TELL
ROTARY'S
STORY

Voice and Visual
Identity Guidelines
for Rotarians

Rotary

Contents

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.

Background

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.

**How We
Got Here**

WHO WE ARE

**Voice and Visual
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AN UNPRECEDENTED EVALUATION OF OUR IMAGE

Our global research revealed three insights.

FRAMING OUR STRENGTHS FOR CLARITY AND IMPACT

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.

Rotarians are responsible leaders — both socially and ethically

❯

Define leadership by mindset and approach, not labels or titles

Connecting has and always will be the driving force behind Rotary

❯

Highlight connections and communities, not the individual

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

❯

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

Our Values and Our Essence

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

HOW WE LIVE OUR VALUES

Fellowship and Global Understanding ❯ **We build lifelong relationships**

Ethics and Integrity ❯ **We honor our commitments**

Diversity ❯ **We connect diverse perspectives**

Vocational Expertise, Service, and Leadership ❯ **We apply our leadership and expertise to solve social issues**

Our Voice

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...	THIS MEANS...	OUR COMMUNICATIONS ARE...
Smart	We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.	**Knowledgeable Perceptive Confident**
Compassionate	Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.	**Thoughtful Sincere Engaging**
Persevering	We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction.	**Bold Purposeful Courageous**
Inspiring	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.	**Upbeat Hopeful Visionary**

Our Voice
Examples

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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	Rotary is ordinary people around the world working together to clean the environment, end polio, improve our communities, and accomplish other extraordinary things. Learn more at rotary.org.	**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.** **Join leaders at a Rotary club near you.**	• Is active, inspiring, and inviting • Balances compassion (hearts) and intelligence (minds) • Defines leadership by mindset (diverse perspectives) and action • Clarifies our impact • Includes a clear call-to-action
Excerpt from Rotary.org	Rotary's Anniversary 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.	**Another year, another chance to make history** **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.**	• Headline is inspiring versus descriptive • Highlights Rotary's persevering spirit • Is more compassionate and human (i.e., uses the collective "we") • Has a clear call-to-action

Visual Toolkit
Overview

OUR LOOK

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**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
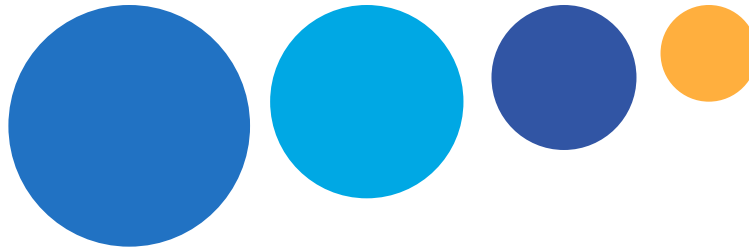
Secondary

