

# A Quick Look at Rotary International's Public Image Material



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**District 5610  
2020 Conference**



# Where do I find Public Image Material?

## My Rotary ► News & Media ► Brand Center ►

Rotary  My Rotary

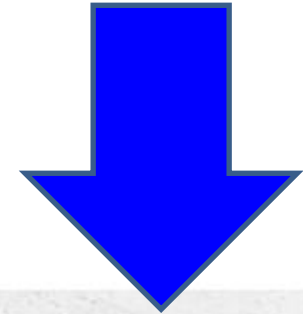
Donate

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# My Rotary



## My Rotary Member Dashboard

Welcome to My Rotary, a place for members of Rotary to access tools and information to make your membership experience better.

[SIGN IN TO MY ROTARY](#)

[REGISTER FOR AN ACCOUNT](#)

Office of the President >

Magazines >

Newsletters

Rotary blogs >

News & Features

Announcements

Calendar

Media Center

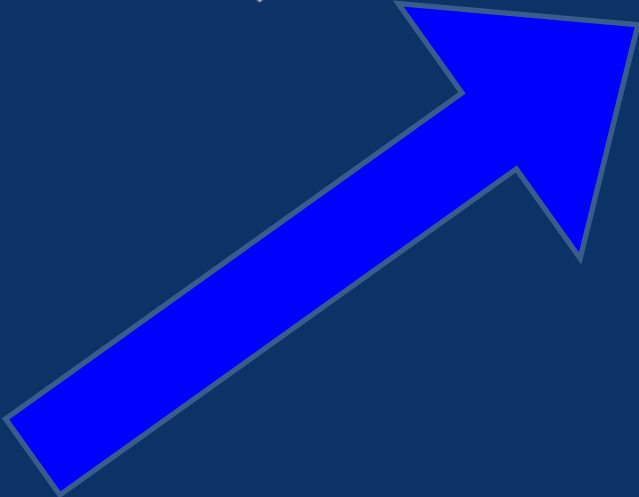
Brand Center

Rotary Video

Media Center

Brand Center

Rotary Video



# My Rotary ► News and Media ► Brand Center ►



## Brand Center and Other Public Image materials:

- Our Story Brand Guidelines
- Logos
- Club Materials
- Ads
- Images
- Video

TELL ROTARY'S STORY  
VOICE AND VISUAL  
IDENTITY GUIDELINES



### GUIDELINES

Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and

LEARN MORE

Rotary



### LOGOS

Download high-resolution logos and Rotary graphics.

LEARN MORE

# Public Image: Our Story

## TELLING OUR STORY



Our identity is more than our logo and colors. It is the essence of who we are and what we do. The Strengthening Rotary initiative helps us tell that story in a compelling way. By providing a clear and consistent image of what Rotary stands for and how we differ from other charitable organizations, we offer prospective members, donors, and other stakeholders a compelling reason to engage with us.

Research conducted among Rotary members worldwide revealed insights about who we are

- Rotary members are responsible leaders, both socially and ethically. We define leadership by mindset and approach, not labels or titles.
- Connecting with each other and our communities will always be the driving force behind Rotary.
- Rotary affects local communities on a global scale to create lasting change.

## DOWNLOADS

[Identity at a Glance >](#)

[Voice and Visual Identity Guidelines >](#)

[Messaging Guidelines >](#)

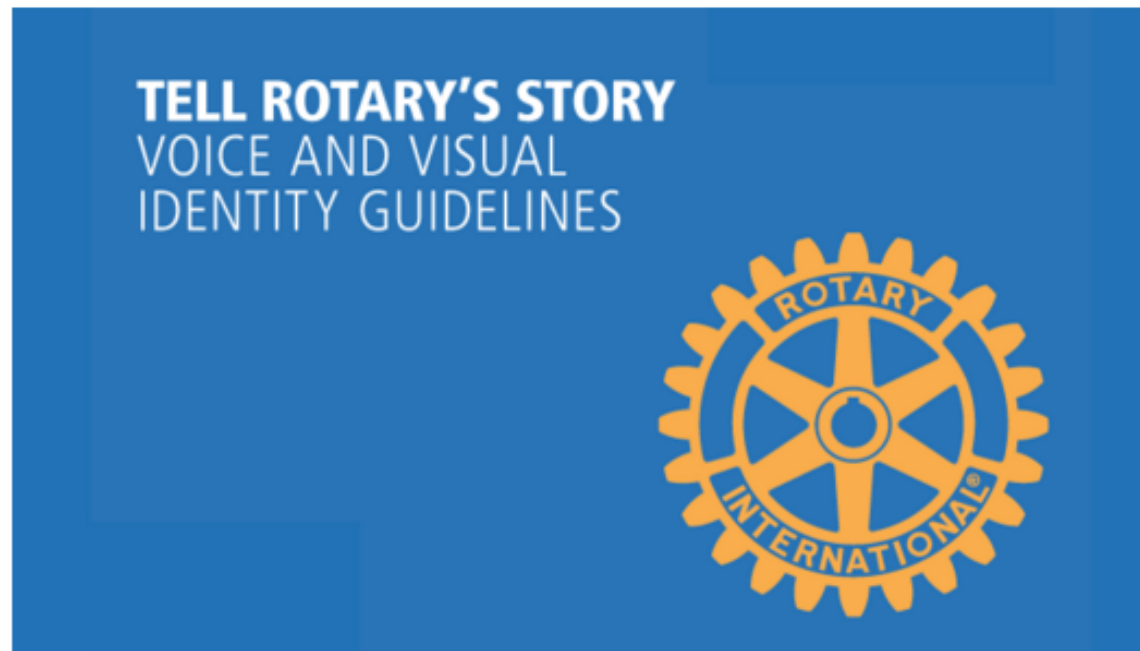
[Ideas book: Our Identity in Action >](#)

