

HOW TO USE THE RI VISUAL AND IDENTITY GUIDELINES

Here is your rule of thumb: Anything that you can generate using the “logo tool” on Rotary Brand Center without any intervention by a graphic artist is good to go. This includes the Master Brand, Master Brand with Club, and Mark of Excellence. Please keep in mind that the “simplified format” is only for the Master Brand and for the Master Brand with Club Identity. The simplified versions of the logo is for digital use in small spaces and best used on light backgrounds. There is no simplified version of the Mark of Excellence. For specifics about when and how to use each, please see “Tell Rotary’s Story: Voice and Visual Identity Guidelines” pages 13-22. Now, here a few examples to consider.

1. **MASTER BRAND:**

Standard Format:



Simplified Format:



2. **MASTER BRAND WITH CLUB EXAMPLES (not shown is the “simplified” wheel):**

Standard Format:



Simplified Format:



Here are a few examples of clubs who have used the new branding across all platforms (e.g., website and social media such as Facebook) in a way to create a consistent look. See each club’s website and Facebook page as a good example to consider:

1. Boulder Rotary
2. Broomfield Crossing
3. Centennial Rotary
4. Rotary eClub One

5. Golden Rotary
6. Highlands Ranch
7. Highlands Ranch – Satellite
8. Lakewood Foothills
9. Littleton Rotary
10. Longmont Twin Peaks
11. Mead
12. Mountain Foothills Rotary

3. **MARK OF EXCELLENCE:** *There is no simplified version.*

