TELL ROTARY’S STORY

VOICE AND VISUAL

IDENTITY GUIDELINES
“THE GREATEST OF ALL ACHIEVEMENTS...ARE THE RESULT OF THE COMBINED EFFORT OF HEART AND HEAD AND HAND WORKING IN PERFECT COORDINATION.”

PAUL P. HARRIS, FOUNDER
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rilicensingservices@rotary.org

YOUR ROTARY MEMBER PIN

Recognized by Rotarians the world over, your Rotary pin remains unchanged as a proud symbol of membership.

COMING UP
Tools and templates will be available online in the coming months. These resources will make it easy to apply our new look to your brochures, PowerPoints, and other print and digital communications.
Why we’re strengthening our image

For more than 100 years, Rotary has united leaders committed to applying their expertise to better their communities. Despite over a century of impact in communities around the world, Rotary does not get the recognition it deserves. We need to rethink how we tell our story so people everywhere understand what Rotary stands for, how we’re different, and why it matters.

In 2011, Rotary embarked on a multiyear initiative of unprecedented scale to strengthen our image. In addition to expanding public understanding of what Rotary does, we want to motivate, engage, and inspire current and prospective members, donors, partners, and staff.

What we’ve done

To tell our story better, we first need to define it. Based on extensive global research, we:

- Defined our essence to identify how Rotary is different from other organizations
- Brought our values to life to ensure our actions support our words
- Established our voice to reflect our distinct character
- Clarified how we present our offerings so people understand what we do and how they can engage
- Refreshed our visual identity to energize our look and feel while celebrating our heritage

What we need to do

Bringing our story to life is our next charge — and one that requires champions across levels, groups, and functions.

We are Rotary, and we have a great story to tell.

It’s up to all of us to protect, promote, and deliver on that story in all our interactions.

This guide will help you apply our new look and voice. More resources will be available online in the coming months. Look for new tools and templates that will help you apply our new look to your brochures, PowerPoints, and other print and digital communications.

Through a unified Rotary image and message, we’re not just enhancing our reputation, we’re elevating the entire Rotary experience.
### How We Got Here

#### AN UNPRECEDENTED EVALUATION OF OUR IMAGE

Our global research revealed three insights.

#### FRAMING OUR STRENGTHS FOR CLARITY AND IMPACT

Our research insights define who we are (responsible leaders), what we do (connect), and why it matters (community impact). Validation research revealed how to articulate these strengths in a compelling way.

| Rotarians are responsible leaders — both socially and ethically | Define leadership by mindset and approach, not labels or titles |
| Connecting has and always will be the driving force behind Rotary | Highlight connections and communities, not the individual |
| It’s not just about global impact — we impact communities on a global scale | Clarify the type of impact Rotary makes (i.e., community impact scaled globally; lasting change) |
What are “values?”

Values drive our behavior. They represent our beliefs, what we do, and how we act.

How did we define our values?

Our values are rooted in guiding principles that have always defined Rotary. Now, we want to bring our values to life by showing how we demonstrate them in communities around the world.

<table>
<thead>
<tr>
<th>OUR VALUES</th>
<th>HOW WE LIVE OUR VALUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fellowship and Global Understanding</td>
<td>We build lifelong relationships</td>
</tr>
<tr>
<td>Ethics and Integrity</td>
<td>We honor our commitments</td>
</tr>
<tr>
<td>Diversity</td>
<td>We connect diverse perspectives</td>
</tr>
<tr>
<td>Vocational Expertise, Service, and Leadership</td>
<td>We apply our leadership and expertise to solve social issues</td>
</tr>
</tbody>
</table>
**Who We Are**

**What is our voice?**

Our voice is the unique tone and style in which we communicate.

**Why is a distinctive voice important for Rotary?**

There is no organization quite like Rotary. By using a unified voice in all our interactions, we ensure our communications capture our distinct character — and how people experience Rotary. By speaking, writing, and designing in one voice, our communications will look, feel, and sound unmistakably like Rotary.

**How should we use our voice?**

Our voice attributes serve as a guide for how we speak, write, and design. Use them as criteria to evaluate your communications. A variety of visual and verbal tools (e.g., copy, imagery, information graphics, etc.) can help us infuse our voice into all of our communications. For details about how to apply visual identity elements, see pages 12-30.

<table>
<thead>
<tr>
<th><strong>Our Voice is...</strong></th>
<th><strong>This Means...</strong></th>
<th><strong>Our Communications Are...</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Smart</strong></td>
<td>We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.</td>
<td>Knowledgeable, Perceptive, Confident</td>
</tr>
<tr>
<td><strong>Compassionate</strong></td>
<td>Tackling the world’s toughest challenges requires empathy. We champion real people and stories that are relatable and universal.</td>
<td>Thoughtful, Sincere, Engaging</td>
</tr>
<tr>
<td><strong>Persevering</strong></td>
<td>We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction.</td>
<td>Bold, Purposeful, Courageous</td>
</tr>
<tr>
<td><strong>Inspiring</strong></td>
<td>Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. We convey hope, enthusiasm, and passion.</td>
<td>Upbeat, Hopeful, Visionary</td>
</tr>
</tbody>
</table>
**Our Voice Examples**

Here are a couple of examples to demonstrate how our voice strengthens our message:

<table>
<thead>
<tr>
<th>EXAMPLES</th>
<th>BEFORE (without Rotary’s voice)</th>
<th>AFTER (in Rotary’s voice)</th>
<th>WHY IT’S EFFECTIVE</th>
</tr>
</thead>
</table>
| Invitation to prospective members to visit a local club | Rotary is ordinary people around the world working together to clean the environment, end polio, improve our communities, and accomplish other extraordinary things. Learn more at rotary.org. | It’s amazing what we can accomplish when hearts and minds work together. See how leaders from countries, cultures, and occupations around the world are taking action — to enhance health, empower youth, promote peace, and improve their community. Join leaders at a Rotary club near you. | • Is active, inspiring, and inviting  
• Balances compassion (hearts) and intelligence (minds)  
• Defines leadership by mindset (diverse perspectives) and action  
• Clarifies our impact  
• Includes a clear call-to-action |

| Excerpt from Rotary.org | Rotary’s Anniversary | Another year, another chance to make history | • Headline is inspiring versus descriptive  
• Highlights Rotary’s persevering spirit  
• Is more compassionate and human (i.e., uses the collective “we”)  
• Has a clear call-to-action |

Rotary’s 108th anniversary marks a year of both achievements in the fight to eradicate polio and a stepped-up commitment to finish the job. You can help by learning how to use advocacy to encourage governments to fund the vital work of polio eradication.

We’re closer than ever to eradicating polio. But even as we celebrate our 108th year of community impact, we’re reminded that there is much to do. Become an effective advocate for government funding so together we can finish the job.
**Our Essence and Organizing Principles**

**Our essence provides clarity**

Three core ideas provide the clarity and focus to help every Rotary member answer the question, "What is Rotary?"

1. ** Rotary joins leaders** from all continents, cultures, and occupations.
2. We **exchange ideas**, bringing our expertise and diverse perspectives to help solve some of the world’s toughest problems.
3. And we **take action** to bring lasting change to our communities around the world.

By centering our communications on our three core ideas, we reinforce what Rotary stands for, how we’re different from other organizations and why it matters today. This approach enables us, as individuals, to construct a powerful elevator speech — and collectively to tell a compelling and cohesive story.

**What are Rotary’s organizing principles?**

Our essence also provides a system for how we organize and present ourselves to the outside world. By mirroring the way people experience Rotary, these principles clarify why and how people should engage with us and drive understanding.

<table>
<thead>
<tr>
<th>Organizing Principle</th>
<th>JOIN LEADERS</th>
<th>EXCHANGE IDEAS</th>
<th>TAKE ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sub-categories</strong></td>
<td>Emerging Leaders</td>
<td>Leaders</td>
<td>Shared Interests</td>
</tr>
<tr>
<td><strong>Definition</strong></td>
<td>Connect with leaders from all continents, cultures and occupations</td>
<td>Discover and celebrate diverse perspectives</td>
<td>Create positive change in our communities</td>
</tr>
<tr>
<td><strong>Engagement Level</strong></td>
<td><strong>JOIN LEADERS</strong> is the entry point. This is where Rotary, Rotaract, and Interact clubs live.</td>
<td><strong>EXCHANGE IDEAS</strong> is the next level of engagement. It encompasses events and programs where people come together to discover shared interests, connect diverse perspectives, and foster global understanding.</td>
<td><strong>TAKE ACTION</strong> encompasses service-related activities for highly engaged Rotarians, partners, and volunteers at both the local and global levels.</td>
</tr>
<tr>
<td><strong>Key Examples</strong></td>
<td>Rotary Clubs Rotaract Clubs Interact Clubs RYLA</td>
<td>International Convention Youth Exchanges Shared Interest Fellowships Peace Fellowships</td>
<td>Club-level service projects PolioPlus Rotary Action Groups Rotary Community Corp</td>
</tr>
</tbody>
</table>
**Signature System**
**Organizing Principles**

**Calls-to-Action**
Together, our organizing principles communicate what Rotary does. Individually, they are also calls-to-action. In other words, they communicate that, through Rotary, you can “Join Leaders,” “Exchange Ideas,” and “Take Action.” They are intended to supplement, and not serve as, primary headlines and messages.

When developing communications, think about whom we’re targeting and what we’re asking them to do. Here are some simple things to keep in mind when applying our organizing principles as calls-to-action or a Rotary-wide sign-off.

**Construction for Calls-to-Action**

**JOIN LEADERS OR EXCHANGE IDEAS OR TAKE ACTION:** [url] OR [phone] [address]

**Examples**

- **JOIN LEADERS:** www.rotary.org
- **TAKE ACTION:** www.rotary.org
- **EXCHANGE IDEAS:** membershipdevelopment@rotary.org
What we call ourselves

We are Rotary

“Rotary” is the connective thread that binds Rotary International and The Rotary Foundation. Rotarians naturally refer to our organization as “Rotary.” Embracing “Rotary” as our communicative name is a simple, yet critical, step to unify our organization and strengthen our message.

<table>
<thead>
<tr>
<th>ROTARY</th>
<th>ROTARY INTERNATIONAL</th>
<th>ROTARY FOUNDATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OUR COMMUNICATIVE NAME</strong></td>
<td><strong>OUR LEGAL NAME AND SUPPORT ARM</strong></td>
<td><strong>OUR CHARITABLE ARM</strong></td>
</tr>
<tr>
<td><strong>What we call ourselves when referring to the enterprise as a whole in all communications</strong></td>
<td><strong>How we refer to our global association of 34,000 clubs and the governance and offices that support them</strong></td>
<td><strong>What we use when referring to Rotary’s fundraising and grant-making arm, when appropriate and/or legally required</strong></td>
</tr>
</tbody>
</table>
**Visual Toolkit**

**Overview**

*Focused, purposeful, inspiring, with a touch of gold.*

Our visual toolkit contains the basic elements in our visual system.

