

PUBLIC IMAGE RESOURCES — ZONES 28 & 32

A Quick-Reference Guide for District Governors Elect, Nominees & Public Image Chairs

Everything below lives on the Zones 28 & 32 Public Image pages — start there, bookmark it, and share it with your incoming club and district Public Image chairs.

START HERE

- **Zones 28 & 32 Public Image Toolkit** (new-chair resources, branding basics, templates, team-building) — [view toolkit](#)
- **Rotary Learning Center — Public Image courses:** Building Rotary's Public Image, Club Public Image Essentials, Our Logo, Promoting Rotary on Social Media, People of Action, PR & Your Club, Using Rotary's Trademarks, District Public Image Committee Essentials — [browse catalog](#)
- **Zone 28 Public Image Team directory** — [view](#)
- **Zone 32 Public Image Team directory** — [view](#)

BRAND & LOGO RESOURCES

- [Rotary Brand Center](#) — colors, fonts, voice, logo rules, downloadable photos/video/banners
- [Logo Dos and Don'ts](#)
- [Rotary Brand Elements](#)
- [Areas of Focus Icons](#)
- [People of Action Campaign](#)
- [Rotary International Licensed Vendors](#)
- [One-Time Trademark Release Authorization](#) — required to produce promo materials using the Rotary logo
Never recreate or manipulate the Rotary logo. Always create Club & District logos in the Brand Center.

OTHER PUBLIC IMAGE RESOURCES

- **Zones 28 & 32 Canva Brand Template Library** — pre-built to Rotary brand standards; customize, download, or print with no rebuilding of colors/fonts — [open library](#)
- [Service Project Center](#) - Rotary's hub for planning, funding, and sharing service projects worldwide.
- [End Polio Now](#) - Ready-made storytelling and media tools to promote polio eradication locally. Register your End Polio Now Events.
- [Epic Day of Service](#) - Uniting clubs and communities everywhere in local projects that add up to one worldwide story of impact.

ZONE 28 & 32 DOWNLOADABLE TOOLS

- [Zone Public Image AI Time-Savers](#) (PDF)
- [Rotary's PSA Campaign Info](#) — 1-pager (DOCX)
- [What's In a Name](#) — branding seminar slide deck (PPTX)
- [Public Image Supporting Roles](#) — people & resources, incl. AI and media (PDF)
- [Creating a Dynamic Public Image Team](#) (PDF)
- [Public Image Top 10](#) (PPTX)
- [Do's & Don'ts Branding Examples](#) (PPTX)
- [Rotary Branding — Why It Matters](#) (PPTX)

PSA CAMPAIGN

- Rotary's national People of Action PSA campaign has generated over \$58M in donated media value across 1,700+ TV and 9,470+ radio stations since March 2020.
- **Get it on air locally:** contact your local TV/radio PSA director; broadcast-ready materials at the [PSA Download Center](#)
- Subscribe to monthly PSA reports at PR@Rotary.org

LEARNING & NETWORKING

- **Ignite: Public Image Learning Sessions** — new Zone 28 & 32 webinar series; first session on storytelling, Tue Oct 13, 2026 7:30pm ET — [register](#)
Upcoming Dates: 12/8/26, 2/9/27, 4/13/27, 6/8/27
- [Zone 28 & 32 Public Image Past Webinars](#) (YouTube playlist)
- **Public Image Network Newsletter** (Substack) — [subscribe](#)

YOUR ZONE PUBLIC IMAGE COORDINATORS

- **Zone 28 RPIC**— Cheryl Metiva, rotarypdgcheryl@gmail.com
- **Zone 32 RPIC**— Amy Sheller, amycsheller@gmail.com

Full resource hub: portal.clubrunner.ca/50077/page/public-image-resources

Questions? Reach out to your Zone 28 & 32 Public Image Coordinators