

A simplified reference guide  
on how to access and use  
elements of the Rotary  
*Brand Center*



Rotary District 5170

# Public Image

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## GUIDE BOOK

## Getting Started

[Register for an Account.](#) *(Required to enter the Rotary Brand Center.)*

# My Rotary

## My Rotary Member Dashboard

Welcome to My Rotary, a place for members of Rotary to access tools and information to make your membership experience better.

If you are not a member of Rotary, please visit our home page at [Rotary.org](https://www.rotary.org).

SIGN IN TO MY ROTARY

REGISTER FOR AN ACCOUNT

### Create an Account

Already have a My Rotary Account? [SIGN IN](#) >

First name\*

Last name\*

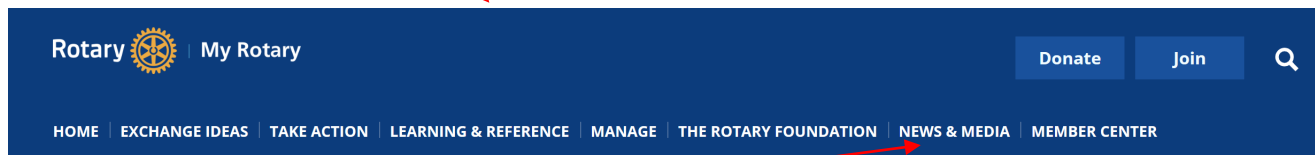
Email\*

Are you 18 years or older?\*

- ☐ Yes  
☐ No

By creating an account, you agree to the [Terms of Use](#) and acknowledge our [Privacy Policy](#).

Once your account is created, this menu with all options is available:



Selecting "News & Media" will present various options. Explore them all!




## Welcome to the Rotary Brand Center

What would you like to do today?

We are Rotary. We are People of Action.

No other organization is quite like Rotary. By using our voice consistently in all our messaging, we can ensure that our communications reflect our distinct character.





**Rotary**

0:00 / 2:07

### New to the Brand Center?

You'll find many resources to help you promote Rotary in your community and show the world that we're people of action. If you're new to the Brand Center, start here.

[GET STARTED](#)

## Explore Rotary's brand materials

### Our Brand

**Learn how to apply our brand messaging to promote Rotary**

Our brand is more than a logo — it's how people think about us. Learn how to use Rotary's brand in all your club communications to build awareness about Rotary.

[VIEW](#)

### Downloads

**Access images, videos, and promotional materials**

Find ready-to-use banners, posters, flyers, and other items to use in your communications.

[VIEW](#)

### Templates

**Find easy-to-use and customizable templates**

Use our tools to create Rotary club and district logos and customized materials.

[VIEW](#)

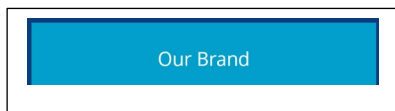
### People of Action

**Build awareness and understanding of Rotary and the difference we make**

Find materials and tools to help you promote your club members as people of action.

[VIEW](#)

Each section provides ideas that can enhance your Club's image.



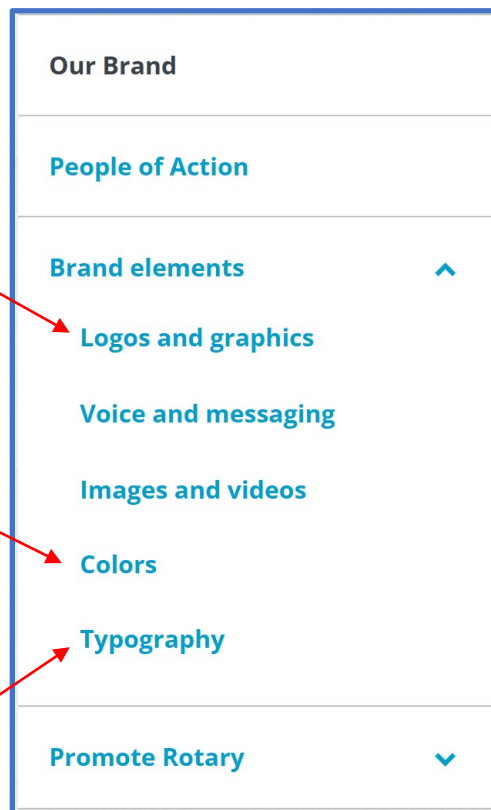
Select "Logos and graphics" to create customized logos for your club media.

You will find this section useful for maintaining the correct Rotary brand colors in these formulations:

- Pantone™ colors for print
- CMYK for 4-color process print
- Hexadecimal for web
- RGB for digital

Use of primary and secondary fonts maintain communications cohesiveness and distinction. *(These fonts are illustrated on page 5 of this document.)*

Be sure to maintain the "Mark of Excellence" as described here.



