



# VOICE AND VISUAL IDENTITY GUIDELINES

2019-2020

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

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## ABOUT THIS GUIDE

Rotary's Voice and Visual Identity Guidelines provides essential information to help you build Rotary's brand. You'll learn about our voice and People of Action messaging as well as how to format our logo, choose the correct color palette, and so much more.

We developed these guidelines for communications and design professionals, but anyone can use them. If you prefer a short, summarized version of this guide, go to the **Brand Center** and download Voice and Visual Identity at a Glance.

## OUR IMAGE MATTERS

For more than 100 years, Rotary has united leaders who are committed to using their expertise to take action and improve their communities. Awareness of Rotary is high. But public understanding of who we are, what we do, and the value we bring to communities is concerningly low. It's important that we tell our story in ways that help people everywhere understand what Rotary does, how we're different, and why our work matters. Without this understanding, we can't reach our full potential and bring more people together and improve even more communities worldwide.

**NO OTHER ORGANIZATION IS QUITE LIKE ROTARY. BY USING OUR UNIQUE VOICE CONSISTENTLY IN ALL OUR MESSAGING, WE CAN ENSURE THAT OUR COMMUNICATIONS REFLECT OUR DISTINCT CHARACTER.**

If we speak, write, and design in one voice, our communications will sound, read, and look unmistakably like Rotary. This will give our audiences a better understanding of who we are.

This guide will show you how to use Rotary's voice and look in communications about your club and Rotary. Together, we can show the world that we're people of action.

## ROTARY AS A BRAND




**A BRAND IS MORE THAN A LOGO. ROTARY'S BRAND IS MUCH BIGGER THAN ITS WHEEL. IT'S A PERCEPTION: IT'S HOW OTHERS THINK ABOUT US, NOT JUST HOW WE SEE OURSELVES.**

When we talk about the Rotary brand, we're talking about the basic qualities and goals that unite all Rotary clubs and districts — it's what we offer people who partner with us, join a club, or participate in our programs and projects. 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.

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.

## WE ARE ROTARY

“Rotary” is the connective thread that binds Rotary International and The Rotary Foundation. Rotarians naturally refer to our organization as “Rotary.” Embracing “Rotary” as our communicative name is a simple, yet critical, step to unify our organization and strengthen our message.

 <p><b>Rotary</b></p>	 <p><b>Rotary</b></p>	 <p>The <b>Rotary</b> Foundation</p>
<p><b>ROTARY</b></p>	<p><b>ROTARY INTERNATIONAL</b></p>	<p><b>THE ROTARY FOUNDATION</b></p>
<p><b>What we call ourselves when referring to the enterprise as a whole in all communications</b></p>	<p><b>How we refer to our global association of 35,000 clubs and the governance and offices that support them</b></p>	<p><b>What we use when referring to Rotary’s fundraising and grant-making arm, when appropriate and/or legally required</b></p>

Our essence originates from Rotary's vision statement and explains who we are, what we care about, and how we communicate and make decisions.

**OUR VISION:** Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

**OUR ESSENCE:** Rotary joins leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

Our essence summarizes what Rotary is all about — current and emerging 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. This approach makes it possible for each of us to develop our own powerful statement about our clubs and collectively tell a compelling and cohesive story about Rotary.

## WE ARE PEOPLE OF ACTION

People of Action helps define Rotary for those who don't know us. We're professional, community, and civic leaders who connect with each other and 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 THE IMPACT ROTARY MAKES IN OUR COMMUNITIES.**

Below are some examples of how you might use People of Action messaging to describe Rotary.

Rotary is committed to making the world a better place.

- We bring together people of action from all continents and cultures who deliver long-term solutions to the world's most persistent issues.

Rotary helps us become better leaders, individuals, and humanitarians.

- We're an organization founded on people, relationships, and taking action.
- We use our professional backgrounds, diverse perspectives, and global connections to change the world for the better.
- Through service, we make lifelong friendships that transcend political, cultural, and generational boundaries and foster global understanding and respect.

By presenting Rotarians as people of action, we bring Rotary's vision to life in a relevant and tangible way. When we speak with the same voice, we raise awareness and understanding of Rotary.

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

We want Rotary to stand out from other organizations and appeal to all of our audiences with compelling, consistent messages. Our voice — the unique tone and style in which we communicate — focuses on four attributes that describe 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.

Rotary's voice is clear, persuasive, and relatable. It's personal and sincere. Convincing but never demanding or scolding.

And finally, it's conversational but not overly casual or perky.

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## OUR VOICE IS ...

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### Persevering

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

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### Inspiring

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

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### Compassionate

We care about the people we help.

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### Smart

We are perceptive and use our expertise to solve problems in creative ways.

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## EXAMPLES

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**Since 1979 we have helped eradicate polio in all but three nations worldwide. Today we're dedicated to ending polio in our lifetime.**

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

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**Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.**

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



Here are a couple of examples that demonstrate how using Rotary's voice strengthens our message:

**EXAMPLES**

**BEFORE** (without Rotary's voice)

**AFTER** (in Rotary's voice)

**WHY IT'S EFFECTIVE**

Invitation to prospective members to visit a local club

Rotary is made up of people around the world working together to clean the environment, end polio, improve our communities, and accomplish other extraordinary things.

Learn more at [Rotary.org](http://Rotary.org).



**It's amazing what we can accomplish when hearts and minds work together. See how leaders from diverse countries, cultures, and occupations are taking action to enhance health, empower youth, promote peace, and improve their communities.**

**Be part of creating positive change. Visit a Rotary club near you.**

- Is active, inspiring, and inviting
- Balances compassion (hearts) and intelligence (minds)
- Defines leadership by mindset (diverse perspectives) and action
- Clarifies our impact
- Includes a clear call to action

Excerpt from [Rotary.org](http://Rotary.org)

Rotary's Anniversary

Rotary's anniversary marks a year of both achievements in the fight to eradicate polio and a stepped-up commitment to finish the job. You can help by learning how to use advocacy to encourage governments to fund the vital work of polio eradication.



**Another year, another chance to make history.**

**We're closer than ever to eradicating polio. But even as we celebrate another year of community impact, we're reminded that there is much to do. Become an effective advocate for government funding so together we can finish the job.**

- Headline is inspiring versus descriptive
- Highlights Rotary's persevering spirit
- Is more compassionate and human
- Has a clear call-to-action

## What are "values?"

Values drive our behavior. They represent our beliefs and how we act.

## How did we define our values?

The guiding principles that define Rotary are rooted in our values. Now we bring our values to life by showing how we use them to improve lives in communities around the world.

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### OUR VALUES

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### HOW WE LIVE OUR VALUES

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**Fellowship**



**We build lifelong relationships**

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**Integrity**



**We honor our commitments**

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**Diversity**



**We connect diverse perspectives**

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**Service and Leadership**



**We use our leadership and expertise to solve social issues**

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

Logos can be found in the Brand Center, [rotary.org/brandcenter](https://rotary.org/brandcenter).

