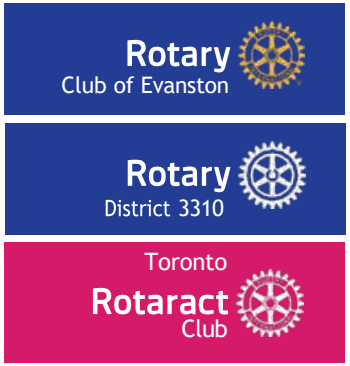
Your Logos at a Glance

A consistent voice and visual identity are essential components of a strong brand. By using the design elements in this guide you ensure that our brand is presented in a unified way, helping to build awareness and recognition of Rotary and Rotaract. You can find more information on the Brand Center at rotary.org/brandcenter.

Your club, district, or zone logo is made up of the Masterbrand Signature (MBS) plus the club name, or the district or zone number. Multiple district or zone numbers can also be listed. This logo must be used instead of the MBS alone. No other words should appear above or below the MBS.

You can use either the MBS or the simplified version in your club, district, or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your logo on Brand Center at **rotary.org/brandcenter**



CLUB, DISTRICT, OR ZONE LOGOS

Masterbrand Signature

Club Name
above or
Rotary
Club Name, District,
or Zone below

Masterbrand Signature Simplified

Club Name
above or
Rotary
Club Name, District,
or Zone below

Examples

Rotary
Club of Evanston

Rotary
District 3310

Sunrise Kampala
Rotary
Club

Rotary
Zone 8

Club Name
above or
Rotaract
Club Name, District,
or Zone below

Rotaract
Club of University
of Chicago

Rotaract
District 3310

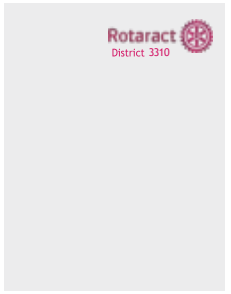
Club Name
above or
Rotaract
Club Name, District,
or Zone below

Toronto
Rotaract
Club

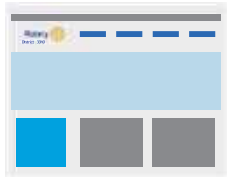
Rotaract
Zone 8

Layout Examples

club brochure



flyer


website

facebook*

*exception: the Mark of Excellence can be used for social media profile pictures

the capital "R" in "Rotary" or "Rotaract."

Your Logos at a Glance

Lockups are used to show a relationship between your club, district, or zone and partners, sponsors, programs, 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 club, district, or zone logo.

Find templates for creating your own lockup on the Brand Center at **rotary.org/brandcenter**.

RESOURCES

BRAND CENTER:
rotary.org/brandcenter

LEARNING CENTER:
rotary.org/learn

LICENSED VENDORS:
my.rotary.org/licensed-vendors

SUPPORT CENTER:
rotarysupportcenter@rotary.org

CHECKLIST

Make sure to use your club, district, or zone logo on the following:

- ☐ Your club website
- ☐ Your club social media sites
- ☐ Banners and event signage
- ☐ Signage, including those located outside of your club meeting place or on city welcome signs
- ☐ Flyers and brochures
- ☐ Apparel and goods (purchased or produced by a Rotary-licensed vendor)
- ☐ Name badges

LOCKUPS

Logo Lockup Examples

Rotary
District 3310

Sunrise Kampala
Rotary
Club

Helping Hands

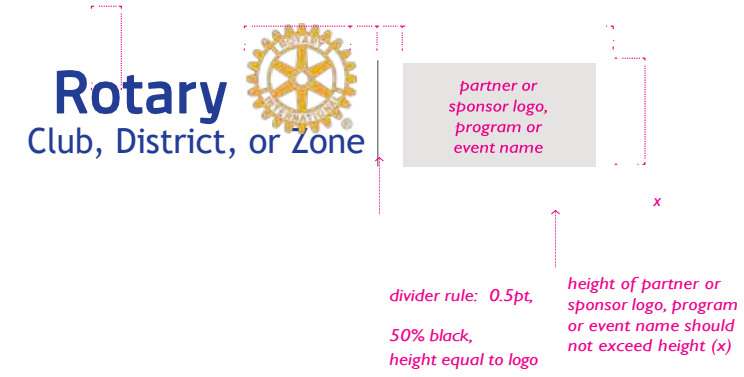
Word Lockup Examples

Rotaract
Club of Taipei

Let's Fight Against Hunger

Rotary
Club of Evanston Lighthouse

Taste of Evanston



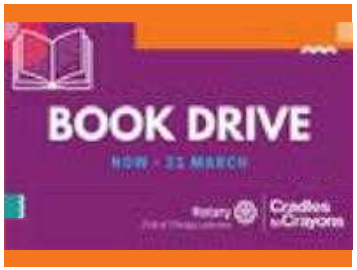
NAMING PROJECTS OR EVENTS

When naming a project, event, or website URL, you must include 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. Please note that when using your club name, your club must be in full control of the event or project. The Rotary name cannot be licensed to a third party. For example, if a summer camp is opening in cooperation with your club, don't name it Rotary Camp.

Club logo on installation

Rotaract club event

Multiclub sign



Rotary club event

MARK OF EXCELLENCE

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

The MOE should appear in Rotary Gold. If you're printing one-color, azure or black can be used. It cannot appear in colors other than those shown. Information about Rotary color palette can be found on the Brand Center