

ROTARY PUBLIC IMAGE RESOURCES

- **Goal: Increase awareness and understanding of Rotary across all of our districts and around the world.**
 - You can't get the "word out" if everything we say looks and sounds different.
 - Consistency and repetition, starting at the local level, is how we get the word out.
 - There are MANY resources to help you be consistent in your communications!

- **Rotary Brand Center:** www.rotary.org/brandcenter or brandcenter.rotary.org
 - Also accessible from My Rotary under the Manage tab.
 - No longer need to login using rotary.org (My Rotary) credentials.
 - Includes guides, logos, images, ads, customizable templates, videos, and so much more.

- **Brand Guidelines:**
 - Includes the basics for branding: messaging, logos, fonts, colors, imagery, and more.
 - Now only available from Brand Center as web pages.
 - Logos are the most important at this time. All districts and clubs need to use the same template.

- **People of Action campaign**
 - Access customizable templates from Brand Center.
 - Highlight Rotarians doing service projects and the benefits.
 - See online guidelines on Brand Center.

- **Tips and Tricks**
 - ALWAYS use the "new" logo: the word Rotary plus a wheel after it with your club or district name.
 - NEVER use the wheel by itself – it must be used with the official Rotary "word" logo.
 - Never use posed pictures, "grip and grin," or "big check" photos – these do not separate Rotary from other organizations. We want to show people in action in our communities.
 - Make sure photos feature two or more people in action and represent the diversity of your club and community.
 - Make sure your club and district materials ALL LOOK THE SAME, following the Brand Guidelines: It's only through a consistent message and look and feel that we can communicate the brand value of Rotary.
 - ALWAYS include a Call to Action: website URL, email address, phone number, social media page, etc.

- **Where to go for help**
 - Brand Center
 - Your district Public Image Chair
 - Zone Rotary Public Image Coordinator (RPIC) and Assistant Public Image Coordinators (ARPICs)
 - Rotary International: see email addresses on guides