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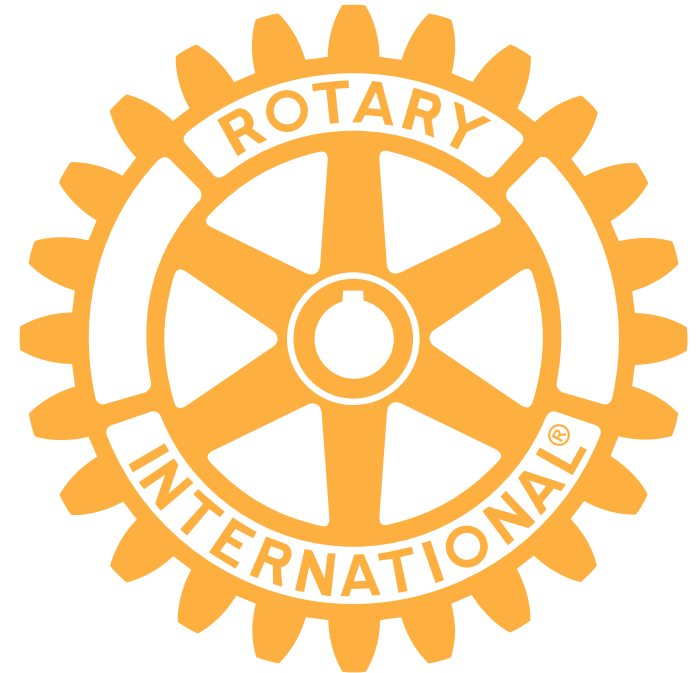
### Masterbrand Signature

Rotary



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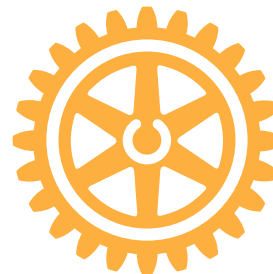
### Mark of Excellence



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### Masterbrand Signature Simplified

Rotary



# Logos 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.

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

Both the Masterbrand Signature and the Masterbrand Signature Simplified (on page 13) can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, [rotary.org/brandcenter](https://rotary.org/brandcenter).

For more details regarding our color palette, see pages 28-29.



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% Rotary Azure



100% white (for dark backgrounds)



# Logos

## Masterbrand

### Signature

### Simplified

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

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

Both the Masterbrand Signature and the Masterbrand Signature Simplified (on page 12) can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, [rotary.org/brandcenter](https://rotary.org/brandcenter).

For more details regarding our color palette, see pages 28-29.



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

### Masterbrand Signature Simplified

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



### One Color

100% black



100% Rotary Azure



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.

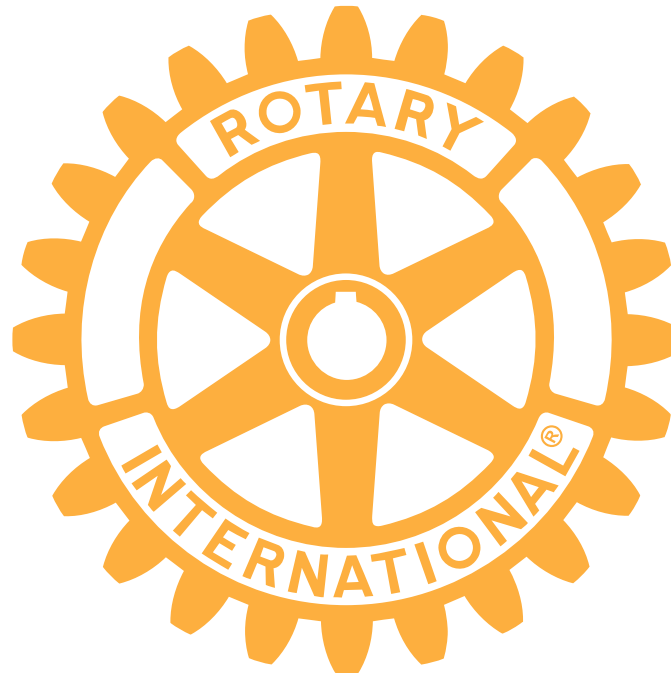
There is no maximum height for the Mark of Excellence, the minimum size should be approximately 3x height of the wheel in the nearby Masterbrand Signature (see layout and sizing examples below).

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

Logos can be found on the Brand Center, [rotary.org/brandcenter](http://rotary.org/brandcenter).

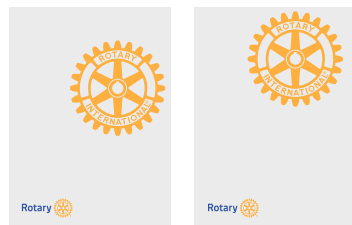
For more details regarding our color palette, see pages 28-29.

### Mark of Excellence (the Rotary wheel)

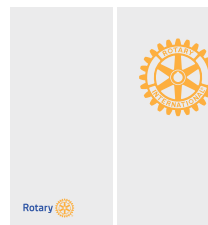


### Layout Examples

Single-page communications

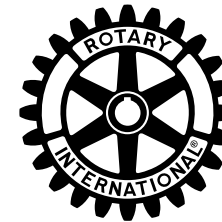


Multipage or Tri-fold (back/front)

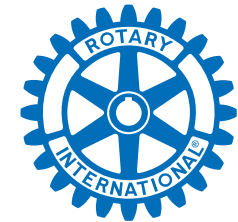


### One Color

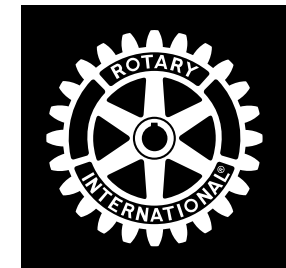
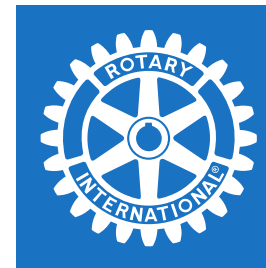
100% black



100% Rotary Azure

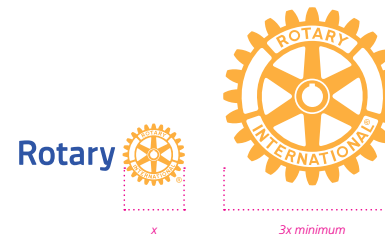


100% white (for dark backgrounds)



### Size

Size relationship of Masterbrand Signature and Mark of Excellence



# Logos

## Signature System for Zones and Districts

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

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

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

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your 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 district or zone logo in the Brand Center, [rotary.org/brandcenter](http://rotary.org/brandcenter).

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### Signature System — Zones and Districts

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#### Masterbrand Signature



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#### Masterbrand Signature Simplified



# Logos

## Signature System for Clubs

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

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

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

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

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your 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 district or zone logo in the Brand Center, [rotary.org/brandcenter](http://rotary.org/brandcenter).

