

@HAWAIIROTARY

Hawai'i
Rotary
District 5000



BRAND COMPLIANCE

ROTARYD5000.ORG/PUBLIC-IMAGE

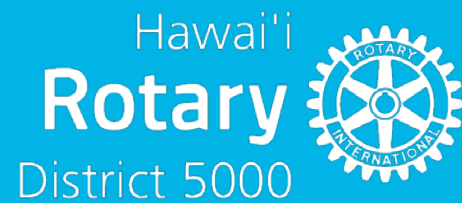


HAWAI'I ROTARY

Brand Compliance

3/13/2023

INTRODUCTIONS



UPDATES



SURVEY



AGENDA



@HAWAIIROTARY

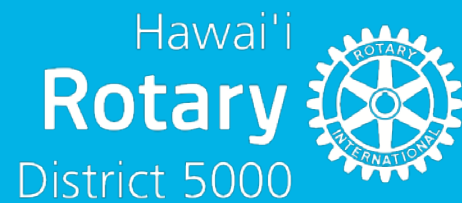
Hawai'i
Rotary
District 5000



BRAND COMPLIANCE

ROTARYD5000.ORG/PUBLIC-IMAGE

INTRODUCTIONS



PUBLIC IMAGE RESOURCE TEAM

Who can you turn to?

Joshua Laguana (Hickam Pearl Harbor)

 808JJHFitness

Scott Wishart (Ala Moana)

Sandy Matsui (Windward Sunrise)

 SandyMatsui

Ted Faigle (Poipu Beach)

 TedFaigle

Lori Williams (Windward Lanikai)

 LoriD5000

Mark Merriam (Metro Honolulu)

 RotaryMarkBobble

Konrad Ikei (Ala Moana) – RotaryD5000.org

 Konrad_Ikei

Ryan Kawamoto (Kahala Sunrise)

 RyanKawamoto808

Virgil Vergara (Kapolei) – RotaryInHawaii.org

 TripleVee808

UPDATES



Public Image Learning Series is on YouTube!

[YouTube.com/@hawaiirotary](https://www.youtube.com/@hawaiirotary)

SURVEY TIME

TEXT (804) 476-8279

**OR send your responses via email to:
PublicImage@RotaryD5000.ORG**

TEXT (804) 476-8279

**WHAT IS YOUR CLUB'S
NAME?**

TEXT (804) 476-8279

**WHAT IS YOUR CLUB'S
WEBSITE?**

TEXT (804) 476-8279

**WHAT IS YOUR CLUB'S
FACEBOOK HANDLE?**

TEXT (804) 476-8279

**WHAT IS YOUR CLUB'S
INSTAGRAM HANDLE?**

TEXT (804) 476-8279

**DO YOU THINK YOUR
CLUB IS BRAND
COMPLIANT?**

AGENDA



- 1. Assets**
- 2. Logos**
- 3. Colors**
- 4. Typography**
- 5. Brand Center Templates**
- 6. Asset Management**
- 7. Resources**

@HAWAIIROTARY

Hawai'i
Rotary
District 5000



PUBLIC IMAGE 101: GETTING STARTED

ROTARYD5000.ORG/PUBLIC-IMAGE

ROTARYD5000.ORG/PUBLIC-IMAGE

TAKING INVENTORY

- ✓ **LOGOS**
 - **MOE**
 - **SIMPLIFIED VERSION**
 - **LOCKUPS**
 - **THEMES**
- ✓ **COLOR PALLETE**

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Hawai'i
Rotary
District 5000



PUBLIC IMAGE 101: GETTING STARTED

ROTARYD5000.ORG/PUBLIC-IMAGE

ROTARYD5000.ORG/PUBLIC-IMAGE

TAKING INVENTORY

- ✓ **WEBSITE**
- ✓ **SOCIAL MEDIA
ACCOUNTS**
- ✓ **NEWSLETTER**
- ✓ **CALENDAR**

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Hawai'i
Rotary
District 5000



