

Module B-7 **Promoting Rotary** (30 minutes)

	<b>Step?</b>	<b>We want to accomplish?</b>	<b>How long?</b>
1.	Introduce Topic and Presenter(s)	Direct attention to the PETS Learning Guide B-7-: Promoting Rotary. Introduce concepts in public image resource materials. Refer to the three learning objectives. Introduce presenter(s).	1 min.
2.	Main Room/ Content Overview	1st Learning Objective: Identify ways that each respective club is impacting their community. Have participants turn to the Impact Begin With You brochure in PN Learning Guide.  Facilitate classroom discussion: What is your club doing to impact your local community? What are the different kinds of impact?	7 min
3.	Breakouts/ Discussions	2nd Learning Objectives: Share methods for getting the story out in the club. and local community about the good each Rotary club is doing. Have participants go to Connect for Good in PN Learning Guide .  Facilitate classroom discussion: What elements in Connect for Good would help most to create a positive public image within your community?  What steps could you take as President-Elect to enhance the public image of your club? How can new members directly impact the club's public image?	8 min
4.	Breakouts/ Discussions	3rd Learning Objectives: List resources that can be employed to promote Rotary. Have them turn to the handout, Key Points For Talking About Rotary. Refer to all public image resources included. Facilitate classroom discussion: What are the resources that can be used to promote Rotary?	8 min
5.	Sharing Back/ Q & A	Ask for good ideas to share, takeaways, and best practices. Ask for any questions and respond briefly.	3 min
6.	Wrap Up and Evaluations	Thank participants for an impactful and inspiring session. Ask them to go to notes page at end of module and jot down their thoughts. Remind participants to complete module evaluation via mobile app. Proceed with transition to lunch. Tell them that the first afternoon breakout starts at 1:30 pm. Course materials may be left in the room. Take valuables (laptops/tablets etc.) with them.	3 min

# Lone Star P.E.T.S. 2026

## PRESIDENTS-NOMINEE Learning Guide

### SATURDAY

#### SESSION B-7 PROMOTING ROTARY

##### **GOAL**

**Club Presidents-elect will be able to provide leadership in reviewing and planning activities to enhance public and club awareness of Rotary's impact.**

##### OBJECTIVES

At the end of the session, Presidents-nominee will be able to:

1. Identify ways that each respective club is impacting their community.
2. Share methods for getting the story out in the club and local community about the good each Rotary club is doing.
3. List resources that can be employed to promote Rotary.

##### REFERENCE MATERIALS:

Impact Begins with You  
Connect For Good  
Key Talking Points for Talking About Rotary  
Fact Sheet  
Branding and Brand Consistency  
Our Brand  
Promote Rotary  
What's Rotary Card  
Club Brochure Template  
Logos at a Glance  
Colors  
Presidential Messaging  
People of Action Print Ads

## Module B-7: Promoting Rotary

### Breakout Discussion Questions

1. Turn to the brochure Impact Begins with You, in PN Learning Guide.  
What is your club doing to impact your local community?  
What are the different kinds of impact?
2. Go to Connect for Good in PN Learning Guide.  
What elements in Connect for Good would help most to create a positive public image within your community?  
What steps could you take as President-Elect to enhance the public image of your club?  
How can new members directly impact the club's public image?  
Discuss engagement through social media.
3. Turn to the handout, Key Points For Talking About Rotary, in PN Learning Guide.  
Refer to all public image resources included.  
What are the resources that can be used to promote Rotary?
4. Give participants a couple of minutes to jot down action ideas on the notes page at the end of this module.
5. What is your **primary takeaway** from the Promoting Rotary session?
6. Any other question(s)?

# IMPACT ACROSS THE WORLD



With more than **1.2 million members** in clubs in almost every country, **we are improving communities around the globe**. As a member of Rotary, you'll have opportunities to change lives locally *and* to connect with other clubs to work on **international projects that address today's most pressing humanitarian challenges**, including fighting disease, providing clean water, supporting education, and promoting peace.

**Our largest and proudest effort to date is our work to eradicate polio**. We initiated the audacious polio eradication campaign in 1979, by vaccinating children in the Philippines. **With the help of our partners, we have since reduced polio cases worldwide by 99.9 percent.**



## WE SEE DIFFERENTLY:

We are problem solvers working together to achieve a better world. Our members are deeply ingrained in the communities in which they live and serve, affording them insight into local challenges and access to the leaders, resources, and networking opportunities needed to strategize and take action to make lasting change.



## WE THINK DIFFERENTLY:

Rotary clubs reflect the diversity of our communities and the breadth of viewpoints that comes from our members' varied professional and personal experiences. For more than 100 years, we have been applying different perspectives to create innovative, sustainable solutions that address the needs and challenges affecting our communities.

