

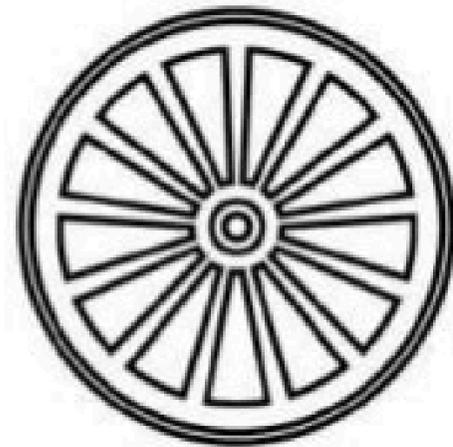
# **PUBLIC IMAGE LUNCH LEARN**

## **ROTARY BRANDING & RESOURCES**

**DISTRICT 5870 PUBLIC IMAGE**



# OUTDATED LOGOS



1905



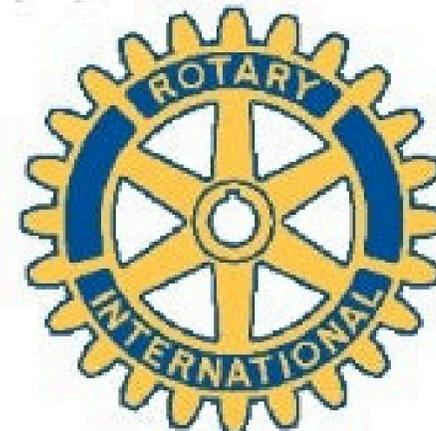
1906-07



1911-14



1912-23



1924-2013

# ROTARY MASTERBRAND SIGNATURE



**This is the official logo of Rotary International. It combines the wheel and the word "Rotary" to the left for visibility and recognition. The Masterbrand signature can not be altered in any way.**

# MASTERBRAND SIMPLIFIED



The Masterbrand Signature Simplified is a less detailed version of Rotary's logo. The wheel is simpler so that it can remain clear and recognizable in small sizes.

# MARK OF EXCELLENCE



**This is the Mark of Excellence, is a secondary logo. It should only be used when it is part of your Club's logo. The Mark of Excellence is sometimes featured alone in merchandise that can be purchased from licensed vendors.**

# CLUB MASTERBRAND LOGO

Cedar Park-Leander

**Rotary**



Rockdale

**Rotary**

Club



**Rotary**

Club of Marble Falls



A Rotary Club's logo has the Club name in a particular font and layout along with the Rotary's Masterbrand Signature. The name of the Club always appears to the left of the wheel, along with the word Rotary.

# PUBLIC IMAGE RESOURCES

## District website - Public Image Tab

- Public Image Resources for Clubs
  - Rotary Brand Center
  - Templates
  - Favorite Tools
  - Club Runner
  - People of Action Campaign
  - Media Resources
  - Logos

**Rotary**  
District 5870

## PUBLIC IMAGE RESOURCES

RESOURCES to help you PROMOTE YOUR CLUB...  
& INSPIRE YOUR COMMUNITY!!!

[DISTRICT HOME PAGE - ROTARYDISTRICT5870.ORG](#)

- Submit a Story/Event District Promotion
- Submit a New Member Promotion

[CONTENT CREATION TEAM](#)

- Submit a request for design or press release support

[CANVA TEMPLATES & TOOL KIT](#)

- Step-by-step instructions on how to set-up a Canva Brand Kit/Hub
- Rotary Color Codes
- Rotary Logos (Regular & Simplified)
- Rotary Fonts

[PUBLIC IMAGE RESOURCES PAGE](#)

- Training Slides & Videos
- Rotary Brand Resources
- Tools & Resources
- Media Promotion
- Templates

[PUBLIC IMAGE ROCKSTAR CHALLENGE](#)

- A roadmap for Clubs to use to promote themselves in the Community, at the District and Rotary International

WELCOME OUR NEW ROTARIAN!  
Rotary District 5870

- New Rotary Year Check List
- Pre-Event Check List
- Social Media Guidelines
- Rotary Talking Points Flyer (use at events/fundraiser)
- People of Action Photo Editor
- Cloud Events Cheat Sheet

