

# TELL **ROTARY'S** STORY

Voice and Visual  
Identity Guidelines  
for Rotarians



A photograph of four business professionals in a meeting. A woman with short grey hair and a man in a blue shirt are seated on the left, looking towards the right. Two men in suits are standing on the right, leaning in and smiling. The background shows a modern office with large windows.

**"THE GREATEST OF ALL  
ACHIEVEMENTS...ARE THE  
RESULT OF THE COMBINED  
EFFORT OF HEART AND HEAD  
AND HAND WORKING IN  
PERFECT COORDINATION."**

PAUL P. HARRIS, FOUNDER



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## CONTACT INFORMATION

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**rilicensingservices**  
**@rotary.org**

## COMING UP

Tools and templates will be available online in the coming months. These resources will make it easy to apply our new look to your brochures, PowerPoints, and other print and digital communications.

### Why we're strengthening our image

For more than 100 years, Rotary has united leaders committed to applying their expertise to better their communities. Despite over a century of impact in communities around the world, Rotary does not get the recognition it deserves. We need to rethink how we tell our story so people everywhere understand what Rotary stands for, how we're different, and why it matters.

In 2011, Rotary embarked on a multiyear initiative of unprecedented scale to strengthen our image. In addition to expanding public understanding of what Rotary does, we want to motivate, engage, and inspire current and prospective members, donors, partners, and staff.

### What we've done

To tell our story better, we first need to define it. Based on extensive global research, we:

**Defined our essence**  
**to identify how Rotary is different**  
**from other organizations**

**Brought our values to life**  
**to ensure our actions support**  
**our words**

**Established our voice**  
**to reflect our distinct character**

**Clarified how we present**  
**our offerings so people**  
**understand what we do and**  
**how they can engage**

**Refreshed our visual identity**  
**to energize our look and feel**  
**while celebrating our heritage**

### What we need to do

Bringing our story to life is our next charge — and one that requires champions across levels, groups, and functions.

We are Rotary, and we have a great story to tell.

**It's up to all of us to protect,**  
**promote, and deliver on that story**  
**in all our interactions.**

This guide will help you apply our new look and voice. More resources will be available online in the coming months. Look for new tools and templates that will help you apply our new look to your brochures, PowerPoints, and other print and digital communications.

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



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## AN UNPRECEDENTED EVALUATION OF OUR IMAGE

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Our global research revealed three insights.

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## FRAMING OUR STRENGTHS FOR CLARITY AND IMPACT

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Our research insights define who we are (responsible leaders), what we do (connect), and why it matters (community impact). Validation research revealed how to articulate these strengths in a compelling way.

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**Rotarians are responsible leaders — both socially and ethically**

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**Define leadership by mindset and approach, not labels or titles**

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**Connecting has and always will be the driving force behind Rotary**

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**Highlight connections and communities, not the individual**

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**It's not just about global impact — we impact communities on a global scale**

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**Clarify the type of impact Rotary makes (i.e., community impact scaled globally; lasting change)**

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## What are “values?”

Values drive our behavior. They represent our beliefs, what we do, and how we act.

## How did we define our values?

Our values are rooted in guiding principles that have always defined Rotary. Now, we want to bring our values to life by showing how we demonstrate them in communities around the world.

## What do we mean by “essence”?

Our essence defines what we do:

Unite leaders from all continents, cultures, and occupations

Exchange ideas

Take action to improve our communities around the world

### 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**

## What is our voice?

Our voice is the unique tone and style in which we communicate.

## Why is a distinctive voice important for Rotary?

There is no organization quite like Rotary. To ensure our communications capture our distinct character — and how people experience Rotary — we need to use a unified voice in all of our interactions. By speaking, writing, and designing in one voice, our communications will look, feel, and sound unmistakably like Rotary.

## How should we use our voice?

Our voice attributes serve as a guide for how we speak, write, and design. Use them as criteria to evaluate your communications. A variety of visual and verbal tools (e.g., copy, imagery, information graphics, etc.) can help us infuse our voice into all of our communications. For details about how to apply visual identity elements, see pages 9-25.

### OUR VOICE IS...

## Smart

## Compassionate

## Persevering

## Inspiring

### THIS MEANS...

We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.

Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.

We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction.

Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. We convey hope, enthusiasm, and passion.

### OUR COMMUNICATIONS ARE...

**Knowledgeable**  
**Perceptive**  
**Confident**

**Thoughtful**  
**Sincere**  
**Engaging**

**Bold**  
**Purposeful**  
**Courageous**

**Upbeat**  
**Hopeful**  
**Visionary**

Here are a couple of examples to demonstrate how our voice strengthens our message:

EXAMPLES	BEFORE (without Rotary's voice)	AFTER (in Rotary's voice)	WHY IT'S EFFECTIVE
Invitation to prospective members to visit a local club	<p>Rotary is ordinary people around the world working together to clean the environment, end polio, improve our communities, and accomplish other extraordinary things.</p> <p>Learn more at <a href="http://rotary.org">rotary.org</a>.</p>	<p><b>It's amazing what we can accomplish when hearts and minds work together. See how leaders from countries, cultures, and occupations around the world are taking action — to enhance health, empower youth, promote peace, and advance community.</b></p> <p><b>Join leaders at a Rotary club near you.</b></p>	<ul style="list-style-type: none"> <li>• Is active, inspiring, and inviting</li> <li>• Balances compassion (hearts) and intelligence (minds)</li> <li>• Defines leadership by mindset (diverse perspectives) and action</li> <li>• Clarifies our impact</li> <li>• Includes a clear call-to-action</li> </ul>
Excerpt from Rotary.org	<p>Rotary's Anniversary</p> <p>Rotary's 108th anniversary marks a year of both achievements in the fight to eradicate polio and a stepped-up commitment to finish the job. You can help by learning how to use advocacy to encourage governments to fund the vital work of polio eradication.</p>	<p><b>Another year, another chance to make history</b></p> <p><b>We're closer than ever to eradicating polio. But even as we celebrate our 108th year of community impact, we're reminded that there is much to do. Become an effective advocate so together we can finish the job.</b></p>	<ul style="list-style-type: none"> <li>• Headline is inspiring versus descriptive</li> <li>• Highlights Rotary's persevering spirit</li> <li>• Is more compassionate and human (i.e., uses the collective "we")</li> <li>• Has a clear call-to-action</li> </ul>



### Focused, purposeful, inspiring, with a touch of gold.

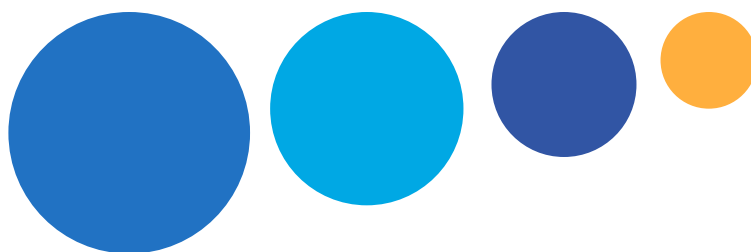
Our visual toolkit contains the basic elements in our visual system.

