IDENTITY AT A GLANCE

Overview
Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. Each element is designed to work in harmony with the others, while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion. Please use this condensed guide in conjunction with the full guidelines available at www.rotary.org.

What logo format do I use for:

<table>
<thead>
<tr>
<th>What I Use For</th>
<th>Print</th>
<th>Embroidery</th>
<th>Silkscreen</th>
<th>Word Doc (Print)</th>
<th>PowerPoint</th>
<th>Digital: Web/Email Tablet/Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.eps spot or cmyk</td>
<td>.eps spot or cmyk</td>
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<td>.png rgb</td>
<td>.png rgb</td>
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</tr>
</tbody>
</table>

Logos
Masterbrand Signature

Rotary

[Logo Image]

Mark of Excellence

[Logo Image]

Single Page Logo Usage Example

Multipage Example (front/back)

Signature System for Clubs, Districts, Zones, and Projects

Rotary

Club [of/at] [Location]

District 1239

Zone 33

Club of Evanston

Rotary

Recognized by Rotarians the world over, your Rotary pin remains unchanged as a proud symbol of membership.

Colors

Azure

PMS 2177C
C59 M44 Y10 K0
PMS 2175U
C99 M53 Y0 K0
Hex #005daa
R0 G93 B170

Royal Blue

PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #17458f
R23 G69 B143

Gold

PMS 130C
C0 M41 Y100 K0
PMS 129U
C0 M35 Y100 K0
Hex #f7a81b
R247 G168 B27

Typography
Licensed Option — fonts for purchase

Primary
FRUTIGER BLACK CONDENSED ALL CAPS FOR HEADLINES
Frutiger for subheads, secondary nav, info graphics, and lockups

Secondary
Sentinel for body text, secondary heads, captions, and callouts

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

Primary
OPEN SANS CONDENSED OR ARIAL NARROW FOR HEADLINES
Arial for subheads, secondary nav, etc.

Secondary
Georgia for body text, secondary heads, etc.

Imagery

Licensed Option —

Rotarians Taking Action for Community

Rotarians Uniting and Exchanging Ideas

Metaphorical