



VOICE AND VISUAL IDENTITY GUIDELINES

2019-2020

TOGETHER, WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE,
IN OUR COMMUNITIES,
AND IN OURSELVES.

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ABOUT THIS GUIDE

Rotary's Voice and Visual Identity Guidelines provides essential information to help you build Rotary's brand. You'll learn about our voice and People of Action messaging as well as how to format our logo, choose the correct color palette, and so much more.

We developed these guidelines for communications and design professionals, but anyone can use them. If you prefer a short, summarized version of this guide, go to the **Brand Center** and download Voice and Visual Identity at a Glance.

OUR IMAGE MATTERS

For more than 100 years, Rotary has united leaders who are committed to using their expertise to take action and improve their communities. Awareness of Rotary is high. But public understanding of who we are, what we do, and the value we bring to communities is concerningly low. It's important that we tell our story in ways that help people everywhere understand what Rotary does, how we're different, and why our work matters. Without this understanding, we can't reach our full potential and bring more people together and improve even more communities worldwide.

NO OTHER ORGANIZATION IS QUITE LIKE ROTARY. BY USING OUR UNIQUE VOICE CONSISTENTLY IN ALL OUR MESSAGING, WE CAN ENSURE THAT OUR COMMUNICATIONS REFLECT OUR DISTINCT CHARACTER.

If we speak, write, and design in one voice, our communications will sound, read, and look unmistakably like Rotary. This will give our audiences a better understanding of who we are.

This guide will show you how to use Rotary's voice and look in communications about your club and Rotary. Together, we can show the world that we're people of action.

ROTARY AS A BRAND

A BRAND IS MORE THAN A LOGO. ROTARY'S BRAND IS MUCH BIGGER THAN ITS WHEEL. IT'S A PERCEPTION: IT'S HOW OTHERS THINK ABOUT US, NOT JUST HOW WE SEE OURSELVES.

When we talk about the Rotary brand, we're talking about the basic qualities and goals that unite all Rotary clubs and districts — it's what we offer people who partner with us, join a club, or participate in our programs and projects. Our brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.

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

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.

 <p>Rotary</p>	 <p>Rotary</p>	 <p>The Rotary Foundation</p>
<p>ROTARY</p>	<p>ROTARY INTERNATIONAL</p>	<p>THE ROTARY FOUNDATION</p>
<p>What we call ourselves when referring to the enterprise as a whole in all communications</p>	<p>How we refer to our global association of 35,000 clubs and the governance and offices that support them</p>	<p>What we use when referring to Rotary’s fundraising and grant-making arm, when appropriate and/or legally required</p>

Our essence originates from Rotary's vision statement and explains who we are, what we care about, and how we communicate and make decisions.

OUR VISION: Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

OUR ESSENCE: Rotary joins leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

Our essence summarizes what Rotary is all about — current and emerging leaders who come together, form relationships, and create a positive impact in communities at home and around the world. It also reflects the values that define Rotary: fellowship, integrity, diversity, service, and leadership.

By focusing our communications on our essence, we reinforce what Rotary stands for, how we differ from other organizations, and why Rotary matters today. This approach makes it possible for each of us to develop our own powerful statement about our clubs and collectively tell a compelling and cohesive story about Rotary.

WE ARE PEOPLE OF ACTION

People of Action helps define Rotary for those who don't know us. We're professional, community, and civic leaders who connect with each other and who share a unique perspective and passion for taking action to improve the world.

DESCRIBING AND SHOWING OURSELVES AS PEOPLE OF ACTION CREATES A PERSONAL CONNECTION TO THE ORGANIZATION AND EMPHASIZES THE IMPACT ROTARY MAKES IN OUR COMMUNITIES.

Below are some examples of how you might use People of Action messaging to describe Rotary.

Rotary is committed to making the world a better place.

- We bring together people of action from all continents and cultures who deliver long-term solutions to the world's most persistent issues.

Rotary helps us become better leaders, individuals, and humanitarians.

- We're an organization founded on people, relationships, and taking action.
- We use our professional backgrounds, diverse perspectives, and global connections to change the world for the better.
- Through service, we make lifelong friendships that transcend political, cultural, and generational boundaries and foster global understanding and respect.

By presenting Rotarians as people of action, we bring Rotary's vision to life in a relevant and tangible way. When we speak with the same voice, we raise awareness and understanding of Rotary.

Rotary members are the messengers of this campaign. As ambassadors of our brand, clubs are empowered to share the simple but captivating message that Rotary members are taking action to create positive change.

We want Rotary to stand out from other organizations and appeal to all of our audiences with compelling, consistent messages. Our voice — the unique tone and style in which we communicate — focuses on four attributes that describe Rotary and our members: persevering, inspiring, compassionate, and smart. These attributes set the tone for how we talk about Rotary. Think of them as Rotary's personality.

Rotary's voice is clear, persuasive, and relatable. It's personal and sincere. Convincing but never demanding or scolding.

And finally, it's conversational but not overly casual or perky.

OUR VOICE IS ...

Persevering

We are determined, bold, and courageous, and we speak with clarity and conviction.

EXAMPLES

Since 1979 we have helped eradicate polio in all but three nations worldwide. Today we're dedicated to ending polio in our lifetime.

Inspiring

We motivate others through our positivity, enthusiasm, and passion.

With Rotary, you'll create lasting change across the globe, in your community, and in yourself.

Compassionate

We care about the people we help.

Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.

Smart

We are perceptive and use our expertise to solve problems in creative ways.

We started with water, because everything starts with water. Without access to clean water, peace can't exist.

Here are a couple of examples that demonstrate how using Rotary's voice strengthens our message:

EXAMPLES

BEFORE (without Rotary's voice)

AFTER (in Rotary's voice)

WHY IT'S EFFECTIVE

Invitation to prospective members to visit a local club

Rotary is made up of 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 diverse countries, cultures, and occupations are taking action to enhance health, empower youth, promote peace, and improve their communities.

Be part of creating positive change. Visit 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

Rotary's 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.



Another year, another chance to make history.

We're closer than ever to eradicating polio. But even as we celebrate another 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.

- Headline is inspiring versus descriptive
- Highlights Rotary's persevering spirit
- Is more compassionate and human
- Has a clear call-to-action

What are "values?"

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

How did we define our values?

The guiding principles that define Rotary are rooted in our values. Now we bring our values to life by showing how we use them to improve lives in communities around the world.

OUR VALUES

HOW WE LIVE OUR VALUES

Fellowship



We build lifelong relationships

Integrity



We honor our commitments

Diversity



We connect diverse perspectives

Service and Leadership



We use our leadership and expertise to solve social issues

Rotary logos are part of our brand and represent every one of our clubs that take action to make lasting, positive change in the world. When people see our logos, they should immediately recognize them as Rotary's and as symbols of an organization that is taking action to make the world a better place.

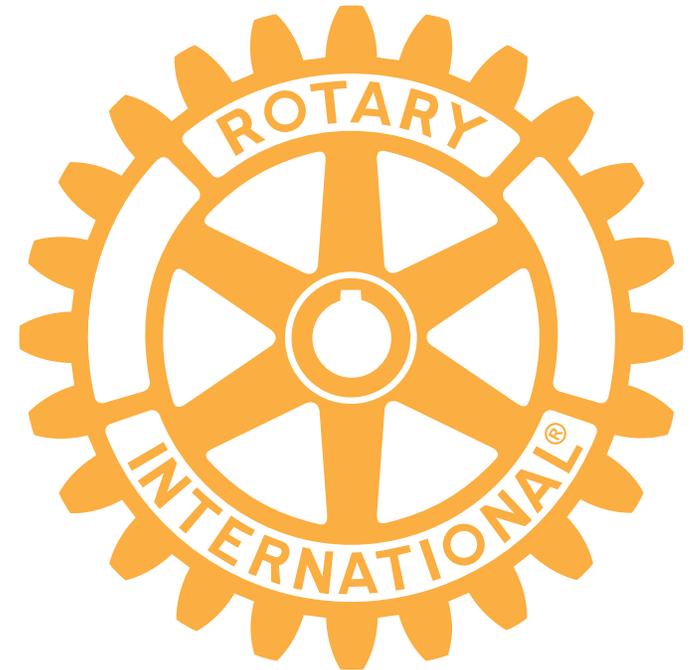
Logos can be found in the Brand Center, rotary.org/brandcenter.

Masterbrand Signature

Rotary

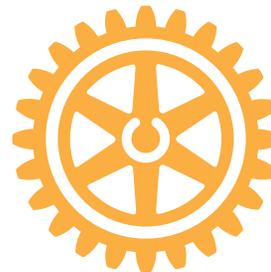


Mark of Excellence



Masterbrand Signature Simplified

Rotary



Logos Masterbrand Signature

The Masterbrand Signature is our official logo and combines the wheel with the word "Rotary" (Rotary's wordmark) to the left for visibility and recognition.

Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Masterbrand Signature and the Masterbrand Signature Simplified (on page 13) can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, rotary.org/brandcenter.

For more details regarding our color palette, see pages 28-29.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

Masterbrand Signature

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



One Color

100% black



100% Rotary Azure



100% white (for dark backgrounds)



The Masterbrand Signature is our official logo and combines the wheel with the word "Rotary" (Rotary's wordmark) to the left for visibility and recognition.

Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Masterbrand Signature and the Masterbrand Signature Simplified (on page 12) can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, rotary.org/brandcenter.

For more details regarding our color palette, see pages 28-29.



Clear space is the space surrounding the Masterbrand Signature Simplified that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

Masterbrand Signature Simplified

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



One Color

100% black



100% Rotary Azure



100% white (for dark backgrounds)



The Rotary wheel is the Mark of Excellence. When you use the Mark of Excellence, we encourage you to use the Masterbrand Signature near it for clarity and recognition.

