TELL ROTARY’S STORY
VOICE AND VISUAL IDENTITY GUIDELINES
“THE GREATEST OF ALL ACHIEVEMENTS...ARE THE RESULT OF THE COMBINED EFFORT OF HEART AND HEAD AND HAND WORKING IN PERFECT COORDINATION.”

PAUL P. HARRIS, FOUNDER
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## CONTACT INFORMATION

**56 graphics@rotary.org**
**rilicensingservices@rotary.org**

## YOUR ROTARY MEMBER PIN

Recognized by Rotarians the world over, your Rotary pin remains unchanged as a proud symbol of membership.

## COMING UP

Tools and templates will be available online in the coming months. These resources will make it easy to apply our new look to your brochures, PowerPoints, and other print and digital communications.
INTRODUCTION

Why we’re strengthening our image

For more than 100 years, Rotary has united leaders committed to applying their expertise to better their communities. Despite over a century of impact in communities around the world, Rotary does not get the recognition it deserves. We need to rethink how we tell our story so people everywhere understand what Rotary stands for, how we’re different, and why it matters.

In 2011, Rotary embarked on a multiyear initiative of unprecedented scale to strengthen our image. In addition to expanding public understanding of what Rotary does, we want to motivate, engage, and inspire current and prospective members, donors, partners, and staff.

What we’ve done

To tell our story better, we first need to define it. Based on extensive global research, we:

- **Defined our essence** to identify how Rotary is different from other organizations
- **Brought our values to life** to ensure our actions support our words
- **Established our voice** to reflect our distinct character
- **Clarified how we present our offerings** so people understand what we do and how they can engage
- **Refreshed our visual identity** to energize our look and feel while celebrating our heritage

What we need to do

Bringing our story to life is our next charge — and one that requires champions across levels, groups, and functions.

We are Rotary, and we have a great story to tell.

**It’s up to all of us to protect, promote, and deliver on that story in all our interactions.**

This guide will help you apply our new look and voice. More resources will be available online in the coming months. Look for new tools and templates that will help you apply our new look to your brochures, PowerPoints, and other print and digital communications.

Through a unified Rotary image and message, we’re not just enhancing our reputation, we’re elevating the entire Rotary experience.
<table>
<thead>
<tr>
<th>An Unprecedented Evaluation of Our Image</th>
<th>Framing Our Strengths for Clarity and Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our global research revealed three insights.</td>
<td>Our research insights define who we are (responsible leaders), what we do (connect), and why it matters (community impact). Validation research revealed how to articulate these strengths in a compelling way.</td>
</tr>
<tr>
<td><strong>Rotarians are responsible leaders — both socially and ethically</strong></td>
<td><strong>Define leadership by mindset and approach, not labels or titles</strong></td>
</tr>
<tr>
<td>Connecting has and always will be the driving force behind Rotary</td>
<td><strong>Highlight connections and communities, not the individual</strong></td>
</tr>
<tr>
<td>It’s not just about global impact — we impact communities on a global scale</td>
<td><strong>Clarify the type of impact Rotary makes (i.e., community impact scaled globally; lasting change)</strong></td>
</tr>
</tbody>
</table>
Our Values

What are “values?”

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

How did we define our values?

Our values are rooted in guiding principles that have always defined Rotary. Now, we want to bring our values to life by showing how we demonstrate them in communities around the world.

<table>
<thead>
<tr>
<th>OUR VALUES</th>
<th>HOW WE LIVE OUR VALUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fellowship and Global Understanding</td>
<td>We build lifelong relationships</td>
</tr>
<tr>
<td>Ethics and Integrity</td>
<td>We honor our commitments</td>
</tr>
<tr>
<td>Diversity</td>
<td>We connect diverse perspectives</td>
</tr>
<tr>
<td>Vocational Expertise, Service, and Leadership</td>
<td>We apply our leadership and expertise to solve social issues</td>
</tr>
</tbody>
</table>
What is our voice?

Our voice is the unique tone and style in which we communicate.

Why is a distinctive voice important for Rotary?

There is no organization quite like Rotary. By using a unified voice in all our interactions, we ensure our communications capture our distinct character — and how people experience Rotary. By speaking, writing, and designing in one voice, our communications will look, feel, and sound unmistakably like Rotary.

How should we use our voice?

Our voice attributes serve as a guide for how we speak, write, and design. Use them as criteria to evaluate your communications. A variety of visual and verbal tools (e.g., copy, imagery, information graphics, etc.) can help us infuse our voice into all of our communications. For details about how to apply visual identity elements, see pages 12-30.