Pastels

Neutrals
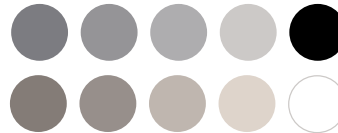
Imagery p. 23

Rotarians Uniting and Exchanging Ideas

Rotarians Taking Action for Community

Metaphorical

Iconography Style p. 24

Information Graphics p. 24

+72%

25% 50% 75%
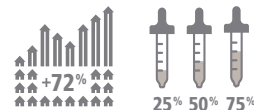
Typography p. 21-22

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

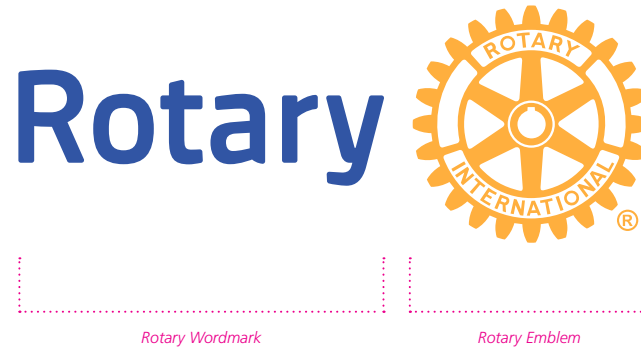Mark of Excellence

Logos
Configurations

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

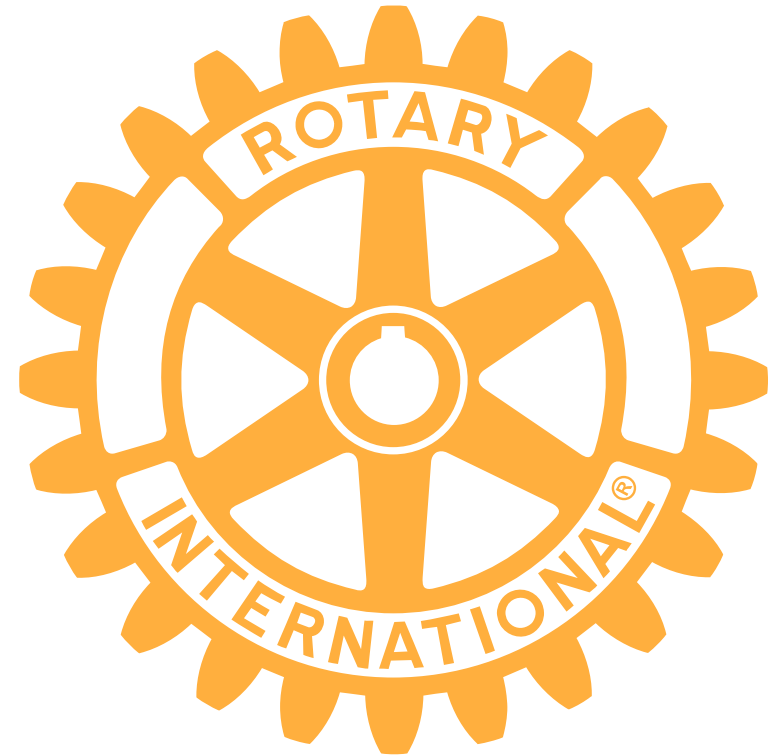The word "Rotary" always appears before our emblem in all of our signatures.

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

Rotary Wordmark

Rotary Emblem

Mark of Excellence

Logos
Color Variations,
Masterbrand

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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.

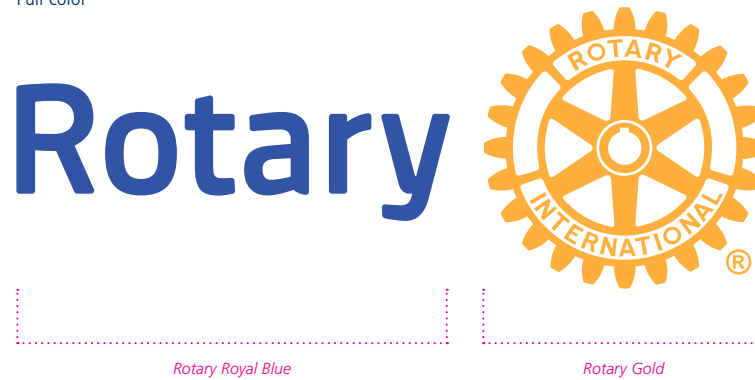Do not alter or switch any signature component colors.

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

Rotary Royal Blue   *Rotary Gold*

One color

100% black

100% Rotary Azure

Reversed (for dark backgrounds only)
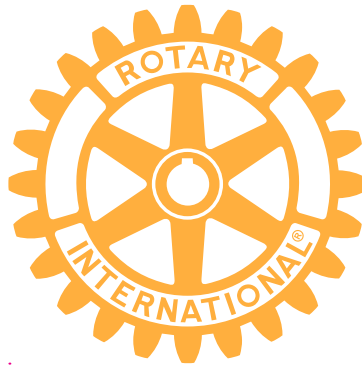
Full color

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.

