

Show the World our Rotary



Presenter : Margriet van Dijk- Nouh-Chaia
Date : April 27th, 2017

- Voice & Visual Guidelines
- Branding
- Social Media
- Must see on 'Where and What to find'

The vision of one man...embraced by millions



“Whatever Rotary may mean to us, to the world it will be known by the results it achieves.”

Founder Rotary - Paul P. Harris –



Rotary Logo – Mark of Excellence



What would it take to change the world?

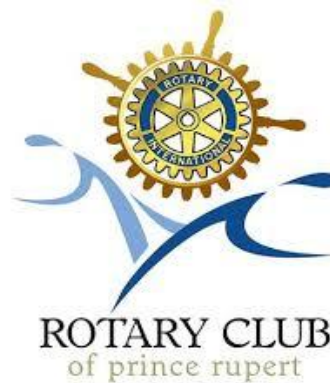
We believe it starts with a commitment to

Service Above Self



Why we're strengthening our image





Rotary Club of
Downtown DeLand



Why we're strengthening our image



Through a unified Rotary image and message, we're not just enhancing our reputation, we're elevating the entire Rotary experience.

New Logo and Identity by Siegel & Gale (2011)

In Wheel We Trust



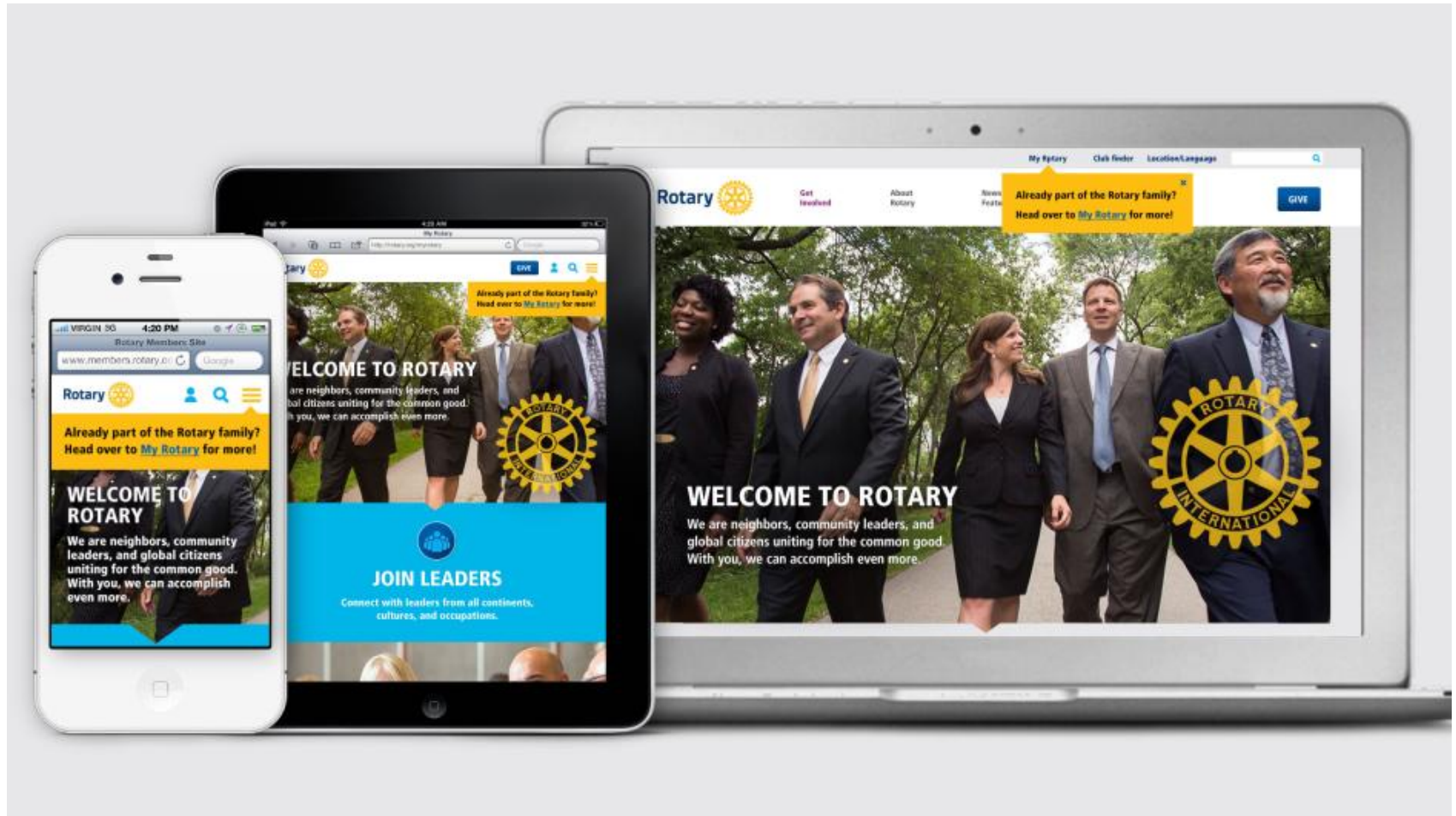
Rotary



BEFORE

AFTER

Simple and Recognizable



**Harvard
Business
Review**

BRANDING

Rotary Strengthened Their Brand by Simplifying It

Who are we?

Our identity is more than our logo and colours. It is the essence of who we are and what we do.

- We define leadership by mindset and approach, not labels or titles.
- Connecting with each other and our communities will always be the driving force behind Rotary.
- Rotary affects local communities on a global scale to create lasting change.

Smart

- we are insightful and have good judgement

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

We defined three core ideas:

