

Rotary Brand and Visual Identity



Topics



- **Communication challenges**
- **The Rotary Brand**
- **Visual Guideline Ecosystem**
- **Useful Resources**
- **Q/A**

About



ARPIC for Zone 21A
Past District Public Image Chair for District 2241
Past President of Rotary Club Bucharest Excelsior
Paul Harris⁺¹ award
Rotarian since 2016, District 2241 - Romania & Rep of Moldova

Managing Partner at KUBIS, one of the biggest advertising agencies in Romania
22+ years of experience in advertising & MarCom industry

Proud father of a 5yo daughter in a happy family!

2020
every
MINUTE
of the
DAY

PRESENTED BY DOMO

ZOOM

HOSTS
208,333

PARTICIPANTS IN MEETINGS

REDDIT

SEES
479,452

PEOPLE ENGAGE WITH CONTENT

NETFLIX

USERS STREAM
404,444
HOURS OF VIDEO

DOORDASH

DINERS ORDER
555
MEALS

INSTAGRAM

USERS POST
347,222
STORIES

YOUTUBE

USERS UPLOAD
500 HRS
OF VIDEO

FACEBOOK

USERS UPLOAD
147,000
PHOTOS

WHATSAPP

USERS SHARE
41,666,667
MESSAGES

TWITTER

GAINS NEW USERS
319

\$3,805

IS SPENT ON MOBILE APPS

CONSUMERS SPEND
\$1,000,000
ONLINE

1,388,889

PEOPLE MAKE VIDEO/ VOICE CALLS

MICROSOFT TEAMS CONNECT
52,083
USERS

AMAZON

6,659 SHIPS
PACKAGES

FACEBOOK

USERS SHARE
150,000
MESSAGES

INSTAGRAM

BUSINESS PROFILE ADS SEE
CLICKS **138,889**

SPOTIFY

ADDS
28 TRACKS
TO ITS MUSIC LIBRARY

VENMO

USERS SEND
\$239,196
WORTH OF PAYMENTS

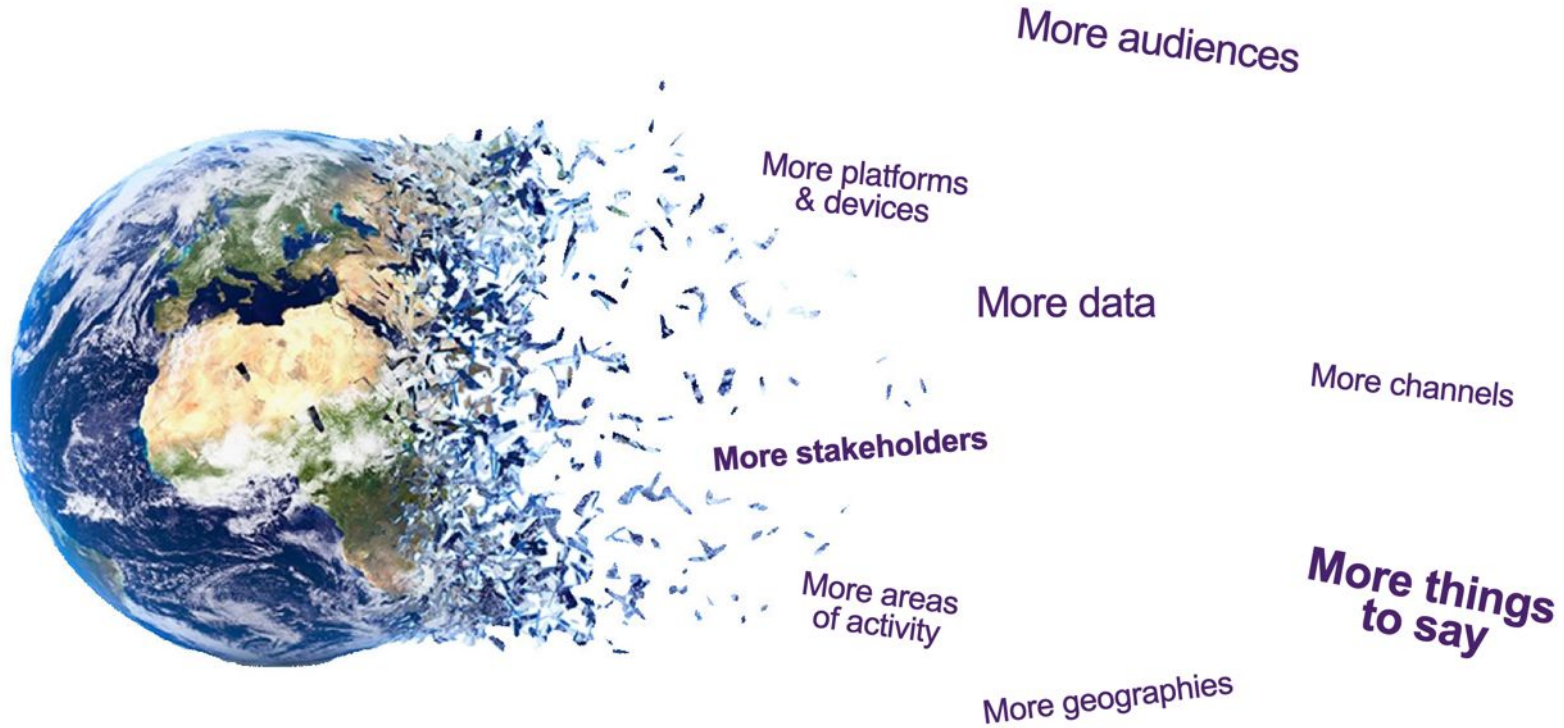
TIKTOK

IS INSTALLED
2,704 TIMES

LINKEDIN

USERS APPLY FOR
69,444 JOBS


Communication is more complex than ever...





... and we must cover all fronts

- People and local communities;
- NGO's and their leaders;
- Local Public Authorities;
- Mass Media (online & offline);
- Business communities;
- Existing or potential Rotary members.

The background is a dark blue gradient with three bright spotlights at the top, casting beams of light downwards. The text is centered and written in a bold, white, sans-serif font.

**There are a lot of cluttered messages,
plenty of noise, fake news, other non-profit
organizations that are doing campaigns,
and our target is bombarded
with a lot of information!**

Perceptions

Despite over 100 years of impact on our communities, Rotary still does **not** get the recognition it deserves.

Worldwide, more than **2 million non-profits** compete for limited volunteer hours, donor money, and other resources.

