The Rotary name

The Rotary name ⌄

The word "Rotary" is more than just our name. It also represents our brand, which includes our identity, vision, essence, and values. It signifies our unique culture and approach to creating lasting, positive change and making a difference in our own communities, around the world, and in ourselves.

The "Rotary" name, along with our logo, reflects our long history and trusted reputation. It serves as a beacon to members as well as to the public. And our brand doesn't just include Rotary — it also includes Rotaract, Interact, and more.

That's why we, like other strong brands, protect our name, logo, and trademarks and ensure that they're being used correctly. All Rotary members, participants, and supporters should work to protect and strengthen the "Rotary" name and overall brand — and the best way to do that is by using the Rotary trademarks correctly and consistently.

Rotary's trademarks include:

- Rotary
- Rotary Club
- Rotarian
- Rotaract
- Rotaract Club
- Interact
- Interact Club
- End Polio Now
- People of Action

You can find a full listing of the Rotary Marks in the **Rotary Code of Policies**, section 34.005.

People's perception of Rotary comes from their experiences with our clubs and programs, as well as from the stories we tell and the images we share. Keeping these communications consistent and compelling strengthens our brand and helps us engage and attract more members, participants, donors, and partners.

If you're planning to name any club event or project, it's important to know and follow the policies and guidelines in place to protect the "Rotary" name and trademarks. These guidelines apply to naming Rotary, Rotaract, and Interact club events and projects and using other Rotary International trademarks.

Here's some specific guidance on how to use Rotary trademarks in ways that protect our brand.

Using the Rotary name

If clubs or districts use just "Rotary," "Rotaract," or "Interact," that can imply that the event or project is an event or project of Rotary International. Clubs can use the "Rotary Club," "Rotaract Club," or "Interact Club" trademark in the name of their event or project if it includes their specific club identification and if the club is in full control of the event or project. Districts and zones can use "Rotary" with their district or zone number.

Here's an example:

- **Instead of:** Rotary Picnic at the Beach
- **Name it:** Rotary Club of Evanston Picnic at the Beach

Sometimes, individual members organize themselves around activities and want to use the "Rotary" name to identify themselves. Unlike Rotary Action Groups and Rotary Fellowships, which are approved by the RI Board of Directors, individual members cannot use "Rotary" to identify themselves.

Connecting with other members is one of the hallmarks of Rotary, but individual members can't use "Rotary" or other Rotary trademarks in a group name or by themselves. Without the board approval that action groups and fellowships have, only clubs or districts can form a group and use the "Rotary" name with their club or district identifier.

Here's an example:

- **Instead of:** Rotarians Worldwide for the Arts
- **Name it:** We Love the Arts!

Another thing to remember is that a club or district can't license the "Rotary" name to a third party or other entity and can't grant anyone else permission to use it.

A club can use only its own name in the title of an organization or entity — not the "Rotary" name alone — and then only for something it has full control over. By full control, we mean sole ownership and operational power over the organization or entity. You can find more details in the **Rotary Code of Policies**, section 34.040.7.

- **Instead of:** Rotary Hospital or Rotary Club of Evanston Hospital
- **Name it:** A title that doesn't contain "Rotary" or "Rotary Club." The name "Rotary Club of Evanston Hospital" wouldn't adhere to our brand guidelines because the club doesn't have full control of the hospital. Instead, when you dedicate a place or object in the community to honor your club, use signs that state the name of the club (with the correct club logo!) and the relationship the club has with the owner, city, or local organization.

Our Brand   Downloads   Templates   People of Action   Getting Started   Help & FAQ

Contact Us

INTERNATIONAL LOGO

Rotary

CLUB LOGO EXAMPLE

Rotary
Club of Madison South

MARK OF EXCELLENCE

END POLIO NOW LOGO

END POLIO NOW

ROTARY'S AREAS OF FOCUS

- ENVIRONMENT
- PEACEBUILDING AND CONFLICT PREVENTION
- DISEASE PREVENTION AND TREATMENT
- COMMUNITY ECONOMIC DEVELOPMENT
- WATER, SANITATION, AND HYGIENE
- BASIC EDUCATION AND LITERACY
- MATERNAL AND CHILD HEALTH
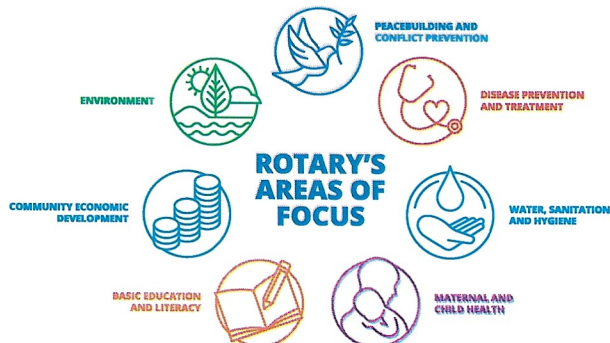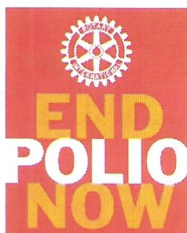
PRIMARY COLORS