### Logos and graphics

Signature systems

Logo lockups

Masterbrand signature

Mark of excellence

End Polio Now logo

Areas of Focus icons

## Typography

### Primary Fonts

Use the primary fonts for headlines and navigation labels.

- Frutiger (Licensed)
- Open Sans (Free)
- Arial (Free)

#### FRUTIGER LT STD

47 Light Condensed  
57 Condensed  
67 Bold Condensed  
77 Black Condensed

#### FRUTIGER

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

#### OPEN SANS CONDENSED

Condensed Light  
*Condensed Light Italic*  
Condensed Bold

#### OPEN SANS

Light  
Regular  
*Italic*  
Bold

#### ARIAL NARROW

Regular  
*Italic*  
Bold  
*Bold Italic*

#### ARIAL

Regular  
*Italic*  
Bold  
*Bold Italic*

### Secondary Fonts

Use the secondary fonts for body text, secondary headlines, and captions.

- Sentinel (Licensed)
- Georgia (Free)

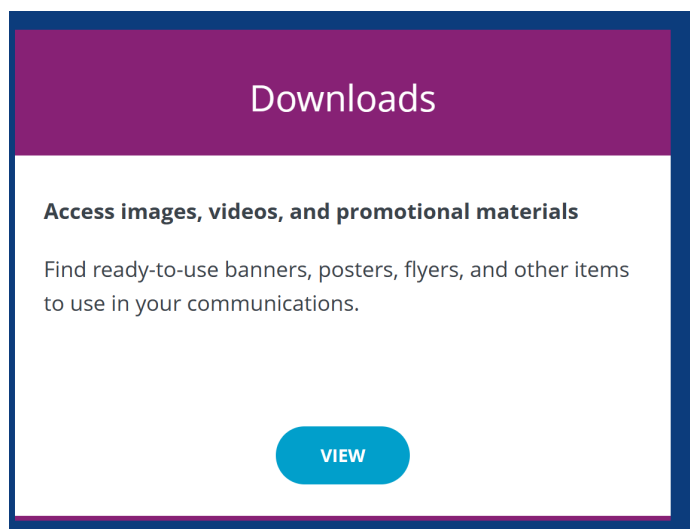
#### Sentinel

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

#### Georgia

Regular  
*Italic*  
Bold  
*Bold Italic*

## Downloads



Here you will find a wealth of materials that can promote your club:

- [Promotional material templates.](#)
- [The Rotary Foundation Logo](#)
- The [presidential theme](#) for the Rotary year
- [Templates to create club logos](#)

## Useful Templates

### [People of Action Print Ad Template](#)

This People of Action print ad template can be customized to promote the work your club does in its community. Select an action verb, then upload a photo or choose from those provided. Next, add your text and end with a call to action.



### [Club Brochure Template](#)

This trifold brochure can be customized to showcase your club's projects and personality while introducing people to Rotary. Edit the text, then upload photos or choose from those provided.



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## MEDIA ADVISORY

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**Rotary to host [INSERT event description: for example, *concert/wine tasting/auction/panel discussion*] to [INSERT *raise funds/awareness*] to [INSERT cause]**

**[INSERT city, state or province, country, date] – [\[INSERT brief description of the cause, local relevance, and how your event will help raise funds or awareness. For example:](#)**

*While the United States boasts a literacy rate of 99 percent, the city of Chicago lags far behind with just 53 percent of its residents able to read, according to the White House Office of Public Engagement [report](#). Rotary is hosting a free public panel discussion to raise awareness of literacy rates in Chicago and how to address this challenge.]*

**WHO:** [INSERT name of speakers/participants/performers]

**WHEN:** [INSERT date and time]

**WHERE:** [INSERT name of venue and location/address]

**CONTACT:** [INSERT name, phone, and email address]

[INSERT ticket sale information or attendance confirmation if applicable]

For more information, visit [INSERT website]

### About Rotary

[Rotary](#) brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Rotary connects 1.4 million members of more than 46,000 Rotary clubs in over 200 countries and geographical areas. Their work improves lives at both the local and international levels, from helping those in need in their own communities to working toward a polio-free world. For more information, visit [Rotary.org](#).

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## Your Logos at a Glance

DECEMBER 2020

A consistent voice and visual identity are essential components of a strong brand. By using the design elements in this guide you ensure that our brand is presented in a unified way, helping to build awareness and recognition of Rotary and Rotaract. You can find more information on the Brand Center at [rotary.org/brandcenter](http://rotary.org/brandcenter).

Your club, district, or zone logo is made up of the Masterbrand Signature (MBS) plus the club name, or the district or zone number. Multiple district or zone numbers can also be listed. This logo must be used instead of the MBS alone. No other words should appear above or below the MBS.

