey the People of Action message. 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 our stories.

STYLE AND MOOD GUIDELINES:

- 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.

- Use warm and natural lighting.

- If a club has members of diverse ethnicities, genders, and ages, highlight these qualities in the photos.

- If the project has community members on-site, capture some images of Rotary members interacting with them that represent the work of the project.

PEOPLE OF ACTION – IMAGERY

- Consider the messaging to be used when capturing images: Together, We (connect, inspire, save lives, etc.).

- Show one or more Rotary members interacting and working with people who will benefit from the project.

- 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, not the community members.

- Take both horizontal and vertical photos from the same vantage point and interaction.

- Allow a large amount of empty space around the main interaction.

- To allow for space for the headline text, do not place the main subjects or action in the center of the composition.

- To allow space for the headline text, don't place hands or faces in the center of a composition.

- 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 photos with:

- The back of people's heads

- People who are posed or looking directly at the camera

- Poor lighting

- Lack of a focal point

- People shaking hands

- Just one person and a flat perspective

- Large groups of people

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
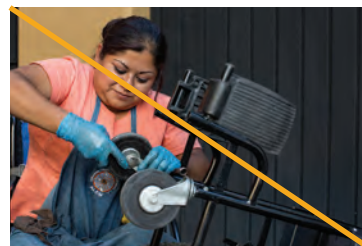
Single person

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 here, 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 the difference you made:** 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 people 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

Show your community that Rotary members are people of action by highlighting your local story. Use print ads, billboards, and social media campaigns to emphasize that together, we make a difference in our community.

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.

- 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 X. Make sure to link your call to action and use the #PeopleOfAction hashtag to increase awareness.

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

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

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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 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 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

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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 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 left and right safety margins should be an R-space from the edge.

5. 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.

6. 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.

PEOPLE OF ACTION – WIDE RECTANGLE EXECUTION

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

STAFF RESOURCES

Rotary International staff should use the the Masterbrand Signature Simplifed in their email signature.

Use either Arial Narrow, Georgia, or Open Sans Regular at 11 pt.

Make sure to have the space of the "R" in the logo above and below the logo. The size of the logo should be around 1.25 cm (0.5 inches) high.

International office staff should use their office's address and phone number in their email signature.

Download a PNG of the logo from the Brand Center: **rotary.org/brandcenter**.

EMAIL SIGNATURES

Long – all fields are optional

Staff Name
(pronoun/pronoun/pronoun)
Title | Department
Tel 1-847-866-XXXX
Rotary.org

Rotary

ROTARY INTERNATIONAL | One Rotary Center | 1560 Sherman Ave. | Evanston, IL 60201 USA

Like us: facebook.com/rotary
Follow us: instagram.com/rotary
Watch us: youtube.com/user/rotaryinternational
Hear us: podcasters.spotify.com/pod/show/rotary-international

Short

Staff Name
Title | Department
Rotary.org

Rotary

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.

Staff Resources
PowerPoint
Template

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

Staff Resources
PowerPoint
Template

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RI STAFF POWERPOINT

Text slide options

Graphic and chart slide options

CLUB, DISTRICT & ZONE RESOURCES

Club, District
& Zone Resources
Websites

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A website lets you 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.

You can 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. Use bullet points and clear, direct language to help them find the most important information.

- **Feature calls to action.** Make it easy for nonmembers to support your club, either through donating, 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 15-18 for the color formulas.

Find the template to create your logo in the Brand Center: **rotary.org/brandcenter**.

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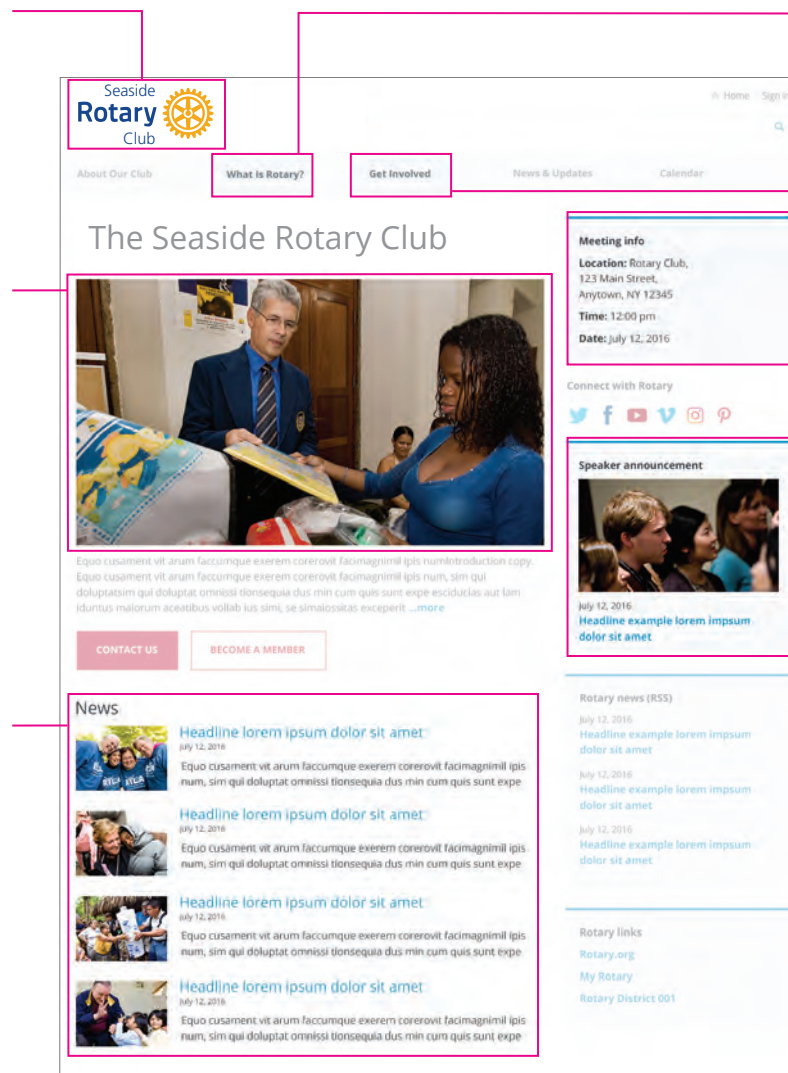
What Is Rotary?
Talk about Rotary as an organization that makes a positive impact close to home and around the world. You can give an overview of Rotary, the causes we support, and The Rotary Foundation.

