TOGETHER, WE SEE A WORLD WHERE PEOPLE UNITE AND TAKE ACTION TO CREATE LASTING CHANGE ACROSS THE GLOBE, IN OUR COMMUNITIES, AND IN OURSELVES.
Background

About This Guide

Rotary’s Voice and Visual Identity Guidelines provides essential information to help you build Rotary’s brand. You’ll learn about our voice and People of Action messaging as well as how to format our logo, choose the correct color palette, and so much more.

We developed these guidelines for communications and design professionals, but anyone can use them. If you prefer a short, summarized version of this guide, go to the Brand Center and download Voice and Visual Identity at a Glance.

Our Image Matters

For more than 100 years, Rotary has united leaders who are committed to using their expertise to take action and improve their communities. Awareness of Rotary is high. But public understanding of who we are, what we do, and the value we bring to communities is concerningly low. It’s important that we tell our story in ways that help people everywhere understand what Rotary does, how we’re different, and why our work matters. Without this understanding, we can’t reach our full potential and bring more people together and improve even more communities worldwide.

No Other Organization Is Quite Like Rotary. By Using Our Unique Voice Consistently in All Our Messaging, We Can Ensure That Our Communications Reflect Our Distinct Character.

If we speak, write, and design in one voice, our communications will sound, read, and look unmistakably like Rotary. This will give our audiences a better understanding of who we are.

This guide will show you how to use Rotary’s voice and look in communications about your club and Rotary. Together, we can show the world that we’re people of action.

Rotary as a Brand


When we talk about the Rotary brand, we’re talking about the basic qualities and goals that unite all Rotary clubs and districts — it’s what we offer people who partner with us, join a club, or participate in our programs and projects. Our brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.

People’s perception of Rotary comes from their experiences with our clubs and programs, along with the stories we tell and the images we share. Compelling, consistent brand communications — together with a great experience — can strengthen our brand and help us engage and attract more members, donors, and partners.
## What We Call Ourselves

### WE ARE ROTARY

“Rotary” is the connective thread that binds Rotary International and The Rotary Foundation. Rotarians naturally refer to our organization as “Rotary.” Embracing “Rotary” as our communicative name is a simple, yet critical, step to unify our organization and strengthen our message.

<table>
<thead>
<tr>
<th>Rotary</th>
<th>Rotary</th>
<th>The Rotary Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROTARY</td>
<td>ROTARY INTERNATIONAL</td>
<td>THE ROTARY FOUNDATION</td>
</tr>
<tr>
<td>What we call ourselves when referring to the enterprise as a whole in all communications</td>
<td>How we refer to our global association of 35,000 clubs and the governance and offices that support them</td>
<td>What we use when referring to Rotary’s fundraising and grant-making arm, when appropriate and/or legally required</td>
</tr>
</tbody>
</table>
Our essence originates from Rotary’s vision statement and explains who we are, what we care about, and how we communicate and make decisions.

**OUR VISION:** Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

**OUR ESSENCE:** Rotary joins leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

Our essence summarizes what Rotary is all about — current and emerging leaders who come together, form relationships, and create a positive impact in communities at home and around the world. It also reflects the values that define Rotary: fellowship, integrity, diversity, service, and leadership.

By focusing our communications on our essence, we reinforce what Rotary stands for, how we differ from other organizations, and why Rotary matters today. This approach makes it possible for each of us to develop our own powerful statement about our clubs and collectively tell a compelling and cohesive story about Rotary.
WE ARE PEOPLE OF ACTION

People of Action helps define Rotary for those who don’t know us. We’re professional, community, and civic leaders who connect with each other and who share a unique perspective and passion for taking action to improve the world.

DESCRIBING AND SHOWING OURSELVES AS PEOPLE OF ACTION CREATES A PERSONAL CONNECTION TO THE ORGANIZATION AND EMPHASIZES THE IMPACT ROTARY MAKES IN OUR COMMUNITIES.

Below are some examples of how you might use People of Action messaging to describe Rotary.

Rotary is committed to making the world a better place.

