



Brand News

Ideas for Strengthening Rotary's Brand

April 2022

Please note that the links will work best if you are logged into your My Rotary account.

What's the buzz in your community right now? How is your Rotary club getting involved to help with a solution? Visit the Brand Center to find resources to help you communicate how your club is taking action and invite others to get involved.

New templates available in the Brand Center

Improved templates make it easier to customize ads, social media graphics, and brochures as well as create club logos. You can select Rotary images or upload your own, easily crop photos and add text and headlines, and choose options for home printing or professional printing.

A new webpage, Our Brand, can guide you in using Rotary's logos, colors, and fonts to create flyers, brochures, presentations, and other promotional materials with a consistent look and feel.

[VISIT THE BRAND CENTER](#)





One voice, every club

Test your Rotary logo knowledge with our new 30-second video. It's an entertaining way to learn how to use the Rotary logo correctly. Visit the [Brand Center](#) to download and share Rotary's latest video today. Use this video at your next meeting or club training.

[DOWNLOAD THE VIDEO NOW](#)

The power of the Rotary logo

When incoming District Governor Charles Pretto wears his Rotary lapel pin, conversation ensues no matter where he goes. Find out why Pretto is a big believer in the power of the Rotary logo.

[VISIT ROTARY VOICES BLOG](#)



Public Relations and Your Club

Public relations and your club


The service projects your club is involved in are great examples of People of Action stories. Help new audiences learn how your club makes a difference in your community by taking the Public Relations and Your Club course in the Learning Center. This course will help you learn how to work with journalists and editors to tell your stories and make sure your club grabs headlines.

[TAKE THE COURSE](#)


People of Action helps define Rotary for those who don't know us. We're professional, community, and civic leaders who connect with each other and who share a unique perspective and passion for taking action to improve the world. Describing and showing ourselves as people of action creates a personal connection to Rotary and emphasizes the impact we make in our communities.

Don't forget to **TELL US** how your club takes action. We might feature your story at the next Rotary International Convention or in a future issue of Brand News.

**DISCOVER
NEW HORIZONS**

Houston, Texas, USA, 4-8 June 2022
Register today at convention.rotary.org
Rotary   HOUSTON
2022

Visit the Brand Center for tools to promote your club.
GET STARTED TODAY!

Rotary 

Rotary International

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