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

About Your Club, District, or Zone
Include information about your club, district, or zone meetings, 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

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" within it.

Rotaract and Interact clubs can use the white Mark of Excellence (wheel) on a Cranberry or Sky Blue background. This is shown in the Instagram examples.

Make sure the public recognizes 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 as the page cover photo or in your post graphics to further identify posts as yours.

Use either the Masterbrand Signature or the Masterbrand Signature Simplified in a club, district, or zone logo.

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

SOCIAL MEDIA

Facebook examples
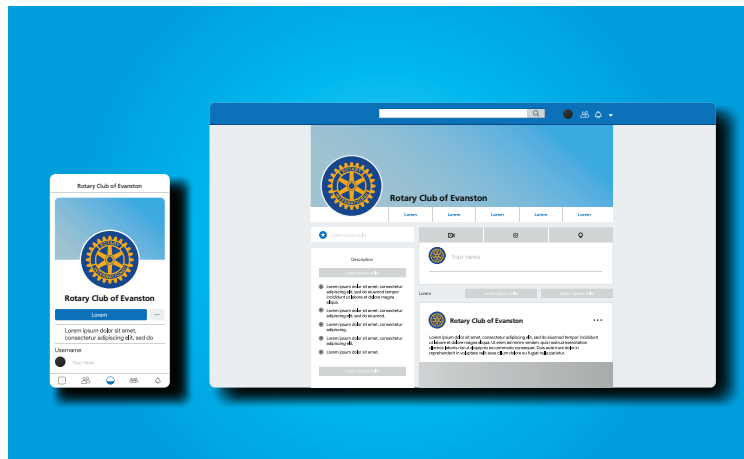
X examples

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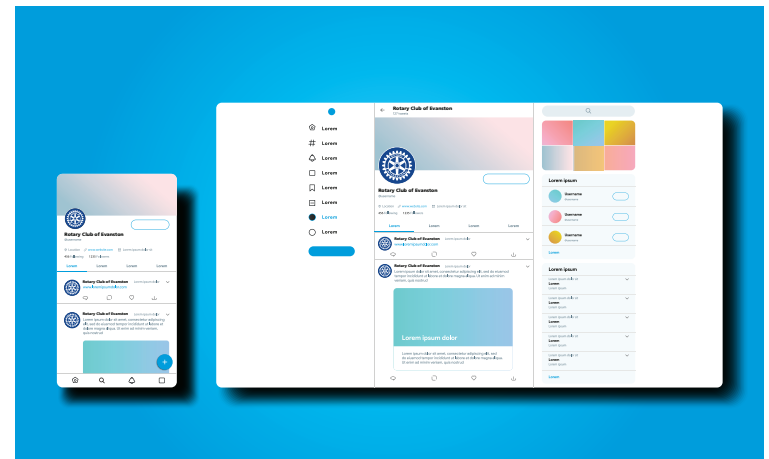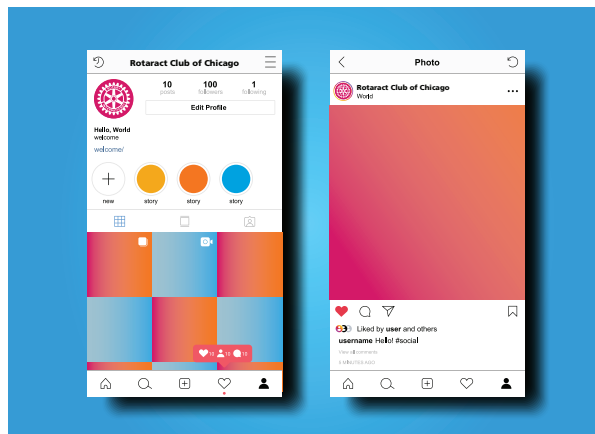
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified for your letterhead and business cards. Remember to identify your club, district, or zone so people know how to contact you.

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 15-18.

Find templates for staff business cards at **stores.pagedna.com/rotary/**. Templates for club, district, and zone cards are in the Brand Center: **rotary.org/brandcenter**.