It includes our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter.

Each element is designed to work in harmony with the others while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion.

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### OUR LOOK

**Colors**  
[Image of color palette]

**Rotary Leadership Colors**

<table>
<thead>
<tr>
<th>Secondary</th>
<th>Pastels</th>
<th>Neutrals</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Secondary Colors" /></td>
<td><img src="image" alt="Pastels" /></td>
<td><img src="image" alt="Neutrals" /></td>
</tr>
</tbody>
</table>

**Typography**  
[Image of font choices]

|  
| **Primary** |
| Frutiger Black Condensed All Caps for Headlines and Main Nav |
|  
| **Secondary** |
| Frutiger for subheads, secondary nav, info graphics, and lockups |
| Light Italic |
| Roman Italic |
| Bold Italic |
| Black Italic |
| Ultra Black |

|  
| **Free Option** |
| Open Sans Condensed Aerial Narrow |

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### Logos

- Masterbrand Signature (Our Official Logo)
- Mark of Excellence (Our Wheel)

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### Imagery

- Rotarians Uniting and Exchanging Ideas
- Rotarians Taking Action for Community
- Metaphorical
For many years, our Rotary wheel stood alone as our logo on signage and communications materials. Although the words Rotary International were embedded in the wheel, they were hard to read from a distance. As a result, the general public did not always recognize Rotary’s involvement in a project or activity.

That’s why we decided to expand our official logo to include the word “Rotary” next to the wheel. This is our official logo and our masterbrand signature, which should be used whenever possible.

The Rotary wheel is our mark of excellence. In addition to being a component of our official logo, it may be scaled up for greater impact and used separately but in close proximity to the masterbrand signature.

For example, you could display a large Rotary wheel on the front of the podium at an event with the official logo showing above on a screen. Or you could use the scaled-up mark of excellence on the front of a brochure and the logo on the back. The design examples on pages 16, 35, and 40 show some easy ways to follow this guideline.

What logo format do I use for:

<table>
<thead>
<tr>
<th>Format</th>
<th>Logo Format</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>.eps</td>
<td>spot or cmyk</td>
</tr>
<tr>
<td>Embroidery</td>
<td>.eps</td>
<td>spot or cmyk</td>
</tr>
<tr>
<td>Silkscreen</td>
<td>.eps</td>
<td>spot or cmyk</td>
</tr>
<tr>
<td>Word Doc (Print)</td>
<td>.png</td>
<td>rgb</td>
</tr>
<tr>
<td>PowerPoint</td>
<td>.png</td>
<td>rgb</td>
</tr>
<tr>
<td>Digital</td>
<td>.png</td>
<td>rgb</td>
</tr>
<tr>
<td>Web/Email</td>
<td>.png</td>
<td>rgb</td>
</tr>
<tr>
<td>Tablet/Mobile</td>
<td>.png</td>
<td>rgb</td>
</tr>
</tbody>
</table>
Logos
Color Variations, Masterbrand

The full-color Rotary signature is our preferred version for use in digital environments and whenever printing with at least two colors. The word “Rotary” should appear in Rotary Royal Blue or white followed by our wheel in Rotary Gold, unless two-color printing is not possible or the background renders the gold illegible.

One-color variations of the Rotary signatures are supplied in black, Rotary Azure, and white for reverse type. These can be applied for one-color printing or on very complex backgrounds that may hinder legibility or appearance of colors.

Use the appropriate color version to maintain the best contrast and legibility: positive for light or white backgrounds and reversed for dark backgrounds.

Comparable metallic versions of Rotary colors may also be used for special circumstances.

For more details regarding our color palette, see pages 23-24.

<table>
<thead>
<tr>
<th>What logo format do I use for:</th>
<th>Print</th>
<th>Embroidery</th>
<th>Silkscreen</th>
<th>Word Doc (Print)</th>
<th>PowerPoint</th>
<th>Digital: Web/Email</th>
<th>Tablet/Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.eps</td>
<td>.eps</td>
<td>.eps</td>
<td>.png</td>
<td>.png</td>
<td>.png</td>
<td>.png</td>
</tr>
<tr>
<td></td>
<td>spot or cmyk</td>
<td>spot or cmyk</td>
<td>spot or cmyk</td>
<td>rgb</td>
<td>rgb</td>
<td>rgb</td>
<td>rgb</td>
</tr>
</tbody>
</table>

Full Color

Positive (for light or white backgrounds)

Reversed (for dark backgrounds)

One Color

100% black

100% Rotary Azure

100% white (for dark backgrounds)
**Logos**

**Color Variations, Mark of Excellence**

The Rotary wheel — our mark of excellence — should appear in Rotary Gold, unless two-color printing is not possible or the background renders the gold illegible. When printing on a white background, be sure to use the correct color formulas, as shown on page 24. Sufficient ink coverage should produce a fully legible wheel as shown on the right.

One-color variations are supplied in black, Rotary Azure, and white for reverse type. These should be applied mainly for one-color printing.

Comparable metallic versions of Rotary Gold may also be used for special circumstances.

For more details regarding our color palette, see pages 23-24.