Rotary has a great story to tell, but we need to tell it more simply and **consistently**.

By providing a **clear, consistent image** of Rotary, we offer prospective members, donors, and volunteers a **strong vision** of what it means to engage with us.



“Your brand is what other people say about you when you’re not in the room.”

Jeff Bezos - Amazon

Rotary 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.

Core values we believe in

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.

OUR VALUES

HOW WE LIVE OUR VALUES

Fellowship



**We build lifelong
relationships**

Integrity



We honor our commitments

Diversity



**We connect diverse
perspectives**

Service and Leadership



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

Our voice stands out

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.

OUR VOICE IS ...

Persevering

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

EXAMPLES

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

Inspiring

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

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

Compassionate

We care about the people we help.

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

Smart

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

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

WE ARE PEOPLE OF ACTION



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.

We are People of Action, we are what we do, and this helps define Rotary for those who don't know us.

The way we communicate determines the way we are perceived. *#peopleofaction*

The importance of walking the talk

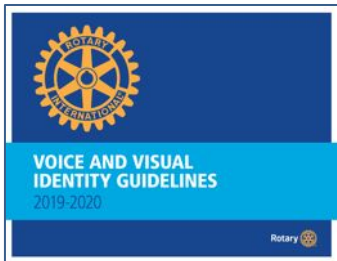
- ✓ It offers rewards on many levels:
 - attracts new members and also retains existing ones that feel proud to be onboard
 - attracts sponsorships, as we are perceived as trustful and professional organization
 - increases the level of trust from local communities and our target audiences
 - overall, enlarges the footprint and awareness of our world-class organization

- ✓ Offers credit and recognition for all Rotarians, clubs, districts for the good work they do at the local level.

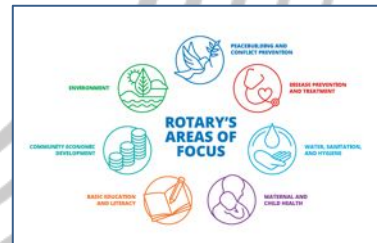
- ✓ Protects Rotary's good name and intellectual property. Incorrect use weakens the brand.

- ✓ Presents Rotary's story in a consistent way.