## HOW ARE WE DIFFERENT?



## WE LEAD DIFFERENTLY:

As Rotary members we hold ourselves to the highest ethical standards. Community members, community leaders, and other organizations seek us out because they know they can trust us to be effective partners and deliver on our promises.



## OUR ACTIONS MAKE A DIFFERENCE:

Harnessing our unique perspectives and ideas gives us a shared purpose — one that compels us to take action. We roll up our sleeves, leverage our personal relationships with local partners and businesses, and apply our leadership skills as a way to get the job done and bring to life the changes we envision.



## IMPACT BEGINS WITH OUR LOCAL CLUBS

The impact our members make takes shape at Rotary club meetings and activities. These gatherings allow you to join other passionate, visionary women and men regularly to discuss and act upon community needs. Rotary club meetings are also a place to strengthen connections to friends and neighbors and form meaningful relationships that last a lifetime.

And just as Rotary helps you invest in your community, it gives you an opportunity to invest in yourself. Many clubs offer continuous learning opportunities, with a broad range of workshops, conferences, guest speakers, and more — all aimed at helping you grow personally and professionally.



# CONNECT FOR GOOD

GET INVOLVED AND MAKE A DIFFERENCE



When you join a Rotary club, your potential to make a difference in the world grows exponentially. That's because you're joining a network of over 1.2 million people who take action — volunteers from all over the world who share a goal of improving others' quality of life.

In fact, the top two reasons people join Rotary are to connect with and give back to their communities. These are the same reasons members stay in Rotary year after year. But simply joining isn't going to change lives or make those connections. That happens when you get involved. You'll shape your own experience and decide how to get the most out of your membership.

This short guide is full of ways you can get involved in Rotary to connect with your club, your community, and the world. Get involved in ways that align with your passions, and you'll get much more from your experience.





# CONNECT WITH YOUR CLUB



Membership in a Rotary club offers you opportunities to connect with other professionals who aren't afraid to lead and are dedicated to making a difference. Spending time with your fellow club members — whether to attend a meeting, plan a project, exchange ideas, or just have fun — can lead to lifelong friendships. When you get involved and make connections, you will inevitably grow as a person and develop new skills. Here are some ways to connect within your club.

> **SHARE YOUR IDEAS** with club leaders to help your club achieve its goals, enhance its projects, and improve the member experience. Your suggestions could become the next big initiative in your club or community. See *Be a Vibrant Club* and learn more about club flexibility.

> **FIND A MENTOR** or mentor another member to share professional expertise, community knowledge, and Rotary information.

> **ORGANIZE A CLUB EVENT** or service project and gain new skills and experiences like event planning, public speaking, or managing volunteers.

> **TRY A NEW ROLE.** Broaden your knowledge and apply your experience and skills in a club leadership role. Take the first step by asking where your club needs help. If you've already been in a club leadership role, try serving in a district role. Ask your district governor and governor-elect where your expertise and talents could be useful.

> **BECOME A LEADER IN ACTION.** Participate in your club's leadership development program. If it doesn't have one, talk to your club leaders and help develop one for the members of your club.



# CONNECT WITH YOUR COMMUNITY



Through your club, you can connect with your community by learning about its needs and working on long-term solutions. When you work with local leaders and beneficiaries, you'll strengthen both your community and your ties to it. Participating in a project that positively touches someone else's life can be life-changing for you as well. Here are some of the many ways your membership can help you connect to your community.

**> VOLUNTEER TO HELP** with your club's service projects. If you know of a need in your community, propose a project that addresses it. You can use Community Assessment Tools to evaluate your community's needs, and then use the resources in the Project Lifecycle Kit to design and implement a project. You can join your club service projects committee, browse other projects on Rotary Showcase, crowdsource the resources you need on Rotary Ideas, and learn how to apply for a Rotary grant to improve and help fund your project at [rotary.org/grants](http://rotary.org/grants).



**> BRIDGE GENERATIONS** by supporting local Rotary youth programs. Find out if your club supports an Interact or Rotaract club. If not, form one! You can build the future of Rotary and your club by connecting with Rotaractors and inspiring them to join your Rotary club. Show Interactors the impact they can have in their communities by supporting their service efforts.



**> CREATE STRONGER COMMUNITY TIES** with a Rotary Community Corps (RCC). RCCs are groups of non-Rotarians who share our commitment to service. RCC members plan and carry out projects in their communities and support local Rotary club projects. By working with RCCs, you can boost community engagement and your projects' sustainability by positioning local leaders to pioneer change. Learn more at [rotary.org/rcc](http://rotary.org/rcc).

**> PARTICIPATE IN TRAINING EVENTS** offered by your district and connect with other members in your area. Districts hold a variety of training and informational events that are open to all members. Attending one can help you learn more about Rotary and what other clubs in your community are doing. Visit your district's website or contact your club leaders to find out when your district's next event will be held.



