



Rotary

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

ROTARY LOGO - HORIZONTAL 1



TWO COLOR - BLUE PMS 286, GOLD PMS 130



ONE COLOR - BLACK

ROTARY LOGO - HORIZONTAL 2



TWO COLOR - BLUE PMS 286, GOLD PMS 130



ONE COLOR - BLACK

ROTARY LOGO - VERTICAL



TWO COLOR - BLUE PMS 286, GOLD PMS 130



ONE COLOR - BLACK

ROTARY LOGO - COLORS

ROYAL BLUE
PMS: 286
CMYK: 100/80/9/2
RGB: 23 / 69 / 143
HEX: 0c3c7c

GOLD
PMS: 130
CMYK: 0/41/100/0
RGB: 247 / 166 / 27
HEX: f7a81b

The primary color palette consists of two colors, PMS 286 Blue and PMS 130 Gold.

PMS refers to the Pantone Matching System, which provides industry standards for color ink formulas that printers follow to ensure precise color 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

1. Don't change the logo's orientation.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo colors.
5. Don't crop the logo in any way.
6. Don't add "glow" effects to the logo.
7. Don't present the logo on "vibrating" colored backgrounds.
8. Don't present the logo in "outline only".
9. Don't place the logo on similarly-colored backgrounds.
10. Don't outline the logo in any color.
11. Don't add "drop shadow" effects to the logo.
12. Don't put a white box around the logo when placed on a dark or busy background.
13. Don't reconfigure or change the size or placement of any logo elements.
14. Don't stretch or squeeze the logo to distort proportions.
15. Don't recreate elements or replace with something else.

ROTARY LOGO - CLEAR SPACE



The logo must be placed with the appropriate white space around 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.

COLOR CHOICES



TWO COLOR - BLUE PMS 286, GOLD PMS 130



ONE COLOR - BLACK



ONE COLOR - BLUE PMS 286



ONE COLOR - GOLD PMS 130



TWO COLOR - WHITE, GOLD PMS 130



ONE COLOR - WHITE

It's just a logo, right?

- For every use, there is a perfect version of the logo
 - Vertical or horizontal 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?





amazon.com[®]

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.





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