### Signature System — Clubs

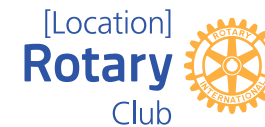
Club logo — BELOW



Club logo — ABOVE



Club logo — ABOVE and BELOW



Club logo — EXAMPLE





# Logos

## Lockups for Partners

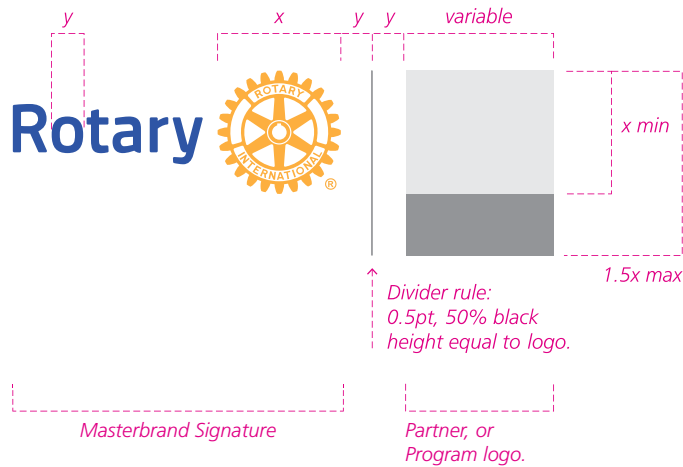
Partners are external organizations that collaborate with Rotary to develop, support, and implement programs and service projects.

To create a partnership lockup (Rotary's Masterbrand Signature plus the partner's logo), follow the guidelines illustrated on this page. Only one partner can be featured in a lockup.

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

### PARTNERS

Construction



Examples: Strategic, Project, or Service Partners



# Logos

## Lockups for Rotarian Action Groups and Rotary Fellowships

To create a Rotarian Action Group or Rotary Fellowship lockup (Rotary's Masterbrand signature plus the Rotarian Action Group or Rotary Fellowships logo), follow the guidelines illustrated on this page.

We recommend using words in your lockup to show your affiliation with Rotary (see Disaster Network of Assistance Rotarian Action Group). However, you can use your action group or fellowship logo in your lockup (see the Rotarian Executive Managers Fellowship logo).

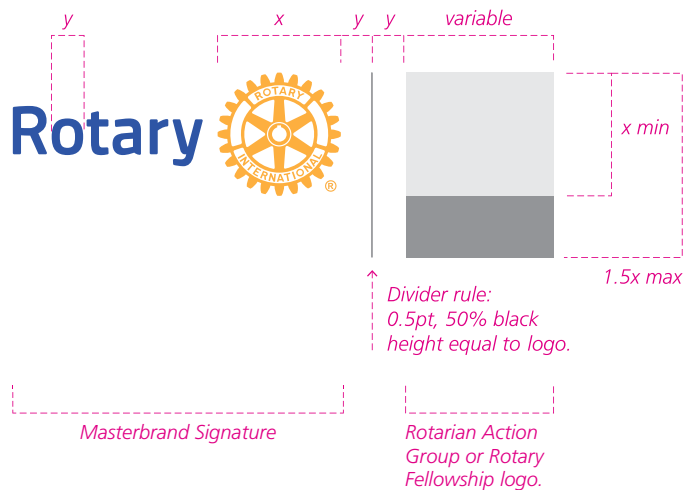
Your action group or fellowship logo should always appear to the right of Rotary's Masterbrand Signature. It must be at least equal in height to the Masterbrand Signature but no more than 1.5 times the height of the Masterbrand Signature. The width of action group or fellowship logos may vary, but they should not visually overpower the Masterbrand Signature.

Remember, you can't create a Rotarian Action Group or Rotary Fellowship logo of your own that contains or resembles the Rotary Masterbrand Signature or Mark of Excellence (wheel).

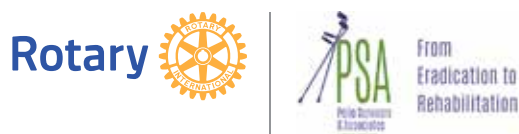
Find templates for creating your own action group or fellowship lockup on the Brand Center, [rotary.org/brandcenter](http://rotary.org/brandcenter).

### ROTARY FELLOWSHIPS AND ROTARIAN ACTION GROUPS

Construction



Examples: Rotarian Action Groups



Examples: Rotary Fellowships



# Logos

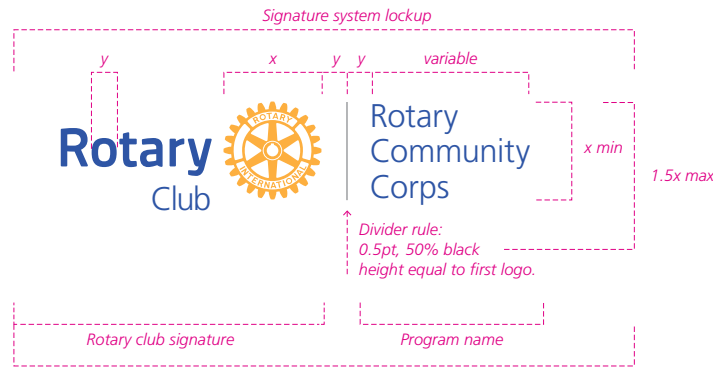
## Lockups for Rotary Community Corps

Lockups are used to show a relationship between Rotary and Rotary Community Corps. RCC is a club-sponsored organization. The lockup comprises the club signature and the sponsored organization text.

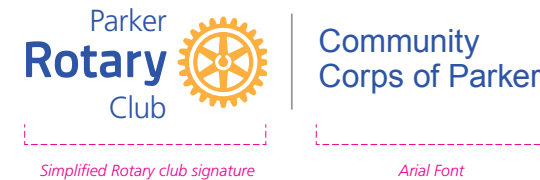
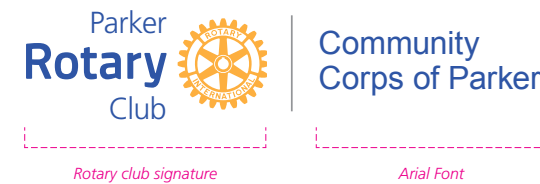
You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

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

### Rotary Community Corps — Signature system lockups



### Acceptable alternate examples



# Logos

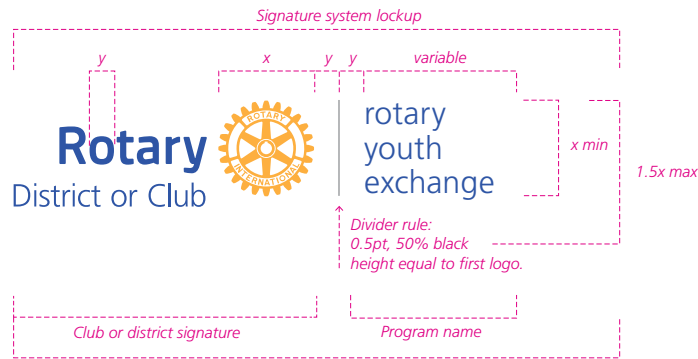
## Lockups for Rotary Youth Exchange

Lockups are used to show a relationship between Rotary and Rotary Youth Exchange, which is a program sponsored by clubs and districts. The lockup comprises the club or district signature and the program name (see example).