**> COLLABORATE WITH OTHER CLUBS** in your area on a joint service project or event. Rotary Ideas can make finding and collaborating with partners easier.



# CONNECT WITH THE ROTARY WORLD

Rotarians make a difference on a global scale. Your membership gives you access to a global network of professionals and leaders who share a passion for applying their collective expertise and resources to make a positive change. Here are some ways to connect with the Rotary world.

➤ **MEET OTHER MEMBERS** with similar interests by joining a Rotary Fellowship or a Rotarian Action Group. Rotary Fellowships are formed around hobbies, interests, or vocations, and Rotarian Action Groups are formed around dedication to a particular cause. View lists of Rotary Fellowships and Rotarian Action Groups and contact one directly using the Rotary Fellowships directory or the Rotarian Action Groups directory.

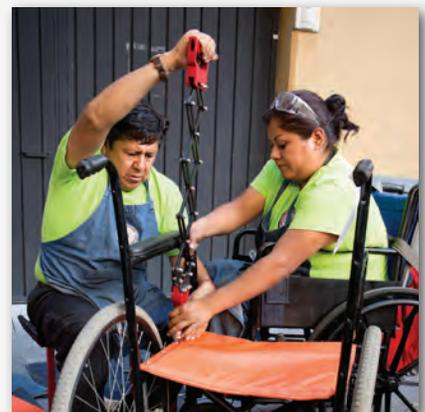


➤ **PARTICIPATE IN INTERNATIONAL PROJECTS.** Many clubs partner with clubs in other parts of the world to address a need in one of their communities. Together, they leverage Rotarian and Rotary alumni expertise to build long-term partnerships for sustainable projects. You can find clubs that need partners, more volunteers, or other support on Rotary Ideas.



➤ **HELP ERADICATE POLIO** either by volunteering for a National Immunization Day (NID), contributing to the cause, or helping to spread the word. Email [polioplus@rotary.org](mailto:polioplus@rotary.org) to connect with Rotarians leading upcoming trips. Post about polio on your social media pages, contribute to the PolioPlus Fund, or include a link to [endpolio.org](http://endpolio.org) in your email signature.

➤ **ATTEND ROTARY EVENTS** to exchange ideas and meet people. Attend the Rotary International Convention, which is held in a different international city each year, with friends from your club or district. You'll enjoy inspiring talks from global leaders, celebrities, and activists, meet members from around the world, and learn how to expand our impact. Learn more at [rotary.org/events](http://rotary.org/events).



➤ **SHARE INTERNATIONAL HOSPITALITY** and learn about another culture when you participate in a Rotary Friendship Exchange, host a Rotary Youth Exchange student, or explore other Rotary clubs. Friendship exchange participants take turns hosting and visiting one another, often developing friendships that last a lifetime. Youth Exchange hosts open their homes and hearts to create a memorable learning experience. Learn more at [rotary.org/empower-leaders](http://rotary.org/empower-leaders) and [rotary.org/youthexchange](http://rotary.org/youthexchange).

➤ **SUPPORT ROTARY'S CURRENT WORK** by giving to the Annual Fund, which sustains thousands of projects that are being conducted in your community and around the world. The Rotary Foundation supports projects and programs that transform lives by tackling poverty, disease, conflict, and lack of education and water. Go to [rotary.org/give](http://rotary.org/give) to make a donation.



➤ **JOIN ROTARY DISCUSSION GROUPS** on My Rotary. Hundreds of discussion groups allow members to connect and share diverse perspectives about all kinds of topics. If you have a My Rotary account, you can join an existing discussion group or start a new one. Rotary also has official pages on Facebook, Twitter, LinkedIn, Instagram, Flickr, and more.



➤ **SHARE YOUR EXPERTISE.** Join a Rotarian Action Group or area of focus discussion group and use your expertise to enhance the projects that Rotarians are working on. Check the Rotarian Action Groups directory and contact the one you're interested in. Read about the projects that Rotarian Action Groups have recently supported in the Rotarian Action Groups annual report. You can also share your expertise in the areas of focus and project planning by serving other clubs as a consultant on international projects or as a moderator in discussion groups. Contact your district international service chair or district governor to make your technical skills or experience known, and find out how you can become a part of your district's network of experts. Finally, if you have professional expertise in one of Rotary's areas of focus, you can serve on The Rotary Foundation Cadre of Technical Advisers and advise members carrying out grant projects around the world.



➤ **ATTEND A PROJECT FAIR** and find partners, meet people, and get ideas for projects. Fairs typically last two to three days and may include visits to project sites as well as opportunities to experience the local culture. These activities help visitors learn about the community and build long-lasting relationships with their international hosts. Learn more at [rotary.org/project-fairs](http://rotary.org/project-fairs).



