

# ***ROTARY BRANDING***

## ***101***

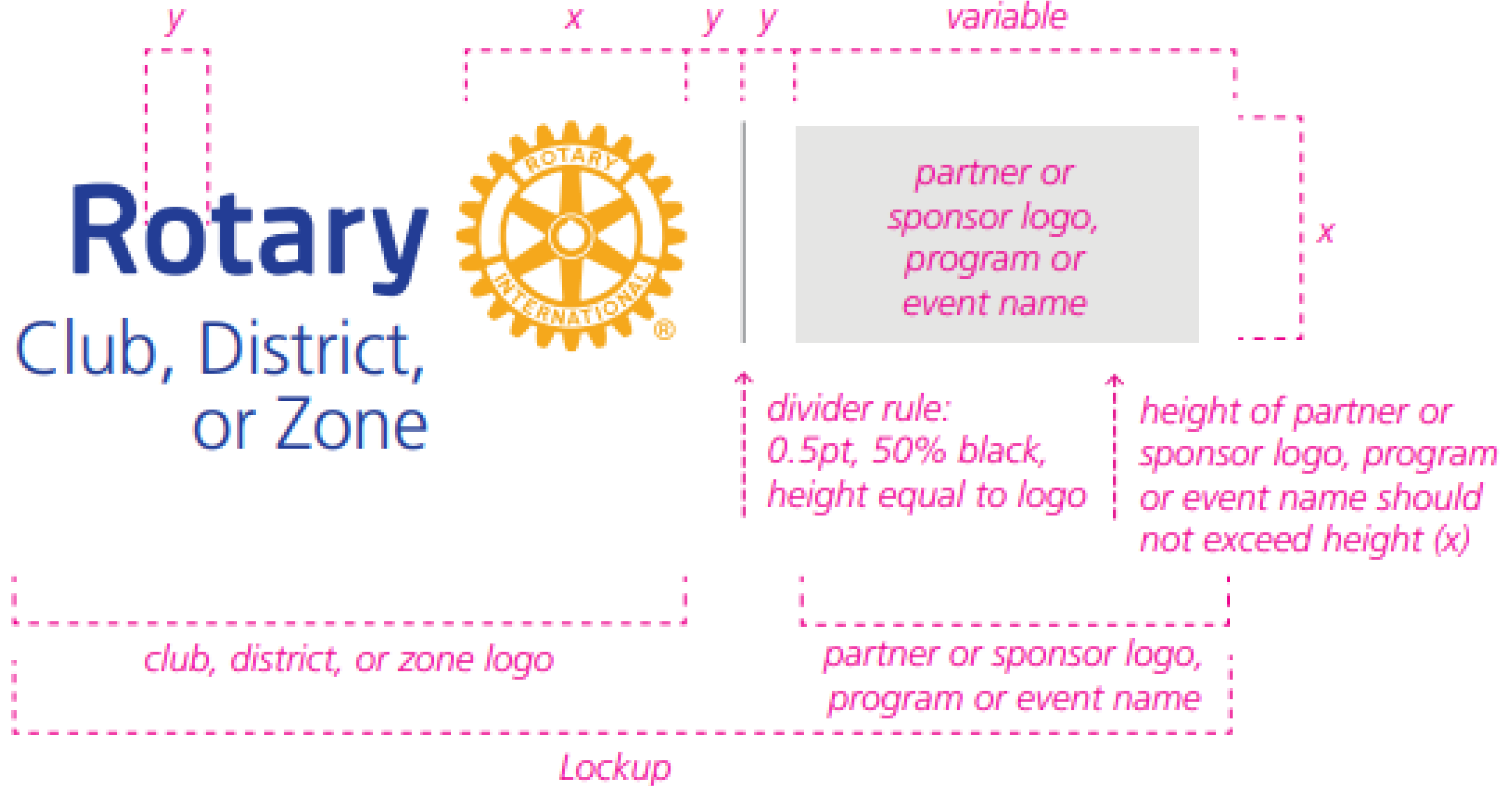
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**A consistent voice and visual identity are essential components of a strong brand. By using the design elements in this guide you ensure that our brand is presented in a unified way, helping to build awareness and recognition of Rotary and Rotaract. You can find more information on the Brand Center at [rotary.org/brandcenter](https://rotary.org/brandcenter).**

**Your club, district, or zone logo is made up of the Masterbrand Signature (MBS) plus the club name, or the district or zone number. Multiple district or zone numbers can also be listed. This logo must be used instead of the MBS alone. No other words should appear above or below the MBS.**

