Public Image Coaching: Updating Your Club's Logo & Branding

1. **CREATE YOUR NEW CLUB LOGO**

Log into www.rotary.org and select MY ROTARY

Select MANAGE and then BRAND CENTER

Select LOGOS and then CLUB LOGO TEMPLATE and click the CREATE button

Select the ALIGNMENT you want from the drop down menu. Please note there are now 3 acceptable logo styles. You can mix your use or select one.

Club name BELOW Rotary logo	Club name ABOVE Rotary Logo	Club name ABOVE & BELOW Rotary Logo
EXAMPLE	EXAMPLE	EXAMPLE

Click SAVE and name your logo, click OK. This will take you to a new page.

Select the type of file you want.

> Select PDF for high quality printing and embroidery
>
> Select JPEG for documents, websites, presentations and stationary

- Please note that our clubs do not indicate "at." Do not put your meeting locations.
- If downloads don't work, try refreshing your browser.

2. **BEGIN USING THE NEW PROGRAM LOGOS**

New logos are available for Interact, Rotoract and Foundation Programs.

Log into www.rotary.org and select MY ROTARY

Select MANAGE and then BRAND CENTER

Select LOGOS then PROGRAM LOGOS and select your downloads

> Select EPS for high quality printing and embroidery
>
> Select PNG for documents, websites, presentations and stationary

- Note that THEME and RI logos are also available in black and white and pre-determined colors

NEW Interact Logo	NEW Rotaract Logo	NEW Rotary Foundation Logo

3. **UPDATE YOUR STATIONARY AND PRINTED MATERIALS**

Templates for business cards and stationary are available for download
Log into www.rotary.org and select MY ROTARY
Select MANAGE and then BRAND CENTER
Select MATERIALS then STATIONARY and select your downloads

It is important that you use current branding standards but not necessarily use the stationary templates. If you have your own graphic designer and printer, please provide them the branding standards guidelines available at:
Log into www.rotary.org and select MY ROTARY
Select BRAND CENTER and then GUIDELINES

A professional printer and designer will need these to make sure you are matching standards in color, font and images. Be sure to include your club's website, Facebook, and other social media on your stationary.

4. **UPDATE YOUR DIGITAL PRESENCE**

Update your social media accounts, email, e-newsletters, and website with the new branding. Consider incorporating Rotary's stories from around the globe into your own website and social media. Pull in videos and images from Brand Center! Videos can also be shared with your local community access stations.
Log into www.rotary.org and select MY ROTARY
Select MANAGE and then BRAND CENTER
Select IMAGES AND VIDEOS and select your downloads

5. **SPEAK TO OUR CORE IDEAS**

On information pages, printed materials, and digital designs, consider adding Rotary's core ideas to SIMPLIFY your message. Providing paragraphs of information on our history, projects and involvement can turn off perspective members.

JOIN LEADERS	EXCHANGE IDEAS	TAKE ACTION
Connect with leaders from all continents, cultures and occupations	Discover and celebrate diverse perspectives	Create positive change in our communities

Always refer to VOICE AND VISUAL GUIDELINES! You can access this in 2 ways:
Log into www.rotary.org and select MY ROTARY
Select BRAND CENTER and then GUIDELINES
Print the pages as you need (the entire guide is over 50 pages)
OR
Visit shop.rotary.org
Type VOICE AND VISUAL GUIDELINES in the search
Order a color copy of the book for $5.00

Rotary
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