

Overview

Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. 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. Please use this condensed guide in conjunction with the full guidelines available at www.rotary.org.

What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital: Web/Email Tablet/Mobile	.png	rgb

Logos

Masterbrand Signature

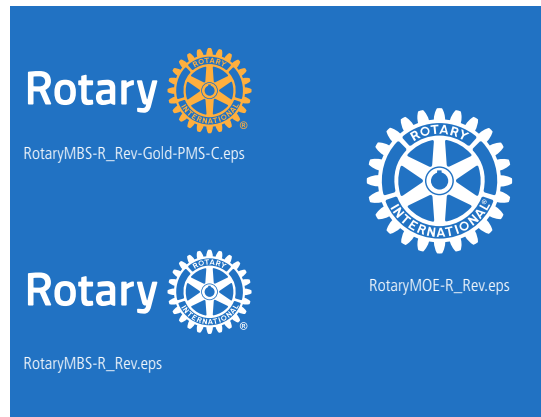


RotaryMBS-R_PMS-C.eps

Mark of Excellence



RotaryMOE-R_PMS-C.eps



RotaryMBS-R_Azure-PMS-C.eps



RotaryMOE-R_Azure-PMS-C.eps

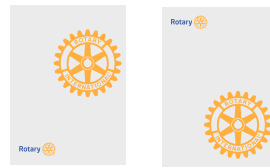


RotaryMBS-R_Black.eps

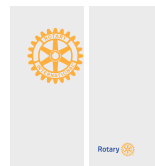


RotaryMOE-R_Black.eps

Single Page Logo Usage Example



Multipage Example (front/back)



Signature System for Clubs, Districts, Zones, and Projects



Typography

Licensed Option — fonts for purchase

Primary

FRUTIGER BLACK CONDENSED
ALL CAPS FOR HEADLINES

Frutiger for subheads, secondary nav, info graphics, and lockups

Secondary

Sentinel for body text, secondary heads, captions, and callouts

Free Option —

when Frutiger and Sentinel are not available or are cost-prohibitive

Primary

OPEN SANS CONDENSED
OPEN SANS
ARIAL NARROW
FOR HEADLINES

Arial for subheads, secondary nav, etc.

Secondary

Georgia for body text, secondary heads, etc.

Imagery

Rotarians Taking Action for Community



Rotarians Uniting and Exchanging Ideas



Metaphorical

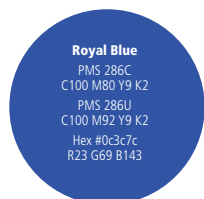
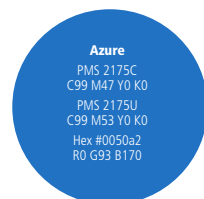


Member Pin



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

Colors



TELLING YOUR STORY: 5 QUESTIONS TO ANSWER

- 1 WHAT ARE YOU TRYING TO ACCOMPLISH?**
Describe the problem or challenge in your community that your club is helping to solve. How did you know it was an issue in your community?
- 2 WHO IS YOUR AUDIENCE?**
Who is your audience beyond Rotary members? What do they know about us? What do they think and feel about us? What do we want them to think and feel?
- 3 HOW DID YOU TAKE ACTION?**
What did your club do to help solve the problem or challenge and what action verb best represents the action you took? (Together, We Connect? Together, We Transform? Inspire? End Polio?)
- 4 WHAT WAS YOUR IMPACT?**
What changes resulted from the project? How did you touch the lives of people in your community? Provide specific examples and, if possible, statistics.
- 5 WHAT DO YOU WANT YOUR AUDIENCE TO DO?**
Learn more? Support your cause? Join you at an upcoming event?

HOW TO CREATE POWERFUL IMAGES

Our photography requires Rotarians in action, depicting them in powerful images that capture the public's attention and ignite real emotion. This is what will make our campaign successful. Here's a checklist for how People of Action photos should look and feel:



- The image represents genuine, unstaged moments of Rotarians at work.
- It shows a clear visual narrative that represents the headline.
- Subjects' faces and actions should be positive, happy, and engaging.
- Work with warm and natural lighting. Often, natural light in the early morning and late afternoon achieves the best results.
- Make sure you represent the diversity of your club in age, ethnicity, and gender. Highlight these qualities in your photos. You want people in your community to see themselves in the photo — this will help grab their attention.
- If the project has beneficiaries on site, capture some images of Rotarians interacting with the beneficiaries that represent the work of the project.
- Ask yourself, "Will people in my community connect with what they see in the photo?"