You can use either the MBS or the simplified version in your club, district, or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your logo on the Brand Center at [rotary.org/brandcenter](http://rotary.org/brandcenter).

Reverse Options



### CLUB, DISTRICT, OR ZONE LOGOS

Masterbrand Signature

Club Name  
above or  
**Rotary**  
Club Name, District,  
or Zone below

Examples

**Rotary**  
Club of Evanston

**Rotary**  
District 3310

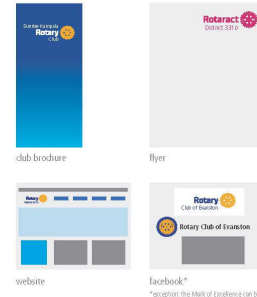
Masterbrand Signature Simplified

Club Name  
above or  
**Rotary**  
Club Name, District,  
or Zone below

Sunrise Kampala  
**Rotary**  
Club

**Rotary**  
Zone 8

Layout Examples



Rotaract Masterbrand Signature

Club Name  
above or  
**Rotaract**  
Club Name, District,  
or Zone below

Examples

**Rotaract**  
Club of University  
of Chicago

**Rotaract**  
District 3310

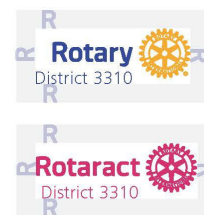
Rotaract Masterbrand Signature Simplified

Club Name  
above or  
**Rotaract**  
Club Name, District,  
or Zone below

Toronto  
**Rotaract**  
Club

**Rotaract**  
Zone 8

Clear Space



Clear space is the space surrounding the club, district, or zone logo that needs to remain empty. It is equal to the height of the capital "R" in "Rotary" or "Rotaract".

## Your Logos at a Glance

DECEMBER 2020

Lockups are used to show a relationship between your club, district, or zone and partners, sponsors, programs, or events. Only one logo can be featured in a lockup with your club, district, or zone logo.

The lockup should not be used as your club, district, or zone logo.

Find templates for creating your own lockup on the Brand Center at [rotary.org/brandcenter](http://rotary.org/brandcenter).

### RESOURCES

BRAND CENTER:  
[rotary.org/brandcenter](http://rotary.org/brandcenter)

LEARNING CENTER:  
[rotary.org/learn](http://rotary.org/learn)

LICENSED VENDORS:  
[my.rotary.org/licensed-vendors](http://my.rotary.org/licensed-vendors)

SUPPORT CENTER:  
[rotarysupportcenter@rotary.org](mailto:rotarysupportcenter@rotary.org)

### CHECKLIST

Make sure to use your club, district, or zone logo on the following:

- ☐ Your club website
- ☐ Your club social media sites
- ☐ Banners and event signage
- ☐ Signage, including those located outside of your club meeting place or on city welcome signs
- ☐ Flyers and brochures
- ☐ Apparel and goods (purchased or produced by a Rotary-licensed vendor)
- ☐ Name badges
- ☐ Trading banners/flags

### LOCKUPS

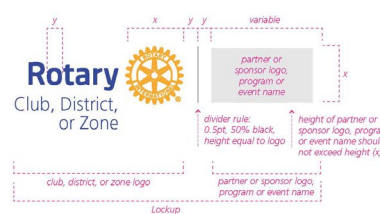
Logo Lockup Examples



Word Lockup Examples



Lockup Construction



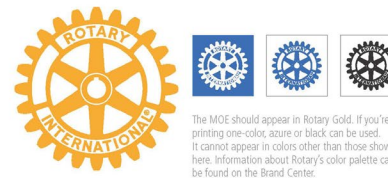
### NAMING PROJECTS OR EVENTS

When naming a project, event, or website URL, you must include the name of your club or district if you want to include the word Rotary or Rotarian(s). For example, instead of calling your event Rotary Bingo, call it Rotary Club of Evanston Bingo Night. You might also call it We Love Bingo!, leaving out any reference to Rotary. These guidelines are outlined in the Rotary Code of Policies. Please note that when using your club name, your club must be in full control of the event or project. The Rotary name cannot be licensed to a third party. For example, if a summer camp is opening in cooperation with your club, don't name it Rotary Camp.



### MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence (MOE) and should be considered the secondary logo. When you use the MOE, we encourage you to position your club, district, or zone logo nearby for clarity and recognition. There is no simplified version of the MOE — the words "Rotary International" must always appear in the wheel.



The MOE should appear in Rotary Gold. If you're printing one-color, azure or black can be used. It cannot appear in colors other than those shown here. Information about Rotary's color palette can be found on the Brand Center.