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

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

Rotary Youth Exchange — Signature system lockups



Examples



# Logos

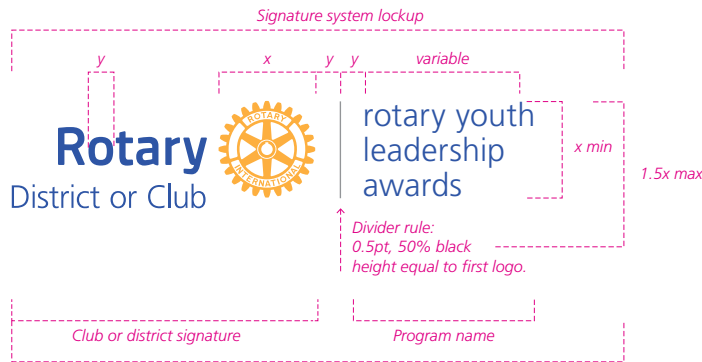
## Lockups for Rotary Youth Leadership Awards (RYLA)

Lockups are used to show a relationship between Rotary and Rotary Youth Leadership Awards, which is a program sponsored by clubs and districts. The lockup comprises the club or district signature and the program name (see example).

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

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

### Rotary Youth Leadership Awards — Signature system lockups



### Examples

<p>Rotary District 6860</p> <p><i>Rotary district signature</i></p> <p><i>Frutiger font</i></p>	<p>Rotary District 6860</p> <p><i>Rotary district signature</i></p> <p><i>Sentinel font</i></p>
<p>Rotary District 6860</p> <p><i>Rotary district signature</i></p> <p><i>Arial Narrow font</i></p>	<p>Rotary District 6860</p> <p><i>Rotary district signature</i></p> <p><i>Georgia font</i></p>
<p>Rotary District 6860</p> <p><i>Simplified Rotary district signature</i></p> <p><i>Frutiger font</i></p>	<p>Rotary District 6860</p> <p><i>Simplified Rotary district signature</i></p> <p><i>Sentinel font</i></p>

# Logos

## Rotaract

### Masterbrand

### Signature

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

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

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

Logos can be found on the Brand Center, [rotary.org/brandcenter](https://rotary.org/brandcenter).

Rotaract Masterbrand Signature



Rotaract Masterbrand Signature Simplified



#### One Color

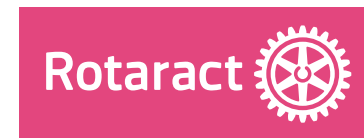
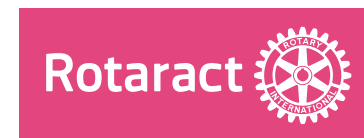
100% black



100% Cranberry



100% white (for dark backgrounds)



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.

# Logos

## Signature System for Rotaract Clubs

The signature system allows you to identify the club or university associated with your Rotaract club in all of your communications.

The Rotaract signature should include a club or university name.

The positioning and the size relationship between the Rotaract wordmark and the wheel are can't be altered. The club or university name should right-align with the "t" in "Rotaract."

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

Find templates for creating your Rotaract club logo in the Brand Center, [rotary.org/brandcenter](http://rotary.org/brandcenter).

### Signature System — Rotaract Clubs

Club logo — BELOW



Club logo — ABOVE



Club logo — ABOVE and BELOW



Club logo — EXAMPLES



# Logos

## Interact

### Masterbrand

### Signature

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.

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

Logos can be found on the Brand Center, [rotary.org/brandcenter](https://rotary.org/brandcenter).

Interact Masterbrand Signature



Interact Masterbrand Signature Simplified



#### One Color

100% black



100% Sky Blue



100% white (for dark backgrounds)



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.



# Logos

## Signature System for Interact Clubs

The signature system allows you to identify the club or school associated with your Interact club in all of your communications.

The Interact signature should include a club or school name.

The positioning and size relationship between the Interact wordmark and the wheel can't be altered. The club or school name should right-align with the "t" in "Interact."

You can use either the Interact Masterbrand Signature or the 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.

Find templates for creating your Interact club logo in the Brand Center, [rotary.org/brandcenter](https://rotary.org/brandcenter).

---

### Signature System — Interact Clubs

---

Club logo — BELOW



---

Club logo — ABOVE



Club logo — ABOVE and BELOW

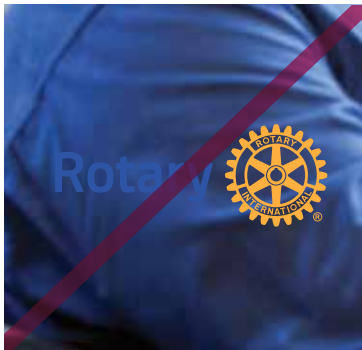


---

Club logo — EXAMPLES



INCORRECT USAGE — Masterbrand Signature



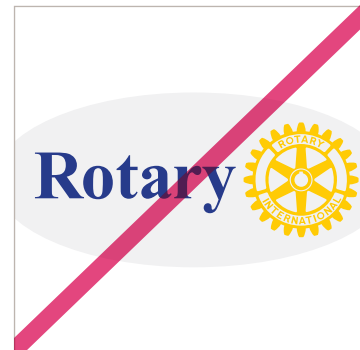
Use the Masterbrand Signature on a background that has sufficient contrast.



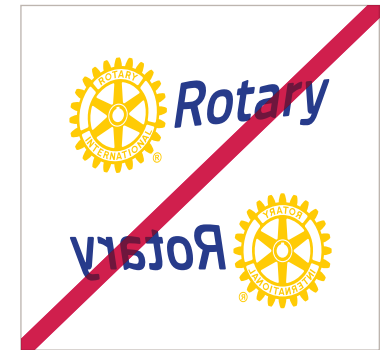
Use a color version of the Masterbrand Signature when printing in full color.



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



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



Keep all elements undistorted and in the right order.

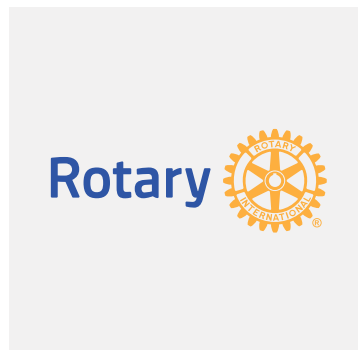
CORRECT USAGE — Masterbrand Signature



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



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



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



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

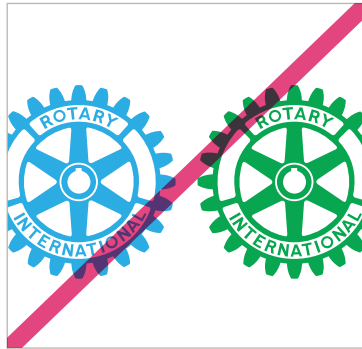


Keep all elements undistorted and in the right order.

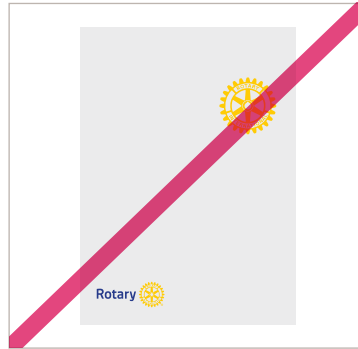
INCORRECT USEAGE — Mark of Excellence



Keep the Mark of Excellence whole — never cropped.



