

PUBLIC IMAGE

in District 7150



Today's Agenda

- Our Brand
- The Rotary Theme & Vision
- What's New
- Resources for Public Image Support
- Your 2022 Checklist

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



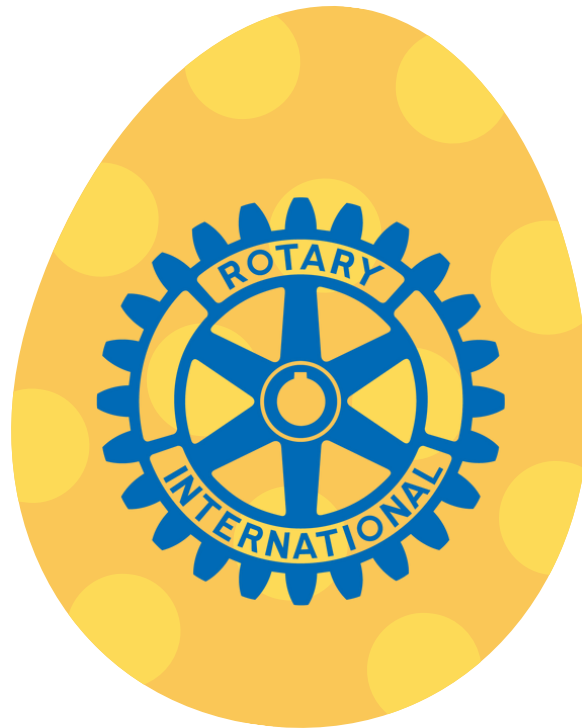
Use in larger formats so we can read the lettering inside the wheel