- Rotary joins leaders from all continents, cultures, and occupations.
- Rotary exchanges ideas, bringing our expertise and diverse perspectives to help solve some of the world's toughest problems.
- Rotary takes action to bring lasting change to communities around the world.

What we believe, do, say or act

OUR VALUES

**Fellowship and
Global Understanding**

Ethics and Integrity

Diversity

**Vocational Expertise,
Service, and Leadership**

HOW WE LIVE OUR VALUES



**We build lifelong
relationships**



**We honor our
commitments**



**We connect diverse
perspectives**



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

Rotary's six areas of focus



PEACE AND CONFLICT
PREVENTION/RESOLUTION



DISEASE PREVENTION AND
TREATMENT



WATER AND SANITATION



MATERNAL AND
CHILD HEALTH



BASIC EDUCATION
AND LITERACY



ECONOMIC AND COMMUNITY
DEVELOPMENT



We have a powerful story to tell, and **it's up to all of us to protect, promote, and deliver our message in all of our interactions.** By speaking, writing, and designing in a unified voice and look, we ensure that our communications are unmistakably Rotary.



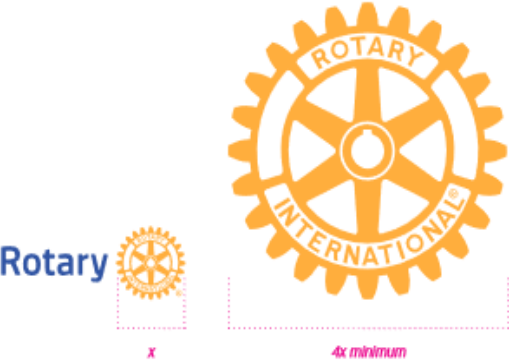
Applying a consistent and clear Rotary style in all of our communications is vital to strengthening our image and enhancing our reputation as a world-class organization.

These downloadable resources and guidelines allow each club and district to work independently while maintaining a consistent identity throughout the organization.

