



ROTARY'S BRAND

Making It Easy To Look Good

TODAY'S AGENDA

- What's in a brand?
- The History of Rotary's Brand
- Current Branding
- Resources for Clubs
- Use of Theme Logos
- 2019/2020 Public Image Goals



WHAT'S IN A BRAND?

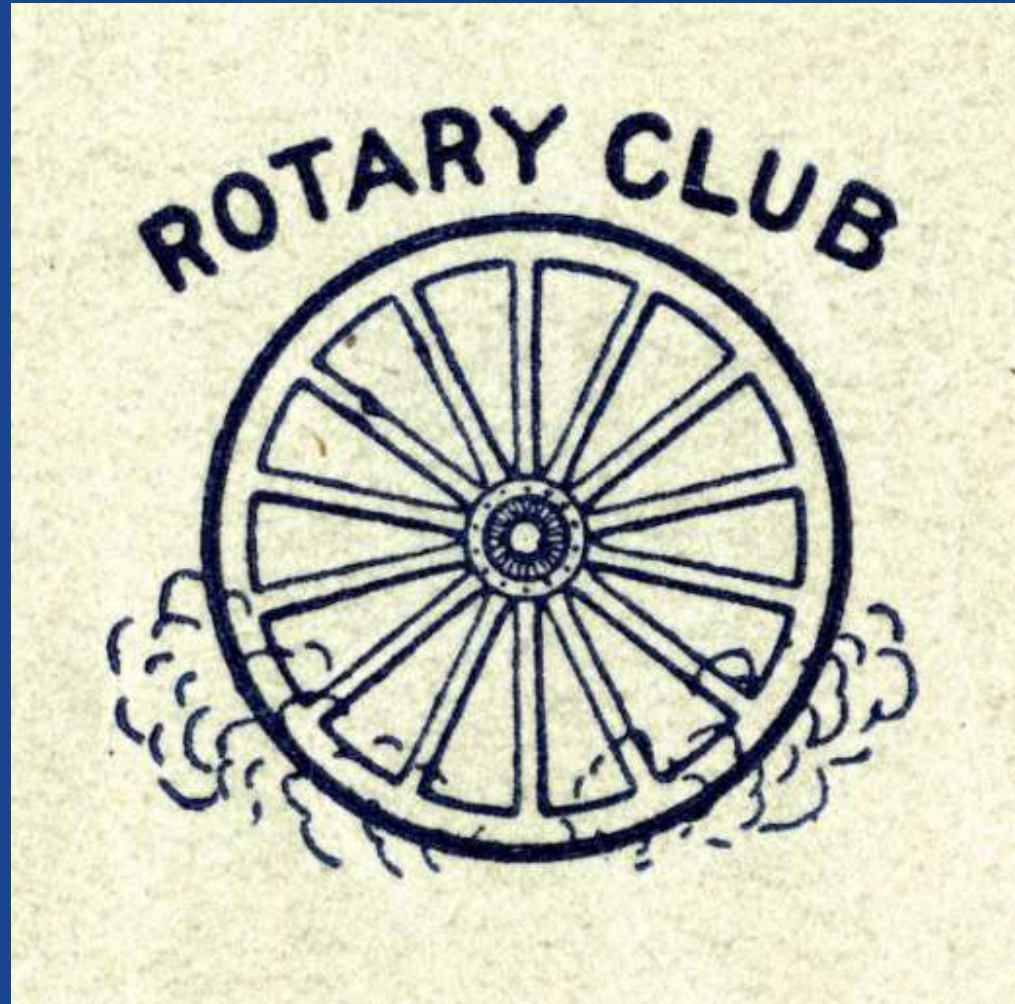
- Influencing Perception
- Rotary International's Work
- Our Job is Consistency