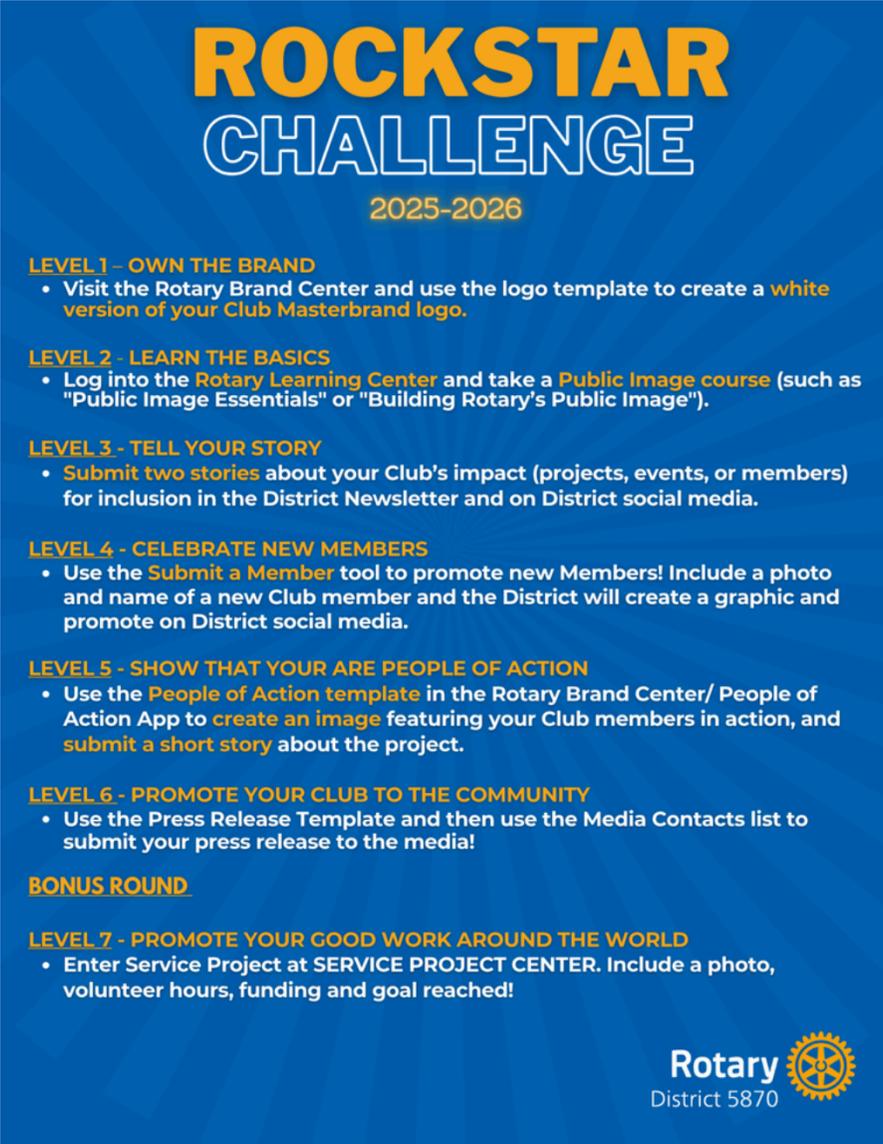
- Press Release Template
- Press Release Example
- Sample Email for Press Release
- Media Contact List - TV, Newspaper & Radio

# PUBLIC IMAGE RESOURCES

## District Website - Public Image Tab

- Rockstar Challenge
  - Own the Brand
  - Learn the Basics
  - Tell the Story
  - Celebrate New Members
  - Show that you are People of Action
  - Promote Your Club to the Community

A 6-level roadmap to boost your Club's visibility and community engagement using Rotary's powerful tools and resources.



**ROCKSTAR  
CHALLENGE**  
2025-2026

**LEVEL 1 - OWN THE BRAND**

- Visit the Rotary Brand Center and use the logo template to create a **white** version of your Club Masterbrand logo.

**LEVEL 2 - LEARN THE BASICS**

- Log into the Rotary Learning Center and take a **Public Image** course (such as "Public Image Essentials" or "Building Rotary's Public Image").

**LEVEL 3 - TELL YOUR STORY**

- Submit **two stories** about your Club's impact (projects, events, or members) for inclusion in the District Newsletter and on District social media.

**LEVEL 4 - CELEBRATE NEW MEMBERS**

- Use the **Submit a Member** tool to promote new Members! Include a photo and name of a new Club member and the District will create a graphic and promote on District social media.

**LEVEL 5 - SHOW THAT YOU ARE PEOPLE OF ACTION**

- Use the **People of Action** template in the Rotary Brand Center/ People of Action App to **create an image** featuring your Club members in action, and **submit a short story** about the project.

**LEVEL 6 - PROMOTE YOUR CLUB TO THE COMMUNITY**

- Use the Press Release Template and then use the Media Contacts list to submit your press release to the media!

**BONUS ROUND**

**LEVEL 7 - PROMOTE YOUR GOOD WORK AROUND THE WORLD**

- Enter Service Project at SERVICE PROJECT CENTER. Include a photo, volunteer hours, funding and goal reached!

Rotary  
District 5870 

# PUBLIC IMAGE RESOURCES

## NEW PUBLIC IMAGE TOOL -ROTARY STORYTELLING GUIDE

- Simplifies how clubs share their impact
- Focuses on the “why” behind every project
- Strengthens storytelling across platforms
- Builds consistent, People of Action messaging
- Inspires engagement through clear calls to action

### ROTARY STORYTELLING GUIDE

PUBLIC IMAGE

#### Tell Your Club's Story with Impact

Rotary stories inspire people to learn more, get involved, and support our causes. Use these 5 questions to craft a simple, powerful story about your club's work.

##### 1. Who is your audience?

Think beyond Rotary members. Who do you want to reach, and what do they know (or not know) about Rotary?

➔ \_\_\_\_\_

##### 2. What are you trying to accomplish?

Describe the problem or challenge your club is helping to solve.

➔ \_\_\_\_\_

##### 3. What was your impact/your why?

What changed because of your project? Who benefited?

➔ \_\_\_\_\_

##### 4. How did you take action?

What did your club do? Use an action verb (Together, we connect / transform / inspire / empower).

➔ \_\_\_\_\_

##### 5. What do you want your audience to do?

End with a call-to-action (Learn more? Support the cause? Join us?).

➔ \_\_\_\_\_

#### Put It All Together - Combine your answers into a short story:

In our community... (problem/challenge). Our audience... (who you want to reach). Together, we (action verb + what you did). As a result... (impact). We invite you to... (call-to-action).

#### Tips for Stronger Stories:

- Keep it simple and avoid Rotary jargon
- Use action words to show energy
- Always add photos or video



For more Public Image Resources scan the QR code or visit [www.zones25b-29.org](http://www.zones25b-29.org) and look for Public Image.

