A simplified reference guide on how to access and use elements of the **Rotary Brand Center**

Rotary District 7090

Public Image

Getting Started

Rotary Brand

Downloads

Useful Templates

Logos at a Glance

GUIDE BOOK

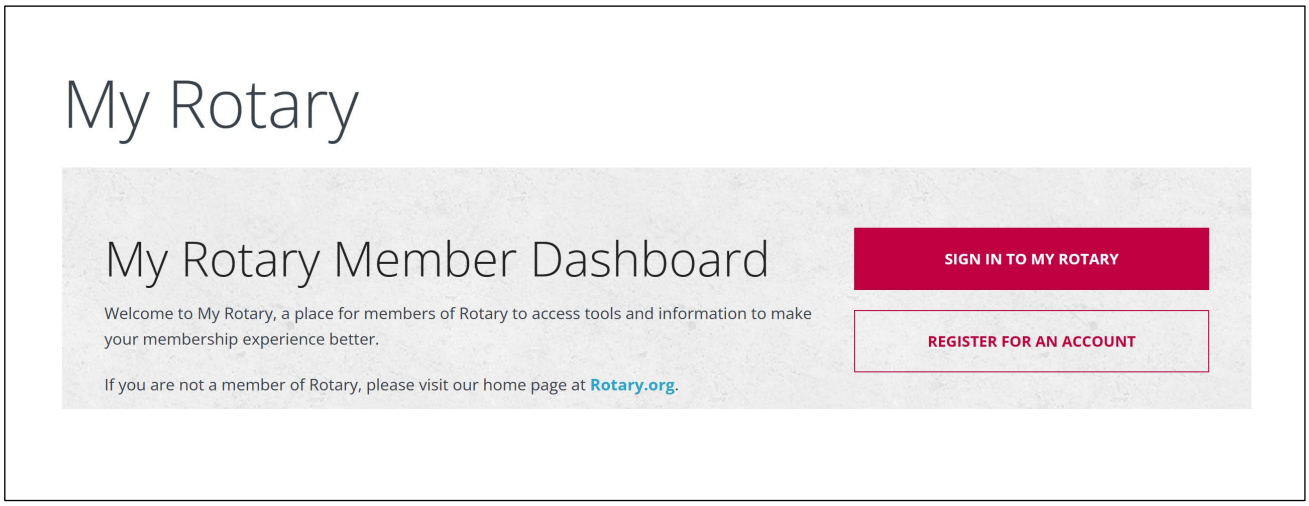
Rotary District 7090

The Best of Friends District

Revision: October-2023

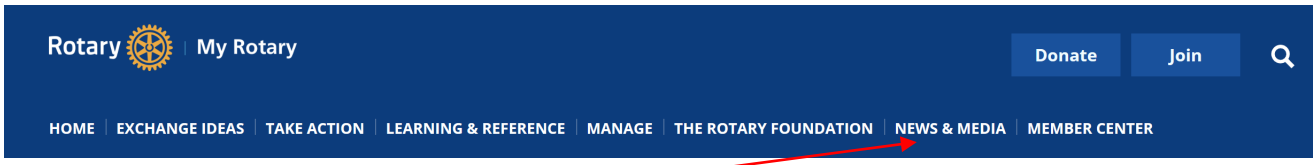
Getting Started

Register for an Account. (***Required to enter the Rotary Brand Center.***)





Once your account is created, this menu with all options is available:

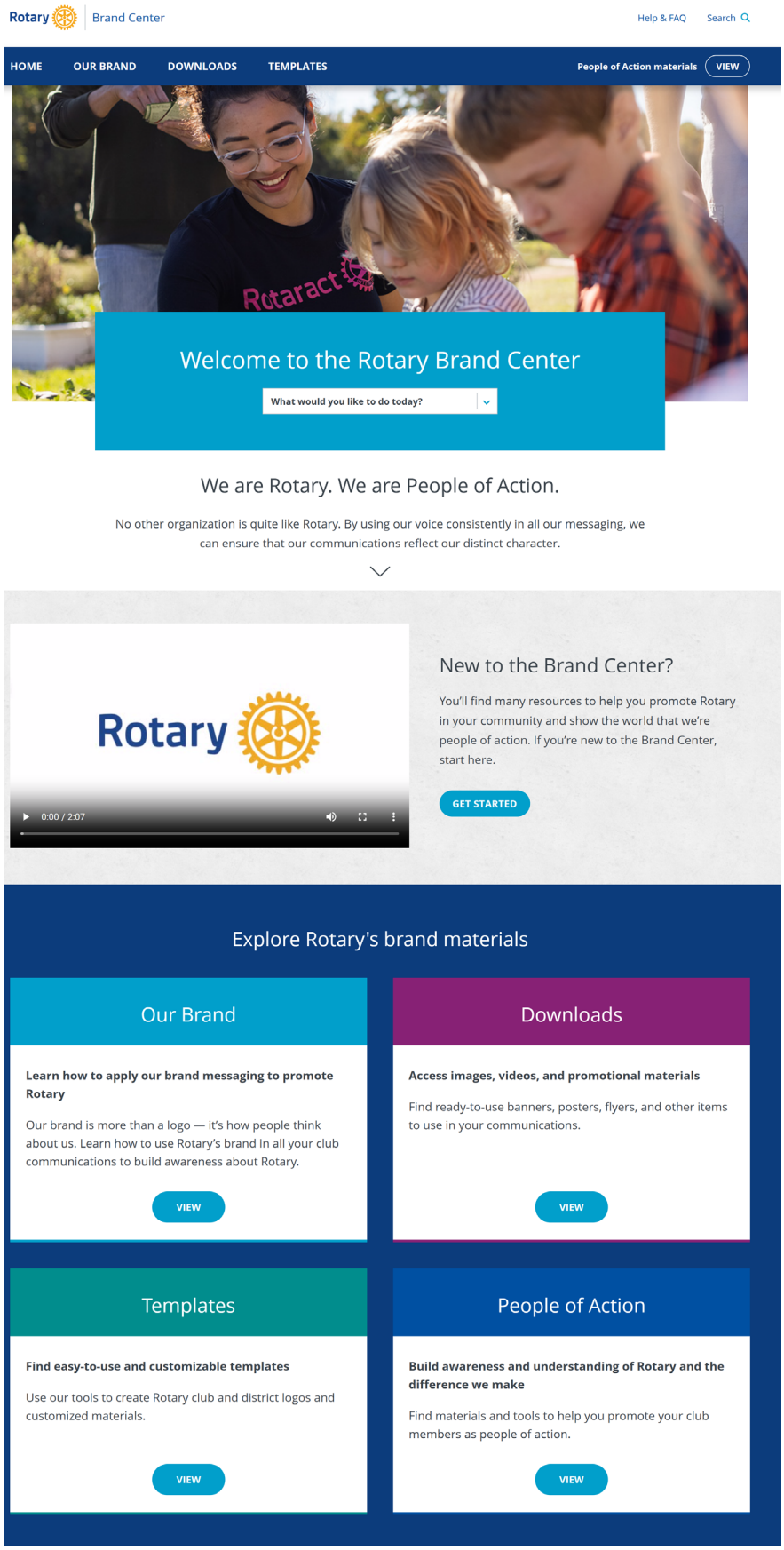


Selecting “News & Media” will present various options. Explore them all!

