

# ROTARY'S AREAS OF FOCUS

## VISUAL GUIDELINES

Rotary has identified areas of focus that reflect critical humanitarian issues and needs. By focusing our efforts on these causes, we're able to make a greater impact locally and globally.

# Areas of Focus

## Group Horizontal

Rotary has identified areas of focus that reflect critical humanitarian issues and needs. By focusing our efforts on these causes, we're able to make a greater impact locally and globally.

Each area listed below is represented by a specific icon and color. When grouped, the icons appear in the order shown.

- Peacebuilding and conflict prevention
- Disease prevention and treatment
- Water, sanitation, and hygiene
- Maternal and child health
- Basic education and literacy
- Community economic development
- Environment

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

### AREAS OF FOCUS – GROUP HORIZONTAL COLOR

Color icons and labels – for use on light backgrounds



Color icons with white labels – for use on dark backgrounds



Color icons, no labels – for use on light backgrounds



Color icons, no labels – for use on dark backgrounds



If the color icons won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

### AREAS OF FOCUS – GROUP HORIZONTAL BLACK AND WHITE

Black icons and labels – for use on light backgrounds



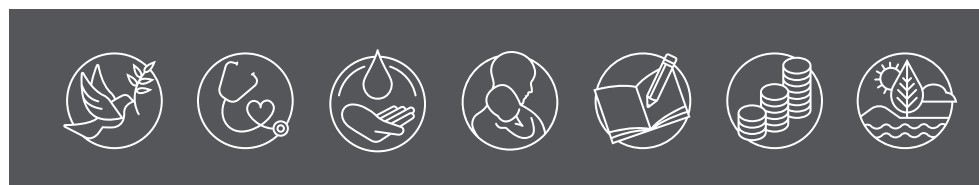
Black icons, no labels – for use on light backgrounds



White icons and labels – for use on dark backgrounds



White icons, no labels – for use on dark backgrounds



# Areas of Focus

## Group Vertical

This option allows you to use the areas of focus icons grouped vertically with the labels next to each icon or without labels.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

### AREAS OF FOCUS – GROUP VERTICAL COLOR

Color icons and labels – for use on light backgrounds



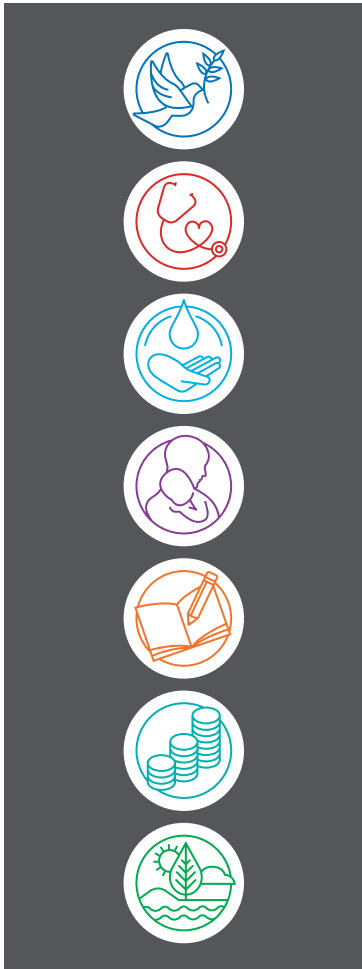
Color icons with white labels – for use on dark backgrounds