LETTERHEAD

Secretariat and international offices
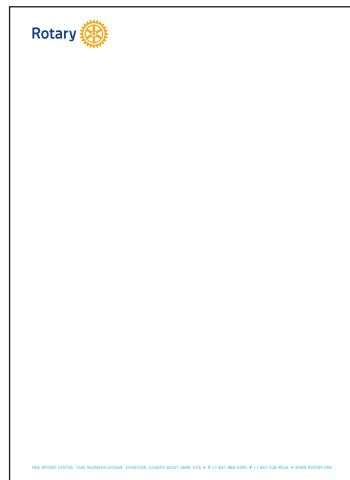
Rotary International president

Club, district, or zone
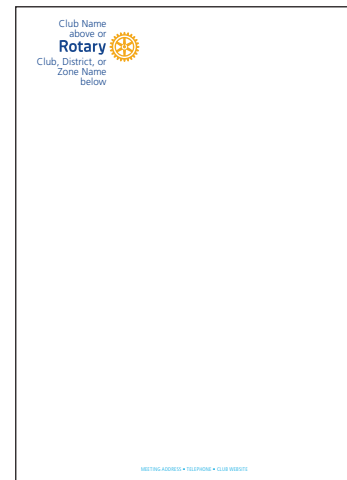
Club, district, or zone leader
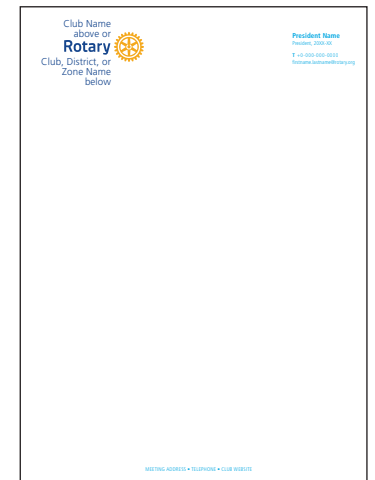
BUSINESS CARDS

Secretariat and international offices

FIRSTNAME LASTNAME
Title 1
Title 2
Department

T +1-000-000-0000
C +1-000-000-0000
F +1-000-000-0000
first.last@rotary.org

One Rotary Center
1560 Sherman Avenue
Evanston, Illinois
60201-3698 USA
+1-847-866-3000
Rotary.org

Club, district, or zone

Club Name
Rotary
Club Name, District,
or Zone Number

FIRSTNAME LASTNAME
Rotary title, year

Tel +1-100-000-0000
Cel +1-100-000-0000
Fax +1-100-000-0000
Email address

Preferred mailing address 1
Preferred mailing address 2
City, State or Province
Postal code, Country
Website

Club, District & Zone Resources
Club and District Email Signatures

Rotary International clubs and district positions should use their club or district logo in the email signature. The Masterbrand Signature or the Masterbrand Signature Simplifed can be used.

Use either Arial Narrow, Georgia, or Open Sans Regular at 11 pt.

Make sure to have the space of the "R" in the logo above and below the logo. The size of the logo should be around 1.25 cm (0.5 inches) high.

Include the following disclaimer in italic at minimum 8 pt text at the bottom of the email signature:
This communication and any files or attachments transmitted with it may contain information that is confidential and exempt from disclosure under applicable law. It is intended solely for the limited use of the individual or the entity to whom it is addressed. Please do not forward this email without the express permission of the author. If you have received this message in error, please alert the sender. Thank you for your cooperation.

Download a PNG of the logo from the Brand Center: **rotary.org/brandcenter**.

EMAIL SIGNATURES

Club level positions – all fields are optional

....
Member Name
(pronoun/pronoun/pronoun)
Rotary Title
Rotary Title
Address
Address
Address
Tel 1-XXX-XXX-XXXX
Rotary.org

Rotary
Clubs [of/in] [Location]
....

This communication and any files or attachments transmitted with it may contain information that is confidential and exempt from disclosure under applicable law. It is intended solely for the limited use of the individual or the entity to whom it is addressed. Please do not forward this email without the express permission of the author. If you have received this message in error, please alert the sender. Thank you for your cooperation.

District level positions – all fields are optional

....
Member Name
(pronoun/pronoun/pronoun)
Rotary Title
Rotary Title
Address
Address
Address
Tel 1-XXX-XXX-XXXX
Rotary.org

Rotary
District Number
....

This communication and any files or attachments transmitted with it may contain information that is confidential and exempt from disclosure under applicable law. It is intended solely for the limited use of the individual or the entity to whom it is addressed. Please do not forward this email without the express permission of the author. If you have received this message in error, please alert the sender. Thank you for your cooperation.

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.

Club, District & Zone Resources
Regional, Zone, and Director Email Signatures

Rotary International regional leaders should use their zone or regional logo in the email signature. The Masterbrand Signature or the Masterbrand Signature Simplifed can be used.

Directors are the only position that is allowed to use the Masterbrand Signature without an idenitifer.

Use either Arial Narrow, Georgia, or Open Sans Regular at 11 pt.

Make sure to have the space of the "R" in the logo above and below the logo. The size of the logo should be around 1.25 cm (0.5 inches) high.