Rules of engagement on Rotary brand ecosystem



Rotary
Brand
Guidelines &
Resources
Ecosystem



1. Rotary naming and usage



ROTARY

ROTARY INTERNATIONAL

THE ROTARY FOUNDATION

What we call ourselves when referring to the enterprise as a whole in all communications

How we refer to our global association of 35,000 clubs and the governance and offices that support them

What we use when referring to Rotary's fundraising and grant-making arm, when appropriate and/or legally required

Our communicative name

Our legal name & support arm

Our charitable arm

Masterbrand Signature & Mark of Excellence

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.

Masterbrand Signature

Rotary



Mark of Excellence



Masterbrand Signature Simplified

Rotary



Using the Masterbrand

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)



Using the Masterbrand (simplified)

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)



Using the Mark of Excellence

Mark of Excellence (the Rotary wheel)



One Color

100% black



100% Rotary Azure

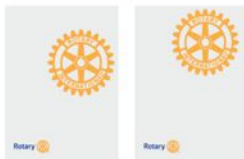


100% white (for dark backgrounds)

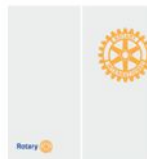


Layout Examples

Single-page communications



Multipage or Tri-fold (back/front)



Size

Size relationship of Masterbrand Signature and Mark of Excellence



How to compose a District logo

Rotary
District 2241



How to compose a Club logo

Rotary
Club [of/at] [Location]



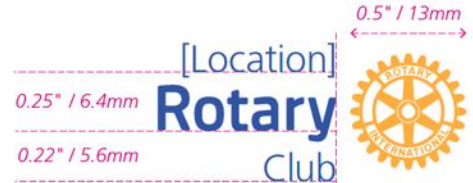
Club identity logo – other accepted variants

ROTARY CLUBS

Preferred



Acceptable alternates

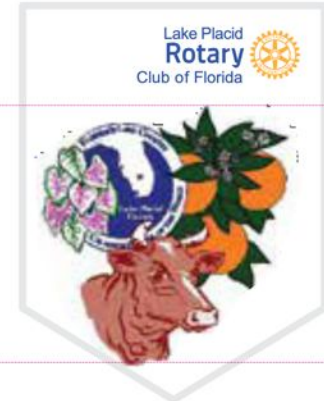
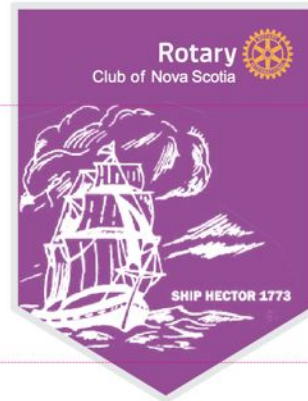


Copy above and below:
Frutiger LT STD 45 Light, 12pt,
Rotary Royal Blue
right aligned to Rotary wordmark

New banner formats for extra creativity

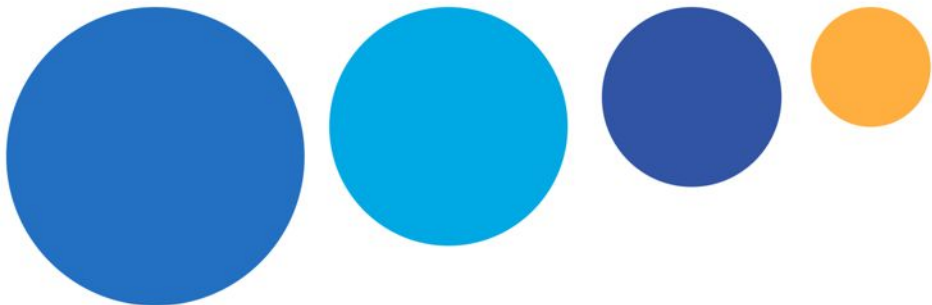
ROTARY CLUBS

Banners



Fonts & colors

Rotary Leadership Colors



Secondary



Pastels



Neutrals



Licensed Option

Primary

**FRUTIGER BLACK
CONDENSED
ALL CAPS FOR
HEADLINES
AND MAIN NAV**

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

Secondary

Sentinel
for body text,
secondary heads,
captions,
and callouts
Light *Italic*
Book *Italic*
Medium *Italic*
Semibold Italic
Bold Italic

Free Option

**OPENSANSCONDENSED
ARIAL NARROW
OPEN SANS**

Arial

Georgia

Using the fonts in the right way



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 Sentinel or Georgia for subheads and body copy.