- We bring together people of action from all continents and cultures who deliver long-term solutions to the world’s most persistent issues.

Rotary helps us become better leaders, individuals, and humanitarians.

- We’re an organization founded on people, relationships, and taking action.
- We use our professional backgrounds, diverse perspectives, and global connections to change the world for the better.
- Through service, we make lifelong friendships that transcend political, cultural, and generational boundaries and foster global understanding and respect.

By presenting Rotarians as people of action, we bring Rotary’s vision to life in a relevant and tangible way. When we speak with the same voice, we raise awareness and understanding of Rotary.

Rotary members are the messengers of this campaign. As ambassadors of our brand, clubs are empowered to share the simple but captivating message that Rotary members are taking action to create positive change.
We want Rotary to stand out from other organizations and appeal to all of our audiences with compelling, consistent messages. Our voice — the unique tone and style in which we communicate — focuses on four attributes that describe Rotary and our members: persevering, inspiring, compassionate, and smart. These attributes set the tone for how we talk about Rotary. Think of them as Rotary's personality.

Rotary’s voice is clear, persuasive, and relatable. It’s personal and sincere. Convincing but never demanding or scolding.

And finally, it’s conversational but not overly casual or perky.

### OUR VOICE IS ...

#### Persevering

We are determined, bold, and courageous, and we speak with clarity and conviction.

**EXAMPLES**

*Since 1979 we have helped eradicate polio in all but three nations worldwide. Today we’re dedicated to ending polio in our lifetime.*

#### Inspiring

We motivate others through our positivity, enthusiasm, and passion.

**EXAMPLES**

*With Rotary, you’ll create lasting change across the globe, in your community, and in yourself.*

#### Compassionate

We care about the people we help.

**EXAMPLES**

*Tackling the world’s toughest challenges requires empathy. We champion real people and stories that are relatable and universal.*

#### Smart

We are perceptive and use our expertise to solve problems in creative ways.

**EXAMPLES**

*We started with water, because everything starts with water. Without access to clean water, peace can’t exist.*
## Our Voice Examples

Here are a couple of examples that demonstrate how using Rotary’s voice strengthens our message:

<table>
<thead>
<tr>
<th>EXAMPLES</th>
<th>BEFORE (without Rotary’s voice)</th>
<th>AFTER (in Rotary’s voice)</th>
<th>WHY IT’S EFFECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invitation to prospective members to visit a local club</td>
<td>Rotary is made up of people around the world working together to clean the environment, end polio, improve our communities, and accomplish other extraordinary things. Learn more at Rotary.org.</td>
<td><strong>It’s amazing what we can accomplish when hearts and minds work together. See how leaders from diverse countries, cultures, and occupations are taking action to enhance health, empower youth, promote peace, and improve their communities.</strong>&lt;br&gt;Be part of creating positive change. Visit a Rotary club near you.</td>
<td>• Is active, inspiring, and inviting&lt;br&gt;• Balances compassion (hearts) and intelligence (minds)&lt;br&gt;• Defines leadership by mindset (diverse perspectives) and action&lt;br&gt;• Clarifies our impact&lt;br&gt;• Includes a clear call to action</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Excerpt from Rotary.org</th>
<th>Rotary’s Anniversary</th>
<th>Another year, another chance to make history.</th>
<th>• Headline is inspiring versus descriptive&lt;br&gt;• Highlights Rotary’s persevering spirit&lt;br&gt;• Is more compassionate and human&lt;br&gt;• Has a clear call-to-action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rotary’s anniversary marks a year of both achievements in the fight to eradicate polio and a stepped-up commitment to finish the job. You can help by learning how to use advocacy to encourage governments to fund the vital work of polio eradication.</td>
<td><strong>We’re closer than ever to eradicating polio. But even as we celebrate another year of community impact, we’re reminded that there is much to do. Become an effective advocate for government funding so together we can finish the job.</strong></td>
<td></td>
</tr>
</tbody>
</table>

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Our Values

What are “values?”

Values drive our behavior. They represent our beliefs and how we act.

How did we define our values?