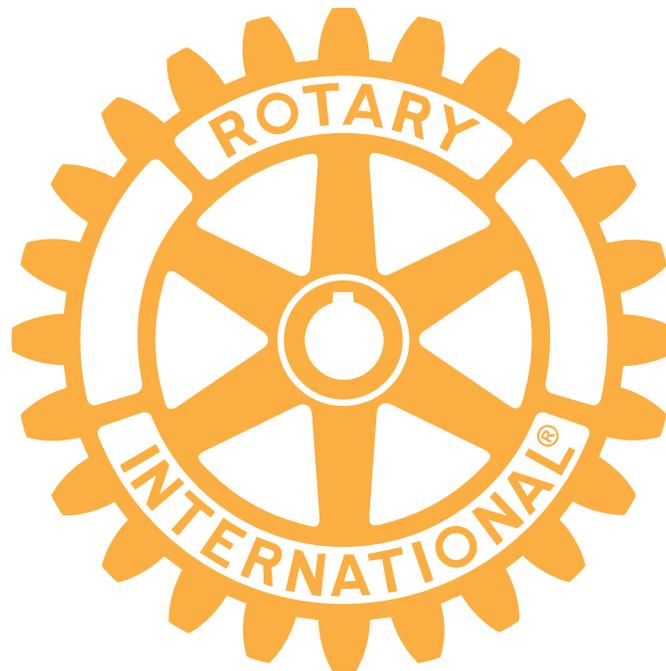
There is no maximum height for the Mark of Excellence, the minimum size should be approximately 3x height of the wheel in the nearby Masterbrand Signature (see layout and sizing examples below).

There is no simplified version of the Mark of Excellence — the words “Rotary International” must always appear in the wheel. The logo cannot appear in other colors than shown on this page.

Logos can be found on the Brand Center, rotary.org/brandcenter.

For more details regarding our color palette, see pages 28-29.

Mark of Excellence (the Rotary wheel)



Layout Examples

Single-page communications

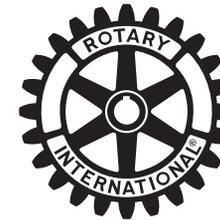


Multipage or Tri-fold (back/front)

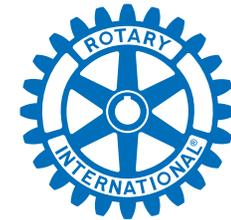


One Color

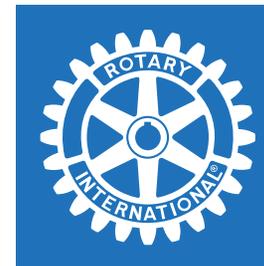
100% black



100% Rotary Azure



100% white (for dark backgrounds)



Size

Size relationship of Masterbrand Signature and Mark of Excellence



Logos

Signature System for Zones and Districts

We have created special signature system that allow you to identify your district or zone on all your communications materials.

District and zone signatures comprise the Masterbrand Signature plus the district or zone number. This signature system should be used instead of the Masterbrand Signature on district- or zone-level communications.

The district or zone number should appear under the Rotary wordmark and should right-align with the “y” in “Rotary” (see the examples). The positioning and the size relationship between the wordmark and the wheel can’t be altered.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your 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 district or zone logo in the Brand Center, rotary.org/brandcenter.

Signature System — Zones and Districts

Masterbrand Signature



Masterbrand Signature Simplified



Logos

Signature System for Clubs

We have created special signature systems that allow you to identify your club on all your communications materials.

The Rotary club signature comprises the Masterbrand Signature plus the club name. This signature system should be used instead of the Masterbrand Signature on club-level communications.

Use the name on your charter or the name your club is known by in your community in your club logo. Because the word “Rotary” is already in the logo, you don’t need to repeat it. For example, the Rotary Club of Evanston, Illinois, USA, would add only “Club of Evanston” below the Masterbrand Signature.

The club name always appears on the same side as the wordmark, it should right-align with the “y” in Rotary. The positioning and the size relationship between the wordmark and the wheel can’t be altered.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your 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 district or zone logo in the Brand Center, rotary.org/brandcenter.

Signature System — Clubs

Club logo — BELOW



Club logo — ABOVE



Club logo — ABOVE and BELOW



Club logo — EXAMPLE



Logos

Lockups for Partners

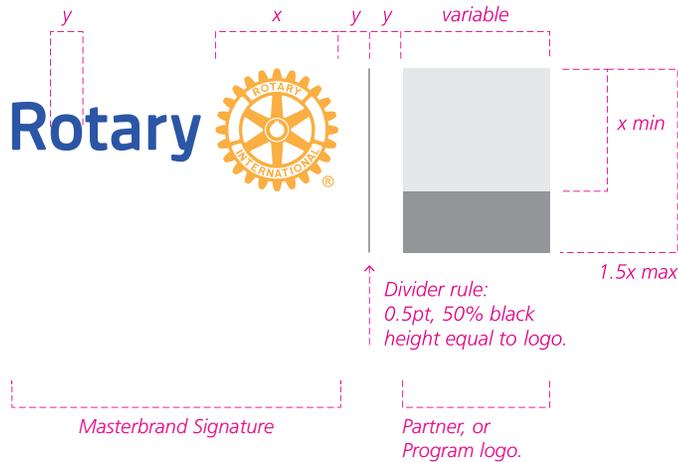
Partners are external organizations that collaborate with Rotary to develop, support, and implement programs and service projects.

To create a partnership lockup (Rotary's Masterbrand Signature plus the partner's logo), follow the guidelines illustrated on this page. Only one partner can be featured in a lockup.

Partner logos must be at least equal in height to the Masterbrand Signature but no more than 1.5 times the height of the Masterbrand Signature. The width of partner logos may vary, but they should not visually overpower the Masterbrand Signature.

PARTNERS

Construction



Examples: Strategic, Project, or Service Partners



Logos

Lockups for Rotarian Action Groups and Rotary Fellowships

To create a Rotarian Action Group or Rotary Fellowship lockup (Rotary's Masterbrand signature plus the Rotarian Action Group or Rotary Fellowships logo), follow the guidelines illustrated on this page.

We recommend using words in your lockup to show your affiliation with Rotary (see Disaster Network of Assistance Rotarian Action Group). However, you can use your action group or fellowship logo in your lockup (see the Rotarian Executive Managers Fellowship logo).

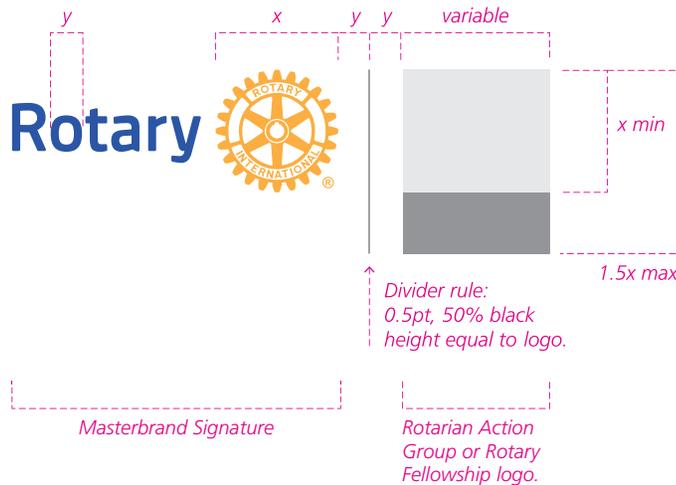
Your action group or fellowship logo should always appear to the right of Rotary's Masterbrand Signature. It must be at least equal in height to the Masterbrand Signature but no more than 1.5 times the height of the Masterbrand Signature. The width of action group or fellowship logos may vary, but they should not visually overpower the Masterbrand Signature.

Remember, you can't create a Rotarian Action Group or Rotary Fellowship logo of your own that contains or resembles the Rotary Masterbrand Signature or Mark of Excellence (wheel).

Find templates for creating your own action group or fellowship lockup on the Brand Center, rotary.org/brandcenter.

ROTARY FELLOWSHIPS AND ROTARIAN ACTION GROUPS

Construction



Examples: Rotarian Action Groups



Examples: Rotary Fellowships



Logos

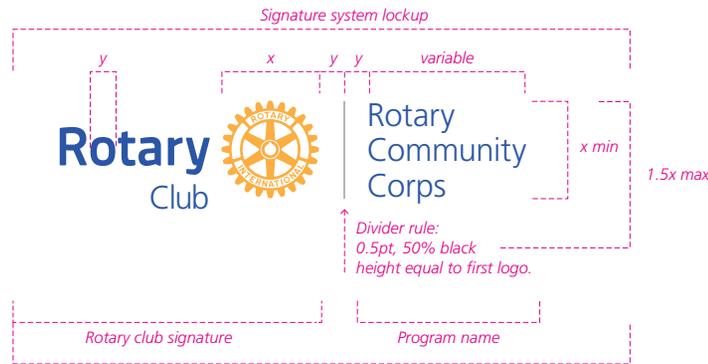
Lockups for Rotary Community Corps

Lockups are used to show a relationship between Rotary and Rotary Community Corps. RCC is a club-sponsored organization. The lockup comprises the club signature and the sponsored organization text.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your 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 own lockup on the Brand Center, rotary.org/brandcenter.

Rotary Community Corps — Signature system lockups



Acceptable alternate examples



Logos

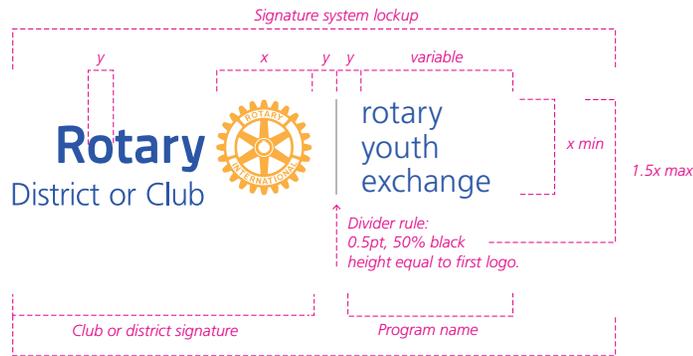
Lockups for Rotary Youth Exchange

Lockups are used to show a relationship between Rotary and Rotary Youth Exchange, which is a program sponsored by clubs and districts. The lockup comprises the club or district signature and the program name (see example).

