Rotary District 5340 Public Image Guidebook

2025-2026

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. In addition to offering people a great experience, keeping our communications consistent and compelling strengthens our brand and reinforces that we're people of action. A strong brand helps us engage and attract more members, participants, donors, and partners.

Thank you so much for your willingness to represent Rotary through public image, marketing, and PR. Together, we can ensure that our district's voice is strong, unified, and inspiring.

This guide is here to help you share your Rotary Clubs' story with confidence and clarity. Inside, you'll find tools, tips, and templates to support your efforts — from crafting messages and designing materials to engaging with media and leveraging social platforms. Whether you're promoting a club project, highlighting member achievements, or telling the story of service in action, this resource will help you stay on brand and make a lasting impact.

Smiles,
Autumn Rhoads (2025-2026 District 5340 Public Image, Marketing PR Chair)

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Brand Center: https://brandcenter.rotary.org/en-us

Rotary Brand Center
The Rotary Brand Center is Rotary International's official hub for all things related to branding, design, and communication. This free toolkit that ensures every Rotary club around the world looks and feels connected to the same professional brand.

Why Use the Brand Center?
 Professionalism: Ready-made templates keep your club's materials polished.
 Consistency: Ensures all clubs use the same brand identity, strengthening recognition.
 Time-Saving: No need to design from scratch — just customize templates with your club's name and details.
 Credibility: A consistent brand builds trust with partners, donors, and the public.

What You'll Find Inside:
- Logos & Visual Identity (link)
  - Official Rotary wheel and Masterbrand Signature (in multiple formats).
  - Guidelines on correct usage (size, spacing, color).
  - Club logo generator: create your own club or district logo in just a few clicks.
- Templates & Materials
  - Social media graphics
  - Event flyers and posters
  - Brochures, newsletters, and PowerPoint presentations
  - Press release templates
- Brand Guidelines
  - Rules for using Rotary colors, fonts, and logos.
  - Examples of correct vs. incorrect logo use.
  - Messaging tips (tone of voice, "People of Action" campaign).
- Photos & Videos
  - A library of high-quality, Rotary-approved images and videos.
  - Great for use on websites, social media, and print materials.

<u>Brand Center Walkthrough Guide</u>

Logging In
- ☐ Go to brandcenter.rotary.org.
- ☐ Click Sign In (top right).
- ☐ Use your My Rotary account login (the same one you use for rotary.org). If you don't have an account yet, click Register and follow the prompts to create one.
- ☐ Once logged in, you'll have full access to logos, templates, photos, and videos.

Downloading Your Club or District Logo
- ☐ From the homepage, select Logos.
- ☐ Choose Club Logo Template or District Logo Template.
- ☐ Enter your club name or district number (e.g., Rotary District 5340).
- ☐ Select the format you need:

    PNG → best for social media and websites (transparent background).

    JPG → best for everyday use (light background).

    EPS → best for professional printing.

- ☐ Download and post!

Using Templates
- ☐ Go to Templates.
- ☐ Pick a flyer, poster, or social media design.
- ☐ Customize text/images with your event details.
- ☐ Download as PDF/PNG and share!

Rotary Glossary:
https://mauirotary.org/sitepage/rotary-abbreviations-glossary/rotary-glossary

Content

Messaging Guide

https://rotaryzone2627.app.box.com/s/7n3mh3l25moeh19m7j8bs7ddes63qowy

 This resource provides detailed direction on how to tell Rotary's story with clarity and impact. It covers key messages, tone of voice, and examples aligned with Rotary International. Use it as your go-to reference for crafting social media posts, press releases, speeches, and event promotions that sound unified, authentic, and inspiring.