The guiding principles that define Rotary are rooted in our values. Now we bring our values to life by showing how we use them to improve lives in communities around the world.

<table>
<thead>
<tr>
<th>OUR VALUES</th>
<th>HOW WE LIVE OUR VALUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fellowship</td>
<td>We build lifelong relationships</td>
</tr>
<tr>
<td>Integrity</td>
<td>We honor our commitments</td>
</tr>
<tr>
<td>Diversity</td>
<td>We connect diverse perspectives</td>
</tr>
<tr>
<td>Service and Leadership</td>
<td>We use our leadership and expertise to solve social issues</td>
</tr>
</tbody>
</table>
Our Logos

Rotary logos are part of our brand and represent every one of our clubs that take action to make lasting, positive change in the world. When people see our logos, they should immediately recognize them as Rotary’s and as symbols of an organization that is taking action to make the world a better place.

Logos can be found in the Brand Center, [rotary.org/brandcenter](http://rotary.org/brandcenter).

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**Masterbrand Signature**

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**Mark of Excellence**

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**Masterbrand Signature Simplified**
**Logos**
**Masterbrand Signature**

The Masterbrand Signature is our official logo and combines the wheel with the word “Rotary” (Rotary’s wordmark) to the left for visibility and recognition.

Our logo can’t be altered in any way. The wheel and the wordmark must always appear together. Because the word “Rotary” is a wordmark and not a font, it can’t be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Masterbrand Signature and the Masterbrand Signature Simplified (on page 13) can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, rotary.org/brandcenter.

For more details regarding our color palette, see pages 28-29.

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**Masterbrand Signature**

<table>
<thead>
<tr>
<th>One Color</th>
<th>Two Color (for dark backgrounds)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% black</td>
<td>100% white and Rotary Gold (for dark backgrounds)</td>
</tr>
<tr>
<td>100% Rotary Azure</td>
<td>Rotary Royal Blue and Rotary Gold (full color)</td>
</tr>
<tr>
<td>Rotary</td>
<td>Rotary Royal Blue and Rotary Gold (full color)</td>
</tr>
</tbody>
</table>

Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital “R” in the Rotary wordmark.
Logos

Masterbrand
Signature
Simplified

The Masterbrand Signature is our official logo and combines the wheel with the word “Rotary” (Rotary’s wordmark) to the left for visibility and recognition.

Our logo can’t be altered in any way. The wheel and the wordmark must always appear together. Because the word “Rotary” is a wordmark and not a font, it can’t be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Masterbrand Signature and the Masterbrand Signature Simplified (on page 12) can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, rotary.org/brandcenter.

For more details regarding our color palette, see pages 28-29.

Clear space is the space surrounding the Masterbrand Signature Simplified that needs to remain empty. It is equal to the height of the capital “R” in the Rotary wordmark.

Masterbrand Signature Simplified

Rotary Royal Blue and Rotary Gold (full color)

100% white and Rotary Gold (for dark backgrounds)

One Color

100% black

100% Rotary Azure

100% white (for dark backgrounds)
The Rotary wheel is the Mark of Excellence. When you use the Mark of Excellence, we encourage you to use the Masterbrand Signature near it for clarity and recognition.

There is no maximum height for the Mark of Excellence, the minimum size should be approximately 3x height of the wheel in the nearby Masterbrand Signature (see layout and sizing examples below).

There is no simplified version of the Mark of Excellence — the words “Rotary International” must always appear in the wheel. The logo cannot appear in other colors than shown on this page.

Logos can be found on the Brand Center, rotary.org/brandcenter.

For more details regarding our color palette, see pages 28-29.
We have created special signature system that allow you to identify your district or zone on all your communications materials.

District and zone signatures comprise the Masterbrand Signature plus the district or zone number. This signature system should be used instead of the Masterbrand Signature on district- or zone-level communications.

The district or zone number should appear under the Rotary wordmark and should right-align with the “y” in “Rotary” (see the examples). The positioning and the size relationship between the wordmark and the wheel can’t be altered.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your district or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your district or zone logo in the Brand Center, rotary.org/brandcenter.
We have created special signature systems that allow you to identify your club on all your communications materials.

