DISTRICT 7010 ROTARY BRANDING KIT

A GUIDE FOR CLUBS AND MEDIA RESOURCES

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Rotary Impact Club District 7010

DISTRICT 7010 ROTARY CLUB BRANDING KIT

COLOURS

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

COLOUR FORMULA'S NEXT PAGE

Color Formulas

Rotary Royal Blue

As seen in the word "Rotary" in the
Masterbrand Signature
PMS 286C
C100 M84 Y12 K3
Hex #17458f
R23 G69 B143

Rotary Gold

As seen in the wheel in the
Masterbrand Signature and the Mark
of Excellence
PMS 130C
C0 M41 Y100 K0
Hex #f7a81b
R247 G168 B27

Azure

As seen in the one-color version of the
Masterbrand Signature and the Mark
of Excellence
PMS 2175C
C100 M56 Y0 K0
Hex #0067c8
R0 G105 B200

Sky Blue

As seen in the Interact logo
PMS 2202C
C96 M11 Y2 K0
Hex #00a2e0
R0 G162 B224

Cranberry

As seen in the Rotaract logo
PMS 214C
C13 M100 Y37 K0
Hex #d41367
R212 G19 B103

Cardinal

As seen in the End Polio Now logo
PMS 485C
C6 M98 Y100 K1
Hex #e02927
R224 G41 B39

Turquoise

PMS 7466C
C96 M1 Y31 K0
Hex #00adbb
R0 G173 B187

Orange

PMS 2018C
C0 M66 Y100 K0
Hex #ff7600
R255 G118 B0

Violet

PMS 2070C
C53 M100 Y0 K0
Hex #901f93
R144 G31 B147

Grass

PMS 355C
C99 M12 Y100 K2
Hex #009739
R1 G151 B57

Powder Blue

PMS 290C
C26 M6 Y3 K0
Hex #b9d9eb
R185 G217 B235

Moss

PMS 7537C
C36 M26 Y36 K0
Hex #a7aca2
R167 G172 B162

Lavender

PMS 665C
C21 M25 Y7 K0
Hex #c6bcd0
R198 G188 B208

Taupe

PMS 7501C
C16 M19 Y42 K0
Hex #d9c89e
R217 G200 B158

Mist

PMS 2162C
C42 M30 Y21 K0
Hex #9ba4b4
R155 G164 B180

Slate

PMS 2165C
C66 M44 Y28 K3
Hex #657f99
R101 G127 B153

Charcoal

Cool Gray 11C
C66 M57 Y52 K29
Hex #54565a
R84 G86 B90

Pewter

Cool Gray 8C
C49 M40 Y38 K4
Hex #898a8d
R137 G138 B141

Smoke

Cool Gray 5C
C32 M25 Y26 K0
Hex #b1b1b1
R177 G177 B177

Silver

Cool Gray 2C
C18 M14 Y15 K0
Hex #d0cfcd
R208 G207 B205

White

C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255

Black

C0 M0 Y0 K100
Hex #000000
R0 G0 B0

Storm

Warm Gray 10C
C50 M51 Y54 K17
Hex #7a6e66
R122 G110 B102

Ash

Warm Gray 7C
C42 M41 Y45 K5
Hex #968b83
R150 G139 B131

Platinum

Warm Gray 3C
C26 M24 Y28 K0
Hex #bfb7b0
R191 G183 B176

Cloud

Warm Gray 1C
C15 M14 Y18 K0
Hex #d6d1ca
R214 G209 B202

PRESIDENTIAL THEME

**Presidential theme graphic only to be used internally.

2023-24: Create Hope in the World

RI President-elect R. Gordon R. McInally calls for Rotary to create hope in the world by working for peace and mental wellbeing. He urges members to engage in tough conversations and earn the trust that's necessary to realize these values.

Download 2023-24 theme logo materials (.zip)

2023-24 presidential theme branding guidelines (PDF)

BEST PRACTICES (from the guidelines)
We recommend using the theme logo only when communicating with other Rotary members.

🚨 Please refrain from using the theme logo when promoting Rotary on social media and other media outlets to those outside of Rotary. 🚨

Clubs and districts should use their logo in lockup with the theme logo.

* ie. not the general ROTARY logo. The Rotary logo is for use to represent RI. Your club should use the club logo.

OFFICIAL 2023-24 ROTARY PRESIDENTIAL THEME LOGO

Please do not change or move any of the elements of the logo.

The lockup is the preferred use.

BEST PRACTICES
We recommend using the theme logo only when communicating with other Rotary members. Please refrain from using the theme logo when promoting Rotary on social media and other media outlets to those outside of Rotary.

