

# TIPS TO CORRECTLY USE ROTARY LOGOS

**Full Color Masterbrand Signature Logo**  
for light & white backgrounds

Rotary



Use a **Monochromatic Version of Masterbrand Logo** when needed  
(Azure - White - Black)

Rotary



Rotary



Download the .png files for **TRANSPARENT** versions (no backgrounds)

## Mark Of Excellence Rules

- Must also use the Masterbrand Signature Logo nearby
- Do Not Use it Alone
- Use it whole not cropped
- Mark of Excellence should be at least 4 times the size of the wheel in the nearby Masterbrand Signature Logo.
- Avoid Overuse - Use for Impact

Rotary



**Simplified Version of Logo**  
for digital use in small spaces

Rotary



**Reverse Color Masterbrand Logo**  
for dark backgrounds



## INCORRECT LOGO USE

### Masterbrand signature



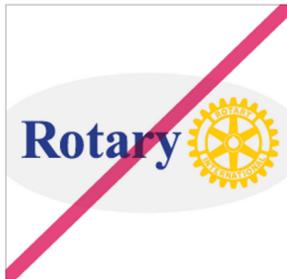
Use the masterbrand signature on a background that has sufficient contrast.



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.



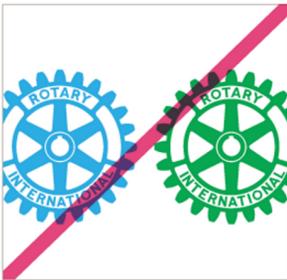
Keep all elements undistorted and in the right order.

**INCORRECT LOGOS**

### Mark of excellence



Keep the mark of excellence whole — never cropped.



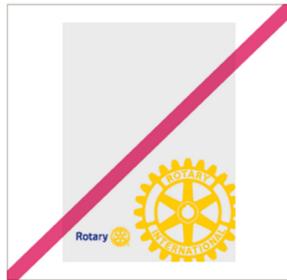
Use Rotary colors specified on page 15 for the mark of excellence.



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.