Rotary

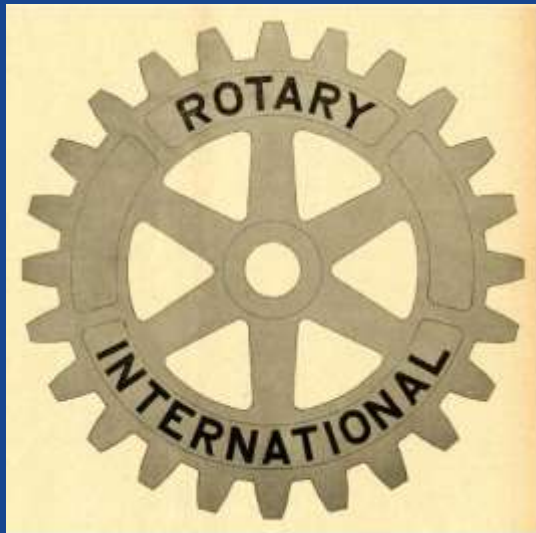
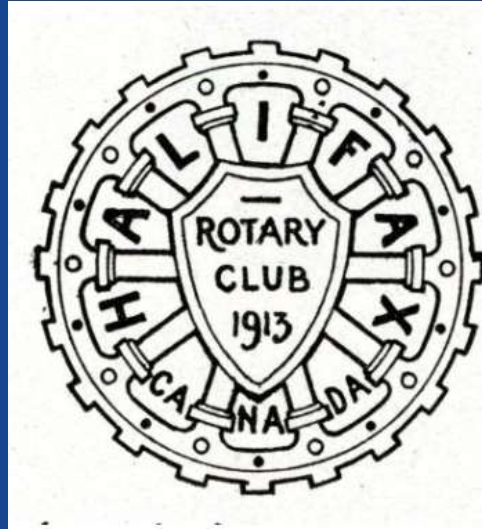
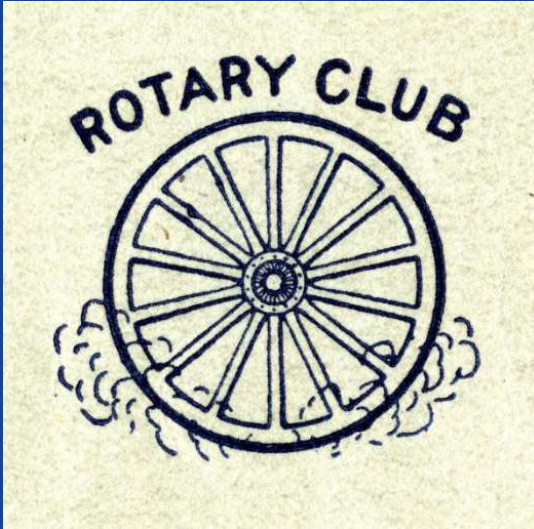


59% of people prefer to do business with brands familiar with them

OUR HISTORY



OUR HISTORY





1898



1905



1906



1940



1950



1962



1973



1991-92



1998



2003



TODAY



1903



1909



1912



1912



1927



1957

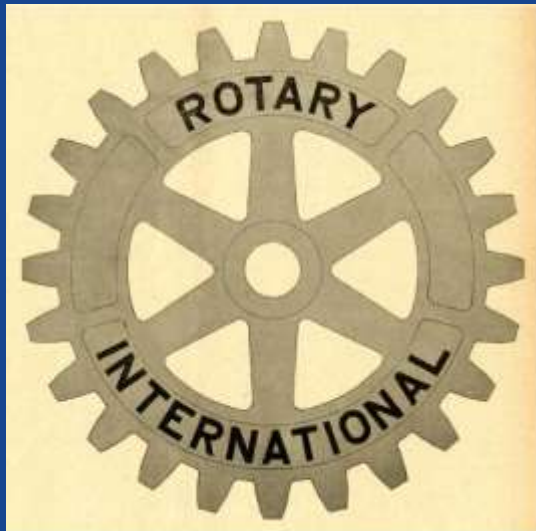
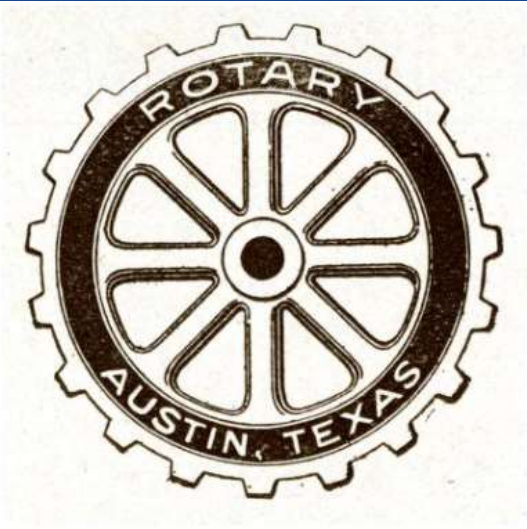
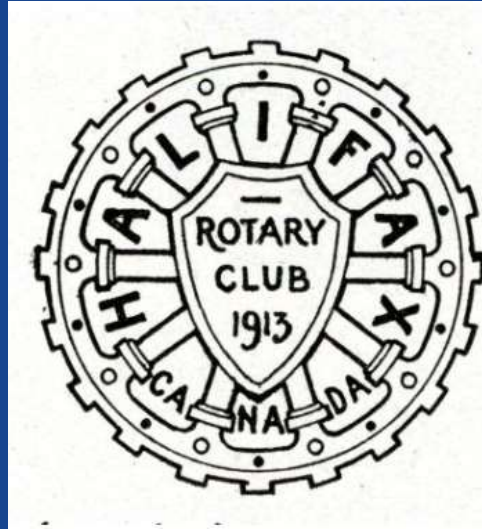
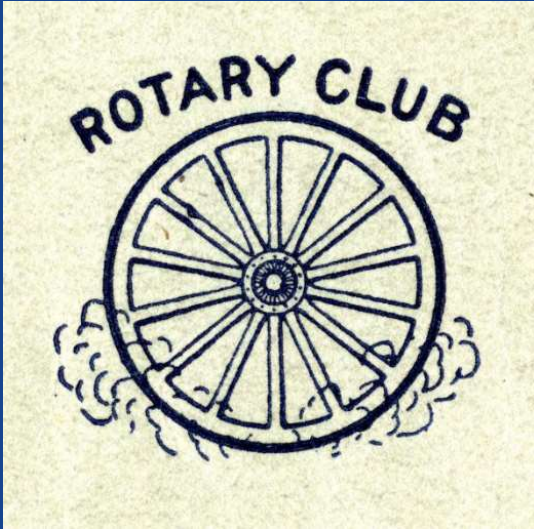