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your 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 own lockup on the Brand Center, rotary.org/brandcenter.

Rotary Youth Exchange — Signature system lockups



Examples



Logos

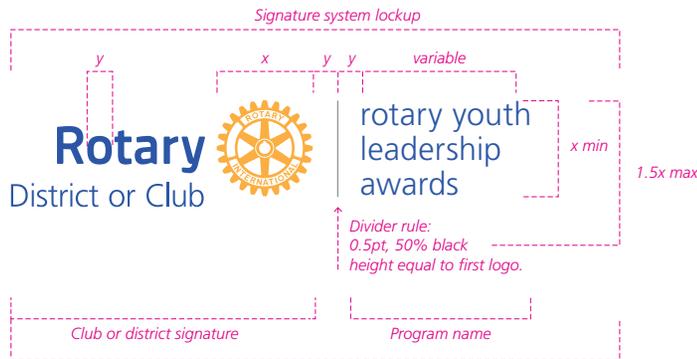
Lockups for Rotary Youth Leadership Awards (RYLA)

Lockups are used to show a relationship between Rotary and Rotary Youth Leadership Awards, which is a program sponsored by clubs and districts. The lockup comprises the club or district signature and the program name (see example).

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your 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 own lockup on the Brand Center, rotary.org/brandcenter.

Rotary Youth Leadership Awards — Signature system lockups



Examples

<p>Rotary District 6860</p> <p><i>Rotary district signature</i></p>	<p>rotary youth leadership awards</p> <p><i>Frutiger font</i></p>	<p>Rotary District 6860</p> <p><i>Rotary district signature</i></p>	<p>rotary youth leadership awards</p> <p><i>Sentinel font</i></p>
<p>Rotary District 6860</p> <p><i>Rotary district signature</i></p>	<p>rotary youth leadership awards</p> <p><i>Arial Narrow font</i></p>	<p>Rotary District 6860</p> <p><i>Rotary district signature</i></p>	<p>rotary youth leadership awards</p> <p><i>Georgia font</i></p>
<p>Rotary District 6860</p> <p><i>Simplified Rotary district signature</i></p>	<p>RYLA</p> <p><i>Frutiger font</i></p>	<p>Rotary District 6860</p> <p><i>Simplified Rotary district signature</i></p>	<p>RYLA</p> <p><i>Sentinel font</i></p>

Logos

Rotaract

Masterbrand

Signature

The Rotaract Masterbrand Signature is our official logo and combines the wheel with the word "Rotaract" (Rotaract's wordmark) to the left for visibility and recognition.

Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotaract" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Rotaract Masterbrand Signature and the Rotaract Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, rotary.org/brandcenter.

Rotaract Masterbrand Signature



Rotaract Masterbrand Signature Simplified



One Color

100% black



100% Cranberry



100% white (for dark backgrounds)



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotaract wordmark.

Logos

Signature System for Rotaract Clubs

The signature system allows you to identify the club or university associated with your Rotaract club in all of your communications.

The Rotaract signature should include a club or university name.

The positioning and the size relationship between the Rotaract wordmark and the wheel are can't be altered. The club or university name should right-align with the "t" in "Rotaract."

You can use either the Rotaract Masterbrand Signature or the Rotaract Masterbrand Signature Simplified when you create your Rotaract club 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 Rotaract club logo in the Brand Center, rotary.org/brandcenter.

Signature System — Rotaract Clubs

Club logo — BELOW



Club logo — ABOVE



Club logo — ABOVE and BELOW



Club logo — EXAMPLES



Logos

Interact

Masterbrand

Signature

The Interact Masterbrand Signature is our official logo and combines the wheel with the word "Interact" (Interact's wordmark) to the left for visibility and recognition.

Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Interact" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Interact Masterbrand Signature and the Interact Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos can be found on the Brand Center, rotary.org/brandcenter.

Interact Masterbrand Signature



Interact Masterbrand Signature Simplified



One Color

100% black



100% Cranberry



100% white (for dark backgrounds)



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "I" in the Interact wordmark.

Logos

Signature System for Interact Clubs

The signature system allows you to identify the club or school associated with your Interact club in all of your communications.

The Interact signature should include a club or school name.

The positioning and size relationship between the Interact wordmark and the wheel can't be altered. The club or school name should right-align with the "t" in "Interact."

You can use either the Interact Masterbrand Signature or the Interact Masterbrand Signature Simplified when you create your Interact club 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 Interact club logo in the Brand Center, rotary.org/brandcenter.

Signature System — Interact Clubs

Club logo — BELOW



Club logo — ABOVE



Club logo — ABOVE and BELOW



Club logo — EXAMPLES



INCORRECT USAGE — Masterbrand Signature



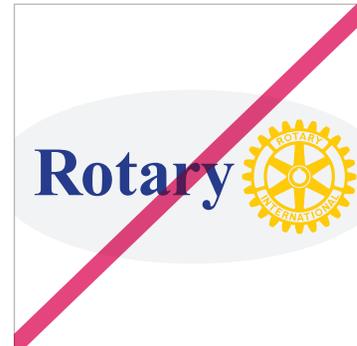
Use the Masterbrand Signature on a background that has sufficient contrast.



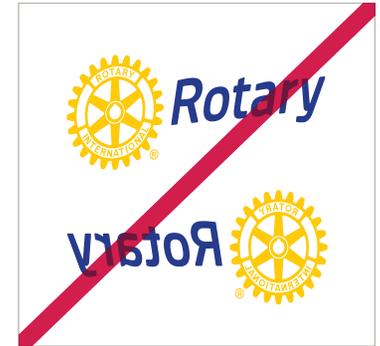
Use a color version of the Masterbrand Signature when printing in full color.



Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.



Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.



Keep all elements undistorted and in the right order.

CORRECT USAGE — Masterbrand Signature



Use the Masterbrand Signature on a background that has sufficient contrast.



Use a color version of the Masterbrand Signature when printing in full color.



Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.



Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.

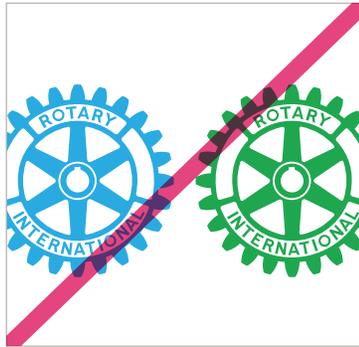


Keep all elements undistorted and in the right order.

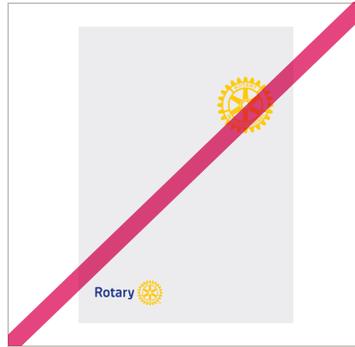
INCORRECT USEAGE — Mark of Excellence



Keep the Mark of Excellence whole — never cropped.



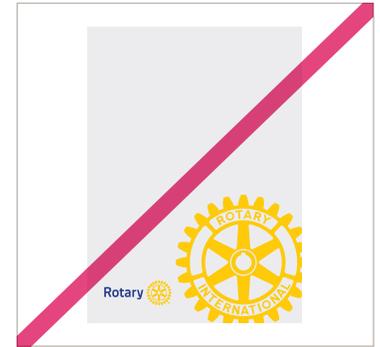
Use Rotary colors specified on page 14 for the Mark of Excellence.



Size the Mark of Excellence correctly when using it with the logo, as shown on page 14.



Make sure the Mark of Excellence is completely legible.



Place the Mark of Excellence away from the logo, as shown on page 14.

CORRECT USEAGE — Mark of Excellence



Keep the Mark of Excellence whole — never cropped.



Use Rotary colors specified on page 14 for the Mark of Excellence.



Size the Mark of Excellence correctly when using it with the logo, as shown on page 14.



Make sure the Mark of Excellence is completely legible.



Place the Mark of Excellence away from the logo, as shown on page 14.

Rotary's official colors are intended to express who we are: smart, compassionate, persevering, and inspiring. Three shades of blue and one of gold are our main colors. To create a consistent look and feel, we encourage you to use these colors more than the other colors in our palette.

