



BRANDING AND WHY IT'S IMPORTANT

Branding and why it's important

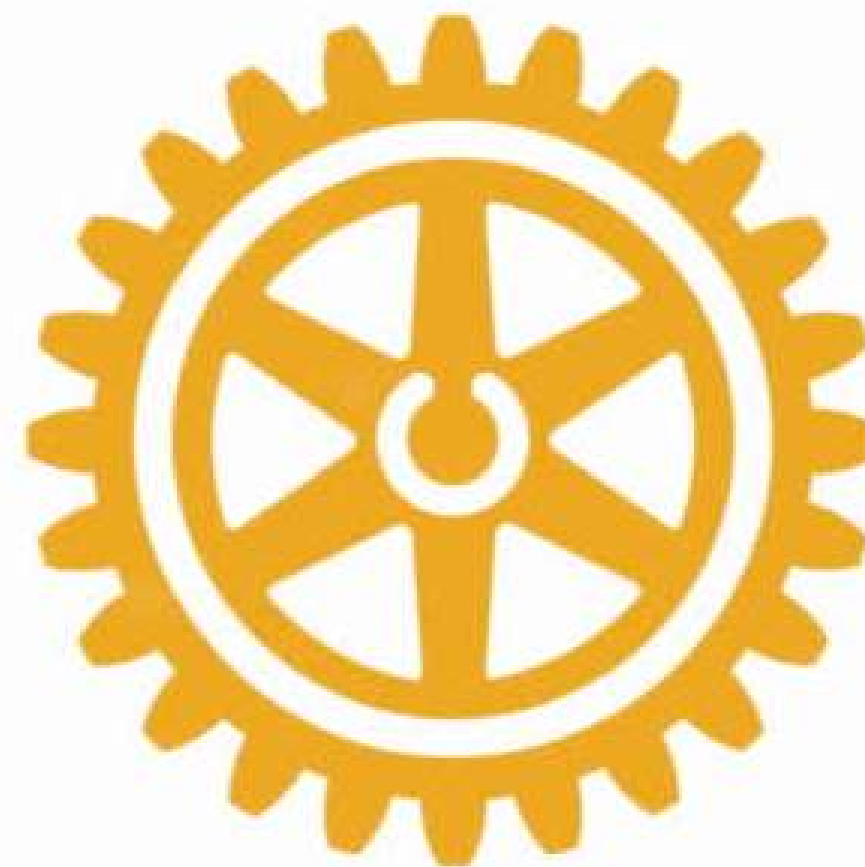
People's perceptions of Rotary come from their experiences with our clubs and programs, as well as from the stories we tell and the images we share. In addition to offering people a great experience, keeping our communications consistent and compelling strengthens our brand and reinforces that we're people of action. A strong brand helps us engage and attract more members, participants, donors, and partners.

Introducing



<https://brandcenter.rotary.org/en-us>

Rotary



Bring Our Brand to Life

A consistent voice and unified visual identity are essential components of a strong brand.

Voice and Messaging

Our voice

focuses on four attributes that describe Rotary and our members:

Persevering, inspiring, compassionate, and smart.

Think of them as Rotary's personality.

Rotary's voice is clear, persuasive, and reliable. It's personal and sincere.

Messaging

We want to distinguish Rotary from other organisations and appeal to all audiences by using compelling and consistent messages. Showing ourselves as people of action helps define Rotary for those who don't know us.

Messaging aims to provide a simple, consistent answer to the question, "What is Rotary?"



Tips for powerful communication

- **Consider your audience.** Adapt your stories to the people you're speaking to.
- **Be inclusive.** You want people to imagine themselves in Rotary and understand that Rotary is accessible to everyone.
- **Be specific.** Use compelling facts and clear examples of how your club has made a difference.
- **Avoid acronyms and abbreviations.** People who aren't part of Rotary often don't understand our structure or the terms and processes we use.
- **Include a call to action.** Think about what you want your audience to remember or respond to.
- **Demonstrate your impact.** Help people understand how your club's activities support stronger communities and create a better world.

Logo

Your club can help build brand recognition by using Rotary logos correctly and consistently. You should always use your customised club logo when promoting your club activities.

Your club logo includes the Masterbrand Signature (MBS) and the club name.

No other words should appear above or below the MBS.

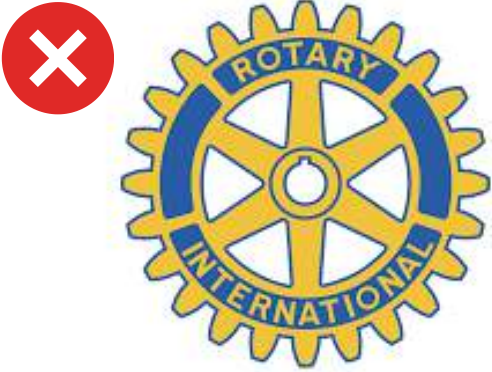
You can use either the MBS or the simplified version of your club logo.

If the logo will be smaller than 1.25 cm (0.5 inches) or embroidered, the simplified version is recommended.