**LOGOS**

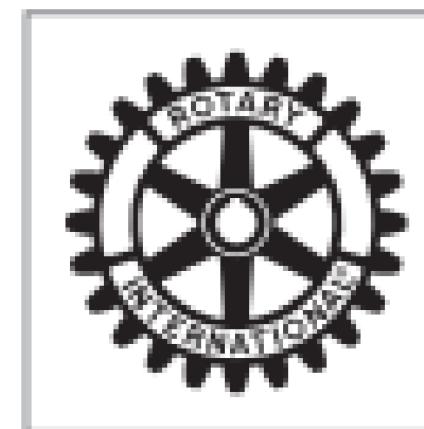
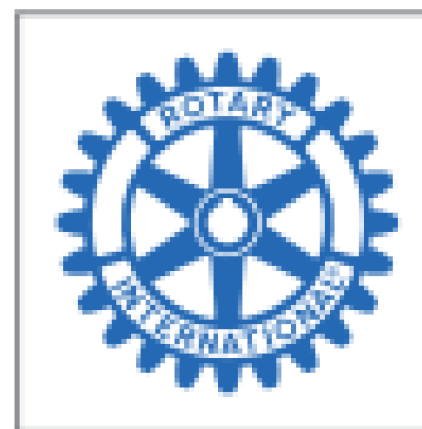
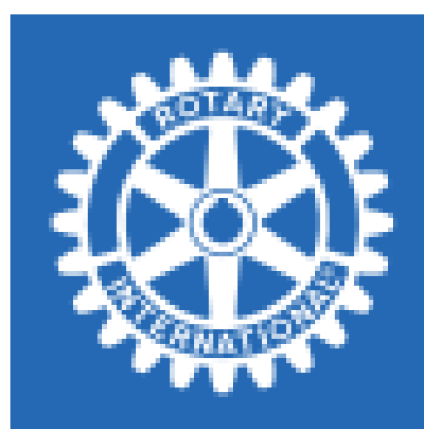
# Lockup Construction



## MARK OF EXCELLENCE

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The Rotary wheel is the Mark of Excellence (MOE) and should be considered the secondary logo. When you use it, we encourage you to position your club, district, or zone logo nearby for clarity and recognition. There is no simplified version of the MOE — the words “Rotary International” must always appear in the wheel.




The MOE should appear in Rotary Gold. If you're printing one-color, azure or black can be used. It cannot appear in colors other than those shown here. Information about Rotary's color palette can be found on the Brand Center.

# CLUB, DISTRICT, OR ZONE LOGOS


## Masterbrand Signature

Club Name  
above or  
**Rotary**  
Club Name, District,  
or Zone below



## Masterbrand Signature Simplified

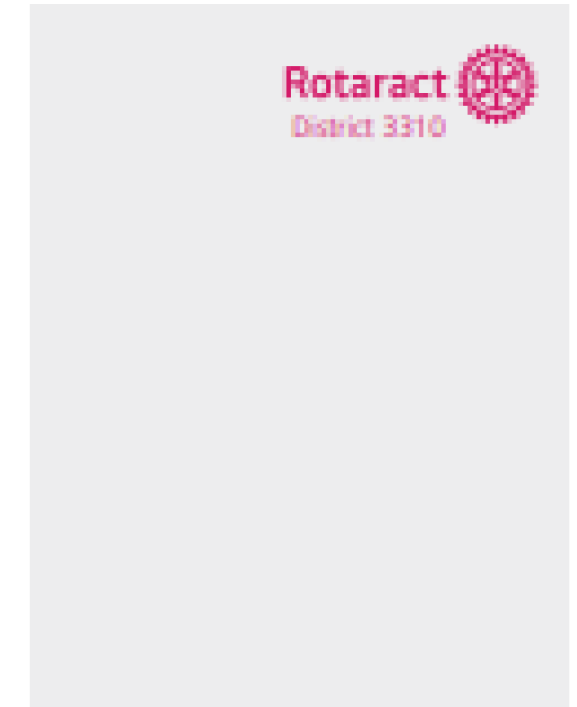
Club Name  
above or  
**Rotary**  
Club Name, District,  
or Zone below