## HOW WILL YOU GET INVOLVED?

When you get involved, it's not just your club and community that benefit. You benefit, too. As an active Rotarian, you'll make connections and develop skills while Doing Good in the World. You'll meet community leaders and tackle local and global issues that are important to you and your fellow club members. You'll feel the shared sense of purpose that comes from working together to better your community. When it comes to being an active Rotarian, the opportunities are endless.



There are countless ways to engage with Rotary and your Rotary club. You choose how — and how much — to get involved.

# KEY POINTS FOR TALKING ABOUT ROTARY



Here are messages to help you develop key points before media interviews and speeches to external audiences.

## **INTRODUCTORY PRIMARY MESSAGE**

- Every day, in our communities and around the world, our neighbors face tough challenges — conflict, disease, and lack of clean water, health care, education, and economic opportunity.

## **SUPPORTING MESSAGE**

- Rotarians have a vision of what's possible for their neighbors. They mobilize other leaders and experts to take action and see it through.

## **ABOUT ROTARY — PRIMARY MESSAGES**

- Rotarians are people of action, driven by a desire to create opportunities, strengthen communities, and find solutions to the tough challenges that affect people around the world.
- Rotary is a community of 1.2 million men and women from all continents, cultures, professions, and experiences who connect through our local clubs.
- Rotary clubs tackle projects of every scale and inspire fellow Rotarians, friends, neighbors, and partners to share their vision, exchange ideas for lasting solutions, and take action to bring those ideas to life.

## **SUPPORTING MESSAGES**

- Together with our partners, neighbors, and friends, we're:
  - Promoting peace — encouraging dialogue to foster understanding within and across cultures
  - Fighting disease — educating and equipping communities to stop the spread of life-threatening or preventable diseases
  - Providing clean water — building local solutions to bring clean water and sanitation services to more people every day
  - Saving mothers and children — expanding access to quality care so mothers and children can live and grow stronger
  - Supporting education — expanding access to education and empowering educators to inspire more children and adults to learn
  - Growing local economies — creating opportunities for individuals and communities to thrive financially and socially
  - Eradicating polio — uniting the world to end polio, once and for all

- Rotary is a trusted partner and resource. With members and projects in almost every part of the globe, there's no limit to the good we can do.

**Rotary's top philanthropic goal is to eradicate polio worldwide.**

- Rotary and its partners are close to eradicating polio, having achieved a 99.9 percent reduction in cases since 1988.
- Rotary's chief role is fundraising, advocacy, and mobilizing volunteers.
- Rotary's contributions to the global polio eradication effort will exceed more than \$2.2 billion and countless volunteer hours to protect more than two billion children in 122 countries from polio.
- Rotary is working to raise an additional \$50 million per year through 2020 for polio eradication, to be matched 2-to-1 by the Bill & Melinda Gates Foundation.

**Rotary builds peace and international understanding not only through education and humanitarian service but also by developing young leaders.**

- More than 900 graduates of the Rotary Peace Centers master's degree program are in key decision-making positions in governments, corporations, and organizations around the world.
- Rotary's humanitarian projects help prevent the underlying causes of conflict, such as poverty, illiteracy, and lack of clean water.
- Rotary's Youth Exchange program fosters international goodwill by enabling over 8,000 high school students to live and study abroad each year in 115 countries.
- Rotary's Interact and Rotaract programs develop young leaders by promoting volunteer service, leadership, and professional growth.



## FACT SHEET

**Rotary** unites people from all continents and cultures who take action to deliver real, long-term solutions to our world's most persistent issues. In communities across the globe, our 1.4 million members come together to strengthen their connections to friends and neighbors and their commitment to improving lives.

While our 46,000 clubs all share a commitment to community service, the experience, focus and dynamics of each club is unique. Becoming a Rotary member connects you with a diverse group of professionals who share your drive to give back.

**Causes:** Solving real problems takes real commitment and vision. Each year, Rotary members invest hundreds of millions of dollars and countless volunteer hours in sustainable, community-based solutions to promote health, peace, and prosperity in communities across the globe. Rotary combines global reach, local resources, and highly skilled volunteers with a funding structure that distributes US\$200 million annually to provide [clean water and sanitation](#), support [education](#), prevent and treat [disease](#), save [mothers and children](#), grow local [economies](#), promote [peace](#), and protect the [environment](#).

For more than 30 years, Rotary has been the driving force in the effort to [end polio](#) worldwide. Alongside our partners in the [Global Polio Eradication Initiative](#), we have achieved a 99.9 percent reduction in polio cases, with less than 150 cases of wild polio reported in 2020 compared with 350,000 a year in the late 1980s. Our members have contributed \$2.4 billion and countless volunteer hours to protect more than 3 billion children in 122 countries from this paralyzing disease. Today, two countries continue to report cases of wild poliovirus, Afghanistan and Pakistan.