---

**What logo format do I use for:**

<table>
<thead>
<tr>
<th>Format</th>
<th>Print</th>
<th>Embroidery</th>
<th>Silkscreen</th>
<th>Word Doc (Print)</th>
<th>PowerPoint</th>
<th>Digital: Web/Email</th>
<th>Digital: Tablet/Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.eps</td>
<td>.eps</td>
<td>.eps</td>
<td>.png</td>
<td>.png</td>
<td>.png</td>
<td>.png</td>
</tr>
<tr>
<td></td>
<td>spot</td>
<td>spot or cmyk</td>
<td>spot or cmyk</td>
<td>rgb</td>
<td>rgb</td>
<td>rgb</td>
<td>rgb</td>
</tr>
</tbody>
</table>

---

**Full Color**

<table>
<thead>
<tr>
<th>Variant</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark image</td>
<td><img src="image1.png" alt="Image" /></td>
</tr>
<tr>
<td>Light image</td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
</tbody>
</table>

**One Color**

<table>
<thead>
<tr>
<th>Variant</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% black</td>
<td><img src="image1.png" alt="Image" /></td>
</tr>
<tr>
<td>100% Rotary Azure</td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
</tbody>
</table>

**Acceptable solid background colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% white (reversed)</td>
<td><img src="image3.png" alt="Image" /></td>
</tr>
</tbody>
</table>
Logos

Using the Rotary Wheel —
Our Mark of Excellence

**Use it BIG**
Our mark of excellence is a symbol of our leadership. It should appear large on high-impact communications to make a bold statement and promote a sense of urgency.

**Keep it near the masterbrand signature**
The mark of excellence should appear with one of our signatures, and not appear alone. See the design examples on pages 31-40 for ideas on how to keep these elements in close proximity.

**Avoid overuse**
Reserve for covers or single-page marketing materials such as posters or advertising, if appropriate. Refrain from repeating it too many times within any communication or using it in subordinate situations such as interior spreads or secondary web pages.

For color options, refer to page 15.

---

**Size**

Size relationship of mark of excellence and masterbrand signature

---

**Opacity**

100% opaque on solids

---

**Examples** (mark of excellence in proximity to masterbrand signature)

**Single-page communications**

**Multipage (front/back)**
## OUR LOOK

### LOGO

<table>
<thead>
<tr>
<th>Masterbrand signature</th>
<th>Minimum size is</th>
<th>13 mm / 0.5”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No restriction</td>
<td>on maximum height</td>
</tr>
</tbody>
</table>

### Mark of excellence

| Minimum size is 4x height of the wheel in the nearby masterbrand signature | No restriction on maximum height |

### CLEAR SPACE

Clear space — that is, the space surrounding the masterbrand signature — is equal to the height of the capital “R” in the Rotary wordmark.

<table>
<thead>
<tr>
<th>Format</th>
<th>Logo Format</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>.eps spot or cmyk</td>
<td></td>
</tr>
<tr>
<td>Embroidery</td>
<td>.eps spot or cmyk</td>
<td></td>
</tr>
<tr>
<td>Silkscreen</td>
<td>.eps spot or cmyk</td>
<td></td>
</tr>
<tr>
<td>Word Doc (Print)</td>
<td>.png rgb</td>
<td></td>
</tr>
<tr>
<td>PowerPoint</td>
<td>.png rgb</td>
<td></td>
</tr>
<tr>
<td>Digital: Web/Email</td>
<td>.png rgb</td>
<td></td>
</tr>
<tr>
<td>Digital: Tablet/Mobile</td>
<td>.png rgb</td>
<td></td>
</tr>
</tbody>
</table>
## OUR LOOK

### Logos

#### Clear Space and Minimum Sizes for Digital

<table>
<thead>
<tr>
<th>LOGO</th>
<th>MINIMUM SIZE FOR DESKTOP/LAPTOP</th>
<th>MINIMUM SIZE FOR MOBILE/TABLET</th>
</tr>
</thead>
</table>
| **Masterbrand signature**  
Minimum size is 60px  
No restriction on maximum height | ![Rotary](image)  
60px | ![Rotary](image)  
80px |
| **Mark of excellence**  
Minimum size is 4x height of the wheel in the nearby masterbrand signature  
No restriction on maximum height | ![Rotary](image)  
Minimum ratio:  
240px when paired with the masterbrand signature  
120px when paired with the simplified signature | ![Rotary](image)  
Minimum ratio:  
320px when paired with the masterbrand signature  
160px when paired with the simplified signature |
| **Simplified signature**  
For digital small use and confined spaces  
Maximum height is under  
60px for desktop/laptop  
80px for mobile/tablet  
Minimum size is  
30px for desktop/laptop  
40px for mobile/tablet | ![Rotary](image)  
30px | ![Rotary](image)  
40px |

### CLEAR SPACE

Clear space for masterbrand signature is equal to the height of the lowercase "o" in the Rotary wordmark.
Logos
Signature System for Clubs, Districts, and Zones

We have created special signature systems that allow you to identify your club, district, or zone on all your communications materials. In the coming months, we will provide a tool for every club to create its own signature. Rotary licensees will also be able to feature these signatures on merchandise.

Rotary Clubs
The Rotary club signature consists of the masterbrand signature plus the club name and should be used instead of the masterbrand signature on club-level communications.

The preferred configuration is Rotary Club [of/at] [Location], with the word Rotary coming first.

Two acceptable alternatives have been provided to cover variations of club names.

