

GUIDELINES ON USE OF THE ROTARY MARK

There **are two** components to the Brand

MASTERBRAND: ie The word Rotary with Wheel on right

The Masterbrand Signature as it is shown below with the word Rotary and wheel can only be used by Rotary International in this format. Clubs and Districts are required to use the Masterbrand in conjunction with their own name / district number and the template is available on the Brand Centre to do this.



Only to be used by
Rotary International

Personalised to District
is approved – use template

Personalised to Club
is approved – use template

Templates are available at: My Rotary > Manage > Brand Centre > Logos > Template > View

MARK OF EXCELLENCE: ie The Rotary Wheel alone

The Mark of Excellence or wheel alone **should not** be used on its own_(ie the wheel alone)



HOW TO USE THE ROTARY MARKS

All Clubs and Districts are encouraged to use the Rotary branding templates available on My Rotary.

The golden rules are:

1. If you wish to use the Mark of Excellence, you must also have the Masterbrand personalised to your Club or District on the same page / screen / brochure, etc.
2. The Wheel cannot be used on its own without the Masterbrand.
3. You can use a Lock Up which is shown below for projects of the club or District.



Please review the Voice & Visual Identity Guidelines available at
My Rotary > Manage > Brand Centre > Guidelines > Voice and Visual Identity Guidelines

Projects of Rotary which are not formal Rotary Programs (for example RYDA, Interplast) cannot use the logo without specific approval. Please check with Rotary International Office at Parramatta at risppo@rotary.org for clarification if you are unsure of how to use the logo.