Color icons, no labels – for use on light backgrounds



Color icons, no labels – for use on dark backgrounds



# Areas of Focus Group Vertical

If the color icons won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

## AREAS OF FOCUS – GROUP VERTICAL BLACK AND WHITE

Black icons and labels – for use on light backgrounds



PEACEBUILDING AND  
CONFLICT PREVENTION



DISEASE PREVENTION  
AND TREATMENT



WATER, SANITATION,  
AND HYGIENE



MATERNAL AND  
CHILD HEALTH



BASIC EDUCATION  
AND LITERACY



COMMUNITY ECONOMIC  
DEVELOPMENT



ENVIRONMENT

Black icons, no labels – for use on light backgrounds



White icons and labels – for use on dark backgrounds



PEACEBUILDING AND  
CONFLICT PREVENTION



DISEASE PREVENTION  
AND TREATMENT



WATER, SANITATION,  
AND HYGIENE



MATERNAL AND  
CHILD HEALTH



BASIC EDUCATION  
AND LITERACY



COMMUNITY ECONOMIC  
DEVELOPMENT



ENVIRONMENT

White icons, no labels – for use on dark backgrounds



# Areas of Focus

## Group Circle

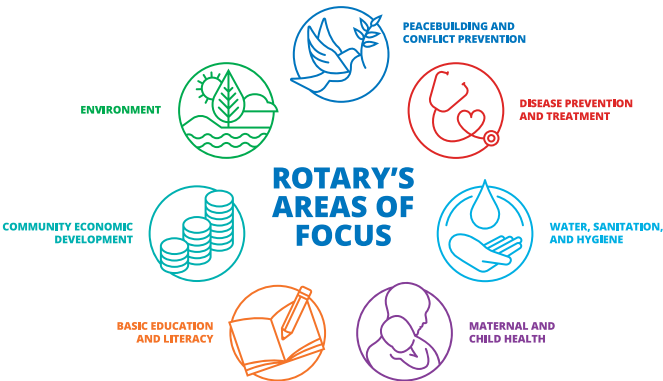
If the color icons are on light backgrounds, use Azure for the words "Rotary's Areas of Focus." On dark backgrounds, the words will be white to match the icon labels.

When grouped, the icons should appear in the order shown.

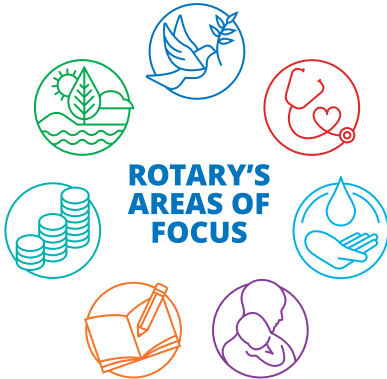
When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

### AREAS OF FOCUS – GROUP CIRCLE COLOR

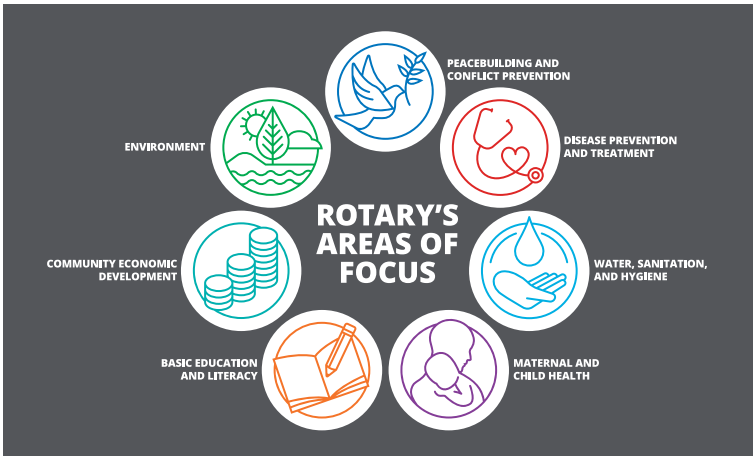
Color icons and labels – for use on light backgrounds