The positioning and size relationship between the Rotary wordmark and the wheel are fixed and should not be altered.

Districts and Zones
District and zone signatures consist of the masterbrand signature plus the district or zone number and should replace the masterbrand signature on district and zone communications.

When creating, use the same specifications as the club signatures above.

DISTRICTS AND ZONES

Districts  | Zones
-----------|----------
Rotary     | District 1239
           | Zone 33
           | Zones 24 & 32
           | Zones 21b-27

Example of long club name

Rotary
Club of Cota de Caza
Rancho Santa Margarita
del Sol
When creating club banners, position club signatures in the top right corner (see clear space, page 17) and keep custom illustrations within the live area.

**Banners**

- **Rotary Club [of/at] Location**
  - Live area for illustration or graphic:

- **Rotary Club [of/at] Location**

- **Rotary Club of Nova Scotia**

- **Lake Placid Rotary Club of Florida**
Logos
Signature
System
Partners

Partners are external organizations that collaborate with Rotary to develop, support, and execute programs and service projects.

To create partnership lockups, follow the guidelines illustrated on this page.

Single or multiple partners may be displayed within the lockup, as long as consistent spacing of elements is maintained.

The minimum height for partner logos is equal to the Rotary logo, while the maximum height cannot exceed 1.5 times the Rotary logo. The width of partner logos may vary, but should not visually overpower the masterbrand signature.

**Logos**

**Signature System**

**Partners**

**OUR LOOK**

**Voice and Visual Rotary Guidelines**

**September 2016**

**21**

**PARTNERS**

**Construction**

**T**

**Example: Strategic, Project, or Service Partners**

**Example: Centers for Peace**

**Example: Fellowships**

**Example: International Fellowship of Birdwatching Rotarians**

**Examples: Strategic, Project, or Service Partners**

**Examples: Centers for Peace**

**Examples: Fellowships**

**Examples:**

**Rotary**

**Mercy Ships**

**CDC**

**Rotary**

**International Fellowship of Birdwatching Rotarians**

**Make sure the Rotary logo is as prominent as the partner logo. Keep the spacing equal between the partner logos and make sure the partner logo is no higher than the Rotary logo.**
**Logos**

**Best Practices**

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**Masterbrand signature**

1. Use the masterbrand signature on a background that has sufficient contrast.
2. Use a two-color masterbrand signature when printing in full color.
3. Keep the masterbrand signature clear of outlines, special effects, or other graphic elements.
4. Keep the masterbrand signature free of a holding shape and use the correct typeface.
5. Keep all elements undistorted and in the right order.

---

**Mark of excellence**

1. Keep the mark of excellence whole — never cropped.
2. Use Rotary colors specified on page 15 for the mark of excellence.
3. Size the mark of excellence correctly when using it with the logo, as shown on page 13.
4. Make sure the mark of excellence is completely legible.
5. Place the mark of excellence away from the logo.
We are smart, compassionate, persevering, and inspiring, and we’ve chosen a set of colors to express those attributes.

A few shades of **BLUE** and a touch of **GOLD** are our predominant colors. To create a unified look and feel, these leadership colors should be used more often than other colors in our palette. Use Rotary Azure most often, and reserve Rotary Sky Blue and Rotary Royal Blue to complement and highlight. Rotary Gold should be used as the “jewel” on a page.

Use secondary colors sparingly to create occasional emphasis or differentiation within a series, if applicable.

Pastels and neutrals provide the necessary flexibility when working with backgrounds, layouts, and hierarchy of information, without being overbearing.

All colors have been carefully chosen to complement one another in most situations. They should be used in their pure format, never screened.

Comparable metallic versions of these colors may be used for special circumstances, such as signage or pins or when using foils for awards and certificates.
When using our color palette, be sure to apply the appropriate formulations listed on this page.

Our colors should not be screened or adjusted.

Coated and uncoated formulas are shown here for the following:

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

To obtain ASE files for latest palette swatches, please contact graphics@rotary.org.
Voice and Visual
Rotary Guidelines

**Color Palette**
Best Practices

- Reserve Rotary Gold for "pops" of color.
- Highlight headings, subheads, icons, and buttons with colors from our palette.
- Use the blues in our leadership colors as the predominant palette.
- Use the secondary colors to highlight elements, but never as a dominant color.
- Use neutrals and white space to achieve balance and clarity.

- Use colors in our palette.
- Use colors that offer sufficient contrast for readability.
- Use colors that complement one another; use leadership colors for large areas.
- Keep the background the same color rather than creating gradients.
- Use fully saturated rather than tints or screened colors in our palette.
## Typography

**Licensed and Free Fonts**

### Licensed option - fonts for purchase

<table>
<thead>
<tr>
<th>Font</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frutiger LT STD</td>
<td>All Caps condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, info graphics, lockups, identifiers, or dense body copy.</td>
</tr>
<tr>
<td>Sentinel</td>
<td>Use for body text, secondary headlines, captions, callouts, or identifiers.</td>
</tr>
</tbody>
</table>

### Free option - when Frutiger and Sentinel fonts are not available or are cost prohibitive

<table>
<thead>
<tr>
<th>Font</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Sans Condensed</td>
<td>Use for digital applications or when Open Sans Condensed is not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.</td>
</tr>
<tr>
<td>Arial Narrow</td>
<td>Use for Microsoft Office applications or when Arial Narrow is not available. Font should be used similarly to Sentinel for body text, secondary headlines, etc.</td>
</tr>
<tr>
<td>Georgia</td>
<td>Use for digital applications and Microsoft Office applications or when Georgia is not available. Font should be used similarly to Sentinel for body text, secondary headlines, etc.</td>
</tr>
</tbody>
</table>