Include the following disclaimer in italic at minimum 8 pt text at the bottom of the email signature:
This communication and any files or attachments transmitted with it may contain information that is confidential and exempt from disclosure under applicable law. It is intended solely for the limited use of the individual or the entity to whom it is addressed. Please do not forward this email without the express permission of the author. If you have received this message in error, please alert the sender. Thank you for your cooperation.

Download a PNG of the logo from the Brand Center: **rotary.org/brandcenter**.

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.

EMAIL SIGNATURES

Regional leaders – all fields are optional

Member Name
(pronoun/pronoun/pronoun)
Rotary Title
Rotary Title
Address
Address
Address
Tel 1-XXX-XXX-XXXX
Rotary.org

Zone Numbers or Region

This communication and any files or attachments transmitted with it may contain information that is confidential and exempt from disclosure under applicable law. It is intended solely for the limited use of the individual or the entity to whom it is addressed. Please do not forward this email without the express permission of the author. If you have received this message in error, please alert the sender. Thank you for your cooperation.

Directors – all fields are optional

Member Name
(pronoun/pronoun/pronoun)
Rotary Title
Rotary Title
Address
Address
Address
Tel 1-XXX-XXX-XXXX
Rotary.org

This communication and any files or attachments transmitted with it may contain information that is confidential and exempt from disclosure under applicable law. It is intended solely for the limited use of the individual or the entity to whom it is addressed. Please do not forward this email without the express permission of the author. If you have received this message in error, please alert the sender. Thank you for your cooperation.

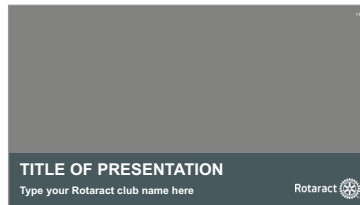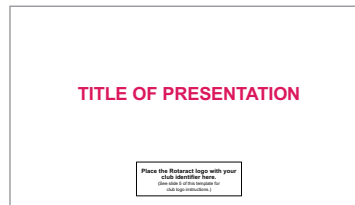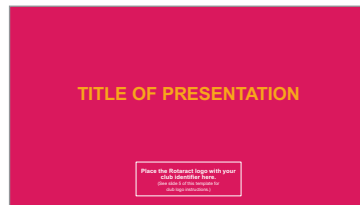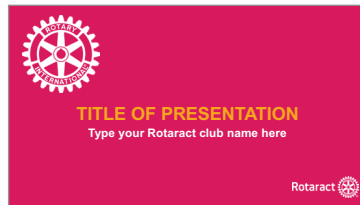# Club, District & Zone Resources
PowerPoint Template for Rotary Members

Use this template to create a PowerPoint for your next Rotary presentation. It has 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 92-95.
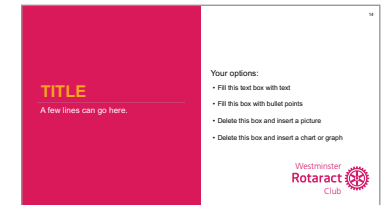
Find templates for creating your own logo in the Brand Center at **rotary.org/brandcenter**.

ROTARY MEMBER POWERPOINT

Title slide options

Example of club logo placement

Club, District
& Zone Resources
PowerPoint
Template for
Rotary Members

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ROTARY MEMBER POWERPOINT

Text slide options

Graphic and chart slide options

Club, District & Zone Resources
PowerPoint Template for Rotaract Members

Use this template to create a PowerPoint for your next Rotaract presentation. It has 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 100-102.

Find templates for creating your own logo in 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

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ROTARACT MEMBER POWERPOINT

Text slide options

Graphics and chart 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

GRAPHICS
SUBHEAD

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

"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

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

75%

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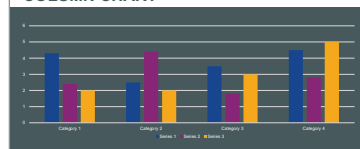Use this space to explain the interesting number that you are showing at right.

75%

MAKE A BOLD STATEMENT

MAKE A BOLD STATEMENT
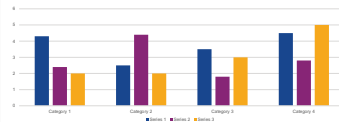
GRAPHS/CHARTS
SUBHEAD

CHART TITLE   CHART TITLE   CHART TITLE
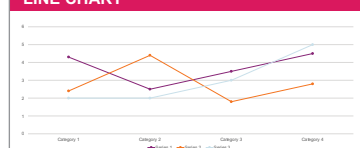
Caption   Caption   Caption