1976



2003 Current logo

OUR HISTORY



CURRENT BRANDING

- Logo Types
- Custom Logos
- Color Schemes
- Brand Center



OUR LOGOS



Mark of Excellence

Rotary



Masterbrand

OUR LOGOS

Rotary



Simplified

CUSTOM LOGOS



OUR COLORS

Rotary Leadership Colors



Azure

PMS 2175C
C99 M47 Y0 K0
PMS 2175U
C99 M53 Y0 K0
Hex #005daa
R0 G93 B170



Sky Blue

PMS 2202C
C96 M0 Y6 K0
PMS 2202U
C94 M0 Y6 K0
Hex #01b4e7
R1 G180 B231



Royal Blue

PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #17458f
R23 G69 B143



Gold

PMS 130C
C0 M41 Y100 K0
PMS 129U
C0 M35 Y100 K0
Hex #f7a81b
R247 G168 B27

Secondary Colors



Cranberry

PMS 214C
C0 M100 Y22 K0
Rubine RedU
C0 M100 Y22 K0
Hex #d91b5c
R217 G27 B92



Turquoise

PMS 7466C
C90 M0 Y38 K0
PMS 7466U
C88 M0 Y27 K0
Hex #009999
R0 G153 B153



Violet

PMS 2070C
C57 M91 Y0 K0
PMS 2070U
C54 M99 Y0 K0
Hex #872175
R135 G33 B117



Orange

PMS 2018C
C0 M68 Y95 K0
PMS 2018U
C0 M58 Y95 K0
Hex #ff7600
R255 G118 B0

Pastels



Slate

PMS 2165C
C68 M43 Y30 K9
PMS 2166U
C68 M46 Y30 K13
Hex #687d90
R104 G125 B144



Mist

PMS 2162C
C40 M23 Y18 K1
PMS 2162U
C42 M26 Y18 K4
Hex #9ea6b4
R158 G166 B180



Lavender

PMS 665C
C17 M20 Y0 K8
PMS 665U
C17 M20 Y0 K8
Hex #c6bcd0
R198 G188 B208



Powder Blue

PMS 290C
C25 M4 Y5 K0
PMS 545U
C28 M4 Y0 K0
Hex #c9dee9
R201 G222 B233

Neutrals



Charcoal

Cool Gray 11C
C48 M22 Y24 K66
Cool Gray 11U
C15 M0 Y0 K60
Hex #58585a
R88 G88 B90



Pewter

Cool Gray 8C
C23 M11 Y13 K41
Cool Gray 8U
C10 M0 Y0 K50
Hex #919295
R145 G146 B149



Smoke

Cool Gray 5C
C0 M0 Y0 K33
Cool Gray 5U
C0 M0 Y0 K33
Hex #bcdbc0
R188 G189 B192



Silver

Cool Gray 2C
C14 M10 Y13 K0
Cool Gray 2U
C14 M10 Y16 K0
Hex #e7e7e8
R231 G231 B232



