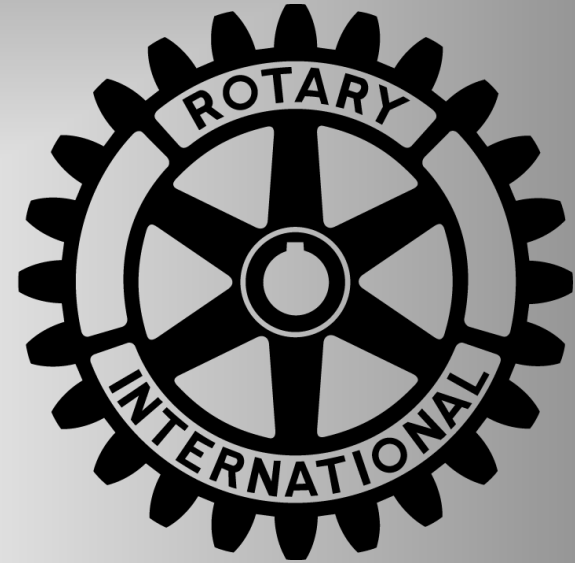


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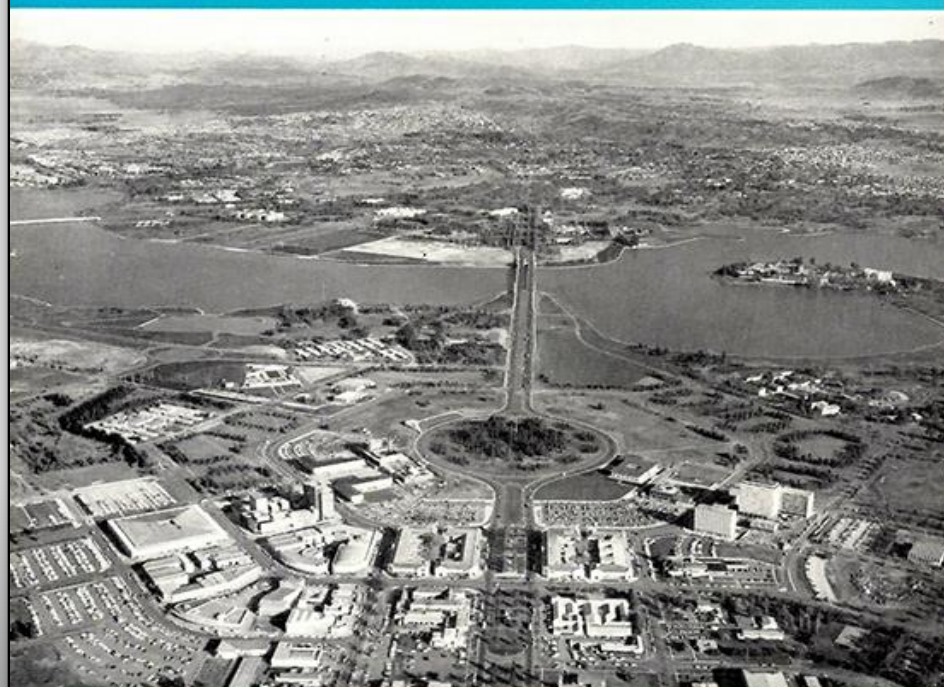
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The Nation's Capital. An aerial view of Canberra,
showing the new man-made Lake Burley Griffin.

2/-

No. 1. APRIL, 1965.



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MAR 2015



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- RAWCS Cyclone Marcia Appeal
- Sacred Cows: Is Youth Exchange still relevant?
- The RDU App puts a whole new world of Rotary in your pocket
- Clown Doctors hand out double dose of fun for sick kids
- Just like Rotary, ShelterBox is great global family to belong to
- Gasbagging or Hashtagging?

Tweets

 **Rotary ESCawards** @RotaryESCaward 4 Mar
United today at the Rotary Emergency Services Awards @FRNSW @NSWRFS @MarineRescueNSW @NSWSES @rotarydownunder pic.twitter.com/FV8ouW1c6Z
Retweeted by Rotary Down Under



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What have you been up to?

Rotary Down Under

Posted by Evan Burrell [?] · 1 hr ·

Did you know next Monday the 9th of March is the start of world Rotaract week?.