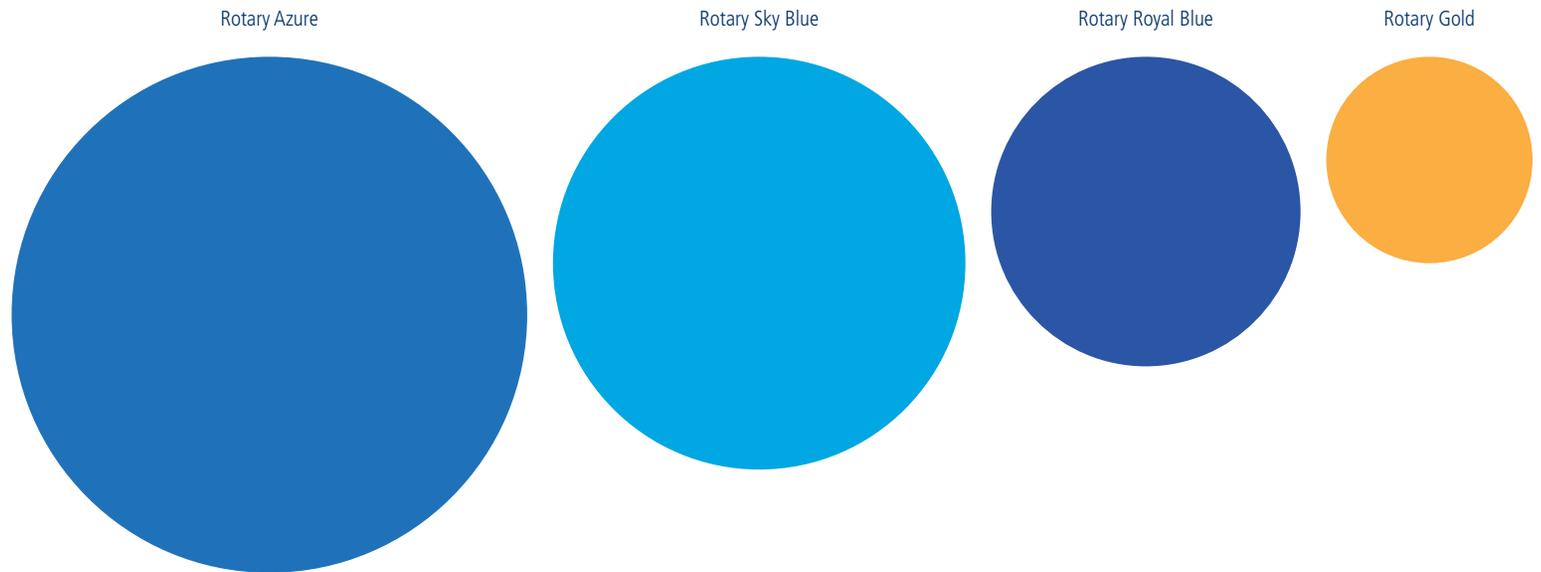
Use Rotary Azure most often, and reserve Rotary Sky Blue and Rotary Royal Blue to complement and highlight. Rotary Gold should be used as the "jewel" on a page.

Use secondary colors sparingly to create emphasis or to differentiate within a series.

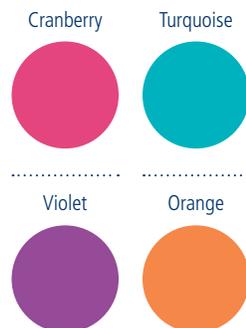
Pastels and neutrals provide the flexibility that may be needed when you're working with backgrounds, layouts, and hierarchy of information, without being overbearing.

All of the colors have been chosen carefully to complement one another in most situations. They should be used in their pure forms, never altered.

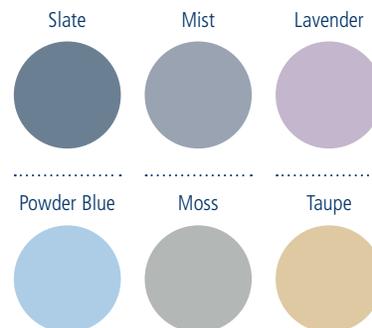
Rotary Leadership Colors



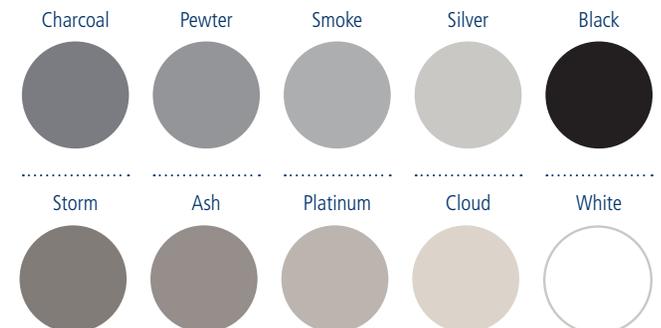
Secondary Colors



Pastels



Neutrals



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.

Rotary Leadership Colors



Azure
 PMS 2175C
 C99 M47 Y0 K0
 PMS 2175U
 C99 M53 Y0 K0
 Hex #0050a2
 R0 G93 B170



Sky Blue
 PMS 2202C
 C96 M0 Y6 K0
 PMS 2202U
 C94 M0 Y6 K0
 Hex #019fcb
 R1 G180 B231



Royal Blue
 PMS 286C
 C100 M80 Y9 K2
 PMS 286U
 C100 M92 Y9 K2
 Hex #0c3c7c
 R23 G69 B143



Gold
 PMS 130C
 C0 M41 Y100 K0
 PMS 129U
 C0 M35 Y100 K0
 Hex #f7a81b
 R247 G168 B27

Secondary Colors



Cranberry
 PMS 214C
 C0 M100 Y22 K0
 Rubine RedU
 C0 M100 Y22 K0
 Hex #c10042
 R217 G27 B92



Turquoise
 PMS 7466C
 C90 M0 Y38 K0
 PMS 7466U
 C88 M0 Y27 K0
 Hex #018d8d
 R0 G153 B153



Violet
 PMS 2070C
 C57 M91 Y0 K0
 PMS 2070U
 C54 M99 Y0 K0
 Hex #872175
 R135 G33 B117

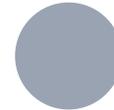


Orange
 PMS 2018C
 C0 M68 Y95 K0
 PMS 2018U
 C0 M58 Y95 K0
 Hex #ff7600
 R255 G118 B0

Pastels



Slate
 PMS 2165C
 C68 M43 Y30 K9
 PMS 2166U
 C68 M46 Y30 K13
 Hex #687d90
 R104 G125 B144



Mist
 PMS 2162C
 C40 M23 Y18 K1
 PMS 2162U
 C42 M26 Y18 K4
 Hex #9ea6b4
 R158 G166 B180



Lavender
 PMS 665C
 C17 M20 Y0 K8
 PMS 665U
 C17 M20 Y0 K8
 Hex #c6bcd0
 R198 G188 B208



Powder Blue
 PMS 290C
 C25 M4 Y5 K0
 PMS 545U
 C28 M4 Y0 K0
 Hex #c9dee9
 R201 G222 B233



Moss
 PMS 7537C
 C36 M23 Y34 K0
 PMS 7537U
 C36 M23 Y30 K0
 Hex #a7aca2
 R167 G172 B162



Taupe
 PMS 7501C
 C13 M16 Y35 K0
 PMS 7501U
 C13 M16 Y35 K0
 Hex #d9c89e
 R217 G200 B158

Neutrals



Charcoal
 Cool Gray 11C
 C48 M22 Y24 K66
 Cool Gray 11U
 C15 M0 Y0 K60
 Hex #58585a
 R88 G88 B90



Pewter
 Cool Gray 8C
 C23 M11 Y13 K41
 Cool Gray 8U
 C10 M0 Y0 K50
 Hex #919295
 R145 G146 B149



Smoke
 Cool Gray 5C
 C0 M0 Y0 K33
 Cool Gray 5U
 C0 M0 Y0 K33
 Hex #bcddc0
 R188 G189 B192



Silver
 Cool Gray 2C
 C14 M10 Y13 K0
 Cool Gray 2U
 C14 M10 Y16 K0
 Hex #e7e7e8
 R231 G231 B232



Storm
 Warm Gray 10C
 C51 M46 Y55 K19
 Warm Gray 10U
 C51 M46 Y45 K19
 Hex #675d58
 R103 G93 B88



Ash
 Warm Gray 7C
 C41 M34 Y44 K4
 Warm Gray 7U
 C41 M38 Y37 K8
 Hex #958d85
 R149 G141 B133



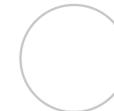
Platinum
 Warm Gray 3C
 C25 M22 Y32 K0
 Warm Gray 3U
 C25 M22 Y28 K2
 Hex #c5c1bb
 R197 G193 B187



Cloud
 Warm Gray 1C
 C15 M12 Y17 K0
 Warm Gray 1U
 C15 M12 Y17 K0
 Hex #e6e5d8
 R230 G229 B216



Black
 C0 M0 Y0 K100
 Hex #000000
 R0 G0 B0



White
 C0 M0 Y0 K0
 Hex #ffffff
 R255 G255 B255

Typography

Licensed and Free Fonts

Using Rotary's typography, or fonts, helps keep our communication cohesive and distinctive. Build recognition for your club and Rotary by using the fonts listed here.

Licensed Option — fonts for purchase

Primary*, use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, infographics, lockups, identifiers, or dense body copy.

FRUTIGER LT STD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Secondary*, use for body text, secondary headlines, captions, callouts, or identifiers.

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

Free Option — when Frutiger and Sentinel fonts are not available or are cost prohibitive

Primary, for digital applications

OPEN SANS CONDENSED

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Regular
Italic
Bold

Primary, for Microsoft Office applications or when Open Sans Condensed is not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.

ARIAL NARROW

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Italic
Bold
Bold Italic

Secondary, for digital applications and Microsoft Office applications, or when Sentinel is not available. Font should be used similarly to Sentinel for body text, secondary headlines, etc.

Georgia

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

*For information on purchasing the licensed fonts, contact graphics@rotary.org.

Imagery

Style Overview and Subject Matter

Compelling images are vital to our organization. They offer a universal way to connect with others. Our photos focus on relationships and community impact, and they should always tell a genuine story. Whenever possible, use images that show multiple Rotarians and reflect our diversity.

Always get signed, written permission from anyone pictured in photos or videos used for Rotary purposes. Written consent should include the name of the subject and a statement that says they agree to being recorded and that the person recording them may use the recording. Get written permission from parents or guardians of any children pictured in the photos. If the photograph or video is taken by someone else, have that person license use to your club and make sure the subjects grant permission for you to use their images or voices.

Rotary Participants United and Exchanging Ideas

Single Rotarian



Small groups



Large groups



Rotary Participants Taking Action in the Community

Single Rotarian



Small groups



Large groups



With beneficiaries



Without Rotarians



Metaphorical/Conceptual



Imagery

People of Action

Style

Our photography focuses on Rotary participants actively engaged in our work, our relationships, and our community. They should always tell a genuine story of impact. Images should be powerful and inspiring and motivate the public by showing what makes Rotary special. We recommend using photos that are in a documentary style (with subjects who aren't posed) to accomplish this goal.

Be sure to get signed, written permission from anyone in the photos or videos used for Rotary purposes. For more information or if you have questions, contact privacy@rotary.org.