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



Our Logos

EXAMPLES



Our Logos

EXAMPLES



Our Logos

EXAMPLES



Rotary
District 7150





**IMAGINE
ROTARY**

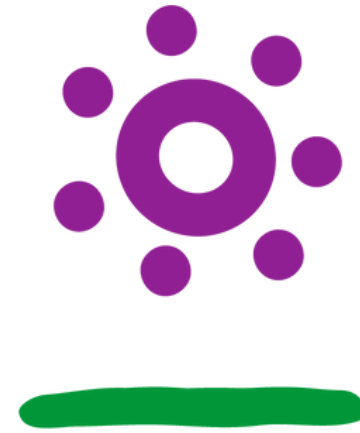
Our Logos

Theme Logos

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

Our Logos

2022/23 Theme

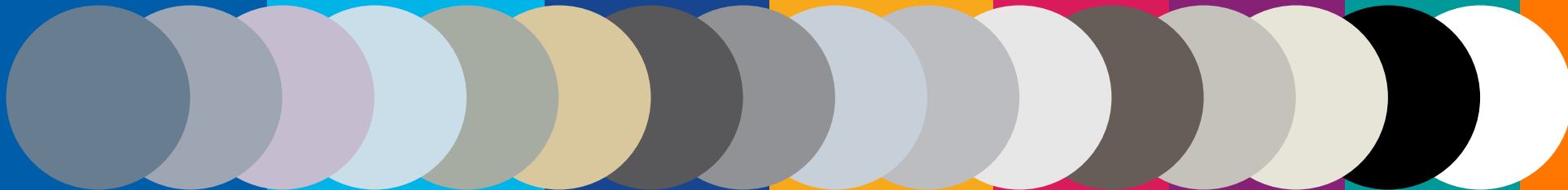


**IMAGINE
ROTARY**

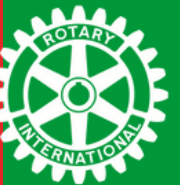
RI President Jennifer Jones



Our Colors



Rotary
District 7150



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

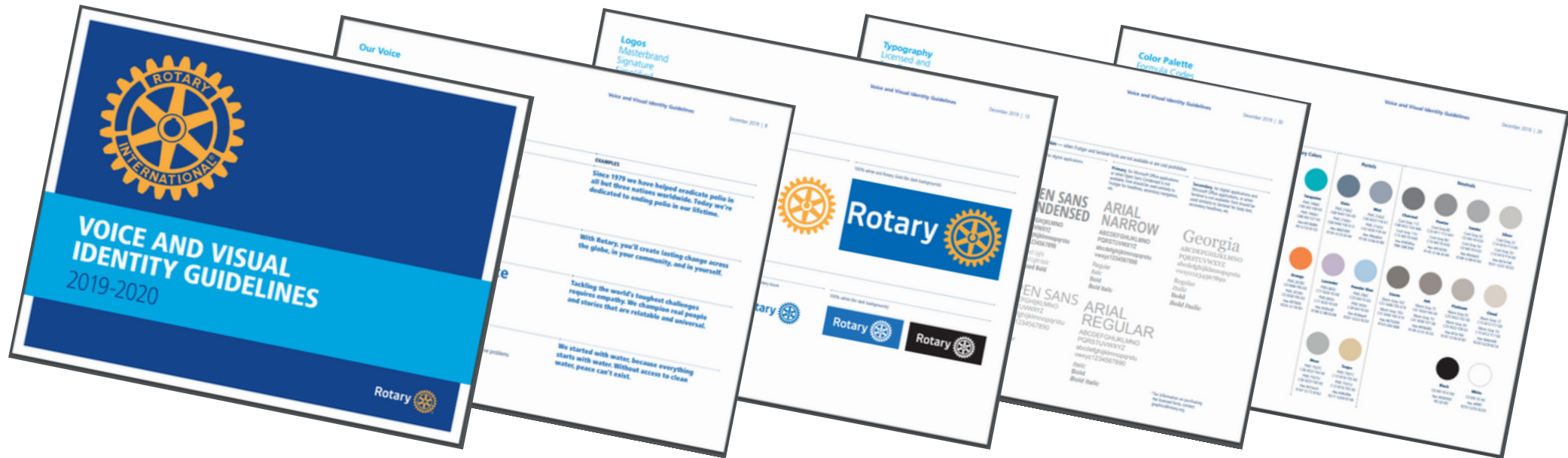
How we refer to our global
association of 35,000 clubs
and the governance and
offices that support them

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



Branding Guide

Voice & Visual Identity Guidelines



Available for download on the district web site,
www.rotary7150.org!

What's 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



**PEACEBUILDING AND
CONFLICT PREVENTION**



**DISEASE PREVENTION
AND TREATMENT**

**COMMUNITY ECONOMIC
DEVELOPMENT**



**ROTARY'S
AREAS OF
FOCUS**



**WATER, SANITATION,
AND HYGIENE**

**BASIC EDUCATION
AND LITERACY**



**MATERNAL AND
CHILD HEALTH**

Rotary
District 7150





ENVIRONMENT



**MATERNAL AND
CHILD HEALTH**



**WATER, SANITATION,
AND HYGIENE**



**BASIC EDUCATION
AND LITERACY**



**COMMUNITY ECONOMIC
DEVELOPMENT**



**PEACEBUILDING AND
CONFLICT PREVENTION**



**DISEASE PREVENTION
AND TREATMENT**

New Branding for Areas of Focus

What's New

New System for Custom Images

- The Brand Center has been updated with a new, more user-friendly system for creating custom logo, brochures, etc.
- Can customize a logo for your club or committee
- Can customize a brochure or People of Action image
- Still options to download different file types

brandcenter.rotary.org


More Resources

rotary7150.org

☆ G B M W R G uo

★ Bookmarks 📁 Syracuse.com Adve... 📁 Creative ☁ Salesforce 📁 Starting Point 📁 Self Service 📁 HFW Dashboard 📁 Monday - VestorPro » 📁 Other I

