



ROTARY DISTRICT 7030 RYLA

Brand Guidelines

Version 4.0

STRONGER TOGETHER
Youth Leading a Healthier, Kinder, Greener Future



Revised September 2026



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Brand Overview

About Rotary District 7030 RYLA

Rotary District 7030 RYLA develops young leaders through service, leadership, teamwork and personal growth. Separate cluster/country events operate within the District programme, so the official Rotary identifier must match the team issuing each communication.

The visual identity reflects

- Leadership
- Diversity
- Unity
- Innovation
- Service
- Caribbean culture



Mission & Vision

Mission

Develop young leaders who inspire positive change within their communities.

Vision

A generation of empowered youth leading healthier, kinder and greener communities.



Brand Personality

The Rotary District 7030 RYLA identity should always feel:

BOLD

YOUTHFUL

MODERN

INCLUSIVE

PROFESSIONAL

INSPIRATIONAL

Professional does not mean formal or static: layouts should remain energetic, accessible and youth-centred.



Governing References & Scope

Apply documents in this order

- 1. Rotary International Brand Center standards**
- 2. Rotary District 7030 Brand, Lockup and Theme Usage Policy v1.7**
- 3. RYLA 2026-2027 Theme and Brand Application Guide v1.5**
- 4. Rotary District 7030 RYLA Brand Guidelines v2.0**

Programme scope

District Policy v1.7 remains the governing District document. Rotary District 7030 does not hold one single District RYLA event; separate cluster/country events operate within the District programme. This determines which Masterbrand Signature must be used.

Where there is any conflict, Rotary International standards and District Policy v1.7 prevail.



Programme Identity Hierarchy

1

Approved RBC-created RYLA lockup

Primary programme identifier, selected according to the communication level.

2

Selected RYLA programme theme

What the programme will address.

3

District 7030 Action Framework

How participants will act: courage, innovation, service and collaboration.

4

Create Lasting Impact

The broader Rotary outcome supported by RYLA.

These four elements must remain visually distinct. Never fuse them into a new composite logo.



District-Level RYLA Lockup



Authorised use

- Internal communications to cluster/country teams
- General District-wide social media branding
- Communications about the District RYLA programme as a whole

Do not use

- For a separate cluster/country event
- With an extra Rotary wheel
- With horizontal divider lines or added graphics



Cluster/Country RYLA Lockups



Each team creates its own lockup in the Rotary Brand Center.

Required use

- Every cluster/country event uses its own RBC-created geographic RYLA lockup
- The local lockup is the primary Rotary identifier for that event
- Use the approved language treatment available in the Brand Center

Not permitted

- District 7030 signature as the local event identifier
- Manually inserted country name, flag or event title
- Locally reconstructed or translated lockups



RYLA Programme Graphic

Use only within approved lockups



**STAND-ALONE
RYLA GRAPHIC
NOT PERMITTED**

The colourful RYLA acronym graphic may be used only within an approved lockup created in the Rotary Brand Center with the Masterbrand Signature appropriate to the District or cluster/country communication. It must not be used as a stand-alone logo or incorporated into a custom lockup.

Do not detach, recolour, redraw, distort, crop or use the programme graphic as a campaign mark.



Clear Space & Minimum Use



Keep all text and graphics outside the approved quiet area.

General rules

- Apply clear space to the complete approved lockup, not to the RYLA graphic alone
- Use the clear-space and minimum-size guidance supplied with the Rotary Brand Center artwork
- Do not crop, compress, stretch or place the lockup on a busy background
- Use a white or high-contrast holding area when needed

Never manually rebuild a lockup to make it fit a smaller space. Use an approved alternative export or revise the layout.

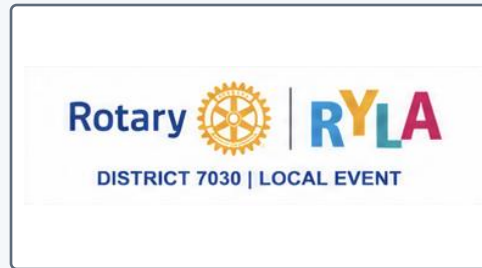
Incorrect Usage I



Custom lockup created outside RBC



District signature used for a local event



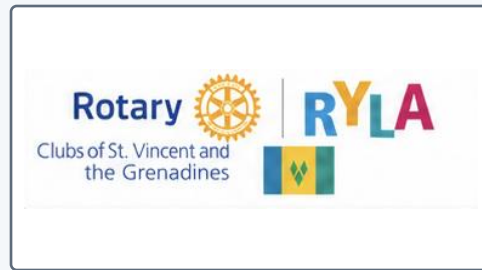
RYLA graphic used by itself



Theme added inside the lockup



Country name or flag inserted manually



Icon attached to the lockup



Incorrect Usage II



District icon placed inside RYLA graphic



District icon combined with flag or event title



Mark of excellence used as the only Rotary identifier



Recolour, crop, rotate or redraw the icon



Rearrange, compress or deconstruct the lockup



Place the lockup on a busy background





Colour Palette

Primary Rotary colours

Rotary Royal Blue



#17458F

Rotary Gold



#F7A81B

RYLA accent colours

Sky Blue



#00A2E0

Rotary Gold



#F7A81B

Turquoise



#00ADBB

Cranberry



#D41367

These colours support layouts and campaign graphics. Never recolour the approved RBC-created lockup or District Action Framework Icon.