People of Action



Message About the Rotary Brand and Rotary International Trademarks

In 2013, Rotary International introduced new signature systems, color palettes, and other changes to our visual identity. We also developed best practices for how the new Rotary brand could be used for merchandise. Specifically, the pre-2013 version of the wheel may not appear on any items except member pins.

ROTARY, ROTARY CLUB, ROTARIAN, MARK OF EXCELLENCE, MASTERBRAND SIGNATURE, INTERACT, ROTARACT, and other Rotary Marks are trademarks owned by Rotary International. You will see the registered trademark symbol ® used on licensed merchandise and with many of the Rotary Marks.

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

Clubs and Their Members

Only Rotary International Licensees are permitted to produce and sell merchandise bearing the Rotary Marks. A list of current Licensed Vendors is available at my.rotary.org/en/member-center/licensed-vendors.

Vendors that produce and/or sell Rotary-branded merchandise without a license or permission from Rotary International infringe on Rotary's trademark rights and may harm the Rotary brand. By buying from a licensed vendor, a portion of the sales goes back to Rotary and you are helping to protect the Rotary brand around the world.

If your club, district, Rotary Fellowship, or Rotarian Action Group is interested in selling Rotary-branded merchandise in conjunction with a fundraising event, please contact rilicensingservices@rotary.org to discuss an event-specific license or visit the Rotary Licensing webpage at myrotary.org/en/manage/products-services/licensing.

If the Rotary-branded merchandise you require is not available from a Rotary International Licensee, please submit a request to use an unlicensed company to rilicensingservices@rotary.org. Upon approval of a brand compliant product design, Rotary International may grant one-time permission to the unlicensed vendor to use Rotary Marks on the product.

Rotary International Licensees

These guidelines serve to help Rotary International Licensees best use the Rotary brand, and examples of Rotary branded items are provided. As a reminder, all new licensed items with Rotary Marks must be approved by RI Licensing Services prior to manufacture or sale. We expect Rotary International Licensees to adhere to these guidelines.

Fonts and Licenses

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 or permissions. We offer free font options, please refer to page 30 for more information.

Make sure you have the proper licenses or permissions before reproducing photographs, text, or other copyrighted art or materials on any merchandise.

Merchandise

Rotary Member Pin

Rotary pins are immediately recognized by Rotarians everywhere as a proud symbol of membership. There are no changes to pin design or color, so your current member pin and all those available through Rotary's licensed suppliers are acceptable.

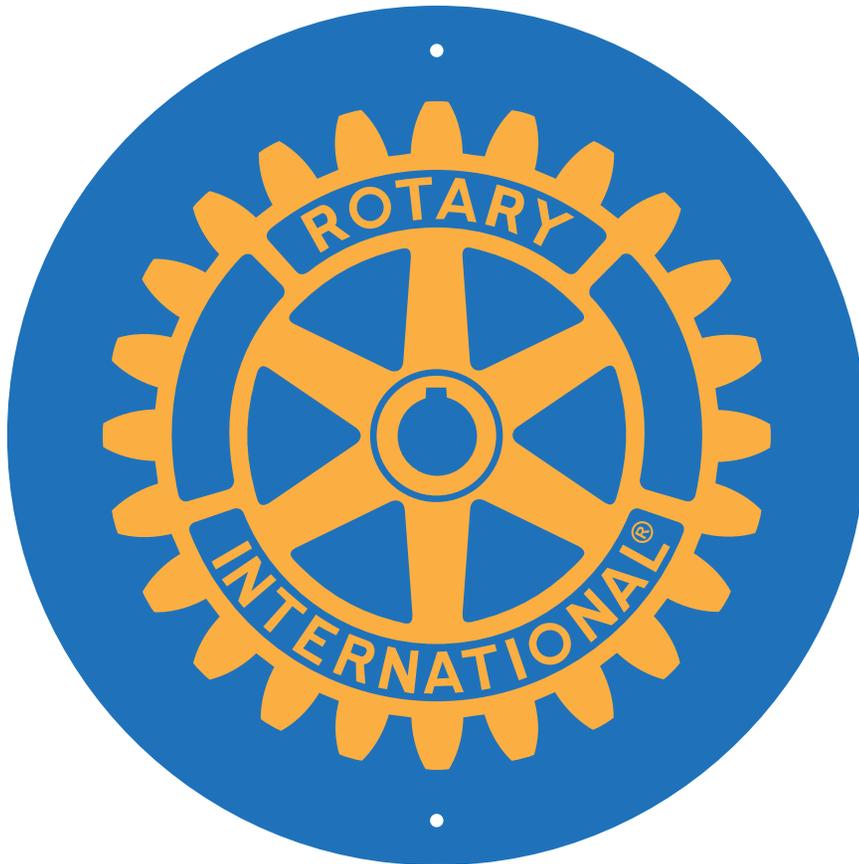
Rotary Member Pin



Merchandise

Outdoor Road Sign and Information Sign

Outdoor Road Sign



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.)

Information Sign

8" x 24" (20 cm. x 61 cm.) (3 lines) or 10" x 24" (25 cm. x 61 cm.) (4 lines)

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
MEETS AT 12:00**

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
CHARTERED
1985**

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
MEETS AT 12:00**

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
CHARTERED
1985**

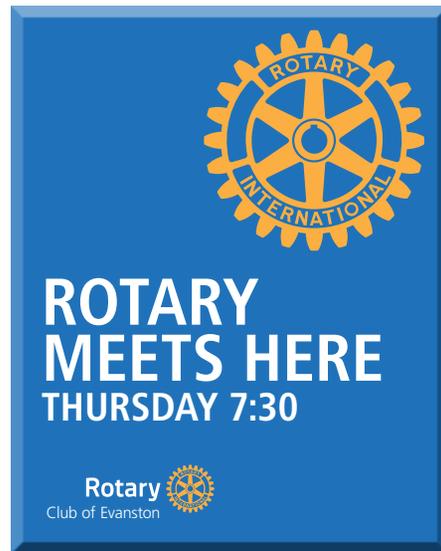
If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.

Merchandise

Aluminum or Acrylic Meeting Sign

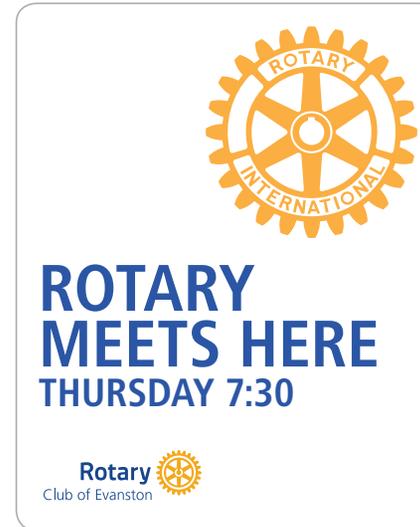
Azure Meeting Sign

12" x 15" (30 cm. x 38 cm.)



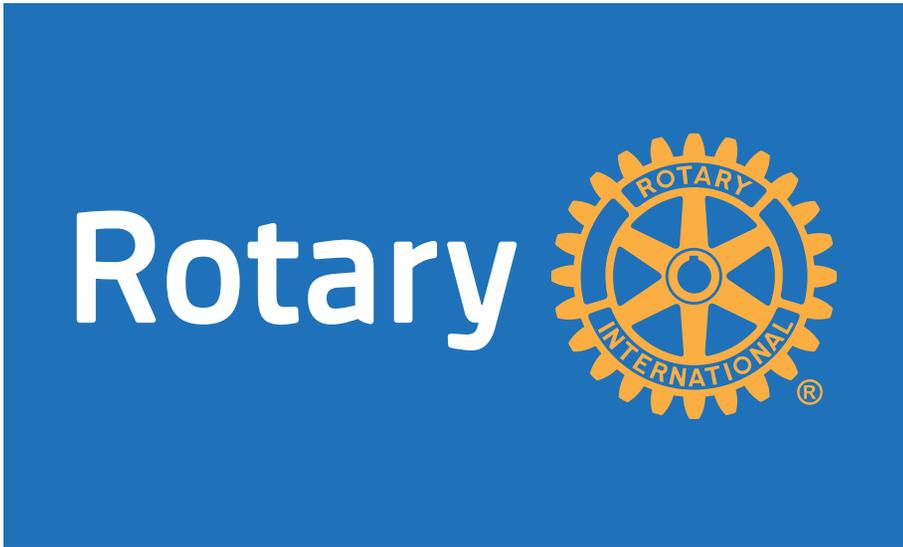
White Meeting Sign

12" x 15" (30 cm. x 38 cm.)

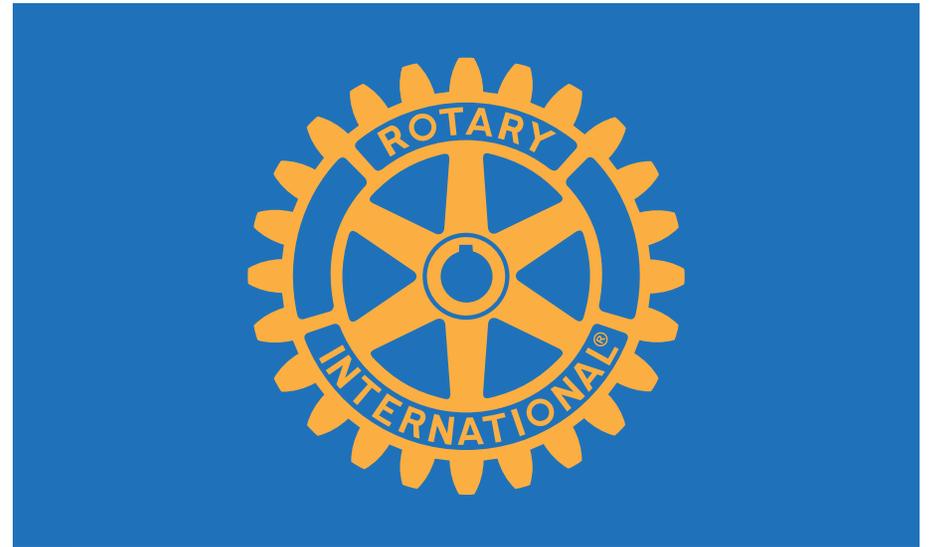


Flag — variable sizes

Option 1



Option 2



Tag should include the Rotary Masterbrand Signature Simplified: **Rotary** 

Azure Name Badge

3" x 5" x 2" (7 cm. x 5 cm.)