The Rotary club signature comprises the Masterbrand Signature plus the club name. This signature system should be used instead of the Masterbrand Signature on club-level communications.

Use the name on your charter or the name your club is known by in your community in your club logo. Because the word “Rotary” is already in the logo, you don’t need to repeat it. For example, the Rotary Club of Evanston, Illinois, USA, would add only “Club of Evanston” below the Masterbrand Signature.

The club name always appears on the same side as the wordmark, it should right-align with the “y” in Rotary. The positioning and the size relationship between the wordmark and the wheel can’t be altered.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your district or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your district or zone logo in the Brand Center, rotary.org/brandcenter.
Logos
Lockups for Partners

Partners are external organizations that collaborate with Rotary to develop, support, and implement programs and service projects.

To create a partnership lockup (Rotary’s Masterbrand Signature plus the partner’s logo), follow the guidelines illustrated on this page. Only one partner can be featured in a lockup.

Partner logos must be at least equal in height to the Masterbrand Signature but no more than 1.5 times the height of the Masterbrand Signature. The width of partner logos may vary, but they should not visually overpower the Masterbrand Signature.

Examples: Strategic, Project, or Service Partners

Rotary | Mercy Ships | Rotary | CDC
--- | --- | --- | ---
Rotary | unicef |
Logos
Lockups for Rotarian Action Groups and Rotary Fellowships

To create a Rotarian Action Group or Rotary Fellowship lockup (Rotary’s Masterbrand signature plus the Rotarian Action Group or Rotary Fellowships logo), follow the guidelines illustrated on this page.

We recommend using words in your lockup to show your affiliation with Rotary (see Disaster Network of Assistance Rotarian Action Group). However, you can use your action group or fellowship logo in your lockup (see the Rotarian Executive Managers Fellowship logo).

Your action group or fellowship logo should always appear to the right of Rotary’s Masterbrand Signature. It must be at least equal in height to the Masterbrand Signature but no more than 1.5 times the height of the Masterbrand Signature. The width of action group or fellowship logos may vary, but they should not visually overpower the Masterbrand Signature.

Remember, you can’t create a Rotarian Action Group or Rotary Fellowship logo of your own that contains or resembles the Rotary Masterbrand Signature or Mark of Excellence (wheel).

Find templates for creating your own action group or fellowship lockup on the Brand Center, rotary.org/brandcenter.

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**ROTARY FELLOWSHIPS AND ROTARIAN ACTION GROUPS**

Construction

- **Masterbrand Signature**
- **Rotarian Action Group or Rotary Fellowship logo.**

**Divider rule:** 0.5pt, 50% black height equal to logo.

**x min**

**y**

**1.5x max**

---

Examples: Rotarian Action Groups

- **Rotary**
- Disaster Network of Assistance Rotarian Action Group

Examples: Rotary Fellowships

- **Rotary**
- International Fellowship of Birdwatching Rotarians

- **Rotary**
- From Eradication to Rehabilitation

- **Rotary**
- Rotarian Executive Managers Fellowship
Logos
Lockups for Rotary Community Corps

Lockups are used to show a relationship between Rotary and Rotary Community Corps. RCC is a club-sponsored organization. The lookup comprises the club signature and the sponsored organization text.

You can use either the Masterbrand Signature or the Masterbrand Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

Acceptable alternate examples

Rotary Community Corps — Signature system lookups

Divider rule: 0.5pt, 50% black height equal to first logo.

1.5x max

Rotary club signature

Program name

Frutiger Font

Simplified Rotary club signature

Arial Font

RCC of North Fulton Serves

Frutiger Font
Lockups are used to show a relationship between Rotary and Rotary Youth Exchange, which is a program sponsored by clubs and districts. The lockup comprises the club or district signature and the program name (see example).

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.
Lockups are used to show a relationship between Rotary and Rotary Youth Leadership Awards, which is a program sponsored by clubs and districts. The lockup comprises the club or district signature and the program name (see example).

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup on the Brand Center, rotary.org/brandcenter.