## Layout Examples



club brochure



flyer

## Examples

**Rotary**  
Club of Evanston



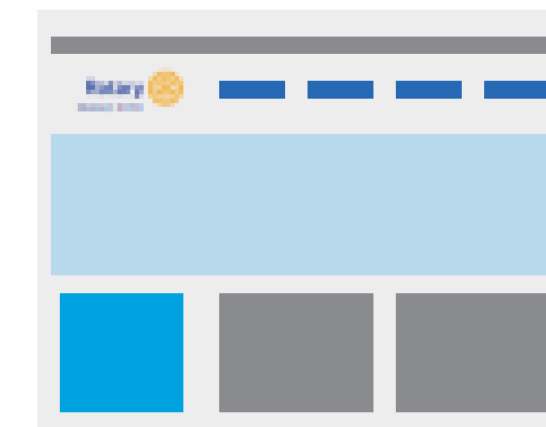
Sunrise Kampala  
**Rotary**  
Club



**Rotary**  
District 3310



**Rotary**  
Zone 8



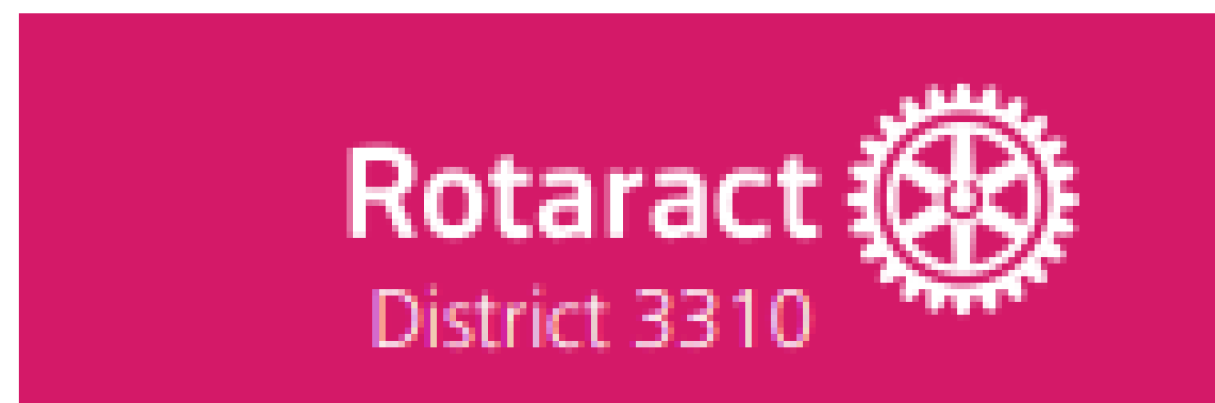
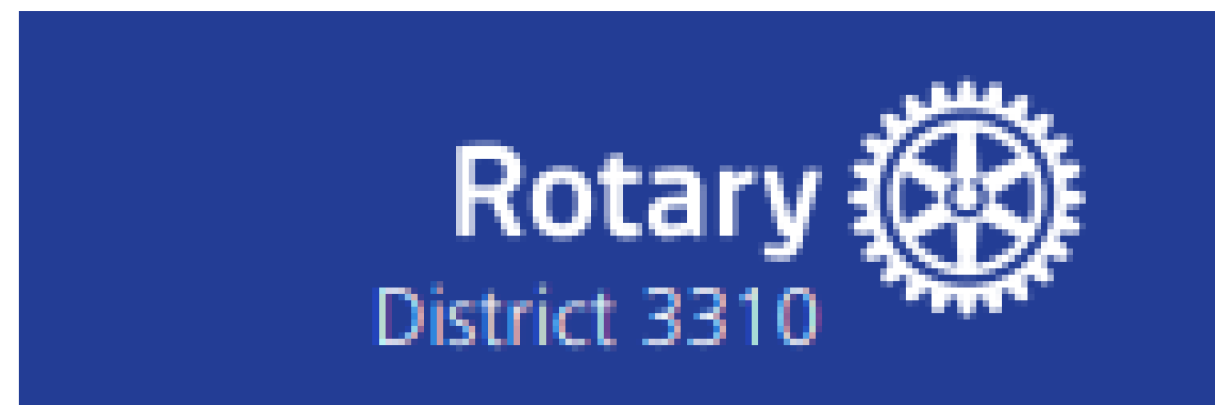
website



