

## Overview

Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. Each element is designed to work in harmony with the others, while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion. Please use this condensed guide in conjunction with the full guidelines available at [www.rotary.org](http://www.rotary.org).

What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital: Web/Email Tablet/Mobile	.png	rgb

## Logos

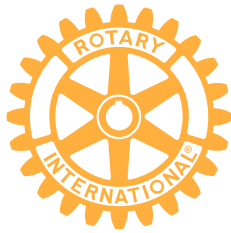
Masterbrand Signature

**Rotary**



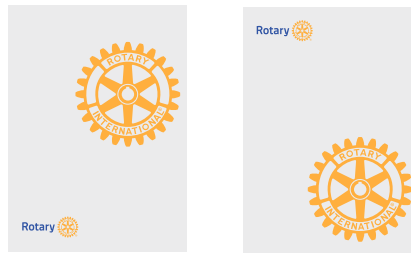
RotaryMBS-R\_PMS-C.eps

Mark of Excellence

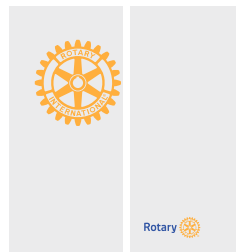


RotaryMOE-R\_PMS-C.eps

Single Page Logo Usage Example



Multipage Example (front/back)



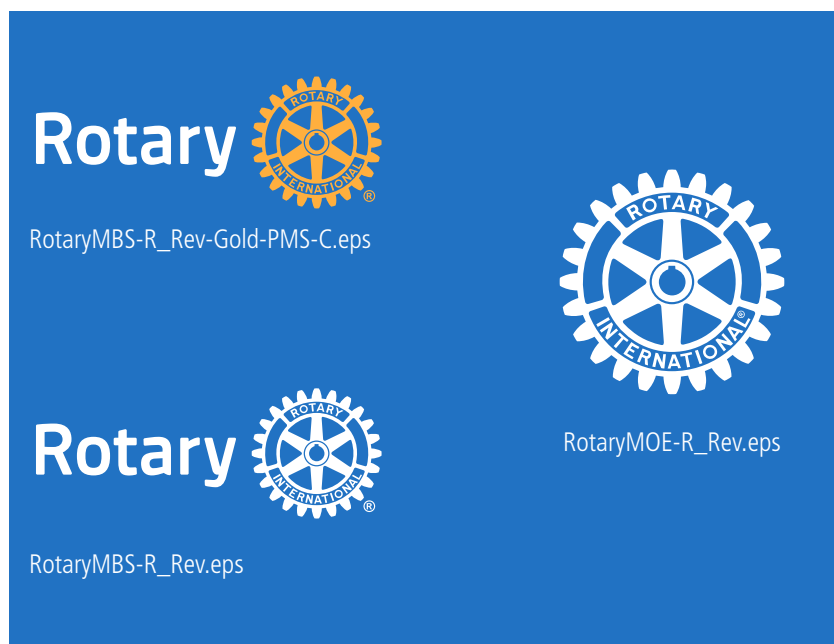
Signature System for Clubs, Districts, Zones, and Projects

**Rotary**   
Club [of/at] [Location]

**Rotary**   
District 1239

**Rotary**   
Zone 33

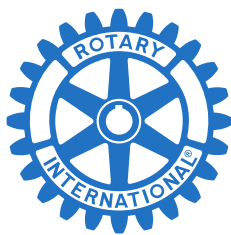
**Rotary**    
Club of Evanston  
Day of Service



**Rotary**



RotaryMBS-R\_Azure-PMS-C.eps

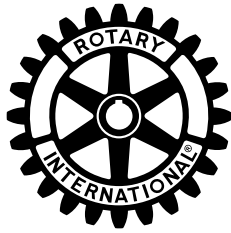


RotaryMOE-R\_Azure-PMS-C.eps

**Rotary**



RotaryMBS-R\_Black.eps



RotaryMOE-R\_Black.eps

## Typography

Licensed Option — fonts for purchase

Primary

**FRUTIGER BLACK CONDENSED**  
**ALL CAPS FOR HEADLINES**

Frutiger for subheads, secondary nav, info graphics, and lockups

Secondary

Sentinel for body text, secondary heads, captions, and callouts

Free Option —

when Frutiger and Sentinel are not available or are cost-prohibitive

Primary

**OPEN SANS CONDENSED**  
**OR ARIAL NARROW**  
**FOR HEADLINES**

Arial for subheads, secondary nav, etc.

Secondary

Georgia for body text, secondary heads, etc.

## Imagery

Rotarians Taking Action for Community



Rotarians Uniting and Exchanging Ideas



Metaphorical

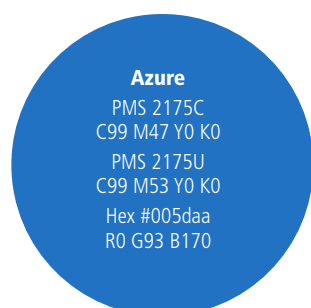


## Member Pin

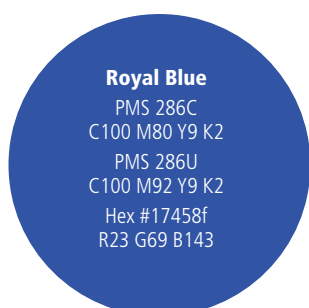


Recognized by Rotarians the world over, your Rotary pin remains unchanged as a proud symbol of membership.

## Colors



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



**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