

# Public Image

# Importance of Public Image

## Branding matters in the non-profit world, too

- It's more than just a wheel
- Brand encompasses identity, vision, values, and our essence
- Our brand is how the public perceives Rotary and our clubs
- While each club is unique, we want people to understand who Rotary is worldwide

# Public Image and Rotary

## Rotary Voice

Ensure communications follow the voice guidelines:

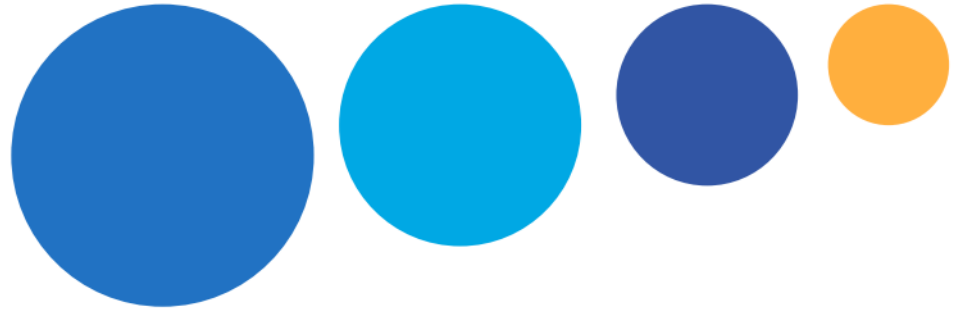
- Smart
- Compassionate
- Persevering
- Inspiring
- Use active language that balances heart and mind
- Make sure your message is clear and has a call to action

# Public Image and Rotary

## Rotary Color Palette

- Reserve gold for pops of color
- Secondary colors are not meant to be the predominant colors- they are accents
- Always make sure to balance use of white space
- The color formulas can be found in the Visual Guidelines and the Brand Center

Rotary Leadership Colors



Secondary



Pastels



Neutrals

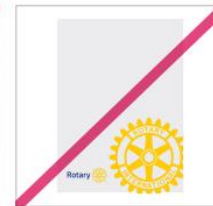
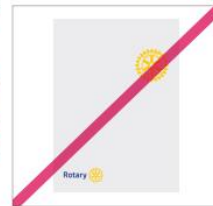


# Public Image and Rotary

## Rotary Logo

Masterbrand cannot:

- Be distorted
- Use a different font
- Use a color other than Black, White, Gold, or Blue
- Be cropped
- Add images over the logo



- Check your club logo! Is it compliant? Check all your online platforms!
- Create one in the Brand Center



# Exercise in Brand Awareness

# Whose Logo is this? What is their slogan?



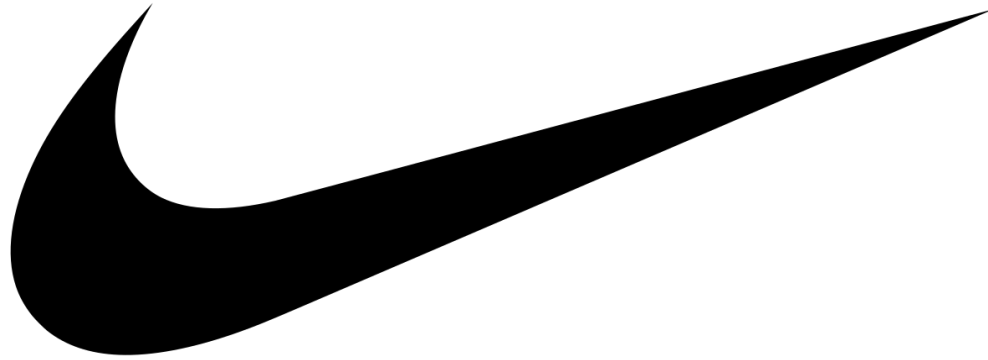
Whose Logo is this? What is their slogan?



**EXPECT MORE.  
PAY LESS.®**



# Whose Logo is this? What is their slogan?



Whose Logo is this? What is their slogan?