Rotary Royal Blue
PMS 286C
C100 M84 Y12 K3
Hex #17458f
R23 G69 B143

Azure
PMS 2175C
C100 M56 Y0 K0
Hex #0067c8
R0 G105 B200

Rotary Gold
PMS 130C
C0 M41 Y100 K0
Hex #f7a81b
R247 G168 B27

Sky Blue
PMS 2202C
C96 M11 Y2 K0
Hex #00a2e0
R0 G162 B224

OTHER COLORS

Color breakdowns can be found on www.rotary.org/brandcenter

Cranberry, Cardinal, Slate, Powder Blue, Turquoise, Violet, Lavender, Mist, Orange, Grass, Moss, Sand, Storm, Ash, Platinum, Silver, Charcoal, Pewter, Smoke, Silver

PRIMARY FONTS

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

Sentinel
Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
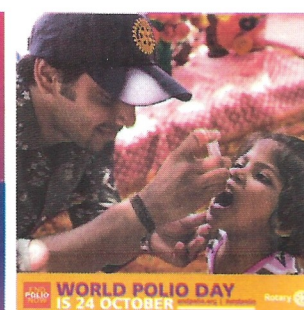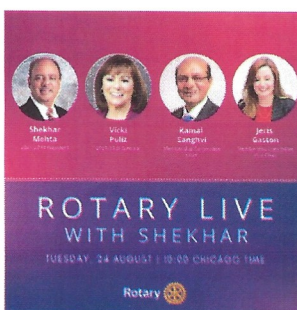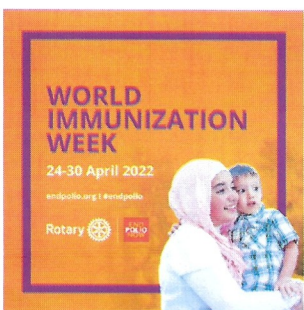Black Italic
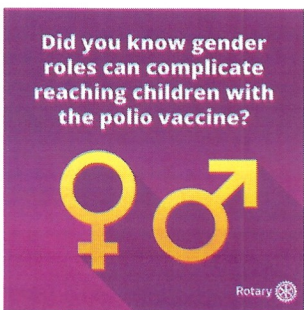
Georgia
Regular
Italic
Bold
Bold Italic

PHOTOGRAPHY STYLE

Photos should focus on relationships, community impact, action and engagement.

PROVIDING CLEAN WATER

GROWING LOCAL ECONOMIES
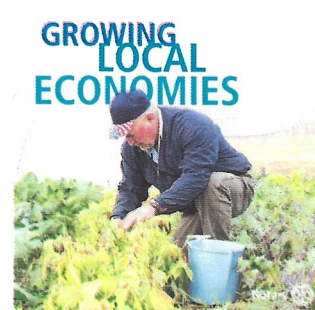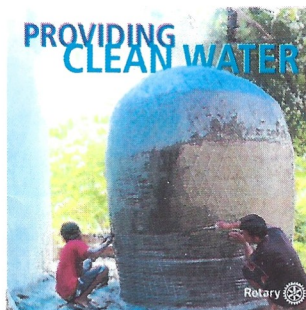
EXAMPLE SOCIAL MEDIA GRAPHICS

Flyer Data Source: www.Rotary.org/brandcenter April 2022

ROTARY PEACE FELLOWSHIP
FULL FUNDING
for a master's degree or certificate in disciplines related to peace and development
Rotary
APPLY NOW

Did you know gender roles can complicate reaching children with the polio vaccine?

WORLD IMMUNIZATION WEEK
24-30 April 2022
endpolio.org | #endpolio

Shekhar Mehta, Vicki Puliz, Kamal Sanghvi, Jetta Gassem
ROTARY LIVE WITH SHEKHAR
TUESDAY, 24 AUGUST | 19:00 CHICAGO TIME

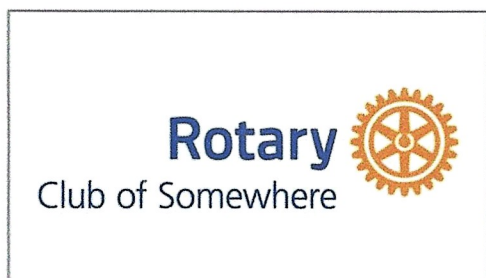WORLD POLIO DAY IS 24 OCTOBER

# Do's and don'ts

Do's and don'ts ⌄

Avoiding common errors

Every member plays a role in strengthening the Rotary brand. You and your club help build Rotary's brand recognition by using our logos correctly and consistently.