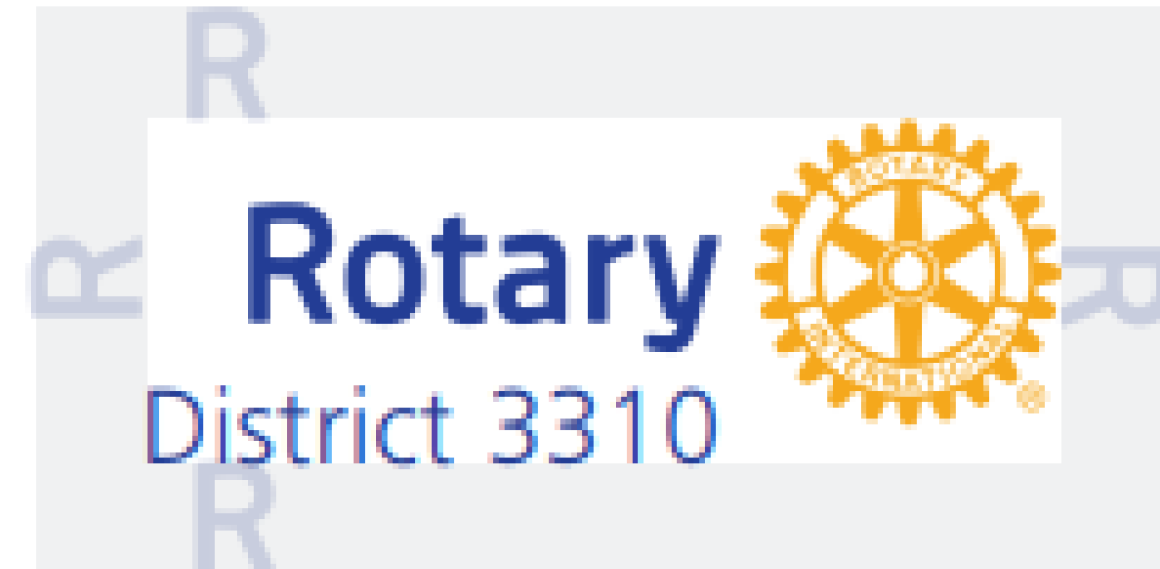
facebook\*

\*exception: the Mark of Excellence can be used for social media profile pictures

## Reverse Options



## Clear Space



Clear space is the space surrounding the club, district, or zone logo that needs to remain empty. It is equal to the height of the capital "R" in "Rotary" or "Rotaract."

# Your Logos at a Glance

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Lockups are used to show a relationship between your club, district, or zone and partners, sponsors, programs, or events. Only one logo can be featured in a lockup with your club, district, or zone logo.

The lockup should not be used as your club, district, or zone logo.

Find templates for creating your own lockup on the Brand Center at [rotary.org/brandcenter](https://rotary.org/brandcenter).

## LOCKUPS

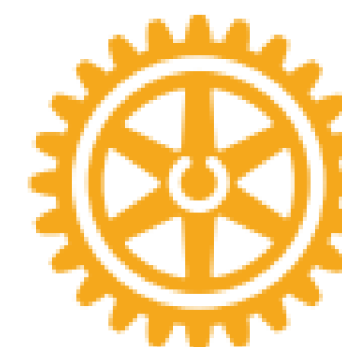
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Logo Lockup Examples

