

LET'S TOUR THE Rotary Brand Center

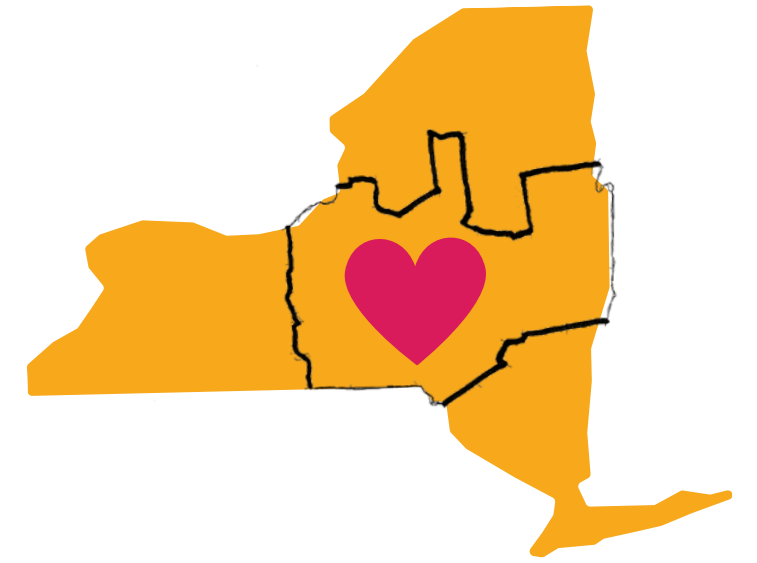
DLA Session | March 7, 2026





Lizzy Martin

CNY Rotary President 2024-25



Public Image Experience

SUNY Oswego Bachelor's Degree - Public Relations

18 years at Advance Media New York - Advertising Professional

Baldwinsville Rotary Public Image Chair 2010-2023

D7150 Public Image Chair 2014-2024

CNY Rotary Social Media Manager

CNY Rotary Webmaster

Zones 28 & 32 Assistant Public Image Coordinator 2022-23, 2025-27



