

**BRAND BASICS:  
WHY SHOULD  
WE CARE, AND  
WHAT SHOULD  
WE DO?**





**WHY SHOULD WE  
PROMOTE ROTARY IN  
THE SAME WAY?**

# SINCE 2011, WE'VE MADE GREAT STRIDES BUILDING GLOBAL AWARENESS

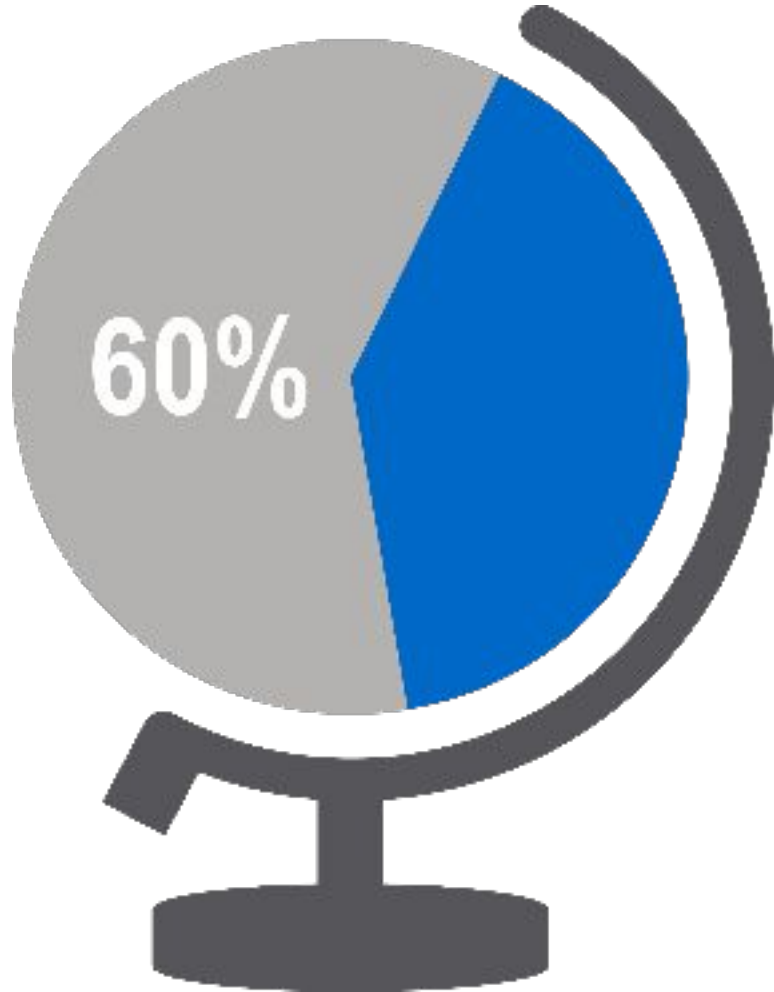


## GLOBAL AWARENESS

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**3** out of **4**  
people have heard of Rotary

