

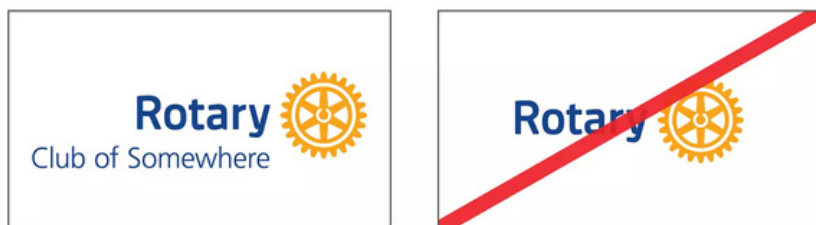
# ROTARY LOGOS - DO'S & DON'TS

## ROTARY LOGOS



The Rotary, Rotaract, and Interact Masterbrand Signatures are the official logos of Rotary International. They combine the wheel with the word "Rotary," "Rotaract," or "Interact" to the left for visibility and recognition.

You can use either the regular or simplified version of the Masterbrand Signature on all print and digital applications



**Correct:** Use your official club logo, which includes your club name along with the Masterbrand Signature, as the main identifier in all your promotional materials.

**Incorrect:** Don't alter the Mark of Excellence to make it represent another object, don't change the color and font of your club name, and don't add any other images to the correct club logo.



**Correct:** Use Rotary's current branding and logos.

**Incorrect:** Don't use previous versions of the Rotary logo. The only exception is when it appears in historic photos that illustrate stories referencing specific events before July 2013.

## WHEEL OF EXCELLENCE

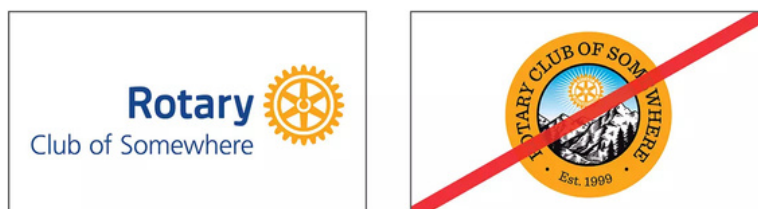


The Rotary wheel is the Mark of Excellence. This is a secondary logo that is mainly used on round items like road signs and merchandise. This logo also can be used as the round profile image on club, district, and zone social media pages.

**There is no simplified version of the Mark of Excellence — the words "Rotary International" always need to appear in the wheel.**

**Correct:** When creating your official logo, use your club, district, or zone logo instead of the Rotary, Rotaract, or Interact Masterbrand Signature alone.

**Incorrect:** Don't use the Rotary, Rotaract, or Interact Masterbrand Signature without your club, district, or zone name.



**Correct:** Use the Mark of Excellence near your club or district logo for clarity and recognition.

**Incorrect:** Don't use the Mark of Excellence alone or as your club's official logo. Use only the Mark of Excellence available in the Brand Center. Remember that there's no simplified version of it.