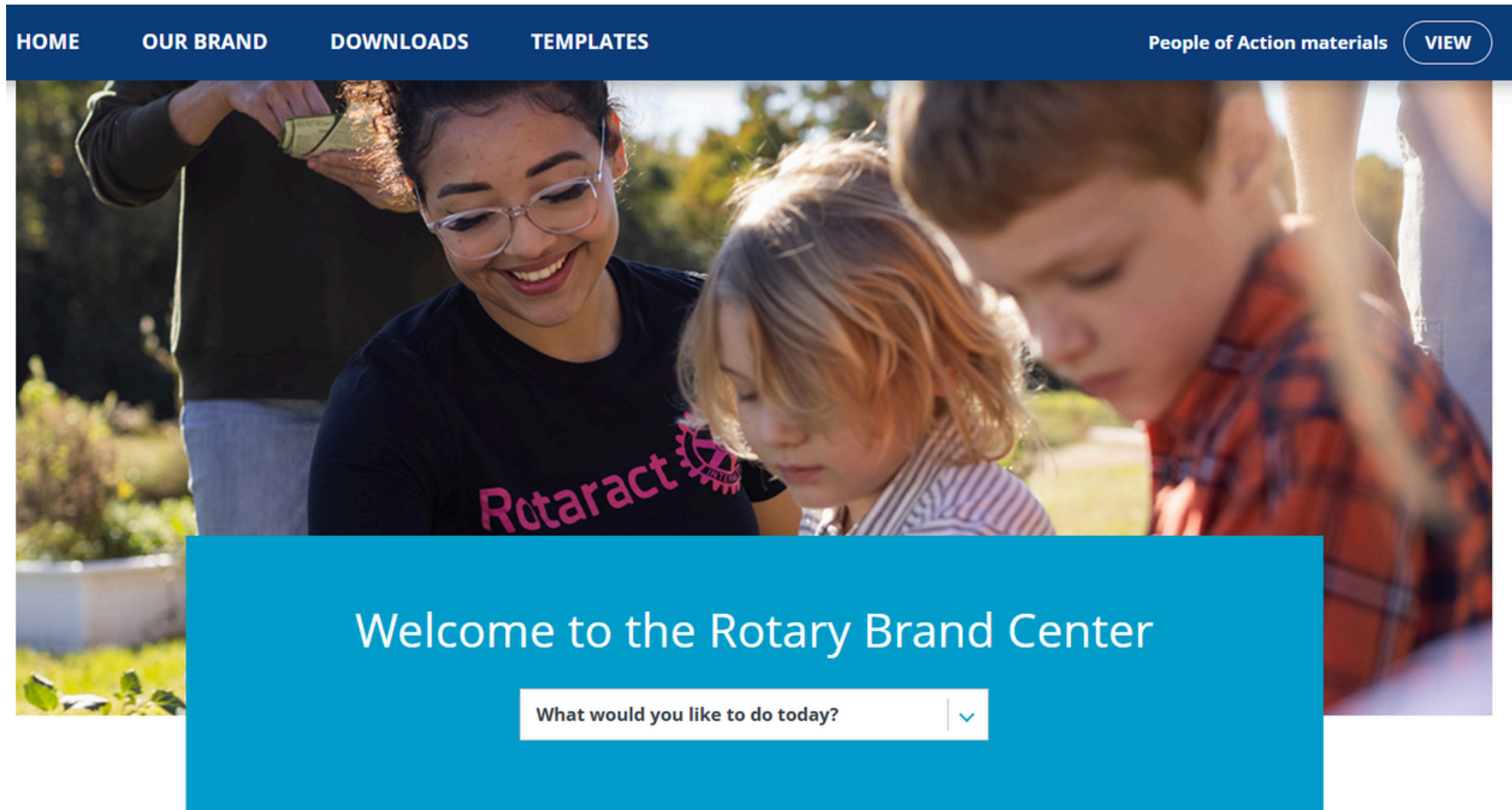
Today's Agenda

- About the Brand Center
- Reviewing our brand
- Things you can do and create
- A live tour
- Action items

The Brand Center

- Learn about our brand
- Download branded materials
 - Videos & Images
 - Logos
 - Templates
- Create custom designs
- Watch helpful how-to videos

The Brand Center



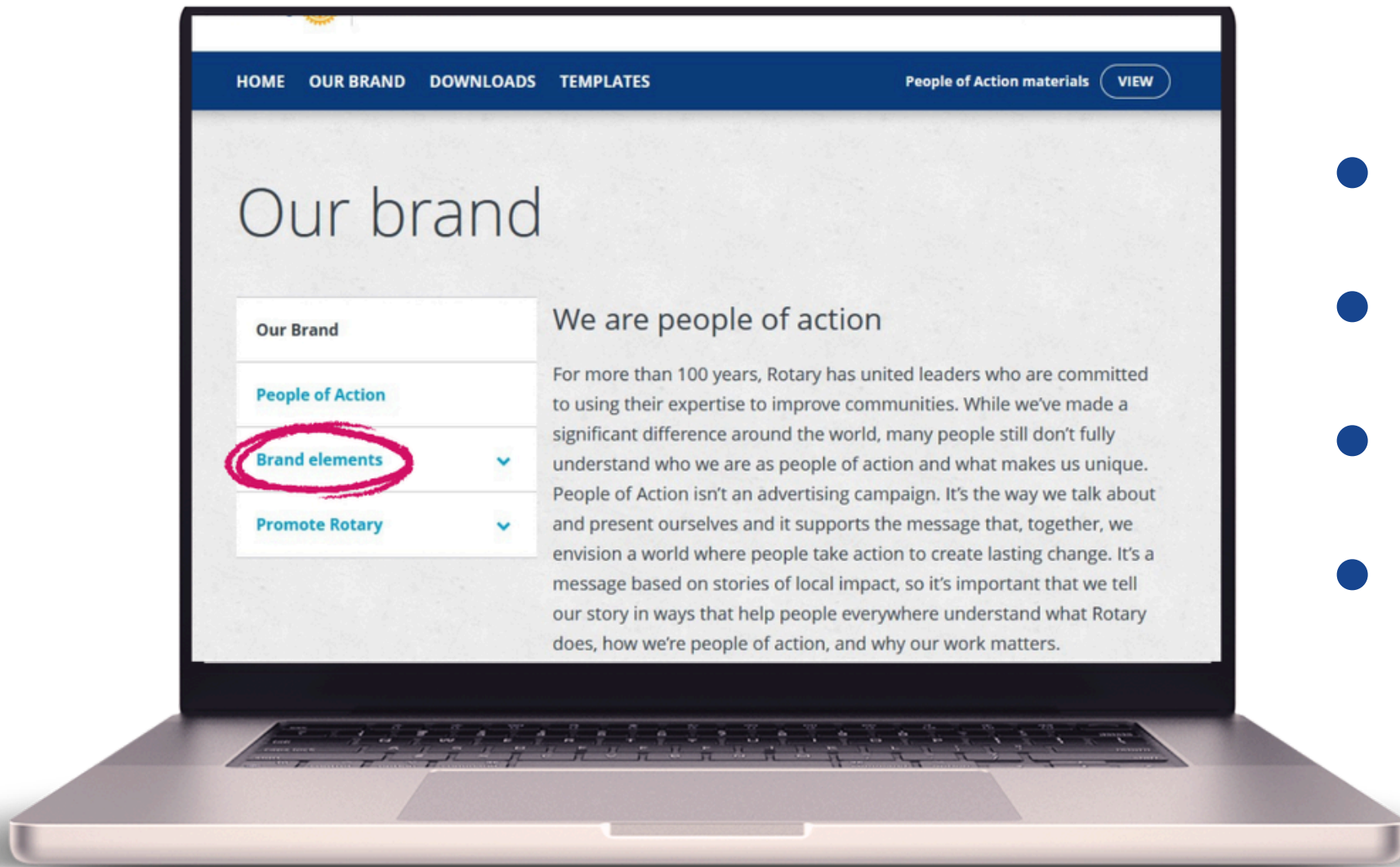
- No password needed
- Open to anyone to access and download
- Still required proper usage of materials

