



# D6290 "RE-BRANDING" PUBLIC IMAGE GRANT '17-18

[brandcenter.rotary.org](http://brandcenter.rotary.org)

Your one-stop-shop for customizable templates to create:

- Club and club/event/program logos
- Club-specific brochure and youth program promo cards
- Banners, flyers and more . . .

1:1 District match up to \$250 USD max.  
Campaign Covers:

- Print materials such as Club brochures, event promotion items
- Signage including event banners, street signs, "Rotary Meets Here" plaques
- Free-standing banners for club meetings and at community events

# Let's show that we are part of the larger world of Rotary by updating our look

## All D6290 Rotary & Rotaract Clubs are eligible

*In 2011 Rotary International launched a major initiative to strengthen its voice and visual identity. The goal was to specifically address the fact that while the Rotary wheel was familiar around the globe, people did not understand it represented Rotary, and they also weren't familiar with the work of the organization or its members. As part of this initiative the Rotary "brand" was updated. The word "Rotary" is now featured prominently to the left of the familiar emblem, placing the emphasis on "Rotary."*

### Why should this matter to a club?

Our strength and unique differentiator as a service club is that we're part of the network of Rotary International. The more we look alike the easier it is to convey that message.

### How does this work?

- District matches club investment 1 : 1 up to a \$250 maximum for total budget of \$500.
- Club must submit application detailing intended purchase(s), and will follow up with documentation demonstrating completion of project.
- Applications are due November 30, 2017. Reports are due no later than May 31, 2018. Funds will be released upon receipt of report and no later than June 15, 2018.

### How Can You Participate?

No complicated applications or final reporting. Download a simple application from our District website and submit it no later than November 30, 2017.

[www.ridistrict6290.org](http://www.ridistrict6290.org)