PUBLIC IMAGE 101: GETTING STARTED

ROTARYD5000.ORG/PUBLIC-IMAGE

ROTARYD5000.ORG/PUBLIC-IMAGE

TAKING INVENTORY

- ✓ **FLYERS**
- ✓ **APPLICATIONS**
- ✓ **POSTERS**
- ✓ **BANNERS**
- ✓ **FLAGS**

Digital ASSETS

Rotary Leadership Colors

Royal Blue
R23,G69,B143

Azure
R0,G93,B170

Sky Blue
R1,G180,B231

Gold
R247,G168,B27

Secondary Colors

Cranberry
R217,G27,B92

Turquoise
R0,G153,B153

Violet
R135,G33,B117

Orange
R255,G118,B0

Masterbrand Signature

Rotary



Mark of Excellence



Masterbrand Signature Simplified

Rotary



Rotary



Masterbrand Signature Simplified

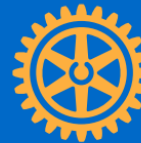
Rotary Royal Blue and Rotary Gold (full color)

Rotary



100% white and Rotary Gold (for dark backgrounds)

Rotary



One Color

100% black

Rotary



100% Rotary Azure

Rotary



100% white (for dark backgrounds)

Rotary



Rotary



Rotary



Rotary



Rotary



Rotary



FRUTIGER LT STD

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

FRUTIGER

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

OPEN SANS CONDENSED

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

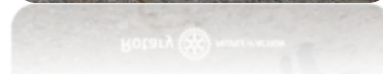
Light
Regular
Italic
Bold

ARIAL NARROW

Regular
Italic
Bold
Bold Italic

ARIAL

Regular
Italic
Bold
Bold Italic



LOGOS

MASTERBRAND SIGNATURE

Club Name
above or
Rotary
Club Name, District,
or Zone below



Rotary
Kona Sunrise



Hawai'i
Rotary
District 5000



Eco
Rotary
Club of Maui



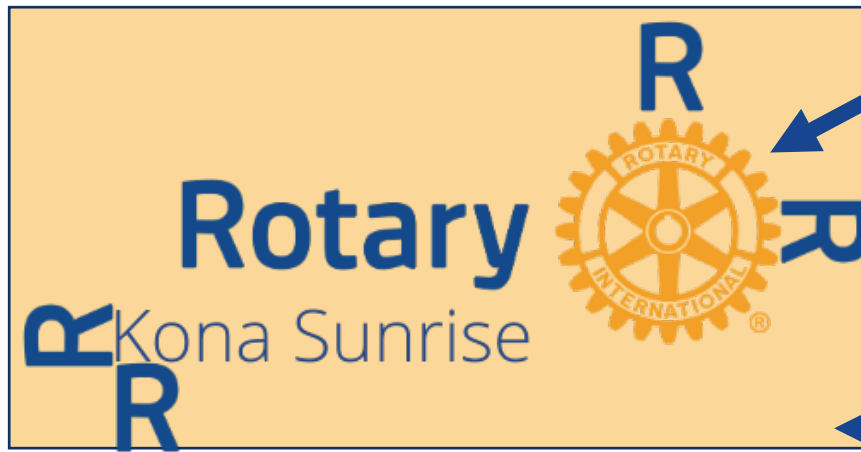
Club Name
above or
Rotaract
Club Name, District,
or Zone below



Rotaract
eClub Ohana



LOGOS



Mark of Excellence (MOE)

Keep things out
of this area and
remain clear

LOGOS



Simplified Version

- ✓ **Small print:** when the logo will be smaller than ½ inch
- ✓ **Embroidery**

LOGOS



Logo Lockup: used to show a relationship between Rotary and partners, fellowships, Rotary Action Groups, or a program sponsored by clubs and districts.