Color icons, no labels – for use on light backgrounds



Color icons with white labels – for use on dark backgrounds



Color icons, no labels – for use on dark backgrounds



# Areas of Focus

## Group Circle

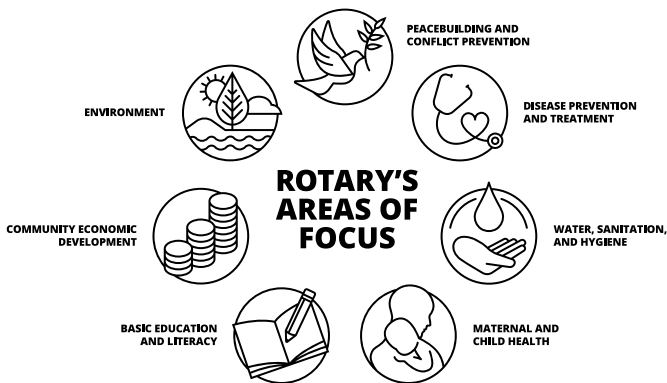
If the color icons won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When grouped, the icons should appear in the order shown.

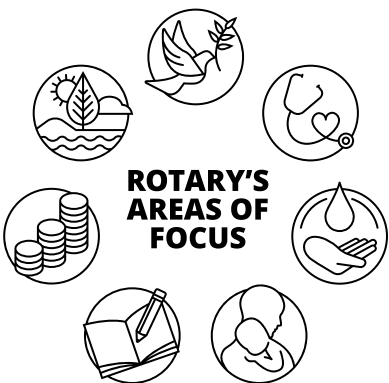
When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

### AREAS OF FOCUS – GROUP CIRCLE BLACK AND WHITE

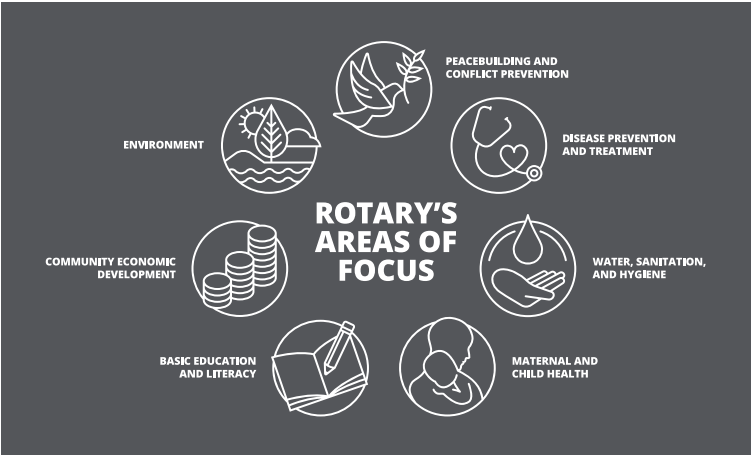
Black icons and labels – for use on light backgrounds



Black icons, no labels – for use on light backgrounds



White icons and labels – for use on dark backgrounds



White icons, no labels – for use on dark backgrounds



# Areas of Focus

## Peacebuilding and Conflict Prevention

### PEACEBUILDING AND CONFLICT PREVENTION

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Azure is the color assigned to the peacebuilding and conflict prevention area of focus. For more information about the color palette, see page 15.

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

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

### AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



**PEACEBUILDING AND  
CONFLICT PREVENTION**

Color icon with white label – for use on dark backgrounds



**PEACEBUILDING AND  
CONFLICT PREVENTION**

Black icon and label – for use on light backgrounds



**PEACEBUILDING AND  
CONFLICT PREVENTION**

White icon and label – for use on dark backgrounds



**PEACEBUILDING AND  
CONFLICT PREVENTION**

Color icon and label – for use on light backgrounds



**PEACEBUILDING AND  
CONFLICT PREVENTION**

Color icon with white label – for use on dark backgrounds



**PEACEBUILDING AND  
CONFLICT PREVENTION**

Black icon and label – for use on light backgrounds



**PEACEBUILDING AND  
CONFLICT PREVENTION**

White icon and label – for use on dark backgrounds



**PEACEBUILDING AND  
CONFLICT PREVENTION**

Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



# Areas of Focus

## Disease Prevention and Treatment

DISEASE PREVENTION AND TREATMENT

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Cardinal is the color assigned to the disease prevention and treatment area of focus. For more information about the color palette, see page 15.