Storm

Warm Gray 10C
C51 M46 Y55 K19
Warm Gray 10U
C51 M46 Y45 K19
Hex #675d58
R103 G93 B88



Ash

Warm Gray 7C
C41 M34 Y44 K4
Warm Gray 7U
C41 M38 Y37 K8
Hex #958d85
R149 G141 B133



Platinum

Warm Gray 3C
C25 M22 Y32 K0
Warm Gray 3U
C25 M22 Y28 K2
Hex #c5c1bb
R197 G193 B187



Cloud

Warm Gray 1C
C15 M12 Y17 K0
Warm Gray 1U
C15 M12 Y17 K0
Hex #e6e5d8
R230 G229 B216

NOT OUR COLORS

Rotary



Rotary



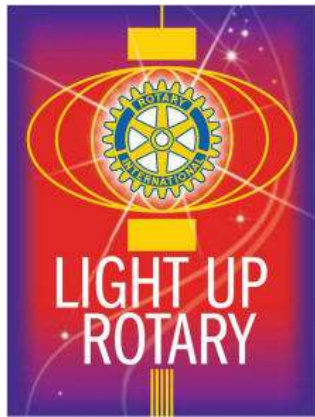
ALSO THIS...

Rotary



...IS NOT OK!

OUR ANNUAL THEMES



Be a gift to the world



ROTARY
SERVING
HUMANITY



ROTARY:
MAKING A
DIFFERENCE



BE THE INSPIRATION



ROTARY
CONNECTS
THE WORLD

USE OF THEMES

- Use Internally
 - Club Newsletters
 - Charter Night
 - District Functions
- Unofficial Rule
- Be sure to always be current with themes!



BRAND CENTER brandcenter.rotary.org

ROTARY.ORG > MY ROTARY > BRAND CENTER

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Search Brand Center

Rotary 

Our Story Guidelines Logos Materials Ads Images & Video



WELCOME TO THE BRAND CENTER

Tell the story of Rotary and how we are people of action in your community and around the world.

LEARN MORE



Join Leaders. Exchange Ideas. Take Action.

BRAND CENTER

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help English Search Brand Center

Rotary Our Story Guidelines Logos Materials Ads Images & Video

ROTARY LOGOS
THEME LOGOS
TEMPLATE
PROGRAM LOGOS
FOUNDATION LOGOS

FILTERS

LANGUAGE (32) ▲
CHINESE (13)
ASSET TYPE (32) ▲
VIDEO (2)
PUBLIC RELATIONS RESOURCES (4)
AD TYPES (2) ▲
RADIO (2)
TOPICS (18) ▲
PEOPLE OF ACTION (18)

SEARCH RESULTS

Refine Search Results Advanced search >

SELECTED FILTERS

ENGLISH GUIDELINES

1 - 20 of 32 View per page 20 < Previous page 1 Next page >

Select All | Deselect All Actions >

Thumbnail images of search results are displayed below the filters and search options.


CLUB RESOURCES

- Brand Center
- District Web Site

Rotary




District Web Site rotary7150.org

 Home News & Events - Resources - Youth - Programs - Training - Useful Pages - Conference -


PUBLIC IMAGE

Are you using the right Rotary logo?

IT MATTERS!




NO



YES

Rotary



YES



Download what you need on this page!

PUBLIC IMAGE

Rotary Brand Materials

- Understanding Our Brand
- Brand Center
- [Rotary Voice & Visual Identity Guidelines](#)
- Visual Identity Guidelines: Rotary's Programs for Young Leaders
- Quick Start Guide for Club

Big news for the People of Action campaign:
We have a bunch of new phrases that we can use and all are available in the [Brand Center](#)!
Check out these examples:



CLUB RESOURCES

- Brand Center
- District Web Site
- Your District's Public Image Chair

PUBLIC IMAGE 2019/2020

- Use proper branding



WHAT'S YOUR SIGN?



WHAT'S YOUR SIGN?



PUBLIC IMAGE 2019/2020

- Use proper branding
- Use the Brand Center
- Take Action Photos





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

ASK ME FOR HELP!

One-on-One Assistance

A Club Program

Help with Resources

Rotary



PUBLIC IMAGE 2019/2020

- Use proper branding
- Use the Brand Center
- Take Action Photos
- Ask Lizzy for Help





Rotary



ROTARY'S BRAND

Making It Easy To Look Good