# UNDERSTANDING OF ROTARY IS LOW



Understanding of  
Rotary was at 35%

60% surveyed  
unfamiliar with a  
local Rotary club

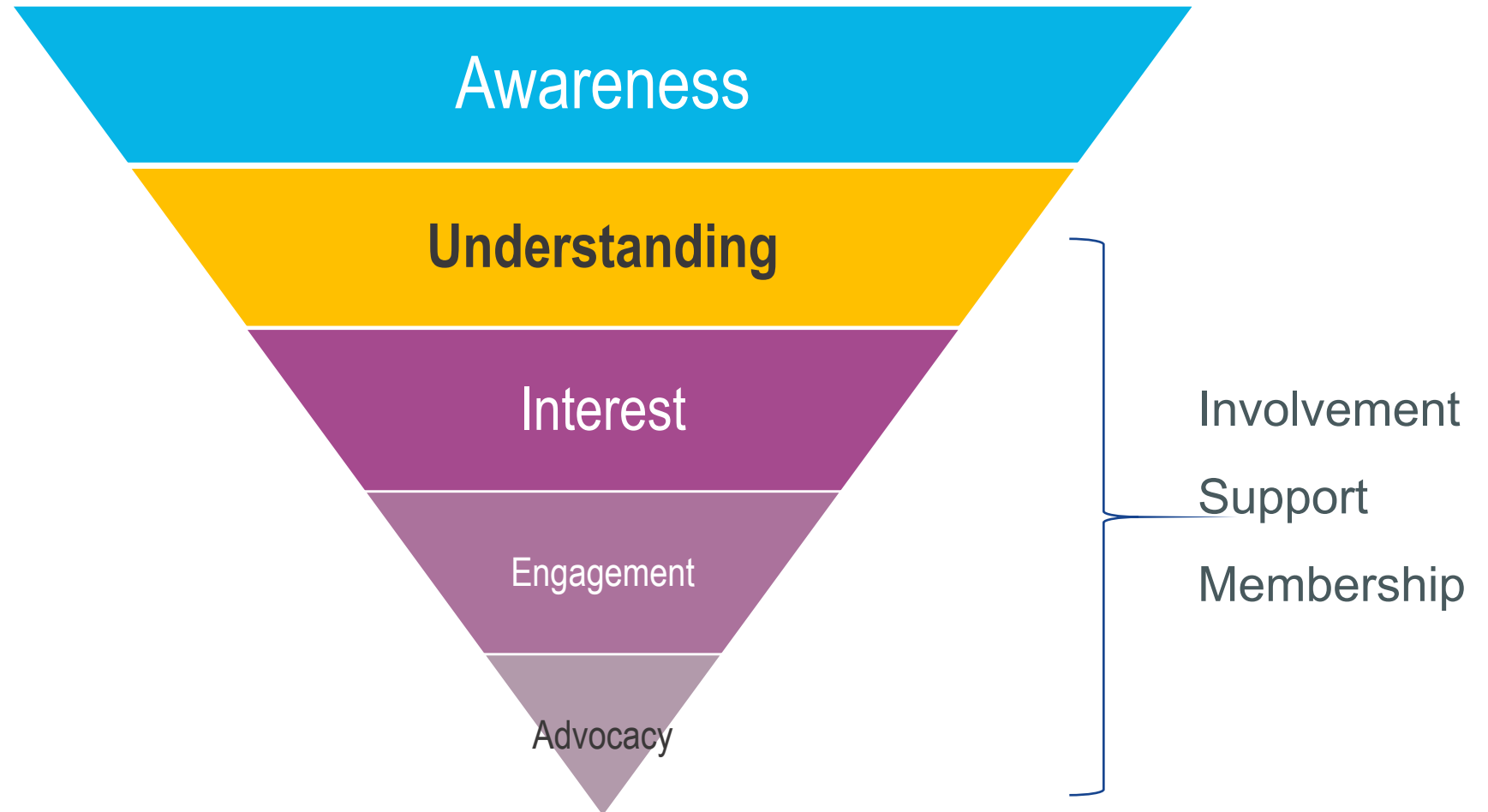




# ELEVATING ROTARY'S PUBLIC IMAGE

Increased understanding builds interest, engagement, and advocacy

**Accomplished by building the Rotary brand**





# CONSISTENT BRANDING

More people know and understand who we are

Expands reach for prospective members

Enhances member participation and engagement

Increases our impact

Increases sponsorships

Increases fundraising



# GROWTH CLUBS ARE KNOWN IN THEIR COMMUNITIES

## Top three reasons why your club has grown in the past 3 years?

- Great Meetings and Strong Friendships – 64% (54)
- Meaningful Service Projects – 50% (42)
- Strong Public Image (Well known in our community) – 48% (40)

# AND IT'S NOT JUST A GOOD IDEA

## Administration

### The Board

- made several amendments to its policy regarding Rotary institutes to increase their overall effectiveness as learning events and to provide for regional flexibility to best meet local Rotarian needs;
- agreed that the top six candidates for president identified by the Nominating Committee for RI President will be funded to travel to One Rotary Center for in-person interviews;
- amended its policy regarding “non-compliant” clubs to include any club where 30 percent or more of its members are not paid subscribers to a Rotary magazine;
- approved a US\$0.50 subscription price increase per issue of *Rotary* magazine;
- in recognizing that consistent brand messaging and visual identity are critical to improving awareness and understanding of Rotary,
  - urged that “visual identity” be part of Rotary training for club presidents, district governors, and public image coordinators;
  - agreed that Rotary public image coordinators and district governors are responsible and accountable for maintaining brand fidelity in their districts/regions;
  - encouraged a culture of brand champions among club leaders;
  - added Rotary image and brand compliance goals to the Goal Center on Rotary Club Central to foster brand compliance accountability among Rotary club leaders;
  - requested that only those clubs (or Rotary-affiliated entities) that are brand compliant be featured in Rotary media outlets;
  - agreed that all Rotary events be “on brand” compliant and requested the general secretary to enforce this brand compliance.