Masterbrand Signature and Mark of Excellence

Size

Size relationship of mark of excellence and masterbrand signature



Opacity

100% opaque on solids

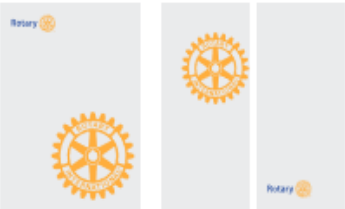


Examples (mark of excellence in proximity to masterbrand signature)

Single-page communications



Multipage (front/back)



Color Options



Rotary Gold

Full Color

Dark image



Light image

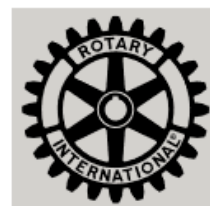


Acceptable solid background colors



One Color

100% black



100% Rotary Azure

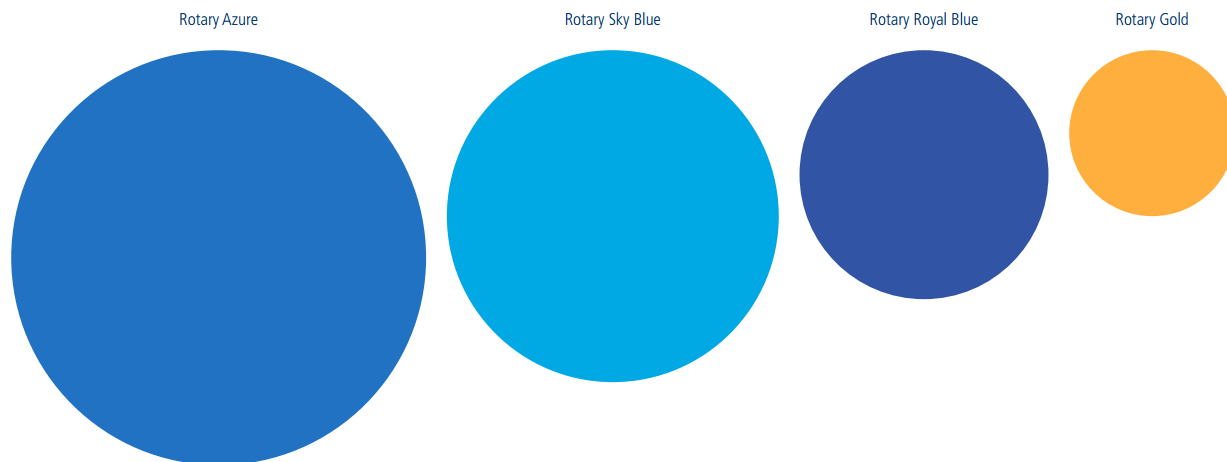


100% white (reversed)

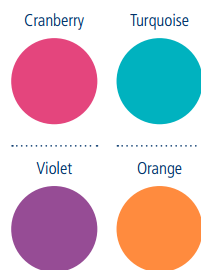


Color Palette

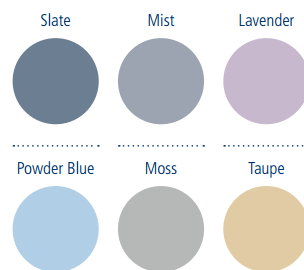
Rotary Leadership Colors



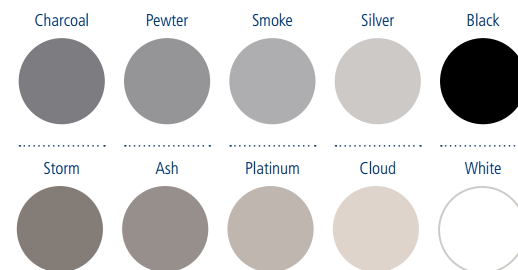
Secondary Colors



Pastels



Neutrals



Typography Licensed and Free fonts

OUR LOOK

Voice and Visual Rotary Guidelines

17 January 2014

26

Licensed option - fonts for purchase

Primary*, use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, info graphics, lockups, identifiers, or dense body copy.

FRUTIGER LT STD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Secondary*, use for body text, secondary headlines, captions, callouts, or identifiers.

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

Free option - when Frutiger and Sentinel fonts are not available or are cost prohibitive

Primary, for digital (web) applications or when Frutiger LT STD is not available

OPEN SANS CONDENSED

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Light
Light Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic

Primary, for Microsoft Office applications or when Open Sans Condensed is not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.

ARIAL NARROW

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Italic
Bold
Bold Italic

Secondary, for digital (web) applications and Microsoft Office applications, or when Sentinel is not available. Font should be used similarly to Sentinel for body text, secondary headlines, etc.