[Rotary Brand FAQs >](#)

[Quick Start Guide for Club Websites >](#)

# Public Image: Brand Guidelines

## GUIDELINES



We have a powerful story to tell, and it's up to all of us to protect, promote, and deliver our message in all of our interactions. By speaking, writing, and designing in a unified voice and look, we ensure that our communications are unmistakably Rotary.

Applying a consistent and clear Rotary style in all of our communications is vital to strengthening our image and enhancing our reputation as a world-class organization. These downloadable resources and guidelines allow each club and district to work independently while maintaining a consistent identity throughout the organization.

These materials are just the beginning of what we plan to offer. Check back often over the coming months to see what new resources are available to help you tell Rotary's story.

Use these supporting resources to help you apply Rotary's logo and graphics guidelines.

- [Rotary Brand FAQs](#)
- [Voice and Visual Identity Guidelines](#)
- [Messaging Guidelines](#)
- [Identity at a Glance](#)
- [Ideas Book: Our Identity in Action](#)
- [Quick Start Guide for Club Websites](#)

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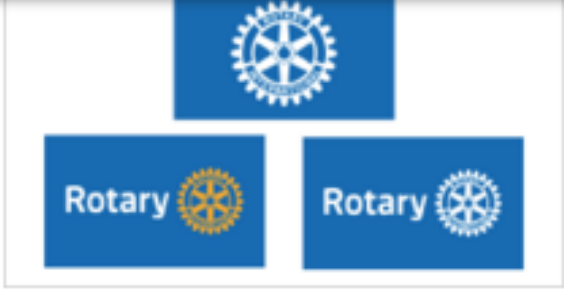


[Visual Identity Guidelines: Young Leaders >](#)

# Public Image: Logos

ROTARY LOGOS	TEMPLATE	PROGRAM LOGOS	FOUNDATION LOGOS
	  Club (of/at) (Location)	 Interact <i>Rotary Sponsored Club</i>  Rotaract <i>Rotary Club Partner</i>	
<h2>ROTARY LOGOS</h2> <p>Incorporate Rotary's logo into your club or district communications.</p> <p><a href="#">VIEW</a></p>	<h2>TEMPLATE</h2> <p>Create your own club, district, or program logo.</p> <p><a href="#">VIEW</a></p>	<h2>PROGRAM LOGOS</h2> <p>Use logos and graphics to promote Rotary's programs, including Rotaract and Interact.</p> <p><a href="#">VIEW</a></p>	
	<h2>THEME LOGOS</h2> <p>Use the theme logos to promote the presidential theme and citation in your Rotary club or district communications.</p> <p><a href="#">View &gt;</a></p> <h2>ABOUT ROTARY LOGOS</h2> <p>Read an overview on how to use Rotary logos.</p> <p><a href="#">Learn more &gt;</a></p>		<h2>FOUNDATION LOGO</h2> <p>Use The Rotary Foundation logo in your</p>

# Public Image Materials, e.g.

- Flags
- Banners
- Pamphlets
- Certificates
- Member Cards
- Newsletters
- Press Releases
- Fact Sheets
- Presentations
- Zoom Backgrounds
- Social Media (9 platforms)