# Whose Logo is this? What is their slogan?



Whose Logo is this? What is their slogan?



**i'm lovin' it<sup>®</sup>**

What makes these globally recognizable?



# Whose Logo is this? What is their slogan?



Whose Logo is this? What is their slogan?



Service Above Self



# Public Image and Rotary

## People of Action

- Highlight the impact we make around the world to help communicate Rotary's story
- Tell Rotary's story in a consistent and compelling way
- Allow Rotary clubs to localize ads for relevance



# Public Image and Rotary

## People of Action Narrative

- Highlight Rotarians as People of Action
- Where others see problems, Rotarians see solutions, possibilities for their community
- Share vision with fellow members and community partners/experts to exchange ideas about potential, lasting solutions
- Mobilize others to take action to bring those ideas to life

# People of Action

- Basic, boring image. No ACTION



# People of Action

- Applying the template to images with lacking ACTION



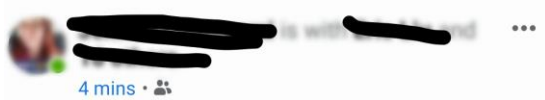
# People of Action

- Chose an IMPACTFUL image, showing the ACTION of the verb chosen



# People of Action

## ■ What do you see?



The fun at [redacted] PETS is still going strong in the [redacted] Grant Training!



1

Like Comment Send





# People of Action



# People of Action



# People of Action





# People of Action



# Add Events to the District Calendar

## How to add an event to the District Calendar

With the **Event Planner** feature, you can plan out and schedule events for your club. You can invite members and non-members to attend, arrange online payment, and much more. Events can be created by event chairs, club executives, and site administrators.

1. As you are creating an event in the Event Planner feature you can complete the following steps to add it to the district Calendar.

2. Along the top of the screen you will see several grey tabs. Click on the **Events** tab. After you have created a new event and added the detail you will be given several additional options.

You can click on various fields that determine where the event will be displayed.

- **Show Event in home page:** This field gives the event chair the option to display the event on the homepage. Please note however, the event widget **must** be on the homepage for this option to display the event. Selecting **No** will hide the event from the home page.
- **Show Event in Calendar:** This field gives you the option to display the event on the mini calendar on the homepage and the homepage calendar menu option. The mini calendar widget must be on the homepage for this option to display the event. Selecting **No** will hide the event from the mini calendar and from the homepage calendar menu option.
- **Display Social Media Share Bar:** This gives you the option to add a **share bar** wherever the event is displayed. With this toolbar, members can share details of the event through social media sites such as Facebook and Twitter.
- **Show Event in Bulletin:** Click **Yes** to display the event on your club's weekly bulletin, provided you have included the events widget in the bulletin. Select **No** to hide the event from the Bulletin.
- **Show Event in District Calendar:** Click **Yes** to display the event on the district calendar. Select **No** to hide the event.

Form fields for event visibility:

- Show Event in home page? ☒ Yes ☐ No
- Show Event in Calendar? ☒ Yes ☐ No
- Show In Events List? ☒ Yes ☐ No
- Show Event in Bulletin? ☒ Yes ☐ No
- Display Social Media Share Bar? ☒ Yes ☐ No
- Show Event in District Calendar? ☒ Yes ☐ No
- Show Map? ☒ Yes ☐ No

15. Finally, click **Save** at the bottom of the screen. Or, if you wish to discard the event details, click **Cancel**.

Buttons: **Cancel** **Save**

# Public Image and Rotary

## Resources

- People of Action toolkit
- Brand Center
  - Voice and Visual Identity Guideline
  - Logo and People of Action template
  - Images and videos
  - Brochure templates
  - People of Action Campaign Guide
  - Messaging Guide
  - Quick Start Guide for Social Media
  - Quick Start Guide for Websites
- Facebook Groups/Pages
  - CDS – The Americas (RI club and district support)
  - Rotary Club Members: Public Image, Graphics & Ideas Hub
  - Rotary District 5950 Club Presidents: Past, Present & Future