Georgia

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

* For information on purchasing these typefaces, contact graphics@rotary.org.

Club logo/Signature

ROTARY CLUBS

Preferred



Acceptable alternates



Example of long club name



DISTRICTS AND ZONES

Districts



Zones



Create your own club, district, or program logo in Brand Center

Rotary
Club (of/at) Location
Optional text here



Language:

Club:

Logo:

Alignment:

Insert Text:

SAVE

Rotary
Club of Paramaribo
Residence



Rotary
Club of Paramaribo Residence



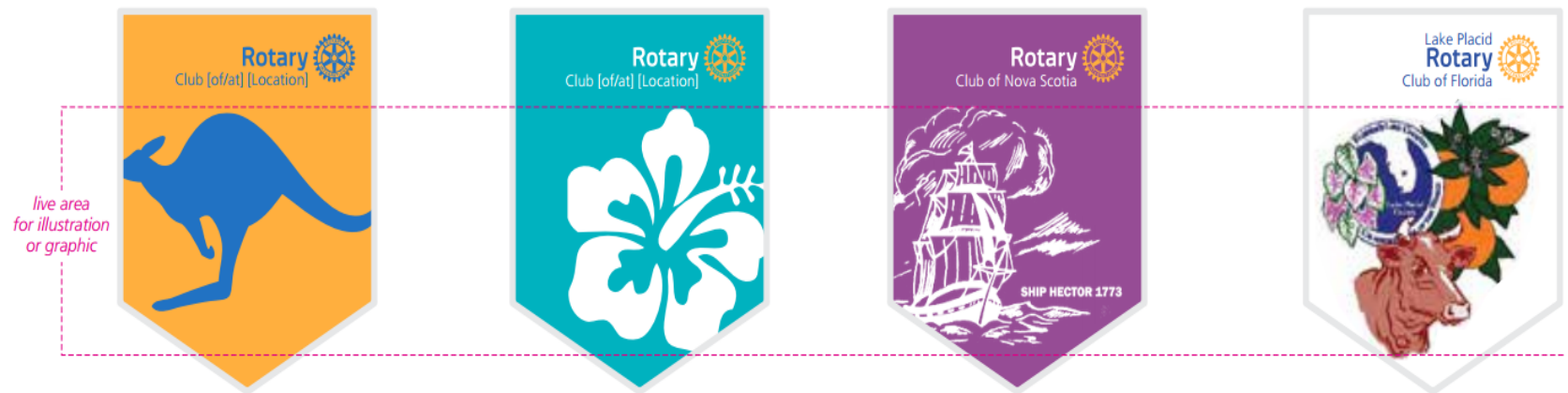
Rotary



Trade Banners

ROTARY CLUBS

Banners



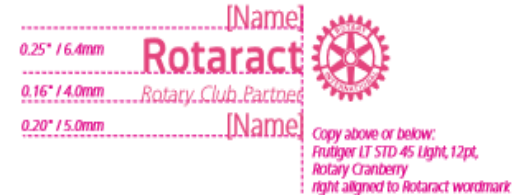
Rotaract Club Logo

ROTARACT CLUBS

Preferred



Acceptable alternates



Cranberry - color formulas: PMS 214C C0 M100 Y22 K0 Rubine RedU C0 M100 Y22 K0 Hex #d91b5c R217 G27 B92



Rotaract Club Logo

ROTARACT CLUBS

Preferred



Acceptable alternates



Copy above or below:
Frutiger LT STD 45 Light, 12pt,
Rotary Cranberry
right aligned to Rotaract wordmark



Examples



Cranberry - color formulas: PMS 214C C0 M100 Y22 K0 Rubine
RedU C0 M100 Y22 K0 Hex #d91b5c R217 G27 B92

Interact Club Logo

INTERACT CLUBS

Preferred



Acceptable alternates



Copy above or below:
Frutiger LT STD 45 Light, 12pt,
Rotary Sky Blue
right aligned to Interact wordmark



Club of Lee
High School

Examples



Clear space for printing or digital use.