NEW
MEMBER

10-YEAR
MEMBER

PERFECT
ATTENDANCE

White Name Badge

3" x 5" x 2" (7 cm. x 5 cm.)



NEW
MEMBER

10-YEAR
MEMBER

PERFECT
ATTENDANCE

Merchandise

Club T-shirt

T-shirt Front

2-Color



See pages 15-16 for club, district, and zone specifications.

T-shirt Back

2-Color



Club Polo Front

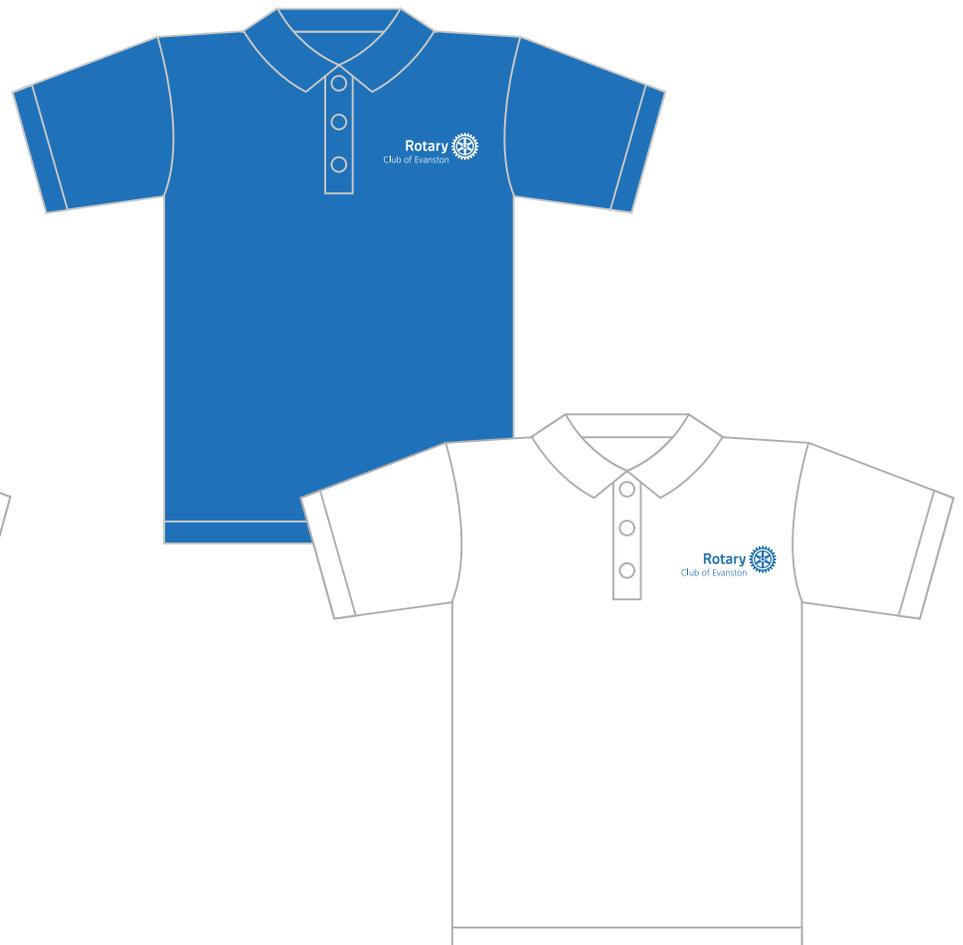
2-Color



See pages 15-16 for club, district, and zone specifications.

Club Polo Front

1-Color



Merchandise

Cap

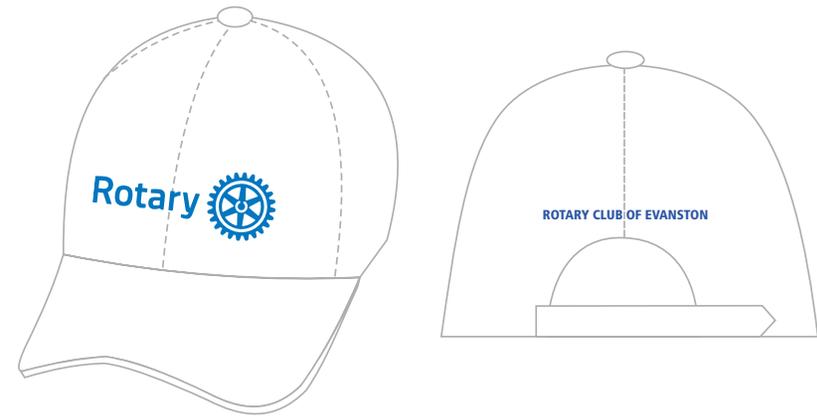
Hat — 2-Color

Design I — White

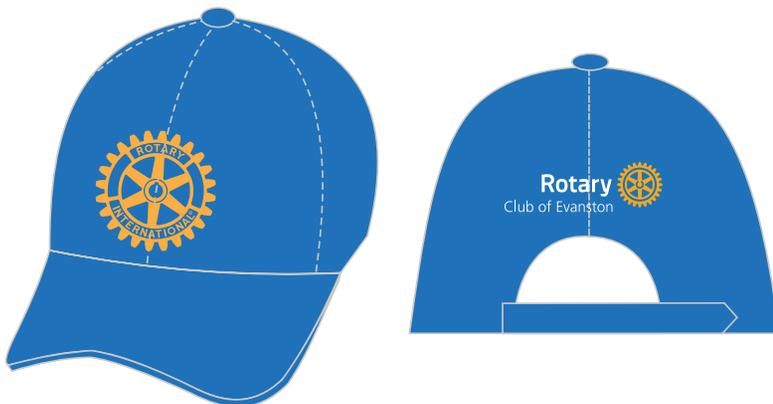


Hat — 1-Color

Design II — White



Design I — Azure



Design II — Azure



See pages 15-16 for club, district, and zone specifications.

Merchandise

Coffee Mug

Mug — 2-Color

Design 1 — Front/Back



Mug — 1-Color

Design 1 — Front/Back



CONTACT INFORMATION

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



Overview

A consistent voice and visual identity are essential components of a strong brand. By using the People of Action messaging and design elements in this guide you help build awareness and understanding of Rotary and its impact in the community. Use the guide when producing print or digital content or merchandise. You can find more information in the Voice and Visual Identity Guidelines available on the Brand Center at rotary.org/brandcenter.

Logos

The Masterbrand Signature is our official logo and combines the wheel with the word “Rotary” (Rotary’s wordmark) to the left for visibility and recognition.

Our logo can’t be altered in any way. The wheel and the wordmark must always appear together. Because the word “Rotary” is a wordmark and not a font, it can’t be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital “R” in the Rotary wordmark.

When using the Mark of Excellence, we encourage you to use the Masterbrand Signature near it for clarity and recognition. The words “Rotary International” must always appear in the wheel.

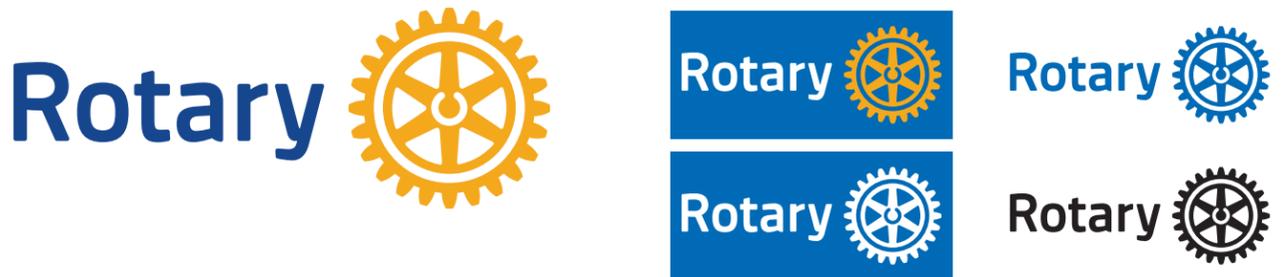


There is no maximum height for the Mark of Excellence, the minimum size should be approximately 3x height of the wheel in the nearby Masterbrand Signature (see layout and sizing examples above).

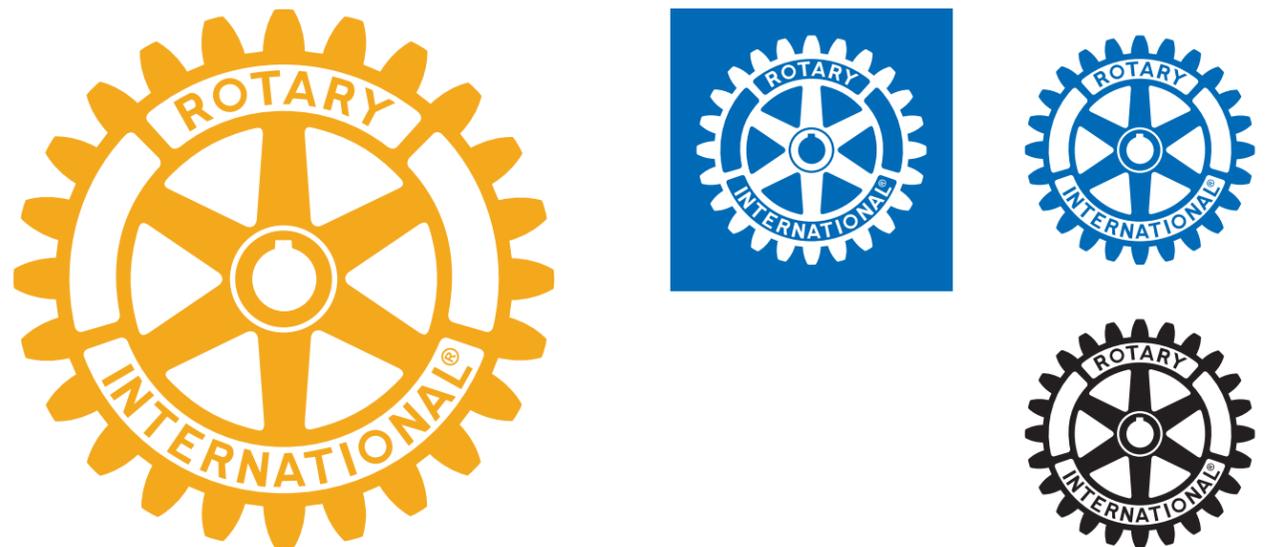
Masterbrand Signature



Masterbrand Signature Simplified



Mark of Excellence



Logos — Signature System

Use the name on your charter or the name your club is known by in your community in your club logo. Because the word “Rotary” is already in the logo, you don’t need to repeat it.