Typography

Primary typeface

Use a clean, modern sans serif.

Recommended

Montserrat

Alternative

Arial

Headings

- Bold
- Uppercase preferred
- High contrast

Body copy

- Regular
- Sentence case
- Short, readable paragraphs

Do not change the typography inside approved lockups or supplied master artwork.



Certificate Typography

Participant name

Use an elegant serif for the recipient name only.

Cormorant Garamond

Fallback

Georgia

or

CINZEL

All other certificate text should use Montserrat or Arial. Keep names, signature titles and official wording separate from logos and the District icon.



Theme & Message Hierarchy

RYLA programme theme - what the programme addresses

STRONGER TOGETHER

Youth Leading a Healthier, Kinder, Greener Future

District 7030 Action Framework - how participants act

**DARE. INNOVATE. SERVE.
UNITED, WE ARE STRONGER.**

Supporting RYLA campaign copy may say: “Dare to challenge. Innovate for change. Serve with compassion.” Label it as How RYLA Participants Will Act or RYLA Supporting Line.

Broader Rotary outcome

Create Lasting Impact

**KEEP
SEPARATE**

Approved RYLA
lockup

Programme theme

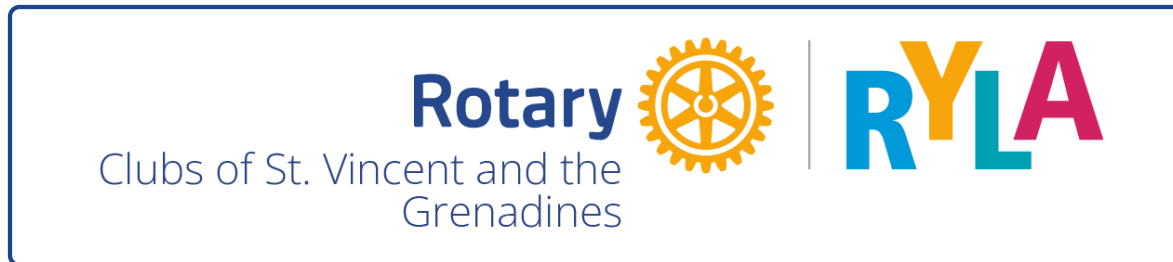
District Action
Framework Icon

Create Lasting
Impact

Never combine these elements into a single composite logo.

Cluster/Country Identification

Official identification



This RBC-created lockup provides the official cluster/country identification.

OPTIONAL FLAG
AS SEPARATE
CULTURAL
DECORATION

Country flags

Flags are not required within the RYLA identity system. A country name, flag or event title must never be manually inserted into the approved lockup, RYLA programme graphic or District Action Framework Icon.

A retained flag must have sufficient clear space and must not appear to form part of the official Rotary or RYLA identity.

Everything in the approved lockup remains unchanged; only the authorised geographic identifier differs between teams.



Certificate Standards

Every District template must include

- Approved full-page layout and wording
- Designated empty area for the local RBC-created RYLA lockup
- Selected RYLA theme as separate campaign text
- Participant name and clear completion statement
- Three labelled signature fields
- Date and location fields
- White background and approved colour palette
- Optional District Action Framework Icon, separate from the lockup

Required wording corrections

- Use “This is to certify that.”
- Use Certificate of Completion when the copy says “has successfully completed.”
- Use “District 7030 RYLA Chair.”
- Label date/location lines; remove unexplained lines.
- Do not use a separate flag-based identifier.

The local lockup must be inserted from the approved RBC file. It must never be manually reconstructed.

The District Action Framework Icon must not be used as a watermark or overlap names and signatures.

District Certificate Template

Lockup placement

Reserved zone: 3.35 in W x 0.82 in H at the upper-left of the full-size certificate.

- Insert the approved local lockup only
- Use 2.25-3.00 in width
- Centre vertically within the zone
- Preserve the official clear space
- Do not redraw or translate the lockup

The separate editable certificate template is supplied with this revised guide.

INSERT APPROVED RBC-CREATED CLUSTER/COUNTRY RYLA LOCKUP

STRONGER TOGETHER
Youth Leading a Healthier, Kinder, Greener Future

CERTIFICATE
OF COMPLETION

This is to certify that
[PARTICIPANT NAME]

has successfully completed Rotary District 7030 RYLA 2027, developing the leadership, collaboration and service skills needed to help create healthier, kinder and greener schools and communities.