Find templates for creating your logo on the Brand Center



Avoiding Common Errors



Don't use the Rotary Masterbrand Signature without your club, district, or zone name.

Don't move around or manipulate the components of the Rotary logo.

Don't alter the Mark of Excellence to make it represent another object.

Don't use colours in your logo that aren't part of the template.



By using the Brand Center templates to create your logo, you can't really go wrong.

East Coast Bays
Rotary



Rotary
District 9910



East Coast Bays
Rotary
Club



Templates

A place to create materials to promote your club. There are templates to create People of Action ad campaigns, a Rotary Club brochure, a business card, and more.




Rotary
Club Name, District,
or Zone Number

OUR EVENTS

Date — event description, location, time.
Date — event description, location, time.
Date — event description, location, time.
Date — event description, location, time.

Join our next meeting or service project.
Contact our club president to schedule your visit.
We look forward to meeting you!

INSERT YOUR CLUB NAME
Insert name of your club president
Insert phone number
Email address
Website

Rotary
Club Name, District

**TRAVEL.
LEARN.
GROW.**



**ROTARY YOUTH EXCHANGE
LONG-TERM**

Long-term exchanges build peace one young person at a time. Students learn a new language, discover another culture, and live with host families for a full academic year. Become a global citizen. Start in one of more than 100 countries.



**TRAVEL.
LEARN.
GROW.**



**ROTARY YOUTH EXCHANGE
LONG-TERM**

Long-term exchanges build peace one young person at a time. Students learn a new language, discover another culture, and live with host families for a full academic year. Become a global citizen. Start in one of more than 100 countries.



**TRAVEL.
LEARN.
GROW.**



**ROTARY YOUTH EXCHANGE
LONG-TERM**

Long-term exchanges build peace one young person at a time. Students learn a new language, discover another culture, and live with host families for a full academic year. Become a global citizen. Start in one of more than 100 countries.



Rotary
Club Name, District,
or Zone Number

FIRSTNAME LASTNAME
Rotary title, year

Tel +1-100-000-0000
Cel +1-100-000-0000
Fax +1-100-000-0000
Email address

Rotary
Club Name, District,
or Zone Number

Preferred mailing address 1
Preferred mailing address 2
City, State or Province
Postal code, Country
Website

Introducing

Canva

<https://www.canva.com/>

Using Canva to Create Designs

6 Tips for first time users

Canva makes it easy to create designs

Canva Professional can be purchased (although you can create great designs with the free version and you could apply for a Canva for Nonprofits account). Canva is intuitive and easy to use, with plenty of templates, graphics, images and high-quality photos.

- **Explore templates:** Canva offers a wide range of templates for various purposes, such as social media posts, websites, and presentations.
- **Utilise design elements:** Experiment with Canva's extensive library of design elements, such as icons, illustrations and shapes, to enhance your creations.
- **Learn shortcuts:** Familiarise yourself with Canva's keyboard shortcuts to speed up your workflow.
- **Utilise layers:** Understanding layers is crucial for organising your design elements effectively. Canva operates on a layer-based system, allowing you to arrange objects in front or behind each other easily.
- **Experiment and practise:** Canva is a user-friendly platform designed for creativity, so embrace trial and error to discover what works best for your projects.
- **Be brand-compliant:** Above all, ensure that your logos, fonts, and colours are Rotary International brand-compliant.





Colours

Rotary’s brand colours should be used to create a consistent look across all Rotary communications. Colours should be used in their pure forms, never altered.

The logo colours are Rotary Gold and Rotary Royal Blue.

The other brand colours in the palette are for different elements of your promotional materials.

Colour Formulas

	Rotary Royal Blue As seen in the word “Rotary” in the Masterbrand Signature PMS 286C C100 M84 Y12 K3 Hex #17458f R23 G69 B143
	Rotary Gold As seen in the wheel in the Masterbrand Signature and the Mark of Excellence PMS 130C C0 M41 Y100 K0 Hex #f7a81b R247 G168 B27



Typography

Primary Fonts

Use the primary fonts for headlines and navigation labels.

FRUTIGER LT STD

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

FRUTIGER

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

OPEN SANS CONDENSED

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

Light
Regular
Italic
Bold

ARIAL NARROW

Regular
Italic
Bold
Bold Italic

ARIAL

Regular
Italic
Bold
Bold Italic

Secondary Fonts

Use the secondary fonts for body text, secondary headlines, and captions.

Sentinel

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

Georgia

Regular
Italic
Bold
Bold Italic

Sharing Your Clubs News

Promote the good work of your club to generate positive media coverage, and present your members as people of action.