We are Rotary. We are People of Action.

Go to BrandCenter.Rotary.org



The Rotary Brand



- Consistency in our logo, colors & fonts
- Instant visual message
- Create awareness & connect our clubs
- Consistency in the language we use



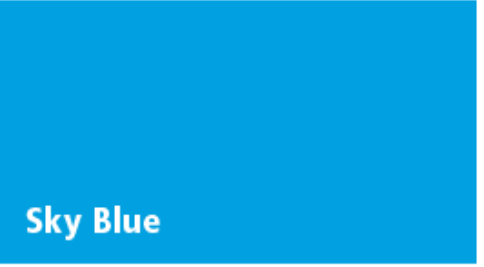
Rotary Gold



Rotary Royal Blue



Azure



Sky Blue



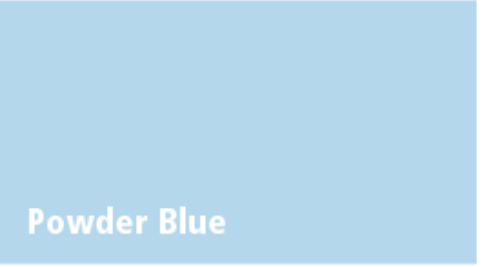
Cranberry



Cardinal



Slate



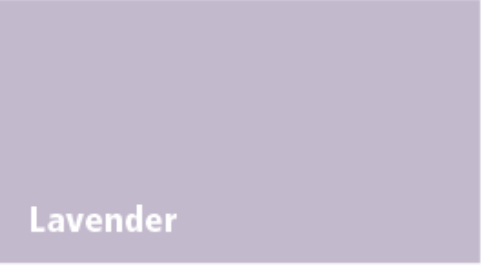
Powder Blue



Turquoise



Violet



Lavender



Mist



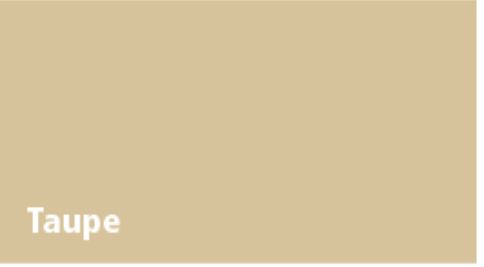
Orange



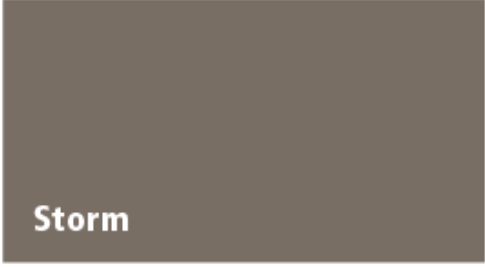
Grass



Moss



Taupe



Storm



Ash



Platinum



Cloud



Charcoal



Pewter



Smoke



Silver





The Rotary Brand Our Colors

- Primary colors are Rotary Gold & Azure, as well as the other blues in the top row
- Rows 2-3 are accent colors

BrandCenter.Rotary.org

>Our Brand > Brand Elements > Colors



The Rotary Brand

Our Fonts

Frutiger 

Light

Roman

Bold

Extra Bold

Ultra Black

Open Sans

Light

Regular

Medium

SemiBold

Bold

Extra Bold

Georgia

Light

Regular

Bold

Black

(A secondary font)

BrandCenter.Rotary.org

>Our Brand > Brand Elements > Typography

The Rotary Brand

Our Voice

- How we talk about Rotary matters
- Rotary's voice is clear, persuasive, and reliable. It's personal and sincere.
- We are not "the Rotary"
- From the branding guide: Embracing "Rotary" as our communicative name is a simple, *yet critical*, step to unify our organization and strengthen our message.