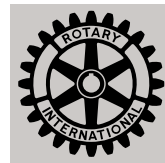*Rotary Gold*

Full Color

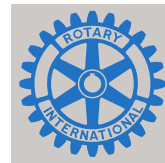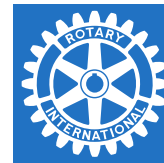Dark image   Light image   Acceptable solid background colors
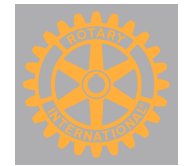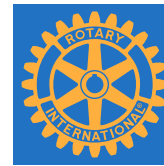
One Color

100% black   100% Rotary Azure   100% white (reversed)

Logos
Using the
Mark of Excellence

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.
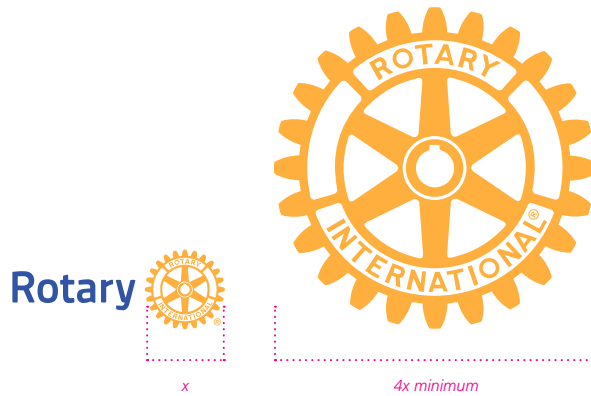
Do not overuse
Reserve for covers or single-page marketing materials such as posters or advertising, if appropriate. Refrain from repeating it too many times within any communication or using it in subordinate situations such as interior spreads or secondary web pages.
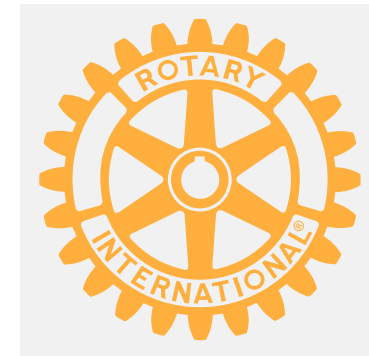
For color options, refer to page 12.

Size

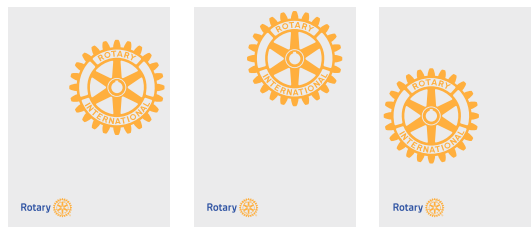Size relationship of mark of excellence and masterbrand signature

x

4x minimum

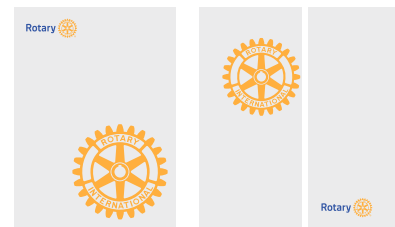**Examples** (mark of excellence always in proximity to masterbrand signature)

Single-page communications

Multipage (front/back)

Opacity

100% opaque on solids

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

*13mm
0.5"*

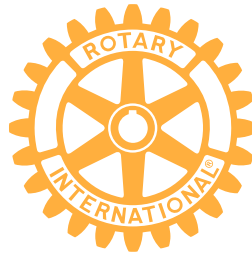### Mark of excellence

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
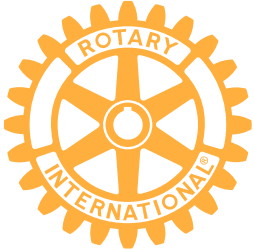
CLEAR SPACE

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

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LOGO	MINIMUM SIZE FOR DESKTOP/LAPTOP	MINIMUM SIZE FOR MOBILE/TABLET
Masterbrand signature Minimum size is 60px No restriction on maximum height	60px	80px
Mark of excellence 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
Simplified signature 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	30px	40px

CLEAR SPACE

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

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

Rotary
Club [of/at] [Location]

[Location] Club [of/at]
Rotary

0.5" / 13mm
0.25" / 6.4mm
[Location]
Rotary
0.22" / 5.6mm
Club
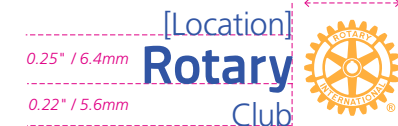
Copy above and below:
Frutiger LT STD 45 Light,12pt,
Rotary Royal Blue
right aligned to Rotary wordmark