It includes our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter.

Each element is designed to work in harmony with the others while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion.

### Colors p. 18-20

#### Rotary Leadership Colors



#### Secondary



#### Pastels



#### Neutrals



### Imagery p. 23

#### Rotarians Uniting and Exchanging Ideas



#### Rotarians Taking Action for Community



#### Metaphorical



### Iconography Style p. 24



### Information Graphics p. 24



### Typography p. 21-22

#### Primary

**FRUTIGER BLACK  
CONDENSED  
ALL CAPS FOR  
HEADLINES  
AND MAIN NAV**

Frutiger  
for subheads,  
secondary nav,  
info graphics,  
and lockups  
*Light Italic*  
*Roman Italic*  
***Bold Italic***  
***Black Italic***  
***Ultra Black***

#### Secondary

Sentinel  
for body text,  
secondary heads,  
captions,  
and callouts  
*Light Italic*  
*Book Italic*  
*Medium Italic*  
*Semibold Italic*  
***Bold Italic***

### Logos p. 10-17

#### Masterbrand Signature

Rotary



#### Mark of Excellence



# Logos Configurations

## OUR LOOK

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Our logo has recently evolved to include our wordmark, which is the word “Rotary,” and our emblem, the Rotary wheel.

The word “Rotary” always appears before our emblem in all of our signatures.

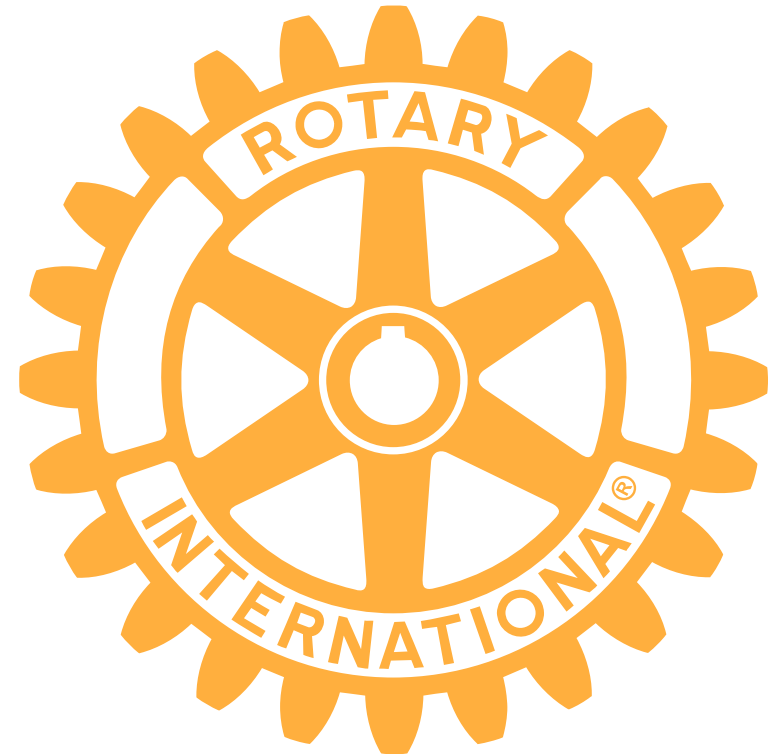
This official logo is our masterbrand signature, which should be used wherever possible. Our mark of excellence should not appear alone, but can be used in proximity to the masterbrand signature and should be scaled up to make greater impact.

It is crucial to maintain the consistency of our signatures. Positioning and proportional relationships of all components within the signature are fixed and should never be altered.

Masterbrand Signature



Mark of Excellence



# Logos

## Color Variations, Masterbrand

### OUR LOOK

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The full-color Rotary signature is our official, preferred version. Always use it in digital environments and whenever printing with at least two colors. Our emblem must always appear in Rotary Gold, unless two-color printing is not possible.

Do not alter or switch any signature component colors.

One-color variations of the Rotary signatures are supplied in black, Rotary Azure, and white for reverse type. These can be applied for one-color printing or on very complex backgrounds that may hinder legibility or appearance of colors.

Use the appropriate color version to maintain the best contrast and legibility: positive for light or white backgrounds and reversed for dark backgrounds.

Comparable metallic versions of Rotary colors shown on this page may also be used for special circumstances. For more details regarding our color palette, see pages 18-20.

#### Positive (for light or white backgrounds only)

Full color



One color

100% black



100% Rotary Azure



#### Reversed (for dark backgrounds only)

Full color



One color (100% white)

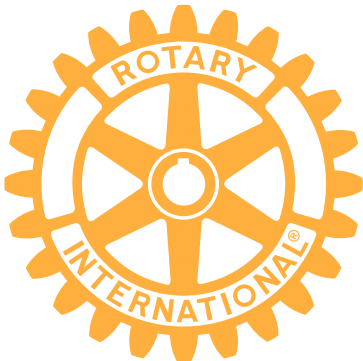
# Logos

## Color Variations, Mark of Excellence

Our mark of excellence should always appear in Rotary Gold, unless two-color printing is not possible.

One-color variations of the mark of excellence are supplied in black, Rotary Azure, and white for reverse type. These can be applied only for one-color printing.

Comparable metallic versions of Rotary Gold may also be used for special circumstances. For more details regarding our color palette, see pages 18-20.



Rotary Gold

### Full Color

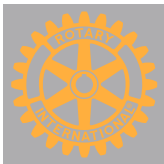
Dark image



Light image



Acceptable solid background colors



### One Color

100% black



100% Rotary Azure



100% white (reversed)



# Logos

## Using the Mark of Excellence

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#### Always BIG

Our mark of excellence is a symbol of our leadership. It should appear large on high-impact communications to make a bold statement and promote a sense of urgency.

#### Always near masterbrand signature

The mark of excellence should always appear with one of our signatures, and never appear alone.

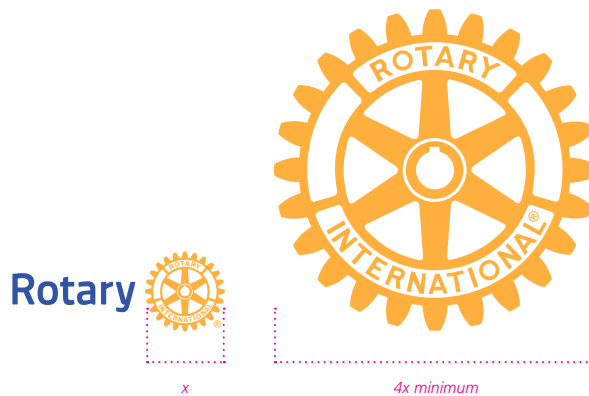
#### Do not overuse

Reserve for covers or single-page marketing materials such as posters or advertising, if appropriate. Refrain from repeating it too many times within any communication or using it in subordinate situations such as interior spreads or secondary web pages.

For color options, refer to page 12.