COLUMN CHART

BAR CHART

LINE CHART

Club, District & Zone Resources
Roll-up Banners

By using the Masterbrand Signature, our official logo, in your club promotions, you strengthen Rotary's brand.
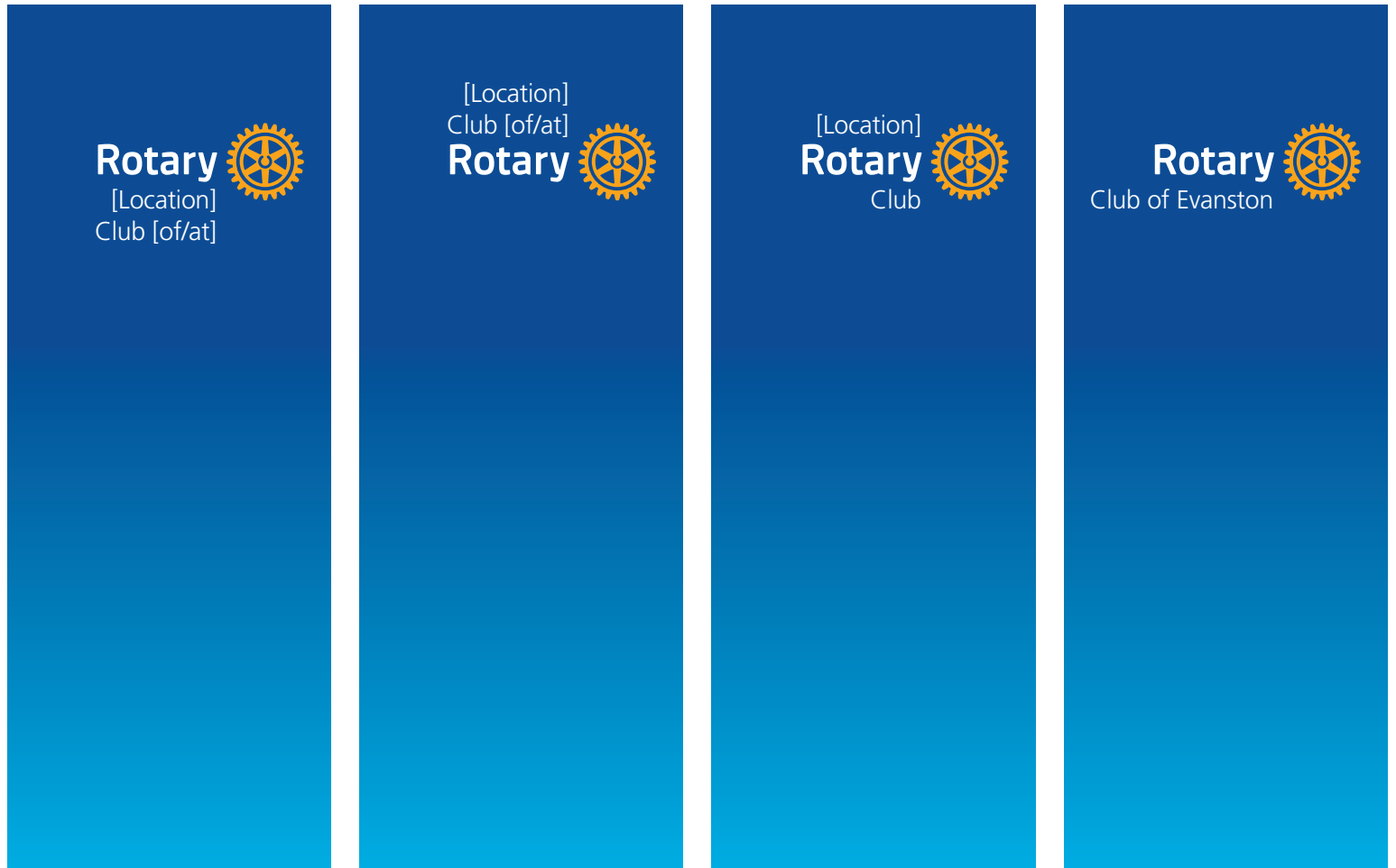
Either the Masterbrand Signature or the Masterbrand Signature Simplified version of the logo can be used.

The background is a graident using Rotary Rotal Blue and Sky Blue. Find more information about Rotary's color palette on pages 15-18.

ROLL-UP BANNERS

Layout options

Example

Rotary
[Location]
Club [of/at]

[Location]
Club [of/at]
Rotary

[Location]
Rotary
Club

Rotary
Club of Evanston

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 the 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 (refer to 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, use this template as a word document. Find it on **my.rotary.org**.

GRANT SIGNAGE TEMPLATE

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

MERCHANDISE

Message About the Rotary Brand and Rotary International Trademarks

Rotary International introduced the current signature systems and color palettes in 2013. We also developed guidelines on how to use the Rotary brand 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 find 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 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 protect the Rotary brand around the world.

If your club, district, Rotary Fellowship, or Rotary Action Group wants to sell 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 page at **myrotary.org/en/manage/ products-services/licensing**.

If the Rotary-branded merchandise you require is not available from a Rotary International Licensee, 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. Remember that all new licensed items with Rotary Marks must be approved by RI Licensing Services before they're manufactured or sold. We expect Rotary International Licensees to adhere to these guidelines.

Fonts and licenses
We recommend the use of some fonts that require a license. If you are using those fonts, make sure you have the proper licenses or permissions. Refer to pages 19-20 for information about free font options.

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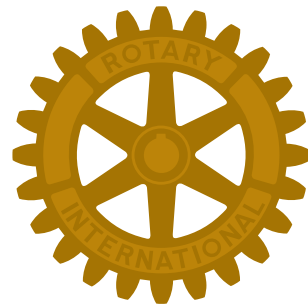
Merchandise
Rotary Member Pin

ROTARY MERCHANDISE

Protect our visual identity and 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 **rilicensingservices@rotary.org**.
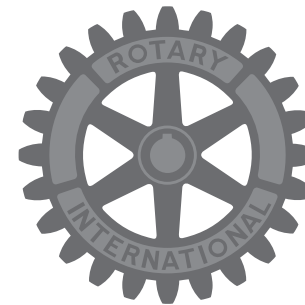
Rotary pins are immediately recognized as a proud symbol of membership. The design and color of your current member pin and all those available through Rotary's licensed suppliers are acceptable.