Search 🔍 Lizzy Martin | Member Area | Logout

Rotary  Home News & Events ▾ Resources ▾ Youth ▾ Programs ▾ Training ▾ Useful Pages ▾ Conference

Public Image Tools

Rotary



District 7150

Rotary 
District 7150

More Resources

Public Image Tools Page

- Download logos
- Latest news
- Lizzy's advice
- Access Rotary resources

More Resources

Canva.com

- Can do a lot with their free program
- Can preset branded colors
- Upload fonts or use Open Sans Condensed
- Upload logos & images
- Use stock images, videos & graphics

More Resources

BrandCenter.Rotary.org

- Customize Logos
- Customize People of Action Images
- Customize Pamphlet
- Download stock images & logos

**YOU MUST
LOG INTO YOUR
MY ROTARY
ACCOUNT**

**NEW, BETTER
USER INTERFACE**

TRY IT OUT!

New!



What should every club
be doing for their public
image in 2022?



Public Image Checklist

Goals for 2022

- Update logos everywhere
- Invest in modern signage or take down old stuff
- Refresh web site monthly
- Post to social media 2-3 times/week

Public Image Checklist

Update Logos

The Rotary Club of DeWitt invites you to its

ANNUAL PANCAKE DAY
Saturday, May 18th 7am-2pm

Under the tent at a **NEW LOCATION**
Best Buy Parking Lot
Marshall's Plaza, Erie Boulevard East

Advance ticket sales: \$8.00 each or 3 for \$20
\$10.00 each at the door
Children 7 and under FREE!

100% of net proceeds support DeWitt Rotary's service projects
and other charitable causes in our community

Rotary 
Club of Dewitt

Buy your tickets from a
DeWitt Rotarian
or order online at
www.DeWittRotary.org

Lizzy Flinn-Brown
Baldwinsville Rotary Club
Rotary District 7150



315-555-1212
315-122-1212

Rotary 

Rotary Club of Utica
(315) 327-5071
jerrarddana@gmail.com
www.Rotary7150.org
Facebook: /RotaryDistrict7150

Dana Jerrard
District Governor 2021-22



Be A Sponsor
 **in 2019!**
June 7 & 8

Build a true partnership with Rotary
and customize your next
sponsorship to be sure your
company gets its well-deserved
recognition with a great, local
audience of families and volunteers.

Start planning your support of this
community event today!

Contact Us

Event Chair: Ken Schmidt
c. (813) 335-4766
e. ken@steelintheair.com

Sponsorship Chair: Dave Horan
c. (315) 415-0229
e. dhhoran@hotmail.com

Rotary  **Baldwinsville**
senecariverday@yahoo.com
Seneca River Days on Facebook
www.BaldwinsvilleRotary.org

 **Baldwinsville Rotary**
Published by Lizzy Martin (7) · January 15 at 6:28 PM · 🌐

Here is your clue for tonight's Trivia for Charity at WT Brews with Syracuse Trivia Company:
H2O

TRIVIA
for charity

**WIN \$1,000 FOR YOUR
FAVORITE CHARITY!**

WEDNESDAYS AT 7PM @ WT BREWS

BROUGHT TO YOU BY:

Rotary 
District 7150

Public Image Checklist

Modern Signage



Public Image Checklist

Your Web Site

- Make sure your web site speaks to non-Rotarians
- Limit parts of web site that will expire often
- Be sure people know how to contact you if they are interested in joining
- Check monthly at a minimum

Public Image Checklist

Your Social Media

- At least be on Facebook, consider Instagram too
 - Cross-posting makes it easy!
- Post regularly (2-3 times per week)
- Follow social media rule of thirds
- Get members to like AND SHARE
- Tag your partners
- Remember branding

The Rule of Thirds

- **Fun**

- Cartoons, fun photos, recaps of club events with photos
- Consider playing on existing social themes like #tbt or #fbf