Review these examples of how to use Rotary's brand guidelines in order to avoid common errors.
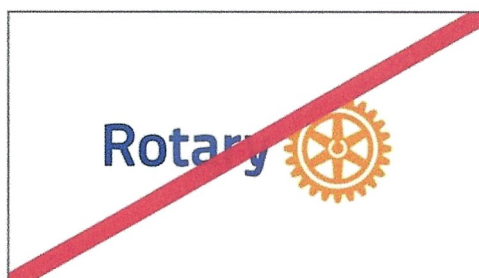
Correct: When creating your official logo, use your club, district, or zone logo instead of the Rotary, Rotaract, or Interact Masterbrand Signature alone.

Incorrect: Don't use the Rotary, Rotaract, or Interact Masterbrand Signature without your club, district, or zone name.
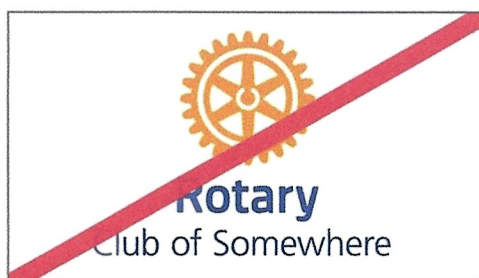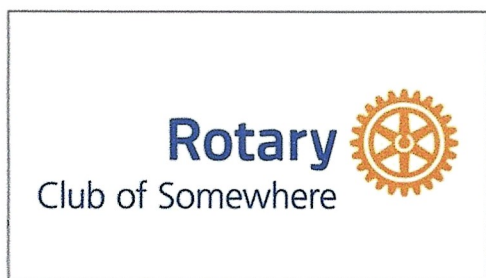
Correct: Use the template to create your club and district logos so that everything is in the proper place.

Incorrect: Don't move around or manipulate the components of the Rotary, Rotaract, or Interact logo.
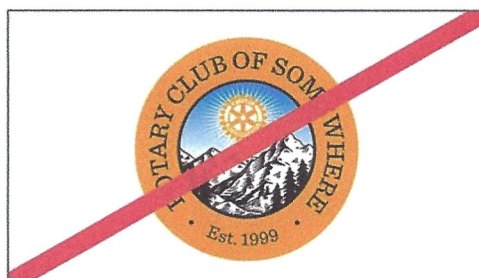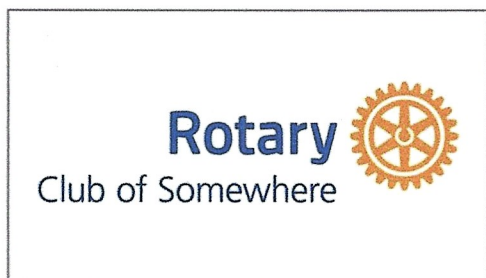

Correct: Use your official club logo, which includes your club name along with the Masterbrand Signature, as the main identifier in all your promotional materials.

Incorrect: Don't alter the Mark of Excellence to make it represent another object, don't change the color and font of your club name, and don't add any other images to the correct club logo.
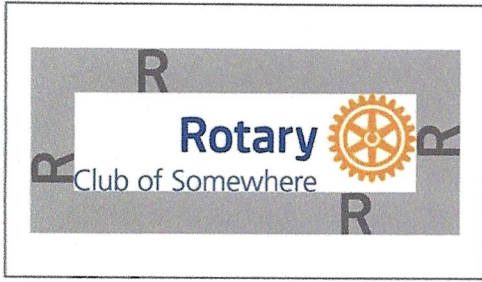
Correct: Ensure that the logo is shown in its entirety, with enough space around it (the height of the capital "R" in the Rotary or Rotaract wordmark or the capital "I" in the Interact wordmark).