Social Media

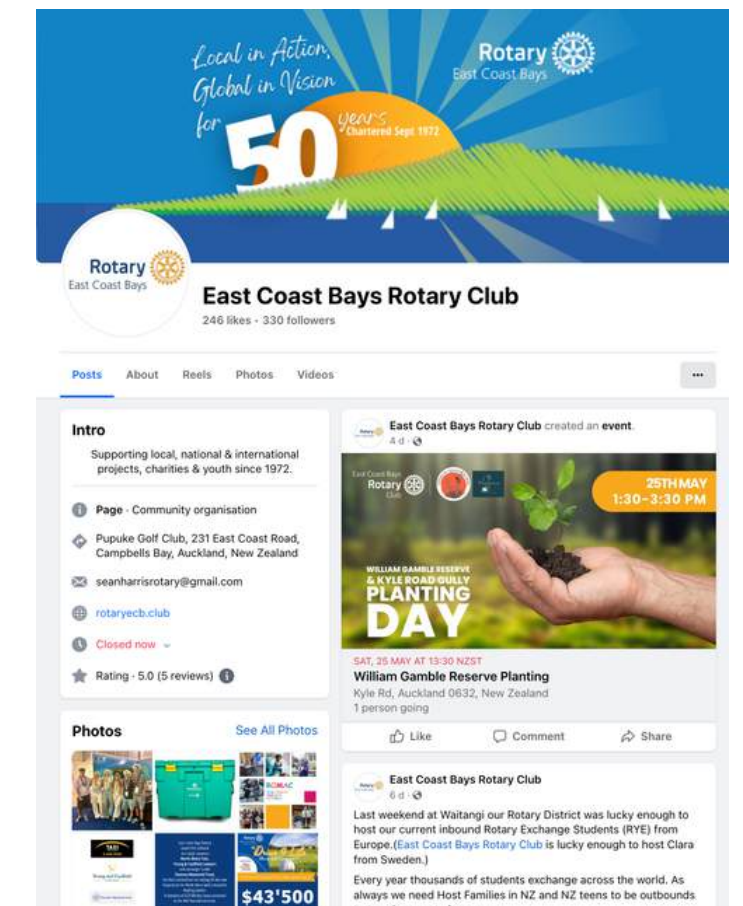
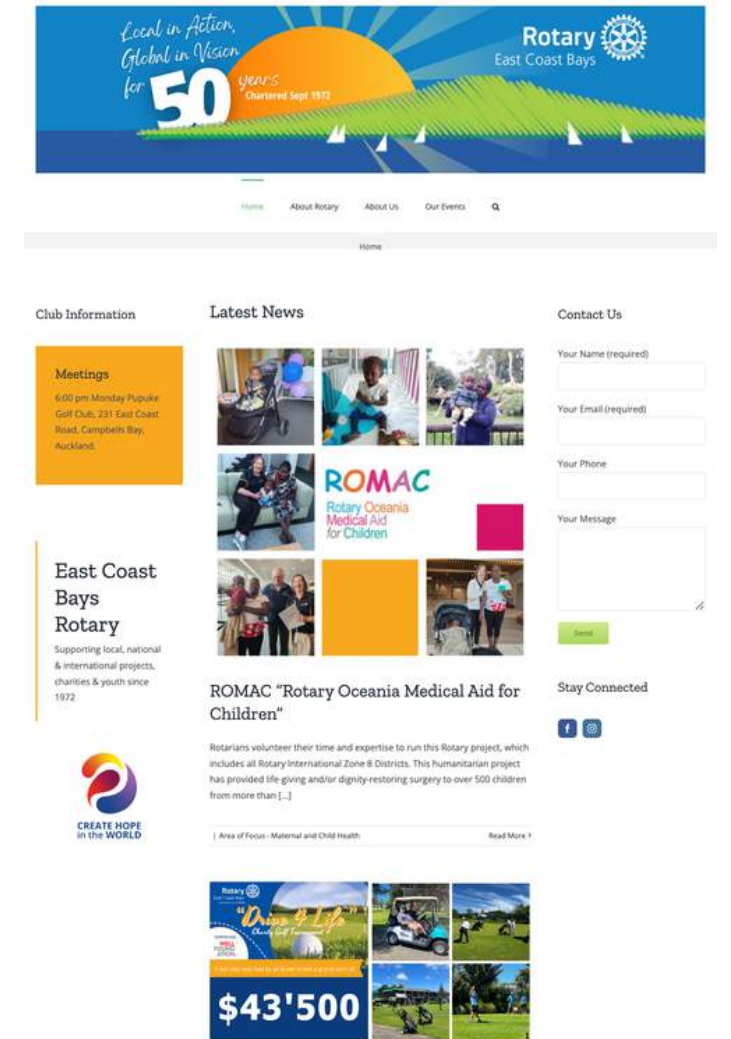
Social media is an easy way to connect with large audiences within and beyond your Rotary network.

Share news about your club projects and invite followers to learn more by linking your club website.

Websites

Your club website may be the first place for potential members, participants, or donors to encounter your club or Rotary.

Update your website frequently with images, club activities, and volunteer opportunities that provide community members with ways to engage with you.





Useful Resources

Rotary  | Brand Center

For Logos, Templates etc.

<https://brandcenter.rotary.org/>

Rotary  | My Rotary

Public Image Courses

<https://my.rotary.org/>

Canva

Design Tools - check out their beginners guide

<https://www.canva.com/learn/how-to-canva-beginners-guide/>

Any Questions

Don't hesitate to contact me if you would like any help.

Vicky Gledhill-Harris
advicsea@gmail.com