

Rotary Branding: Beyond the Logo

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At the end of this presentation, you'll learn

- How to use and protect the Rotary name and why it's so important
- Why using a licensed vendor is so important and what to do if you can't
- Branding on products vs. club branding
- Nuances of the lock up

ROTARY INTERNATIONAL LOGOS

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- Geographic identifiers- read the **fine print**

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ROTARY INTERNATIONAL LOGOS

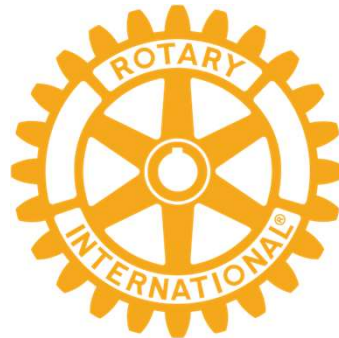
Masterbrand Signature



Masterbrand Signature Simplified



Mark of Excellence



Let's start with some terminology.

This is Rotary's logo, or what is referred to as the Masterbrand Signature. It consists of the word Rotary and the Rotary wheel. Below the MBS is **the simplified logo. Either of these logos can be used as our Rotary logo.**

Then, there's the Mark of Excellence, which is the Rotary wheel on its own. It is always used in combination with the Masterbrand Signature, and is always depicted much larger than the Masterbrand Signature. Please notice that we don't offer the simplified logo as the mark of excellence.

These elements are the base of Rotary's visual identity. Every club, district, and program is to use the Masterbrand Signature its visual identity.

The logo cannot be manipulated. You wouldn't manipulate any other brand's logo.

CLUB, DISTRICT, & ZONE LOGOS

Examples



Only Rotary International can use the Masterbrand Signature on its own. Clubs, districts, multi-districts and zones can only use the Rotary logo with their club, district, or zone name. This applies to Rotary, Rotaract and Interact clubs.

WHAT'S IN A NAME?

1. Using the Rotary name correctly is just as important as using the logos correctly
2. Membership in Rotary doesn't grant full access to the Rotary name
3. Consider the risk, both legal and reputational

ROTARY NAME

- Rotary Run- 5k
- Rotary Theme park and Adventure Center
- Rotary Club of Newhaven Food Drive
- Interact Camp for Kids
- Botanic Rotary Gardens
- Rotaractors For a Better World!

I'd like you to consider the following uses of the Rotary name. We see clubs and districts often using the Rotary name incorrectly. We know these are usually innocent mistakes- people just aren't aware of the policies and guidelines, but let's talk about WHY the polices are in place.

Licensed vendors

One way we may not consider often to promote brand consistency is to promote the use of licensed vendors. Again, Rotary is a protected trademark. Buying and promoting goods that weren't sold through a licensed vendor is like buying a knock off Louis Vuitton on the street. And we've ALL seen when it's done incorrectly. We ask ourselves; how did that happen? 9 times out of 10, it's because they used an unlicensed vendor.

We understand that there are limitations to both what vendors offer and geographic limitations. This is why we have a FREE and easy way for your vendors to receive a one time approval to use the Rotary Marks to create the merchandise you need. All you have to do is reach out to our licensing department to start the process. I've heard from some members that this turnaround happens quickly.

CLUB BRANDING VS. BRANDED MERCH



One of these is ok, and the other isn't. The one on the right is an image of a pin. It is available from our vendor and it signifies Rotary's support of peace. The other is a club logo. One is taking creative licensing and a manipulation of the logo. It ultimately only weakens our public image as all clubs should have a consistent brand. The other is a physical product that is meant to be worn. It is not meant to be used anywhere else other than as a pin. Without the Rotary logo on it, it would just be a dove and the message wouldn't remain. Consider that when creating products, the placement of the logo will not always align with how the logo should be used by clubs. This can be for sizing reasons, manufacturing materials, the shape of the product and so on.

LOCKUPS



Your BEST resource on lockups is page 2 of the Logos at a Glance guide. On that page, you'll also see reference to the naming guidelines we went over at the start of the presentation.

As a rule of thumb, if you don't see it there, don't do it.

This guide specifies that lockups should only be used to show the relationship between your club and a partner, sponsor, program, or event.

Lockups CAN be used for Rotary, Rotaract and Interact clubs. They must have the identifier on them. Only Rotary International should be using a lockup without an identifier. The part on the right can be text, a logo, or both. They can and should be made in the Brand Center. There is no allowance for double, triple, quadruple lockups so please don't manipulate them to do that. If you have multiple partners, either choose one to feature, or don't use the lockup at all.

Lockups also are not to be used as another entity's official logo. Sometimes groups of Rotarians start non-profits and will use the Rotary logo to show they're involved in or support the project. That's not what lockups are for and the entity should have their

own official logo.

GEOGRAPHIC IDENTIFIERS-

READ THE FINE PRINT



1. Create a geographic identifier that includes the words "clubs" or "districts."
2. Determine how long you want to use the geographic identifier.
3. Make sure that any activities or projects that will use the identifier are under the full control of a Rotary entity.
4. Avoid using the geographic identifier in place of the formal club, district, or zone name or logo.
5. Seek appropriate permissions.
6. Refer to the Brand Center for complete guidelines.

1. Create a geographic identifier that includes the words "clubs" or "districts."
2. Determine how long you want to use the geographic identifier. Make the documents that explain your plan to keep using the geographic identifier accessible to members and provide them to Rotary International or local leaders if you're asked to do so.
3. Make sure that any activities or projects that will use the identifier are under the full control of a Rotary entity (and thus, under the full control of Rotary members, as defined in the Rotary Code of Policies, section 34.040.7.). Current leaders need to specify in their plan documents how the activity or project will be administered by the Rotary entity and not delegated to anyone else.
4. Avoid using the geographic identifier in place of the formal club, district, or zone name or logo for official business, including charitable registrations or contracts.

RESOURCES

- Brand Center - brandcenter.rotary.org
- rilicensingservices@rotary.org
- Your Logos at a Glance pdf
- [Rotary's Code of Policies](#)
- Learning Center courses
- Email brand@rotary.org for questions

Rotary has a lot of resources to help you understand and use our Marks correctly.

If you have a question, send it to brand@rotary.org.