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**Examples**

- **Rotary District 6860**
  - **Rotary youth leadership awards**
  - Frutiger font
- **Rotary District 6860**
  - **Rotary youth leadership awards**
  - Arial Narrow font
- **Rotary District 6860**
  - **RYLA**
  - Frutiger font
- **Rotary District 6860**
  - **Rotary youth leadership awards**
  - Sentinel font
- **Rotary District 6860**
  - **Rotary youth leadership awards**
  - Georgia font
Logos
Rotaract
Masterbrand Signature

The Rotaract Masterbrand Signature is our official logo and combines the wheel with the word “Rotaract” (Rotaract’s wordmark) to the left for visibility and recognition.

Our logo can’t be altered in any way. The wheel and the wordmark must always appear together. Because the word “Rotaract” is a wordmark and not a font, it can’t be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Rotaract Masterbrand Signature and the Rotaract Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, rotary.org/brandcenter.

Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital “R” in the Rotaract wordmark.
The signature system allows you to identify the club or university associated with your Rotaract club in all of your communications.

The Rotaract signature should include a club or university name.

The positioning and the size relationship between the Rotaract wordmark and the wheel are can’t be altered. The club or university name should right-align with the “t” in “Rotaract.”

You can use either the Rotaract Masterbrand Signature or the Rotaract Masterbrand Signature Simplified when you create your Rotaract club logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your Rotaract club logo in the Brand Center, rotary.org/brandcenter.
Logos
Interact
Masterbrand Signature

The Interact Masterbrand Signature is our official logo and combines the wheel with the word “Interact” (Interact’s wordmark) to the left for visibility and recognition.

Our logo can’t be altered in any way. The wheel and the wordmark must always appear together. Because the word “Interact” is a wordmark and not a font, it can’t be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Interact Masterbrand Signature and the Interact Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, rotary.org/brandcenter.

Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital “I” in the Interact wordmark.
The signature system allows you to identify the club or school associated with your Interact club in all of your communications.

The Interact signature should include a club or school name.

The positioning and size relationship between the Interact wordmark and the wheel can’t be altered. The club or school name should right-align with the “t” in “Interact.”

You can use either the Interact Masterbrand Signature or the Masterbrand Signature Simplified when you create your Interact club logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your Interact club logo in the Brand Center, rotary.org/brandcenter.
Logos
Best Practices

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Logos
Best Practices

Logos
Best Practices

INCORRECT USAGE — Masterbrand Signature

Use the Masterbrand Signature on a background that has sufficient contrast.

Use a color version of the Masterbrand Signature when printing in full color.

Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.

Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.

Keep all elements undistorted and in the right order.

CORRECT USAGE — Masterbrand Signature

Use the Masterbrand Signature on a background that has sufficient contrast.

Use a color version of the Masterbrand Signature when printing in full color.

Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.

Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.

Keep all elements undistorted and in the right order.
Logos
Best Practices

INCORRECT USAGE — Mark of Excellence

- Keep the Mark of Excellence whole — never cropped.
- Use Rotary colors specified on page 14 for the Mark of Excellence.
- Size the Mark of Excellence correctly when using it with the logo, as shown on page 14.
- Make sure the Mark of Excellence is completely legible.
- Place the Mark of Excellence away from the logo, as shown on page 14.

CORRECT USAGE — Mark of Excellence

- Keep the Mark of Excellence whole — never cropped.
- Use Rotary colors specified on page 14 for the Mark of Excellence.
- Size the Mark of Excellence correctly when using it with the logo, as shown on page 14.
- Make sure the Mark of Excellence is completely legible.
- Place the Mark of Excellence away from the logo, as shown on page 14.
Rotary’s official colors are intended to express who we are: smart, compassionate, persevering, and inspiring. Three shades of blue and one of gold are our main colors. To create a consistent look and feel, we encourage you to use these colors more than the other colors in our palette.

Use Rotary Azure most often, and reserve Rotary Sky Blue and Rotary Royal Blue to complement and highlight. Rotary Gold should be used as the “jewel” on a page.

