

TELL ROTARY'S STORY

VISUAL IDENTITY QUICK GUIDE



OFFICIAL LOGO

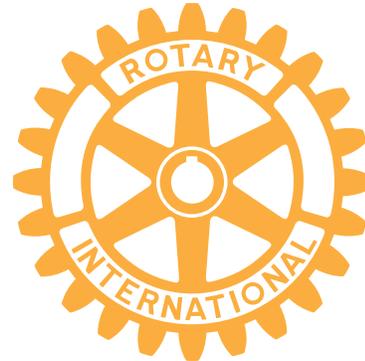
This is our official logo, which should be used whenever possible. The Rotary wheel is our mark of excellence. In addition to being a component of our official logo, it may be scaled up for greater impact and used separately but in close proximity to the logo.

The full-color Rotary logo is our preferred version for digital environments and whenever printing with at least two colors. One-color variations of the Rotary logos 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 colors' legibility or appearance. Use the appropriate color version to maintain the best contrast and legibility: full color for light or white backgrounds and white for dark backgrounds.

Official Logo

Mark of Excellence
(Our Wheel)

Rotary



FULL COLOR

Official (for light or white backgrounds)

Reversed (for dark backgrounds)

Rotary



Rotary Royal Blue

Rotary Gold

White

Rotary Gold

ONE COLOR

100% Black

100% Rotary Azure

100% White (for dark backgrounds)



LOGO DISTORTION

The logo should always remain proportional—condensing, extending, skewing, distorting, manipulating, or modifying the logo in any way is unacceptable.



What logo formats do I use for:

Print	.eps	Spot or CMYK
Embroidery	.eps	Spot or CMYK
Silkscreen	.eps	Spot or CMYK
Word doc	.png or .jpg	RGB
PowerPoint	.png or .jpg	RGB
Web/Email	.png or .jpg	RGB

LOGOS FOR CLUBS, DISTRICTS & ZONES

The Rotary club signature consists of the official Rotary logo plus the club name and should be used instead of the official Rotary logo 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 is fixed and should not be altered.

District and zone signatures consist of the official Rotary logo plus the district or zone number and should replace the official Rotary logo on district and zone communications. When creating, use the same specifications as the club signatures.

Club, District, and Zone text should be styled as follows: Open Sans Light font, at least 12pt, Rotary Royal Blue, right aligned to Rotary wordmark

ROTARY CLUBS

Preferred

Rotary 
Club [of/at] [Location]

Example of long club name

Rotary 
Club of Cota de Caza
Rancho Santa Margarita
del Sol

Acceptable Alternatives

[Location] Club [of/at]
Rotary 

[Location]
Rotary 
Club

DISTRICTS AND ZONES

Rotary 
District 1239

Rotary 
Zone 33

Rotary 
Zones 24 & 32

Rotary 
Zones 21b-27

To access templates to create your club logo or review the full brand guidelines, visit the Rotary International Brand Center: my.rotary.org, click on **Member Center**, then click on **Brand Center**.