Clubs and districts should use their logo in lockup with the theme logo.

Create the theme logo in lockup with your club or district logo in the **Brand Center**. **Download the theme logo** from the zip file on My Rotary. Then go to the Brand Center and find the Rotary Logo Lockup Template by clicking on Templates > Logo lockups > Rotary Logo Lockup Template > Create. Under the "Add text or logo" section of the template you will select "Upload partner logo" in the Type drop-down menu in order to upload the horizontal theme logo.

If you are using the theme logo on goods and merchandise, work with an **official Rotary licensed vendor**.

The theme logo can be used on its own as long as the club, district, or zone logo is used in proximity to the theme logo.

Additional colors and layouts of the theme logo graphics can be found in the zip file on My Rotary.

LOGO LOCKUP

CLEAR SPACE

The space of the "R" in "Rotary" around the lockup should be kept clear.

The presidential theme logo uses these color combinations to create gradients.

The logo is made up of three shapes, each with its own two-color gradient combination.

COLORS

Persimmon
PMS 1665C
C7 M87 Y100 K1
Hex #04403
R224 G68 B3

+

Lemonade
PMS 109C
C1 M16 Y100 K0
Hex #ffd100
R255 G209 B0

Cardinal
PMS 485C
C6 M98 Y100 K1
Hex #e02927
R224 G41 B39

+

Fuchsia
PMS 221C
C31 M100 Y53 K21
Hex #960048
R150 G0 B72

Rotary Royal Blue
PMS 286C
C100 M84 Y12 K3
Hex #17458f
R23 G69 B143

+

Amethyst
PMS 7441C
C45 M73 Y0 K0
Hex #a05cbf
R160 G92 B191

FONTS

OPEN SANS

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

FILE & COLOR FORMATS
Lockup: PDF
Print: EPS/PDF
Word document (print): PNG
Digital: PNG
PowerPoint: PNG
Web (desktop, tablet, mobile): PNG

Rotary Royal Blue PMS 286C C100 M84 Y12 K3 Hex #17458f R23 G69 B143	Amethyst PMS 7441C C45 M73 Y0 K0 Hex #a05cbf R160 G92 B191
Fuchsia PMS 221C C31 M100 Y53 K21 Hex #960048 R150 G0 B72	**Cardinal** PMS 485C C6 M98 Y100 K1 Hex #e02927 R224 G41 B39
Persimmon PMS 1665C C7 M87 Y100 K1 Hex #e04403 R224 G68 B3	**Lemonade** PMS 109C C1 M16 Y100 K0 Hex #ffd100 R255 G209 B0

OFFICIAL 2023-24 ROTARY PRESIDENTIAL THEME LOGO

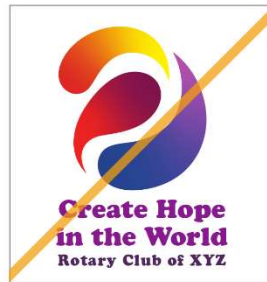Clubs and districts should use their logo in lockup with the theme logo.

The full-color theme logo is the preferred version for use.

The theme logo should not be altered in any way. Do not add, remove, or resize any elements or colors of the existing logo.

INCORRECT USAGE

Don't add outlines, special effects, or other graphic elements.

Don't alter or add copy to the logo. Don't change the fonts.

Don't put the logo in a holding shape.

Don't distort the logo.

Don't change or remove logo elements.

Don't change the colors of the logo.

Make sure the logo is completely legible and on a contrasting background.

Don't allow the logo to get cut off or be covered. The entire logo must be visible.

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

Secondary Fonts

Use the secondary fonts for body text, secondary headlines, and captions.

- Sentinel (Licensed)
- Georgia (Free)

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

Georgia
Regular
Italic
Bold
Bold Italic

Free Fonts

- https://www.cufonfonts.com/
- https://fonts.google.com/

MASTERBRAND SIGNATURE

It's every member's responsibility to help build Rotary's brand recognition. Your club can help by using our logos correctly and consistently. Always use your **customized club, district, or zone logo**, rather than our Masterbrand Signature alone, when promoting your club or other Rotary entity or its activities.

Create a club, district, or zone logo by using our customizable templates.

Our District Logo

Masterbrand Signature

Masterbrand Signature, Masterbrand Signature simplified

This is the official logo of Rotary International. It combines the wheel with the word "Rotary" to the left for visibility and recognition. The Masterbrand Signature cannot be altered in any way.

Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Rotaract Masterbrand Signature

Rotaract Masterbrand Signature, Rotaract Masterbrand Signature simplified

The Rotaract Masterbrand Signature is our official logo and combines the wheel with the word "Rotaract" to the left for visibility and recognition. The Rotaract Masterbrand Signature cannot be altered in any way.

Both the Rotaract Masterbrand Signature and the Rotaract Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Interact Masterbrand Signature

Interact Masterbrand Signature, Interact Masterbrand Signature simplified

The Interact Masterbrand Signature is our official logo and combines the wheel with the word "Interact" to the left for visibility and recognition. The Interact Masterbrand Signature cannot be altered in any way.

Both the Interact Masterbrand Signature and the Interact Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Resources and Reference

Download **Your Logos at a Glance**.

Take the Learning Center course **Our Logo: Representing Rotary** to learn more about using club logos.

MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence. When you use the Mark of Excellence, you need to use your club or district logo near it for clarity and recognition.

There is no simplified version of the Mark of Excellence — the words "Rotary International" must always appear in the wheel.

Resources and Reference

Download **Your Logos at a Glance**.

Take the Learning Center course **Our Logo: Representing Rotary** to learn more about using club logos.

ROTARY INT'L CONFERENCE | STYLE GUIDE

LOGO

Rotary
District 7010

LIVE YOUR LEGACY
VIS TON HÉRITAGE

TYPEFACE

Aa
**Frutiger LT STD
75 Black**

Aa
Frutiger LT STD
55 Roman

FILES

PRINT–CMYK:
• AI   • EPS   • PDF   • JPG   • TIF

WEB–RGB:
• JPG   • PNG   • GIF

COLOURS

C:15 M:100 Y:90 K:10
R:190 G:30 B:45
HEX: #BE1E2D

C:0 M:80 Y:95 K:0
R:241 G:90 B:41
HEX: #F15A29

C:0 M:35 Y:85 K:0
R:251 G:176 B:64
HEX: #FBB040

C:20 M:0 Y:100 K:0
R:215 G:223 B:35
HEX: #D7DF23

C:100 M:80 Y:9 K:2
R:13 G:76 B:148
HEX: #0D4C94

C:75 M:0 Y:100 K:0
R:57 G:181 B:74
HEX: #39B54A

C:70 M:15 Y:0 K:0
R:39 G:170 B:225
HEX: #27AAE1

C:85 M:50 Y:0 K:0
R:28 G:117 B:188
HEX: #1C75BC

C:75 M:100 Y:0 K:0
R:102 G:45 B:145
HEX: #662D91

C:0 M:0 Y:0 K:50
R:147 G:149 B:152
HEX: #939598

Primary logo

This is the primary logo that represents Rotary's End Polio Now effort. The Mark of Excellence (the wheel) cannot be replaced with the simplified version because it needs to include the words "Rotary International."

This logo can be used only when your materials also include your club, district, or zone logo or name.

Secondary logo

This secondary logo is square and doesn't include the wheel. It can be used in logo lockups (see below) and when the primary logo won't work for your promotional materials. Use it only when your club, district, or zone logo or name is also present.

Logo lockup for clubs, districts, and zones

Use the logo lockup when you want to show your club, district, or zone's affiliation with the End Polio Now effort such as at an event or fundraiser or in communications. The lockup combines the secondary End Polio Now logo with your club, district, or zone logo or name.

In this example, the Rotaract Club of Birmingham is promoting a fundraising event for polio eradication.

Create your own End Polio Now lockup using our customizable templates.

Download the End Polio Now logo.

Find more promotional materials on the End Polio Now website.

AREAS OF FOCUS ICONS

Each of Rotary's areas of focus is represented by a specific icon, title (referred to here as a label), and color:

- Peacebuilding and conflict prevention: Azure
- Disease prevention and treatment: Cardinal
- Water, sanitation, and hygiene: Sky Blue
- Maternal and child health: Violet
- Basic education and literacy: Orange
- Community economic development: Turquoise
- Environment: Grass

Find the color formulas.

Use these icons in your social media graphics, websites, and other materials to show the causes that your club supports. Make sure your club, district, or zone logo appears in your designs along with the icons.

Grouped areas of focus icons

The areas of focus icons can be used together, with or without their corresponding labels. The grouped icons always appear in this order.