In this edition of Rotary Leader, an "Insider" explains why and how to recruit these young leaders in the article entitled "Reaching Out to Rotaract"

<http://www.rotaryleader-en.org/rotaryleader-en/en201503#pg2>

PRESIDENT'S MESSAGE

NEW GENERATIONS

REACHING OUT TO ROTARACTORS

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2015

2014

2013

2012

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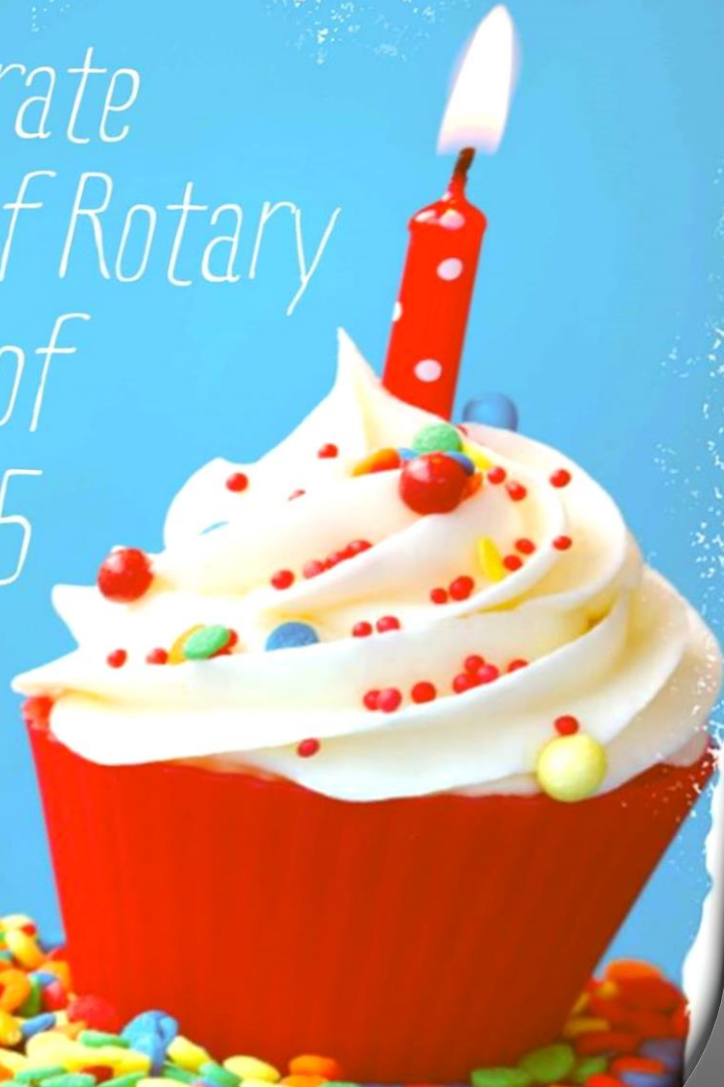
Change

Take liberally

*The only known cure for
Rotary Club failure*

*Help Celebrate
110 years of Rotary
on the 23rd of
February 2015*

Rotary



Even



A few tips

on how to pitch to the editor

Pictures like this



Play to a
public
image
that we
don't
want

I WAS AWESOME

ONCE

THEN I GOT

OLD

memegenerator.net

Is there anything worse

Than a boring
speaker?

Because there's
nothing worse than
a boring magazine



**Even the
coolest
guy in the
world ...**

**... can
bore you
to death!**



- Make it interesting
- Make it current
- Make It Acronym Free!
- Make it Rotary-Jargon-free!

Header

Headline

Who?

What?

Where?

When?

Why?

Call to action

Contact details

FOR IMMEDIATE RELEASE

Wednesday 4 March 2015

Photo Opportunity:

NSW Governor to launch Rotary NSW Emergency Services Community Awards

The Governor of NSW David Hurley is to be the patron of the new **Rotary NSW Emergency Services Community Awards** which will be launched today at Government House, Sydney.

The awards an initiative of the Rotary Clubs of NSW to acknowledge and celebrate the achievements of Emergency Services personnel across the state. In line with the Rotary motto of "Service Above Self", the **Rotary NSW Emergency Services Community Awards** recognise Emergency Services Personnel for Community Service above and beyond the call of normal duty.

While individual services have specific internal awards, the **Rotary NSW Emergency Services Community Awards** is the first time all Emergency Services personnel, both paid and volunteer; will be recognised in a combined awards program. The awards have been officially endorsed by all six NSW Emergency Service Organisations.