The club name, district, and zone always appear on the same side as the wordmark, it should right-align with the “y” in Rotary. The positioning and the size relationship between the wordmark and the wheel can’t be altered.

Signature System for Clubs, Districts, and Zones



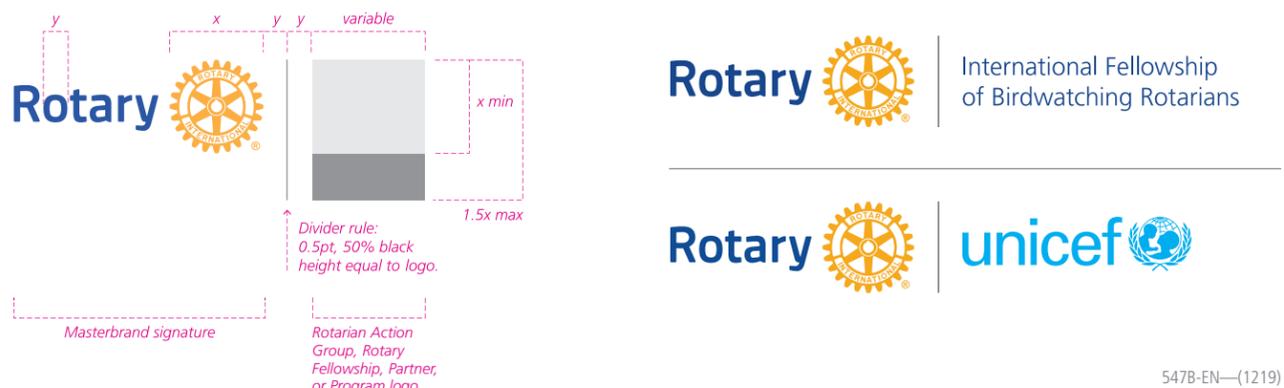
Logo Lockups

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 here. Only one partner may be displayed within the lockup.

The same layout applies for Rotary Fellowships and Rotarian Action Groups.

Lockups for Rotary Fellowships, Rotarian Action Groups, Partners, and Programs



Colors

Rotary's official colors are intended to express who we are: smart, compassionate, persevering, and inspiring leaders. Three shades of blue and one of gold are our main colors. To create a unified look and feel, use these colors more often than the other colors in our palette. Use secondary colors sparingly for emphasis or differentiation within a series.

Our colors should not be screened or adjusted. Apply the appropriate formulations listed for each color.

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

Primary Color Palette — Rotary Leadership Colors

<p>Royal Blue PMS 286C C100 M80 Y9 K2 Hex #003366 R23 G69 B143</p>	<p>Azure PMS 2175C C99 M47 Y0 K0 Hex #0070C0 R0 G93 B170</p>	<p>Sky Blue PMS 2202C C96 M0 Y6 K0 Hex #00AEEF R1 G180 B231</p>	<p>Gold PMS 130C C0 M41 Y100 K0 Hex #FFC000 R247 G168 B27</p>
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Secondary Color Palettes

<p>Turquoise PMS 7466C C90 M0 Y38 K0 Hex #00B0C0 R0 G153 B153</p>	<p>Cranberry PMS 214C C0 M100 Y22 K0 Hex #C00040 R217 G27 B92</p>	<p>Slate PMS 2165C C68 M43 Y30 K9 Hex #666666 R104 G125 B144</p>	<p>Mist PMS 2162C C40 M23 Y18 K1 Hex #999999 R158 G166 B180</p>	<p>Storm Warm Gray 10C C51 M46 Y55 K19 Hex #444444 R103 G93 B88</p>	<p>Ash Warm Gray 7C C41 M34 Y44 K4 Hex #888888 R149 G141 B133</p>	<p>Charcoal Cool Gray 11C C48 M22 Y24 K66 Hex #333333 R88 G88 B90</p>	<p>Pewter Cool Gray 8C C23 M11 Y13 K41 Hex #222222 R145 G146 B149</p>
<p>Orange PMS 2018C C0 M68 Y95 K0 Hex #FF8C00 R255 G118 B0</p>	<p>Violet PMS 2070C C57 M91 Y0 K0 Hex #800080 R135 G33 B117</p>	<p>Lavender PMS 665C C17 M20 Y0 K8 Hex #CCCCFF R198 G188 B208</p>	<p>Powder Blue PMS 290C C25 M4 Y5 K0 Hex #ADD8E6 R201 G222 B233</p>	<p>Platinum Warm Gray 3C C25 M22 Y32 K0 Hex #E0E0E0 R197 G193 B187</p>	<p>Cloud Warm Gray 1C C15 M12 Y17 K0 Hex #D3D3D3 R230 G229 B216</p>	<p>Smoke Cool Gray 5C C0 M0 Y0 K33 Hex #A9A9A9 R188 G189 B192</p>	<p>Silver Cool Gray 2C C14 M10 Y13 K0 Hex #808080 R231 G231 B232</p>
<p>Moss PMS 7537C C36 M23 Y34 K0 Hex #8FBC8F R167 G172 B162</p>	<p>Taupe PMS 7501C C13 M16 Y35 K0 Hex #D2B48C R217 G200 B158</p>	<p>White C0 M0 Y0 K0 Hex #FFFFFF R255 G255 B255</p>	<p>Black C0 M0 Y0 K100 Hex #000000 R0 G0 B0</p>				

Typography

To use typography correctly in Rotary-branded materials, whether in print or online, refer to both our licensed and free options.

Primary — Use ALL CAPS condensed style for headlines and main navigation. Use other styles (varied using both upper- and lowercase) for secondary headlines and secondary navigation.

Secondary — Use regular style for body text or other identifiers.

Use the free option when licensed options are not available or are cost-prohibitive.

Licensed options

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

- Secondary
- Sentinel**
 - Light
 - Light Italic
 - Book
 - Book Italic
 - Medium
 - Medium Italic
 - Semibold
 - Semibold Italic
 - Bold
 - Bold Italic
 - Black
 - Black Italic

Free options

- Primary
- OPEN SANS CONDENSED**
 - Condensed Light
 - Condensed Light Italic
 - Condensed Bold
- OPEN SANS
- Light
 - Regular
 - Italic
 - Bold
- ARIAL NARROW**
- Regular
 - Italic
 - Bold
 - Bold Italic
- ARIAL
- Regular
 - Italic
 - Bold
 - Bold Italic

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

Photography

Our photography focuses on relationships and community impact and should always tell a genuine story. They should be powerful images that inspire and motivate the public and show that Rotary is made up of people of action. Photography that uses a documentary style (meaning that the subjects of the image are not posed) usually accomplishes this best.

Be sure to get signed, written permission from anyone in the photos or videos used for Rotary purposes. For more information or questions, contact privacy@rotary.org.

People of Action style





MESSAGING GUIDELINES



JOIN LEADERS | EXCHANGE IDEAS | TAKE ACTION: www.rotary.org

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.

AN UNPRECEDENTED EVALUATION OF OUR IMAGE

Our global research revealed three insights.

Rotarians are responsible leaders — both socially and ethically

Connecting has and always will be the driving force behind Rotary

It's not just about global impact — we impact communities on a global scale

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.



Define leadership by mindset and approach, not labels or titles



Highlight connections and communities, not the individual



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.

OUR VALUES

**Fellowship and
Global Understanding**



**We build lifelong
relationships**

Ethics and Integrity



**We honor our
commitments**

Diversity



**We connect diverse
perspectives**

**Vocational Expertise,
Service, and Leadership**



**We apply our leadership
and expertise to solve
social issues**

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.

OUR VOICE IS...

Smart

THIS MEANS...

We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.

OUR COMMUNICATIONS ARE...

Knowledgeable
Perceptive
Confident

Compassionate

Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.

Thoughtful
Sincere
Engaging

Persevering

We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction.

Bold
Purposeful
Courageous

Inspiring

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.

Upbeat
Hopeful
Visionary

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

EXAMPLES

BEFORE (without Rotary's voice)

AFTER (in Rotary's voice)

WHY IT'S EFFECTIVE

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.



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.

- 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

Learn more at rotary.org.

Join leaders at a Rotary club near you.

Excerpt from Rotary.org

Rotary's Anniversary

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.



Another year, another chance to make history

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.

- 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

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.