- **Informative**

- Information about Rotary, our mission, our values, etc.
- Community news

- **Promotional**

- Invitations to join or visit a meeting
- Promoting fundraisers and events

The Rule of Thirds: Fun



Baldwinsville Rotary

Published by Lizzy Martin · February 26 ·

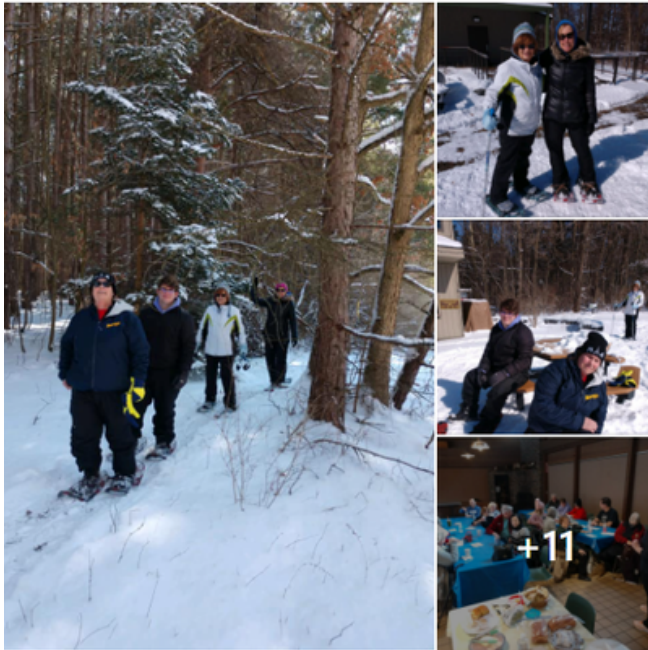
...

Today we held our annual Soup 'n Snowshoe and it was the perfect day for it with snow on the ground and sun in the sky. There were many snowshoers, and ten soups submitted to be tasted and judged by all. Congrats to this year's winners:

1st: Doug's Potato Bacon

2nd: Jennifer's White Chicken Chili

3rd: Lizzy's Carrot Ginger... See more



Fulton Noon Rotary Club

June 2, 2021 ·

...

Had a great time at the soccer fields last night doing some landscaping. As you can see from the before pics, the flowers boxes needed some TLC and we had a nice time delivering!

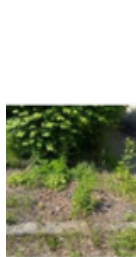
Soccer Gardens Before



Soccer Gardens During



Soccer Gardens After



Jenny Doane and 2 others

1 Share



North Utica - Whitestown Rotary

November 6, 2021 ·

...

This year's Pin Down Polio event was a huge success! Thanks to everyone that came out to support area 2 & 3 Rotary clubs on October 29th in this great effort!




Jim High and 2 others

2 Shares

Rotary
District 7150



The Rule of Thirds: Informative

 Rotary Club of Utica, New York is at Central Association for the Blind and Visually Impaired - CABVI. March 28 at 4:08 PM · Utica · 🌐

👏👏👏👏👏


Join us as we announce our 2022 Service Above Self Gala, beneficiary! Camp Abilities! An amazing program hosted by The Central Association for the Blind and Visually Impaired - CABVI.

-


You can learn more about the program below in our video and by clicking this link.
<https://www.youtube.com/watch?v=EdMtjnDieU&feature=youtu.be>


-

Ple... See more



👍❤️ Bill Rosentel and 17 others 10 Shares

 Auburn Rotary March 17 at 11:42 AM · 🌐

 Rotary International 2 h · 🌐

"I left Kyiv in the first hours of the war. My sister, her husband, her 3-month-old baby and a cat were in the car. When we reached the border, men were already not allowed to leave the country, so I went on with my sister and a little nephew. We were five days in the car, six days until we got to Vienna." - Iryna Bushmina, Rotaract representative Kyiv, Ukraine (District 2232)

Bushmina recounts her first-hand experience here <https://on.rotary.org/3JjFRiW>

"We stayed the night in different countries three times. These were not hotels but homes of Rotary and Rotaract families. I used to just say that Rotary International is a big family, now I really believe it. These are no longer beautiful words to me, this is reality."