The **Rotary NSW Emergency Services Community Awards** are open to all Emergency Services Personnel from the following six officially recognised NSW Emergency Service Organisations:

- Fire & Rescue NSW
- Marine Rescue NSW
- NSW Ambulance
- NSW Rural Fire Service
- NSW State Emergency Service
- NSW Volunteer Rescue Association

Emergency Service Personnel will be nominated by colleagues or members of the community. A panel of independent judges will then assess nominees on three key criteria:

- Community service over and above the call of normal duties which best exemplifies Rotary's motto of *Service Above Self*
- Personal attributes
- Contribution to their organisation

Finalists from each service will be announced ahead of the Gala Awards Ceremony in August.

Emergency Services Personnel and the public are encouraged to submit nominations before the closing date on May 6. Nomination forms and more information are available at: www.RotaryESCawards.org.au

All six emergency services will have two vehicles for photo opportunities at the launch.

Time: 10.30am, Wednesday, March 4

Venue: Government House, Sydney

For details contact: Ms Dot Hennessy
Mobile: 0412 120 314
Email: dothennessy@gmail.com

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More
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Single
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Follow up with a phone call!



Supply a good pic

Editors
look for
just three
things in a
good pic



Faces



Faces





Don't
submit
just
any
pic!



What does she think of this pic?

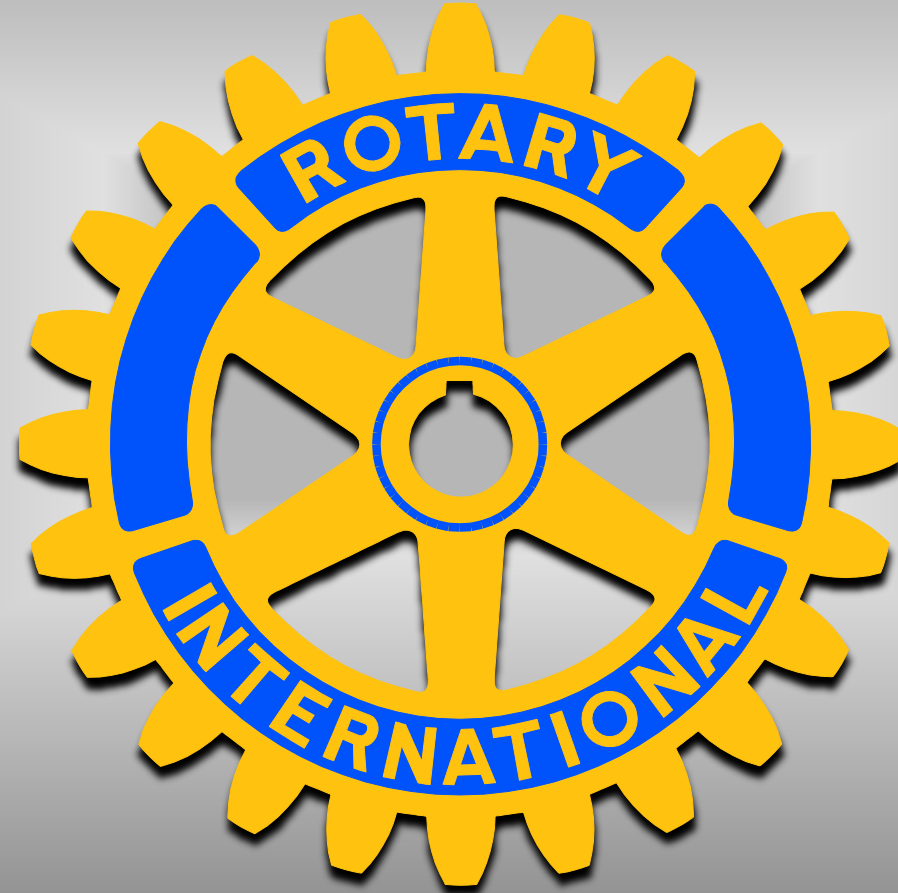


**While you're at it, make sure you're using
the correct Rotary marks**



The Rotary 'Mark of Excellence'

NOT THIS!



The Rotary Logo



The logo includes the word 'Rotary'

Brand Centre Guidelines



IDENTITY AT A GLANCE

Overview

Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. 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. Please use this condensed guide in conjunction with the full guidelines available at www.rotary.org.