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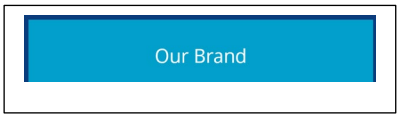
Brand Center

(Brand Center (rotary.org)

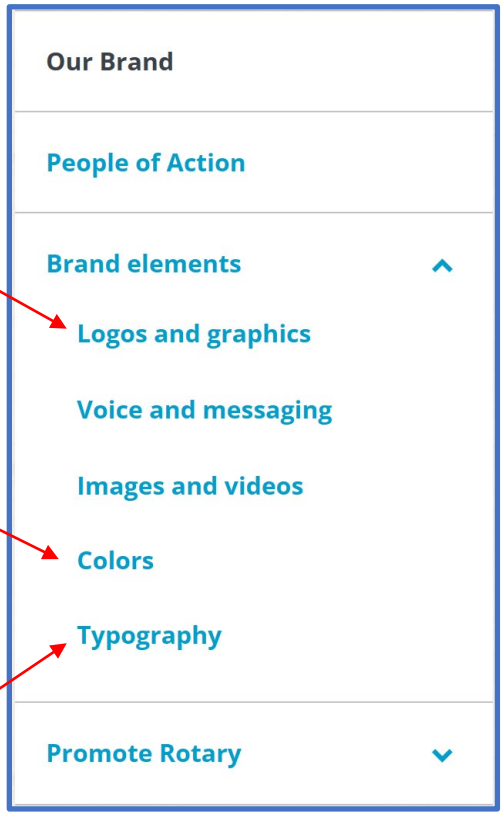


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Each section provides ideas that can enhance your Club's image.



Select "Logos and graphics" to create customized logos for your club media.



You will find this section useful for maintaining the correct Rotary brand colors in these formulations:

- Pantone™ colors for print
- CMYK for 4-color process print
- Hexadecimal for web
- RGB for digital

Use of primary and secondary fonts maintain communications cohesiveness and distinction. (*These fonts are illustrated on page 5 of this document.*)

Be sure to maintain the "Mark of Excellence" as described here.



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Typography

Primary Fonts

Use the primary fonts for headlines and navigation labels.

- Frutiger (Licensed)
- Open Sans (Free)
- Arial (Free)

FRUTIGER LT STD
47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

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

OPEN SANS CONDENSED
Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS
Light
Regular
Italic
Bold

ARIAL NARROW
Regular
Italic
Bold
Bold Italic

ARIAL
Regular
Italic
Bold
Bold Italic

Secondary Fonts

Use the secondary fonts for body text, secondary headlines, and captions.

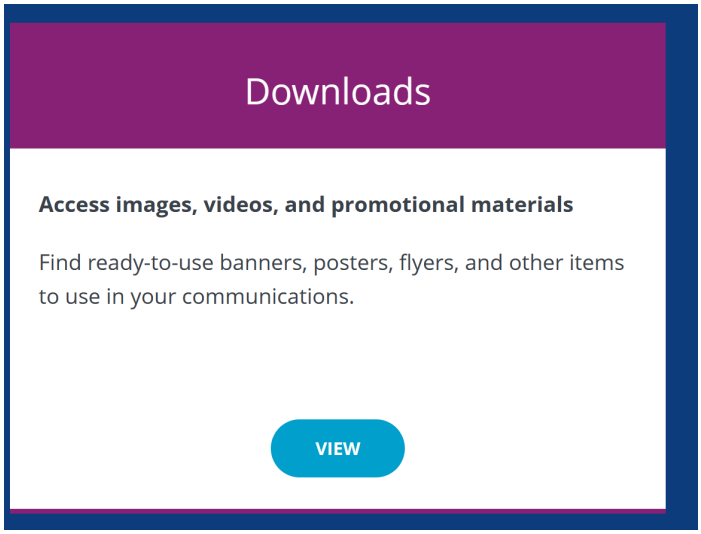
- Sentinel (Licensed)
- Georgia (Free)

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

Georgia
Regular
Italic
Bold
Bold Italic

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Downloads



Here you will find a wealth of materials that can promote your club:

- Promotional material templates.
- The Rotary Foundation Logo
- The presidential theme for the Rotary year
- Templates to create club logos

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Useful Templates

People of Action Print Ad Template

This People of Action print ad template can be customized to promote the work your club does in its community. Select an action verb, then upload a photo or choose from those provided. Next, add your text and end with a call to action.