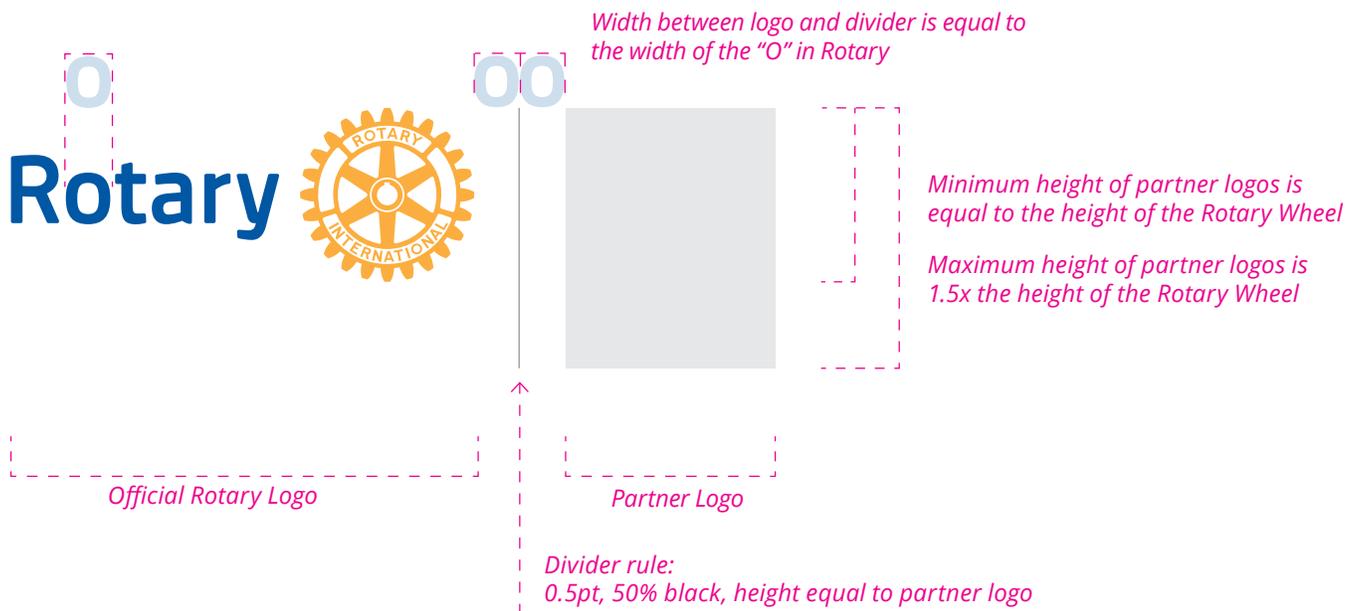
PARTNER LOGO LOCKUPS

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 on this page.

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 official Rotary logo.

PARTNERS

Construction of Partner Logo Lockup



Examples of Partner Logo Lockups



Example of Fellowships

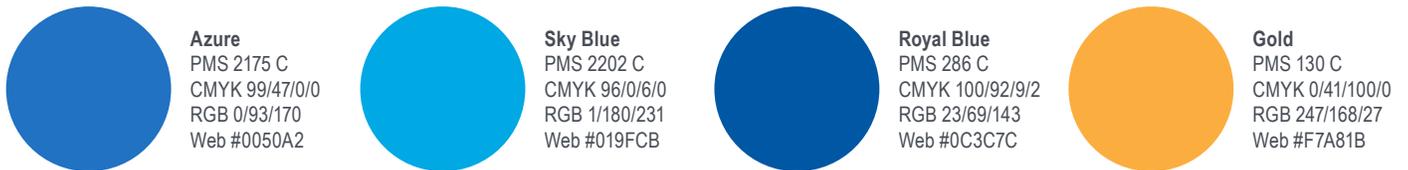


COLOR PALETTE

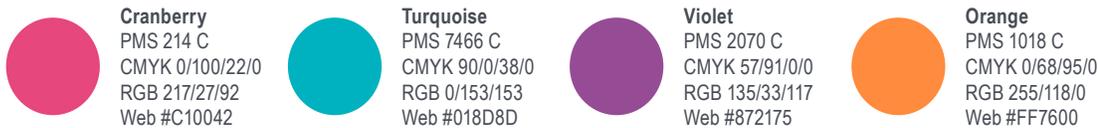
A few shades of **BLUE** and a touch of **GOLD** are our predominant colors. To create a unified look and feel, these leadership colors should be used more often than other colors in our palette. Use Rotary Azure most often, and reserve Rotary Sky Blue and Rotary Royal Blue to complement and highlight.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