## Highlights from May and “July” 2023 Rotary International Board of Directors Meetings



**WHERE DO  
WE START?**

[HOME](#)

[OUR BRAND](#)

[DOWNLOADS](#)

[TEMPLATES](#)

[People of Action materials](#)

[VIEW](#)



# VOICE AND VISUAL IDENTITY

Available on Brand Center

Guidelines for logos, colors, font, imagery, voice, messaging, and more

## Our Brand

Our Brand

People of Action

Brand elements ^

Logos and graphics

Voice and messaging

Images and videos

Colors

Typography

Promote Rotary v

## Brand story

For more than 100 years, Rotary has united leaders who are committed to using their expertise to improve communities. While we've made a significant difference around the world, many people still don't fully understand who we are and what makes us unique. It's important that we tell our story in ways that help people everywhere understand what Rotary does, how we're different, and why our work matters.

## Create powerful messages

People's perception of Rotary comes from their experiences with our clubs and programs, along with the stories we tell and the images we share. Compelling, consistent brand communications — together with a great experience — can strengthen our brand and help us engage and attract more members, participants, donors, and partners.



# CORRECT USE OF OUR MASTERBRAND



**ROTARY CLUBS**



**ROTARY INTERNATIONAL**

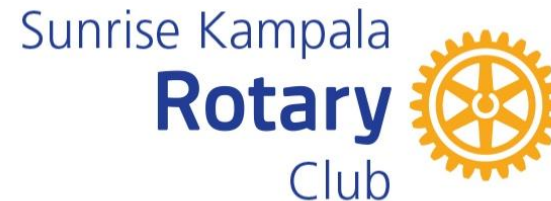


**THE ROTARY FOUNDATION**



# CLUB, DISTRICT, & ZONE LOGOS

Examples



Examples



# WHAT ABOUT THE MARK OF EXCELLENCE (WHEEL)?



Never use it as your club logo  
It never stands alone  
Use in proximity with the Master Brand  
No simplified version  
Only use the version in Brand Center

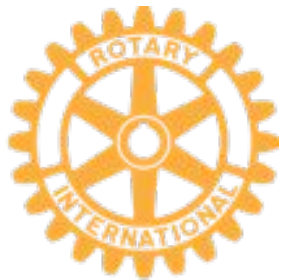


# LET'S LEARN A LITTLE MORE ABOUT ROTARY LOGOS



# THE RULES OF ROTARY LOGOS

**Rotary**  
Club of Toledo



Alma College  
**Rotaract**  
Club



**1.**

Always use a club or district identifier when using the Rotary logo.

## 2.

Never obscure the Rotary wheel, use a partial wheel, manipulate the wheel, or use the wheel as an object.





### 3.

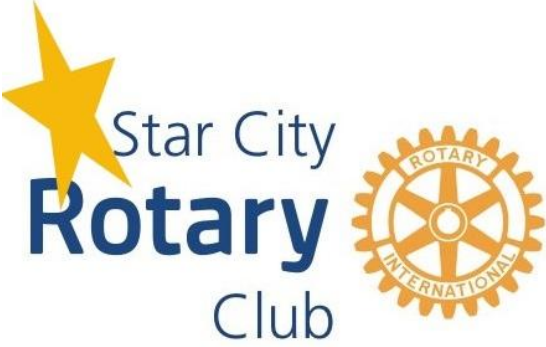
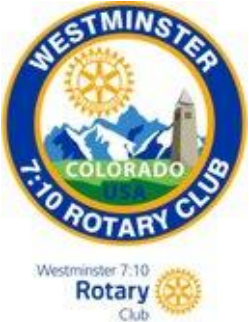
Do not use images or graphics within the Rotary logo.

# 4.

Replace your Heritage Rotary logos.