Our Logos



Anyone can create a club logo in the Brand Center

Also available in all black, all white, white and gold, and all blue

***Hint:** Click Help & FAQ link at top of the page to find a how-to video on using the logo tools*





ENVIRONMENT



**MATERNAL AND
CHILD HEALTH**



**WATER, SANITATION,
AND HYGIENE**



**BASIC EDUCATION
AND LITERACY**



**COMMUNITY ECONOMIC
DEVELOPMENT**



**PEACEBUILDING AND
CONFLICT PREVENTION**



**DISEASE PREVENTION
AND TREATMENT**

Branding for Areas of Focus

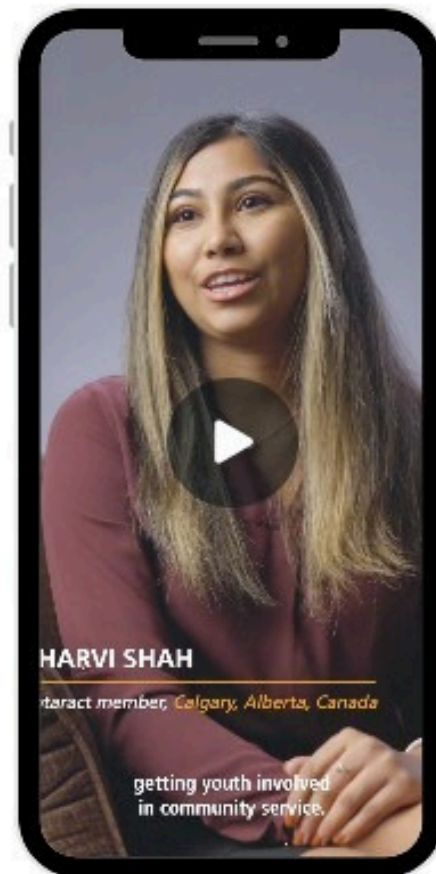


OUR BRAND IS A SHORTCUT
not a restriction

The Brand Center

More Downloads | Videos

- Personal Perspective Videos that share the value of Rotary from real members
- Rotary Causes videos spotlight our transformative work across each of our 7 Areas of Focus



Each video includes:

- Both 30- and 60-second lengths, and portrait and landscape formats for flexible use across platforms
- A compelling overview of Rotary's global work and the value of Rotary membership
- A clear call to action that invites viewers to get involved
- Subtitles in 9 languages

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More Downloads | People of Action

- Create a custom image with the POA overlay
- Write a short, informative and inspiring POA story:
 - Say what you did
 - Outline the impact
 - Include a call to action
- Learning Center: Promoting Your Club as People of Action



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More Downloads | People of Action

- Prepare for making a custom image by taking great photos
- Action image tips:
 - No posing
 - No handshakes
 - No big checks
 - Multiple people
 - Smiling faces
 - Rotary gear
 - Flexibility for cropping



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More Downloads | People of Action

- Connect
- Inspire
- Empower
- End Polio
- Fight Hunger
- Learn
- Mentor
- Promote Peace
- Save Lives
- Transform



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Let's explore!

- Make a logo
- Design a People of Action image
- Navigate the site
- Access how-to videos and help

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The Importance of Using Branded Items

- Creates continuity and increases impact
- Saves you time and energy
- Makes your club look professional
- Avoid liability and cost

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Your Action Items

- Download all versions of your club's custom logo and share with your club

Baldwinsville
Rotary 

Baldwinsville
Rotary 

Baldwinsville
Rotary 

Baldwinsville
Rotary 

Try this!

Download all versions of your logo as PNG files and you will be set for life!

Share them with your whole club and everyone should have what they need for any situation.

The Brand Center

Your Action Items

- Download all versions of your club's custom logo and share with your club
- Find or take photos you can use to create a People of Action image to use on your website or social media
 - Consider making it a cover image on Facebook or the hero image on your homepage

The Brand Center

Your Action Items

- Download all versions of your club's custom logo and share with your club
- Find or take photos you can use to create a People of Action image to use on your website or social media
 - Consider making it a cover image on Facebook or the hero image on your homepage
- Download a video to share on your club's social media

QUESTIONS?