Use secondary colors sparingly to create emphasis or to differentiate within a series.

Pastels and neutrals provide the flexibility that may be needed when you’re working with backgrounds, layouts, and hierarchy of information, without being overbearing.

All of the colors have been chosen carefully to complement one another in most situations. They should be used in their pure forms, never altered.
## Color Palette

### Formula Codes

When using our color palette, be sure to apply the appropriate formulations listed on this page.

Our colors should not be screened or adjusted.

Coated and uncoated formulations are shown here for the following:

- Pantone™ colors
- CMYK for 4-color process
- RGB for digital
- Hexadecimal for web

To obtain ASE files for latest palette swatches, please contact graphics@rotary.org.

### Rotary Leadership Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code Details</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Azure</td>
<td>PMS 2175C C99 M47 Y0 K0</td>
<td>R0 G93 B170</td>
</tr>
<tr>
<td>Sky Blue</td>
<td>PMS 2202C C96 M0 Y6 K0</td>
<td>R1 G180 B231</td>
</tr>
<tr>
<td>Cranberry</td>
<td>PMS 214C C0 M100 Y22 K0</td>
<td>R217 G27 B92</td>
</tr>
<tr>
<td>Turquoise</td>
<td>PMS 7466C C90 M0 Y38 K0</td>
<td>R154 G125 B144</td>
</tr>
<tr>
<td>Royal Blue</td>
<td>PMS 286C C100 M80 Y9 K2</td>
<td>R217 G27 B92</td>
</tr>
<tr>
<td>Gold</td>
<td>PMS 130C C0 M41 Y100 K0</td>
<td>R217 G27 B92</td>
</tr>
<tr>
<td>Violet</td>
<td>PMS 2070C C57 M91 Y0 K0</td>
<td>R217 G27 B92</td>
</tr>
<tr>
<td>Orange</td>
<td>PMS 2018C C0 M68 Y95 K0</td>
<td>R217 G27 B92</td>
</tr>
<tr>
<td>Lavender</td>
<td>PMS 665C C17 M20 Y0 K8</td>
<td>R217 G27 B92</td>
</tr>
<tr>
<td>Powder Blue</td>
<td>PMS 290C C25 M4 Y5 Y0 K5</td>
<td>R217 G27 B92</td>
</tr>
<tr>
<td>Moss</td>
<td>PMS 7537C C36 M23 Y34 K0</td>
<td>R217 G172 B162</td>
</tr>
<tr>
<td>Taupe</td>
<td>PMS 7501C C13 M16 Y35 K0</td>
<td>R217 G172 B162</td>
</tr>
<tr>
<td>Black</td>
<td>C0 M0 Y0 K0</td>
<td>R0 G0 B0</td>
</tr>
<tr>
<td>White</td>
<td>C0 M0 Y0 K0</td>
<td>R255 G255 B255</td>
</tr>
</tbody>
</table>

### Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code Details</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Azure</td>
<td>PMS 2175U C99 M53 Y0 K0</td>
<td>R0 G180 B231</td>
</tr>
<tr>
<td>Cranberry</td>
<td>PMS 214U C0 M100 Y22 K0</td>
<td>R217 G27 B92</td>
</tr>
<tr>
<td>Turquoise</td>
<td>PMS 7466U C88 M0 Y27 K0</td>
<td>R154 G125 B144</td>
</tr>
<tr>
<td>Royal Blue</td>
<td>PMS 286U C100 M92 Y9 K2</td>
<td>R217 G27 B92</td>
</tr>
<tr>
<td>Gold</td>
<td>PMS 130U C0 M35 Y100 K0</td>
<td>R217 G27 B92</td>
</tr>
<tr>
<td>Violet</td>
<td>PMS 2070U C54 M99 Y0 K0</td>
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### Pastels

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### Neutrals

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<td>R217 G27 B92</td>
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Typography
Licensed and Free Fonts

Using Rotary’s typography, or fonts, helps keep our communication cohesive and distinctive. Build recognition for your club and Rotary by using the fonts listed here.