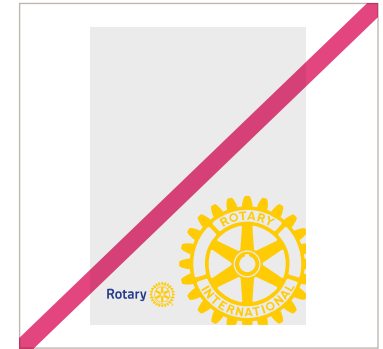
Use Rotary colors specified on page 14 for the Mark of Excellence.



Size the Mark of Excellence correctly when using it with the logo, as shown on page 14.



Make sure the Mark of Excellence is completely legible.

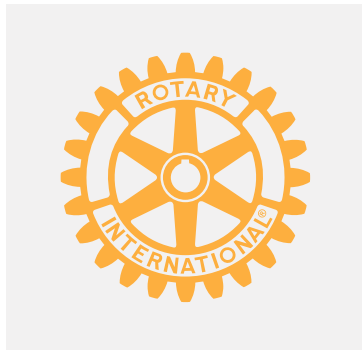


Place the Mark of Excellence away from the logo, as shown on page 14.

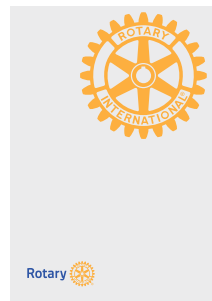
CORRECT USEAGE — Mark of Excellence



Keep the Mark of Excellence whole — never cropped.



Use Rotary colors specified on page 14 for the Mark of Excellence.



Size the Mark of Excellence correctly when using it with the logo, as shown on page 14.



Make sure the Mark of Excellence is completely legible.



Place the Mark of Excellence away from the logo, as shown on page 14.

Rotary's official colors are intended to express who we are: smart, compassionate, persevering, and inspiring. Three shades of blue and one of gold are our main colors. To create a consistent look and feel, we encourage you to use these colors more than the other colors in our palette.

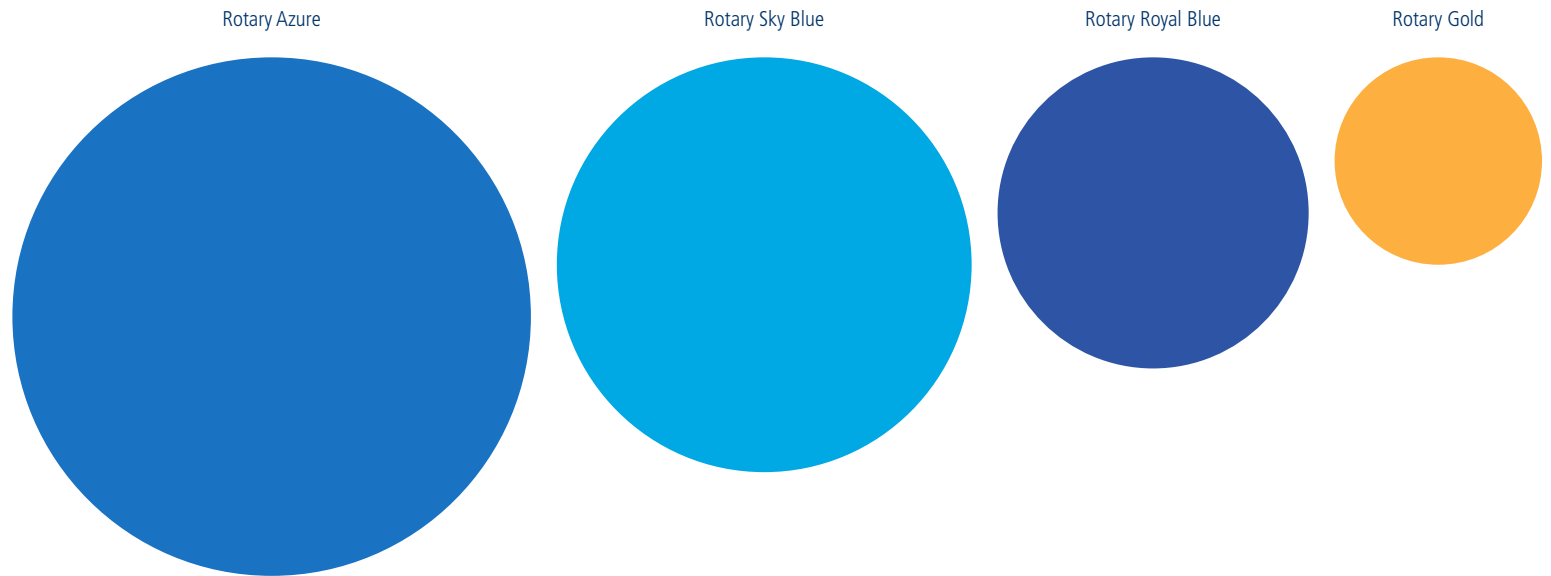
Use Rotary Azure most often, and reserve Rotary Sky Blue and Rotary Royal Blue to complement and highlight. Rotary Gold should be used as the "jewel" on a page.

Use secondary colors sparingly to create emphasis or to differentiate within a series.

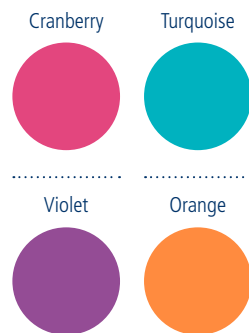
Pastels and neutrals provide the flexibility that may be needed when you're working with backgrounds, layouts, and hierarchy of information, without being overbearing.

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

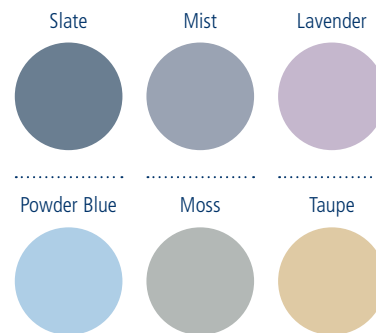
### Rotary Leadership Colors



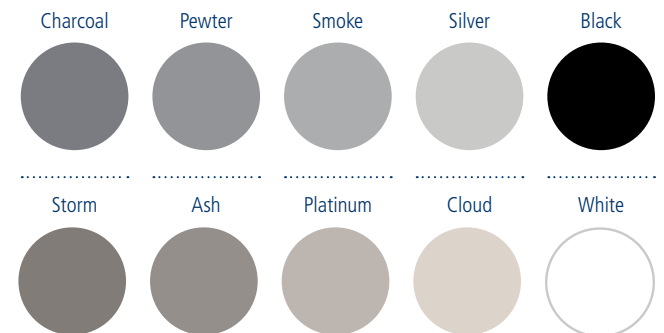
### Secondary Colors



### Pastels



### Neutrals



When using our color palette, be sure to apply the appropriate formulations listed on this page.

