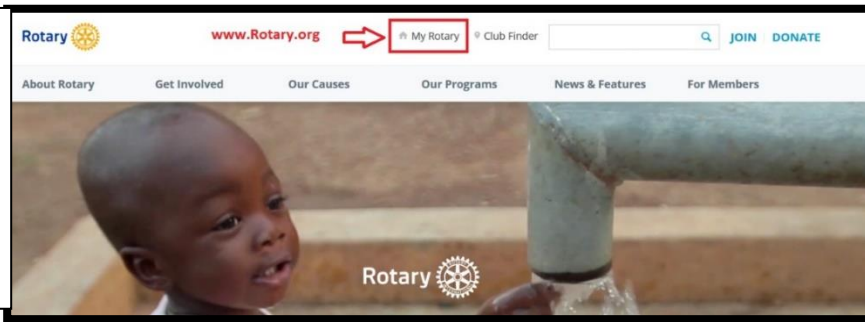


HOW TO CREATE A CLUB LOGO – ROTARY BRAND CENTER - WWW.ROTARY.ORG

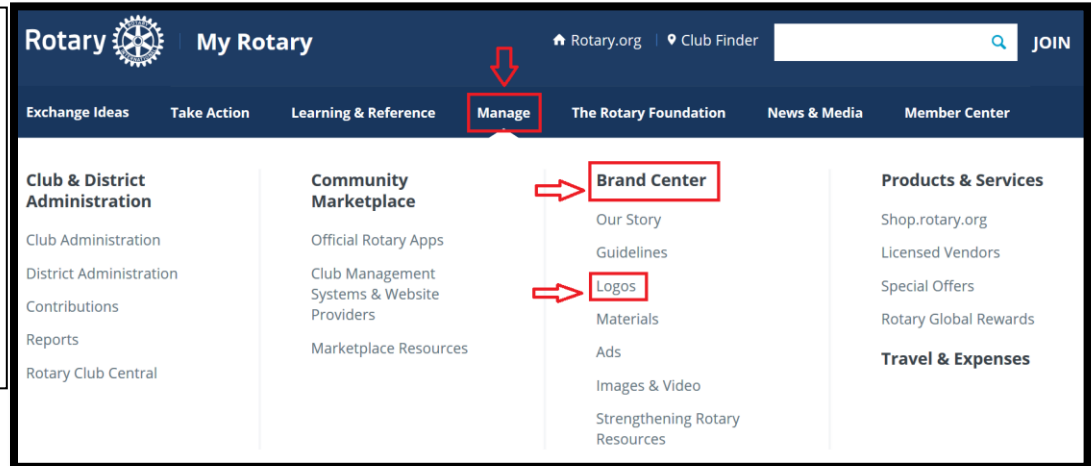
STEP 1

www.Rotary.org, then
“MY ROTARY”



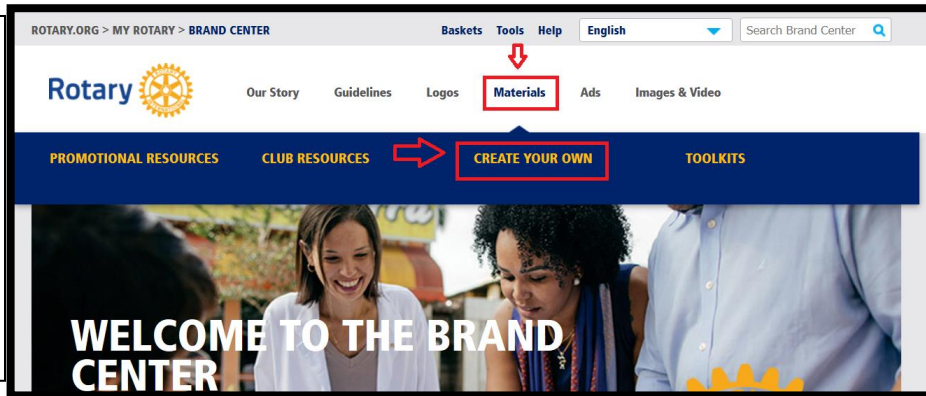
STEP 2

Create Option #1:
“MANAGE” tab, under
“Brand Center”,
click “LOGOS”



