

# Rotary Club Brand Checklist

## 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 current/correct version?



c. If displaying the theme, is it for the current year?

2017-2018:



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 Banners: Are any still reflecting outdated branding?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?

d. Are all instances of "About Rotary" descriptions updated to match this:

### About Rotary

Rotary brings together a global network of volunteers dedicated to tackling the world's most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 34,000 clubs in over 200 countries and geographic areas. Their work impacts lives at both the local and international levels, from helping families in need in their own communities, to working toward a polio-free world. For more information visit [rotary.org](http://rotary.org).