Color icons and labels – for use on light backgrounds

PEACEBUILDING AND CONFLICT PREVENTION · DISEASE PREVENTION AND TREATMENT · WATER, SANITATION, AND HYGIENE · MATERNAL AND CHILD HEALTH · BASIC EDUCATION AND LITERACY · COMMUNITY ECONOMIC DEVELOPMENT · ENVIRONMENT

Color icons with white labels – for use on dark backgrounds

PEACEBUILDING AND CONFLICT PREVENTION · DISEASE PREVENTION AND TREATMENT · WATER, SANITATION, AND HYGIENE · MATERNAL AND CHILD HEALTH · BASIC EDUCATION AND LITERACY · COMMUNITY ECONOMIC DEVELOPMENT · ENVIRONMENT

If the color icons aren't suitable for the materials you're designing, you can use the black or white version. Choose the one that provides the highest contrast, so that the icons are easy to identify.
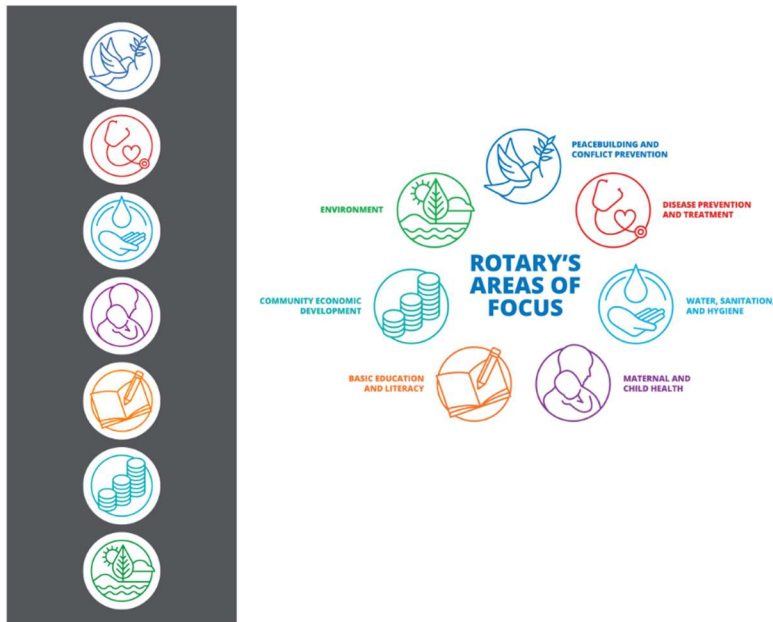
Black icons, no labels – for use on light backgrounds

White icons, no labels – for use on dark backgrounds

The grouped icons are available arranged horizontally, vertically, and in a circle. Choose the arrangement that works best for your design.

Individual area of focus icons

When you design materials using an individual area of focus icon, you can choose whether to include the label. The label appears either under the icon or to the right of it.

Color icon and label – for use on light backgrounds

PEACEBUILDING AND CONFLICT PREVENTION

Color icon with white label – for use on dark backgrounds

PEACEBUILDING AND CONFLICT PREVENTION

Color icon and label – for use on light backgrounds

PEACEBUILDING AND CONFLICT PREVENTION

Color icon with white label – for use on dark backgrounds

PEACEBUILDING AND CONFLICT PREVENTION

Color icon, no label – for use on light backgrounds

Color icon, no label – for use on dark backgrounds
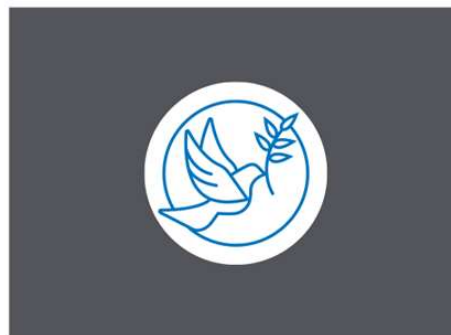
You can also use the black or white version if the color icons aren't suitable for the materials you're designing.

Black icon and label – for use on light backgrounds

PEACEBUILDING AND CONFLICT PREVENTION

White icon and label – for use on dark backgrounds

PEACEBUILDING AND CONFLICT PREVENTION

Black icon and label – for use on light backgrounds

PEACEBUILDING AND CONFLICT PREVENTION

White icon and label – for use on dark backgrounds

PEACEBUILDING AND CONFLICT PREVENTION

Black icon, no label – for use on light backgrounds

White icon, no label – for use on dark backgrounds

Preserving our brand integrity

The areas of focus icons can't be altered or manipulated in any way. You'll strengthen people's recognition of Rotary's causes by using the icons correctly in your communications and promotions.

These examples show the icons used incorrectly.

