

Club of Calgary at Stampede Park

Communications Support and Assistance

Communications Committee

- Re-establishment of the Committee formerly chaired by Toby Oswald-Felker
- New team being Chaired by Dilan Perera and brings together some members who
 offer experience in the field of Marketing and Communications
 - Corinne Wilkinson
 - Steve Mason
 - Nancy Spence
 - Chad Hason
- Former Committee presented our Communications and Public Image Strategy to the Board in December and this document will drive the new Committee's actions
 - Incorporated focus group findings and district wide member survey and goals from Club's Strategic plan



Committee will adhere to the Vision and Mission of our 3-year Strategic Plan

MISSION

Improve lives locally and globally through service

VISION

To be the most enjoyable and impactful Rotary Club we can be



Priorities

- The main priorities of the Committee are:
 - Re-invigorating the Communications Committee and positioning it as a resource to the rest of the Club
 - Making the new logo available based on the Club's new name and ensuring it is used consistently with the Graphic standards
 - Assisting key committees with their immediate Marketing and Communications needs e.g. SIS Golf Tournament, Dream Home, Youth Leadership Centre, International Conference, Recruitment Committee, etc
 - Updating websites, badges, Dream Home branding
 - Developing a long-term strategy for Brand and Public Image, with a goal to increase media exposure including a strategy for the Club's best use of Social media



Logo Standards

ROTARY LOGO - HORIZONTAL 1



Club of Calgary at Stampede Park

TWO COLOR - BLUE PMS 286, GOLD PMS 130



Club of Calgary at Stampede Park

ONE COLOR - BLACK

ROTARY LOGO - HORIZONTAL 2



Club of Calgary at Stampede Park

TWO COLOR - BLUE PMS 286, GOLD PMS 130



Club of Calgary at Stampede Park

ONE COLOR - BLACK

ROTARY LOGO - VERTICAL



Rotary
Club of Calgary
at Stampede Park

TWO COLOR - BLUE PMS 286, GOLD PMS 130

ONE COLOR - BLACK

ROTARY LOGO - COLORS

ROYAL BLUE PMS: 286 CMPYIC: 100/80/9/2 NGIE: 23/69/143 HEIC: 0:327:

GOLD PARS: 130 CNYNC 0/41/100/0 RGB: 247/168/27 HEX: 17:81b The primary color paintle consists of two colors, PMS 286 Blue and PMS 130 Gold.

PMS refers to the Pursume Matching System, which provides industry standards for colocinic formules that printers follow to ensure people solor reproduction of printed materials. The Rotary Club of Calgary at Stampede Park uses their logo in three different formats as shown.

ROTARY LOGO - IMPROPER USE

- Don't disange the logo's orientation.
- Don't bevel ar emboss the logo.
- Don't place the logo on a busy photograph or pettern.
- Don't change the logo colors.
- Don't crop the logo in any way.
- Don't edd "glow" affects to the logo.
- Don't present the logo on "vibrating" colored backgrounds.
- Don't present the logo in "outline crity".
- Don't place the logo on similarly-colored bedgeounds.
- 10. Dan't outline the logo in any color.
- Don't add "drop shadow" effects to the loop.
- Don't put a white box around the logo when placed on a dark or busy background.
- Don't reconfigure or change the size or pleasment of any logo elements.
- Don't stretch or squeeze the logo to distort proportions.
- Don't recreate elements or replace with something else.

COLOR CHOICES



TWO COLOR - BLUE PMS 286, GOLD PMS 130





ONE COLOR - BLACK



Club of Calgary et Stampede Peri

ONE COLOR - BLUE PMS 286



Club of Colgary et Stampede Park

ONE COLOR - GOLD PMS 130





Club of Calgary at Startpark Park

ONE COLOR - WHITE

ROTARY LOGO - CLEAR SPACE





Club of Calgary at Stampede Park



The logo must be placed with the appropriate white space around each side to ensure each side to ensure its visibility and impact when used in combination with other design elements. The space is equivalent to at least the height of the Rotary icon.

It's just a logo, right?

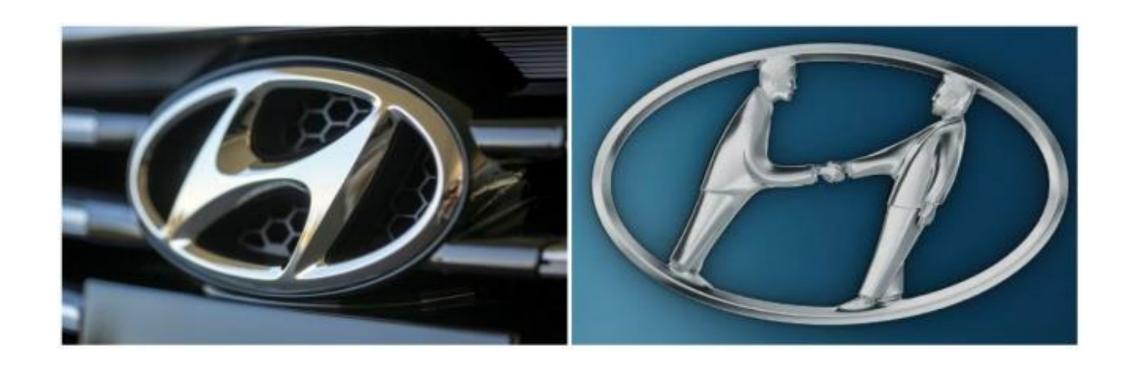
- For every use, there is a perfect version of the logo
 - Vertical or horizonal orientation (2 versions)
 - 1-Colour or 2-Colour we use Royal Blue 286 and Gold 130
 - Reverse applications (for a Black background, for example)
 - Clear Space and background are important
 - Don't 'cut and paste'; instead request a hi-res version from the Committee (Nancy Spence), so it can be reproduced properly
 - Don't stretch it or squish it!



We are ALL Brand Ambassadors

- Our "Brand" isn't our logo
- Brand is defined as 'people's perception about an Organization'
- Is likely different among our Internal audience (members) vs External audience (the local Community)
- Everything you say about Rotary, Your actions in the community, Say it loud and proud!
- Part of the role of the Communications Committee will be to clearly determine what our Brand is both internally and externally
 - Is it what we want it to be?
 - What measures can we take to evolve our Brand over time
 - How does our Club brand relate to the overall brand of RI?
 - How do we use new forms of media to promote our Brand?







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