

# PUBLIC IMAGE

## Branding & Visibility

Pre-PELS Session | Feb 19, 2025

Empire  
**Rotary**   
Multi District PEELS



**Lizzy Martin**  
CNY Rotary President 2024-25



**Joseph Abraham**  
CNY Public Image Chair 2025-26

# Your Speakers

# Today's Agenda

- Our Brand
- Brand Center Resources
- Getting featured in local media
- Branding Goals for 2025-26

# The Rotary Brand

- Consistency in our logo, colors & fonts
- Instant visual message
- Create awareness & connect our clubs
- Consistency in the language we use

# Our Logos



## MARK OF EXCELLENCE

- Comes in four colors:
  - *Yellow, blue, black and white*
- Should be used in large format
- Must have lettering inside the wheel

# Our Logos

# Rotary



Baldwinsville

# Rotary



Oswego  
**Rotary**



**Rotary**  
District 7120



## MASTERBRAND

- Comes in several colors & combinations
- Can be used in any size
- Can have traditional or simplified wheel
- Can be customized for your club, district, etc.

Empire  
**Rotary**  
Multi-District PELS



# Our Logos



Anyone can create a club logo in the Brand Center

Also available in all black, all white, white and gold, and all blue

***Hint:** Click Help & FAQ link at top of the page to find a how-to video on using the logo tools*



# Our Logos

## EXAMPLES



Only use in larger formats so we can read the lettering inside the wheel

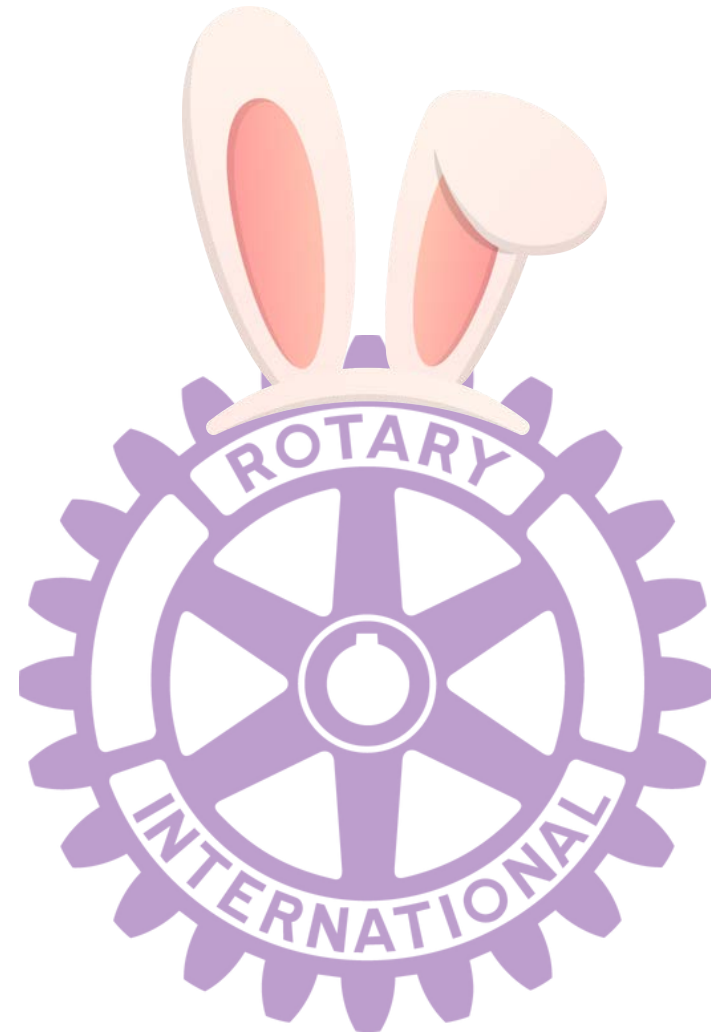
The masterbrand should be your go-to logo whenever possible, but especially if the logo has to be small!