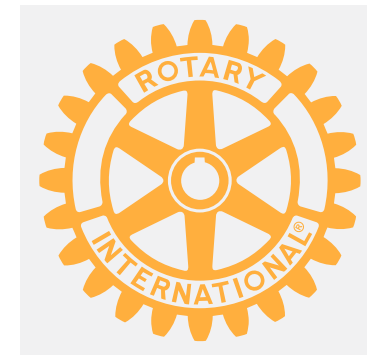
#### Size

Size relationship of mark of excellence and masterbrand signature



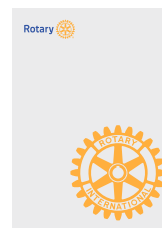
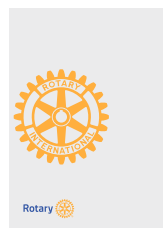
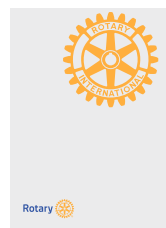
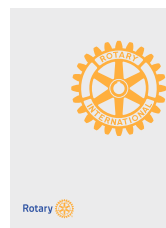
#### Opacity

100% opaque on solids

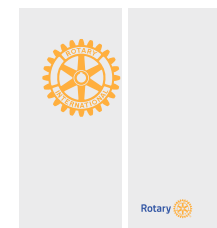


#### Examples (mark of excellence always in proximity to masterbrand signature)

Single-page communications



Multipage (front/back)



# Logos

## Clear Space and Minimum Sizes for Print

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### LOGO

### MINIMUM SIZE FOR PRINT

#### Masterbrand signature

Minimum size is  
13 mm / 0.5"

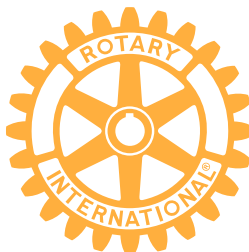
No restriction  
on maximum height



#### Mark of excellence

Minimum size is 4x height  
of the emblem in the nearby  
masterbrand signature

No restriction  
on maximum height



Minimum Ratio:  
52mm / 2" when paired with the  
masterbrand signature

### 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.



# Logos

## Clear Space and Minimum Sizes for Digital

LOGO	MINIMUM SIZE FOR DESKTOP/LAPTOP	MINIMUM SIZE FOR MOBILE/TABLET
<b>Masterbrand signature</b> Minimum size is 60px No restriction on maximum height		
<b>Mark of excellence</b> Minimum size is 4x height of the emblem in the nearby masterbrand signature No restriction on maximum height	Minimum ratio: 240px when paired with the masterbrand signature 120px when paired with the simplified signature	Minimum ratio: 320px when paired with the masterbrand signature 160px when paired with the simplified signature
<b>Simplified signature</b> For digital small use and confined spaces Maximum height is under 60px for desktop/laptop 80px for mobile/tablet Minimum size is 30px for desktop/laptop 40px for mobile/tablet		

### CLEAR SPACE



Clear space for masterbrand  
signature is equal to the  
height of the lowercase "o"  
in the Rotary wordmark.

# Logos

## Signature System for Clubs, Districts, and Zones

We have created special signature systems that allow you to identify your club, district, or zone on all your communications materials. In the coming months, we will provide a tool for every club to create its own signature. Rotary vendors will also be able to feature these signatures on Rotary merchandise.

### Rotary Clubs

The Rotary club signature consists of the masterbrand signature plus the club name and should be used instead of the masterbrand signature on club-level communications.

The preferred configuration is Rotary Club [of/at] [Location], with the word Rotary coming first.

Two acceptable alternatives have been provided to cover variations of club names.

The positioning and size relationship between the Rotary wordmark and the emblem are fixed and should never be altered.

### Districts and Zones

District and zone signatures consist of the masterbrand signature plus the district or zone number and should replace the masterbrand signature on district and zone communications.

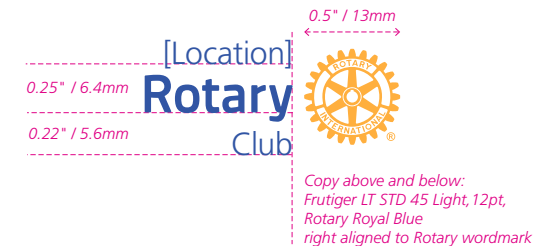
When creating, use the same specifications as the club signatures above.

### ROTARY CLUBS

Preferred



Acceptable alternates



### DISTRICTS AND ZONES

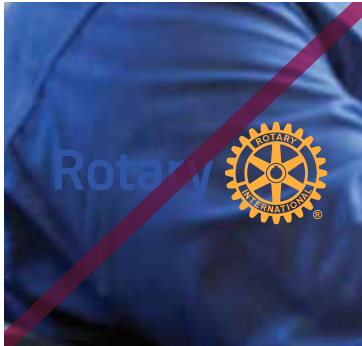
Districts



Zones



### Masterbrand signature



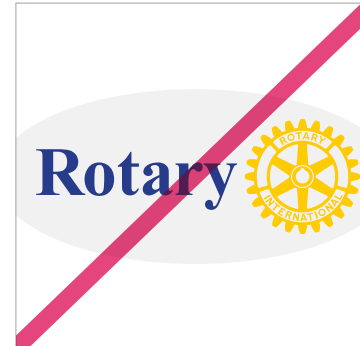
Use the masterbrand signature on a background that has sufficient contrast.



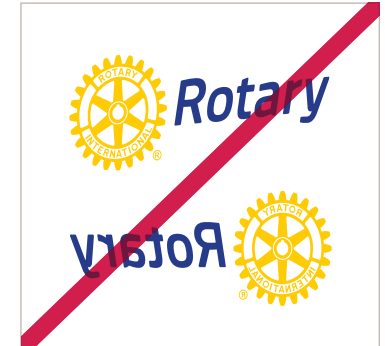
Use a two-color masterbrand signature when printing in full color.



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 and ® symbol.

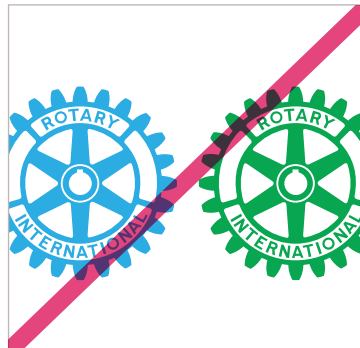


Keep all elements undistorted and in the right order.

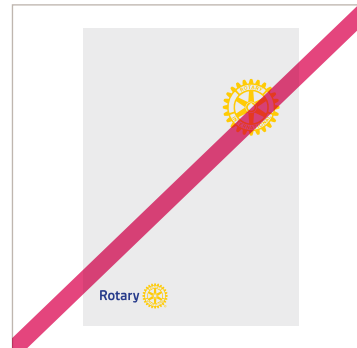
### Mark of excellence



Keep the mark of excellence whole — never cropped.