Organizing Principle	JOIN LEADERS		EXCHANGE IDEAS			TAKE ACTION	
Sub-categories	Emerging Leaders	Leaders	Shared Interests	Cultural Exchange	Global Understanding	Local	Global
Definitio	Connect with leaders from all continents, cultures and occupations		Discover and celebrate diverse perspectives			Create positive change in our communities	
Engagement Level	JOIN LEADERS is the entry point. This is where Rotary, Rotaract, and Interact clubs live.		EXCHANGE IDEAS 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.			TAKE ACTION encompasses service-related activities for highly engaged Rotarians, partners, and volunteers at both the local and global levels.	
Key Examples	Rotary Clubs Rotaract Clubs Interact Clubs RYLA		International Convention Youth Exchanges Shared Interest Fellowships Peace Fellowships			Club-level service projects PolioPlus Rotary Action Groups Rotary Community Corp	

Signature System

Organizing Principles

Calls-to-Action

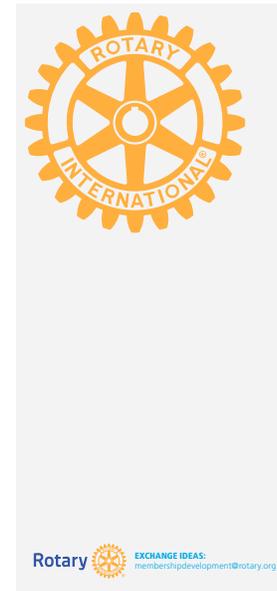
Together, our organizing principles communicate what Rotary does. Individually, they are also calls-to-action. In other words, they communicate that, through Rotary, you can “Join Leaders,” “Exchange Ideas,” and “Take Action.” They are intended to supplement, and not serve as, primary headlines and messages.

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



Examples



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.

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

Telling Your Club's People of Action Story

WHAT WERE WE TRYING TO ACCOMPLISH?

Describe the problem or challenge in your community your club wanted to help solve.

WHO IS OUR AUDIENCE:

Who is your non-Rotarian audience? What do they know about us?

What do they think and feel now? What do we want them to think and feel?

HOW WE TOOK ACTION:

Describe how you used the expertise of your club members or others in the community to tackle the challenge.

What obstacles did your club face as you worked on this project?

What action verb best represents the action you took? (Together we – Connect? Transform? Inspire? Celebrate? End Polio?)

What image will best depict our story? Who is in the photo? What does it look like?

IMPACT/SUPPORT TO THE CLAIM:

What were the outcomes of your project? How many people did the project impact? Other releasing statistics? What changes resulted from the project?

What specific examples do you have of how your touched the life (or lives) of individuals in your community?

WHAT DO WE WANT OUR AUDIENCE TO DO?

Learn more? Attend a meeting? Support our cause? Join?

Describe your photo: What's in it? Does it represent your club and/or the diversity in your community? Is it action oriented? Inspiring? Engaging? Natural, not staged? Aspirational?

TOGETHER, WE

Select a verb: Celebrate, Connect, End Polio, Eradicate, Inspire, Transform

The need:

The impact/proof:

- that's what People of Action do

Body copy

*Add your call to action and club url:
e.g. get involved at [yourRotaryclub.org](#)*

Add your club's logo

ANATOMY OF A PEOPLE OF ACTION STORY

Peggy Halderman, a retired regional director for external affairs at the U.S. National Park Service, was moved by the stories she heard of children in her community of Golden, Colorado, who were going hungry.

Because their major source of food was through free or reduced school lunch programs, the children had little to eat when they weren't in school. Chronic hunger and poor health meant many of these children struggled in school. Halderman, a member of the Rotary Club of Golden, knew she wanted to do something.

With the help of her club, community partners, and other nonprofits, she started a small program that fed 65 children on weekends and over the summer. The program grew to include hundreds of children in Golden and three year-round programs serving more than 485,000 meals.

FROM GOOD WORKS TO GREAT AD

Halderman's club wanted to share its accomplishments as part of Rotary's People of Action campaign. The new campaign seeks to raise the public's understanding of Rotary by showing how we see solutions where others see problems, how we share our vision with others by exchanging ideas, and how we mobilize entire communities to bring those ideas to life.

To translate its good works into an effective public image ad, Halderman's club first set out to describe the problem. Students were coming to school hungry, and they were facing malnutrition when school was not in session. Members then spoke with all the partnering groups, identifying a solution: developing a network to feed the students on weekends and over summer break.

EVIDENCE OF IMPACT

Next, they knew they needed to show how Rotary mobilized others to bring that solution about. So they focused on the partnerships the club had formed that expanded the simple meal program into something much bigger.

Finally, the club produced evidence to clearly demonstrate the impact, collecting data that showed how more than 400 students in 10 schools have received more than 485,000 meals since 2008.

"When we shared the issue of hidden childhood hunger with our community, the community immediately came together to help figure out solutions and provide funding and volunteer time," says Halderman.

HERE IS THE AD THEY PRODUCED:



BRINGING ROTARY'S BRAND STORY TO LIFE

ESSENCE



REINFORCE OUR REASON FOR BEING

Rotary brings together leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

VALUES



REFLECT OUR BELIEFS AND BEHAVIOR

- We build lifelong relationships
 - We honor our commitments
 - We connect diverse perspectives
 - We apply our leadership and expertise to solve social issues
-

VOICE



COMMUNICATE IN OUR VOICE

- Smart
 - Compassionate
 - Persevering
 - Inspiring
-

ROTARY'S BRAND VOICE

OUR VOICE IS...

THIS MEANS...

WE ARE...

BUT NOT...

SMART



We look at problems from different angles and apply our expertise to solve social issues in ways that others cannot. Our communications are insightful.

Knowledgeable
Perceptive
Confident

Obscure
Disconnected
Arrogant

COMPASSIONATE



Tackling tough challenges in communities worldwide requires empathy. Our communications champion real people, with stories and experiences that are relatable and universal.

Thoughtful
Sincere
Engaging

Lofty
Sentimental
Weak

PERSEVERING



We find lasting solutions to systemic problems at home and abroad. Our communications express our commitment when we speak with clarity and conviction.

Bold
Purposeful
Courageous

Reckless
Close-minded
Stubborn

INSPIRING



Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. Our communications convey hope, enthusiasm, and passion.

Upbeat
Hopeful
Visionary

Hyper
Zealous
Impractical

TALKING TO THE PUBLIC: BUILD RECOGNITION

AUDIENCE PROFILE

WHO THEY ARE

- The public, including people who have little or no knowledge of Rotary or whose knowledge is shaped by misconceptions or incorrect information
- The media

WHAT MOTIVATES THEM

- They want to understand what Rotary is, who Rotarians are, and how our approach to community needs is distinctive
- They want to feel a personal connection
- They want to be invited to contribute or participate
- They want to see clear, compelling demonstrations of impact

WHAT HOLDS THEM BACK

- Stretched attention and other demands on their time, money, and engagement in their community
- Lack of information: 35% globally are unaware of any Rotary program, and only 41% are familiar with Rotary's clubs
- Those with limited knowledge may think Rotary is for people not like them — different educational or professional level, older, and male
- View of Rotary as "exclusive"

OUR GOALS

- Help them understand who we are, how we're different, and why it matters
 - Spark their interest and inspire them to learn more about Rotary
 - Convince them that we're worthy of their support, whether in time, money, or attention
-

MESSAGES FOR THE PUBLIC: LEARN ABOUT AND SUPPORT ROTARY

INTRODUCTORY PRIMARY MESSAGES

- 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 MESSAGES

- 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.
-

MESSAGES FOR THE PUBLIC: LEARN ABOUT AND SUPPORT ROTARY

CALLS TO ACTION

- With Rotary, you'll find countless opportunities to create meaningful change in your community and around the world. [Get involved today] at Rotary.org.

OPTIONS TO CUSTOMIZE YOUR CALLS TO ACTION

- Share an idea for your community.
 - Volunteer for a project in your community.
 - Support a cause that you care about.
 - Learn more about how you can join people of action and strengthen your community through Rotary.
-

TALKING TO PROSPECTIVE MEMBERS: AIM TO ATTRACT AUDIENCE PROFILE

WHO THEY ARE

- Business and community leaders of all ages and professions who want to use their expertise, connections, and influence to make a difference locally and globally
- Rotarians' friends, family, and colleagues, who may base their opinions on personal interactions

WHAT MOTIVATES THEM

To join Rotary:

- Rotary's positive impact on their community
- A sense of purpose
- Friendship and fellowship
- Networking opportunities

To support Rotary:

- Our distinctive and effective approach
- Feeling part of something meaningful and having it reflect positively on them
- Seeing clear, compelling improvement and a way to make an impact of their own

WHAT HOLDS THEM BACK

- Lack of understanding about Rotary and our impact
- Belief that Rotarians are not like them (different educational or professional level, older, and male)
- View of Rotary as "exclusive"
- Not knowing any members or how to become involved; not having been invited to join
- Not having received a prompt response when they have demonstrated interest
- Not having time
- Financial constraints

OUR GOALS

- Help them understand who we are, how we're different, and why it matters
- Counter misconceptions
- Explain how and why they should engage
- Inspire and invite them to learn more, contribute, or participate and, ultimately, join

TALKING TO PROSPECTIVE MEMBERS: MESSAGES TO ATTRACT

INTRODUCTORY PRIMARY MESSAGES

- 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 MESSAGES

- 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 AND THE VALUE OF MEMBERSHIP — PRIMARY MESSAGES

- For over a century, Rotary has united leaders of all ages and experiences, cultures, and professions, to strengthen their communities.
- Through regular club programs, projects, and neighborhood activities, our members learn about the issues that face our communities and exchange ideas about how to take action to respond to them.
- Members also connect through club events, outings, and visits to other clubs around the globe, giving them unique opportunities to forge personal and professional connections.

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 provides opportunities to grow personally and professionally — through mentorship, skill building, service projects, travel opportunities, networking, and more.
-

TALKING TO PROSPECTIVE MEMBERS: MESSAGES TO ATTRACT

CALLS TO ACTION [CHOOSE ONE TO CUSTOMIZE YOUR MESSAGE]

- Rotary is where leaders like you come together to move each other, our communities, and the world forward. Connect with other people of action today at Rotary.org.
 - Every Rotarian brings something distinct and valuable to our community, whether it's their perspective, personality, or passion. Share your talents with us at our next club program.
-