Printing

CLEAR SPACE



Clear space — that is, the space surrounding the logo — is equal to the height of the capital "I" for Interact and "R" for Rotaract in the wordmark.

Digital use

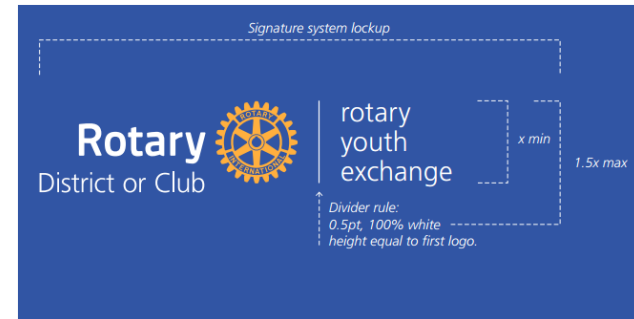
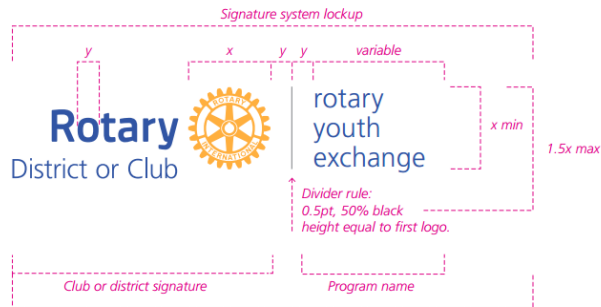
CLEAR SPACE



Clear space for logos is equal to the height of the lowercase "c" in the Interact and Rotaract wordmarks.

Rotary Youth Exchange Signature

Rotary Youth Exchange — Signature system lockups



Examples



Rotary Youth Exchange logo with text or graphic

You can create a unique look for your club, district, or multidistrict Rotary Youth Exchange program. This consists of the club or district signature along with a graphic or text treatment as seen in the examples to the right.

In applications such as T-shirts, pins, brochures, and other promotional materials, the graphic or text treatment of the program name should be big and bold and close to the district or club signature.

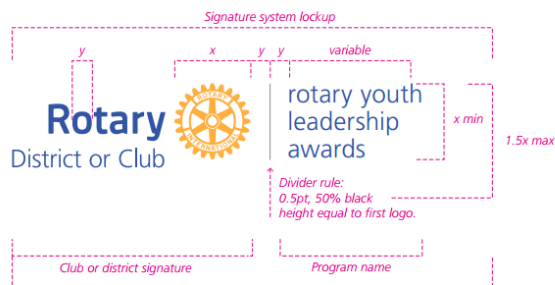
Create your club or district signature in the Brand Center at rotary.org/brandcenter.

Rotary Youth Exchange district/club use examples



Rotary Youth Leadership Awards Signature

Rotary Youth Leadership Awards — Signature system lockups



Examples



Rotary Youth Leadership Awards logo with text (or graphic)

RYLA - Rotary Youth Leadership Awards district/club use examples



Not Approved for Use!

Masterbrand signature



Use the masterbrand signature on a background that has sufficient contrast.



Use a two-color 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 use the correct typeface.



Keep all elements undistorted and in the right order.

Mark of excellence



Keep the mark of excellence whole — never cropped.



Use Rotary colors specified on page 15 for the mark of excellence.



Size the mark of excellence correctly when using it with the logo, as shown on page 13.



Make sure the mark of excellence is completely legible.

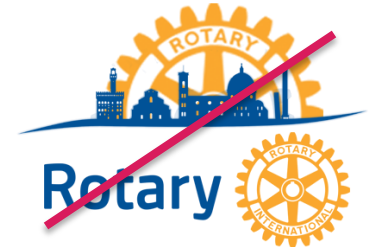


Place the mark of excellence away from the logo.