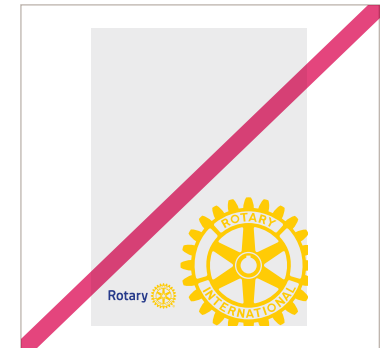
Use Rotary colors specified on page 12 for the mark of excellence.



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.

# Color Palette Overview

We are smart, compassionate, persevering, and inspiring, and we've chosen a set of colors to express those attributes.

A few shades of **BLUE** and a touch of **GOLD** are our predominant colors. To create a unified look and feel, these leadership colors should be used more often than other colors in our palette. Use Rotary Azure most often, and reserve Rotary Sky Blue and Rotary Royal Blue to complement and highlight. Rotary Gold should be used as the "jewel" on a page.

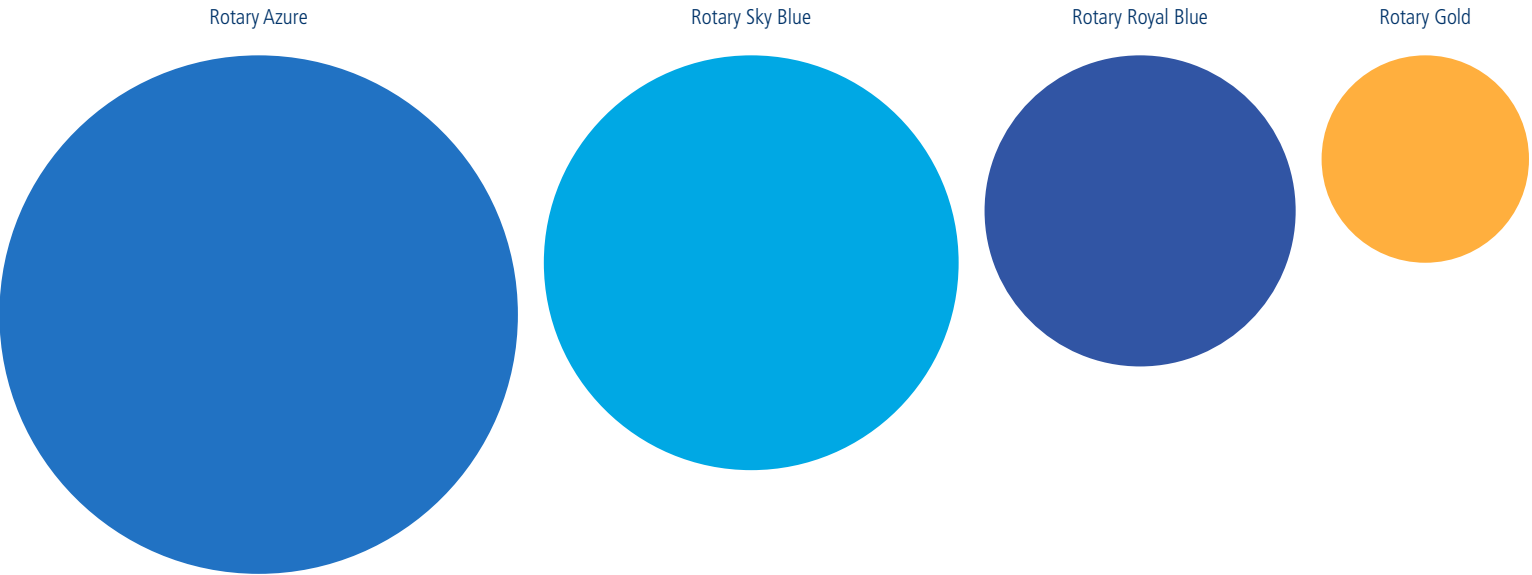
Use secondary colors sparingly to create occasional emphasis or differentiation within a series, if applicable.

Pastels and neutrals provide the necessary flexibility when working with backgrounds, layouts, and hierarchy of information, without being overbearing.

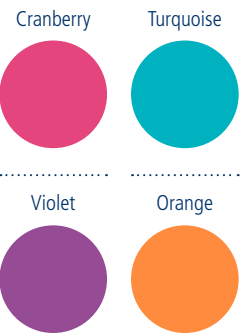
All colors have been carefully chosen to complement one another in most situations. They should be used in their pure format, never screened.

Comparable metallic versions of these colors may be used for special circumstances, such as signage or pins or when using foils for awards and certificates.

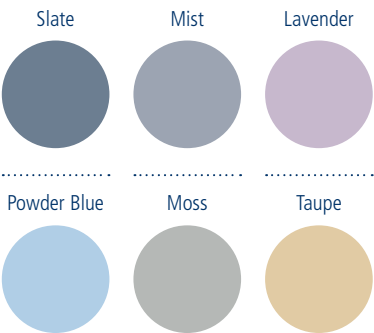
## Rotary Leadership Colors



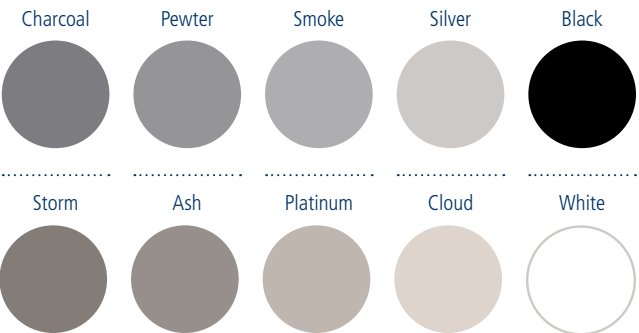
## Secondary Colors



## Pastels



## Neutrals



# Color Palette Formula Codes

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When using our color palette, be sure to apply the appropriate formulations listed on this page.

Our colors should never be screened or adjusted.

Coated and uncoated formulas are shown here for the following:

**Pantone™** colors  
**CMYK** for 4-color process  
**RGB** for digital  
**Hexadecimal** for web

To obtain ASE files for latest palette swatches, please contact [graphics@rotary.org](mailto:graphics@rotary.org).