Our colors should not be screened or adjusted.

Coated and uncoated formulas are shown here for the following:

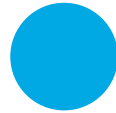
**Pantone™** colors  
**CMYK** for 4-color process  
**RGB** for digital  
**Hexadecimal** for web

To obtain ASE files for latest palette swatches, please contact [graphics@rotary.org](mailto:graphics@rotary.org).

### Rotary Leadership Colors



**Azure**  
 PMS 2175C  
 C99 M47 Y0 K0  
 PMS 2175U  
 C99 M53 Y0 K0  
 Hex #0050a2  
 R0 G93 B170



**Sky Blue**  
 PMS 2202C  
 C96 M0 Y6 K0  
 PMS 2202U  
 C94 M0 Y6 K0  
 Hex #019fcb  
 R1 G180 B231



**Royal Blue**  
 PMS 286C  
 C100 M80 Y9 K2  
 PMS 286U  
 C100 M92 Y9 K2  
 Hex #0c3c7c  
 R23 G69 B143

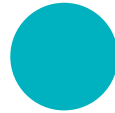


**Gold**  
 PMS 130C  
 C0 M41 Y100 K0  
 PMS 129U  
 C0 M35 Y100 K0  
 Hex #f7a81b  
 R247 G168 B27

### Secondary Colors



**Cranberry**  
 PMS 214C  
 C0 M100 Y22 K0  
 Rubine RedU  
 C0 M100 Y22 K0  
 Hex #c10042  
 R217 G27 B92



**Turquoise**  
 PMS 7466C  
 C90 M0 Y38 K0  
 PMS 7466U  
 C88 M0 Y27 K0  
 Hex #018d8d  
 R0 G153 B153



**Violet**  
 PMS 2070C  
 C57 M91 Y0 K0  
 PMS 2070U  
 C54 M99 Y0 K0  
 Hex #872175  
 R135 G33 B117



**Orange**  
 PMS 2018C  
 C0 M68 Y95 K0  
 PMS 2018U  
 C0 M58 Y95 K0  
 Hex #ff7600  
 R255 G118 B0

### Pastels



**Slate**  
 PMS 2165C  
 C68 M43 Y30 K9  
 PMS 2166U  
 C68 M46 Y30 K13  
 Hex #687d90  
 R104 G125 B144



**Lavender**  
 PMS 665C  
 C17 M20 Y0 K8  
 PMS 665U  
 C17 M20 Y0 K8  
 Hex #c6bcd0  
 R198 G188 B208



**Moss**  
 PMS 7537C  
 C36 M23 Y34 K0  
 PMS 7537U  
 C36 M23 Y30 K0  
 Hex #a7aca2  
 R167 G172 B162



**Mist**  
 PMS 2162C  
 C40 M23 Y18 K1  
 PMS 2162U  
 C42 M26 Y18 K4  
 Hex #9ea6b4  
 R158 G166 B180



**Powder Blue**  
 PMS 290C  
 C25 M4 Y5 K0  
 PMS 545U  
 C28 M4 Y0 K0  
 Hex #c9dee9  
 R201 G222 B233



**Taupe**  
 PMS 7501C  
 C13 M16 Y35 K0  
 PMS 7501U  
 C13 M16 Y35 K0  
 Hex #d9c89e  
 R217 G200 B158

### Neutrals



**Charcoal**  
 Cool Gray 11C  
 C48 M22 Y24 K66  
 Cool Gray 11U  
 C15 M0 Y0 K60  
 Hex #58585a  
 R88 G88 B90



**Storm**  
 Warm Gray 10C  
 C51 M46 Y55 K19  
 Warm Gray 10U  
 C51 M46 Y45 K19  
 Hex #675d58  
 R103 G93 B88



**Pewter**  
 Cool Gray 8C  
 C23 M11 Y13 K41  
 Cool Gray 8U  
 C10 M0 Y0 K50  
 Hex #919295  
 R145 G146 B149



**Ash**  
 Warm Gray 7C  
 C41 M34 Y44 K4  
 Warm Gray 7U  
 C41 M38 Y37 K8  
 Hex #958d85  
 R149 G141 B133



**Smoke**  
 Cool Gray 5C  
 C0 M0 Y0 K33  
 Cool Gray 5U  
 C0 M0 Y0 K33  
 Hex #bcddc0  
 R188 G189 B192



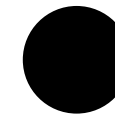
**Platinum**  
 Warm Gray 3C  
 C25 M22 Y32 K0  
 Warm Gray 3U  
 C25 M22 Y28 K2  
 Hex #c5c1bb  
 R197 G193 B187



**Silver**  
 Cool Gray 2C  
 C14 M10 Y13 K0  
 Cool Gray 2U  
 C14 M10 Y16 K0  
 Hex #e7e7e8  
 R231 G231 B232



**Cloud**  
 Warm Gray 1C  
 C15 M12 Y17 K0  
 Warm Gray 1U  
 C15 M12 Y17 K0  
 Hex #e6e5d8  
 R230 G229 B216



**Black**  
 C0 M0 Y0 K100  
 Hex #000000  
 R0 G0 B0



**White**  
 C0 M0 Y0 K0  
 Hex #ffffff  
 R255 G255 B255

# Typography

## Licensed and Free Fonts

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

### Licensed Option — fonts for purchase

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

## FRUTIGER LT STD

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
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

**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

### Free Option — when Frutiger and Sentinel fonts are not available or are cost prohibitive

**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

**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

Italic

Bold

Bold Italic

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

## Georgia

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz1234567890

Regular

Italic

Bold

Bold Italic

\*For information on purchasing the licensed fonts, contact [graphics@rotary.org](mailto:graphics@rotary.org).

# Imagery

## Style Overview and Subject Matter

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

Always get signed, written permission from anyone pictured in photos or videos used for Rotary purposes. Written consent should include the name of the subject and a statement that says they agree to being recorded and that the person recording them may use the recording. Get written permission from parents or guardians of any children pictured in the photos. If the photograph or video is taken by someone else, have that person license use to your club and make sure the subjects grant permission for you to use their images or voices.

### Rotary Participants United and Exchanging Ideas

Single Rotarian



Small groups



Large groups



### Rotary Participants Taking Action in the Community

Single Rotarian



Small groups



Large groups



With beneficiaries



Without Rotarians



### Metaphorical/Conceptual



# Imagery

## People of Action Style

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

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

### People of Action





# Message About the Rotary Brand and Rotary International Trademarks

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

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

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

## Clubs and Their Members

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

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

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

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

## Rotary International Licensees

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

## Fonts and Licenses

We're recommending the use of some fonts that require a license. If you are using those fonts, make sure you have the proper licenses or permissions. We offer free font options, please refer to page 30 for more information.

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

# Merchandise

## Rotary Member Pin

Rotary pins are immediately recognized by Rotarians everywhere as a proud symbol of membership. There are no changes to pin design or color, so your current member pin and all those available through Rotary's licensed suppliers are acceptable.