- Iryna Bushmina
Rotaract Representative Kyiv, Ukraine

 Rotary Club of Eastwood December 12, 2021 · 🌐

Awesome work Tai. You are a testament to Service Above Self.



LOCALSYR.COM
CNY Blessing Box helps over 200 families in need
SYRACUSE, N.Y. (WSYR-TV) — Neighbors are making sure everyon...

👍 Dana Jerrard

The Rule of Thirds: Promotional

Rotary Club of Dewitt, NY
March 28 at 10:28 AM · 🌐

DeWitt Rotary kicked off their Spring Basket fundraiser at the DeWitt Town Hall. On hand were DeWitt Rotary officers and committee chairs, a rep from major sponsor, Amazon, and Town Board councilor. This is DeWitt Rotary's one annual fundraiser this year. You can order baskets for \$ 75 (they're worth \$ 300) or purchase a sponsorship to support the fundraiser. Details are available at dewittrotary.org




👍❤️ Dana Jerrard, Dee Petta and 9 others 1 Comment 1 Share

Greater Utica Sunrise Rotary Club
Yesterday at 9:55 AM · 🌐


We need your help! We need Children's and Young Adult books for our Rotary "little Free Library" The books can be new or gently used. IM me to donate books.

A Little Free Library is a community book exchange box. It belongs to everyone, and everyone is free to use it! The motto of Little Free Libraries is "take a book – leave a book." Visitors are encouraged to take books home to enjoy. All the books are free and there is nothing to sign-up for and no strings attached



1 Share

Bob Burns shared an event.
March 23 at 1:26 PM · 🌐



TOMORROW AT 6:30 PM
Tully Rotary Fireside Chat
ONCO Fermentations
Peter and Denise are going

☆ Interested

2 Shares Seen by 9

Liking, Sharing & Tagging

- Encourage your members to engage with your social media content so it will reach more people
 - Respond "going" to events (even if they aren't!)
 - Like, share and comment
 - Share into Facebook groups
- Tag the pages of other organizations, businesses or partners whenever it makes sense so you can reach their followers too
 - First like their pages as your page

Like A Page, As A Page



Rotary District 7150

@RotaryDistrict7150 · Community Organization

Send message

Hi! Please let us know how we can help.

Home About Photos Videos More ▾

Liked



About

See all

Rotary District 7150 represents 42 Rotary Clubs in the Central New York and Mohawk Valley regions. Like our page to get info on what our local clubs are up to!

This page is the place to find out what's going on in Rotary District 7150. It is designed to speak to Rotarians in our district so we can all share i... See more

425 people like this including 75 of your



Photo/video



Reach more people

Rotary District 7

It looks like your p

create a volunteer

Community Help, and get emails when people sign up.