People of Action

People of Action Style Guide:
https://rotaryzone2627.app.box.com/s/qna8b3aktlnje0rggcw9dflxdsx58ntu

People of Action FAQ:
https://rotaryzone2627.app.box.com/s/x5gnxp2nz8f5y8e2khny6qcjoikaeyqc

Choose images that show Rotary participants taking action by:

- Featuring real-life, everyday moments
- Displaying a sense of motion

- Featuring just a few people that viewers can see well
- Using warm lighting and natural colors
- Representing the diversity of your club and community

Pictures to avoid:

Posed or looking directly at the camera

Poor lighting

Large group pictures

Large group pictures

Lack of a focal point

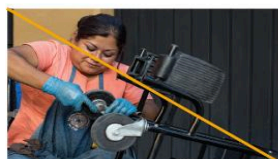Back of heads in photos

Handshaking photos

Handshaking photos

Single person

Single person

Flat perspective

Awkward angle

Safety & Etiquette

Password Security → Use a club email + share login with 2+ admins

Photo Permissions → Always ask before posting, especially for children

Crisis Management → If negative comments arise:

Stay calm, reply politely, redirect offline if needed

Delete only if comments are hateful or spam

Do's & Don't
Do: Keep tone positive, inclusive, professional
Don't: Post personal opinions, political endorsements, or unverified claims

Brand Elements

A consistent voice and unified visual identity are essential components of a strong brand. Be sure to use Rotary's communication and design elements to build awareness and recognition of Rotary and to tell the story of people of action.

Logos and graphics:
https://brandcenter.rotary.org/en-us/our-brand/brand-elements/logos-and-graphics

Logo Generator:
https://brandcenter.rotary.org/en-us/rotary-template?id=8afeddcb-9f27-4632-a4c4-640761ad7f05

Club Resources

Use these Rotary banners, posters, flyers and other items to create your own public relations message.

Rotary Logos

Here is the Masterbrand Signature, Mark of Excellence, End Polio Now logo, and more to use in your communications.

> Logos Toolkit (Guidelines, logos, areas of focus, etc.):
> https://brandcenter.rotary.org/en-us/our-brand/brand-elements/logos-and-graphics

Colors

Rotary's brand colors should be used to create a consistent look across all Rotary communications. Colors have been carefully chosen to complement one another in most situations and should be used in their pure forms, never altered nor screened.

Rotary Royal Blue
Hex #17458f

Rotary Gold
Hex #f7a81b

Azure
Hex #0067c8

Sky Blue
Hex #00a2e0
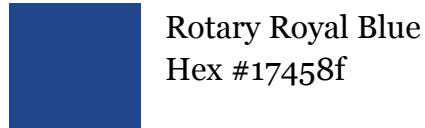
When you use Rotary's typography, or fonts, you help keep our communications cohesive and distinctive. Build recognition for your club and Rotary by using these fonts. You can use the free options when the licensed options aren't available or are cost-prohibitive.

Primary Font:
Use the primary fonts for headlines and navigation labels.

Frutiger (Licensed)
Open Sans (Free)
Arial (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

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

Sentinel (Licensed)
Georgia (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

Social Media
*Social media is part of our everyday lives, both personally
and professionally. To stay connected with your members and
community, you need more than a club website; you need a
strong social media presence too.*

Social Media Glossary: https://blog.hubspot.com/marketing/social-media-terms

Instagram
Account Setup (Quick Checklist)
- ☐ Use a club email to register (not someone's personal email).
- ☐ Choose a professional username/handle (e.x: @sdsurotaract).
- ☐ Upload profile picture
- ☐ Write a short, clear bio
- ☐ Add a link in bio
- ☐ Post!

How to create an account: https://youtu.be/EzavQF55hR0?si=XxASENCjLN2B56zQ

Username/Handle:
Your Instagram handle serves as your club's digital identity. It should be
professional, recognizable, and easy to remember, ensuring that members of the
community and prospective partners can quickly find and engage with your club
online. Avoid complicated spellings, random numbers, or punctuation. A clean,
straightforward handle is easier to recall and search for. Be consistent across
platforms- use the same or very similar handle across Instagram, Twitter/X,
TikTok, LinkedIn, and Facebook to make it easier for people to find you
everywhere.

Profile Picture:
Choose a clean, high-quality image that represents your club's brand. Ideally, this
should be an official rotary logo or emblem.

