

**Rotary**

District 5610



# Branding & Social Media

*A simple, practical guide for Rotary clubs*

# What We'll Cover

*Two halves of one story — how Rotary looks, and how Rotary speaks.*

# 1

## BRAND

Logos, colors, and the visual rules that make every club instantly recognizable.

# 2

## SOCIAL MEDIA

How we tell the world, one post at a time, what Rotary actually does.

# Your Brand Is Your Promise

*When people see the Rotary wheel, they should know — instantly — who we are and what we stand for.*

## RECOGNITION

One wheel. One look. Every club,  
every flyer, every post.

## TRUST

A consistent brand tells people  
we're organized, credible, and  
Rotary.

## UNITY

Every club, every district, every  
country — we move as one family.

# Logo Examples — Club Signature System

Three approved ways to lock up your club name with the Rotary mark. Pick one and stay consistent.

## Mark ABOVE name

Club logo — ABOVE

[Location] Club [of/at]  
**Rotary** 

[Location] Club [of/at]  
**Rotary** 

## Mark BELOW name

Signature System — Clubs

Club logo — BELOW

**Rotary**   
Club [of/at] [Location]

**Rotary**   
Club [of/at] [Location]

## Above AND Below

Club logo — ABOVE and BELOW

[Location]  
**Rotary**   
Club

[Location]  
**Rotary**   
Club

Always download the ready-made versions from Brand Center — never recreate them yourself.

# Program & Partner Logos

Rotary programs and partner organizations each have their own approved lockup.

## Rotary Programs



## Partners & Initiatives



**Rule of thumb:** If Rotary International makes it, use it exactly as provided. Don't redraw, recolor, or stretch.

# Out With the Old

*If your club still uses any of these styles — it's time to retire them.*



## Don't do this

- Custom or hand-drawn wheels
- Recolored or outlined versions
- Rotary combined with other brands
- Stretched, tilted, or cropped marks
- Old "Rotary Club of..." arc logos

# Get the Assets

Everything you need — logos, images, videos, and the brand guide — lives at Brand Center.



Scan to open Brand Center

[brandcenter.rotary.org](https://brandcenter.rotary.org)



## Images Library

High-res photos from Rotary projects worldwide.

[brandcenter.rotary.org/en-GB/App/Images](https://brandcenter.rotary.org/en-GB/App/Images)



## Videos Library

Ready-to-share Rotary stories and b-roll.

[brandcenter.rotary.org/en-GB/App/Videos](https://brandcenter.rotary.org/en-GB/App/Videos)



## Voice & Visual Identity Guide

The official rulebook — fonts, colors, tone.

[my.rotary.org/en/learning-reference/about-rotary/voice-and-visual-identity-guidelines](https://my.rotary.org/en/learning-reference/about-rotary/voice-and-visual-identity-guidelines)

# Why Social Media?

*It's the fastest, cheapest way to show your community what Rotary actually does.*

**3.5B**

people on social media worldwide —  
your audience is already there.

**FREE**

awareness, engagement, and word-  
of-mouth for your club.

**NEW**

members, volunteers, partners, and  
donors find us online.

*Social media is modern word of mouth. Members, donors, and the public check us before they ever show up.*

# Pick Your Platforms

*You don't need to be everywhere. Pick one or two — and post consistently.*

## Facebook

Event promotion, RSVPs, community groups

*Where most Rotarians already are.*

## Instagram

Photos, short videos, behind-the-scenes

*Younger audience, visual stories.*

## LinkedIn

Member achievements, partners, credibility

*Reach professionals and sponsors.*

*Quality over quantity. One channel done well beats three channels done badly.*

# What To Post — 4 Content Buckets

*Rotate through these four and you'll never run out of ideas.*

## PEOPLE

Members • Volunteers • Partners

## IMPACT

Projects • Donations • Community results

## EVENTS

Promote before • Show during • Thank & share after

## ROTARY

Mission, Vision, District, Zone, RI

# A Post That Works

Great posts have one picture worth seeing, one story worth reading, and one call to action.



## Clear "So What"

Explains the impact — 200+ bagged lunches delivered — not just "we were there."

## Photos & Faces

Real people, real hands, real work. Visuals do the talking.

## Call To Action

A link to donate / volunteer + tagged partner + "get involved here."

## Hashtags

#ServiceAboveSelf #Rotary #CommunityImpact #rotary5610

# Every Post Needs a "So What"

A call to action tells people what to do next. Hashtags help them find you.

## Call to Action

- Register today for our [event]
- Share this post with a friend who'd love to volunteer
- Follow us for updates on this project
- Message us to visit a meeting

W E A K

*"We had a great meeting today."*

S T R O N G

*"Want to join next week's?  
Message us!"*

## Hashtags, Done Right

- No spaces, no punctuation, no symbols
- Capitals help readability (#ServiceAboveSelf)
- Mix club, district, and topic tags
- Keep it short — 3 to 5 per post

Ready-to-use examples

**#PeopleOfAction**  
**#ServiceAboveSelf**  
**#RotaryDistrict5610**  
**#UniteForGood**

# Your Monthly Checklist

*Five things to check each month — and you're ahead of 90% of clubs.*

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1

## Profile photo + cover photo

Use the official Rotary logo. No mickey-mouse wheels.

2

## Page description

"About us" matches approved Rotary language.

3

## Post at least once a week

Pull from the four content buckets. Photos > text.

4

## Every post has a CTA

Tell people what to do next — no dead-end posts.

5

## Use hashtags + tag partners

Tag sponsors, members, and other clubs to grow reach.

# Resources & Next Steps

*Everything you need to start this week.*

## Scan for Brand Center



[brandcenter.rotary.org](https://brandcenter.rotary.org)

*Logos • Photos • Videos • Templates*

## Quick Links

### Brand Center

[brandcenter.rotary.org](https://brandcenter.rotary.org)

### Images Library

[brandcenter.rotary.org/en-GB/App/Images](https://brandcenter.rotary.org/en-GB/App/Images)

### Videos Library

[brandcenter.rotary.org/en-GB/App/Videos](https://brandcenter.rotary.org/en-GB/App/Videos)

### Voice & Visual Identity

[my.rotary.org/.../voice-and-visual-identity-guidelines](https://my.rotary.org/.../voice-and-visual-identity-guidelines)

### District 5610

[rotarydistrict5610.org](https://rotarydistrict5610.org)