### Primary
- **Frutiger LT STD**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 01234567890
  - Light
  - Light Italic
  - Book
  - Book Italic
  - Medium
  - Medium Italic
  - Semibold
  - Semibold Italic
  - Bold
  - Bold Italic
  - Black
  - Black Italic

### Secondary
- **Open Sans Condensed**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 01234567890
  - Condensed Light
  - Condensed Light Italic
  - Condensed Bold

- **Arial Narrow**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 01234567890
  - Regular
  - Italic
  - Bold
  - Bold Italic

- **Georgia**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 01234567890
  - Regular
  -Italic
  - Bold
  - Bold Italic

* For information on purchasing these typefaces, contact graphics@rotary.org.
**Typeface**

**Best Practices**

- **Use Frutiger**
  - **Condensed Bold**, **Black**, **Extra Black**
  - **All Caps Condensed Headline**
  - **With Italics**
  - **All Same Point Size**

- **Use Sentinel** or **Georgia** for subheads and body copy.

- **Use bold or italic** for emphasis only.

- **Use Frutiger** or **Arial** in large point sizes for callouts and data visualization.

- **Use Frutiger** or **Arial** styles for documents with dense body copy.

---

**Typography**

**Food Drive**

All residents can give by placing non-perishable food at their doors.

Pick-up begins at 10:00 a.m. Saturday, October 6th.

Pre-packaged bags of items are available at the local IGA.

**Voice and Visual**

**Rotary Guidelines**
Imagery
Style Overview and Subject Matter

Our photography focuses on connections and community.

Whenever possible, try to use shots depicting multiple Rotarians of diverse ethnicities and age ranges. Refrain from focusing on an individual, unless he or she is profiled or featured in a story.

If shot indoors, keep backgrounds blurry or nondescript so unattractive objects like drop ceilings, dated chandeliers, exit signs, etc., are rendered less visible.

When beneficiaries are depicted, they should appear actively engaged with Rotarians or like active participants in a scene, not incidental observers in the background.

When choosing or shooting new photography, aim for the following:
- editorial or reportage style (fly-on-the-wall)
- candid poses or natural portraits
- real, natural, sincere, endearing expressions
- demonstrations of active leadership and impact
- special moments of camaraderie, friendship, warmth, and celebration
- movement and momentum
- rich full color; or black and white
- short depth of field with selective focus (people shot through crowds)
- wide angles
- natural backgrounds and real context (not solid portraiture backdrops or studio photography)

Rotarians Uniting and Exchanging Ideas

<table>
<thead>
<tr>
<th>Single Rotarian</th>
<th>Small groups</th>
<th>Large groups</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="single_rota_1.jpg" alt="Image" /></td>
<td><img src="small_groups_1.jpg" alt="Image" /></td>
<td><img src="large_groups_1.jpg" alt="Image" /></td>
</tr>
</tbody>
</table>

Rotarians Taking Action for Community

<table>
<thead>
<tr>
<th>Single Rotarian</th>
<th>Small groups</th>
<th>Large groups</th>
<th>With beneficiaries</th>
<th>Without Rotarians</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="single_rota_2.jpg" alt="Image" /></td>
<td><img src="small_groups_2.jpg" alt="Image" /></td>
<td><img src="large_groups_2.jpg" alt="Image" /></td>
<td><img src="beneficiaries_1.jpg" alt="Image" /></td>
<td><img src="no_rota_1.jpg" alt="Image" /></td>
</tr>
</tbody>
</table>

Metaphorical/Conceptual

![Image](metaphorical_1.jpg)
Icons and Information Graphics

Overview

When choosing or creating iconography and information graphics, look for styles that are simple, modern, and informative.

When housing icons in shapes, use circles to reinforce the shape of the Rotary emblem.

Use icons and information graphics to illustrate facts or aid in navigation, but do not apply them as logos.

### Iconography Style

**Examples**

- [Example Icon 1](#)
- [Example Icon 2](#)
- [Example Icon 3](#)

### Information Graphics

- [Graph 1](#) with 72%
- [Graph 2](#) with 25%
- [Graph 3](#) with 50%
- [Graph 4](#) with 75%

### Organizing principles

- Join Leaders
- Exchange Ideas
- Take Action
Icons and Information Graphics
Areas of Focus Icons

AREAS OF FOCUS

Rotary has identified six areas of focus that reflect critical humanitarian issues and needs that Rotarians are addressing worldwide. Each icon to the right represents one facet of Rotary’s six areas of focus:

1. Peace and conflict prevention/resolution
2. Disease prevention and treatment
3. Water and sanitation
4. Maternal and child health
5. Basic education and literacy
6. Economic and community development

Show all six icons together uniformly in one Rotary neutral color.

When discussing one specific area of focus, highlight that icon using any Rotary leadership or secondary color. All other icons should remain neutral.

When all areas are being discussed simultaneously, highlight all six icons using a single Rotary leadership or secondary color.

Use the same color to highlight the icons within a single document or communication.

Do not color code the six areas of focus, and do not alter proportions or the shape of the circle housing the symbols.