**Licensed Option** — fonts for purchase

*Primary*, use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, infographics, lockups, identifiers, or dense body copy.

**Free Option** — when Frutiger and Sentinel fonts are not available or are cost prohibitive

*Primary*, for digital applications or when Open Sans Condensed is not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.

*Secondary*, for digital applications and Microsoft Office applications, or when Sentinel is not available. Font should be used similarly to Sentinel for body text, secondary headlines, etc.

---

**FRUTIGER LT STD**

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<td>Bold Italic</td>
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*For information on purchasing the licensed fonts, contact graphics@rotary.org.*
Imagery
Style Overview and Subject Matter

Compelling images are vital to our organization. They offer a universal way to connect with others. Our photos focus on relationships and community impact, and they should always tell a genuine story. Whenever possible, use images that show multiple Rotarians and reflect our diversity.

Always get signed, written permission from anyone pictured in photos or videos used for Rotary purposes. Written consent should include the name of the subject and a statement that says they agree to being recorded and that the person recording them may use the recording. Get written permission from parents or guardians of any children pictured in the photos. If the photograph or video is taken by someone else, have that person license use to your club and make sure the subjects grant permission for you to use their images or voices.

Rotary Participants United and Exchanging Ideas

<table>
<thead>
<tr>
<th>Single Rotarian</th>
<th>Small groups</th>
<th>Large groups</th>
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</thead>
<tbody>
<tr>
<td><img src="image1" alt="Rotarian Image" /></td>
<td><img src="image2" alt="Small Groups Image" /></td>
<td><img src="image3" alt="Large Groups Image" /></td>
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Rotary Participants Taking Action in the Community

<table>
<thead>
<tr>
<th>Single Rotarian</th>
<th>Small groups</th>
<th>Large groups</th>
<th>With beneficiaries</th>
<th>Without Rotarians</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4" alt="Rotarian Image" /></td>
<td><img src="image5" alt="Small Groups Image" /></td>
<td><img src="image6" alt="Large Groups Image" /></td>
<td><img src="image7" alt="With Beneficiaries Image" /></td>
<td><img src="image8" alt="Without Rotarians Image" /></td>
</tr>
</tbody>
</table>

Metaphorical/Conceptual

![Metaphorical Conceptual Image](image9)
Our photography focuses on Rotary participants actively engaged in our work, our relationships, and our community. They should always tell a genuine story of impact. Images should be powerful and inspiring and motivate the public by showing what makes Rotary special. We recommend using photos that are in a documentary style (with subjects who aren’t posed) to accomplish this goal.

Be sure to get signed, written permission from anyone in the photos or videos used for Rotary purposes. For more information or if you have questions, contact privacy@rotary.org.
In 2013, Rotary International introduced new signature systems, color palettes, and other changes to our visual identity. We also developed best practices for how the new Rotary brand could be used for merchandise. Specifically, the pre-2013 version of the wheel may not appear on any items except member pins.

ROTARY, ROTARY CLUB, ROTARIAN, MARK OF EXCELLENCE, MASTERBRAND SIGNATURE, INTERACT, ROTARACT, and other Rotary Marks are trademarks owned by Rotary International. You will see the registered trademark symbol ® used on licensed merchandise and with many of the Rotary Marks.

Working together, we can ensure that Rotary achieves a more prominent and recognizable image in communities throughout the world.

Clubs and Their Members

Only Rotary International Licensees are permitted to produce and sell merchandise bearing the Rotary Marks. A list of current Licensed Vendors is available at my.rotary.org/en/member-center/licensed-vendors.

Vendors that produce and/or sell Rotary-branded merchandise without a license or permission from Rotary International infringe on Rotary’s trademark rights and may harm the Rotary brand. By buying from a licensed vendor, a portion of the sales goes back to Rotary and you are helping to protect the Rotary brand around the world.

If your club, district, Rotary Fellowship, or Rotarian Action Group is interested in selling Rotary-branded merchandise in conjunction with a fundraising event, please contact rilicensingservices@rotary.org to discuss an event-specific license or visit the Rotary Licensing webpage at myrotary.org/en/manage/products-services/licensing.