What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital: Web/Email Tablet/Mobile	.png	rgb

Logos

Masterbrand Signature



RotaryMBS-R_PMS-C.eps

Mark of Excellence



RotaryMOE-R_PMS-C.eps

Single Page Logo Usage Example



Multipage Example (front/back)



RotaryMBS-R_Azure-PMS-C.eps



RotaryMOE-R_Azure-PMS-C.eps



RotaryMBS-R_Black.eps



RotaryMOE-R_Black.eps

Signature System for Clubs, Districts, Zones, and Projects



Member Pin



Recognized by Rotarians the world over, your Rotary pin remains unchanged as a proud symbol of membership.

Colors



Typography

Licensed Option — fonts for purchase

Primary
FRUTIGER BLACK CONDENSED
ALL CAPS FOR HEADLINES
Frutiger for subheads, secondary nav, info graphics, and lockups

Secondary
Sentinel for body text, secondary heads, captions, and callouts

Free Option — when Frutiger and Sentinel are not available or are cost-prohibitive

Primary
OPEN SANS CONDENSED
OR ARIAL NARROW
FOR HEADLINES
Arial for subheads, secondary nav, etc.

Secondary
Georgia for body text, secondary heads, etc.

Imagery

Rotarians Taking Action for Community

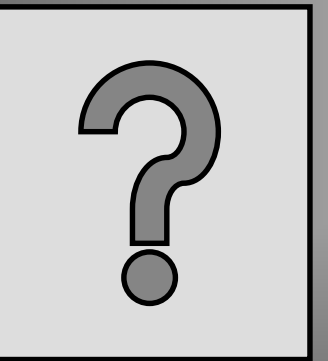
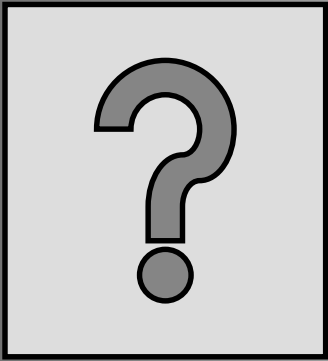
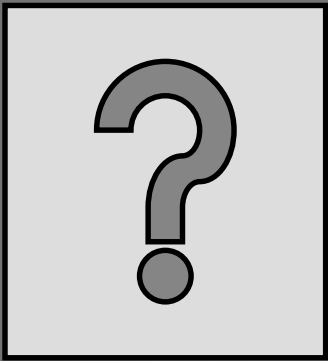


Rotarians Uniting and Exchanging Ideas



Metaphorical





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50th anniversary edition
Rotary Down Under Celebrates 50 years of service
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Latest News

- Mass appeal for help in Vanuatu
- An Elephant and a Make-up
- ROMAC celebrates its 400th patient
- Rotary Down Under Celebrates 50 years of service
- How will our story read?
- Ready, set, glow for a World Record
- Humanity in Motion, Showcasing Rotary Action in Australia!


Tweets

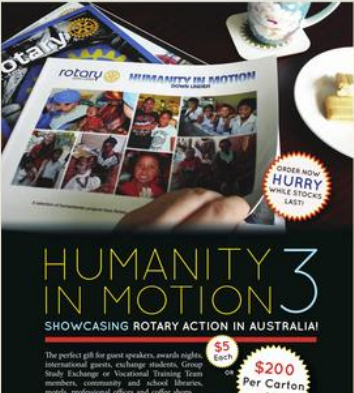


Rotary Down Under
@rotarydownunder

8 Apr

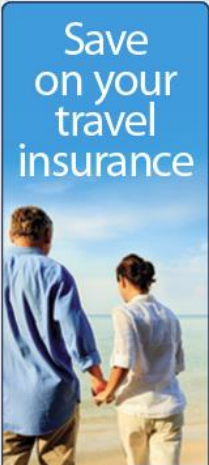
Rotarians had plenty of time on their hands....not 2 mention some #burger mince #meat. @rotary #creativity pic.twitter.com/yNsc1p4PC0





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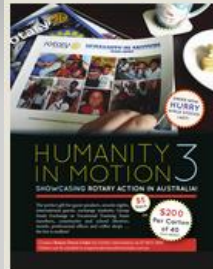
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- Sausage sizzles or the World Peace Scholars?
- The guest speaker trying to sell his self-published book or CD or Bill Gates and his commitment to helping Rotary eradicate polio?
- Corny and antiquated rituals and customs or our role in Child and Maternal Health, economic and community development, Peace & conflict resolution, Basic education & literacy, Clean water & sanitation or Disease prevention & treatment

Don't be stuck for
an answer!

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Rotary

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50

— 50th anniversary edition —

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571
APR. 2015
\$5 Print Equivalent
7934296/0005



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