**History:** For 116 years, Rotary members have been addressing challenges around the world. It started with the vision of one man – Paul Harris. The Chicago (United States) attorney formed the Rotary Club of Chicago on Feb. 23, 1905, so professionals with diverse backgrounds could exchange ideas, form meaningful, lifelong friendships, and give back to their communities. Rotary's name came from the group's early practice of rotating meetings among the offices of its members.

For more information, visit [www.rotary.org](http://www.rotary.org)



# BRANDING AND BRAND CONSISTENCY



1



# BRANDS WE RECOGNIZE

2

# WHY DO WE NEED BRANDING?

It exposes people to:

- Our core messages
- Our visual identity
- Our core values
- What to expect from Rotary

3



4

## ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES



5

6

## STEPS TO BEING A BRAND CHAMPION

- Take the “Our Logo: Representing Rotary” course.
- Use the Brand Center to create your club logo.
- Assess all your club materials to make sure they adhere to Rotary’s brand guidelines.
- Make sure that you and your club’s members are representing our brand in the hats and shirts you wear and the materials you hand out.

6

# USE OF CLUB LOGOS



# CORRECT BRANDING



## INCORRECT BRANDING



## CONSISTENCY IS KEY

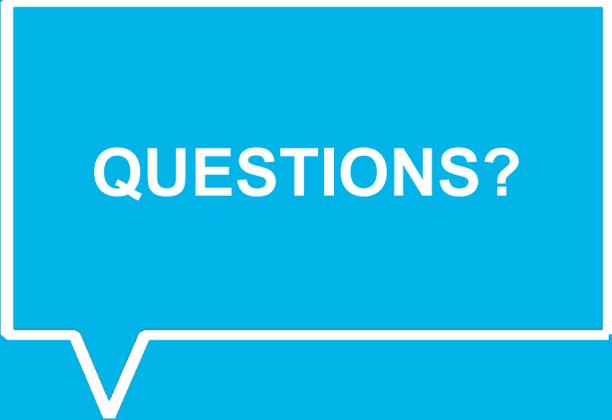
- Share your logo with your club members.
- Make sure your partners use it for any events you host together.
- Review your website and social media accounts and update the branding wherever it's needed.
- Make sure your event posters and advertising material have up-to-date logos and branding.
- Use the guidelines in the Brand Center to build a club collection of People of Action images

# RESOURCES

- The Learning Center
- The Brand Center
- Your public image team
- [Brand@rotary.org](mailto:Brand@rotary.org)

11

12



QUESTIONS?

12

Our Brand

# Our brand

---

**Our Brand**

---

**People of Action**

---

**Brand elements** ▼

---

**Promote Rotary** ▼

---

## We are people of action

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 as people of action and what makes us unique. People of Action isn't an

advertising campaign. It's the way we talk about and present ourselves and it supports the message that, together, we envision a world where people take action to create lasting change. It's a message based on stories of local impact, so it's important that we tell our story in ways that help people everywhere understand what Rotary does, how we're people of action, and why our work matters.

## Create powerful messages

People's perception of Rotary comes from their experiences with our clubs and programs, as well as from the stories we tell and the images we share. In addition to offering people a great experience, keeping our communications consistent and compelling strengthens our brand and reinforces that we're people of action. A strong brand helps us engage and attract more members, participants, donors, and partners.



### People of Action

Build awareness and understanding of Rotary by



### Brand elements

Strengthen Rotary's brand recognition around the world

using these resources to show our members as people of action.

[Learn more >](#)

by using these elements consistently in all your communications.

[Learn more >](#)



## Promote Rotary

Expand our reach and create a positive image of us in your community by using these tools to promote Rotary.

[Learn more >](#)

[Our Brand](#)

[Downloads](#)

[Templates](#)

[People of Action](#)

[Getting Started](#)

[Help & FAQ](#)

## Contact Us

[HOME](#)

[OUR BRAND](#)

[DOWNLOADS](#)

[People of Action materials](#)  
[TEMPLATES](#)  
[VIEW](#)

[Our Brand](#) > [Promote Rotary](#)

# Promote Rotary

---

[Our Brand](#)

---

[People of Action](#)

---

[Brand elements](#) 

---

[Promote Rotary](#) 

[Websites](#)

[Social media](#)

[Events](#)

[Public relations](#)

[Speaking engagements](#)

[Partnerships](#)

[Advertising](#)

[Merchandise](#)

---

## Ways to promote Rotary

Being consistent in our communications — through public relations, events, advertising, social media, and more — strengthens Rotary’s brand and builds awareness and understanding of how our members are people of action, creating positive change in communities around the world. Learn how to build awareness of our brand through communications that work best for your club.