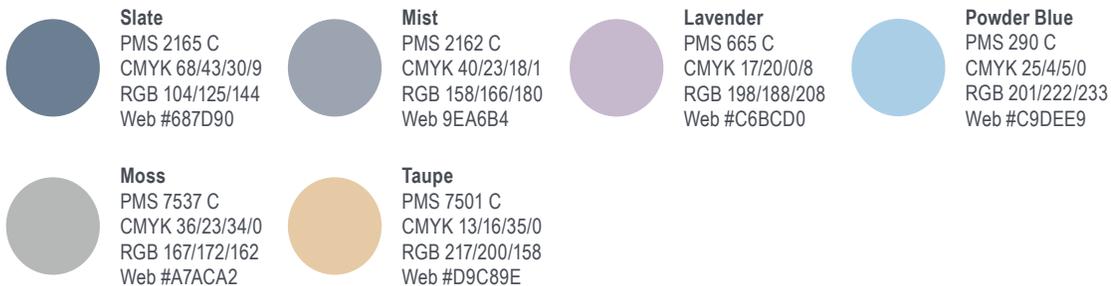
ROTARY LEADERSHIP COLORS



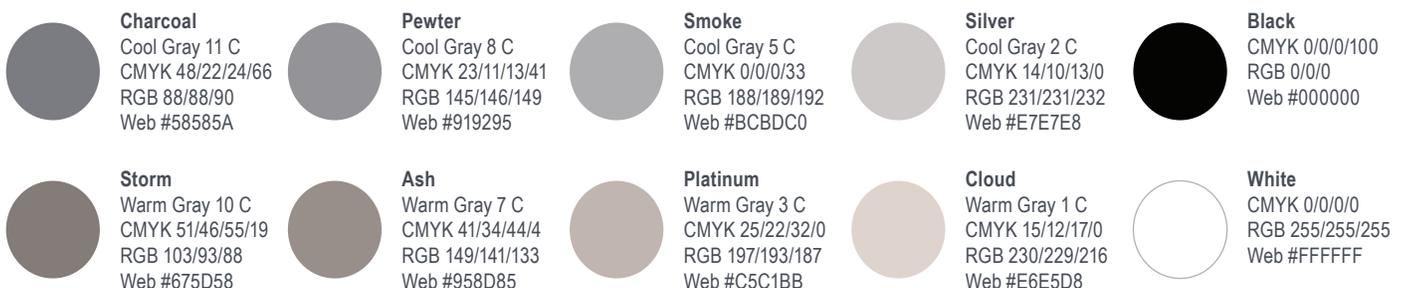
SECONDARY COLORS



PASTELS



NEUTRALS



TYPOGRAPHY

Below is a list of licensed and free font options. With any font choice, 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.

For instructions on installing fonts, visit: adobe.com/products/type/install-instructions.html

LICENSED OPTIONS (fonts for purchase)

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

PRIMARY

FRUTIGER LT STD

SECONDARY

Sentinel

FREE OPTIONS (when Frutiger and Sentinel fonts are not available or cost prohibitive)

PRIMARY (for digital applications)

OPEN SANS CONDENSED
OPEN SANS

PRIMARY (when Open Sans Condensed is not available)

ARIAL NARROW
OPEN REGULAR

SECONDARY

Georgia

IMAGERY, ICONS & INFOGRAPHICS

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. When beneficiaries are depicted, they should appear actively engaged with Rotarians or like active participants in a scene, not incidental observers in the background. Avoid images with large groups of attendees in meetings or seminars. Instead, focus on smaller groups engaging or participating actively in an activity. Group images should focus on just a few members rather than the full group.

If using backgrounds or textures, they should still be within the color palette and not compete with the legibility of the logo or message. When choosing or creating icons and infographics like the graphics below, look for simple, modern, and informative styles. When housing icons in shapes, use circles to reinforce the shape of the Rotary emblem. Use icons and infographics to illustrate facts or aid in navigation, but do not apply them as logos.

EXAMPLES