# Our Logos

## What NOT To Do



# Our Logos INSTEAD, TRY THIS...





***UNITE  
FOR  
GOOD***

# Our Logos

## Theme Logos

- Only use the current theme logo
- Now called the President's Message





# The Rotary Brand Our Colors

- Primary colors are Rotary Gold & Azure, as well as the other blues in the top row
- Rows 2-3 are accent colors

[BrandCenter.Rotary.org](https://BrandCenter.Rotary.org)

>Our Brand > Brand Elements > Colors

# The Rotary Brand

## Our Fonts

Frutiger 

Light

Roman

**Bold**

**Extra Bold**

**Ultra Black**

Open Sans

Light

Regular

Medium

SemiBold

**Bold**

**Extra Bold**

Georgia

Light

Regular

**Bold**

**Black**

*(A secondary font)*

[BrandCenter.Rotary.org](https://BrandCenter.Rotary.org)

>Our Brand > Brand Elements > Typography

# The Rotary Brand

## Our Voice

- How we talk about Rotary matters
- Rotary's voice is clear, persuasive, and reliable. It's personal and sincere.
- We are not "the Rotary"
- From the branding guide: Embracing "Rotary" as our communicative name is a simple, **yet critical**, step to unify our organization and strengthen our message.

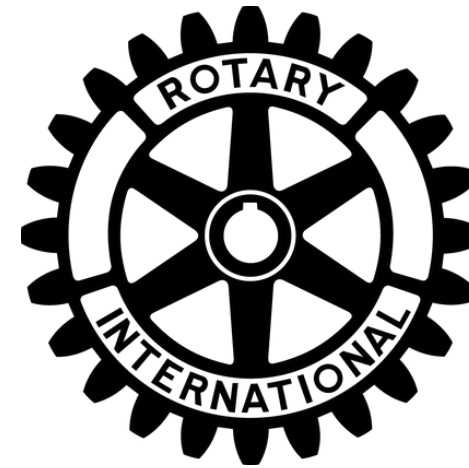
# The Brand Center

[brandcenter.rotary.org](https://brandcenter.rotary.org)

- Download images, videos and logos
- Make your custom club logo (in all colors)
- Design a brochure or business card
- Ensure you are using brand safe images that you have the rights to share

# The Brand Center

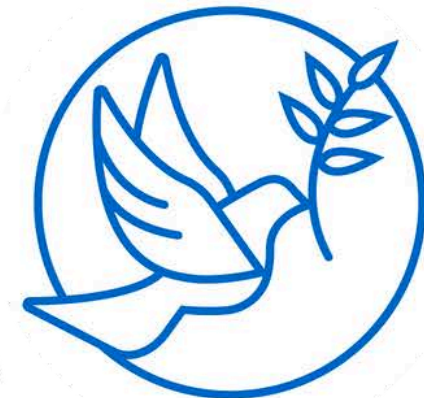
[brandcenter.rotary.org](http://brandcenter.rotary.org)







**ENVIRONMENT**



**PEACEBUILDING AND  
CONFLICT PREVENTION**



**DISEASE PREVENTION  
AND TREATMENT**

**COMMUNITY ECONOMIC  
DEVELOPMENT**



**ROTARY'S  
AREAS OF  
FOCUS**



**WATER, SANITATION,  
AND HYGIENE**

**BASIC EDUCATION  
AND LITERACY**



**MATERNAL AND  
CHILD HEALTH**

# Branding for Areas of Focus



**ENVIRONMENT**



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# Branding for Areas of Focus

# Visibility

## Getting Rotary Featured in Local Media

- Visibility creates opportunity
  - *New members, new partners, new sponsors*
- Media outlets have fewer resources, so we need to help them
- Developing relationships is always ideal

# Visibility

## Build Relationships

- Find connections to your local media outlets
- Reach out to them to introduce yourself and your club
- Make it a personal connection

***Bonus tip:*** Don't just reach out with news items. Sending a nice message around the holidays, or complimenting a recent article they wrote is a nice touch.

# Visibility

## Send Clear Press Releases

- Keep press releases short and simple
- Focus on the five W's (who, what, when, where and why)
- A picture is worth a thousand words (but provide those captions!)

***Bonus tip:*** *It's alright if your club doesn't have an Ernest Hemingway. Sometimes just sending a few details and a couple photos with captions is all you'll need. The editors will do the rest!*

# Visibility

## Use Social Media

- Share regular updates, photos, and success stories
- Tag your local news outlets and journalists to get their attention

***Bonus tip:*** Make sure to follow your local news outlets and journalists' social media pages. It will make tagging easier.

# Visibility

## Invite them to your Events

- Always keep this on your to-do list for fundraisers and service projects

***Bonus tip:*** Personalize the invites, and keep it brief, highlighting the event details and why it is an impactful effort.