ROTARY MEMBER PIN – OPTIONS

All gold

All silver

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)

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

**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**

AZURE MEETING SIGN

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

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

WHITE MEETING SIGN

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

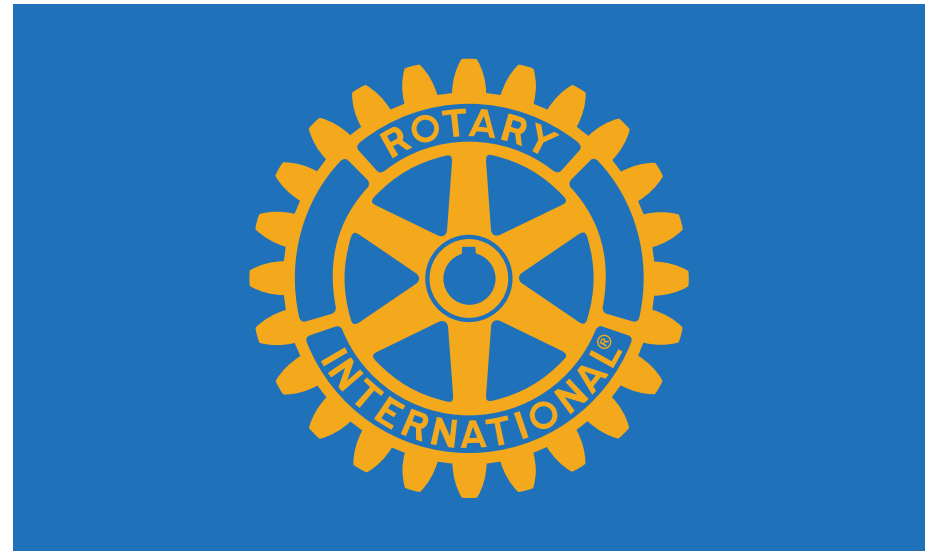If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.
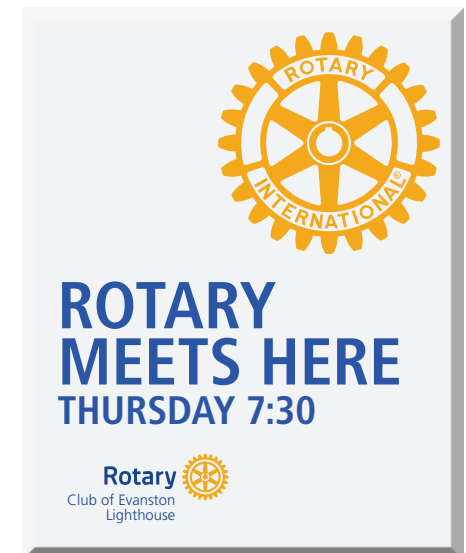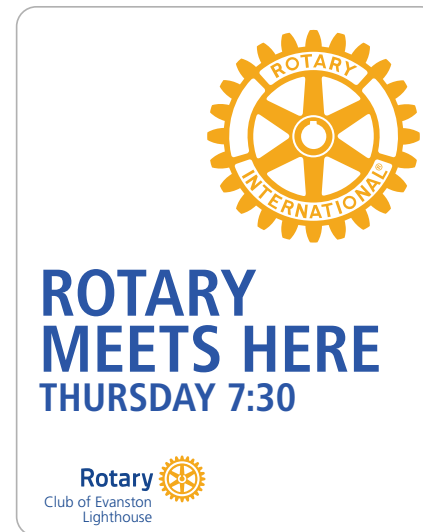
FLAG

Option 1

Option 2

The tag should include the Masterbrand Signature Simplified:

Merchandise
Trading
Banner

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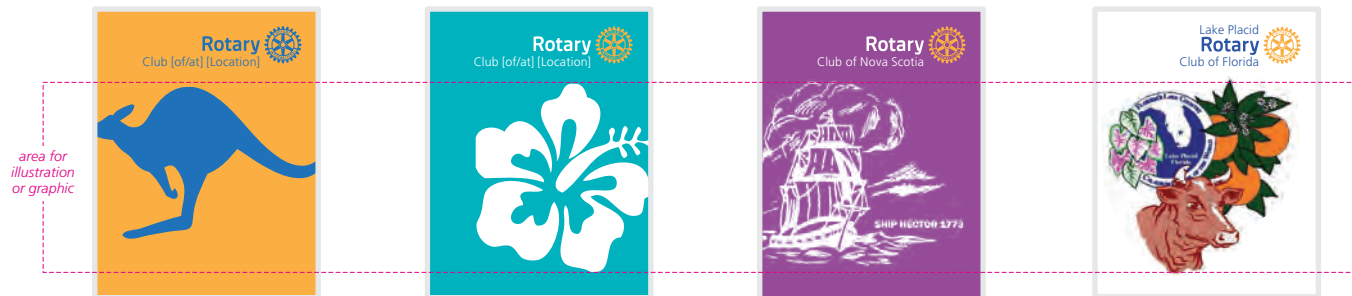
Find templates for creating your club, district, or zone logo in the Brand Center: **rotary.org/brandcenter**.