Follow settings

Save

Share

Like as your Page

Unlike as your Page

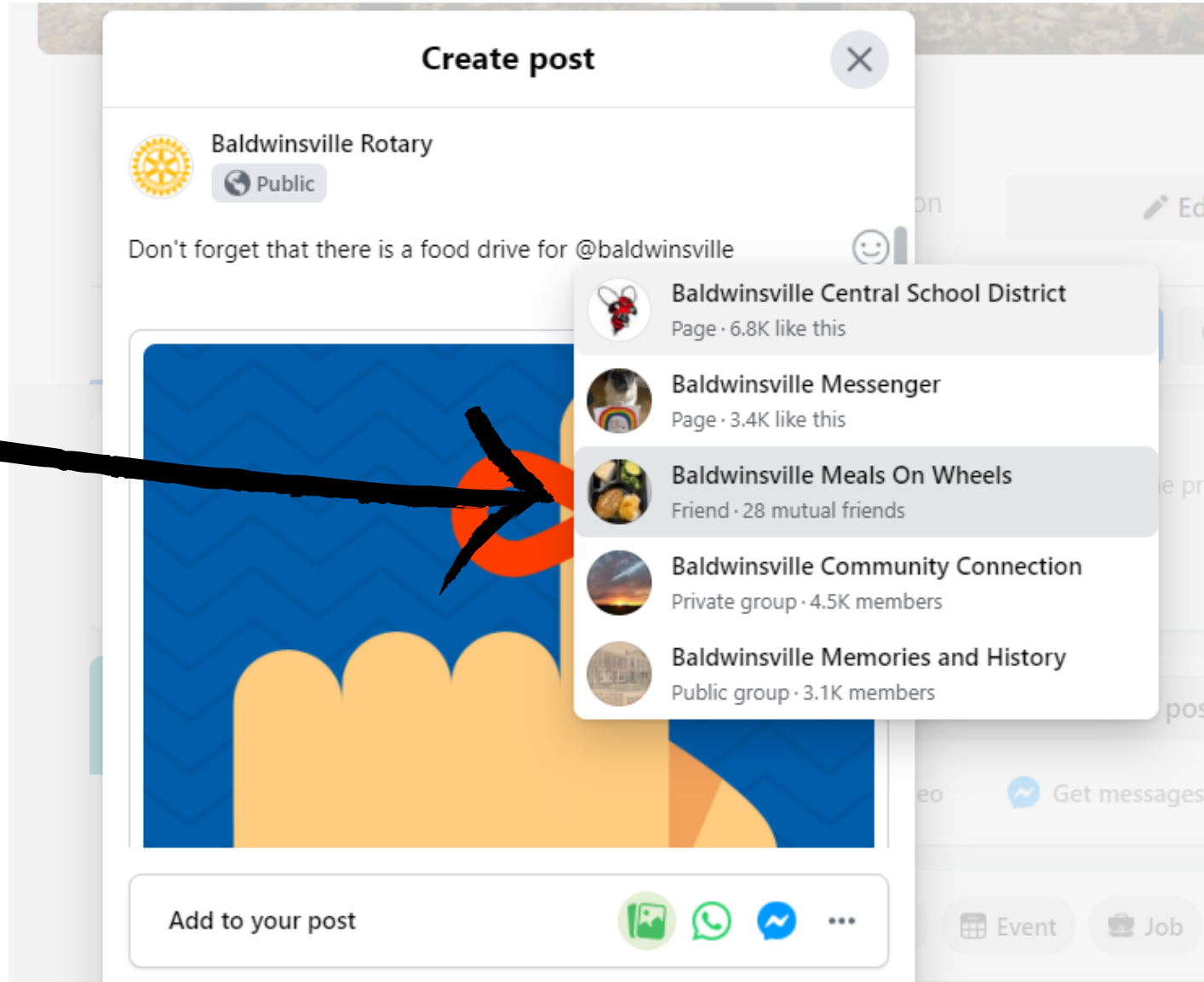
Invite friends

Block Page

- To be done by an admin or editor of your club's page
- Go to the page of the organization or partner you want to connect with
- Click the button with the three little dots to open the drop down menu shown here
- Choose "Like as your Page" and a menu will appear to select which page you want to like this page
- This will make it easier to tag this page in your posts

Tagging Others in Your Post

- Use the @ symbol to prompt Facebook to pull up pages and people to tag
- Start typing the name (no spaces) and it should come up in the menu that appears
- Be sure to select the right one
- You will then see the page name appear in blue because it is tagged





Baldwinsville Rotary

Published by Lizzy Martin · January 20 ·

Don't forget the food drive this Saturday from 9am-2pm at the [Baldwinsville Volunteer Center, Inc.](#) on Loop Drive. These are the items we are collecting (they cannot be expired):