CLEAR SPACE

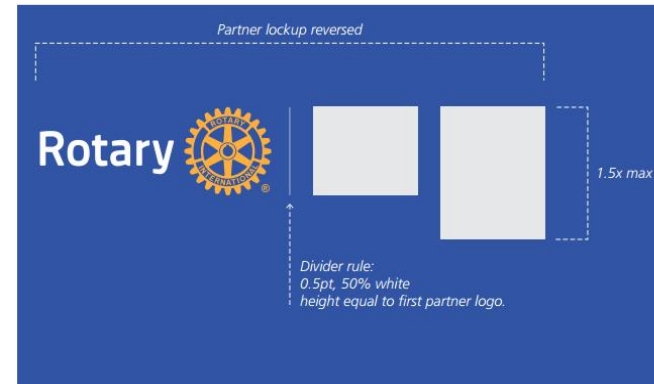
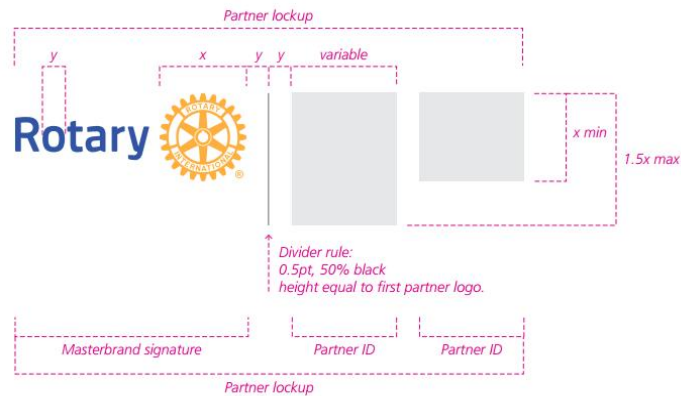


Clear space — that is, the space surrounding the masterbrand signature — is equal to the height of the capital “R” in the Rotary wordmark.



Partnership logo's in lock up format

Construction



Examples: Strategic, Project, or Service Partners



Things to Avoid



Make sure the Rotary logo is as prominent as the partner logo. Keep the spacing equal between the partner logos and make sure the partner logo is no higher than the Rotary logo.

Example: Centers for Peace



Example: Fellowships



International Fellowship
of Birdwatching Rotarians



Masterbrand



Why Brand Building Is Important

In the world today, brands are more important now than at any time in the past 100 years.

- Brands are psychology and science brought together as a promise mark as opposed to a trademark. Products have life cycles. Brands outlive products.

Brands convey a uniform quality, credibility and experience.

Branding is fundamental. Branding is basic. Branding is essential.

- Brands are valuable.

Why Brand Building Is Important

The best branding today is based on a strong idea. The best brands have remarkable creativity in advertising to help them break through people's wall of indifference to create brand heat and product lust.

Contrex Bottled Water

https://www.youtube.com/watch?v=GimoLDYI_JE

Excellent Branding results



Will work for a While™



Appearance Costs®



Why Brand Building Is Important

What did Tata Motors of India buy with the brands Jaguar and Land Rover from Ford?

Jaguar - the image of high end luxury cars that successful people drive

Landrover - the promise of an all terrain vehicle that concurs every challenge – *fit for a queen!*



Great example of value branding

The dollar is a world brand. In essence it is simply a piece of paper. But branding has made it valuable. All the tools of marketing and brand building have been used to create its value.

- Owner - the Federal Reserve.
- Testimonial from the first President of the United States, George Washington.
- A simple users guide: "This note is legal tender for debts public and private."
- The all important emotional message: "In God We Trust".



Why is marketing so important?

“a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others.”

- Dr Philip Kotler -



The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers.

Why is Public Relations so important?

Public Relations (PR) is about relationship maintenance with your target audience and the management of your brand's image in the public eye.

It is the process of communicating a positive impression of your organisation directly or indirectly through marketing media.

It is important that you employ some form of reputation management into your Marketing and PR strategy to monitor your marketplace's perception of your brand.

IF I WERE DOWN
TO MY LAST
DOLLAR, I WOULD
SPEND IT ON
PUBLIC
RELATIONS."