Cardinal color formulas:  
PMS 485C  
C6 M98 Y100 K1  
Hex #e02927  
R224 G41 B39

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

### AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



White icon and label – for use on dark backgrounds



Color icon and label – for use on light backgrounds



Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



White icon and label – for use on dark backgrounds



Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



# Areas of Focus

## Water, Sanitation, and Hygiene

### WATER, SANITATION, AND HYGIENE

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Sky Blue is the color assigned to the water, sanitation, and hygiene area of focus. For more information about the color palette, see page 15.

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

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

### AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



WATER, SANITATION,  
AND HYGIENE

Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



WATER, SANITATION,  
AND HYGIENE

White icon and label – for use on dark backgrounds



Color icon and label – for use on light backgrounds



WATER, SANITATION,  
AND HYGIENE

Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



WATER, SANITATION,  
AND HYGIENE

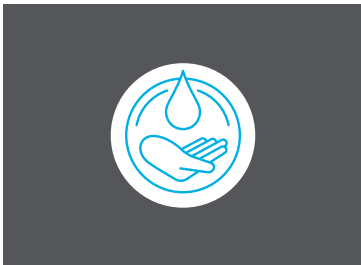
White icon and label – for use on dark backgrounds



Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



# Areas of Focus

## Maternal and Child Health

### MATERNAL AND CHILD HEALTH

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Violet is the color assigned to the maternal and child health area of focus. For more information about the color palette, see page 15.

Violet color formulas:  
PMS 2070C  
C53 M100 Y0 K0  
Hex #901f93  
R144 G31 B147

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

### AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



White icon and label – for use on dark backgrounds



Color icon and label – for use on light backgrounds



Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



White icon and label – for use on dark backgrounds



Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



# Areas of Focus

## Basic Education and Literacy

### BASIC EDUCATION AND LITERACY

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Orange is the color assigned to the basic education and literacy area of focus. For more information about the color palette, see page 15.

Orange color formulas:  
PMS 2018C  
C0 M66 Y100 K0  
Hex #ff7600  
R255 G118 B0

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

### AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



**BASIC EDUCATION  
AND LITERACY**

Color icon with white label – for use on dark backgrounds



**BASIC EDUCATION  
AND LITERACY**

Black icon and label – for use on light backgrounds



**BASIC EDUCATION  
AND LITERACY**

White icon and label – for use on dark backgrounds



**BASIC EDUCATION  
AND LITERACY**

Color icon and label – for use on light backgrounds



**BASIC EDUCATION  
AND LITERACY**

Color icon with white label – for use on dark backgrounds



**BASIC EDUCATION  
AND LITERACY**

Black icon and label – for use on light backgrounds



**BASIC EDUCATION  
AND LITERACY**

White icon and label – for use on dark backgrounds



**BASIC EDUCATION  
AND LITERACY**

Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



# Areas of Focus

## Community Economic Development

### COMMUNITY ECONOMIC DEVELOPMENT

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Turquoise is the color assigned to the community economic development area of focus. For more information about the color palette, see page 15.

Turquoise color formulas:  
PMS 7466C  
C96 M1 Y31 K0  
Hex #00adbb  
R0 G173 B187

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

#### AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



White icon and label – for use on dark backgrounds



Color icon and label – for use on light backgrounds



Color icon with white label – for use on dark backgrounds



Black icon and label – for use on light backgrounds



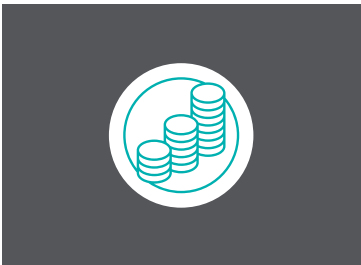
White icon and label – for use on dark backgrounds



Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



ENVIRONMENT

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Grass is the color assigned to the environment area of focus. For more information about the color palette, see page 15.

