

ROTARY CLUB BRAND CHECKLIST

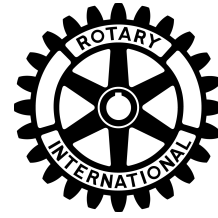
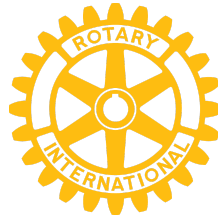
Check all of these club resources to make sure you are using the proper Rotary image!

1. Web Site:

a. Is it displaying the Masterbrand Signature (custom or regular)?



b. If displaying the stand alone wheel (Mark of Excellence), is it the correct version?



c. If displaying the theme, is it for the current year? 2020-21::



2. Newsletter: Has the masthead (or any other graphics) been updated to reflect current branding?

3. Facebook: Is the Rotary brand feature in either the profile or cover images and if so, is it the correct one (see above)?

4. Banners: Are any still reflecting outdated branding?

5. Club Specific Materials:

a.. Have templates for annual events been updated (i.e. flyers)?

b. Have club specific brochures or membership materials been updated?

c. Are all other club materials (grant applications, press releases, applications) showing the current branding?

**For updated branding visit brandcenter.rotary.org
and for help with your club's image,
contact District 7150 Public Image Chair Lizzy!**