<table>
<thead>
<tr>
<th>OUR VOICE IS...</th>
<th>THIS MEANS...</th>
<th>OUR COMMUNICATIONS ARE...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart</td>
<td>We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.</td>
<td>Knowledgeable</td>
</tr>
<tr>
<td>Compassionate</td>
<td>Tackling the world’s toughest challenges requires empathy. We champion real people and stories that are relatable and universal.</td>
<td>Thoughtful</td>
</tr>
<tr>
<td>Persevering</td>
<td>We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction.</td>
<td>Bold</td>
</tr>
<tr>
<td>Inspiring</td>
<td>Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. We convey hope, enthusiasm, and passion.</td>
<td>Upbeat</td>
</tr>
</tbody>
</table>
**Our Voice Examples**

Here are a couple of examples to demonstrate how our voice strengthens our message:

<table>
<thead>
<tr>
<th>EXAMPLES</th>
<th>BEFORE (without Rotary’s voice)</th>
<th>AFTER (in Rotary’s voice)</th>
<th>WHY IT’S EFFECTIVE</th>
</tr>
</thead>
</table>
| Invitation to prospective members to visit a local club | Rotary is ordinary 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. | It’s amazing what we can accomplish when hearts and minds work together. See how leaders from countries, cultures, and occupations around the world are taking action — to enhance health, empower youth, promote peace, and improve their community. Join leaders at 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

Rotary’s 108th 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 our 108th 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 (i.e., uses the collective “we”)  
- Has a clear call-to-action
Our Essence and Organizing Principles

Our essence provides clarity

Three core ideas provide the clarity and focus to help every Rotary member answer the question, “What is Rotary?”

1. Rotary joins leaders from all continents, cultures, and occupations.
2. We exchange ideas, bringing our expertise and diverse perspectives to help solve some of the world’s toughest problems.
3. And we take action to bring lasting change to our communities around the world.

By centering our communications on our three core ideas, we reinforce what Rotary stands for, how we’re different from other organizations and why it matters today. This approach enables us, as individuals, to construct a powerful elevator speech — and collectively to tell a compelling and cohesive story.

What are Rotary’s organizing principles?

Our essence also provides a system for how we organize and present ourselves to the outside world. By mirroring the way people experience Rotary, these principles clarify why and how people should engage with us and drive understanding.

<table>
<thead>
<tr>
<th>Organizing Principle</th>
<th>JOIN LEADERS</th>
<th>EXCHANGE IDEAS</th>
<th>TAKE ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sub-categories</strong></td>
<td>Emerging Leaders</td>
<td>Leaders</td>
<td>Shared Interests</td>
</tr>
<tr>
<td><strong>Definition</strong></td>
<td>Connect with leaders from all continents, cultures and occupations</td>
<td>Discover and celebrate diverse perspectives</td>
<td>Create positive change in our communities</td>
</tr>
<tr>
<td><strong>Engagement Level</strong></td>
<td>JOIN LEADERS is the entry point. This is where Rotary, Rotaract, and Interact clubs live.</td>
<td>EXCHANGE IDEAS is the next level of engagement. It encompasses events and programs where people come together to discover shared interests, connect diverse perspectives, and foster global understanding.</td>
<td>TAKE ACTION encompasses service-related activities for highly engaged Rotarians, partners, and volunteers at both the local and global levels.</td>
</tr>
<tr>
<td><strong>Key Examples</strong></td>
<td>Rotary Clubs, Rotaract Clubs, Interact Clubs, RYLA</td>
<td>International Convention, Youth Exchanges, Shared Interest Fellowships, Peace Fellowships</td>
<td>Club-level service projects, PolioPlus, Rotary Action Groups, Rotary Community Corp</td>
</tr>
</tbody>
</table>
Signature System
Organizing Principles

Calls-to-Action

Together, our organizing principles communicate what Rotary does. Individually, they are also calls-to-action. In other words, they communicate that, through Rotary, you can “Join Leaders,” “Exchange Ideas,” and “Take Action.” They are intended to supplement, and not serve as, primary headlines and messages.

When developing communications, think about whom we’re targeting and what we’re asking them to do. Here are some simple things to keep in mind when applying our organizing principles as calls-to-action or a Rotary-wide sign-off:

Construction for Calls-to-Action

JOIN LEADERS OR EXCHANGE IDEAS OR TAKE ACTION: [url] OR [phone] [address]

Examples
### What we call ourselves

**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.

<table>
<thead>
<tr>
<th>ROTARY</th>
<th>ROTARY INTERNATIONAL</th>
<th>ROTARY FOUNDATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUR COMMUNICATIVE NAME</td>
<td>OUR LEGAL NAME AND SUPPORT ARM</td>
<td>OUR CHARITABLE ARM</td>
</tr>
<tr>
<td>What we call ourselves when referring to the enterprise as a whole in all communications</td>
<td>How we refer to our global association of 34,000 clubs and the governance and offices that support them</td>
<td>What we use when referring to Rotary’s fundraising and grant-making arm, when appropriate and/or legally required</td>
</tr>
</tbody>
</table>
Visual Toolkit

Overview

Focused, purposeful, inspiring, with a touch of gold.

Our visual toolkit contains the basic elements in our visual system.

It includes our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter.

Each element is designed to work in harmony with the others while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion.