Grass color formulas:  
PMS 355C  
C99 M12 Y100 K2  
Hex #009739  
R0 G151 B57

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – for use on light backgrounds



ENVIRONMENT

Color icon with white label – for use on dark backgrounds



ENVIRONMENT

Black icon and label – for use on light backgrounds



ENVIRONMENT

White icon and label – for use on dark backgrounds



ENVIRONMENT

Color icon and label – for use on light backgrounds



ENVIRONMENT

Color icon with white label – for use on dark backgrounds



ENVIRONMENT

Black icon and label – for use on light backgrounds



ENVIRONMENT

White icon and label – for use on dark backgrounds



ENVIRONMENT

Color icon, no label – for use on light backgrounds



Color icon, no label – for use on dark backgrounds



Black icon, no label – for use on light backgrounds



White icon, no label – for use on dark backgrounds



# Areas of Focus Color Palette

Use this palette for the color icons.  
Each icon has its own assigned color.

## Color assignments:

- Azure: Peacebuilding and conflict prevention
- Cardinal: Disease prevention and treatment
- Sky Blue: Water, sanitation, and hygiene
- Violet: Maternal and child health
- Orange: Basic education and literacy
- Turquoise: Community economic development
- Grass: Environment

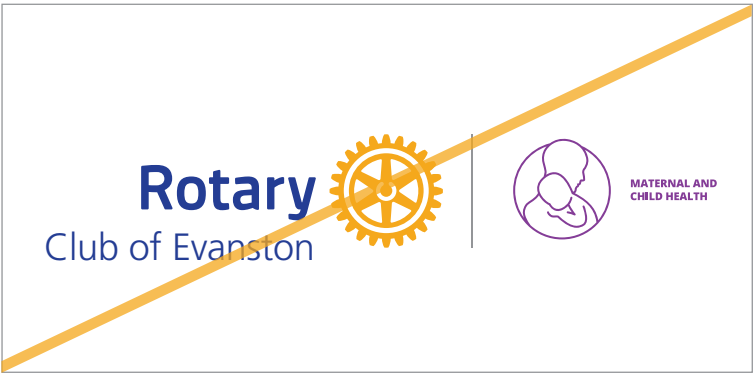
## AREAS OF FOCUS – COLOR PALETTE

<p><b>PEACEBUILDING AND CONFLICT PREVENTION</b></p> <p><b>Azure</b> PMS 2175C C100 M56 Y0 K0 Hex #0067c8 R0 G105 B200</p>	<p><b>DISEASE PREVENTION AND TREATMENT</b></p> <p><b>Cardinal</b> PMS 485C C6 M98 Y100 K1 Hex #e02927 R224 G41 B39</p>	<p><b>WATER, SANITATION, AND HYGIENE</b></p> <p><b>Sky Blue</b> PMS 2202C C96 M11 Y2 K0 Hex #00a2e0 R0 G162 B224</p>	<p><b>MATERNAL AND CHILD HEALTH</b></p> <p><b>Violet</b> PMS 2070C C53 M100 Y0 K0 Hex #901f93 R144 G31 B147</p>
<p><b>BASIC EDUCATION AND LITERACY</b></p> <p><b>Orange</b> PMS 2018C C0 M66 Y100 K0 Hex #ff7600 R255 G118 B0</p>	<p><b>COMMUNITY ECONOMIC DEVELOPMENT</b></p> <p><b>Turquoise</b> PMS 7466C C96 M1 Y31 K0 Hex #00adb5 R0 G173 B187</p>	<p><b>ENVIRONMENT</b></p> <p><b>Grass</b> PMS 355C C99 M12 Y100 K2 Hex #009739 R0 G151 B57</p>	

The areas of focus icons were vetted through our legal process and should not be altered or manipulated in any way.

AREAS OF FOCUS – INCORRECT USAGE

Don't lock up the icons with the Masterbrand Signature or with club, district, or zone logos.



Don't cover the icon or distort it in any way.



Don't overlap the icons.



Don't change the color that is assigned to each icon.