Date: _____ Location: _____

OPTIONAL APPROVED DISTRICT ACTION FRAMEWORK ICON

District Governor
[Name]

District 7030 RYLA Chair
[Name]

Cluster/Country RYLA Chair
[Name]

Template preview - placeholders must be replaced with approved artwork and names before issue.

Apparel Standards

Front

- Selected programme theme as separate campaign text
- Optional approved local RYLA lockup at an appropriate size

Back

- Approved RBC-created cluster/country RYLA lockup

Optional District icon

Place separately on a sleeve or lower back only when minimum-size and clear-space standards can be met. It is better to omit it than reproduce it too small.





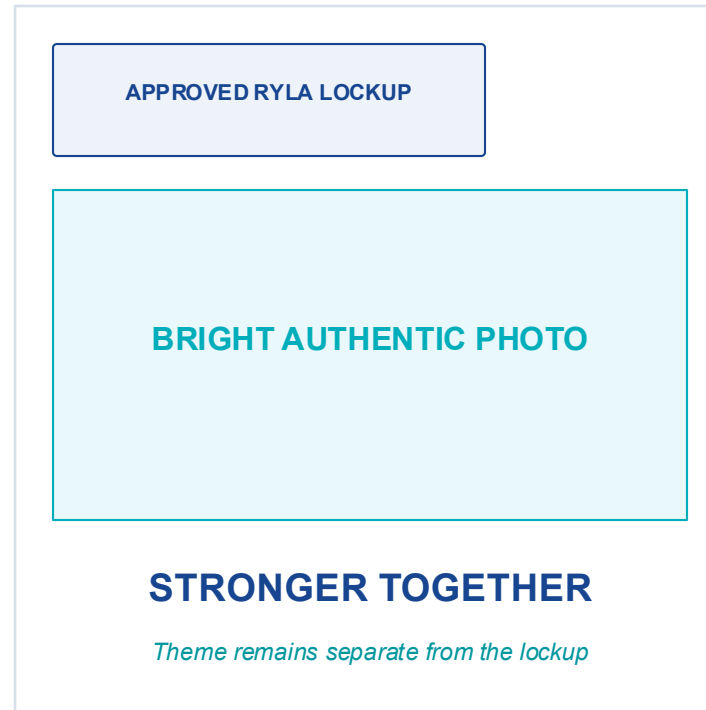
Social Media Branding

Use

- Bright photography
- High contrast
- White space
- Minimal text
- Rotary Blue headlines
- Turquoise highlights

Identity rules

- District content: District-level RBC lockup
- Local content: geographic RBC lockup
- Theme remains separate
- RYLA graphic never appears alone



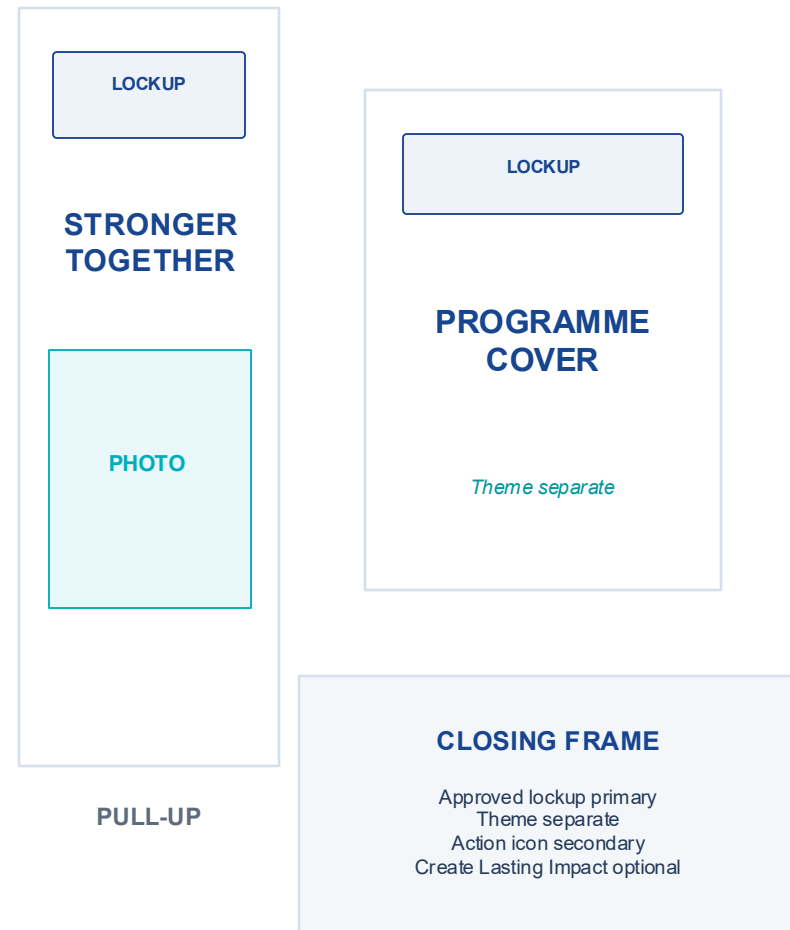
Use the District Action Framework Icon selectively when a post clearly demonstrates courage, innovation, service or collaboration. Do not add it automatically to every post.