Colors p. 23-25

Rotary Leadership Colors

Secondary Pastels Neutrals

Typography p. 26-27

Frutiger Black Condensed All Caps for Headlines and Main Nav

Primary
Frutiger for subheads, secondary nav, info graphics, and lockups
Light Italic
Roman Italic
Bold Italic
Black Italic
Ultra Black

Secondaries
Frutiger
Sentinel
for body text, secondary heads, captions, and callouts
Light Italic
Book Italic
Medium Italic
Semaild Italic
Bold Italic

Licensed Option

Primary
Frutiger
for subheads, secondary nav, info graphics, and lockups
Light Italic
Roman Italic
Bold Italic
Black Italic
Ultra Black

Secondaries
Frutiger
Sentinel
for body text, secondary heads, captions, and callouts
Light Italic
Book Italic
Medium Italic
Semaild Italic
Bold Italic

Licensed Option

Open Sans Condensed Arial Narrow

Free Option

Open Sans Condensed Arial Narrow

Logos p. 13-22

Masterbrand Signature (Our Official Logo)

Mark of Excellence (Our Wheel)

Imagery p. 28

Rotarians Uniting and Exchanging Ideas

Rotarians Taking Action for Community

Metaphorical
Logos
Configurations

For many years, our Rotary wheel stood alone as our logo on signage and communications materials. Although the words Rotary International were embedded in the wheel, they were hard to read from a distance. As a result, the general public did not always recognize Rotary’s involvement in a project or activity.

That’s why we decided to expand our official logo to include the word “Rotary” next to the wheel. This is our official logo and our masterbrand signature, which should be used whenever possible.

The Rotary wheel is our mark of excellence. In addition to being a component of our official logo, it may be scaled up for greater impact and used separately but in close proximity to the masterbrand signature.

For example, you could display a large Rotary wheel on the front of the podium at an event with the official logo showing above on a screen. Or you could use the scaled-up mark of excellence on the front of a brochure and the logo on the back. The design examples on pages 16, 35, and 40 show some easy ways to follow this guideline.

<table>
<thead>
<tr>
<th>What logo format do I use for:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>.eps</td>
</tr>
<tr>
<td>Embroidery</td>
<td>.eps</td>
</tr>
<tr>
<td>Silkscreen</td>
<td>.eps</td>
</tr>
<tr>
<td>Word Doc (Print)</td>
<td>.png</td>
</tr>
<tr>
<td>PowerPoint</td>
<td>.png</td>
</tr>
<tr>
<td>Digital</td>
<td>.png</td>
</tr>
<tr>
<td>Web/Email</td>
<td>.png</td>
</tr>
<tr>
<td>Tablet/Mobile</td>
<td>.png</td>
</tr>
</tbody>
</table>

Masterbrand Signature (Our Official Logo)

Mark of Excellence (Our Wheel)
The full-color Rotary signature is our preferred version for use in digital environments and whenever printing with at least two colors. The word "Rotary" should appear in Rotary Royal Blue or white followed by our wheel in Rotary Gold, unless two-color printing is not possible or the background renders the gold illegible.

One-color variations of the Rotary signatures are supplied in black, Rotary Azure, and white for reverse type. These can be applied for one-color printing or on very complex backgrounds that may hinder legibility or appearance of colors.

Use the appropriate color version to maintain the best contrast and legibility: positive for light or white backgrounds and reversed for dark backgrounds.

Comparable metallic versions of Rotary colors may also be used for special circumstances.

For more details regarding our color palette, see pages 23-24.

**Logos**

**Color Variations, Masterbrand**

### Full Color

Positive (for light or white backgrounds)

Reversed (for dark backgrounds)

### One Color

100% black  
100% Rotary Azure  
100% white (for dark backgrounds)

---

<table>
<thead>
<tr>
<th>What logo format do I use for:</th>
<th>EPS</th>
<th>Spot or CMYK</th>
<th>EPS</th>
<th>Spot or CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>eps</td>
<td>spot or cmyk</td>
<td>eps</td>
<td>spot or cmyk</td>
</tr>
<tr>
<td>Embroidery</td>
<td>eps</td>
<td>spot or cmyk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silkscreen</td>
<td>png</td>
<td>rgb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word Doc (Print)</td>
<td>png</td>
<td>rgb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PowerPoint</td>
<td>png</td>
<td>rgb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital: Web/Email Tablet/Mobile</td>
<td>png</td>
<td>rgb</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Logos
Color Variations, Mark of Excellence

The Rotary wheel — our mark of excellence — should appear in Rotary Gold, unless two-color printing is not possible or the background renders the gold illegible. When printing on a white background, be sure to use the correct color formulas, as shown on page 24. Sufficient ink coverage should produce a fully legible wheel as shown on the right.

One-color variations are supplied in black, Rotary Azure, and white for reverse type. These should be applied mainly for one-color printing.

Comparable metallic versions of Rotary Gold may also be used for special circumstances.

For more details regarding our color palette, see pages 23-24.

<table>
<thead>
<tr>
<th>What logo format do I use for:</th>
<th>Print</th>
<th>Embroidery</th>
<th>Silkscreen</th>
<th>Word Doc (Print)</th>
<th>PowerPoint</th>
<th>Digital: Web/Email</th>
<th>Digital: Tablet/Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>eps</td>
<td>eps</td>
<td>eps</td>
<td>png</td>
<td>png</td>
<td>png</td>
<td>png</td>
</tr>
<tr>
<td></td>
<td>spot or cmyk</td>
<td>spot or cmyk</td>
<td>spot or cmyk</td>
<td>rgb</td>
<td>rgb</td>
<td>rgb</td>
<td>rgb</td>
</tr>
</tbody>
</table>

---

**Full Color**

- **Dark image**
- **Light image**

**One Color**

- **100% black**
- **100% Rotary Azure**

**Acceptable solid background colors**

- **100% white (reversed)**
Logos
Using the Rotary Wheel —
Our Mark of Excellence

Use it BIG
Our mark of excellence is a symbol of our leadership. It should appear large on high-impact communications to make a bold statement and promote a sense of urgency.