Breakfast Bars/Granola Bars

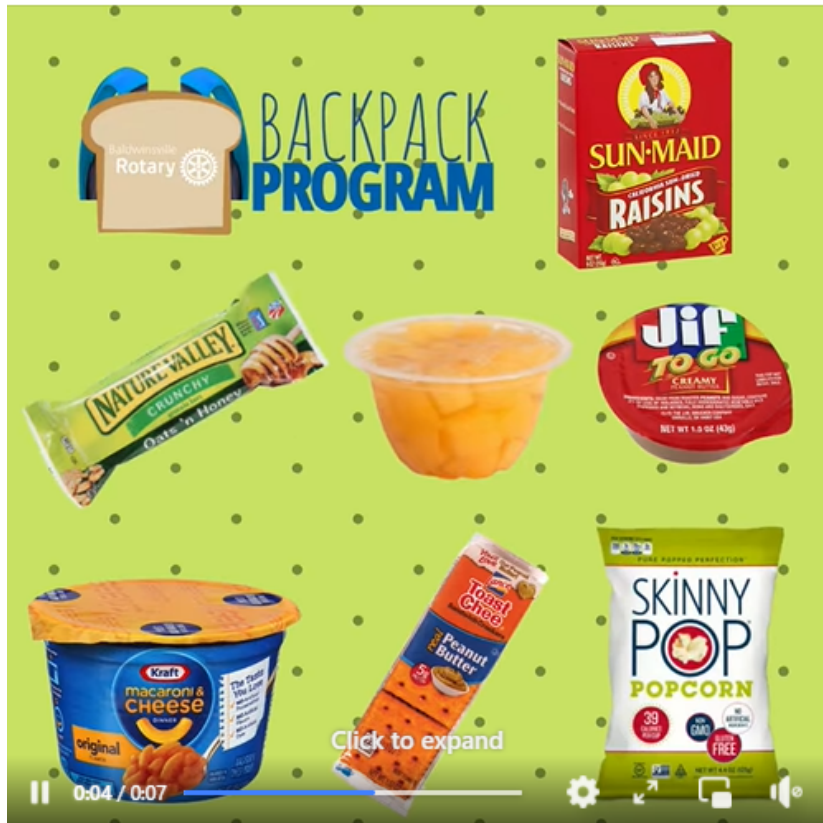
Peanut Butter/Cheese-Filled Crackers

Single Serving Microwavable Meals

Wheat- and Peanut-Free Items... [See more](#)

The Benefits of Tagging

- Show that you are a community partner
- REACH MORE PEOPLE
- This post would have normally reached about 200 people organically when posted to Baldwinsville Rotary's page
- Because we tagged the volunteer center, we grew our reach to over 800 people for FREE!



Branding Social Media

- Keep your posts on brand - both visual and voice
- Take and share photos of Rotarians having fun and wearing Rotary hats, shirts, jackets, etc.
- Design anything you will be posting in Rotary colors and fonts
 - Easy to do in Canva!
- Use Rotary's language
 - We are not "the Rotary"
 - They are now "Areas of Focus" without a number

Branding Social Media



Baldwinsville Rotary

Published by Lizzy Martin · January 11 ·

One of the many benefits to being a member of Baldwinsville Rotary is our Charity of Choice program. To show our members that we care about the causes they support, we offer this monthly raffle. Each time a member attends a meeting they get an entry into the drawing for a chance to win \$100 to their charity of choice and at the last meeting of the month we draw a winner. Here are some of the causes our winning members have chosen recently. There are so many ways to help others through Rotary!

Our charities of choice....

Juvenile Diabetes Research Foundation

YWCA of Syracuse

Make A Wish Foundation of CNY

Doctors Without Borders

Honor Flight

CNY Diaper Bank

Baldwinsville
Rotary
Club



Rotary Club of Utica, New York

6h ·

This week's program is on Friday, April 1, at noon. The program speaker will be Maria Maier, independent certified coach, teacher, trainer and speaker with Maxwell Leadership Certified Team.