Club Brochure Template

This trifold brochure can be customized to showcase your club's projects and personality while introducing people to Rotary. Edit the text, then upload photos or choose from those provided.



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MEDIA RELEASE

For Immediate RELEASE

The immediate below information is for the Print Publication Editor or Manager, it does not appear in the print publication:

[Person's Name Submitting Release]
[Date]
[Title]
[Email address]
[Phone number]
[Website]

[Headline] Ex: Rotary's Great Lakes Watershed Cleanup
[Insert Subheading] Ex: Over 300 Volunteers Expected

[Location], [Date] – Ex: Dunkirk, New York – Wright Park - Saturday, April 23rd

Body
Add 3-4 paragraphs explaining the event, fundraiser, gathering, etc….
"Five W's" - Who, What, When, Where, and Why....

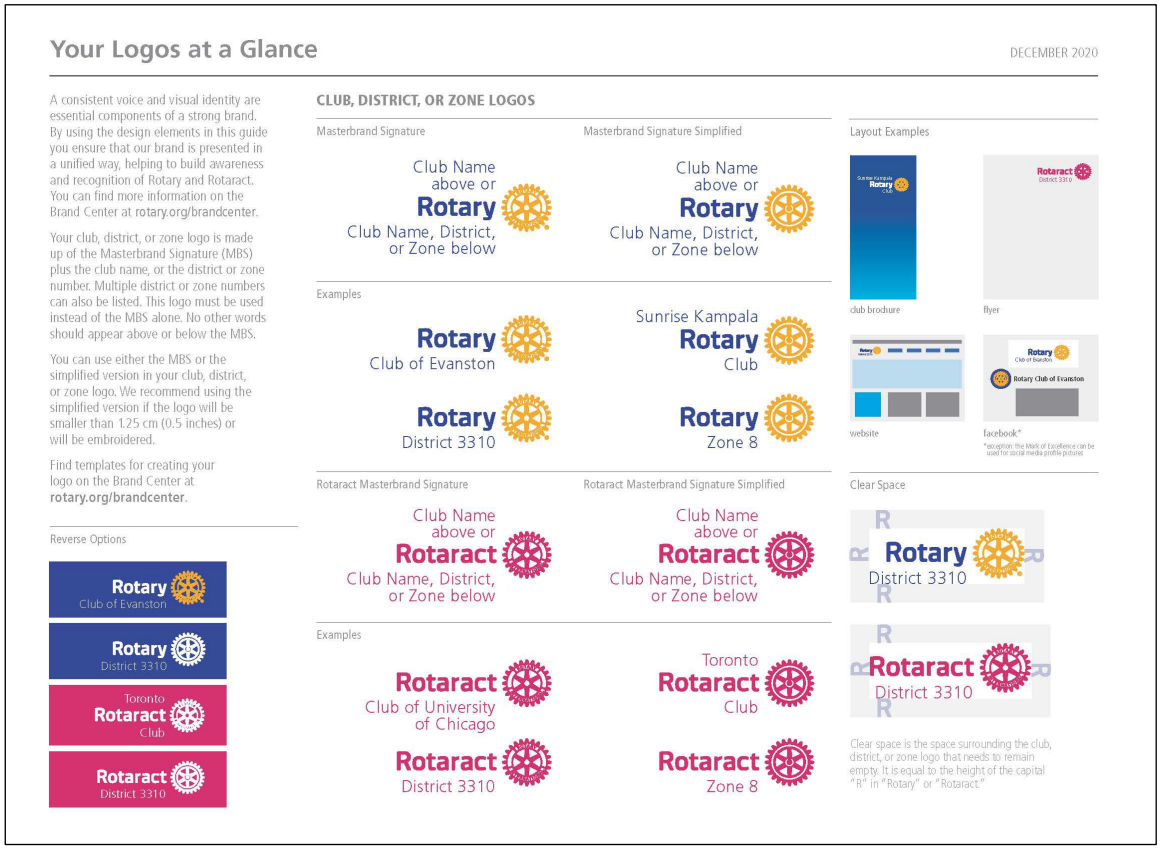
About [Company Name/Organization Name]
Boilerplate - describe Rotary, what makes it different than other service organizations, why is it important in your area.

