



TELL ROTARY'S STORY

Tell the story of Rotary and how we are people of action in your community and around the world.



As Brand Ambassadors, we are tasked with informing the public about what Rotary stands for, how we're different, why we matter, and the impact we make.

The global public image campaign 'People of Action' brings the Rotary story to life in a way that narrows the gap between public awareness and understanding.

The People of Action campaign communicates the essence of Rotary and reflects our values, such as:

We build lifelong relationships.
We honour our commitments.
We connect diverse perspectives.
We apply our leadership and expertise to solve social issues.

People of Action campaign tells our story in our own voice, which is:

Smart — we are insightful and discerning.
Compassionate — we tackle community challenges with empathy and understanding.
Persevering — we find lasting solutions to systemic problems.
Inspiring — we encourage others to take action, conveying hope, enthusiasm, and passion.

As your Rotary Club's Public Image Chair, you are the leading ambassador. Inspire your community, tell a story that encourages your community to connect. Engage your members so they can transform the world around us.

Tell the story of your Rotary club and how you are people of action in communities worldwide in your club. Encourage and lead your members to tell their Rotary story.

Using consistent messaging, maintaining clear Rotary branding and using our voice you will inspire prospective members to join us in our efforts.

INSPIRE.

CONNECT.

TRANSFORM.





IDENTITY AT A GLANCE

Overview

Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. 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. Please use this condensed guide in conjunction with the full guidelines available at www.rotary.org.

What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital: Web/Email Tablet/Mobile	.png	rgb

Logos

Masterbrand Signature

Rotary



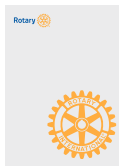
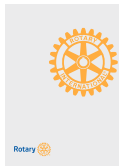
RotaryMBS-R_PMS-C.eps

Mark of Excellence

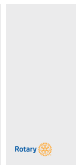


RotaryMOE-R_PMS-C.eps

Single Page Logo Usage Example



Multipage Example (front/back)



Signature System for Clubs, Districts, Zones, and Projects

Rotary
Club [of/at] [Location]



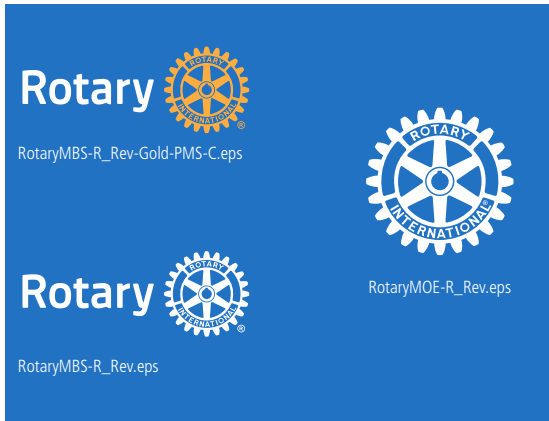
Rotary
District 1239



Rotary
Zone 33



Rotary
Club of Evanston



Rotary



RotaryMBS-R_Azure-PMS-C.eps



RotaryMOE-R_Azure-PMS-C.eps

Rotary



RotaryMBS-R_Black.eps



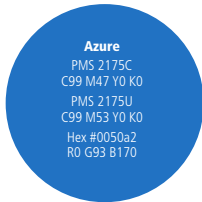
RotaryMOE-R_Black.eps

Member Pin



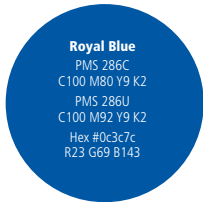
Recognized by Rotarians the world over, your Rotary pin remains unchanged as a proud symbol of membership.

Colors



Azure

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



Royal Blue

PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #00337c
R23 G69 B143



Gold

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

Typography

Licensed Option —
fonts for purchase

Primary

FRUTIGER BLACK CONDENSED
ALL CAPS FOR HEADLINES

Frutiger for subheads,
secondary nav,
info graphics, and lockups

Secondary

Sentinel for body text, secondary
heads, captions, and callouts

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

Primary

OPEN SANS CONDENSED
OPEN SANS
ARIAL NARROW
FOR HEADLINES

Arial for subheads, secondary
nav, etc.

Secondary

Georgia for body text,
secondary heads, etc.

Imagery

Rotarians Taking Action
for Community



Rotarians Uniting and
Exchanging Ideas



Metaphorical



Resources

Websites to know:

www.rotary.org

www.district9820.org

Must check out: rotary.Org > my rotary > brand center

Social media to follow:

Facebook @rotary

Facebook @district9820

Insta @rotaryinternational

[Linkedin /rotary-international](#)

People to know:

District 9820 Public Image Chair: publicimage@district9820.org

2018-19 Tim Wills

2019 – 20 Linda Reeve

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

WHY IS ROTARY ENHANCING ITS PUBLIC IMAGE?

Worldwide, more than 2 million nonprofits 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. Our research has taught us better ways to frame our strengths and bring our core values to life.

By providing a clear, consistent image of Rotary — what we stand for and how we differ from other charitable organizations — we offer prospective members, donors, and volunteers a strong vision of what it means to engage with us.

Rotary

District 9820