Keep it near the masterbrand signature
The mark of excellence should appear with one of our signatures, and not appear alone. See the design examples on pages 31-40 for ideas on how to keep these elements in close proximity.

Avoid overuse
Reserve for covers or single-page marketing materials such as posters or advertising, if appropriate. Refrain from repeating it too many times within any communication or using it in subordinate situations such as interior spreads or secondary web pages.

For color options, refer to page 15.

Size
Size relationship of mark of excellence and masterbrand signature

Opacity
100% opaque on solids

Examples (mark of excellence in proximity to masterbrand signature)

Single-page communications

Multipage (front/back)
## Logos

### Clear Space and Minimum Sizes for Print

#### LOGO

<table>
<thead>
<tr>
<th>Masterbrand signature</th>
<th>Minimum size is</th>
<th>13 mm / 0.5&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No restriction on maximum height</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mark of excellence</th>
<th>Minimum size is 4x height of the wheel in the nearby masterbrand signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No restriction on maximum height</td>
</tr>
</tbody>
</table>

#### MINIMUM SIZE FOR PRINT

**Masterbrand signature**
- Minimum size is 13 mm / 0.5".
- No restriction on maximum height.

**Mark of excellence**
- Minimum size is 4x height of the wheel in the nearby masterbrand signature.
- No restriction on maximum height.

### What logo format do I use for:

<table>
<thead>
<tr>
<th>Format</th>
<th>Print</th>
<th>Embroidery</th>
<th>Silkscreen</th>
<th>Word Doc (Print)</th>
<th>PowerPoint</th>
<th>Digital: Web/Email</th>
<th>Digital: Tablet/Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>eps</td>
<td>spot or cmyk</td>
<td>spot or cmyk</td>
<td>spot or cmyk</td>
<td>png</td>
<td>rgb</td>
<td>png</td>
<td>rgb</td>
</tr>
</tbody>
</table>

#### CLEAR SPACE

Clear space — that is, the space surrounding the masterbrand signature — is equal to the height of the capital “R” in the Rotary wordmark.
## Logos

### Clear Space and Minimum Sizes for Digital

<table>
<thead>
<tr>
<th>Logo Type</th>
<th>Minimum Size for Desktop/Laptop</th>
<th>Minimum Size for Mobile/Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Masterbrand signature</strong></td>
<td><img src="image" alt="Rotary Logo" /> 60px</td>
<td><img src="image" alt="Rotary Logo" /> 80px</td>
</tr>
<tr>
<td>Minimum size is 60px</td>
<td>No restriction on maximum height</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo Type</th>
<th>Minimum Size for Desktop/Laptop</th>
<th>Minimum Size for Mobile/Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mark of excellence</strong></td>
<td><img src="image" alt="Rotary Logo" /> Minimum ratio: 240px when paired with the masterbrand signature</td>
<td><img src="image" alt="Rotary Logo" /> Minimum ratio: 320px when paired with the masterbrand signature</td>
</tr>
<tr>
<td>Minimum size is 4x height of the wheel in the nearby masterbrand signature</td>
<td>No restriction on maximum height</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo Type</th>
<th>Minimum Size for Desktop/Laptop</th>
<th>Minimum Size for Mobile/Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Simplified signature</strong></td>
<td><img src="image" alt="Rotary Logo" /> Minimum size is 30px for desktop/laptop 40px for mobile/tablet</td>
<td><img src="image" alt="Rotary Logo" /> Minimum size is 30px for desktop/laptop 40px for mobile/tablet</td>
</tr>
<tr>
<td>For digital small use and confined spaces</td>
<td>Maximum height is under 60px for desktop/laptop 80px for mobile/tablet</td>
<td></td>
</tr>
</tbody>
</table>

### Clear Space

Clear space for masterbrand signature is equal to the height of the lowercase “o” in the Rotary wordmark.
Logos
Signature System for Clubs, Districts, and Zones

We have created special signature systems that allow you to identify your club, district, or zone on all your communications materials. In the coming months, we will provide a tool for every club to create its own signature. Rotary licensees will also be able to feature these signatures on merchandise.

Rotary Clubs
The Rotary club signature consists of the masterbrand signature plus the club name and should be used instead of the masterbrand signature on club-level communications.

The preferred configuration is Rotary Club \[of/at\] \[Location\], with the word Rotary coming first.

Two acceptable alternatives have been provided to cover variations of club names.

The positioning and size relationship between the Rotary wordmark and the wheel are fixed and should not be altered.

Districts and Zones
District and zone signatures consist of the masterbrand signature plus the district or zone number and should replace the masterbrand signature on district and zone communications.

When creating, use the same specifications as the club signatures above.

<table>
<thead>
<tr>
<th>DISTRICTS AND ZONES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Districts</td>
</tr>
<tr>
<td>Rotary</td>
</tr>
<tr>
<td>Rotary</td>
</tr>
<tr>
<td>Rotary</td>
</tr>
<tr>
<td>Rotary</td>
</tr>
</tbody>
</table>
When creating club banners, position club signatures in the top right corner (see clear space, page 17) and keep custom illustrations within the live area.