Use bold or italic for emphasis only.



Use Frutiger or Arial in large point sizes for callouts and data visualization.



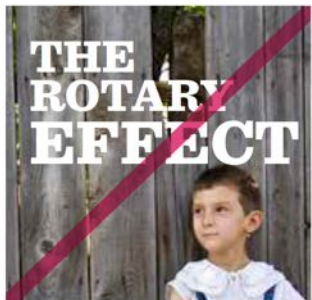
Use Frutiger or Arial styles for documents with dense body copy.



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.



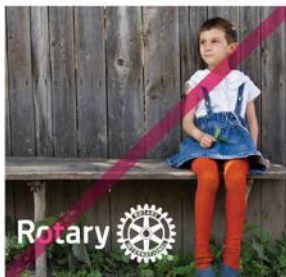
Use colored type that has sufficient contrast.

Using the Rotary logo in the proper way

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.

Using the Rotary logo in the proper way



Reserve Rotary Gold for "pops" of color.



Highlight headings, subheads, icons, and buttons with colors from our palette.



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.



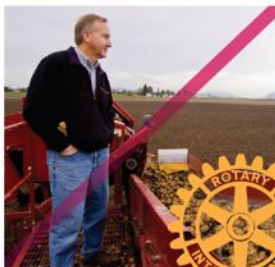
Keep the background the same color rather than creating gradients.



Use fully saturated rather than tints or screened colors in our palette.

Using the Mark of Excellence

INCORRECT USAGE — 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 USAGE — 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.

Using correct imagery (People of Action)

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.

People of Action



2. Rotary Areas of Focus

Rotary has identified areas of focus that reflect critical humanitarian issues and needs. By focusing our efforts on these causes, we're able to make a greater impact locally and globally.

Each area listed below is represented by a specific icon and color. When grouped, the icons appear in the order shown.

- Peacebuilding and conflict prevention
- Disease prevention and treatment
- Water, sanitation, and hygiene
- Maternal and child health
- Basic education and literacy
- Community economic development
- Environment

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP HORIZONTAL COLOR

Color icons and labels – for use on light backgrounds



Color icons with white labels – for use on dark backgrounds

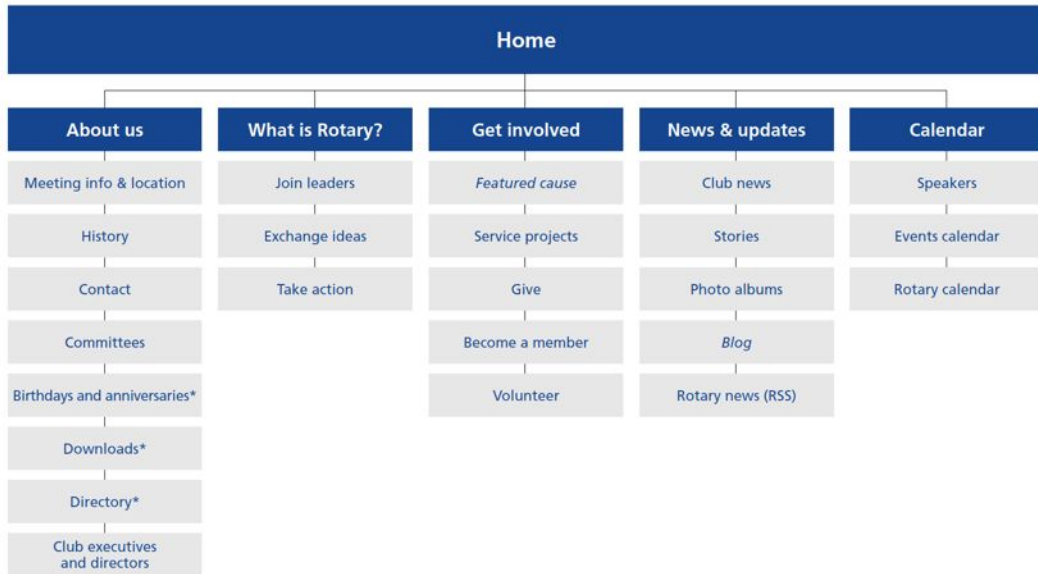


Color icons, no labels – for use on light backgrounds



3. Rotary guidelines of official club website

Example site organization



Example layout with button



Example primary color usage



4. New Presidential Theme 2021-2022

Must use the Masterbrand signature or Mark of Excellence in close proximity to the Theme on all print and electronic materials and goods, including on clothing.

