

TIPS TO CORRECTLY USE ROTARY LOGOS

Full Color Masterbrand Signature Logo
for light & white backgrounds

Rotary



Use a **Monochromatic Version of Masterbrand Logo** when needed
(Azure - White - Black)

Rotary



Rotary



Download the .png files for **TRANSPARENT** versions (no backgrounds)

Rotary



Simplified Version of Logo
for digital use in small spaces

Mark Of Excellence Rules

- Must also use the Masterbrand Signature Logo nearby
- Do Not Use it Alone
- Use it whole not cropped
- Mark of Excellence should be at least 4 times the size of the wheel in the nearby Masterbrand Signature Logo.
- Avoid Overuse - Use for Impact

Rotary



Reverse Color Masterbrand Logo
for dark backgrounds



INCORRECT LOGO USE

Masterbrand signature



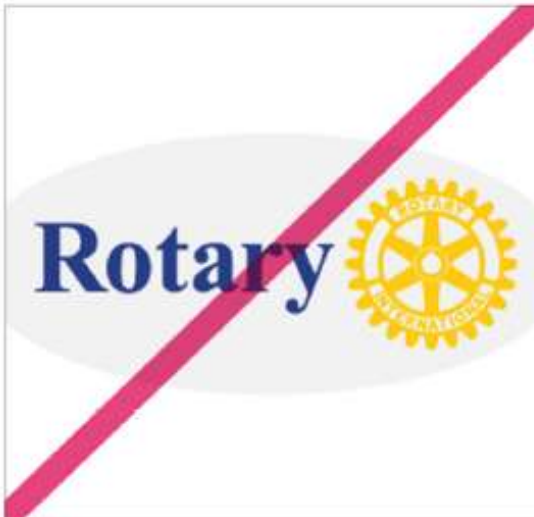
Use the masterbrand signature on a background that has sufficient contrast.



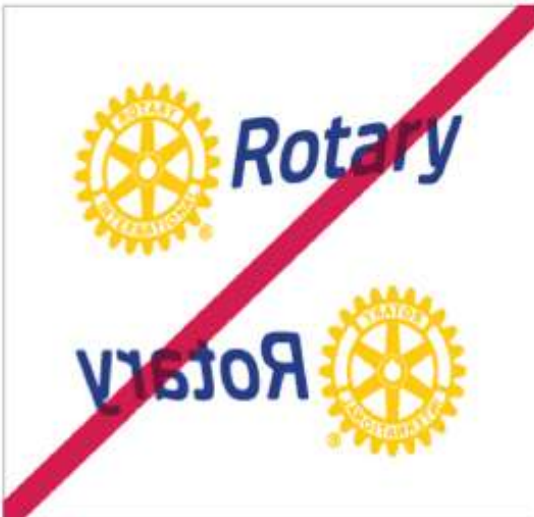
Use a two-color masterbrand signature when printing in full color.



Keep the masterbrand signature clear of outlines, special effects, or other graphic elements.



Keep the masterbrand signature free of a holding shape and use the correct typeface.



Keep all elements undistorted and in the right order.

INCORRECT LOGOS

Mark of excellence



Keep the mark of excellence whole — never cropped.



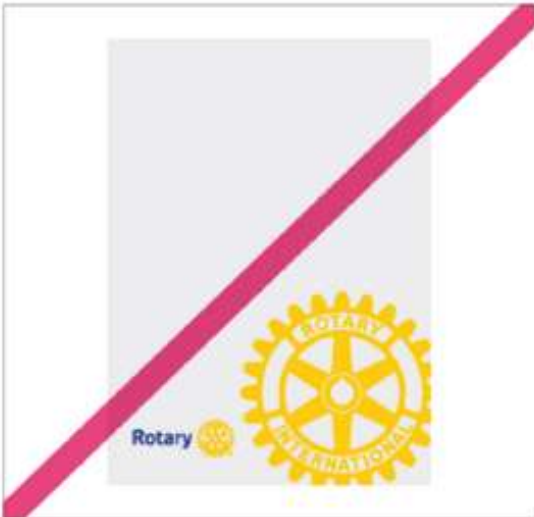
Use Rotary colors specified on page 15 for the mark of excellence.



Size the mark of excellence correctly when using it with the logo, as shown on page 13.



Make sure the mark of excellence is completely legible.



Place the mark of excellence away from the logo.



Rotary