Bio:
Your Instagram bio is your first impression. Use this space to clearly communicate your
club's mission, values, and activities (or meeting details). Keep it concise but impactful.
You can also include a call-to-action (e.g., "See you on Tuesdays!")

Link in Bio:
Instagram only allows one clickable link in the bio, so use it wisely. This could be your club's website, a signup form, or a Linktree-style landing page that connects followers to multiple resources (events, donations, newsletter, etc.).

Posting Types:
 Feed Posts: High-quality images or graphics that highlight events, achievements, initiatives, etc.

 Stories: Timely, casual updates that disappear after 24 hours. Great for behind-the-scenes moments, reminders, or quick announcements.

 Reels: Short, engaging videos that showcase your club's culture, fun moments, or impactful work. These help reach a wider audience through Instagram's algorithm.

 Highlights: Save important stories (events, FAQs, member spotlights) in curated categories that live permanently on your profile.

Business Profile
*make sure your club's account is listed as a business account
This unlocks access to valuable tools like Insights (analytics on who's viewing and engaging with your posts), advertising options (to promote events or fundraisers), and contact buttons (so members and partners can easily reach you). A business account also gives your club a more professional look and helps you track growth over time.
 Go to your profile → tap the menu (☰) → Settings & privacy.
 Tap Account type and tools → Switch to professional account.
 Choose Business, then pick a Category (e.g., Nonprofit Organization).

Schedule Posts:
You can schedule Instagram posts directly in the app by creating a new post, then tapping "Advanced settings" or "More options" before sharing, and toggling on "Schedule this post" to select a future date and time. This feature requires a professional account. You can schedule Instagram posts to save time, maintain a consistent presence, and strategically post at peak engagement times.
https://youtu.be/eVEXQ9SggoA?si=Wq8iOtcql15-CZvq

Engagement
Hashtags:
Use a mix of popular, niche, and branded hashtags to expand reach. For example:

Popular: #SanDiego #BeachCleanup

Niche: #EcoClub #Rotaract

Branded: #[YourClubName] #[EventName]

Tagging:
Always tag partners, collaborators, and locations to increase visibility and foster relationships.

Interaction:
Engage with your followers by responding to comments, replying to DMs, and interacting with other accounts in your community. This builds loyalty and strengthens your club's presence.

Posting Frequency & Consistency:
Consistency is key. Create a posting schedule (e.g., 3 feed posts per week, daily stories during events) is ideal to stay active without overwhelming your audience

What to Post:
- Events: Photos/videos from meetings, fundraisers, service projects.
- Member Spotlights: Introduce members and share their stories.
- Impact Posts: Show the results of your work (e.g., "200 meals donated").
- Reels: Short, fun videos with trending audio to expand reach.
- Stories: Updates, polls, countdowns to events.

Facebook
Facebook remains one of the most widely used platforms, especially among community members, local leaders, and older demographics. It's a great tool for promoting events, sharing news, and building community relationships.

      Account Setup (Quick Checklist)

☐ Use your official club name (e.g., Rotary Club of La Jolla).

☐ Upload your logo or a group photo as the profile picture.

☐ Add a banner/cover photo (could be a group service project or club motto).

☐ Fill out the About section (mission, contact info, website).

How to create an account: https://youtu.be/EzavQF55hR0?si=XxASENCjLN2B56zQ

What to Post:
- Event Announcements & Invitations
- Club News & Achievements (Share awards, press mentions, or milestones)
- Community Service Highlights
- Member Spotlights

Engagement Strategy
- Encourage members to share posts on their personal timelines to expand reach.
- Tag local news and partner organizations

**Create dedicated Facebook Events for event awareness!

Connect Instagram & Facebook
The same company that owns Facebook also owns Instagram: Meta Platforms. This allows users to share content between the platforms and manage business tools in one place.

