IDENTITY AT A GLANCE

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.

Logos

Masterbrand Signature

Ro
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Rotary

RotaryMBS-R_PMS-C.eps

Mark of Excellence

Rotary

RotaryMOE-R_PMS-C.eps

Single Page Logo Usage Example

What logo format do I use for:

<table>
<thead>
<tr>
<th>Format</th>
<th>File Type</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>.eps</td>
<td>spot or cmyk</td>
</tr>
<tr>
<td>Embroidery</td>
<td>.eps</td>
<td>spot or cmyk</td>
</tr>
<tr>
<td>Silkscreen</td>
<td>.eps</td>
<td>spot or cmyk</td>
</tr>
<tr>
<td>Word Doc (Print)</td>
<td>.png</td>
<td>rgb</td>
</tr>
<tr>
<td>PowerPoint</td>
<td>.png</td>
<td>rgb</td>
</tr>
<tr>
<td>Digital:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web/Email</td>
<td>.png</td>
<td>rgb</td>
</tr>
<tr>
<td>Tablet/Mobile</td>
<td>.png</td>
<td>rgb</td>
</tr>
</tbody>
</table>

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

Member Pin

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

Colors

Azure

PMS 2177C
C90 M41 Y0 K0
PMS 2175U
C90 M53 Y0 K0
Hex #005daa
RGB #005daa

Royal Blue

PMS 286C
C100 M30 Y19 K2
PMS 286U
C100 M30 Y19 K2
Hex #17458f
RGB #17458f

Gold

PMS 130C
C0 M41 Y100 K0
PMS 129U
C0 M35 Y100 K0
Hex #f7a81b
RGB #f7a81b

Metaphorical

1578 EN—(2715)