## Rotary Leadership Colors



**Azure**

PMS 2175C  
C99 M47 Y0 K0  
PMS 2175U  
C99 M53 Y0 K0  
Hex #005daa  
R0 G93 B170



**Sky Blue**

PMS 2202C  
C96 M0 Y6 K0  
PMS 2202U  
C94 M0 Y6 K0  
Hex #01b4e7  
R1 G180 B231



**Royal Blue**

PMS 286C  
C100 M80 Y9 K2  
PMS 286U  
C100 M92 Y9 K2  
Hex #00246c  
R0 G36 B108



**Gold**

PMS 130C  
C0 M26 Y100 K0  
PMS 129U  
C0 M20 Y100 K0  
Hex #feb11  
R254 G189 B17

## Secondary Colors



**Cranberry**

PMS 214C  
C0 M100 Y22 K0  
Rubine RedU  
C0 M100 Y22 K0  
Hex #d91b5c  
R217 G27 B92



**Turquoise**

PMS 7466C  
C90 M0 Y38 K0  
PMS 7466U  
C88 M0 Y27 K0  
Hex #009999  
R0 G153 B153



**Violet**

PMS 2070C  
C57 M91 Y0 K0  
PMS 2070U  
C54 M99 Y0 K0  
Hex #872175  
R135 G33 B117



**Orange**

PMS 2018C  
C0 M68 Y95 K0  
PMS 2018U  
C0 M58 Y95 K0  
Hex #ff7600  
R255 G118 B0

## Pastels



**Slate**

PMS 2165C  
C68 M43 Y30 K9  
PMS 2166U  
C68 M46 Y30 K13  
Hex #687d90  
R104 G125 B144



**Mist**

PMS 2162C  
C40 M23 Y18 K1  
PMS 2162U  
C42 M26 Y18 K4  
Hex #9ea6b4  
R158 G166 B180



**Lavender**

PMS 665C  
C17 M20 Y0 K8  
PMS 665U  
C17 M20 Y0 K8  
Hex #c6bcd0  
R198 G188 B208



**Powder Blue**

PMS 290C  
C25 M4 Y5 K0  
PMS 545U  
C28 M4 Y0 K0  
Hex #c9dee9  
R201 G222 B233



**Moss**

PMS 7537C  
C36 M23 Y34 K0  
PMS 7537U  
C36 M23 Y30 K0  
Hex #a7aca2  
R167 G172 B162



**Taupe**

PMS 7501C  
C13 M16 Y35 K0  
PMS 7501U  
C13 M16 Y35 K0  
Hex #d9c89e  
R217 G200 B158

## Neutrals



**Charcoal**

Cool Gray 11C  
C48 M22 Y24 K66  
Cool Gray 11U  
C15 M0 Y0 K60  
Hex #58585a  
R88 G88 B90



**Pewter**

Cool Gray 8C  
C23 M11 Y13 K41  
Cool Gray 8U  
C10 M0 Y0 K50  
Hex #919295  
R145 G146 B149



**Smoke**

Cool Gray 5C  
C0 M0 Y0 K33  
Cool Gray 5U  
C0 M0 Y0 K33  
Hex #bcbdc0  
R188 G189 B192



**Silver**

Cool Gray 2C  
C14 M10 Y13 K0  
Cool Gray 2U  
C14 M10 Y16 K0  
Hex #e7e7e8  
R231 G231 B232



**Storm**

Warm Gray 10C  
C51 M46 Y55 K19  
Warm Gray 10U  
C51 M46 Y45 K19  
Hex #675d58  
R103 G93 B88



**Ash**

Warm Gray 7C  
C41 M34 Y44 K4  
Warm Gray 7U  
C41 M38 Y37 K8  
Hex #958d85  
R149 G141 B133



**Platinum**

Warm Gray 3C  
C25 M22 Y32 K0  
Warm Gray 3U  
C25 M22 Y28 K2  
Hex #c5c1bb  
R197 G193 B187



**Cloud**

Warm Gray 1C  
C15 M12 Y17 K0  
Warm Gray 1U  
C15 M12 Y17 K0  
Hex #e6e5d8  
R230 G229 B216



**Black**

C0 M0 Y0 K100  
Hex #000000  
R0 G0 B0



**White**

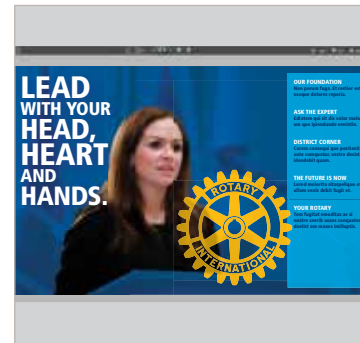
C0 M0 Y0 K0  
Hex #ffffff  
R255 G255 B255



Reserve Rotary Gold for “pops” of color.



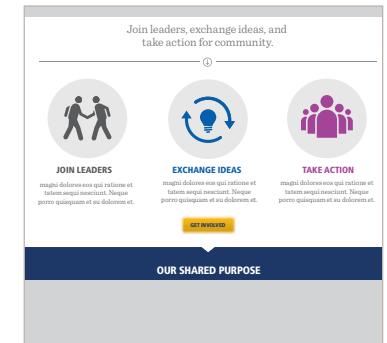
Highlight headings, subheads, icons, and buttons with colors from our palette.



Use the blues in our leadership colors as the predominant palette.



Use the secondary colors to highlight elements, but never as a dominant color.



Use neutrals and white space to achieve balance and clarity.



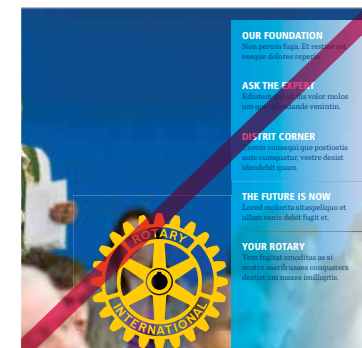
Use colors in our palette.



Use colors that offer sufficient contrast for readability.



Use colors that complement one another; use leadership colors for large areas.



Keep the background the same color rather than creating gradients.



Use fully saturated rather than tints or screened colors in our palette.



# Typography

## Primary, Secondary, and Alternate Type

### OUR LOOK

### Voice and Visual Rotary Guidelines

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#### Primary Typeface

**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 Typeface

**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*

#### Alternate Typefaces To be used when the primary and secondary typefaces are not available

**Alternate**, 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*

**Alternate**, for Microsoft Office applications or when Open Sans Condensed is not available

## ARIAL NARROW

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz1234567890

Regular

*Italic*

Bold

*Bold Italic*

**Alternate**, for digital (web) applications and Microsoft Office applications, or when Sentinel is not available

## Georgia

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz1234567890

Regular

*Italic*

Bold

*Bold Italic*

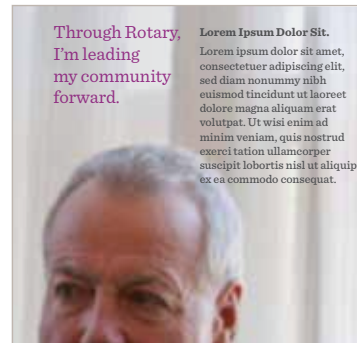
\* For information to purchase these typefaces, please contact [graphics@rotary.org](mailto:graphics@rotary.org).



For emphasis, highlight one or two words using a larger type size or light-weight italic. When using italic, use a light weight and set all type to one size. Keep leading and kerning consistent.



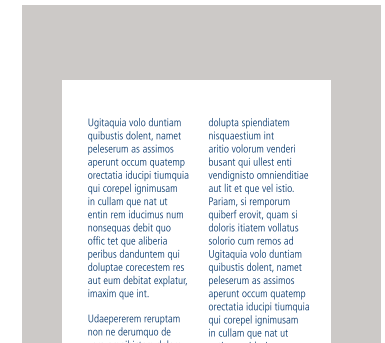
Use Sentinel for subheads and body copy.