AREAS OF FOCUS – INCORRECT USAGE

Don't lock up the icons with the Masterbrand Signature or with club, district, or zone logos.
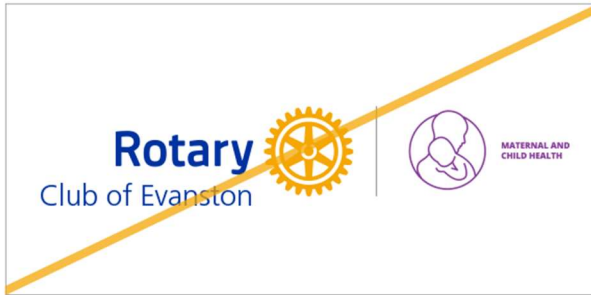
Don't cover the icon or distort it in any way.

Don't overlap the icons.

Don't change the color that is assigned to each icon.

[Download the areas of focus icons](#).

IMAGES AND VIDEOS

Our photography style

Our photography focuses on relationships, community impact, and action and engagement. The photos should always tell a genuine story. They should be powerful and evocative images that inspire and motivate the public and show that Rotary is made up of people of action. Photography that uses a documentary style (meaning that the subjects of the image are not posed) usually accomplishes this best.

Examples of our photography style

Download images to help you create your own Rotary communications.

Using videos

Videos are an effective way to increase people's awareness and understanding of what Rotary accomplishes in a community. You can download professionally produced and ready-to-use Rotary videos or create your own.

Creating your own videos

When you create content for your own videos, remember these tips:

- Be upbeat. Show how your members are people of action.
- Identify local needs and demonstrate how the club worked with the community to learn more about those needs and find solutions.
- Show, don't tell. Film your members working together as partners with community residents to create positive change.

Customizing Rotary videos

Build awareness of your club in the community by localizing Rotary's People of Action videos.

Download a video today to start promoting Rotary and your club in your community.

Follow these tips for customizing Rotary's videos:

Example of a customized video closing

- Add contact information. The customizable versions leave five seconds at the end for you to add information about your local Rotary club or district. If you need help doing this, ask your local TV station or a video-editing facility.

- Record the audio in your language. **The 30- and 90-second videos** are available without a voice-over. This allows someone else to record the script in whatever language or dialect is appropriate.

Getting permission

It's important to obtain signed, written permission from every person visible in the image or recording before you post it to your website or social media accounts. This applies to people in your club, all participants or attendees in any service projects, and people walking by in the background. Written consent should include the name of the subject and a statement that says they agree to be recorded and that the person recording them may use the recording.

If possible, avoid including anyone under age 18. If you do include them, be sure to get written permission from the parents or guardians of any children who appear in the video.

If the video is taken by someone else, have that person license its use to your club and make sure the subjects have granted permission for you to use their images or voices.

RESOURCES AND REFERENCE

Find courses and resources about creating images and videos, from both staff and members, in the Learning Center.

Find more information about privacy and copyright considerations.

Sharing Rotary with new audiences

Although many people recognize Rotary's name, we know that too many prospective members and supporters don't understand who we are or what we do. People of Action messages capture and reflect the essence of who we are and should be incorporated into our communications. It's a way of talking about ourselves so that people outside Rotary better understand what connects us as committed volunteers who channel our skills and expertise into taking action to solve problems in our communities and around the world.

The People of Action message provides a simple, consistent answer to the question, "What is Rotary?" and rallies us around a single idea: telling — and showing — the world that we are people of action.

Marketing materials

Download ready-made People of Action ads or create your own by using our templates and customizing them with your images and content.

Tell your People of Action story

In the text of your ad or social media post, tell your People of Action story. Keep it short but informative and inspiring. In as few words as possible:

Say what you did: What action did you take?

Offer statistics or other proof of the difference you made: What did you accomplish? How did your club's action change lives?

Issue a call to action: Do you want people to donate, participate, or learn more? Make it clear what you want them to do.

Show members taking action

Choose images that show Rotary participants taking action by:

- Featuring real-life, everyday moments
- Displaying a sense of motion
- Featuring just a few people that viewers can see well
- Using warm lighting and natural colors
- Representing the diversity of your club and community

Examples of imagery to avoid

Posed or looking directly at the camera

Poor lighting

Large group pictures
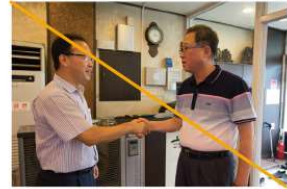

Large group pictures

Lack of a focal point

Back of heads in photos

Handshaking photos

Handshaking photos

Single person

Single person

Flat perspective

Awkward angle