**ROTARY CLUBS**

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

To create partnership lockups, follow the guidelines illustrated on this page.

Single or multiple partners may be displayed within the lockup, as long as consistent spacing of elements is maintained.

The minimum height for partner logos is equal to the Rotary logo, while the maximum height cannot exceed 1.5 times the Rotary logo. The width of partner logos may vary, but should not visually overpower the masterbrand signature.

**Examples: Strategic, Project, or Service Partners**

1. Make sure the Rotary logo is as prominent as the partner logo. Keep the spacing equal between the partner logos and make sure the partner logo is no higher than 1.5 times the Rotary logo.

2. Example: Centers for Peace

3. Example: Fellowships

4. Example: International Fellowship of Birdwatching Rotarians
**Logos**

**Best Practices**

**OUR LOOK**

**Voice and Visual Rotary Guidelines**

**September 2016**

---

**Masterbrand signature**

- Use the masterbrand signature on a background that has sufficient contrast.
- Use a two-color 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 use the correct typeface.
- Keep all elements undistorted and in the right order.

**Mark of excellence**

- Keep the mark of excellence whole — never cropped.
- Use Rotary colors specified on page 15 for the mark of excellence.
- Size the mark of excellence correctly when using it with the logo, as shown on page 13.
- Make sure the mark of excellence is completely legible.
- Place the mark of excellence away from the logo.
We are smart, compassionate, persevering, and inspiring, and we’ve chosen a set of colors to express those attributes.

A few shades of **Blue** and a touch of **Gold** are our predominant colors. To create a unified look and feel, these leadership colors should be used more often than 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 occasional emphasis or differentiation within a series, if applicable.

Pastels and neutrals provide the necessary flexibility when working with backgrounds, layouts, and hierarchy of information, without being overbearing.

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

Comparable metallic versions of these colors may be used for special circumstances, such as signage or pins or when using foils for awards and certificates.
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.

---

**Rotary Leadership Colors**

- **Azure**
  - Pantone: C99 M47 Y0 K0
  - CMYK: Hex #0050a2
  - RGB: #0050a2
  - Hexadecimal: #0050a2

- **Sky Blue**
  - Pantone: C99 M53 Y0 K0
  - CMYK: Hex #019fcb
  - RGB: #1f19eb
  - Hexadecimal: #019fcb

- **Royal Blue**
  - Pantone: C100 M92 Y9 K2
  - CMYK: Hex #0c3c7c
  - RGB: #0c3c7c
  - Hexadecimal: #0c3c7c

- **Gold**
  - Pantone: C0 M41 Y100 K0
  - CMYK: Hex #f7a81b
  - RGB: #f7a81b
  - Hexadecimal: #f7a81b

---

**Secondary Colors**

- **Cranberry**
  - Pantone: C0 M100 Y22 K0
  - CMYK: Hex #c10042
  - RGB: #c10042
  - Hexadecimal: #c10042

- **Turquoise**
  - Pantone: C0 M88 Y95 K0
  - CMYK: Hex #ff7600
  - RGB: #ff7600
  - Hexadecimal: #ff7600

---

**Pastels**

- **Slate**
  - Pantone: C0 M88 Y95 K0
  - CMYK: Hex #ff7600
  - RGB: #ff7600
  - Hexadecimal: #ff7600

- **Mist**
  - Pantone: C0 M88 Y95 K0
  - CMYK: Hex #ff7600
  - RGB: #ff7600
  - Hexadecimal: #ff7600

---

**Neutral Colors**

- **Charcoal**
  - Pantone: C48 M22 Y24 K66
  - CMYK: Hex #58585a
  - RGB: #58585a
  - Hexadecimal: #58585a

- **Pewter**
  - Pantone: C48 M22 Y24 K66
  - CMYK: Hex #58585a
  - RGB: #58585a
  - Hexadecimal: #58585a

- **Smoke**
  - Pantone: C48 M22 Y24 K66
  - CMYK: Hex #58585a
  - RGB: #58585a
  - Hexadecimal: #58585a

- **Silver**
  - Pantone: C48 M22 Y24 K66
  - CMYK: Hex #58585a
  - RGB: #58585a
  - Hexadecimal: #58585a

---

**Neutrals**

- **Cool Gray 11C**
  - Pantone: C15 M0 Y0 K50
  - CMYK: Hex #454bfb
  - RGB: #454bfb
  - Hexadecimal: #454bfb

- **Cool Gray 8C**
  - Pantone: C15 M0 Y0 K50
  - CMYK: Hex #454bfb
  - RGB: #454bfb
  - Hexadecimal: #454bfb

- **Warm Gray 10C**
  - Pantone: C51 M46 Y45 K19
  - CMYK: Hex #4a4a4a
  - RGB: #4a4a4a
  - Hexadecimal: #4a4a4a

- **Warm Gray 7C**
  - Pantone: C41 M34 Y37 K8
  - CMYK: Hex #4a4a4a
  - RGB: #4a4a4a
  - Hexadecimal: #4a4a4a