DISTRICTS AND ZONES

Districts

Zones

Rotary
District 1239

Rotary
Zone 33

Rotary
Zones 24 & 32

Rotary
Zones 21b-27

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

Rotary Azure

Rotary Sky Blue

Rotary Royal Blue

Rotary Gold

Secondary Colors

Cranberry

Turquoise

Violet

Orange

Pastels

Slate

Mist

Lavender

Powder Blue

Moss

Taupe

Neutrals

Charcoal

Pewter

Smoke

Silver

Black

Storm

Ash

Platinum

Cloud

White
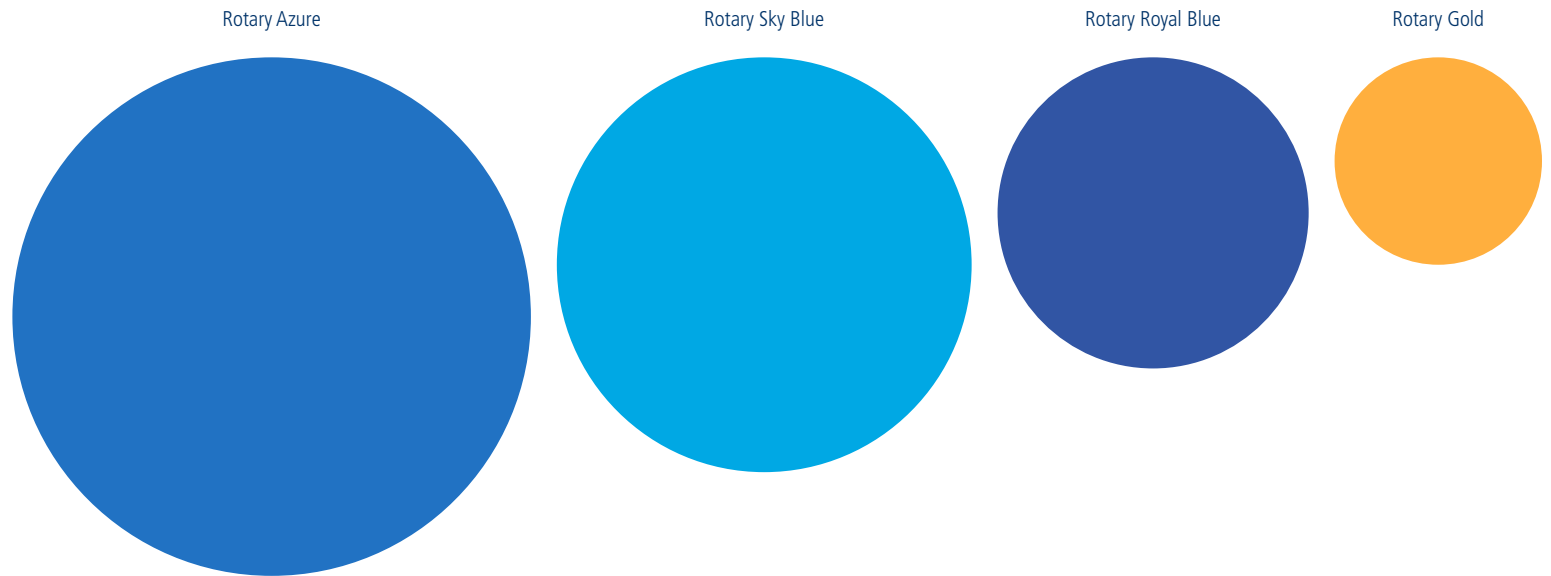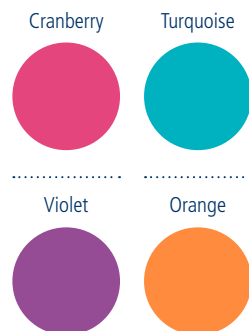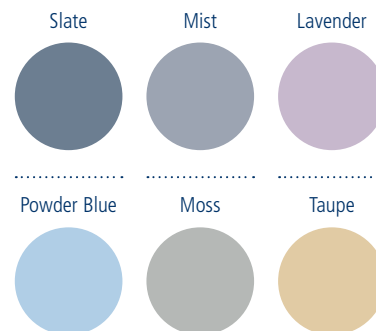
Color Palette
Formula Codes