Use bold or italic for emphasis only.



Use Frutiger in large point sizes for callouts and data visualization.



Use Frutiger styles for documents with dense body copy.



Use uppercase typography in headlines or subheads.



Watch your leading and kerning so that it doesn't look overly open, too tight, or uneven. Keep letterforms proportionate.



Use Frutiger rather than Sentinel for headline text.



Use lighter weights for body copy.



Use colored type that has sufficient contrast.

# Imagery

## Style Overview and Subject Matter

### OUR LOOK

### Voice and Visual Rotary Guidelines

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Our photography focuses on connections and community.

Whenever possible, try to use shots depicting multiple Rotarians of diverse ethnicities and age ranges. Refrain from focusing on an individual, unless he or she is profiled or featured in a story.

If shot indoors, keep backgrounds blurry or nondescript so unattractive objects like drop-ceilings, dated chandeliers, exit signs, etc., are rendered less visible.

When beneficiaries are depicted, they should appear actively engaged with Rotarians or like active participants in a scene, not incidental observers in the background.

When choosing or shooting new photography, aim for the following:

- editorial or reportage style (fly-on-the-wall)
- candid poses or natural portraits
- real, natural, sincere, endearing expressions
- demonstrations of active leadership and impact
- special moments of camaraderie, friendship, warmth, and celebration
- movement and momentum
- rich full color, or black and white
- short depth of field with selective focus (people shot through crowds)
- wide angles
- natural backgrounds and real context (not solid portraiture backdrops or studio photography)

### Rotarians Uniting and Exchanging Ideas

Single Rotarian



Small groups



Large groups



### Rotarians Taking Action for Community

Single Rotarian



Small groups



Large groups



With beneficiaries



Without Rotarians



### Metaphorical/Conceptual



# Icons and Information Graphics Overview

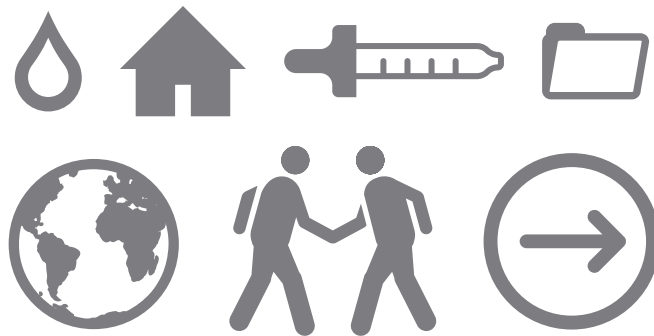
When choosing or creating iconography and information graphics, look for styles that are simple, modern, and informative.

When housing icons in shapes, use circles to reinforce the shape of the Rotary emblem.

Use icons and information graphics to illustrate facts or aid in navigation, but do not apply them as logos.

## Iconography Style

### Examples



### Organizing principles

#### Join Leaders



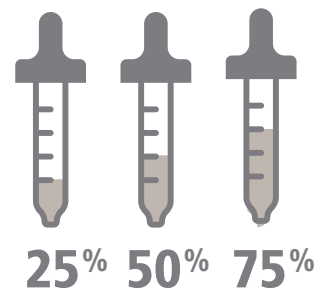
#### Exchange Ideas



#### Take Action



## Information Graphics



# Icons and Information Graphics

## Areas of Focus Icons

### AREAS OF FOCUS

Rotary has identified six areas of focus that reflect critical humanitarian issues and needs that Rotarians are addressing worldwide. Each icon to the right represents one facet of Rotary's six areas of focus:

- 1 Peace and conflict prevention/resolution
- 2 Disease prevention and treatment
- 3 Water and sanitation
- 4 Maternal and child health
- 5 Basic education and literacy
- 6 Economic and community development

Always show all six icons together uniformly in one Rotary neutral color.

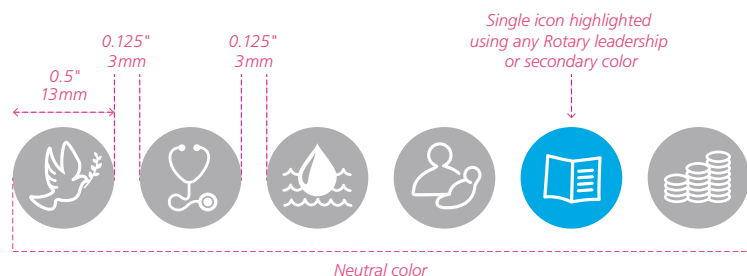
When discussing one specific area of focus, highlight that icon using any Rotary leadership or secondary color. All other icons should remain neutral.

When all areas are being discussed simultaneously, highlight all six icons using a single Rotary leadership or secondary color.

Always use the same color to highlight the icons within a single document or communication.

Do not color code the six areas of focus, and do not alter proportions or the shape of the circle housing the symbols.

#### Horizontal configuration



#### Vertical configuration



#### Stacked configuration



#### Minimum sizes

##### Print

13mm  
0.5"



##### Digital – for desktop/laptop

60px



##### Digital – for mobile/table

80px



Enclose the icons in circles only. Use one Rotary color as background in the circles and another Rotary color to highlight the appropriate icons, as shown at the top of the page.



# Design Inspiration

## Brochure Covers

BRINGING THE PIECES TOGETHER

Voice and Visual  
Rotary Guidelines

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### CONNECTING FOR COMMUNITY

The top two reasons people join Rotary are to give back to their communities and to connect with like-minded leaders and friends. Our members stay with Rotary year after year for the same reason. What motivated you to join Rotary? What have you set out to accomplish with your club and as a Rotarian?

### OUR COLLECTIVE IMPACT

Rotary brings together people like you — leaders from all cultures and occupations who want to use their distinct expertise for good. People whose sense of responsibility inspires them to give back to their communities. Who step forward to tackle the toughest challenges — and persevere to create lasting change in communities around the world.

Together, we empower youth, improve health, promote peace, and advance our communities in all corners of the globe.

With 1.2 million members worldwide, our global community's impact has never been greater — and it continues to grow.

When Rotarians come together and commit to a cause, like our PolioPlus initiative, the magnitude of our impact is clear. And with the ongoing support of Rotarians like you, we will continue the fight to End Polio Now.

You joined Rotary because you want to make a difference. Because you believe in our motto: Service Above Self. Because you're committed to integrity and making change happen, and because the areas that we focus on are important to you.

Rotary's 1.2 million members combine their resources and connect across the world to move communities forward with clean water, health initiatives, education, and more.

**Water and sanitation** global grant provided new toilets and clean water facilities and encouraged good hygiene and disease prevention for 2,500 students in four schools in Atlanta, Turkey.

**Spouses:** Rotary Club of Atlanta, Georgia, Turkey, and Brazil.

**Economic and community development** global grant supported a grant recipient's plans to expand Kuroki, the motorcycle clothing business she started to help impoverished women workers in India.