FLAGS AND BANNERS	PRESENTATIONS	CREATE YOUR OWN	MEMBERSHIP MATERIALS
EVENT RESOURCES	PRESS RELEASE	NEWSLETTERS	
			
<b>FLAGS AND BANNERS</b> Give your Rotary flag or banner a fresh and professional look. Download the color and background that best fits your needs. <a href="#">VIEW</a>	<b>CREATE YOUR OWN</b> Use our online tool to customize your club's logo and create a brochure that showcases your activities and projects. <a href="#">VIEW</a>	<b>MEMBERSHIP MATERIALS</b> Download Rotary's Membership Certificate and Membership card. <a href="#">VIEW</a>	
<b>EVENT RESOURCES</b> Download and create a poster or flier to promote your club's next project or event. <a href="#">View &gt;</a>	<b>PRESENTATIONS</b> These templates, available in light and dark backgrounds, give your presentation a professional look so you can focus on creating your content. <a href="#">View &gt;</a>	<b>PRESS RELEASE</b> Give your press release a clean and professional look by downloading this updated template.	
<b>NEWSLETTERS</b> Give your club's newsletter a fresh new look by downloading our new templates.			

# Public Image: Images- video

[Our Story](#)[Guidelines](#)[Logos](#)[Materials](#)[Ads](#)[Images & Video](#)[BROADCAST ADS](#)[ROTARY VIDEOS](#)[IMAGES](#)

## IMAGES & VIDEO



### BROADCAST ADS

Spotlight Rotary's efforts to eradicate polio on your local television stations with a 30-second broadcast-quality This Close public service announcement.

[VIEW](#)

### ROTARY VIDEO

Capture Rotary's essence with one of our Doing Good in the World videos, or use the This Close video to keep the fight to eradicate polio moving forward.

[VIEW](#)

### IMAGES

Images play an integral part in telling Rotary's story. Select photos that reflect Rotary's work and membership.

[VIEW](#)

## LOOKING FOR MORE IMAGES?

Search our image database to find thousands of additional photos you can download free to enhance your club's website and publications.

[View photo library >](#)

BROADCAST

PRINT

OUTDOOR

# Public Image: Ads

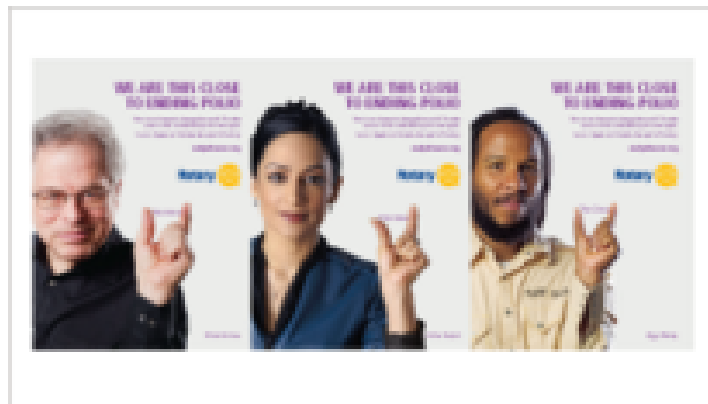
ADS



## BROADCAST

Spotlight Rotary's efforts to eradicate polio on your local television stations with a 30-second broadcast-quality This Close public service announcement.

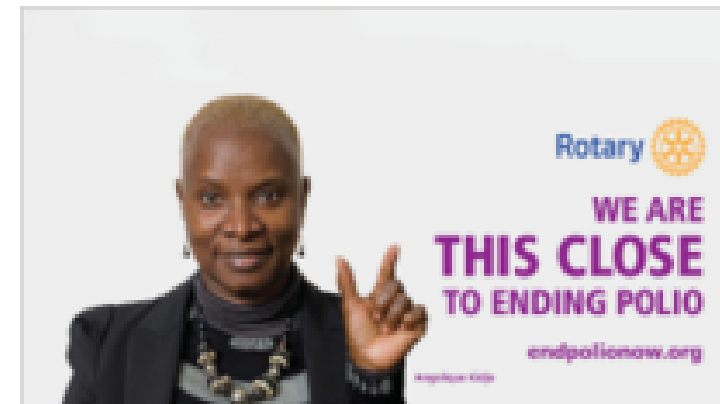
VIEW



## PRINT

Promote polio eradication using This Close campaign print materials, which feature our celebrity polio eradication ambassadors.

VIEW



## OUTDOOR

Promote Rotary in your community by creating billboards and other outdoor signage with our new visual identity.

VIEW

# Current Public Service Announcement Campaign

- The Rotary International PSA campaign is running for one year and started four months ago
- Many PSAs are available and they come in several lengths
- Two Examples:
  - Power of Connections -1 min
  - Club's Power of Connections for Facebook and website



# What materials would help you to tell your club's story?



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