- **Warm Gray 3C**
  - Pantone: C25 M22 Y28 K2
  - CMYK: Hex #4a4a4a
  - RGB: #4a4a4a
  - Hexadecimal: #4a4a4a

- **Warm Gray 1C**
  - Pantone: C15 M12 Y17 K0
  - CMYK: Hex #4a4a4a
  - RGB: #4a4a4a
  - Hexadecimal: #4a4a4a

---

**Black**

- Pantone: C0 M0 Y0 K100
  - CMYK: Hex #000000
  - RGB: #000000
  - Hexadecimal: #000000

---

**White**

- Pantone: C0 M0 Y0 K0
  - CMYK: Hex #ffffff
  - RGB: #ffffff
  - Hexadecimal: #ffffff

---

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.
Use the blues in our leadership colors as the predominant palette.

Use the secondary colors to highlight elements, but never as a dominant color.

Use neutrals and white space to achieve balance and clarity.

Use colors in our palette.

Use colors that offer sufficient contrast for readability.

Use colors that complement one another; use leadership colors for large areas.

Keep the background the same color rather than creating gradients.

Use fully saturated rather than tints or screened colors in our palette.
Typography
Licensed and Free Fonts

**Licensed option** - fonts for purchase

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

**FREE Fonts**

**Primary**, use for digital applications or when Frutiger and Sentinel fonts are not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.

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

**ARIAL NARROW**

**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.

**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**

**Primary**, 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.

* For information on purchasing these typefaces, contact graphics@rotary.org.
Join leaders from all continents and cultures to take action in our communities and around the world.

**Rotary Food Drive**

All residents can give by placing non-perishable food at their doors.

Pick-up begins at 10:00 a.m. Saturday, October 6th.

Pre-packaged bags of items are available at the local IGA

For emphasis, highlight one or two words using a larger type size or light-weight italic. When using italic, use a light weight and set all type to one size. Keep leading and kerning consistent.

- Use **all-caps condensed bold, black or extra black** for headlines.
- Highlight one or two words with **all-caps point size**.
- Use **sentinel or Georgia** for subheads and body copy.
- Use **lighter weights** for body copy.
- Use **Frutiger or Arial** for documents with dense body copy.

Use uppercase typography in headlines or subheads.

Watch your leading and kerning so that text doesn’t look overly open, too tight, or uneven. Keep letterforms proportionate.

Use **Frutiger** rather than Sentinel or Georgia for headline text.

Use **lighter weights** for body copy.

Use colored type that has sufficient contrast.

**VOICE AND VISUAL**

**Rotary Guidelines**

- **For emphasis**, highlight one or two words.
- **Best Practices**
  - **HIGHLIGHT** for headlines
  - **ALL CAPS** bold, black or use **Frutiger**
- **ITALICS** with **30%**
- **ITALICS WITH POINT SIZE ALL SAME**
- **ITALICS FOR HEADLINES ALL CAPS BOLD, BLACK OR USE FRUTIGER**

**THE ROTARY EFFECT**

- **LEAD WITH YOUR HEAD, HEART AND HANDS.**
- **NOTE:**
  - **our communities and around the world.**
  - **Through Rotary, I’m leading my community forward.**
  - **www.roternary.org**
  - **Join the LCub Club of Seattle**
  - **No one in our community should go hungry.**
  - **Learn more about the fight and how you can help at:**
  - **End Polio Now**
  - **Only three countries—Nigeria Afghanistan Pakistan—remain endemic.**
  - **Rotary partners are “this close” to making history.**
  - **Voices around the world.**
  - **Pre-packaged bags of items available at the local IGA in varying dollar amounts.**
  - **Volunteers will check every front door in your town.**
  - **72%**
  - **www.endpolio.org**
  - **Evanston, IL 60201-3698, USA**
  - **Tel: +1 847-866-3000**
  - **Fax: +1 847-328-4101**
  - **September 2016 27**
Imagery
Style Overview and Subject Matter

Our photography focuses on connections and community.

Whenever possible, try to use shots depicting multiple Rotarians of diverse ethnicities and age ranges. Refrain from focusing on an individual, unless he or she is profiled or featured in a story.

If shot indoors, keep backgrounds blurry or nondescript so unattractive objects like drop-ceilings, dated chandeliers, exit signs, etc., are rendered less visible.

When beneficiaries are depicted, they should appear actively engaged with Rotarians or like active participants in a scene, not incidental observers in the background.

When choosing or shooting new photography, aim for the following:

- editorial or reportage style (fly-on-the-wall)
- candid poses or natural portraits
- real, natural, sincere, endearing expressions
- demonstrations of active leadership and impact
- special moments of camaraderie, friendship, warmth, and celebration
- movement and momentum
- rich full color, or black and white
- short depth of field with selective focus (people shot through crowds)
- wide angles
- natural backgrounds and real context (not solid portraiture backdrops or studio photography)
Icons and Information Graphics

Overview

When choosing or creating iconography and information graphics, look for styles that are simple, modern, and informative.

When housing icons in shapes, use circles to reinforce the shape of the Rotary emblem.

Use icons and information graphics to illustrate facts or aid in navigation, but do not apply them as logos.

