

ROTARY CLUB BRAND CHECKLIST

Check all of these club resources to make sure you are using the proper Rotary image!

1. Web Site:

a. Is it displaying the Masterbrand Signature (custom or regular)?



b. If displaying the stand alone wheel (Mark of Excellence), is it the correct version?



c. If displaying the theme, is it for the current year? 2021-22 :



SERVE TO CHANGE LIVES

2. Newsletter: Has the masthead (or any other graphics) been updated to reflect current branding?

3. Facebook: Is the Rotary brand feature in either the profile or cover images and if so, is it the correct one (see above)?

4. Banners: Are any still reflecting outdated branding?

5. Club Specific Materials:

a.. Have templates for annual events been updated (i.e. flyers)?

b. Have club specific brochures or membership materials been updated?

c. Are all other club materials (grant applications, press releases, applications) showing the current branding?

For updated branding, visit brandcenter.rotary.org

And for help with your club's image,

Contact the District 7030 Public Image Team

admin@rotarydistrict7030.org