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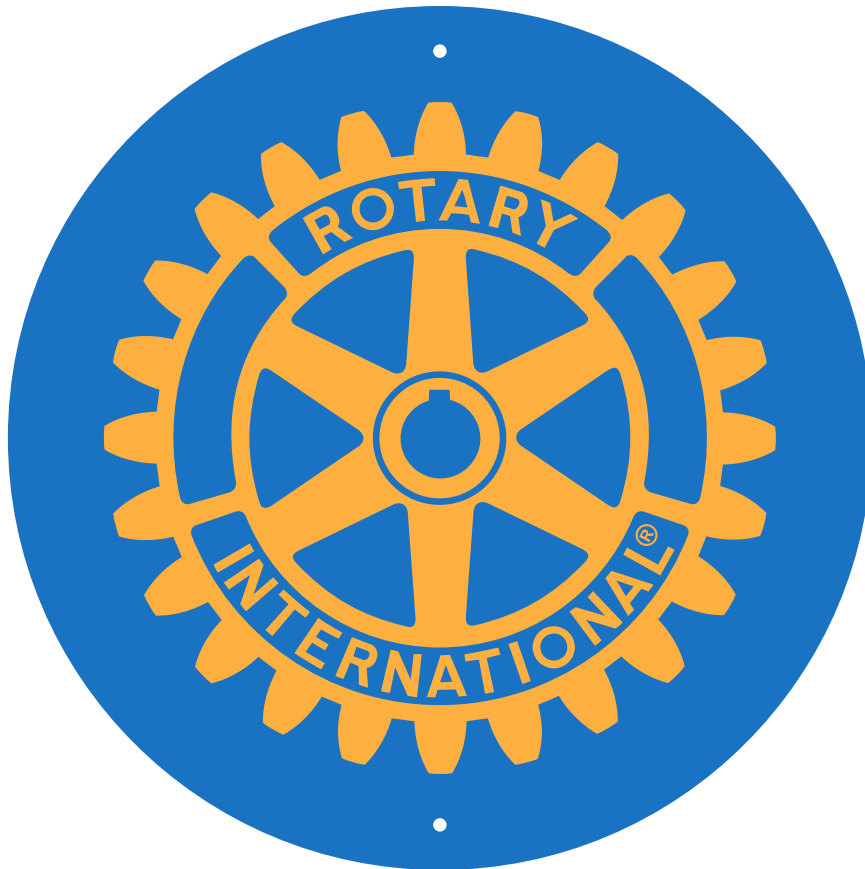
### Rotary Member Pin



## Merchandise

### Outdoor Road Sign and Information Sign

#### 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.) (3 lines) or 10" x 24" (25 cm. x 61 cm.) (4 lines)

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

**ROTARY CLUB OF  
EVANSTON LIGHTHOUSE  
CHARTERED  
1985**

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

**ROTARY CLUB OF  
EVANSTON LIGHTHOUSE  
CHARTERED  
1985**

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

## Merchandise

### Aluminum or Acrylic Meeting Sign

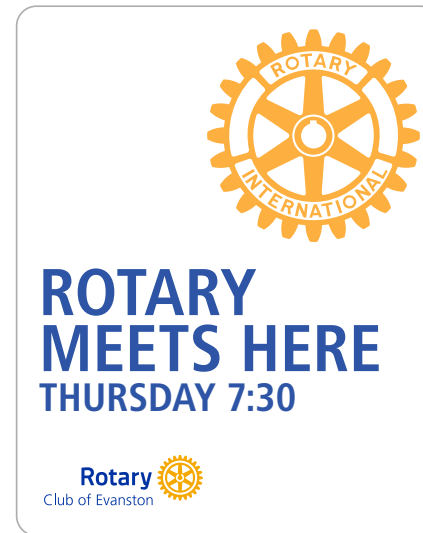
#### Azure Meeting Sign

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



#### White Meeting Sign

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



---

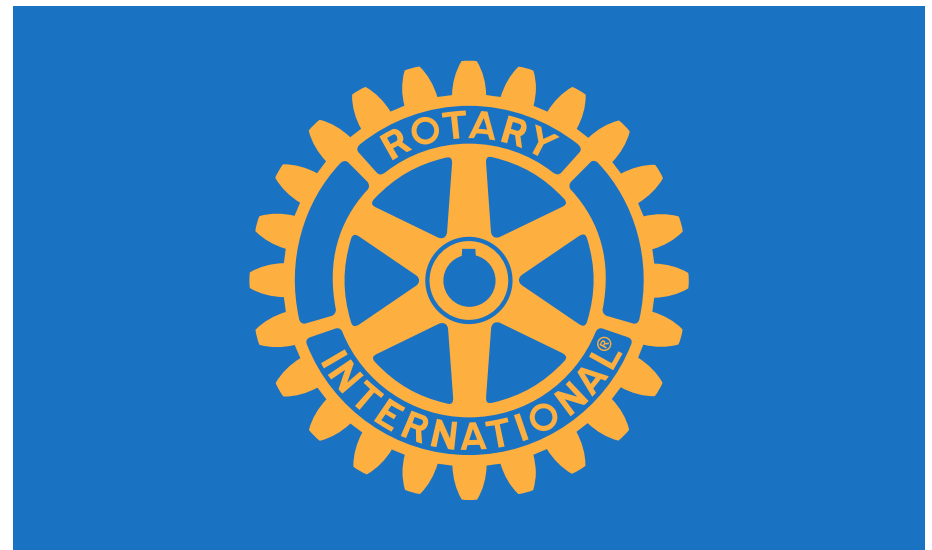
Flag — variable sizes

---

Option 1



Option 2



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

---

### Azure Name Badge

---

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



NEW  
MEMBER

10-YEAR  
MEMBER

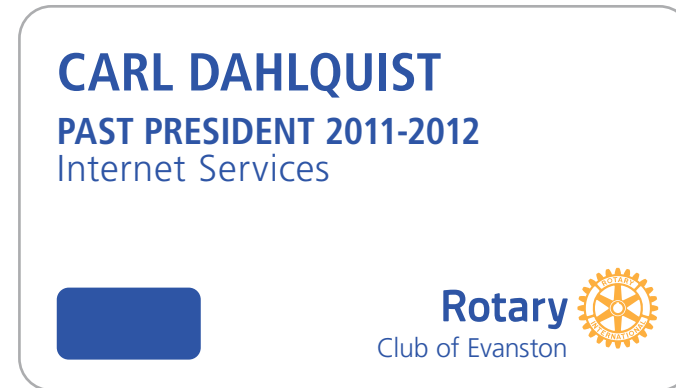
PERFECT  
ATTENDANCE

---

### White Name Badge

---

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



NEW  
MEMBER

10-YEAR  
MEMBER

PERFECT  
ATTENDANCE

# Merchandise

## Club T-shirt

---

### T-shirt Front

---

2-Color



See pages 15-16 for club, district, and zone specifications.

