

ROTARY'S BRAND

Rotary 
District 7150

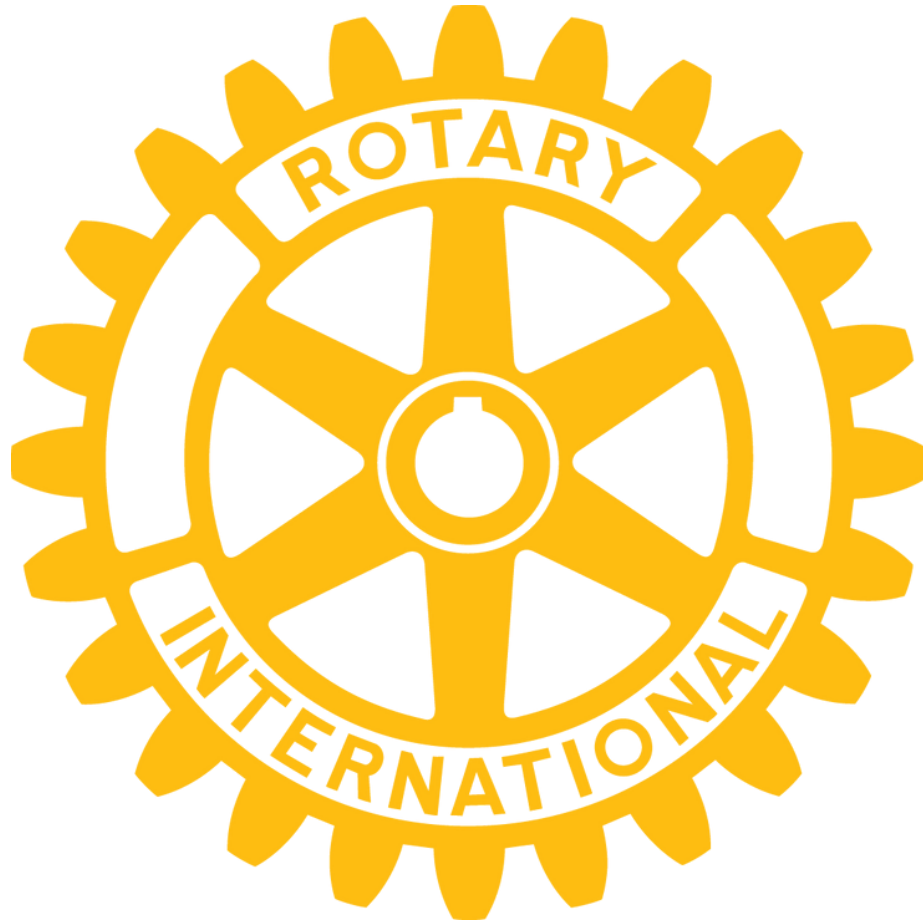


Why do I talk about
Rotary's brand every year?

The Rotary Brand

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

Our Logos



MARK OF EXCELLENCE

- Comes in four colors:
 - yellow, blue, black and white
- Should be used in large format
- Must have lettering inside the wheel

Our Logos



MASTERBRAND

- Comes in several colors & combinations
- Can be used in any size
- Can have traditional or simplified wheel
- Can be customized for your club, district, etc.



Our Logos

EXAMPLES



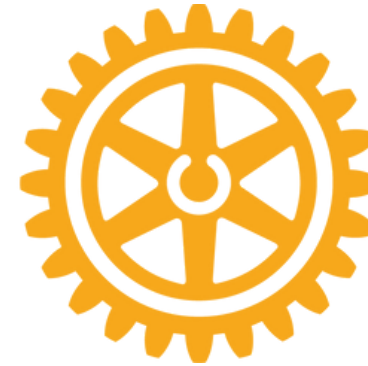
Use in larger formats so we can read the lettering inside the wheel

The masterbrand should be your go-to logo whenever possible, but especially if the logo has to be small!



Our Logos

PLEASE DO NOT...



Our Logos

EXAMPLES



Our Logos

EXAMPLES



Our Logos

EXAMPLES



Rotary
District 7150



Our Logos





Our Logos

Theme Logos

- Only use the current theme logo
- Consider only using on internal materials designed for Rotarians

Our Logos

2023/24 Theme



**CREATE HOPE
in the WORLD**

RI President Gordon McInally

Our Fonts

FRUTIGER LT STD

ABCDEFGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Sentinel

ABCDEFGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

OPEN SANS CONDENSED

ABCDEFGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

ABCDEFGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Light
Regular
Italic
Bold

ARIAL NARROW

ABCDEFGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Italic
Bold
Bold Italic

Georgia

ABCDEFGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

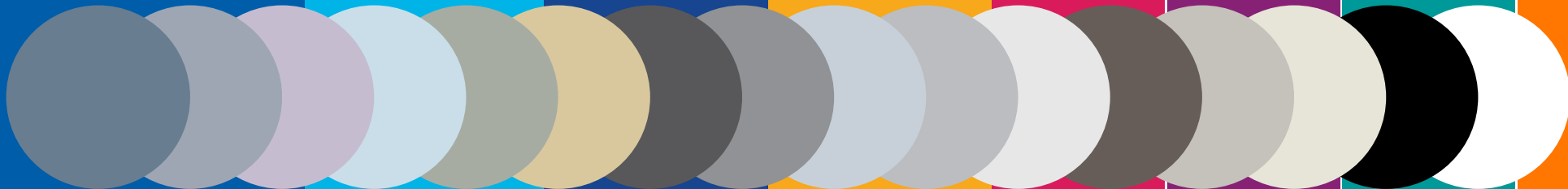
Regular
Italic
Bold
Bold Italic

*For information on purchasing
the licensed fonts, contact
graphics@rotary.org

Rotary
District 7150



Our Colors



Rotary



The Rotary Brand

Our Voice

- How we talk about Rotary matters
- 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 Voice



ROTARY

ROTARY INTERNATIONAL

THE ROTARY FOUNDATION

What we call ourselves
when referring to the
enterprise as a whole in
all communications

How we refer to our global
association of 35,000 clubs
and the governance and
offices that support them

What we use when referring
to Rotary's fundraising
and grant-making arm, when
appropriate and/or legally
required



The Brand Center

brandcenter.rotary.org

- Your resource for all things Public Image
- Downloadable and customizable materials
- Guidance on do's and don't's

please

NEVER GOOGLE!



The Brand Center

WHAT'S NEW?

- No more logging in
- How-to videos
- More user-friendly

What's Else is New?

New Branding for Areas of Focus

- No more number of areas mentioned
- New icons that you can download in many different formats in the Brand Center (or on district web site!)
- New color coding for each area that incorporates two new colors - a red and a green
- Guidelines available online

New Branding for Areas of Focus



ENVIRONMENT



**MATERNAL AND
CHILD HEALTH**



**WATER, SANITATION,
AND HYGIENE**



**BASIC EDUCATION
AND LITERACY**



**COMMUNITY ECONOMIC
DEVELOPMENT**



**PEACEBUILDING AND
CONFLICT PREVENTION**



**DISEASE PREVENTION
AND TREATMENT**

Personal Assistance

Public Image Chair, Lizzy Martin

- Club program
- 1-on-1 Assistance
 - Technical Training
 - Strategy & Planning
- Free Business Card Design



@rotarylizzy

rotarylizzy@gmail.com



QUESTIONS?

Rotary  | District 7150