We'll be meeting at [Mid York Library System](#), 1600 Lincoln Avenue. This meeting will also be held virtually via Zoom. Masks are recommended but not required. Food and drink is not provided but you may bring a packed lunch or beverage.

Rotary Club of Utica
ROTARY THIS WEEK!
March 29, 2022

Volunteers needed for Adopt-a-Highway Cleanup
This month's service project is the club's biannual Adopt-a-Highway Cleanup scheduled for Saturday, April 9, from 9-11 a.m.
Our area to clean up is in the east side of Route 12 (arterial) between Court Street and Bursatone Road. We will all meet at 9 a.m. in the McQuade and Barnigan parking lot by the railroad tracks, next to the arterial. Please wear gloves and closed-toe shoes. Safety hardware and vests and pickers will be supplied.
Sign up to help on the Club website at: [Adopt-a-Highway Cleanup](#)
Point of Contact: [P. Stephen Carroll](#)

Volunteers needed for Sauquoit Creek Cleanup
Our second service project this month is the cleanup of Sauquoit Creek. This project is held in conjunction with New Hartford Rotary Club and Sauquoit Rotary Club.
Specific details are unknown. Last year's project started at 10 a.m. and ended with a luncheon starting at 12:30 p.m. Tentatively, we will meet at the Washington Mills Athletic Park, 3605 Osiris Street, New Hartford. Please bring a face mask, work gloves, sturdy shoes and small plastic bags; once filled they will go into a large heavy duty green bag.
Sign up to help on the Club website at: [Sauquoit Creek Cleanup](#)
Point of Contact: [Dave Jones](#)
Deadline for next newsletter (4/3) is Monday, April 4, at noon; submit to [mccar@utica Rotary Club.org](#)

This Week's Program
Maria Maier is an independent certified coach, teacher, trainer and speaker with Maxwell Leadership Certified Team. She joined the John Maxwell team in 2019 and has also been a staff member at Hamilton College since 2003.
The first major project Maria tackled in her career was in 2004. Launching a subsidized mortgage system to make housing more affordable in the city of Volokhsly, Russia, where she was an Executive Assistant to the Mayor's son. Deputy in a large City Hall. Maria learned the meaning of the Japanese proverb "Fall seven times, stand up eight" and the power of resilience at a young age when her parents worked hard to survive the Perestroika era in the Soviet Union. She has always valued the community and would sharing the Office Hour with the city residents how effective communication can improve the results and bring out the desired change.
Maria currently lives in upstate New York with her husband, four young and very energetic children, and white fluffy friend Lila.
FRIDAY | April 1 | 12:00 p.m.
Mid York Library System
1600 Lincoln Ave. | Utica, NY 13202
Virtually via Zoom
Face coverings are recommended, but not required.
Joining us for their second visit will be Outstanding Educator Program students Marina Casini and Peter Cresci from Notre Dame and Erica Racioppa and Joseph DeTraglia from Clinton.

Service Above Self
+3.25 PER TICKET
Camp & Utilities



Rotary Club of Dewitt, NY

December 15, 2021 ·

DeWitt Rotarians hawked newspapers Friday and Saturday at the Fayetteville and Manlius Dunkin Donuts to support the annual "Hope For The Holidays" drive for Onondaga County families in need this holiday season. You can still donate through December 31 at <https://give.salvationarmy.org/team/396788> or by making out a check to "The Old Newsboys Sale" and mailing it to: The Post Standard - 101 N Salina St. Syracuse, NY 13202 (Please specify TEAM: DEWITT ROTARY)



Rotary
District 7150



Personal Assistance

Public Image Chair, Lizzy Martin

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

QUESTIONS?

Rotary  | District 7150

PUBLIC IMAGE

in District 7150