- BILL GATES



The cycle of influence



HOW COMPANIES CAN SUPPORT ROTARY

Information and Guidelines for Cause Marketing Relationships with Rotary

According to the 2015 Cone Communications/Ebiquity Global CSR Study, consumers around world consider a company's social and environmental commitments before making important purchasing decisions.



Why is a GOOD public image so important?

- A good image makes up to approx. 63% of a corporations value.
- Public trust is very important.
- When a corporation's reputation breaks down, overcoming the negative impact takes almost four years and earning back. High public regard can take seven years.
- Not only do mayor corporations have to worry about building their reputations, they also have to be concerned about managing potential public threats.



- Forbes Magazine -

Image is everything!

Branding matters, and that rings true for both companies and individuals.

- The way you present yourself has a profound impact on your career. And it's not just your body language or how you dress, the Internet has presented folks with countless new ways to bolster their personal brand -- or completely ruin it.
- Social networks, YouTube, blogs and other online tools help us project things out into the world with ease, but putting yourself out there so prominently makes it easier for people -- and potential partners -- to judge you by your cover.

Good reputation is key!



THE FOUR-WAY TEST

OF THE THINGS WE THINK, SAY OR DO

- 1. IS IT THE TRUTH?**
- 2. IS IT FAIR TO ALL CONCERN?**
- 3. WILL IT BUILD GOOD WILL
AND BETTER FRIENDSHIPS?**
- 4. WILL IT BE BENEFICIAL TO
ALL CONCERN?**

The main means of mass communication

- Broadcasting – Television, Radio
- Print – Newspapers, Magazines
- Internet – Forums, Websites, Social Networking Sites



- Computer-mediated technologies that enable users to create and share content or to participate in social networking.
- Social media was made for people and not for businesses, you should always be striving to create a human connection with social media.

YouTube

facebook



LinkedIn



WhatsApp



Google



snapchat



5 reasons why Rotary Clubs should use Social media

1. Immediate feedback –real time communication (virgin trains)
2. Improve brand awareness and build brand identity (connect on an emotional level or show personality)
3. Helps to manage your reputation
4. Is a great way of promoting your content – Rotary Showcase
5. Will drive website traffic



Where and What to find - Brand Center

https://brandcenter.rotary.org/en-GB

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help

English

Search Brand Center



Our Story

Guidelines

Logos

Materials

Ads

Images & Video

WELCOME TO THE BRAND CENTER

Strengthen Rotary's image by delivering a clear and compelling message that conveys what we do and how people can engage with us.

LEARN MORE



Join Leaders. Exchange Ideas. Take Action.



TELL ROTARY'S STORY
VOICE AND VISUAL
IDENTITY GUIDELINES



GUIDELINES

Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.

LEARN MORE



LOGOS

Download high-resolution logos and Rotary graphics.

LEARN MORE



MATERIALS

Use our customizable materials to promote your club, projects, and programs.

LEARN MORE

Where and what to find

Brandcenter

- Guidelines: <https://brandcenter.rotary.org/en-GB/Guidelines>
- Logos: <https://brandcenter.rotary.org/en-GB/Logos>
- Materials: <https://brandcenter.rotary.org/en-GB/Materials>

Causemarketing:

<https://my.rotary.org/en/nofollow/documents/320561>

New Logo and Identity for Rotary by Siegel+Gale :

http://www.underconsideration.com/brandnew/archives/new_logo_and_identity_for_rotary_by_siegelgale.php

Developing a Nonprofit PR Plan:

<http://www.networkforgood.com/nonprofitblog/developing-nonprofit-pr-plan/>

The 4 essential Elements of a Standout Press Release:

<http://www.cision.com/us/2016/09/4-essential-elements-of-a-standout-press-release/>

Carlsberg beer campaign 2015

<http://preexamples.com/2015/07/carlsberg-surprise-holiday-makers-with-free-beer-on-baggage-carousel/>

Contrex Bottled Water

https://www.youtube.com/watch?v=GimoLDYI_JE

<https://www.youtube.com/watch?v=D2VrCx1XtwM> (english)

The Coca Cola Happiness Machine

https://www.youtube.com/watch?v=lqT_dPApj9U



Thank You!



- Service Above Self -