Event Branding

Approved applications

- Programme covers
- Presentation dividers and closing slides
- Side panels and pull-up banners
- Closing frames
- Certificates
- Lanyards and name badges
- Volunteer and participant shirts
- Social media templates



Photography Style

Photography should communicate

- Leadership
- Community
- Service
- Teamwork
- Outdoor activities
- Learning
- Diversity

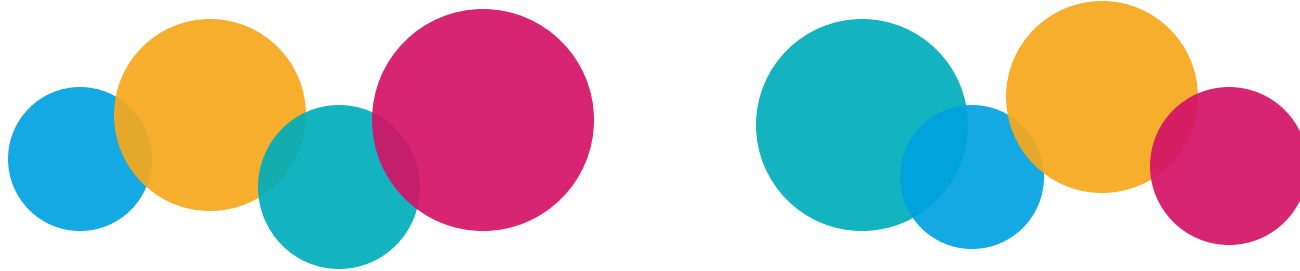


Prioritise authentic moments over posed photography. Secure appropriate consent and avoid imagery that stereotypes, excludes or misrepresents participants.



Graphic Elements

Simple geometric circles may be used as part of the RYLA visual system to represent connection, collaboration and diversity. They must not copy, reconstruct, deconstruct or imitate the official District 7030 Action Framework Icon.



Connection • Different cultures • Different countries • Collaboration • Rotary fellowship

The official District icon must always be used from the supplied master artwork. Accent lines may use turquoise or approved theme colours.



File Formats

Official lockups and master artwork

- Use only Rotary Brand Center-generated lockups
- Use supplied master artwork for the District Action Framework Icon
- Remove unofficial, custom and superseded files from shared folders

Digital use

- SVG or transparent PNG for logos
- RGB colour mode
- Export at the intended display size or larger
- Do not use screenshots or low-resolution JPG logos

Print production

- PDF or approved vector artwork
- 300 dpi for raster imagery
- CMYK when required by the printer
- Final proof approval before production

Keep editable masters (AI, EPS or SVG) only when supplied or generated through approved systems. Do not redraw official assets.



Language Requirements

ENGLISH

Use the approved English District Action Framework Icon and English RBC-created lockup treatment.

FRANÇAIS

Use the approved French District Action Framework Icon and French RBC-created lockup treatment.

BILINGUAL

Display both complete versions separately and with equal visual balance.

English and French wording must not be combined within one icon or lockup. Lockups and geographic identifiers must not be manually translated or reconstructed.



Brand Stewardship & Approval

These guidelines must be read together with current Rotary International Brand Center standards, Rotary District 7030 Brand, Lockup and Theme Usage Policy v1.7 and the RYLA 2026-2027 Theme and Brand Application Guide v1.5.

The official programme name is “Rotary District 7030 RYLA.” All RYLA lockups must be created in the Rotary Brand Center. The District-level lockup is restricted to authorised District-team communications; each cluster/country must use its own geographic RYLA lockup.

The approved RYLA lockup, selected programme theme, District Action Framework Icon and Presidential Message must remain visually distinct. New layouts, co-branding arrangements, merchandise and applications not covered by an approved template must be submitted to the District Public Image Team before publication or production.

Approval checklist

- Official RBC lockups and supplied master artwork used
- Unofficial or superseded logo files removed
- Clear space, minimum size, resolution and file format checked
- English/French treatment checked
- New layouts and co-branding submitted for approval
- Merchandise pre-production proof approved
- Final artwork submitted to the District Public Image Team

Final submission: revised guidelines, District certificate template, RBC-created lockups and final production proofs.

Where there is any conflict, Rotary International standards and District Policy v1.7 prevail.