# INCORRECT USAGE



# CORRECT USAGE





# CORRECT USAGE (lockups)

Holly Springs  
**Rotary**  
Club



**Rotaract**  
Club of Adelaide City



**Let's Fight  
Against Hunger**

**Rotary**  
District 6270



**Rotary**  
Club of Evanston



Taste of Evanston

**Rotary**



# DO'S AND DON'TS ON BRAND CENTER

## Avoiding common errors

Every member plays a role in strengthening the Rotary brand. You and your club help build Rotary's brand recognition by using our logos correctly and consistently.

Review these examples of how to use Rotary's brand guidelines in order to avoid common errors.



**Correct:** When creating your official logo, use your club, district, or zone logo instead of the Rotary, Rotaract, or Interact Masterbrand Signature alone.

**Incorrect:** Don't use the Rotary, Rotaract, or Interact Masterbrand Signature without your club, district, or zone name.



**Correct:** Use the [template](#) to create your club and district logos so that everything is in the proper place.

**Incorrect:** Don't move around or manipulate the components of the Rotary, Rotaract, or Interact logo.



**Correct:** Use your official club logo, which includes your club name along with the Masterbrand Signature, as the main identifier in all your promotional materials.

**Incorrect:** Don't alter the Mark of Excellence to make it represent another object, don't change the color and font of your club name, and don't add any other images to the correct club logo.



**Correct:** Ensure that the logo is shown in its entirety, with enough space around it (the height of the capital "R" in the Rotary or Rotaract wordmark or the capital "I" in the Interact wordmark).

**Incorrect:** Don't use only part of the logo, obscure any part of it, or use elements of it in another logo.

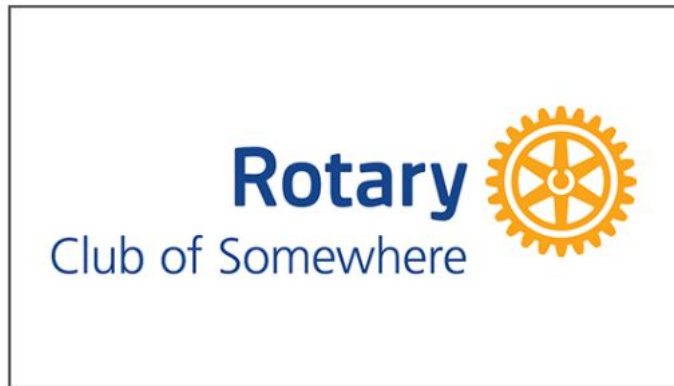


**Correct:** Use only the brand colors specified for the Mark of Excellence, the Masterbrand Signature, and your club name. By using the [Brand Center templates](#) to create your logo, you'll automatically have the right colors.

**Incorrect:** Don't use colors in your logo that aren't part of the template. The other brand colors in our palette are for different elements of your promotional materials.



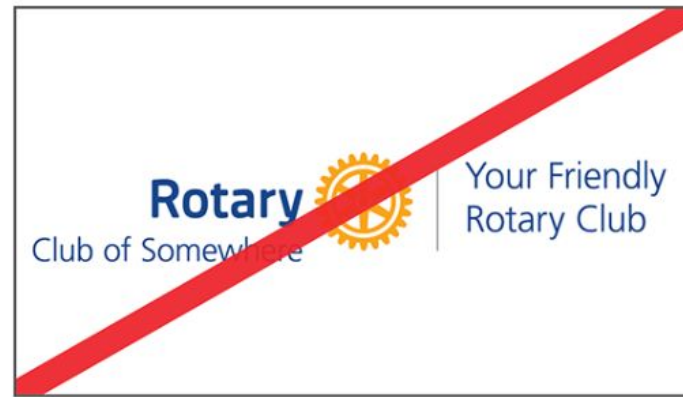
# WHAT WE OFTEN SEE (THE RED)



**Correct:** Add only the name of your club, district, zone, or official Rotary entity to the Masterbrand Signature.

**Incorrect:** Don't add extra descriptive text, club mottos, event themes, or other wording to your logo. If you want to include this information in your design, add it away from your logo.

# AND WE SEE A LOT OF THIS



**Correct:** Use the lockup template to add the names or logos of partners, sponsors, events, or programs.

**Incorrect:** Don't add descriptive text or other logos that aren't related to the partner, sponsor, event, or program. If you want to include this information in your design, add it away from your logo.