Digital ASSETS

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Royal Blue
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R0,G93,B170

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R1,G180,B231

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Secondary Colors

Cranberry
R217,G27,B92

Turquoise
R0,G153,B153

Violet
R135,G33,B117

Orange
R255,G118,B0

Masterbrand Signature

Rotary



Masterbrand Signature Simplified

Rotary



Mark of Excellence



Masterbrand Signature Simplified

Rotary Blue and Rotary Gold (full color)

Rotary



100% white and Rotary Gold (for dark backgrounds)

Rotary



One Color

100% black

Rotary

100% Rotary Azure

Rotary

100% white (for dark backgrounds)

Rotary

Rotary

Rotary

Rotary

Rotary

Rotary

FRUTIGER LT STD

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

FRUTIGER

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

OPEN SANS CONDENSED

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

Light
Regular
Italic
Bold

ARIAL NARROW

Regular
Italic
Bold
Bold Italic

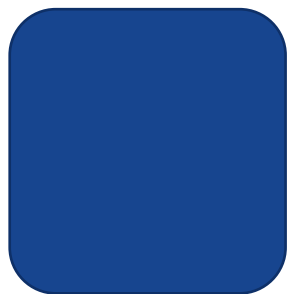
ARIAL

Regular
Italic
Bold
Bold Italic



COLORS

consistency



Rotary Royal Blue

As seen in the word “Rotary” in
the Masterbrand Signature

Formula {
PMS 286C
C100 M84 Y12 K3
Hex #17458f
R23 G69 B143

RotaryD5000.org/public-image

 Rotary Gold	 Rotary Royal Blue	 Azure	 Sky Blue
 Cranberry	 Cardinal	 Slate	 Powder Blue
 Turquoise	 Violet	 Lavender	 Mist
 Orange	 Grass	 Moss	 Taupe
 Storm	 Ash	 Platinum	 Cloud
 Charcoal	 Pewter	 Smoke	 Silver

Digital ASSETS

Rotary Leadership Colors

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R0,G93,B170

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Violet
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Orange
R255,G118,B27



Masterbrand Signature

Rotary



Masterbrand Signature Simplified

Rotary



Mark of Excellence



Masterbrand Signature Simplified

Rotary Blue and Rotary Gold (full color)

Rotary



100% white and Rotary Gold (for dark backgrounds)

Rotary



One Color

100% black

Rotary

100% Rotary Azure

Rotary

100% white (for dark backgrounds)

Rotary

Rotary

Rotary

Rotary

Rotary

Rotary

FRUTIGER LT STD

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

FRUTIGER

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

OPEN SANS CONDENSED

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

Light
Regular
Italic
Bold

ARIAL NARROW

Regular
Italic
Bold
Bold Italic

ARIAL

Regular
Italic
Bold
Bold Italic



FONTS

Typography

Secondary: Use the secondary fonts for body text, secondary headlines, and captions.

Sentinel

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

Georgia

Regular
Italic
Bold
Bold Italic

Primary: Use the primary fonts for headlines and navigation labels.

FRUTIGER LT STD

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

FRUTIGER

45 Light
46 *Light Italic*
55 Roman
56 *Italic*
65 Bold
66 *Bold Italic*
75 Black
76 *Black Italic*
95 Ultra Black

OPEN SANS CONDENSED

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

Light
Regular
Italic
Bold

ARIAL NARROW

Regular
Italic
Bold
Bold Italic

ARIAL

Regular
Italic
Bold
Bold Italic

FREE TO USE

Google.com/fonts

Digital ASSETS

Rotary Leadership Colors

Royal Blue
R23,G69,B143

Azure
R0,G93,B170

Sky Blue
R1,G180,B231

Gold
R247,G188,B27

Secondary Colors

Cranberry
R217,G27,B92

Turquoise
R0,G153,B153

Violet
R135,G33,B117

Orange
R255,G188,B27



Masterbrand Signature

Rotary



Masterbrand Signature Simplified

Rotary



Mark of Excellence



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One Color

100% black

Rotary

100% Rotary Azure

Rotary

100% white (for dark backgrounds)