Incorrect: Don't use only part of the logo, obscure any part of it, or use elements of it in another logo.
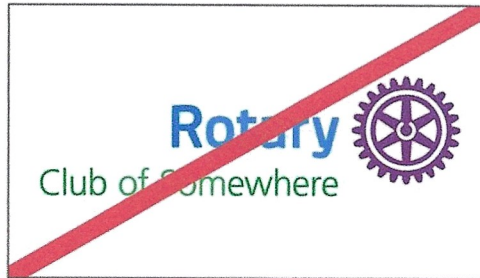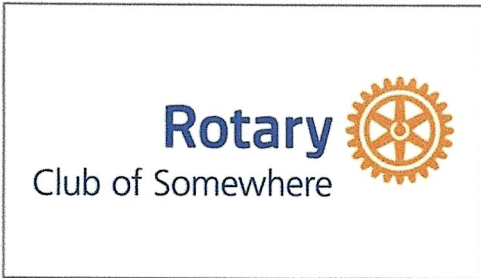

Correct: Use only the brand colors specified for the Mark of Excellence, the Masterbrand Signature, and your club name. By using the **Brand Center templates** to create your logo, you'll automatically have the right colors.

Incorrect: Don't use colors in your logo that aren't part of the template. The other brand colors in our palette are for different elements of your promotional materials.
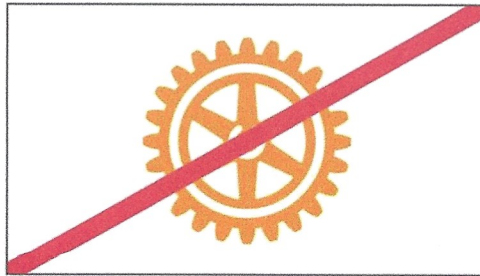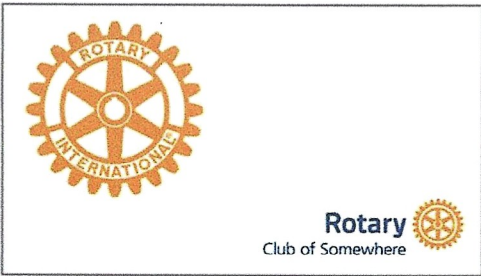

Correct: Use the Mark of Excellence near your club or district logo for clarity and recognition.

Incorrect: Don't use the Mark of Excellence alone or as your club's official logo. Use only the Mark of Excellence available in the Brand Center. Remember that there's no simplified version of it.
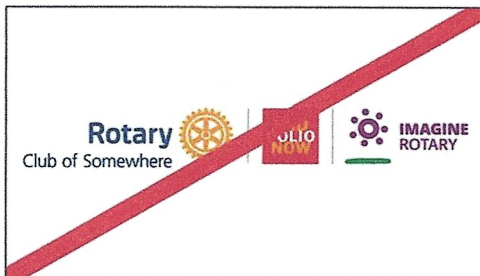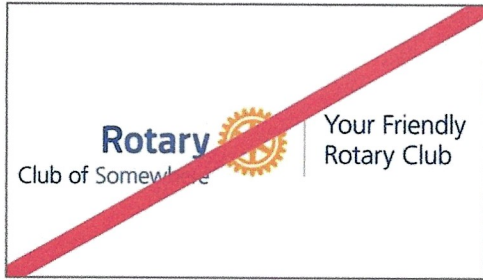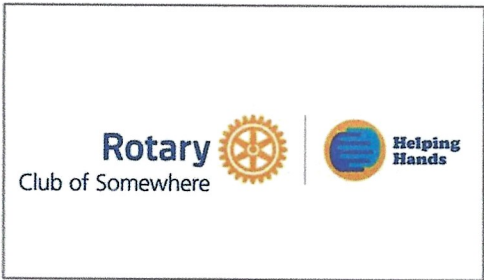

Correct: Use the logo lockup templates to reflect your club or district's relationship with one partner, sponsor, event, or program. If you have several partners or co-sponsors, list them elsewhere in your materials, away from the logo lockup.

Incorrect: Don't add more vertical lines in the lockup template to include more partners, programs, events, or sponsors.
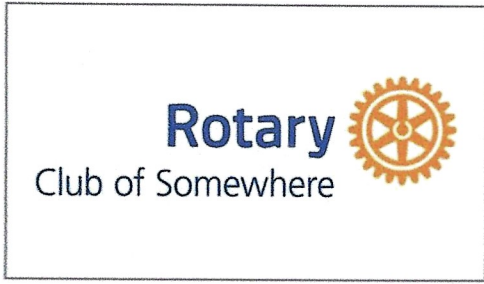
Correct: Add only the name of your club, district, zone, or official Rotary entity to the Masterbrand Signature.

Incorrect: Don't add extra descriptive text, club mottos, event themes, or other wording to your logo. If you want to include this information in your design, add it away from your logo.


Correct: Use the lockup template to add the names or logos of partners, sponsors, events, or programs.