TRADING BANNER

Layout examples – Pointed bottom
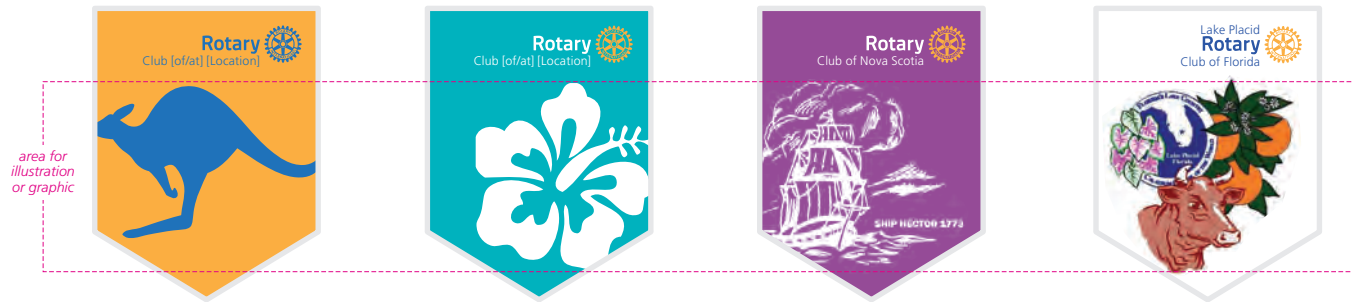
Layout examples – Flat bottom

AZURE NAME BADGE

3" x 2.5" (7 cm x 5 cm)

CARL DAHLQUIST
PAST PRESIDENT 2011-2012
Internet Services

Rotary
Club of Evanston

NEW MEMBER

10-YEAR MEMBER

PERFECT ATTENDANCE

WHITE NAME BADGE

3" x 2.5" (7 cm x 5 cm)
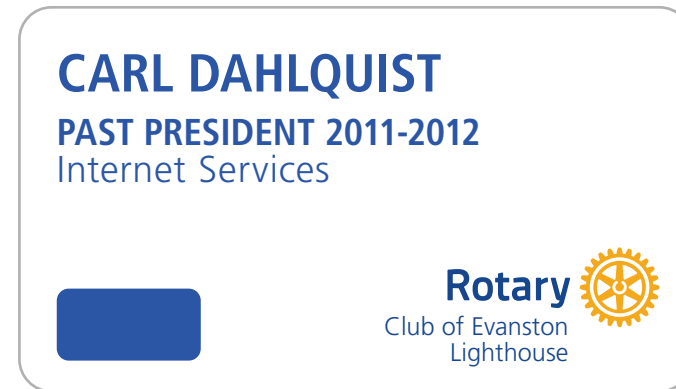
CARL DAHLQUIST
PAST PRESIDENT 2011-2012
Internet Services

Rotary
Club of Evanston
Lighthouse

NEW MEMBER

10-YEAR MEMBER

PERFECT ATTENDANCE

See pages 91-95 for club, district, and zone logo specifications.

T-SHIRT

2-color

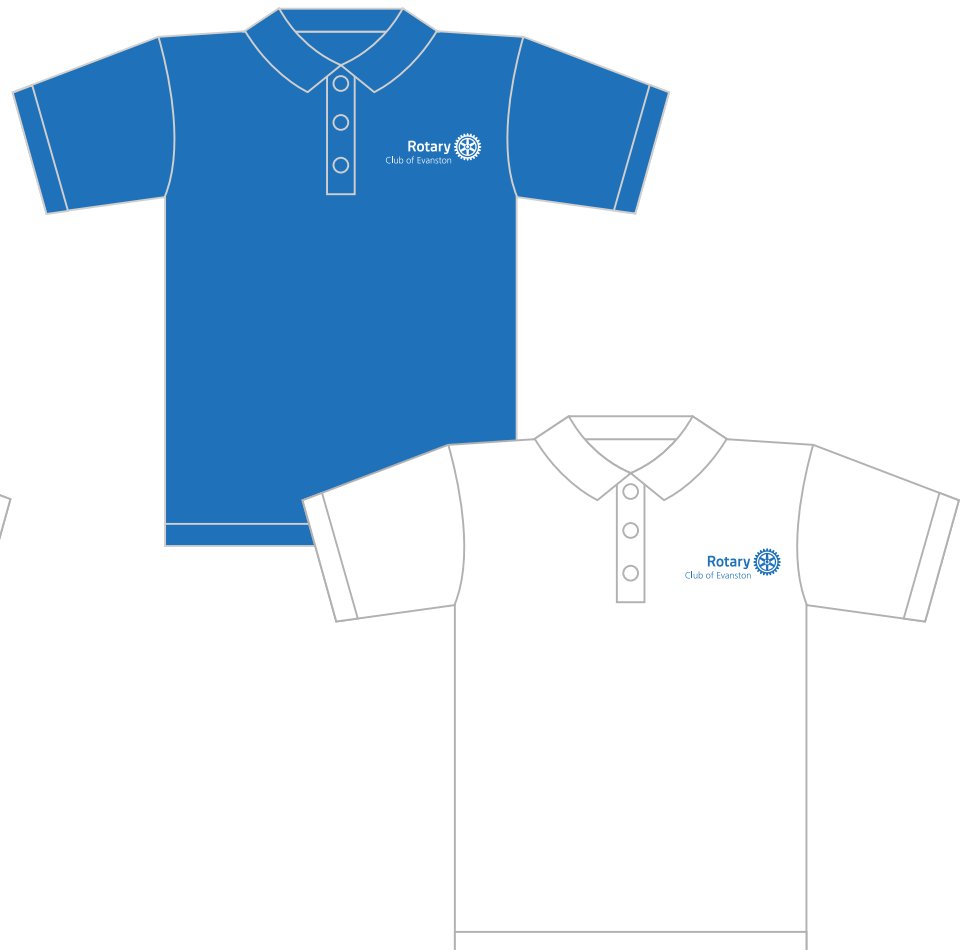2-color
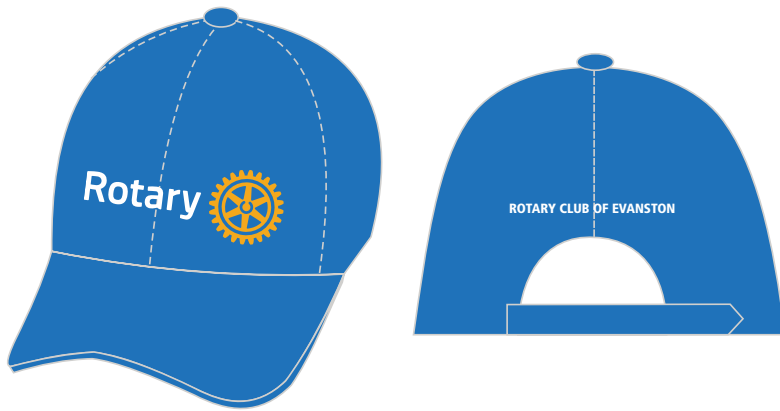
See pages 91-95 for club, district, and zone logo specifications.