### Websites

Your website may be the first place that potential donors, participants, and members learn about your club and Rotary. Discover how you can engage and inform audiences by using your club and district websites.



### Social media

Social media is among the most effective ways to connect with large audiences. Learn how to use social media to achieve your goals and discover which platforms work best for your club.



## Events

Events are ideal opportunities to promote your club in the community. Find tips for organizing events that inspire people to want to get involved in Rotary.



## Public relations

Public relations can strengthen your community's understanding of Rotary and the positive difference we make in people's lives. Learn how to use public relations and work with the media to gain visibility in your community.



## Speaking engagements

Speaking engagements increase people's understanding of Rotary and how we create change in communities. Find resources that can strengthen your presentations.



## Partnerships

Clubs can amplify their service by working or collaborating with other local organizations. Show your club's affiliation with a partner by using Rotary's customizable logo templates.



## Advertising

Advertising reaches people who may not know who we are or what we do. Find print and digital ads, as well as audio clips and videos, to help promote your club members as people of action.



## Merchandise

Wearing and using merchandise purchased from Rotary's licensed vendors strengthens our brand. Learn more about our vendors and how to customize Rotary-branded merchandise.

[Our Brand](#)

[Downloads](#)

[Templates](#)

[People of Action](#)

[Getting Started](#)

[Help & FAQ](#)

### Contact Us



© 2025 Rotary International. All rights reserved. [Privacy Policy](#). [Terms of Use](#)

# Rotary

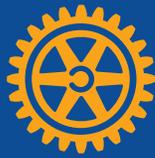


Rotary is a worldwide network of more than 1.2 million people of action who tackle the most persistent problems in our communities while building professional and leadership skills through meaningful connections.

**Visit [rotary.org/get-involved](https://rotary.org/get-involved)  
to find a Rotary or Rotaract club.**

34





# Rotary

Club Name, District,  
or Zone Number

## OUR EVENTS

- Date — event description, location, time.

Join our next meeting or service project.  
Contact our club president to schedule your visit.  
We look forward to meeting you!

### INSERT YOUR CLUB NAME

Insert name of your club president  
Insert phone number  
Email address  
Website



**Rotary**  
Club Name, District,  
or Zone Number



## PEOPLE OF ACTION

Our club is a proud part of this community and of Rotary International. Rotary is a global network of more than 1.2 million members who believe that great things happen when dedicated minds come together. We are community and business leaders representing different professions, experiences, and perspectives but with a shared desire to connect with others to address the challenges affecting our community and communities around the world.

Our club offers opportunities for our members — and those interested in making a difference — to get involved. Through meetings, social events, and volunteer projects, our members learn about the issues facing our community and communities all over the world, partnering with local, national, and global experts to exchange ideas about potential solutions and to draw up action plans to respond. Along with these opportunities to serve, members also are able to regularly network, resulting in lifelong friendships and business connections.

## MAKING A DIFFERENCE

Solving real problems takes real effort, commitment, and vision. Rotarians work to protect communities from preventable disease, keep women and children healthy, improve education and economic outcomes, create safe water and sanitation infrastructure, and make our community and the world a more peaceful place.

We are working with various partners on the following projects:

- Local project name — project description, outcome/impact
- Local project name — project description, outcome/impact
- International project name — project description, outcome/impact
- Ending polio — Partnering with the Bill & Melinda Gates Foundation, the World Health Organization, and UNICEF to end polio, once and for all

## GET INVOLVED

Becoming a member enables you to meet your community's leaders and to make an impact both here and around the world. We invite you to visit our club and find out more about us and the opportunities we offer to get involved.

Our members have found that it's a truly rewarding experience.

My experience with our club has been immensely valuable. I've made lifelong friends and important connections that have helped me succeed in my business. — Club member

My experience with our club has been immensely valuable. I've made lifelong friends and important connections that have helped me succeed in my business. — Club member

Clubs, districts, and zones create their own logos by using the Masterbrand Signature combined with either their club name or the district or zone number. No words other than those should appear above or below the Masterbrand Signature. This logo must be used instead of the Masterbrand Signature alone.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo. The club's name in the logo should reflect the name it's known by in the community. District and zone logos use simply the word "District" or "Zone" plus the corresponding numbers. Do not include any other identifiers.

We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos must be created using the templates found on the Brand Center at [rotary.org/brandcenter](https://rotary.org/brandcenter).