# Visibility

## Share Personal Stories

- Media love human interest stories
- Include photos or videos to make it more engaging
- Make sure you have permission before featuring individuals in your story

***Bonus tip:*** In these cases, offer a local journalist/media outlet you trust the “exclusive.”



# Visibility

## Getting Rotary Featured in Local Media

- It takes time to develop a working relationship
- Be consistent and politely persistent
- It is well worth the effort to increase your visibility

What should **every club**  
be doing for their public  
image in 2025-26?

# Public Image Checklist

## Goals for 2025-26

- Have a Public Image Chair for your club
- Update logos everywhere
- Invest in modern signage or take down old stuff
- Refresh website monthly
- Post to social media 2-3 times/week
- Make a media connection

# Public Image Checklist

## Public Image Chair

- Dedicate member to do this work
- Learning Center: Club Public Image Basics
- Many other PI courses available
- Complete at your own pace

***Access the Learning Center using your  
My Rotary log-in at [rotary.org](https://rotary.org)***

# Public Image Checklist

## Update Logos

The Rotary Club of DeWitt invites you to its

**ANNUAL PANCAKE DAY**  
Saturday, May 18th 7am-2pm

Under the tent at a **NEW LOCATION**  
**Best Buy Parking Lot**  
Marshall's Plaza, Erie Boulevard East

Advance ticket sales: \$8.00 each or 3 for \$20  
\$10.00 each at the door  
Children 7 and under **FREE!**

100% of net proceeds support DeWitt Rotary's service projects and other charitable causes in our community

**Rotary**   
Club of Dewitt

Buy your tickets from a DeWitt Rotarian or order online at [www.DeWittRotary.org](http://www.DeWittRotary.org)

**Lizzy Flinn-Brown**  
Baldwinsville Rotary Club  
Rotary District 7150



315-555-1212  
315-122

**Rotary** 

**Rotary Club of Utica**  
(315) 327-5071  
jerrardana@gmail.com  
www.Rotary7150.org  
Facebook: /RotaryDistrict7150

**Dana Jerrard**  
District Governor 2021-22

**Be A Sponsor**  
 **in 2019!**  
June 7 & 8

Build a true partnership with Rotary and customize your next sponsorship to be sure your company gets its well-deserved recognition with a great, local audience of families and volunteers.

Start planning your support of this community event today!

**Contact Us**  
Event Chair: Ken Schmidt  
c. (813) 335-4766  
e. ken@steelintheair.com

Sponsorship Chair: Dave Horan  
c. (315) 415-0229  
e. dhoran@hotmail.com

**Rotary**  **Baldwinsville**  
senecariverday@yahoo.com  
Seneca River Days on Facebook  
[www.BaldwinsvilleRotary.org](http://www.BaldwinsvilleRotary.org)

Baldwinsville Rotary  
Published by Lizzy Martin (?) - January 15 at 6:28 PM · 🌐

Here is your clue for tonight's Trivia for Charity at WT Brews with Syracuse Trivia Company:  
H2O