Incorrect: Don't add descriptive text or other logos that aren't related to the partner, sponsor, event, or program. If you want to include this information in your design, add it away from your logo.
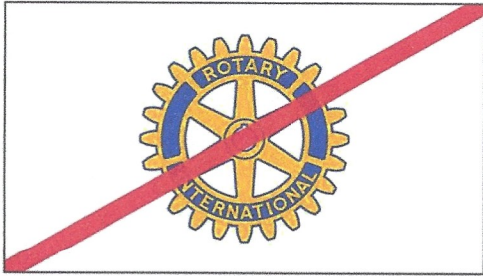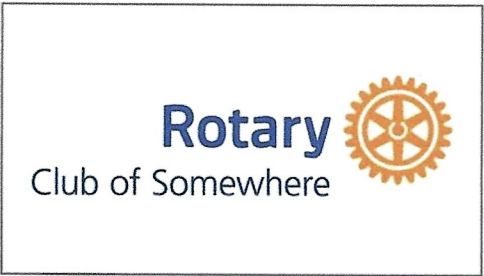

Correct: Use Rotary's current branding and logos.

Incorrect: Don't use previous versions of the Rotary logo. The only exception is when it appears in historic photos that illustrate stories referencing specific events before July 2013.
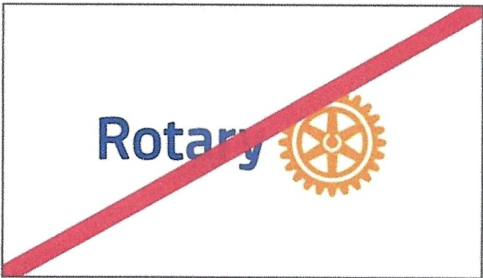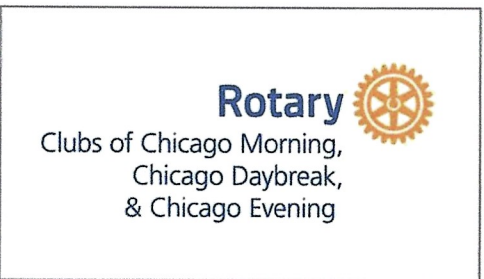

Correct: Use more than one name in a logo to represent a collaboration of many clubs, districts, or zones for an event or project. You can use a **geographic identifier** if all clubs or districts from an area are involved.

Incorrect: Don't use the Rotary, Rotaract, or Interact Masterbrand Signature on its own, which implies that the project or event is being organized or led by Rotary International.
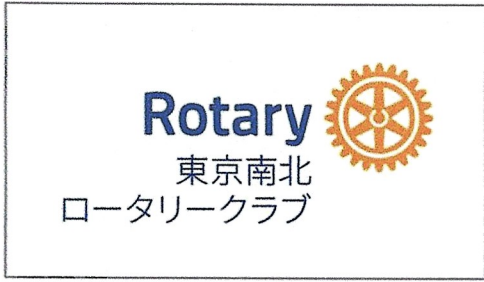
Correct: When you're creating your logo, you can add your club name in your own language. The logo template will accommodate this.

Incorrect: Don't change the word "Rotary" into another language.
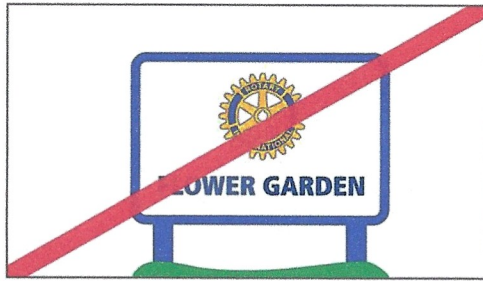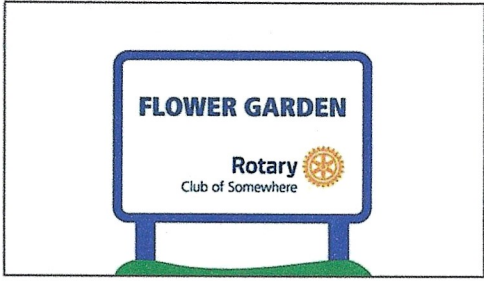
Correct: Include your club, district, or zone logo that uses Rotary's current brand elements on a sign or other material nearby if you dedicate a place or object in your community. Remember to **apply for licensing approval** before you begin.

Incorrect: Don't use the retired Rotary logo (the wheel) or current brand elements without identifying your club, district, or zone.

RESOURCES AND REFERENCE

Download **Your Logos at a Glance**

Take the Learning Center course **Our Logo: Representing Rotary** to find out more about using club logos.