Iconography Style

Examples

Organizing principles

Join Leaders  Exchange Ideas  Take Action

Information Graphics
Icons and Information Graphics
Areas of Focus Icons

AREAS OF FOCUS

Rotary has identified six areas of focus that reflect critical humanitarian issues and needs that Rotarians are addressing worldwide. Each icon to the right represents one facet of Rotary’s six areas of focus:

1. Peace and conflict prevention/resolution
2. Disease prevention and treatment
3. Water and sanitation
4. Maternal and child health
5. Basic education and literacy
6. Economic and community development

Show all six icons together uniformly in one Rotary neutral color.

When discussing one specific area of focus, highlight that icon using any Rotary leadership or secondary color. All other icons should remain neutral.

When all areas are being discussed simultaneously, highlight all six icons using a single Rotary leadership or secondary color.

Use the same color to highlight the icons within a single document or communication.

Do not color code the six areas of focus, and do not alter proportions or the shape of the circle housing the symbols.

Enclose the icons in circles only. Use one Rotary color as background in the circles and another Rotary color to highlight the appropriate icons, as shown at the top of the page.
Design Inspiration
Brochure Covers

GET MORE OUT OF MEMBERSHIP. CONNECT FOR GOOD.

MAKE HISTORY TODAY
TAKE ACTION: rotary.org/contribute

END POLIO NOW

JOIN LEADERS | EXCHANGE IDEAS | TAKE ACTION www.rotary.org

TAKE ACTION: rotary.org/contribute
Rotary and the Bill & Melinda Gates Foundation are extending their partnership during the critical endgame phase of the Global Polio Eradication Initiative (Global Polio Eradication Initiative) to ensure that children, from the last person, will be protected.

Make your money work 3 times as hard

Rotary and the Bill & Melinda Gates Foundation are extending their partnership during the critical endgame phase of the Global Polio Eradication Initiative (Global Polio Eradication Initiative) to ensure that children, from the last person, will be protected.

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Rotary and the Bill & Melinda Gates Foundation are extending their partnership during the critical endgame phase of the Global Polio Eradication Initiative (Global Polio Eradication Initiative) to ensure that children, from the last person, will be protected.
NO ONE IN OUR COMMUNITY SHOULD GO HUNGRY. WITH OUR HELP, NO ONE WILL.

Rotary Club of [Location] Food Drive
All residents can give by placing non-perishable food at their doors.
Pick-up begins at 10:00 a.m. Saturday, October 6th.
Pre-packaged bags of items are available at the local IGA in varying dollar amounts.
Volunteers will check every front door in your town.

Lisbon 2013

EXCHANGE IDEAS: www.rotary.org

CELEBRATE DIVERSE PERSPECTIVES. DISCOVER SHARED INTERESTS.

EXCHANGE IDEAS: www.rotary.org
Voice and Visual Rotary Guidelines

BRINGING THE PIECES TOGETHER

Design Inspiration
Posters, Horizontal

NO ONE IN OUR COMMUNITY SHOULD GO HUNGRY. WITH OUR HELP, NO ONE WILL.

Rotary Club of [Location] Food Drive
All residents can participate in the non-perishable food donation drive.
Pick-up location is at 10:00 AM, Saturday, October 6th.
Volunteers will check every front door in your town.

TAKE ACTION: www.rotary.org

NO ONE IN OUR COMMUNITY SHOULD BE COLD THIS WINTER. WITH OUR HELP, NO ONE WILL.

Rotary Club of [Location] Coat Drive
All residents can participate in the coat donation drive.
Pick-up location is at 10:00 AM, Saturday, October 6th.
Volunteers will check every front door in your town.

TAKE ACTION: www.rotary.org

NO ONE IN OUR COMMUNITY SHOULD BE COLD THIS WINTER. WITH OUR HELP, NO ONE WILL.

Rotary Club of [Location] Coat Drive
All residents can participate in the coat donation drive.
Pick-up location is at 10:00 AM, Saturday, October 6th.
Volunteers will check every front door in your town.

TAKE ACTION: www.rotary.org

NO ONE IN OUR COMMUNITY SHOULD GO HUNGRY. WITH OUR HELP, NO ONE WILL.

Rotary Club of [Location] Food Drive
All residents can participate in the non-perishable food donation drive.
Pick-up location is at 10:00 AM, Saturday, October 6th.
Volunteers will check every front door in your town.

TAKE ACTION: www.rotary.org
THE ROTARY EFFECT

Join leaders from all continents and cultures to take action in our communities and around the world.

Lorem ipsum dolorem su in vulputate velit.

Join leaders from all continents and cultures to take action in our communities and around the world.

TAKE ACTION: www.rotary.org
JOIN LEADERS, EXCHANGE IDEAS AND TAKE ACTION FOR COMMUNITY
At the 2013 Youth Exchange Officers Preconvention Meeting in Lisbon, Portugal, Vanessa Lee tells what she learned from living with a host family. Learn more about our Rotary Youth Exchange program.
Rotarians in Maputo, Mozambique, needed an international partner to help finance a US$55,100 project to upgrade a sanitation system and install a water tank at a school. They turned to their district contacts and soon learned of a Danish club seeking a host partner.