## CLUB, DISTRICT, OR ZONE LOGOS

Masterbrand Signature

Club Name  
  
**Rotary**  
 Club Name,  
 District, or Zone

Masterbrand Signature Simplified

Club Name  
  
**Rotary**  
 Club Name,  
 District, or Zone

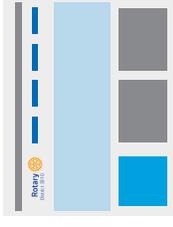
Examples



Layout Examples



Club brochure



Flyer

Website

Facebook — Our guidance is to use the Mark of Excellence for social media profile pictures.

Rotaract Masterbrand Signature

Club Name  
  
**Rotaract**  
 Club Name

Rotaract Masterbrand Signature Simplified

Club Name  
  
**Rotaract**  
 Club Name

Examples



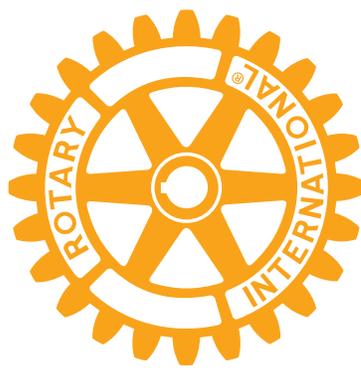
Clear Space



Clear space is the space surrounding the club, district, or zone logo that needs to remain empty. It is equal to the height of the capital "R" in "Rotary" or "Rotaract."

## MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence and is considered a **secondary logo**. When you use it, we encourage you to position your club, district, or zone logo nearby for clarity and recognition. **There is no simplified version of the Mark of Excellence** — the words "Rotary International" must always appear in the wheel.



# Your Logos at a Glance

## LOCKUPS

Lockups are used to show a relationship between your club, district, or zone and partners, sponsors, projects, or events. Only one logo can be featured in a lockup with your club, district, or zone logo.

The lockup should not be used as your official club, district, or zone logo.

Logos must be created using the templates found on the Brand Center at [rotary.org/brandcenter](https://rotary.org/brandcenter).

Logo or Graphic Lockup Examples



Let's Fight Against Hunger

Sunrise Kampala



Taste of Evanston

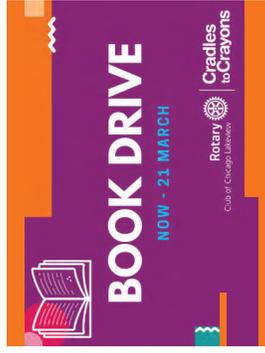
Word Lockup Examples

## NAMING PROJECTS OR EVENTS

When naming a project, event, or website URL, you must use the name of your club or district if you want to include the word Rotary or Rotarian(s). For example, instead of calling your event Rotary Bingo, call it Rotary Club of Evanston Bingo Night. You might also call it We Love Bingo!, leaving out any reference to Rotary. These guidelines are outlined in the Rotary Code of Policies. Note that if you use your club name, the club must be in full control of the event or project. The Rotary name cannot be licensed to another entity. For example, if a summer camp is opening in cooperation with your club, don't name it Rotary Camp.



Club logo on an installation



Rotary club event

## FONTS

### PRIMARY FONTS

- Licensed
- FRUITIGER LT STD**
- 47 Light Condensed
- 57 Condensed
- 67 Bold Condensed**
- 77 Black Condensed**
- 45 Light
- 46 *Light Italic*
- 55 Roman
- 56 *Italic*
- 65 Bold**
- 66 Bold Italic**
- 75 Black**
- 95 Ultra Black**

Free

- OPEN SANS CONDENSED**
- Condensed Light
- Condensed Light Italic*
- Condensed Bold**

- ARIAL NARROW**
- Regular
- Italic*
- Bold**
- Bold Italic**

- OPEN SANS CONDENSED**
- Light
- Regular Italic*
- Bold**

- ARIAL REGULAR**
- Regular
- Italic*
- Bold**
- Bold Italic**

### SECONDARY FONTS

- Sentinal**
- Light
- Light Italic*
- Book
- Book Italic*
- Medium
- Medium Italic*
- Semibold
- Semibold Italic*
- Bold**
- Bold Italic**
- Black**
- Black Italic**