Rotary

Rotary

Rotary

Rotary

Rotary

Rotary

FRUTIGER LT STD

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

FRUTIGER

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

OPEN SANS CONDENSED

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

Light
Regular
Italic
Bold

ARIAL NARROW

Regular
Italic
Bold
Bold Italic

ARIAL

Regular
Italic
Bold
Bold Italic



BRAND CENTER

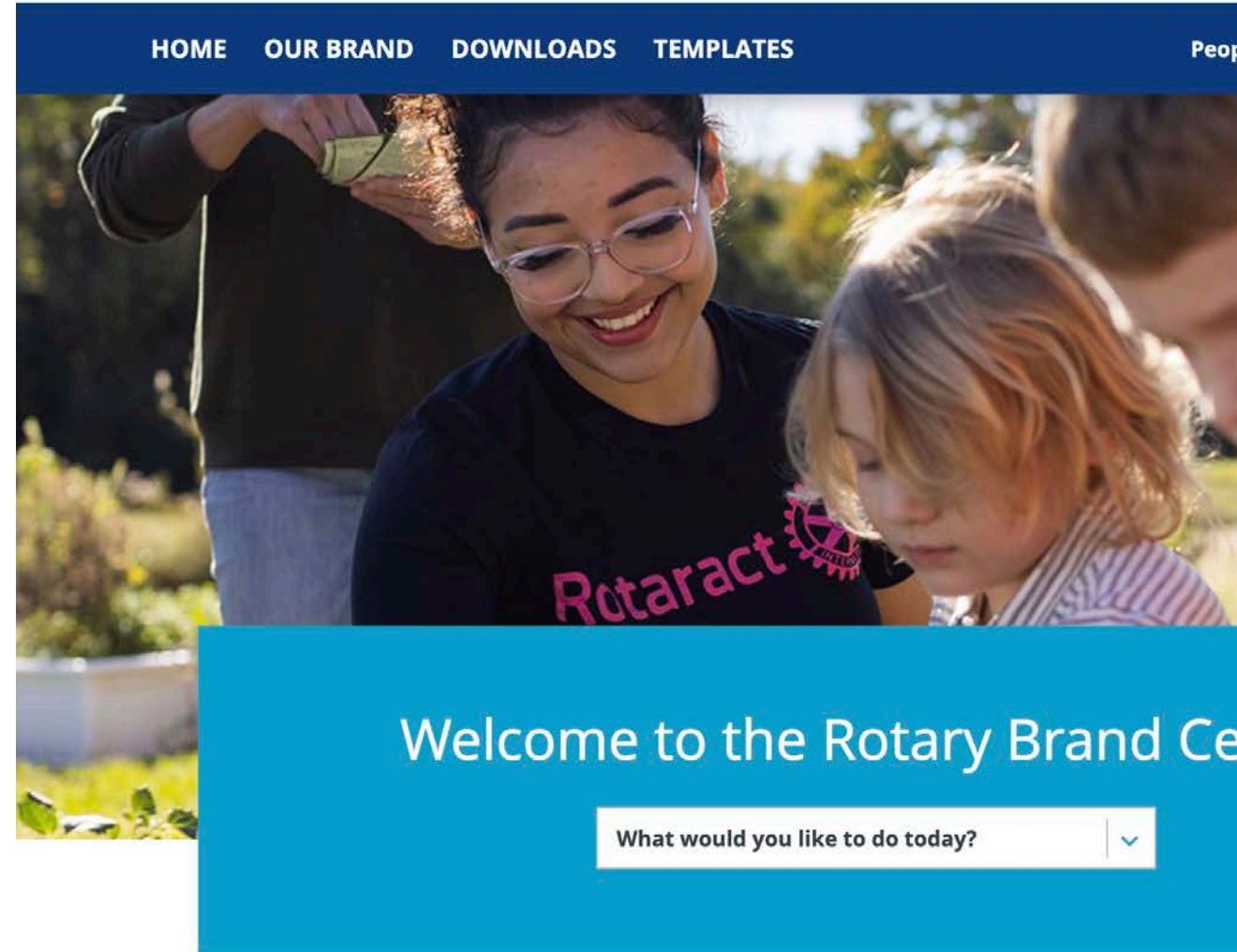
LOGOS

FLYERS

BUSINESS CARDS

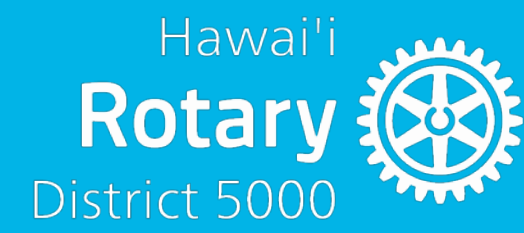
END POLIO

AREAS OF FOCUS



We are Rotary. We are People of Action.

No other organization is quite like Rotary. By using our voice consistently in all our communications, we can ensure that our communications reflect our distinct character.



DIGITAL ASSET MANAGEMENT

CLUBRUNNER

ONEDRIVE

GOOGLE DRIVE

DROPBOX

EXTERNAL
HARDRIVE

FACEBOOK



Digital ASSETS

Rotary Leadership Colors

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R23,G69,B143

Azure
R0,G93,B170

Sky Blue
R1,G180,B231

Gold
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Violet
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Orange
R255,G118,B0

Masterbrand Signature

Rotary



Mark of Excellence



Masterbrand Signature Simplified

Rotary



Rotary



Masterbrand Signature Simplified

Rotary Royal Blue and Rotary Gold (full color)

Rotary



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One Color

100% black

Rotary



100% Rotary Azure

Rotary



100% white (for dark backgrounds)

Rotary



Rotary



Rotary



Rotary



Rotary



Rotary



FRUTIGER LT STD

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

FRUTIGER

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

OPEN SANS CONDENSED

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

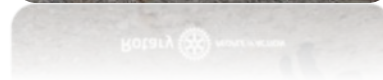
Light
Regular
Italic
Bold

ARIAL NARROW

Regular
Italic
Bold
Bold Italic

ARIAL

Regular
Italic
Bold
Bold Italic



CONSISTENCY



RESOURCES:

1. District Public Image Resource
Page: RotaryD5000.org/public-image
2. Rotary Brand Center
3. Learning Center
4. District Public Image Resource
Team