If the Rotary-branded merchandise you require is not available from a Rotary International Licensee, please submit a request to use an unlicensed company to rilicensingservices@rotary.org. Upon approval of a brand compliant product design, Rotary International may grant one-time permission to the unlicensed vendor to use Rotary Marks on the product.

Rotary International Licensees

These guidelines serve to help Rotary International Licensees best use the Rotary brand, and examples of Rotary branded items are provided. As a reminder, all new licensed items with Rotary Marks must be approved by RI Licensing Services prior to manufacture or sale. We expect Rotary International Licensees to adhere to these guidelines.

Fonts and Licenses

We’re recommending the use of some fonts that require a license. If you are using those fonts, make sure you have the proper licenses or permissions. We offer free font options, please refer to page 30 for more information.

Make sure you have the proper licenses or permissions before reproducing photographs, text, or other copyrighted art or materials on any merchandise.
Rotary pins are immediately recognized by Rotarians everywhere as a proud symbol of membership. There are no changes to pin design or color, so your current member pin and all those available through Rotary’s licensed suppliers are acceptable.
Merchandise
Outdoor
Road Sign
and Information Sign

Outdoor Road Sign

18" x 18" (45 cm. x 45 cm.) Sign — Mark of Excellence at 14" x 14" (35 cm. x 35 cm.)
30" x 30" (76 cm. x 76 cm.) Sign — Mark of Excellence at 23" x 23" (58 cm. x 58 cm.)

Information Sign

8" x 24" (20 cm. x 61 cm.) (3 lines) or 10" x 24" (25 cm. x 61 cm.) (4 lines)

If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.

ROTARY CLUB OF EVANSTON LIGHTHOUSE
MEETS AT 12:00

ROTARY CLUB OF EVANSTON LIGHTHOUSE
CHARTERED 1985

ROTARY CLUB OF EVANSTON LIGHTHOUSE
MEETS AT 12:00

ROTARY CLUB OF EVANSTON LIGHTHOUSE
CHARTERED 1985
Merchandise
Aluminum or Acrylic Meeting Sign

Azure Meeting Sign
12" x 15" (30 cm. x 38 cm.)

White Meeting Sign
12" x 15" (30 cm. x 38 cm.)
Merchandise
Rotary Official Flag

Flag — variable sizes

Option 1

Option 2

Tag should include the Rotary Masterbrand Signature Simplified: \textit{Rotary}
## Merchandise

**Name Badge**

<table>
<thead>
<tr>
<th>Azure Name Badge</th>
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</thead>
<tbody>
<tr>
<td>3&quot; x 5&quot; x 2&quot; (7 cm. x 5 cm.)</td>
<td>3&quot; x 5&quot; x 2&quot; (7 cm. x 5 cm.)</td>
</tr>
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</table>

### CARL DAHLQUIST

**PAST PRESIDENT 2011-2012**

Internet Services

![Azure Name Badge](image)

![White Name Badge](image)

**NEW MEMBER**

**10-YEAR MEMBER**

**PERFECT ATTENDANCE**

See pages 15-16 for club, district, and zone specifications.
Merchandise
Club T-shirt

T-shirt Front

2-Color

T-shirt Back

2-Color

See pages 15-16 for club, district, and zone specifications.
Merchandise
Club Polo

See pages 15-16 for club, district, and zone specifications.
Merchandise

Cap

Hat — 2-Color

Design I — White

Design I — Azure

Hat — 1-Color

Design II — White

Design II — Azure

See pages 15-16 for club, district, and zone specifications.
Merchandise
Coffee Mug

Mug — 2-Color
Design I — Front/Back

Mug — 1-Color
Design I — Front/Back
Inquiries
For general questions or questions about purchasing/downloading Pantone™ color swatches or purchasing recommended typefaces:
graphics@rotary.org

Licensing inquiries
For manufacturers/distributors interested in selling or distributing Rotary emblem merchandise and Rotary clubs wishing to sell Rotary emblem merchandise for fundraising purposes:
rilicensingservices@rotary.org