Horizontal configuration

Vertical configuration

Stacked configuration

Minimum sizes

Print

Digital – for desktop/laptop

Digital – for mobile/table

Enclose the icons in circles only. Use one Rotary color as background in the circles and another Rotary color to highlight the appropriate icons, as shown at the top of the page.
Rotary and the Bill & Melinda Gates Foundation are extending their partnership during the critical endgame phase of the Global Polio Eradication Initiative. Find out how your donation can make a difference.

DONATE
ENDPOLIONOW.ORG

THE PROMISE
YOUR DONATION
US$ 25 +
US$ 50

BILL & MELINDA GATES FOUNDATION

THE REMAINING
1%

WE’RE THIS CLOSE
0

WEecake.org/150

150 VACCINE VOLUNTEERS

75 SCHOOL CARRIERS

600 PEOPLE SOLD MARKERS

YOU CAN HELP NOW

THE SOUL OF POLIO ERADICATION

— Bill Gates, Cochair, International PolioPlus Committee, Rotary

OF THE THINGS WE THINK, SAY OR DO:

1. WILL IT BE BETTER FRIENDSHIPS?
2. WILL IT BUILD GOODWILL AND BETTER FRIENDSHIPS?
3. WILL IT BE BENEFICIAL AND FAIR?
4. IS IT TRUTH?
5. Is it FAIR to all concerned?

The top two reasons people join Rotary are to give back to their community. What motivated you to join Rotary? For many of us, it’s because we’re committed to integrity and making change happen, and because the areas that we focus on are especially important to you.

You joined Rotary because you want to make a difference. And with the ongoing support of Rotarians like you, we will continue to help eradicate polio. The remaining 1% of the world’s population is the hardest to reach because the virus persists in the hardest-to-reach areas.

Inspiration

Because you’re committed to integrity and making change happen, and because the areas that we focus on are especially important to you.

Design

Inspiration

Interior Spreads
NO ONE IN OUR COMMUNITY SHOULD GO HUNGRY. WITH OUR HELP, NO ONE WILL.

Rotary Club of [Location] Food Drive

- All residents can give by placing non-perishable food at their doors.
- Pick-up begins at 10:00 a.m. Saturday, October 6th.
- Pre-packaged bags of items are available at the local IGA in varying dollar amounts.
- Volunteers will check every front door in your town.

Tea Action: www.rotary.org

EXCHANGE IDEAS: www.rotary.org

LISBOA 2013

CELEBRATE DIVERSE PERSPECTIVES. DISCOVER SHARED INTERESTS.

EXCHANGE IDEAS: www.rotary.org
Rotary Club of [Location]
Food Drive
All residents can participate in the food drive by placing non-perishable food items at their doors. Pick-up begins at 10:00 a.m. on Saturday, October 6th. Please package items in bags and place at your front door. Volunteers will check every front door.

No one in our community should go hungry. With our help, no one will.

TAKE ACTION: www.rotary.org

Rotary Club of [Location]
Coat Drive
All residents can participate in the coat drive by placing coats at their doors. Pick-up begins at 10:00 a.m. on Saturday, October 6th. Volunteers will check every front door.

No one in our community should be cold this winter. With our help, no one will.

TAKE ACTION: www.rotary.org
Join leaders from all continents and cultures to take action in our communities and around the world.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim.

Typi non habent claritatem insitam; est usus legentis in iis qui facit eum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepe kas tandem quaestionemlegere me lius quod ii legunt saepe kas tandem quaestio

THE ROTARY EFFECT

Join leaders from all continents and cultures to take action in our communities and around the world.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet.
JOIN LEADERS, EXCHANGE IDEAS AND TAKE ACTION FOR COMMUNITY
At the 2013 Youth Exchange Officers Preconvention Meeting in Lisbon, Portugal, Vanessa Lee tells what she learned from living with a host family. Learn more about our Rotary Youth Exchange program.
Rotarians in Maputo, Mozambique, needed an international partner to help finance a US$55,100 project to upgrade a sanitation system and install a water tank at a school. They turned to their district contacts and soon learned of a Danish club seeking a host partner.

“Our club was looking for a Foundation project, as we had funds to use,” says Stein Schierenbeck, a member of the Rotary Club of Skanderborg, Denmark. “Being a club in the pilot district for the new global grants, we looked for areas of need within another pilot district.” Once the clubs connected, they obtained a Rotary Foundation global grant to complete the project. School officials and the contractor agreed to maintain the new facilities, meeting the grant’s sustainability requirement.

IF YOUR CLUB OR DISTRICT IS STRUGGLING TO FIND A PARTNER FOR AN INTERNATIONAL SERVICE PROJECT, CONSIDER THE FOLLOWING TIPS:

Be social.
Join RI’s LinkedIn group, which helps Rotarians share ideas and publicize project needs. You can also publicize your quest for a grant partner on your personal or club Facebook pages.

Talk to your district governor-elect.
The International Assembly is a great opportunity to share project proposals.

Attend an RI Convention.
Ask convention goers from your district to bring a list of projects to share with potential partners. The RI Convention is the ideal place to start collaborating.

Visit a project fair.
These annual regional events are hosted by Rotary districts worldwide to encourage international friendship and collaboration on service projects. For information about upcoming project fairs, contact rotary.service@rotary.org.

Search the Web.
Most districts have their own websites that help bring clubs and districts together on joint projects.