---

### T-shirt Back

---

2-Color



---

### Club Polo Front

---

2-Color



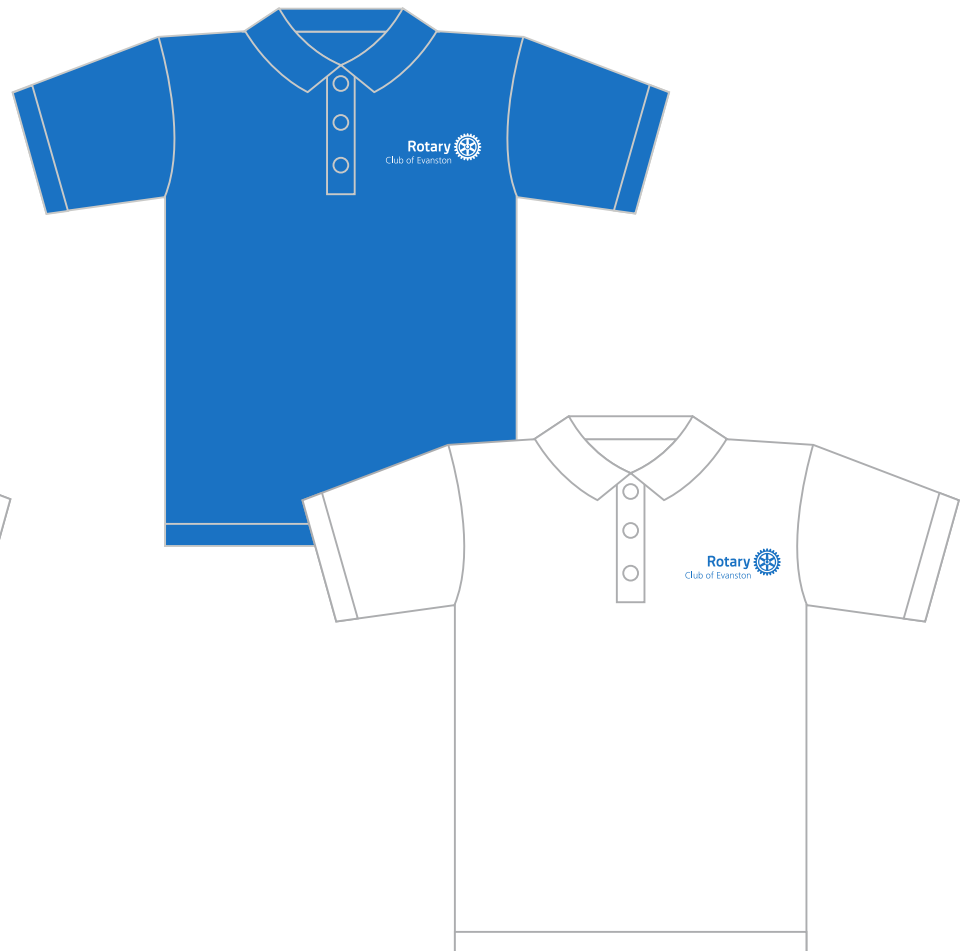
See pages 15-16 for club, district, and zone specifications.

---

### Club Polo Front

---

1-Color





# Merchandise

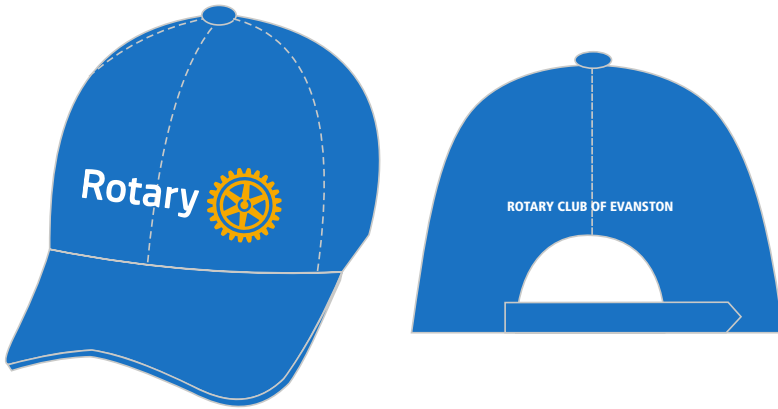
## Cap

---

### Hat — 2-Color

---

#### Design I — White

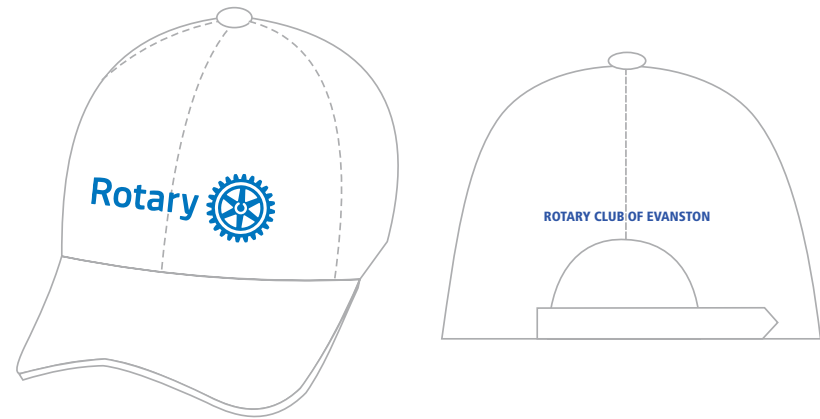


---

### Hat — 1-Color

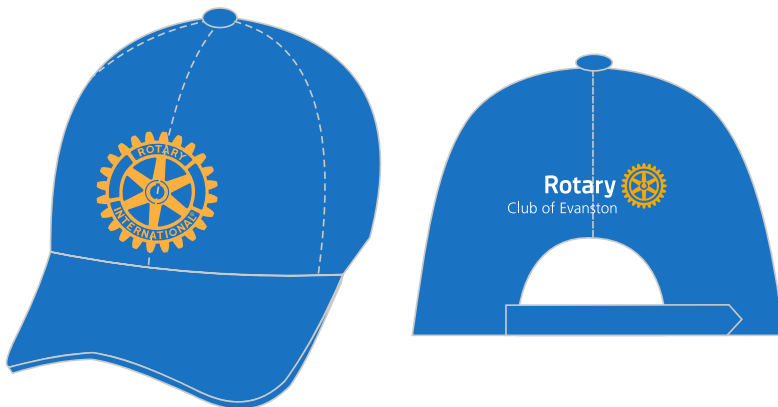
---

#### Design II — White



---

### Design I — Azure



---

### Design II — Azure



See pages 15-16 for club, district, and zone specifications.

# Merchandise

## Coffee Mug

---

### Mug — 2-Color

---

Design 1 — Front/Back



---

### Mug — 1-Color

---

Design 1 — Front/Back



# CONTACT INFORMATION

## **Inquiries**

For general questions or questions about purchasing/downloading Pantone™ color swatches or purchasing recommended typefaces:

[graphics@rotary.org](mailto:graphics@rotary.org)

## **Licensing inquiries**

For manufacturers/distributors interested in selling or distributing Rotary emblem merchandise and Rotary clubs wishing to sell Rotary emblem merchandise for fundraising purposes:

[rilicensingservices@rotary.org](mailto:rilicensingservices@rotary.org)