- Georgia
- Regular
- Italic*
- Bold**
- Bold Italic**

## COLORS

**Rotary Gold**  
PMS 130C  
CO M41 Y100 K0  
Hex #f7a81b  
R247 G 168 B27

**Rotary Royal Blue**  
PMS 286C  
C100 M84 Y12 K3  
Hex #17458f  
R23 G69 B143

**Azure**  
PMS 2175C  
C100 M56 Y0 K0  
Hex #0072b8  
R0 G105 B200

**Sky Blue**  
PMS 2202C  
C96 M11 Y2 K0  
Hex #00a2e0  
R0 G162 B224

**Cranberry**  
PMS 214C  
C13 M100 Y37 K0  
Hex #d41367  
R212 G19 B103

**Cardinal**  
PMS 485C  
C6 M98 Y100 K1  
Hex #e02927  
R224 G41 B39

**Slate**  
PMS 2165C  
C66 M44 Y28 K3  
Hex #657f99  
R101 G127 B153

**Powder Blue**  
PMS 290C  
C26 M6 Y3 K0  
Hex #b998bb  
R185 G217 B235

**Turquoise**  
PMS 7466C  
C96 M1 Y31 K0  
Hex #00aebb  
R0 G173 B187

**Violet**  
PMS 2070C  
C53 M100 Y0 K0  
Hex #901f93  
R144 G31 B147

**Lavender**  
PMS 665C  
C21 M25 Y7 K0  
Hex #c6bbd0  
R198 G188 B208

**Stone**  
PMS 2162C  
C42 M30 Y21 K0  
Hex #9ba4b4  
R155 G164 B180

**Orange**  
PMS 2018C  
CO M66 Y100 K0  
Hex #f76000  
R255 G118 B0

**Grass**  
PMS 355C  
C99 M12 Y100 K2  
Hex #009739  
R1 G151 B57

**Moss**  
PMS 7537C  
C36 M26 Y36 K0  
Hex #a7ca2e  
R167 G172 B162

**Taupe**  
PMS 7501C  
C16 M19 Y42 K0  
Hex #d969e  
R217 G200 B158

**Storm**  
Warm Gray 10C  
C50 M51 Y54 K17  
Hex #7a6e66  
R122 G110 B102

**Ash**  
Warm Gray 7C  
C42 M41 Y45 K5  
Hex #968b83  
R150 G139 B131

**Platinum**  
Warm Gray 3C  
C26 M24 Y28 K0  
Hex #bb7f0  
R191 G183 B176

**Cloud**  
Warm Gray 1C  
C15 M14 Y18 K0  
Hex #d6d1ca  
R214 G209 B202

**Charcoal**  
Cool Gray 11C  
C66 M57 Y52 K29  
Hex #54565a  
R84 G86 B90

**Pewter**  
Cool Gray 8C  
C49 M40 Y38 K4  
Hex #898abd  
R137 G138 B141

**Smoke**  
Cool Gray 5C  
C32 M25 Y26 K0  
Hex #b1b1b1  
R177 G177 B177

**Silver**  
Cool Gray 2C  
C18 M14 Y15 K0  
Hex #d0d0d0  
R208 G207 B205

# Colors

**Our Brand**

**People of Action**

**Brand elements** ^

Logos and graphics

Voice and messaging

Images and videos

Colors

Typography

The Rotary name

**Promote Rotary** v

Rotary's brand colors should be used to create a consistent look across all Rotary communications. Our colors have been carefully chosen to complement one another in most situations and should be used in their pure forms, never altered nor screened. Each color includes formulations for the following uses:

- Pantone™ colors for print
- CMYK for 4-color process print
- Hexadecimal for web
- RGB for digital



By sharing the **Unite for Good** presidential messaging for 2025-26, you help the world understand how Rotary members, as people of action, collaborate with partners, communities, and each other to make a difference.

By incorporating this message into the stories your club tells about the work you do, you can emphasize how together, we envision a world where people take action to create lasting change.

Use the examples below to incorporate this year's presidential messaging into your People of Action social media posts.



**General message:**

Rotary members in [<community name>](#) unite for good and strengthen communities by creating safe green spaces for adults and children to connect, plan, and learn. Transforming communities to make them stronger — that's what people of action do. Learn more at [<your club website>](#)



**Customize for your club:**

Rotary members in [<community name>](#) unite to strengthen communities by [<how your club is making a difference in your community>](#). Uniting for good and making communities stronger — that's what people of action do. Learn more at [<your club website>](#)



**General message:**

Rotary members in [<community name>](#) bring our community together to learn from our differences, gain new perspectives, and form stronger connections. Uniting to promote peace through understanding — that's what people of action do. Learn more at [<your club website>](#)



**General message:**

Unite for good and make a difference with Rotary. [<Your club's name>](#) members connect to make things better — that's what people of action do. Learn more at [<your club website>](#)



**General message:**

Rotary believes healthy communities are strong communities. For more than 30 years we've worked tirelessly to help immunize 3 billion children against polio. Uniting for good to eradicate a paralyzing disease — that's what people of action do. Learn more at [<your club website>](#)



**General message:**

Rotary members in [<community name>](#) and around the world unite for good and inspire the next generation — that's what people of action do. Learn more at [<your club website>](#)



TOGETHER, WE

# CONNECT

Rotary unites problem solvers around the globe behind one goal: to do more good. Our members are driven to bring communities together to create lasting change. Connecting to make things better—that's what people of action do. Learn more at [Rotary.org](http://Rotary.org).

Rotary  PEOPLE OF ACTION