Visit Rotary’s new website.
Scheduled to launch soon, Rotary’s new site will have tools to help you find and connect with partner clubs and obtain resources for your projects. Contact rotary.service@rotary.org for more information.
Rotary pins are immediately recognized by Rotarians everywhere as a proud symbol of membership. Our new guidelines make no changes to pin design or color, so your current member pin and all those available through Rotary’s licensed suppliers are acceptable.
Merchandise
Outdoor
Road Sign

18" x 18" (45 cm. x 45 cm.) or 30" x 30" (76 cm. x 76 cm.) single or double sided (Azure background)

18" x 18" (45 cm. x 45 cm.) Sign—Mark of Excellence at 14" x 14" (35 cm. x 35 cm.)

30" x 30" (76 cm. x 76 cm.) Sign—Mark of Excellence at 23" x 23" (58 cm. x 58 cm.)
Merchandise
Information
Sign

<table>
<thead>
<tr>
<th>Azure Information Sign</th>
<th>White Information Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>8”x24” (20 cm. x 61 cm.) (3 lines) or 10”x24” (25 cm. x 61 cm.) (4 lines)</td>
<td>8”x24” (20 cm. x 61 cm.) (3 lines) or 10”x24” (25 cm. x 61 cm.) (4 lines)</td>
</tr>
</tbody>
</table>

If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.
Merchandise
Aluminum
Meeting Sign

Azure Aluminum Meeting Sign
12"x15" (30 cm. x 38 cm.)

White Aluminum Meeting Sign
12"x15" (30 cm. x 38 cm.)

If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.
Merchandise
Plaque
Meeting Sign

**Azure Plaque Meeting Sign**

12"x15" (30 cm. x 38 cm.)

**White Plaque Meeting Sign**

12"x15" (30 cm. x 38 cm.)

If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.
Tag should include the Rotary masterbrand signature Rotary.
Azure Name Badge

3"x5"x2" (7 cm. x 5 cm.)

White Name Badge

3"x5"x2" (7 cm. x 5 cm.)

See page 19 for club, district, zone, and e-club signature specs.
Merchandise
Rotary T-shirt

T-shirt Front
2-Color

T-shirt Back
2-Color
**Merchandise**

**Rotary T-shirt**

<table>
<thead>
<tr>
<th>T-shirt Front</th>
<th>T-shirt Back</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Color</td>
<td>1-Color</td>
</tr>
</tbody>
</table>
See page 19 for club, district, zone, and e-club signature specs.
See page 19 for club, district, zone, and e-club signature specs.
Merchandise
Hat

BRINGING THE PIECES TOGETHER

Hat - 2-Color

Design I - White

Hat - 1-Color

Design II - White

Design I - Azure

Design II - Azure
Merchandise
Coffee Mug

BRINGING THE PIECES TOGETHER

Mug - 2-Color

Design I - Front/Back

Mug - 1-Color

Design I - Front/Back

Club Design I - Front/Back

Club Design I - Front/Back

Rotary

Club of Evanston

Rotary

Club of Evanston

Rotary

Club of Evanston
We recently completed an initiative to Strengthen Rotary that has resulted in new signature systems, color palettes, and other changes to our visual identity. These guidelines are designed to help you adapt to our new look and understand the thinking behind it. In addition to specific requirements for the use of our signatures and mark of excellence, we’ve included some examples of how to use these assets on signage, banners, and merchandise.

We realize that you may not be able to implement the new look immediately. But as you deplete your stock, we ask that you follow these guidelines in creating new items so that Rotary clubs and districts can present a fresh and unified look to the world.

Working together, we can ensure that Rotary achieves a more prominent and recognizable image in communities throughout the world.

Registered trademark usage

ROTARY, ROTARY CLUB, ROTARIAN, MARK OF EXCELLENCE, ROTARY SIGNATURE, INTERACT, ROTARACT and other Rotary marks are trademarks owned by Rotary International. Our official licensees may use these marks under guidelines set forth in the Rotary Code of Policies provided they reproduce the marks accurately and clearly.

Whenever possible, we ask that you use the registered trademark symbol © in conjunction with the marks on your Rotary-licensed merchandise. Before you produce any new goods, contact our Licensing staff at RILicensingServices@rotary.org so that we can discuss if the ® symbol will reproduce clearly on those items.

We’re recommending the use of some fonts that require a license. If you are using those fonts, make sure you have the proper licenses and permissions. We also suggest alternate fonts that do not require a license.

Make sure you have the proper permissions before reproducing photographs or other art on any of your Rotary-licensed merchandise.
The Strengthen Rotary initiative resulted in the creation of new signature systems, color palettes, and other changes to our visual identity. These guidelines help you adopt our new look and understand the thinking behind it.

We ask that you use our new official Rotary logo on the cover of your magazine — preferably near the bottom of the page — the homepage of your website, and any collateral materials that you produce. We also ask that you not use the wheel as the letter “O” or place it within the title of your magazine. On pages 31-53, you’ll find some examples of how to use our new visual identity on your magazines and other materials.

We know that some magazines have already begun to apply our new visual identity. By adopting and promoting this new look, you will greatly support Rotary’s effort to achieve a more consistent and recognizable image throughout the world.
Inquiries
For general questions or questions about purchasing/downloading Pantone™ color swatches or purchasing recommended typefaces:

graphics@rotary.org

Licensing inquiries
For manufacturers/distributors interested in selling or distributing Rotary emblem merchandise and Rotary clubs wishing to sell Rotary emblem merchandise for fundraising purposes:

rilicensingservices@rotary.org