The theme words may not be used without the theme graphic when used on clothing. (Where possible, never use the theme words alone separate from the logo)



**SERVE TO
CHANGE LIVES**

SERVE TO CHANGE LIVES

5. Rotary guidelines for People of Action

1 INTRODUCTION

PROMOTE THE PUBLIC IMAGE OF ROTARY

What is Rotary? This seemingly easy question has many different answers, depending on who you ask. The new Rotary public image campaign aims to provide a simple, consistent answer and rally Rotarians around a single idea: telling — and showing — the world that we are people of action.

Although most of the public knows our name, research tells us that too many prospective members or supporters do not fully understand Rotary. They don't know what we stand for or what we do in local communities. And the majority of those surveyed said they were unaware that a Rotary club exists in their own community.

It is up to all of us to tell Rotary's story. The People of Action public image campaign strives to bring Rotary to life for those who *don't* know us. It does this by showing Rotarians as the people of action we are: leaders who work together in communities to inspire, transform, connect, and celebrate what's possible. This campaign also engages and inspires current and prospective members, as well as donors, partners, and supporters.

Narrowing the gap between awareness and understanding will take time. With help from this guide, you'll find ways to let your community and the world know that we are people of action.

2 GET STARTED







The People of Action campaign is about the difference Rotary and Rotaract clubs make in communities around the world. It was designed to help your club tell your story of local impact.

This campaign is for YOU.



6. Rotary Brand Center



| | | |
|---|---|---|
|  | <p>TELL ROTARY'S STORY VOICE AND VISUAL IDENTITY GUIDELINES</p>  |  |
| <p>PEOPLE OF ACTION</p> <p>Get everything you need from Rotary's latest public image campaign.</p> <p>LEARN MORE</p> | <p>GUIDELINES</p> <p>Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.</p> <p>LEARN MORE</p> | <p>LOGOS</p> <p>Download high-resolution logos and Rotary graphics.</p> <p>LEARN MORE</p> |
|  |  |  |
| <p>MATERIALS</p> <p>Use our customizable materials to promote your club, projects, and programs.</p> <p>LEARN MORE</p> | <p>ADS</p> <p>Download online, print, outdoor, and radio ads to promote Rotary in your community.</p> <p>LEARN MORE</p> | <p>IMAGES & VIDEO</p> <p>Select images or videos that capture Rotary's essence and reflect our work and our members.</p> <p>LEARN MORE</p> |









<https://brandcenter.rotary.org/>

Checklist

- ✓ Download the latest guidelines and make them available for all your members;
- ✓ Make sure you implement correctly the guidelines on all your assets: web, social media, brochures, videos, banners, print-ads, OOH, radio edits, events, etc.);
- ✓ Take a look on what other clubs are doing, you don't need to reinvent the wheel;
- ✓ Visit often the Rotary Brand Center for updates;
- ✓ Ask for help (anytime) from your District Public Image Chair.

Resources

| | | |
|---|--|---|
|  <p>PEOPLE OF ACTION</p> <p>Get everything you need from Rotary's latest public image campaign.</p> <p>LEARN MORE</p> |  <p>TELL ROTARY'S STORY VOICE AND VISUAL IDENTITY GUIDELINES</p> <p>GUIDELINES</p> <p>Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.</p> <p>LEARN MORE</p> |  <p>LOGOS</p> <p>Download high-resolution logos and Rotary graphics.</p> <p>LEARN MORE</p> |
|  <p>MATERIALS</p> <p>Use our customizable materials to promote your club, projects, and programs.</p> <p>LEARN MORE</p> |  <p>ADS</p> <p>Download online, print, outdoor, and radio ads to promote Rotary in your community.</p> <p>LEARN MORE</p> |  <p>IMAGES & VIDEO</p> <p>Select images or videos that capture Rotary's essence and reflect our work and our members.</p> <p>LEARN MORE</p> |

[Rotary's Voice and Visual Guide](#)

[Rotary's Guide for Club Websites](#)

[Rotary's Presidential Theme 2021-2022](#)

[Rotary's Areas of Focus Guide](#)

[Rotary's People of Action](#)

[Rotary's Social Media Guide](#)

> [Rotary's Brand Center](#) <

Thank you

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