SURVEY TIME

TEXT (804) 476-8279

**OR send your responses via email to:
PublicImage@RotaryD5000.ORG**

TEXT (804) 476-8279

**DO YOU THINK YOUR
CLUB IS BRAND
COMPLIANT?**

EXAMPLE AUDIT



**Brand Compliance by
June 30, 2023**



QUESTIONS



**PROMOTE
YOUR CLUB!**

@HAWAIIROTARY

Hawai'i
Rotary
District 5000



LEVERAGING CLUBRUNNER

ROTARYD5000.ORG/PUBLIC-IMAGE

Training Schedule

Mar 20: Leveraging Clubrunner to build an engaging club website

Mar 27: Social Media 101: The basics of social media

Apr 03: Social Media 201: Facebook and My Club*

Apr 10: Social Media 202: Instagram and My Club*

Apr 17: Using Canva to create brand positive PI assets*

Apr 24: The Effectiveness of Media Release



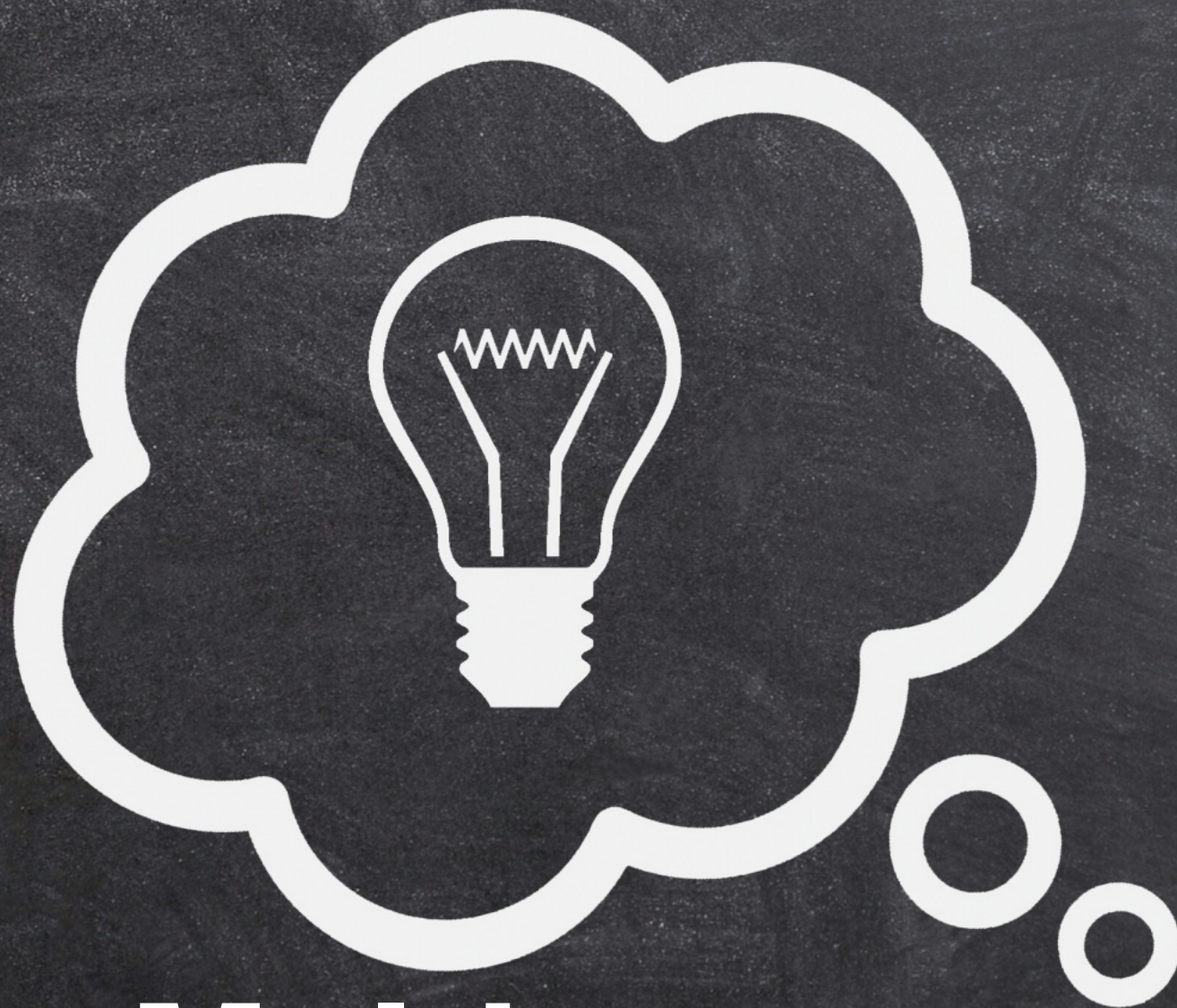
**Calling all People of
Action— April 30th**



Public Image Resource Team Visits



**Brand Compliance by
June 30, 2023**



ShareMyIdea.org

@HAWAIIROTARY

Hawai'i
Rotary
District 5000



WWW.ROTARYD5000.ORG/PUBLIC-IMAGE

PUBLICIMAGE@ROTARYD5000.ORG

   **@HAWAIIROTARY**