**Sponsors:** Rotary Club of Crystal Palace & Harwood, Greater London, England, and District 5430 (Illinois, USA).

**Adopt a Village** global grant renovated a schoolroom and provided books, computers, and furniture, installed a water harvesting system, supported a vocational training team focusing on health issues, and formed and trained 25 microcredit groups in Mumbai, Uganda.

**Sponsors:** Rotary Club of Kampala North, Uganda, and District 5340 (California, USA).

Share stories about your club's connections at [blog.rotary.org](http://blog.rotary.org).

### THE FOUR-WAY TEST

Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

- Peace and conflict prevention/resolution
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development

## MAKE YOUR MONEY WORK 3 TIMES AS HARD

Rotary and the Bill & Melinda Gates Foundation are extending their partnership during the critical endgame phase of the Global Polio Eradication Initiative. Find out how your donation can triple your impact!

**LEARN**  
[ENDPOLIONOW.ORG](http://ENDPOLIONOW.ORG)  
**DONATE**  
[ROTARY.ORG/CONTRIBUTE](http://ROTARY.ORG/CONTRIBUTE)

**"ROTARY CONTINUES TO BE THE HEART AND SOUL OF POLIO ERADICATION."**  
 — Bill Gates, Co-Chair, Bill & Melinda Gates Foundation

**"FAILURE TO ERADICATE POLIO IS UNFORGIVABLE, FOREVER."**  
 — Margaret Chan, Director-General, World Health Organization

**"WE'RE WORKING TO ENSURE THAT THE POLIOVIRUS WILL BE FOUND ONLY IN HISTORY BOOKS AND NOT IN CHILDREN."**  
 — Robert S. Scott, Chair, International PolioPlus Committee, Rotary International

**"WE HAVE THE ABILITY TO PROTECT EVERY LAST PERSON, ESPECIALLY CHILDREN, FROM THIS ENTIRELY PREVENTABLE DISEASE."**  
 — Anthony Lake, Executive Director, UNICEF

**"POLIO ANYWHERE IN THE WORLD IS A RISK EVERYWHERE IN THE WORLD."**  
 — Thomas Frieden, Director, U.S. Centers for Disease Control and Prevention

## THE PROMISE

From 2013 to 2018, every child Rotary commits to WHO and UNICEF in direct support for polio immunization will be **matched** a **1 to 1** (up to US\$25 million per year) by the Bill & Melinda Gates Foundation.

**YOUR DONATION**  
**US\$25**

**BILL & MELINDA GATES FOUNDATION**  
**US\$50**

**TOTAL CONTRIBUTION**  
**US\$75**

**150 VESTS FOR VOLUNTEERS**  
 Bright yellow vests help those seeking vaccination to recognize health workers and volunteers easily.

**75 VACCINE CARRIERS**  
 One polio vaccine must be kept cool to remain effective.

**600 PURPLE FINGER MARKERS**  
 Children's pinky fingers are marked with purple ink to show they've been immunized.

## WE'RE THIS CLOSE

Only **three** countries are polio-endemic:

**AFGHANISTAN**  
**NIGERIA**  
**PAKISTAN**

**THE REMAINING 1%**  
 of polio cases are the most difficult to prevent because the virus persists in the hardest-to-reach areas.

**YOU CAN HELP NOW** →



Rotary  
Club [of/at] [Location]

TAKE ACTION: [www.rotary.org](http://www.rotary.org)

### Rotary Food Drive

All residents can give by placing non-perishable food at their doors.

Pick-up begins at 10:00 a.m. Saturday, October 6th.

Pre-packaged bags of items are available at the local IGA in varying dollar amounts.

Volunteers will check every front door in your town.



### Lisbon 2013

Ea commodo consequat  
duis autem vel eum irire  
dolor in hendrerit in  
vulpue velit esse molestie  
consequat, vel illum doe  
eu feugiat nulla facilisis  
te feugait nulla facilisi.

eum iriure dolor in hrerit  
in vulputate velit esses  
molestie consequat, velo  
illum dolore eu feugiat  
augue duis dolore te estre  
feugait nulla facilisi.

Rotary



EXCHANGE IDEAS: [www.rotary.org](http://www.rotary.org)



**NO ONE IN OUR  
COMMUNITY  
SHOULD GO  
HUNGRY.  
WITH OUR HELP,  
NO ONE WILL.**

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Food Drive**

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Pick-up begins at 10:00 a.m.  
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Volunteers will check every  
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**ROTARY  
INTERNATIONAL**

Rotary  
Club [of] [Location]

TAKE ACTION: [www.rotary.org](http://www.rotary.org)



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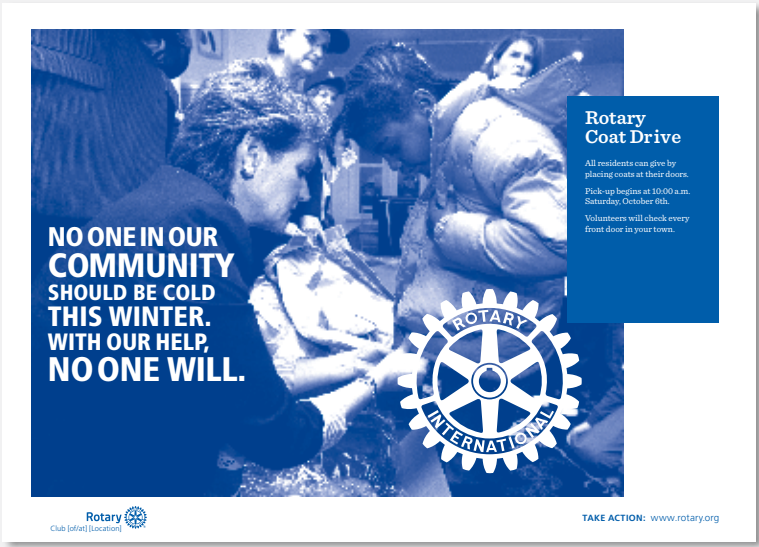
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varying dollar amounts.

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front door in your town.

**ROTARY  
INTERNATIONAL**

Rotary  
Club [of] [Location]

TAKE ACTION: [www.rotary.org](http://www.rotary.org)



**NO ONE IN OUR  
COMMUNITY  
SHOULD BE COLD  
THIS WINTER.  
WITH OUR HELP,  
NO ONE WILL.**

**Rotary  
Coat Drive**

All residents can give by  
placing coats at their doors.

Pick-up begins at 10:00 a.m.  
Saturday, October 6th.

Volunteers will check every  
front door in your town.