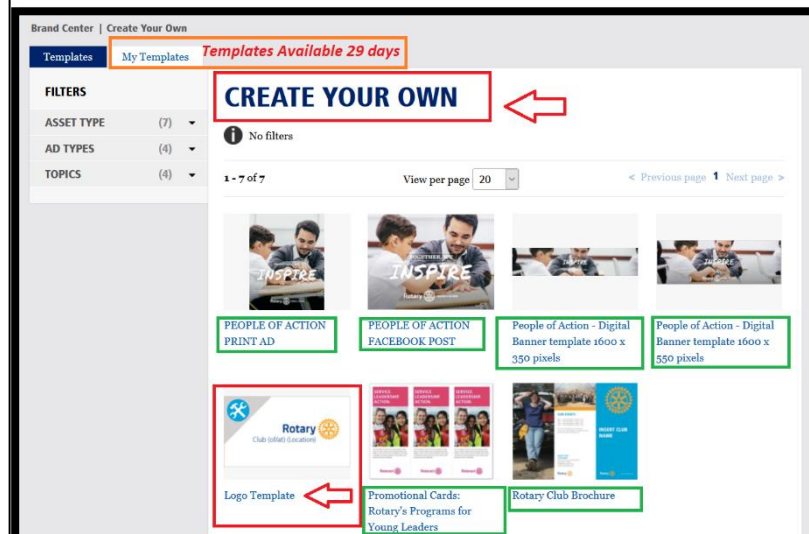
STEP 3

Create Option #2:
Or Under
“MATERIALS”,
select “CREATE YOUR
OWN”



STEP 4 Create WHAT?

- “**LOGO TEMPLATES**”
- People of Action
“Together, we...” Print-Ad
& Facebook templates,
- Rotary Club Brochures
- Promo Cards for Young
Leaders (New
Generation Exchange has
Rotary logo, so use to
create bookmark size
handouts about your
club)
- Click MY TEMPLATES to
view all logos & brochures
you’ve created
(Items expire in 29 days)

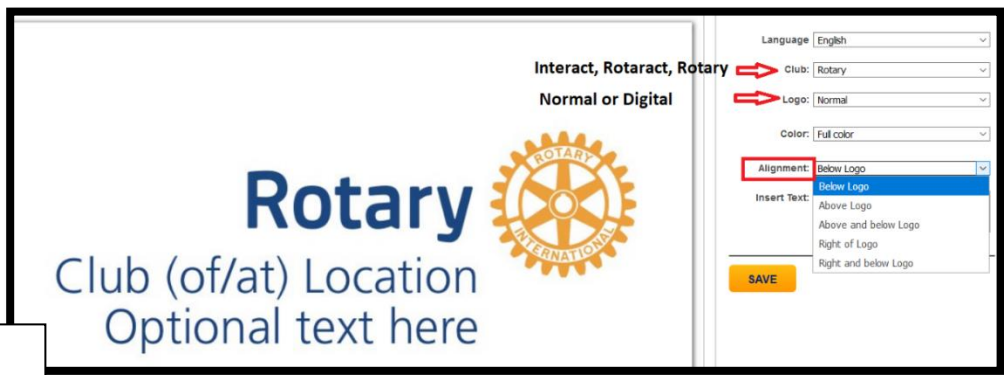


STEP 5 – CREATING LOGOS

Click "CREATE"

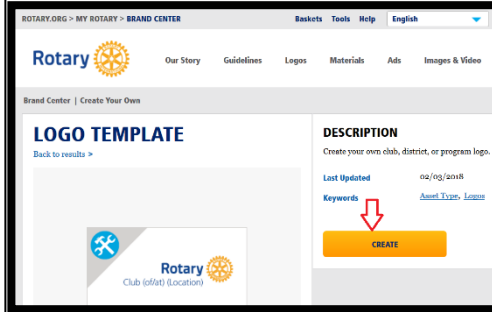
Note:

"Below" is RI's Preferred.
"Above & Below" &
"Above" are Acceptable Alternatives



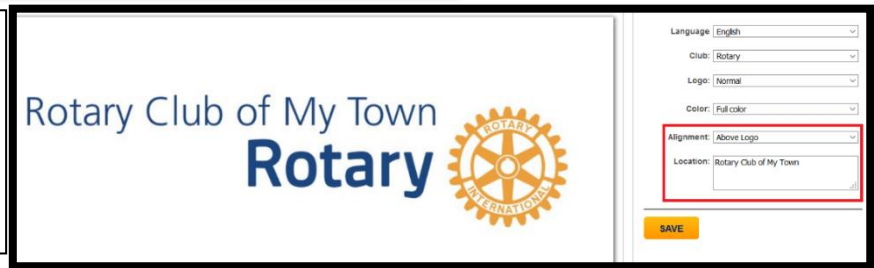
STEP 6 – Select Logo Options

- Language (English, French, etc)
- Interact, Rotaract, Rotary?
- Normal or Digital?
- Full Color, Azure, Black, White?
- Alignment of Text:
 - Below (shown in example)
 - Above
 - Above and Below
 - Right of Logo-font size/bold
 - Right & Below-font size/bold



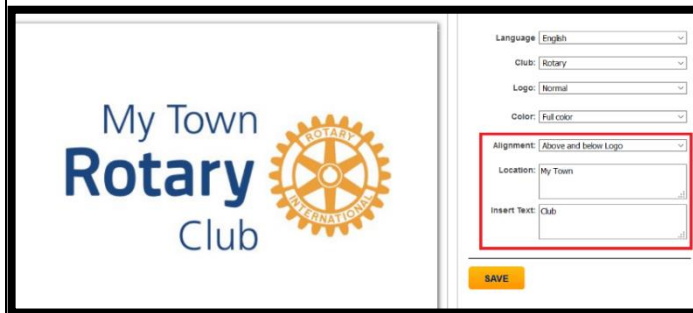
STEP 7

- Example of "Above Logo" which is an Acceptable Alternative
- Experiment with Logo locations
- Note: "Below" is Preferred, "Above & Below" & "Above" are Acceptable




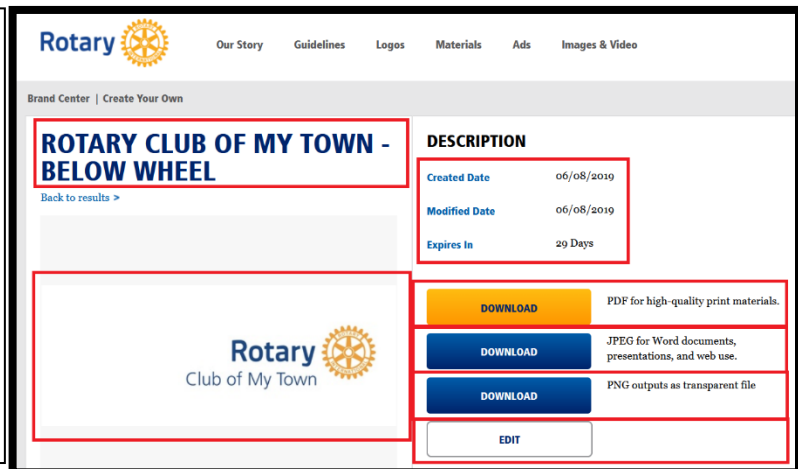
STEP 8

- Example of "Above & Below" logo
- Click "SAVE"
- Give your logo a name ("My Town Rotary – Above Wheel")
- Click "OK"
- On the next screen, you'll download your logo.



STEP 9 – DOWNLOAD YOUR LOGO

- Click Refresh repeatedly  in your browser to preview the logo
- DOWNLOAD: PDF for high quality print
- DOWNLOAD: JPEG for Word documents, presentations & web use
- DOWNLOAD: PNG outputs as transparent file (background will be clear, not white)
- EDIT Click to edit your logo
- Your templates are saved for 29 days!*



Rotary District 5890 Public Image Committee Co-Chairs:

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