**Rotary**  
District 3310



Sunrise Kampala  
**Rotary**  
Club

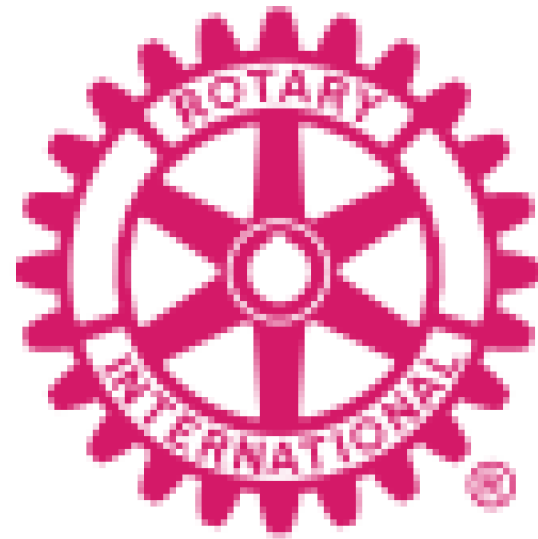


**Helping  
Hands**

## Word Lockup Examples

**Rotaract**

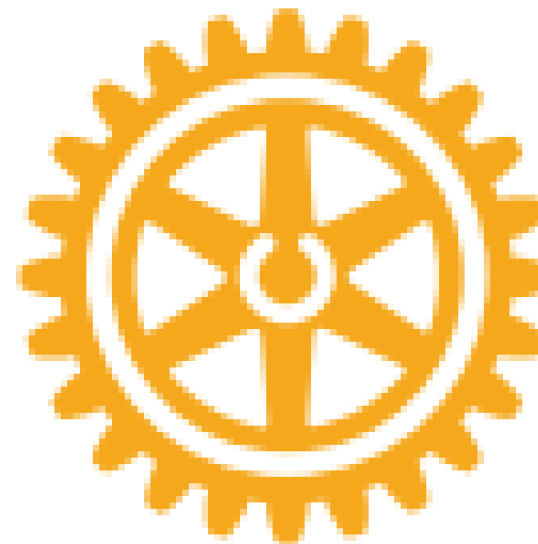
Club of Taipei



**Let's Fight  
Against Hunger**

**Rotary**

Club of Evanston  
Lighthouse



**Taste of  
Evanston**

**Some brands are recognized around the world just by their logos. When people see such a logo, they instantly know what it means and what to expect from the product.**

**Building that kind of recognition requires effort, including years of using a logo widely and consistently. Companies work at this because earning that global recognition benefits their business.**