# PRESIDENTIAL THEME LOGOS

- Only for “internal” Rotary use to motivate Rotarians
- Available from Brand Center
- Changes every year based on the President’s theme and goals
- Should always be used in context with the Rotary Master Brand logo and club/district identifier
- Being discontinued in 2025



# IMAGES: WHAT TO USE

Show members taking action



# IMAGES: WHAT NOT TO USE

## Examples of imagery to avoid



Posed or looking directly at the camera



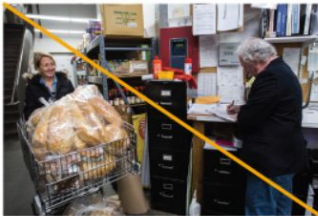
Poor lighting



Large group pictures



Large group pictures



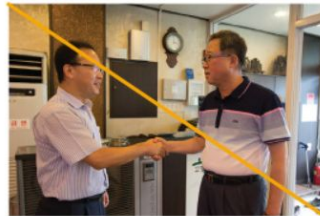
Lack of a focal point



Back of heads in photos



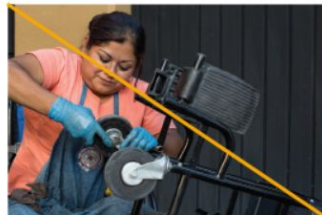
Handshaking photos



Handshaking photos



Single person



Single person











Flat perspective



Awkward angle

# ANOTHER KEY RESOURCE: LEARNING CENTER

|   |  |   |  |  |   |
|---|--|---|--|--|---|
|  <p><b>Building Rotary's Public Image</b></p> <p>ENROLLED<br/>EN   15m 00s ★ 5.0</p> <p>E-Learning</p>  |  <p><b>Club Public Image Committee Basics</b></p> <p>ENROLLED<br/>8 courses   2h 15m</p> <p>Learning Plan</p> |  <p><b>District Public Image Committee Intermediate</b></p> <p>ENROLLED<br/>4 courses   1h 15m</p> <p>Learning Plan</p> |  <p><b>Our Logo: Representing Rotary</b></p> <p>ENROLLED<br/>EN   30m 00s ★ 5.0</p> <p>E-Learning</p> |  <p><b>Promoting Your Club as People of Action</b></p> <p>ENROLLED<br/>EN   15m 00s ★ 5.0</p> <p>E-Learning</p> |  <p><b>Public Image</b></p> <p>5 courses   1h 30m</p> <p>Learning Plan</p> |
|  <p><b>Public Relations and Your Club</b></p> <p>ENROLLED<br/>EN   15m 00s ★ 5.0</p> <p>E-Learning</p> |  <p><b>The Rotary Brand</b></p> <p>ENROLLED<br/>EN   15m 00s ★ 5.0</p> <p>E-Learning</p>                     |   |  |  |   |



# OTHER RI PUBLIC IMAGE RESOURCES

Rotary images: Brand Center > Images & Video> Images

Press Center: [rotary.org](http://rotary.org) > News and Features > Press Center

Public Relations: My Rotary > Learning & References > Learn by Topic > Public Relations

Rotary Showcase: My Rotary > Take Action > Develop projects > Rotary Showcase

Rotary Voices: [blog.rotary.org](http://blog.rotary.org)

EndPolio.org Resource Center: [www.endpolio.org/resource-center](http://www.endpolio.org/resource-center)

Rotary social channels: Facebook, Instagram, X (Twitter), LinkedIn, Vimeo, YouTube

# ZONES 28-32 PUBLIC IMAGE RESOURCES

Your Rotary Public Image Coordinator and Assistants:

Zone 32: [Laura Spear](#)

[Zones 28 & 32 website](#)

[Zones 28 & 32](#) Facebook page: general updates and postings

[In the Zone](#) Facebook page for Zones 28 & 32: curated for case studies, success stories, best practices only

Monthly Public Image updates with tips and tricks: contact [Laura Spear](#) to be added to the distribution list (goes to DGs and District PI Chairs in Z32 by default, open to others)



**DEMO AT PETS!**

# QUESTIONS?

**Laura Spear**

Rotary Public Image Coordinator Zone 32, 2023-2024

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