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 obain ASE files for latest palette swatches, please contact 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
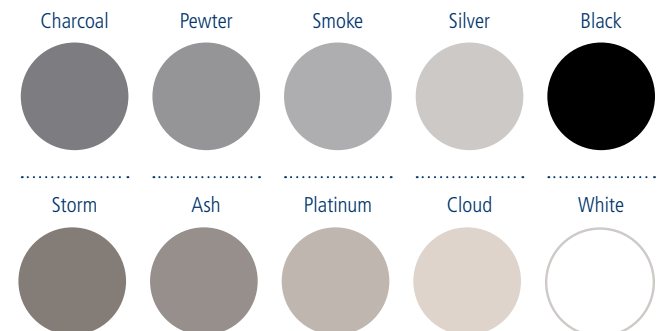C96 M0 Y6 K0
PMS 2202U
C94 M0 Y6 K0
Hex #01b4e7
R1 G180 B231

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 #febd11
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

Typography
Primary, Secondary, and Alternate Type

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Primary Typeface

Secondary Typeface

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

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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.

Secondary*, use for body text, secondary headlines, captions, callouts, or identifiers.

Alternate, for digital (web) applications or when Frutiger LT STD is not available

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

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

FRUTIGER LT STD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

OPEN SANS CONDENSED

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890**

Condensed Light
Condensed Light Italic
Condensed Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Light Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic

ARIAL NARROW

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

Georgia

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

* For information to purchase these typefaces, please contact graphics@rotary.org.
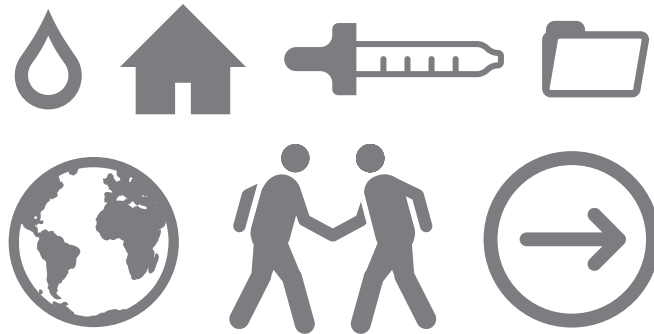
Icons and Information Graphics
Overview

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
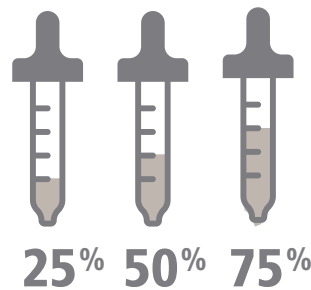
Examples

Organizing principles

Join Leaders

Exchange Ideas

Take Action

Information Graphics

+72%

25% 50% 75%

Icons and Information Graphics
Areas of Focus Icons

OUR LOOK

**Voice and Visual
Rotary Guidelines**

21 August 2013

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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

0.125"
3mm

0.125"
3mm

0.5"
13mm

*Single icon highlighted
using any Rotary leadership
or secondary color*

Neutral color
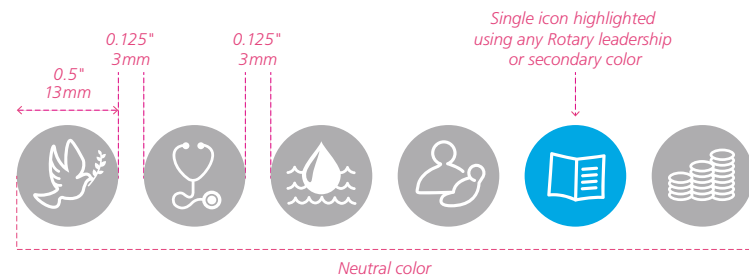
Vertical configuration

Stacked configuration

Minimum sizes

Print

Digital – for desktop/laptop

Digital – for mobile/table

13mm
0.5"

60px

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.*

CONTACT INFORMATION

Inquiries
For general questions or questions about purchasing/downloading Pantone™
color swatches or purchasing recommended typefaces:
graphics@rotary.org

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