# Then

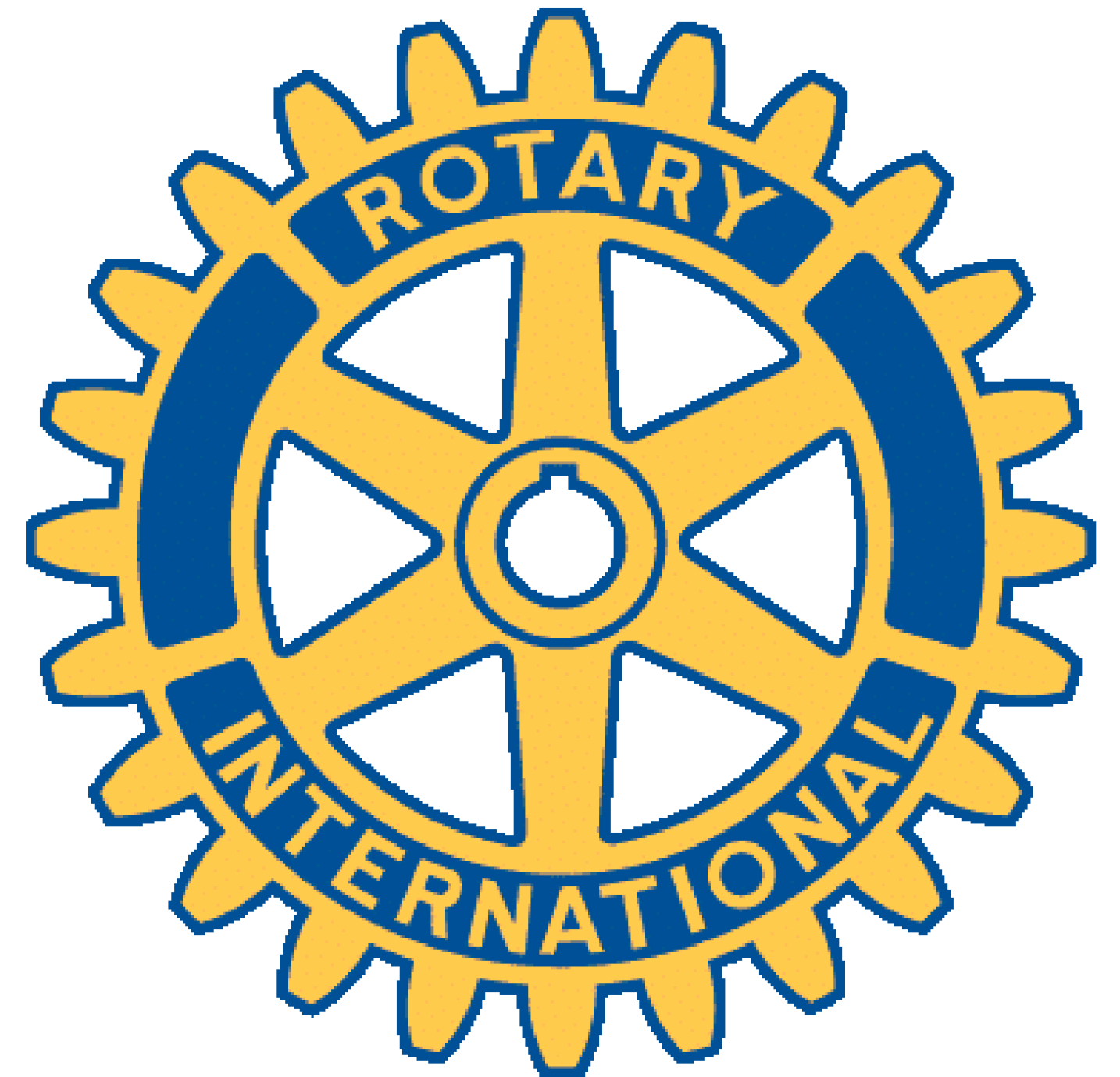


# Now



In 2013, we updated our logos and visual guidelines. The previous logo, shown here, was retired at that time.

Just as Rotary International has stopped using our previous logos, Rotary clubs and districts should also refrain from using old logos like this one on their signs or in communications.



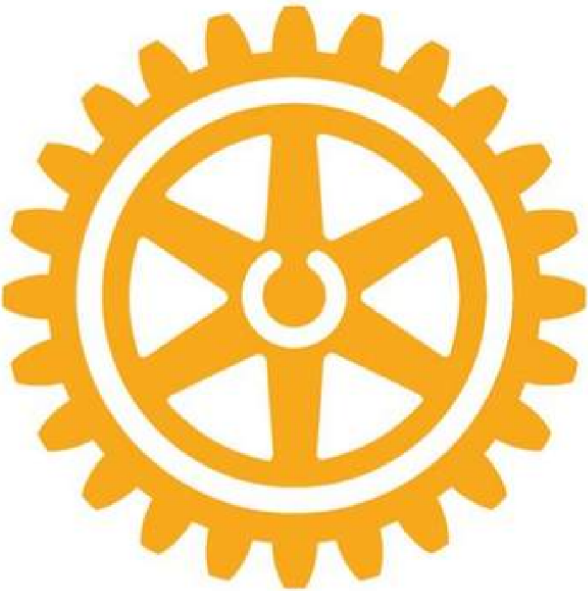
## Why is it so important to use the correct logo?

<b>Be recognized for the good work you do</b>	<b>+</b>
<b>Present Rotary's story consistently</b>	<b>+</b>
<b>Protect Rotary's reputation and legal rights</b>	<b>+</b>
<b>Guard against any use that weakens our brand</b>	<b>+</b>
<b>Be a Rotary brand champion</b>	<b>+</b>