How to: https://youtu.be/VnXAs6Z4N5c?si=ccYKJrn80N-5N-HZ

      Benefits of connecting your accounts:
- Cross-posting content: You can share posts, stories, and reels to both your Facebook Page and Instagram account at the same time
- Unified messaging: Manage and reply to both Instagram Direct messages and Facebook comments from a single inbox
- Streamlined advertising: Run and manage ads on both Facebook and Instagram from your Facebook Page, which can help reach a larger audience. You can also use the same payment method across both platforms.

Linkedin

LinkedIn is the platform for professional credibility, networking, and partnerships. It's ideal for reaching business leaders, potential sponsors, and young professionals who want to grow their networks while serving the community. A LinkedIn Business Page, is a dedicated profile representing your company or organization on LinkedIn to members. It is a standalone profile that serves as a digital presence for the group where people can learn more about it. This includes the latest news, updates, events, etc.

Account Setup (Quick Checklist)
- ☐ Create a LinkedIn Page for your club (company page)
- ☐ Use your official club logo
- ☐ Write a clear description (mission, service areas, meeting times)
- ☐ Add a website link and contact information.

What to Post:
- Professional Updates (Partnerships, collaborations, or grants)
- Member Spotlights
- Service Projects (Advertisements and recaps)
- Thought Leadership (Share insights from guest speakers or other events)
- Reshare Relevant Content (Rotary International updates, local initiatives, other trends)

How to:
https://sproutsocial.com/insights/linkedin-business-page/?utm_source=chatgpt.com

Engagement Strategy
- Encourage members to list the club on their LinkedIn profiles
- Tag local partner organizations and speakers in posts to increase reach.
- Use professional hashtags: #RotaryInternational #Leadership #ServiceAboveSelf.
- Comment on posts from other clubs, nonprofits, and local businesses.

Social Media Glossary: https://blog.hubspot.com/marketing/social-media-terms

Content Creation & Branding

<u>Video Basics</u>
Video is one of the most powerful tools on social media. It captures attention quickly and communicates impact better than text or images alone.

Vertical vs. Horizontal

Vertical (9:16) → Best for Instagram Reels, TikTok, and Stories. Always film vertically if you plan to post on these platforms.

Horizontal (16:9) → Best for YouTube, Facebook cover videos, and event livestreams. Works well for presentations or longer storytelling.

Pro Tip: If you're unsure, film both orientations if possible. Vertical is usually safer for social media.

Editing Tools (Beginner-Friendly):
- CapCut (free, mobile + desktop, great for Reels/TikToks)
- InShot (mobile app, quick editing with text overlays and music)
- iMovie (Apple devices, simple professional edits)
- Adobe Premiere Rush (more advanced, cross-platform)
- Animoto - a free online video creator

Captions:
- Always add captions/subtitles, if possible (69% of users view video with sound off and 80% of users are more likely to watch an entire video when captions are available)
- Many editing apps auto-generate captions (CapCut, Instagram, YouTube).
- Keep text short, bold, and easy to read.

Graphic Design Tools
You don't need to be a designer to create professional visuals.

Canva:
- Free and beginner-friendly.
- Offers templates for Instagram posts, Facebook banners, flyers, and stories.

Rotary International provides official design resources at brandcenter.rotary.org

This includes logos, color palettes, fonts, and templates for brochures, social media graphics, and event promotions.

Templates
- [District 5810 Canva Brand Kit & Templates](#)

AI

AI is a digital helper that can help you write, design, organize, and share content, allowing for ease in communication. AI can save you time and stress by:
- Suggesting captions or hashtags.
- Identifying follower activity and trends
- Generating creative prompts and suggestions to overcome blocks.
- Drafting content calendars

ChatGPT
(Free & Paid)
Ideation/Brainstorming
Social Media Posts
Article/content writing
Summaries of documents
Graphics/images
Deep Research

Gemini
(Free & Paid)
Ideation/Brainstorming
Social Media Posts
Article/content writing
Summaries of documents
Graphics/images
NotebookLM
Cool Podcasts

Canva
(Free & Paid)
Presentations

Graphics (more control)
Social Media Posts
Company documents
This Presentation

Otter Al (Paid)
Transcription
Meeting Summaries
To Do Lists

https://youtu.be/ZKi0SqcYsZQ?si=EJO8JIj16XMNVBEN

This Rotary District 5030 webinar highlights artificial intelligence and how clubs can begin using tools like ChatGPT to enhance communication, research, and public image

Leveraging AI for Social Media Success – Content Planning & Creation for Rotarians (Hamish Jones)

In this webinar recording, you'll learn how AI tools like ChatGPT can help you develop a content plan, generate engaging posts, and maintain a consistent online presence.

