



ROTARY INTERNATIONAL

Board of Directors

Excerpts from meeting minutes June 2023

148. Brand Fidelity

Statement: The Communications Committee reported that many Rotary clubs, districts, and entities are still non-compliant with Rotary's visual identity as established by the Board in 2013. Since consistent brand messaging and visual identity are critical to improving a broader awareness and understanding of Rotary, the committee recommended that the Board adopt policy to help encourage member compliance with RI's visual identity guidelines.

DECISION: The Board

1. thanks the Communications Committee for its report on Rotary's visual identity standards;
2. recognizes that consistent brand messaging and visual identity are critical to improving awareness and understanding of Rotary;
3. requests the general secretary to continue efforts to maintain member compliance with RI's visual identity guidelines by:
 - ensuring that visual identity is part of training and orientation opportunities provided to club presidents, district governors, incoming Rotary public image coordinators (and assistant coordinators), incoming directors, and incoming trustees;
 - communicating to district governors and Rotary public image coordinators that they are responsible and accountable for brand fidelity;
 - encouraging a culture of brand champions among club leaders;
 - fostering brand compliance accountability among Rotary club leaders by adding specific public image/brand compliance goals to the Goal Center of the Rotary Club Central;
 - featuring only those clubs or Rotary-affiliated entities that are brand compliant on their websites in any Rotary media outlets;
 - enforcing that all aspects of RI, zone, district, club, Fellowship, and Action Group-led events shall be on-brand (including but not limited to marketing collateral and giveaways, event presentations, and exhibitors);
4. requests the general secretary to require licensed vendors to only sell member pins that include the masterbrand signature, traditional or simplified, or one-color Mark of Excellence.