**TRIVIA**  
*for charity*

**WIN \$1,000 FOR YOUR FAVORITE CHARITY!**

**WEDNESDAYS AT 7PM @ WT BREWS**

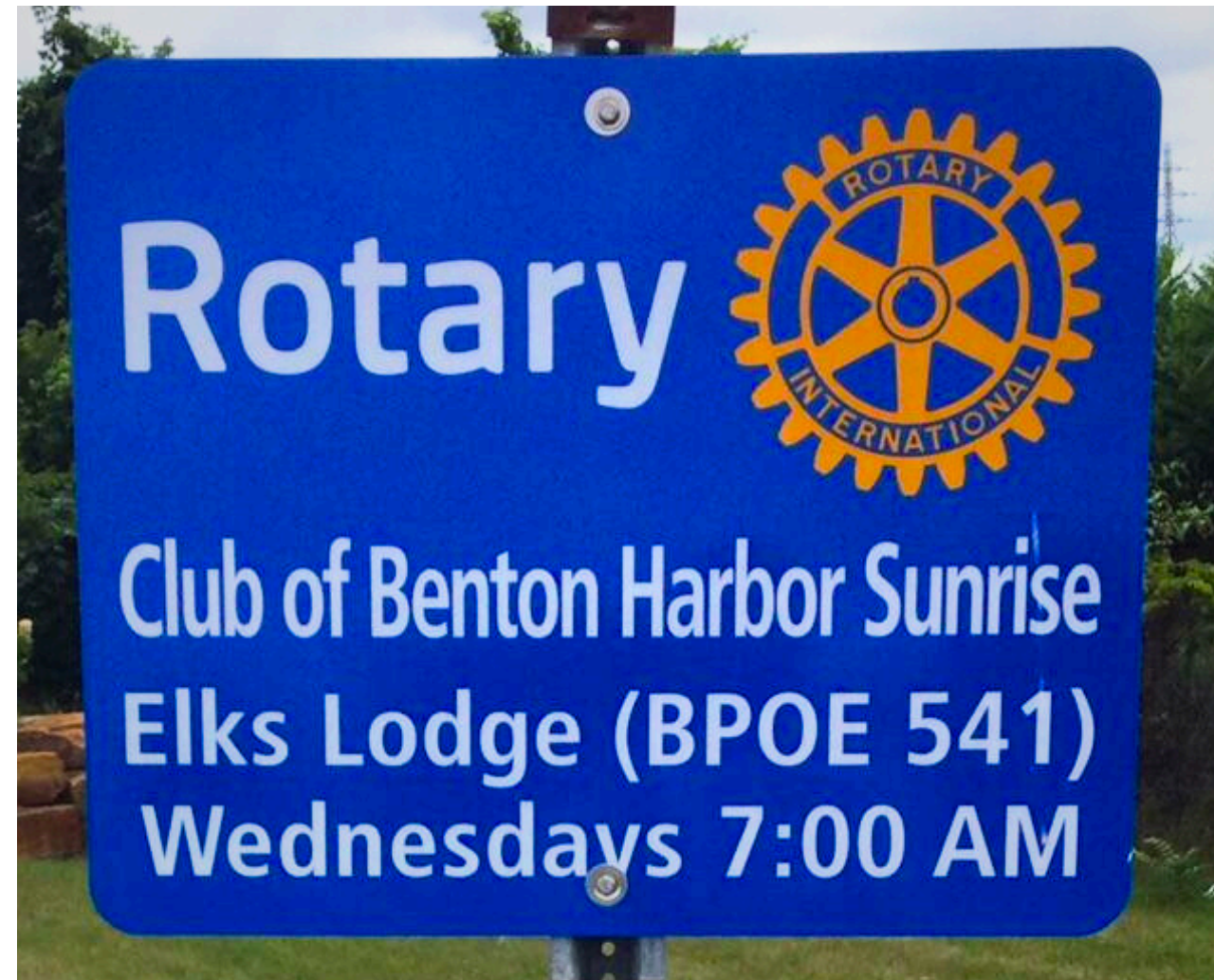
BROUGHT TO YOU BY:

Empire  
**Rotary**   
Multi-District PELS

# Public Image Checklist

## Modernize Signage



# Public Image Checklist

## Your Website

- Make sure your website speaks to non-Rotarians
- Limit parts of website that will expire often
- Be sure people know how to contact you if they are interested in joining
- Check monthly at a minimum
- Of course check branding!

# Public Image Checklist


## Your Social Media

- At least be on Facebook, consider Instagram too
  - Cross-posting makes it easy!
- Post regularly (2-3 times per week)
- **Get members to like AND SHARE**
- Tag your partners
- Share into community groups



# Public Image Checklist

## Your Social Media

 Rotary Club of Utica, New York is at Central Association for the Blind and Visually Impaired - CABVI. March 28 at 4:08 PM · Utica ·

🔥🔥🔥🔥🔥


Join us as we announce our 2022 Service Above Self Gala, beneficiary! Camp Abilities! An amazing program hosted by The Central Association for the Blind and Visually Impaired - CABVI.



-

You can learn more about the program below in our video and by clicking this link.  
<https://www.youtube.com/watch?v=EdMtjnDieU&feature=youtu.be>

-

Ple... See more



  Bill Rosentel and 17 others 10 Shares

 Baldwinsville Rotary Published by Lizzy Martin · February 26 ·

Today we held our annual Soup 'n Snowshoe and it was the perfect day for it with snow on the ground and sun in the sky. There were many snowshoers, and ten soups submitted to be tasted and judged by all. Congrats to this year's winners:  
1st: Doug's Potato Bacon  
2nd: Jennifer's White Chicken Chili  
3rd: Lizzy's Carrot Ginger... See more



 CNY Rotary April 16 at 2:42 PM ·

If you have an idea for a Global Grant or want to learn more about the process, please attend this informational session with our Global Grants Chair, PDG Lana Rouff. Get the zoom link here:  
<https://bit.ly/4cWjZt8>



# Need Assistance ?

Your Public Image Team can help

- D7120: Linda Kohl
  - lkohl58@aol.com
- CNY Rotary: Joe Abraham
  - news@cnyrotary.org

QUESTIONS?