General tips/AI prompts for writing with AI
Include:
- The more specific your request, the better.
- "Include ___ format, style, tone, etc."
- "Write for a specific audience"
- "Continue writing in my voice"

Learning Center

[Building Rotary's Public Image](#) (15 minutes)
Explore the importance of Rotary's public image and your role in not just raising awareness of Rotary but also helping people actually understand us.

[The Rotary Brand](#) (15 minutes)
This course will help you understand Rotary's brand; the benefits of a consistent, recognizable brand; and how you can strengthen Rotary by being a brand champion.

Public Relations & Media Outreach: Press Release
Strong relationships with local journalists, editors, and media outlets help amplify Rotary's story far beyond our own channels. When the media knows who we are, understands what we do, and trusts us as a reliable source of community impact, they're more likely to feature our work. Writing your own press releases allows your club to tell its story authentically, in your own voice, and highlight the work that matters most to your community. A ready-to-use press release — with facts, quotes, photos, and contact info — that you can send news outlets saves them time and increases the chance your story will be published.

Press Release Examples: https://www.rotary.org/en/news-features/press-releases

Format of Press Release
>*Should be between 300 and 500 words/1-2 pages, double spaced, times new Roman or Calibri font*

1. Headline
   > Most important element
   > In general:
   > - Short and catchy
   > - Direct. It gets to the point
   > - Do not repeat the same phrase in headline + body
   >
   > Headline Tips:
   >   - Match the headline's tone to the story's
   >   - Attribute carefully
   >   - Think carefully about keywords, search engine optimization and social media optimization

- Capitalize only the first word and proper nouns
- Avoid abbreviations and alphabet soup
- Use single quote marks, never double quote marks

2. Sub- headline (Optional)
   - Highlight key details
   - Provide a brief overview or summary
   - It serves as a teaser
   - It can appear in search engines

3. Dateline
   Month, day, year.
   - The dates should always use Arabic numerals, without the st, nd, rd or th.
   - The names of months should always be capitalized and spelled out when being used alone, or with the year alone
   - Certain cities stand alone (ex: San Diego)
   - The names of months should always be capitalized and spelled out when being used alone, or with the year alone.
   - When a month is used with a specific date, use only Jan., Feb., Aug., Sept., Oct., Nov., and Dec

4. Release date
   "For Immediate Release",
   - Not all press releases contain a release date.
   - Left margin.

5. Lede
   Your first paragraph is the MOST important piece of information.
   - 5 Ws (What, Where, When, Who, Why) + How
   - Less than 40 words.
   - Specific, do not exaggerate, be credible
   - Use active voice

6. Body
   - Consider your publics/audience's knowledge. Avoid jargon.

- Inverted pyramid structure.
- Second or third paragraph: add quotes
- Finish with a call to action

7. Boilerplate
   - Separated from the body.
   - Bios, company history, or company information.
   - Can include URL/ Website

8. Contact information
   - Always include
   - Communication person contact information (name, phone, email).
   - It can be on the top left corner or at the end of the release

Example:

Contact " Name"
Telephone [Company Phone]
Cell [Cell Phone]
Email [Company E-mail]
Website [Website]

[MAIN TITLE OF PRESS RELEASE IN ALL CAPS]

[Optional Subtitle of Press Release]

[City], [ST], [Date]– [Lede]

> *[Quote.]*

[Additional paragraph(s)]

> *[Insert more quotes if necessary .]*

[Additional paragraph(s)]

Boilerplate

# # #

If you would like more information about this topic, please contact "" Name" at [Phone] or email at [E-mail].