**Rotary**



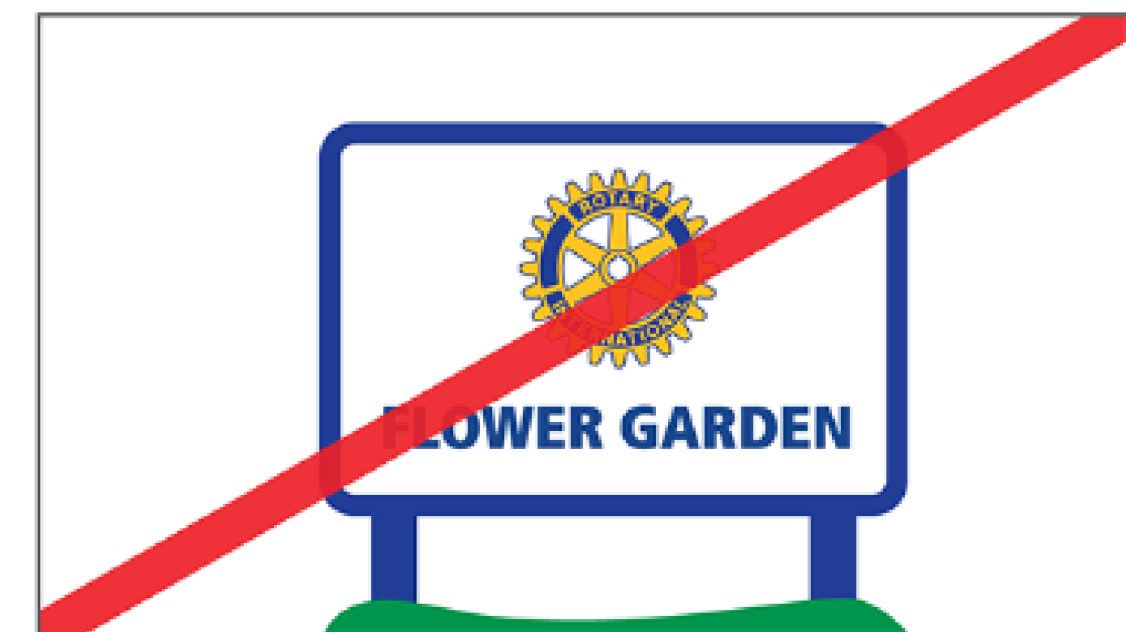
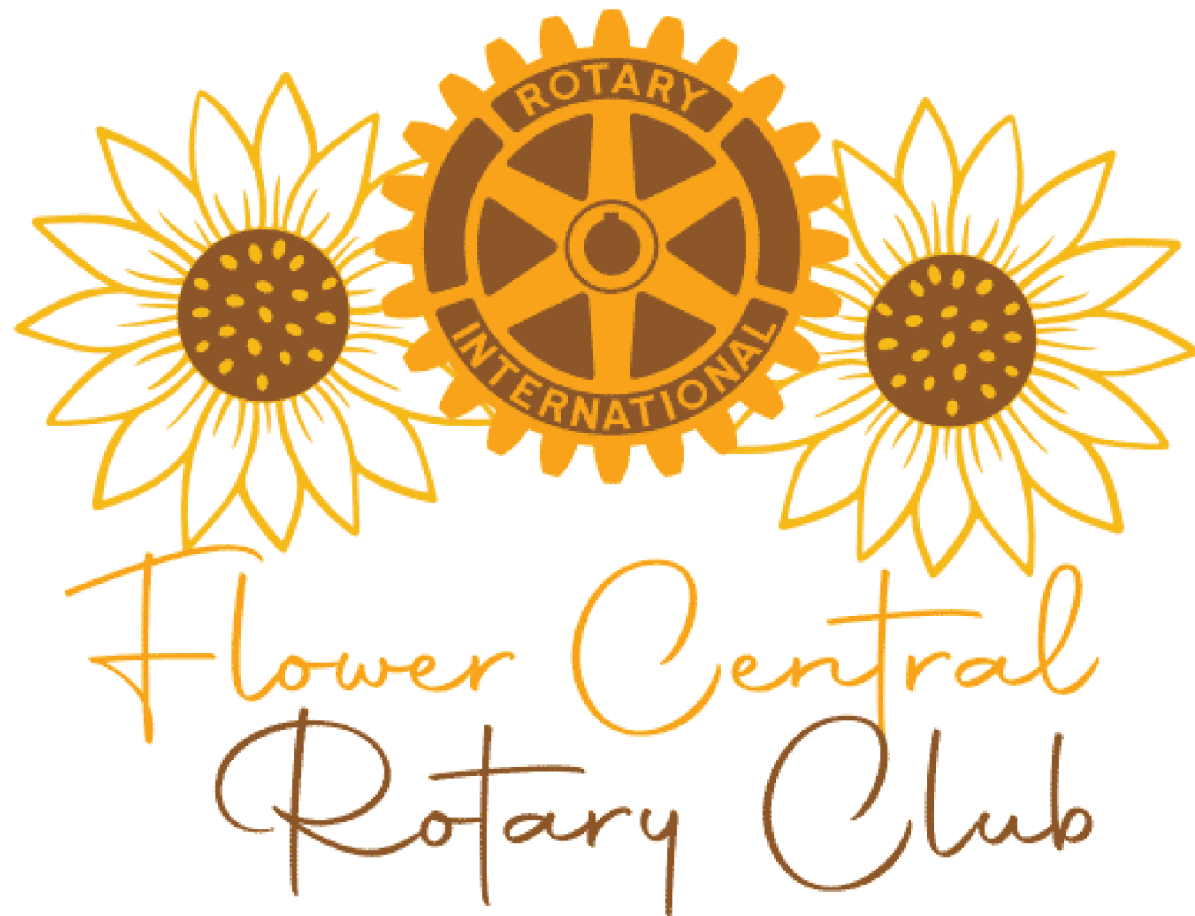
**Rotary**





Here, the district has added the image of a bridge above the word "Rotary." This space should be blank unless it includes the name of a club. The font and size of "Rotary" and "District 0000" are correct, though.

In this example, the Mark of Excellence appears as a sun with extended rays over a mountain range. That's inside a circular design with the words "Rotary Club of Somewhere" around the outer edge of the circle. To be correct, the club's name should appear to the left of the Mark of Excellence, in the standard font and color, with no other images present.



