

PEOPLE OF ACTION STYLE GUIDE AT A GLANCE

Overview

The People of Action campaign displays the true essence of who Rotarians are: leaders who work together in communities to inspire, transform, connect, and celebrate what's possible. People who get things done and have a great time working, growing, and learning together.

People of Action comes to life through inspiring imagery and simple, compelling type treatment. This quick guide will help you give your People of Action materials the right look to show your community all of the good that your club does.

For more information about People of Action design, write to graphicdesign@rotary.org.





Graphic Elements

People of Action Lockup - Horizontal





People of Action Lockup – Stacked





Primary Font

Typography

Use all caps in bold style for "Together, We." Use medium style for body copy and calls to action.

Fonts are licensed and available for purchase.

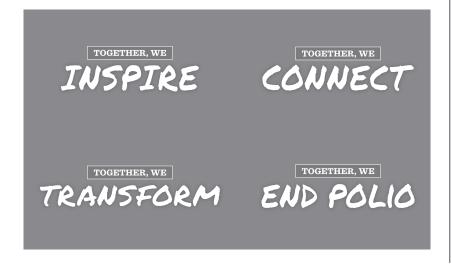
Sentinel

ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnopqrstu vwxyz1234567890 Book

Medium **Bold**

People of Action Headline Graphics

The headline graphics for this campaign contain "Together, We" plus a predetermined verb, which cannot be changed. The headline graphics below are to be used only within a layout from the campaign.



Colors

When using our color palette, be sure to apply the appropriate formulations listed on this page. Our colors should not be screened or adjusted.

Royal Blue PMS 286C C100 M80 Y9 K2 PMS 286U C100 M92 Y9 K2 Hex #17458f R23 G69 B143

Gold PMS 130C C0 M41 Y100 K0 PMS 129U C0 M35 Y100 K0 Hex #f7a81b R247 G168 B27

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

White C0 M0 Y0 K0 Hex #ffffff R255 G255 B255

Secondary Font

guidelines and instructions, contact graphicdesign@rotary.org.

Use strictly for action verb. For adjustment

PERMANENT MARKER

ABCDEFGHIJKLMNO PARSTUVWXYZ ABCDEFGHIJKLMNOPARSTU VWXYZ1234567890 REGULAR

Tertiary Font

Use altered all caps in black italic style for the People of Action lockup only.

ABCDEFGHIJKLMNO abcdefghijklmnopqrstu vwxyz1234567890 **Black Italic**

Photography

Use photos that capture action. Feature the people who benefit from the work you do in your communities.

Style Checklist

Photos must:

- Represent real-life, everyday moments • Show a clear visual narrative that
- pertains to the headline
- Be inspiring and aspirational • Have warm lighting and natural colors

Photos should:

- Represent the diversity of the club and its community
- Include two or more people
- Use interesting camera angles or cropping
- Have a sense of motion









Logo Formats

Print	.eps	spot or cmyk
Word doc (print)	.png	rgb
PowerPoint	.png	rgb
Digital (web, email, mobile)	.png	rgb