Rotary Logos and Visual Guidelines

This is a quick reference about resources you can find in the My Rotary > Brand Center ([brandcenter.rotary.org](https://brandcenter.rotary.org)). If you haven’t set up a username and password to access My Rotary ([my.rotary.org](https://my.rotary.org)), you’ll need to do that to access the Brand Center.

Rotary International’s Brand Center is an excellent resource for official logos, photographs, and videos, plus they have templates your Club can use to create various kinds of promotional media. If you’re involved in creating social media posts, brochures, flyers and posters, or communications for your Club, we strongly recommend that you create a My Rotary account and spend some time exploring the Brand Center.

When you log into My Rotary, the Brand Center is in the “Online Tools” area (near the bottom of the web page).

# Rotary Logos

You can find Rotary’s official logo images at [brandcenter.rotary.org/en-GB/Logos/Rotary-Logos](https://brandcenter.rotary.org/en-GB/Logos/Rotary-Logos). Below is set of official Rotary logo PNG files that will cover most common usages, which we copied here for your convenience. You can find additional logo styles, and also EPS files for high-resolution printing, in the Brand Center.

|  |  |
| --- | --- |
| **Rotary Masterbrand**  The Rotary Masterbrand logo includes both the Rotary name and the wheel, and the ® registered trademark. | **Color** |
| **Reverse** |
| **Black** |
| **White** |
| **Rotary Mark of Excellence**  The Mark of Excellence is the detailed wheel with the words “Rotary International” around the circle, standing alone. | **Gold** |
| **Black** |
| **White** |
| **Rotary Masterbrand Simplified**  The simplified Masterbrand logo has a less detailed wheel, which does not include the “Rotary International” text. Use the Simplified Masterbrand image for small or low-resolution logo display, or for anything embroidered. | **Color** |
| **Reverse** |
| **Black** |
| **White** |

All these files are in this ZIP file:

# 

# Rotary Visual Identity

Also found in the Brand Center, Rotary has provided a comprehensive set of guidelines for logo usage, colors, text styles and photography for Rotary and associated organizations like Rotaract and Interact.

Rotary’s identify guidelines updated in 2019 are copied below for your convenience. We recommend that you check the Brand Center for the most current official guidelines.

[Link to [RI Identity At A Glance.pdf](RI%20Identity%20At%20A%20Glance.pdf)]

[Link to [RI Voice and Visual Identity 2019.pdf](RI%20Voice%20and%20Visual%20Identity%202019.pdf)}