“Our club was looking for a Foundation project, as we had funds to use,” says Stein Schierenbeck, a member of the Rotary Club of Skanderborg, Denmark. “Being a club in the pilot district for the new global grants, we looked for areas of need within another pilot district.” Once the clubs connected, they obtained a Rotary Foundation global grant to complete the project. School officials and the contractor agreed to maintain the new facilities, meeting the grant’s sustainability requirement.

IF YOUR CLUB OR DISTRICT IS STRUGGLING TO FIND A PARTNER FOR AN INTERNATIONAL SERVICE PROJECT, CONSIDER THE FOLLOWING TIPS:

Be social.
Join RI’s LinkedIn group, which helps Rotarians share ideas and publicize project needs. You can also publicize your quest for a grant partner on your personal or club Facebook pages.

Talk to your district governor-elect.
The International Assembly is a great opportunity to share project proposals.

Attend an RI Convention.
Ask convention goers from your district to bring a list of projects to share with potential partners. The RI Convention is the ideal place to start collaborating.

Visit a project fair.
These annual regional events are hosted by Rotary districts worldwide to encourage international friendship and collaboration on service projects. For information about upcoming project fairs, contact rotary.service@rotary.org.

Search the Web.
Most districts have their own websites that help bring clubs and districts together on joint projects.

Visit Rotary's new website.
Scheduled to launch soon, Rotary’s new site will have tools to help you find and connect with partner clubs and obtain resources for your projects. Contact rotary.service@rotary.org for more information.
Merchandise
Rotary Member Pin

Rotary pins are immediately recognized by Rotarians everywhere as a proud symbol of membership. Our new guidelines make no changes to pin design or color, so your current member pin and all those available through Rotary’s licensed suppliers are acceptable.
Merchandise
Outdoor
Road Sign

18" x 18" (45 cm. x 45 cm.) or 30" x 30" (76 cm. x 76 cm.) single or double sided (Azure background)

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.)
Merchandise
Information
Sign

Azure Information Sign
8"x24" (20 cm. x 61 cm.) (3 lines) or 10"x24" (25 cm. x 61 cm.) (4 lines)

White Information Sign
8"x24" (20 cm. x 61 cm.) (3 lines) or 10"x24" (25 cm. x 61 cm.) (4 lines)

If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.
Azure Aluminum Meeting Sign

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

White Aluminum Meeting Sign

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

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

Plaque

Meeting Sign

---

Azure Plaque Meeting Sign

12"x15" (30 cm. x 38 cm.)

White Plaque Meeting Sign

12"x15" (30 cm. x 38 cm.)

---

If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.
Tag should include the Rotary masterbrand signature **Rotary**.
Merchandise
Name Badge

Azure Name Badge

3”x5”x2” (7 cm. x 5 cm.)

White Name Badge

3”x5”x2” (7 cm. x 5 cm.)

See page 19 for club, district, zone, and e-club signature specs.
BRINGING THE PIECES TOGETHER

Merchandise
Rotary T-shirt

T-shirt Front
2-Color

T-shirt Back
2-Color
Merchandise
Club Polo

BRINGING THE PIECES TOGETHER

Club Polo Front

2-Color

Club Polo Front

2-Color

See page 19 for club, district, zone, and e-club signature specs.
See page 19 for club, district, zone, and e-club signature specs.
### Merchandise

#### Hat

<table>
<thead>
<tr>
<th>Design</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>White</td>
</tr>
<tr>
<td>II</td>
<td>White</td>
</tr>
<tr>
<td>I</td>
<td>Azure</td>
</tr>
<tr>
<td>II</td>
<td>Azure</td>
</tr>
</tbody>
</table>

**Hat - 2-Color**

- Design I - White
- Design II - White

**Hat - 1-Color**

- Design I - White
- Design II - White
Merchandise
Coffee Mug

BRINGING THE PIECES TOGETHER

Mug - 2-Color
Design I - Front/Back

Mug - 1-Color
Design I - Front/Back

Club Design I - Font/Back

Club Design I - Front/Back
We recently completed an initiative to Strengthen Rotary that has resulted in new signature systems, color palettes, and other changes to our visual identity. These guidelines are designed to help you adapt to our new look and understand the thinking behind it. In addition to specific requirements for the use of our signatures and mark of excellence, we’ve included some examples of how to use these assets on signage, banners, and merchandise.

We realize that you may not be able to implement the new look immediately. But as you deplete your stock, we ask that you follow these guidelines in creating new items so that Rotary clubs and districts can present a fresh and unified look to the world.

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

Registered trademark usage

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The Strengthen Rotary initiative resulted in the creation of new signature systems, color palettes, and other changes to our visual identity. These guidelines help you adopt our new look and understand the thinking behind it.

We ask that you use our new official Rotary logo on the cover of your magazine — preferably near the bottom of the page — the homepage of your website, and any collateral materials that you produce. We also ask that you not use the wheel as the letter “O” or place it within the title of your magazine. On pages 31-53, you’ll find some examples of how to use our new visual identity on your magazines and other materials.

We know that some magazines have already begun to apply our new visual identity. By adopting and promoting this new look, you will greatly support Rotary’s effort to achieve a more consistent and recognizable image throughout the world.
CONTACT INFORMATION

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

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:

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