***TYPOGRAPHY***

**When you use Rotary's typography, or fonts, you help keep our communications cohesive and distinctive. Build recognition for your club and Rotary by using these fonts. You can use the free options when the licensed options aren't available or are cost-prohibitive.**

## **Primary Fonts**

**Use the primary fonts for headlines and navigation labels.**

**Frutiger (Licensed)**

**Open Sans (Free)**

**Arial (Free)**

## FRUTIGER LT STD

47 Light Condensed

57 Condensed

**67 Bold Condensed**

**77 Black Condensed**

## FRUTIGER

45 Light

*46 Light Italic*

55 Roman

*56 Italic*

**65 Bold**

***66 Bold Italic***

**75 Black**

***76 Black Italic***

**95 Ultra Black**

## OPEN SANS CONDENSED

Condensed Light

*Condensed Light Italic*

**Condensed Bold**

## OPEN SANS

Light

Regular

*Italic*

**Bold**

## ARIAL NARROW

Regular

*Italic*

**Bold**

***Bold Italic***

## ARIAL

Regular

*Italic*

**Bold**

***Bold Italic***

**A club can use only its own name in the title of an organization or entity — not the "Rotary" name alone — and then only for something it has full control over. By full control, we mean sole ownership and operational power over the organization or entity.**

**You can find more details in the Rotary Code of Policies, section 34.040.7.**



Rotary Gold



Rotary Royal Blue



Azure



Sky Blue



Cranberry



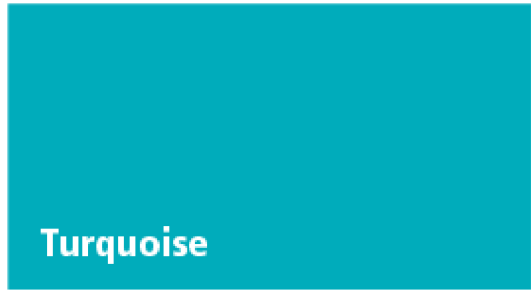
Cardinal



Slate



Powder Blue



Turquoise



Violet



Lavender



Mist



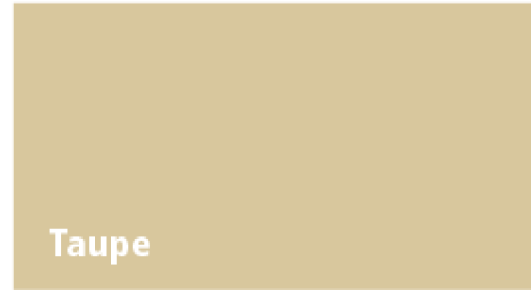
Orange



Grass



Moss



Taupe



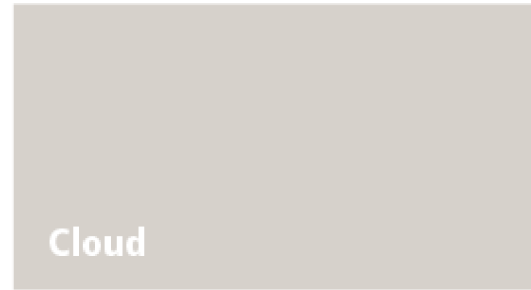
Storm



Ash



Platinum



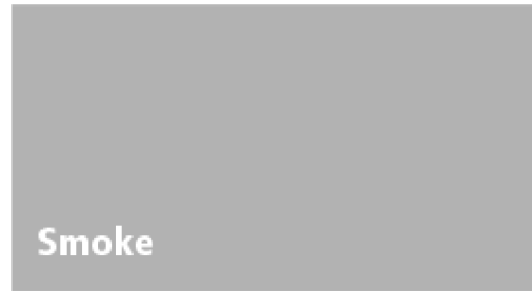
Cloud



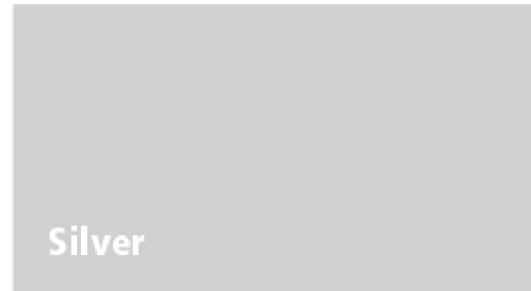
Charcoal



Pewter



Smoke



Silver