Closing paragraph, end with all Contact information:

#####
(Press style of stating, "End of Story!)

Logos at a Glance

(This document is available for download in PDF format.)



Your Logos at a Glance

DECEMBER 2020

A consistent voice and visual identity are essential components of a strong brand. By using the design elements in this guide you ensure that our brand is presented in a unified way, helping to build awareness and recognition of Rotary and Rotaract. You can find more information on the Brand Center at rotary.org/brandcenter.

Your club, district, or zone logo is made up of the Masterbrand Signature (MBS) plus the club name, or the district or zone number. Multiple district or zone numbers can also be listed. This logo must be used instead of the MBS alone. No other words should appear above or below the MBS.

You can use either the MBS or the simplified version in your club, 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 logo on the Brand Center at **rotary.org/brandcenter**.

Reverse Options

Rotary Club of Evanston

Rotary District 3310

Toronto Rotaract Club

Rotaract District 3310

CLUB, DISTRICT, OR ZONE LOGOS

Masterbrand Signature

Club Name above or Rotary Club Name, District, or Zone below

Masterbrand Signature Simplified

Club Name above or Rotary Club Name, District, or Zone below

Examples

Rotary Club of Evanston

Rotary District 3310

Sunrise Kampala Rotary Club

Rotary Zone 8

Rotaract Masterbrand Signature

Club Name above or Rotaract Club Name, District, or Zone below

Rotaract Masterbrand Signature Simplified

Club Name above or Rotaract Club Name, District, or Zone below

Examples

Rotaract Club of University of Chicago

Rotaract District 3310

Toronto Rotaract Club

Rotaract Zone 8

Layout Examples

club brochure

flyer

website

facebook*

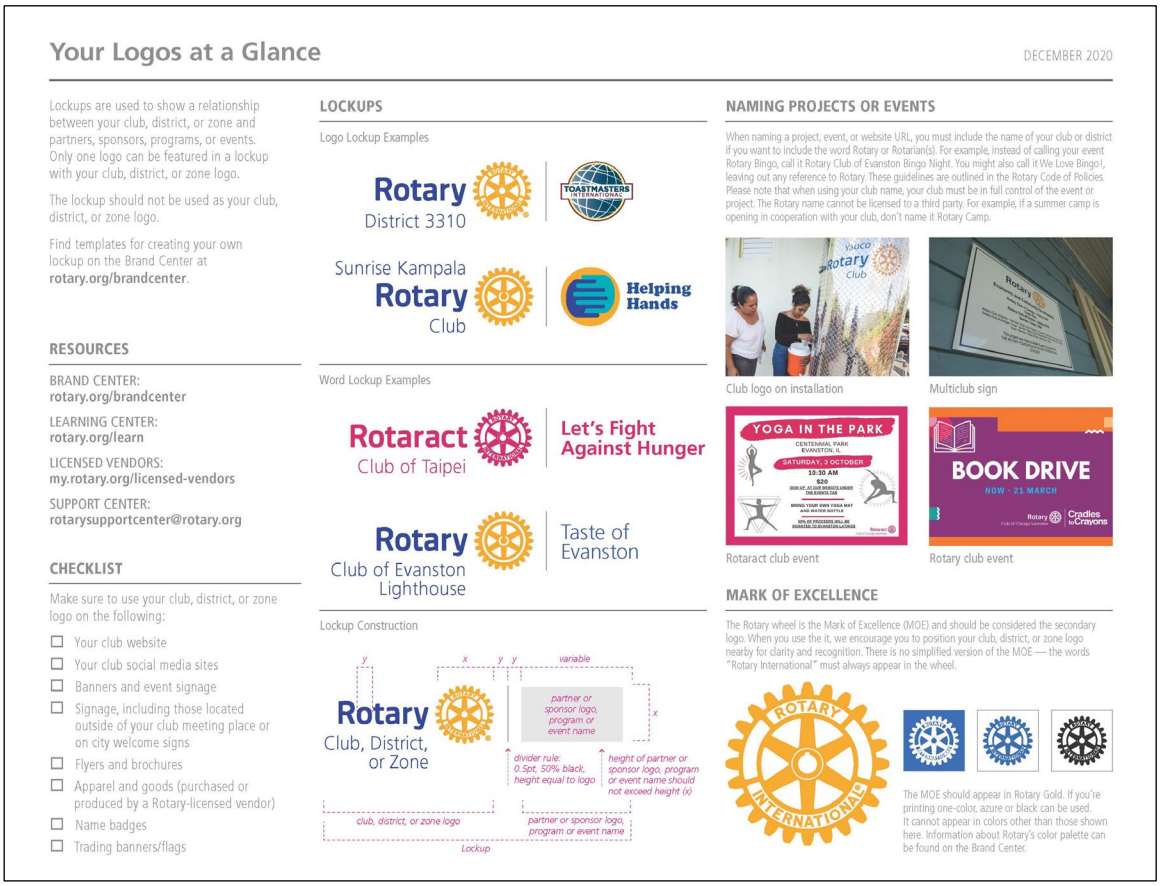
*recognizes the Mark of Excellence can be used for social media profile pictures