**ROTARY  
INTERNATIONAL**

Rotary  
Club [of] [Location]

TAKE ACTION: [www.rotary.org](http://www.rotary.org)



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INTERNATIONAL**

Rotary  
Club [of] [Location]

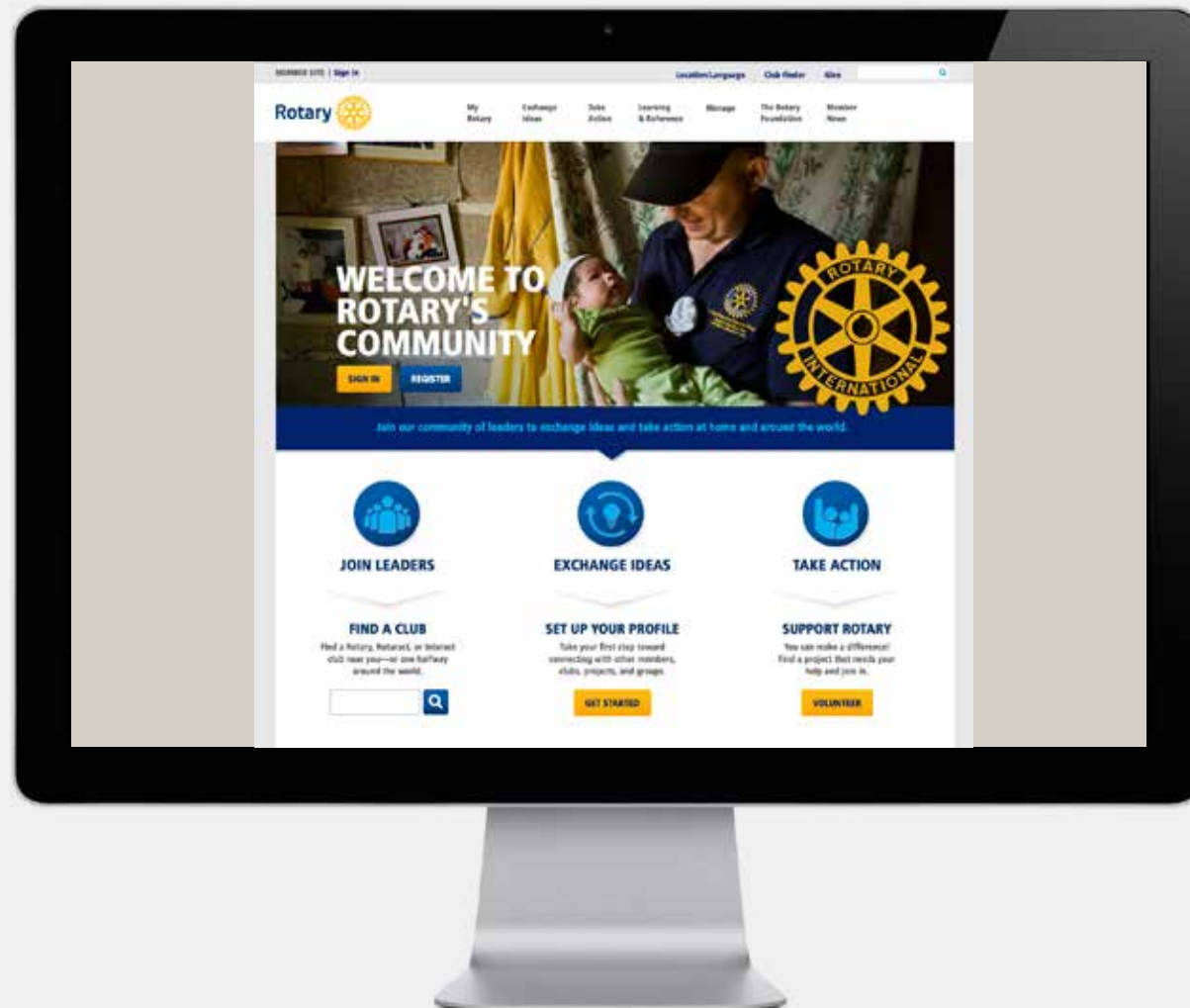
TAKE ACTION: [www.rotary.org](http://www.rotary.org)





JOIN LEADERS,  
EXCHANGE  
**IDEAS**  
AND TAKE  
**ACTION**  
FOR COMMUNITY.









# ROTARY LEADER

**DISTRICT CORNER**  
Check this action plan to get ready for the new grants

**OUR FOUNDATION**  
Evaluate long-term impact to create sustainable projects

**ASK THE EXPERT**  
How to select a vocational training team

**FUTURE IS NOW**  
Learn to listen: tips from a microcredit expert

**CLUB CLINIC**  
Make a smooth transition to global grants

Rotarian Jorge Aufranc and his club, the Rotary Club of Guatemala Sur, work with people like Mirna Perez, principal of Proximos Pasos, and use global grants to help rural schools in Guatemala. Read more at [rotary.org](http://rotary.org).

Rotary International

CLUB ROTARIO GUATEMALA SUR

1967-2007  
**40**  
AÑOS

## HOW TO...

# FIND A GRANT PARTNER



Rotarians in Maputo, Mozambique, needed an international partner to help finance a US\$55,100 project to upgrade a sanitation system and install a water tank at a school. They turned to their district contacts and soon learned of a Danish club seeking a host partner.

"Our club was looking for a Foundation project, as we had funds to use," says Stein Schierenbeck, a member of the Rotary Club of Skanderborg, Denmark. "Being a club in the pilot district for the new **global grants**, we looked for areas of need within another pilot district." Once the clubs connected, they obtained a Rotary Foundation global grant to complete the project. School officials and the contractor agreed to maintain the new facilities, meeting the grant's sustainability requirement.

### IF YOUR CLUB OR DISTRICT IS STRUGGLING TO FIND A PARTNER FOR AN INTERNATIONAL SERVICE PROJECT, CONSIDER THE FOLLOWING TIPS:

#### Be social.

Join RI's **LinkedIn group**, which helps Rotarians share ideas and publicize project needs. You can also publicize your quest for a grant partner on your personal or club Facebook pages.

#### Talk to your district governor-elect.

The International Assembly is a great opportunity to share project proposals.

#### Attend an RI Convention.

Ask convention goers from your district to bring a list of projects to share with potential partners. The RI Convention is the ideal place to start collaborating.

#### Visit a project fair.

These annual regional events are hosted by Rotary districts worldwide to encourage international friendship and collaboration on service projects. For information about upcoming project fairs, contact [rotary.service@rotary.org](mailto:rotary.service@rotary.org).

#### Search the Web.

Most districts have their own websites that help bring clubs and districts together on joint projects.

#### Visit Rotary's new website.

Scheduled to launch soon, Rotary's new site will have tools to help you find and connect with partner clubs and obtain resources for your projects. Contact [rotary.service@rotary.org](mailto:rotary.service@rotary.org) for more information.

## ABOUT ROTARY LEADER

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**Submit** to *Rotary Leader* at [rotary.leader@rotary.org](mailto:rotary.leader@rotary.org). Article ideas about club and district successes, including fundraisers, publicity efforts, service projects, and membership drives, are welcome. Please include descriptions, photos, and contact information in your email. Due to the high volume of submissions, we cannot promise to feature your story.

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## **Licensing inquiries**

For manufacturer/distributor interested in selling or distributing Rotary emblem merchandise and Rotary clubs wishing to sell Rotary emblem merchandise for fundraising purposes:

**[rilicensingservices@rotary.org](mailto:rilicensingservices@rotary.org)**