POLO SHIRT

2-color

1-color

See pages 91-95 for club, district,
and zone logo specifications.

CAP

2-color

1-color

ROTARY CLUB OF EVANSTON

ROTARY CLUB OF EVANSTON

Rotary
Club of Evanston

ROTARY INTERNATIONAL

Rotary
Club of Evanston

See pages 91-95 for club, district, and zone logo specifications.

MUG
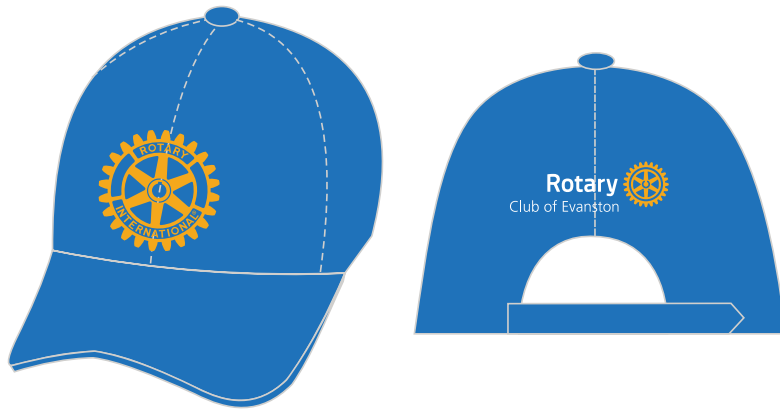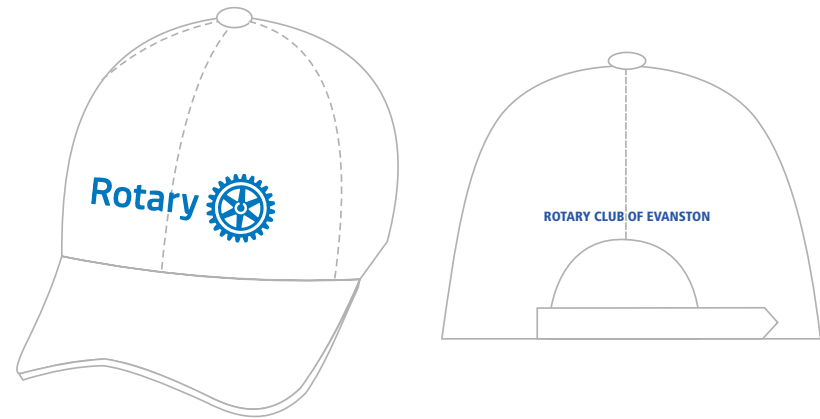
2-color

1-color

See pages 91-95 for club, district, and zone logo specifications.

RESOURCES
& CONTACTS

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

Learning Center courses

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

GLOBAL ADVISER OF ROTARY BRAND
ri.brand@rotary.org

GRAPHIC DESIGN
design.ri@rotary.org

PUBLIC RELATIONS
pid@rotary.org

DIVERSITY, EQUITY, AND INCLUSION
dei@rotary.org

HERITAGE COMMUNICATIONS
history@rotary.org

THE ROTARY FOUNDATION LOGO REQUEST
stephanie.adomaitis@rotary.org

LEARNING CENTER
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.

INCORRECT BRANDING?

If you notice incorrect branding in any photos or videos, please write to Heritage Communications at **history@rotary.org** with an image number or screenshot.

Rotary