Clear Space

Rotary District 3310

Rotaract District 3310

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



Your Logos at a Glance

DECEMBER 2020

Lockups are used to show a relationship between your club, district, or zone and partners, sponsors, programs, or events. Only one logo can be featured in a lockup with your club, district, or zone logo.

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

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

RESOURCES

BRAND CENTER:
rotary.org/brandcenter

LEARNING CENTER:
rotary.org/learn

LICENSED VENDORS:
my.rotary.org/licensed-vendors

SUPPORT CENTER:
rotarysupportcenter@rotary.org

CHECKLIST

Make sure to use your club, district, or zone logo on the following:

- ☐ Your club website
- ☐ Your club social media sites
- ☐ Banners and event signage
- ☐ Signage, including those located outside of your club meeting place or on city welcome signs
- ☐ Flyers and brochures
- ☐ Apparel and goods (purchased or produced by a Rotary-licensed vendor)
- ☐ Name badges
- ☐ Trading banners/flags

LOCKUPS

Logo Lockup Examples

Rotary District 3310 | Toastmasters International

Sunrise Kampala Rotary Club | Helping Hands

Word Lockup Examples

Rotaract Club of Taipei | Let's Fight Against Hunger

Rotary Club of Evanston Lighthouse | Taste of Evanston

Lockup Construction

NAMING PROJECTS OR EVENTS

When naming a project, event, or website URL, you must include the name of your club or district if you want to include the word Rotary or Rotarian(s). For example, instead of calling your event Rotary Bingo, call it Rotary Club of Evanston Bingo Night. You might also call it We Love Bingo!, leaving out any reference to Rotary. These guidelines are outlined in the Rotary Code of Policies. Please note that when using your club name, your club must be in full control of the event or project. The Rotary name cannot be licensed to a third party. For example, if a summer camp is opening in cooperation with your club, don't name it Rotary Camp.

Club logo on installation

Multiclub sign

Rotaract club event

Rotary club event

MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence (MOE) and should be considered the secondary logo. When you use the it, we encourage you to position your club, district, or zone logo nearby for clarity and recognition. There is no simplified version of the MOE — the words "Rotary International" must always appear in the wheel.

The MOE should appear in Rotary Gold. If you're printing one-color, azure or black can be used. It cannot appear in colors other than those shown here. Information about Rotary's color palette can be found on the Brand Center.

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