ROTARY BRAND FAQs

Why is Rotary enhancing its public image?

Worldwide, more than 2 million nonprofits compete for limited volunteer hours, donor money, and other resources. Rotary has a great story to tell, but we need to tell it more simply and consistently. Our research has taught us better ways to frame our strengths and bring our core values to life. By providing a clear, consistent image of Rotary — what we stand for and how we differ from other charitable organizations — we offer prospective members, donors, and volunteers a strong vision of what it means to engage with us.

What is changing?

You will see fresh, updated versions of many Rotary materials, such as the color palette used for our logo and advertisements. The more important change, though, is how we talk about ourselves. The aim is to have all of us talk about Rotary in the same way.

What is my role?

Rotarians like you make Rotary the wonderful organization that it is. Your tireless efforts have a positive impact in communities around the world. We want to inspire prospective members to join us in our efforts. You can help, because it's up to all of us to communicate our story in all of our interactions.

How will Rotary communicate these changes?

Rotary has already begun to inform Rotarians about the changes through training, webinars, and communication updates. We'll also use events, such as the Rotary International Convention, to help you understand the benefits of spreading Rotary's strengthened message.

Will Rotary provide new materials that reflect the updated voice and look?

Yes, you can find tools and resources in our Brand Center, including logos and editable templates for ads, brochures, and presentations. We'll continue to add materials and resources that will help you strengthen Rotary's voice and look.

What is the target timeline for full rollout?

We will implement the Strengthening Rotary initiative in phases. We expect that clubs will want to begin using the new visual identity materials and messaging in their communications, training, and publications right away. Long term, we would like all members to use the voice and key messages when describing Rotary and the Rotary experience.

LOGOS

Will the Rotary logo change?

Our official logo builds on our heritage: It is the Rotary wheel paired with the word "Rotary." Guidelines show how our logo can be used with club and district information.

Will the logo change affect Rotary pins?

No, Rotary pins will continue to look as they do now.

What is the difference between the mark of excellence and the masterbrand signature?

The mark of excellence is the Rotary wheel. The masterbrand signature is the mark of excellence paired with the word "Rotary." The terms "masterbrand signature" and "Rotary logo" are interchangeable.

Can I make the mark of excellence transparent?

When placed on a solid-colored background, our mark of excellence — the Rotary wheel — should not be transparent. If placed over a photograph, the gold-colored wheel may be slightly transparent, but the white, blue, and black wheels should always remain a solid color. Make sure that the mark of excellence retains adequate contrast and legibility and that the colors are not altered by the background.

Can I change the colors of the mark of excellence or the masterbrand signature?

The mark of excellence should always appear in Rotary Gold. In one-color printing, use the one-color variations — supplied in black, azure, and white (for reverse type).

The full-color Rotary masterbrand signature — the word "Rotary" in royal blue, followed by the wheel in gold — is our official, preferred version. Always use it in digital environments and whenever printing with two or more colors. Black, azure, and white (for reverse) versions should be used when two-color printing is not possible.

Why was the word "international'' not included in the masterbrand signature?

The word "international" is still included in the formal/legal name of the organization and as part of the Rotary Emblem. The masterbrand signature emphasizes Rotary as the term most people use globally in describing our organization. The legal name of the organization is not changing. Most organizations today are global in nature, so emphasizing the word "international" isn't necessary.

Do you have a transparent logo?

We can provide a logo that supports transparency. If your software supports EPS files, please use the official Rotary EPS files, which are vector-based (not pixel) and may be adjusted for transparency and are scalable without degradation. If you are using MS Office applications, use PNG files, which are pixel-based and support transparent backgrounds but lose quality when scaled to a larger size.

Where can I find the logos for Rotary programs?

You can download the program logo files here: www.rotary.org/brandcenter

What logo format should I use for this type of project?

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

For embossing, the reversed version of the logo works best.

I want to use the masterbrand signature with another group's logo for my project. Can I?

Yes, Rotary clubs can use the partnership lockups in conjunction with logos of other organizations as long as the Rotary club is engaging in a cooperative relationship or partnership on a project. See *Tell Rotary's Story: Voice and Visual Identity Guidelines* for the correct signature system for partners.

I found this cool 3-D Rotary wheel but I need a hi-resolution version for printing.

Because it is not an official logo, we ask that you not use it in print.

Has The Rotary Foundation logo changed?

Yes, The Rotary Foundation Trustees approved a new Rotary Foundation logo with a variety of color options as part of Rotary's refreshed visual identity. Licensees can continue to sell licensed products with the heritage logo while transitioning to the new logo options by August 2015.

COLOR PALETTE

How can I find the colors used in Rotary's new visual identity?

Rotary's official color palette can be found in *Tell Rotary's Story: Voice and Visual Identity Guidelines*. Pantone colors and color formulas for RGB, CMYK, and Hexadecimal are listed in the guidelines. For Adobe applications only — ASE files for the Rotary color palette are available upon request, please contact graphics@rotary.org. Refer to Adobe's documentation for help when loading these into your applications.

FONTS

What are Rotary's official fonts?

You can find the new fonts for Rotary's visual identity in *Tell Rotary's Story: Voice and Visual Identity Guidelines*. We will use these commercially licensed fonts in Rotary and Rotary Foundation communications, but we are also recommending some free alternatives for each font family.

Licensed options (for purchase):

Frutiger is the primary typeface. 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 is a commercial font that can be purchased directly from Adobe: http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-US&event=displayFontPackage&code=1762

Sentinel is the secondary typeface. Use Sentinel for body text, secondary headlines, captions, callouts, or identifiers. Sentinel is a commercial font that can be purchased directly from the foundry: www.typography.com/fonts/sentinel/styles

Free options (if Frutiger and Sentinel fonts are not available or are cost prohibitive):

Open Sans is the primary typeface for digital (web) applications or when Frutiger is not available. www.google.com/fonts/specimen/Open+Sans

Arial Narrow is the primary typeface for Microsoft Office applications or when Open Sans Condensed is not available. Font should be similar to Frutiger for headlines, secondary navigation, etc.

Georgia is the free secondary typeface for digital (web) and Microsoft Office or when Sentinel is not available. Font should be similar to Sentinel for body text, secondary headlines, etc.

What font should I use with the word "Rotary" in the masterbrand signature?

The word "Rotary" in the masterbrand signature is a hand-drawn art work, not a font. Rather than trying to reproduce it, simply download it here: www.rotary.org/brandcenter

IMAGERY

Where can I find pictures about Rotary's work?

The Rotary website and Brand Center offer a wide variety of photos showing Rotarians, Rotary projects, and beneficiaries.

MERCHANDISE

Can licensed vendors use the simplified signature on products for sale?

Yes, licensees are permitted to use the simplified signature on goods that contain small spaces or on certain embroidered goods. The simplified signature is mainly used for digital and small print purposes; however, Rotary is extending use of the simplified signature to licensed vendors who are creating products that require replications of the Rotary Emblem smaller than 0.5 inches (1.27 cm) or who are embroidering the Rotary Emblem in small spaces. Rotary encourages you to use the masterbrand signature on goods, wherever possible.

Do you have embroidery templates?

Refer to RI's licensed vendors: www.rotary.org/myrotary/en/licensed-vendors

We want to make a pin and sell it. What do we need to do?

Refer to RI's licensed vendors: www.rotary.org/myrotary/en/licensed-vendors

How will Rotary communicate further visual identity changes to licensed vendors?

Rotary staff will take a proactive approach and inform licensees of any changes to *Tell Rotary's Story: Voice and Visual Identity Guidelines* and any changes in programmatic or other current Rotary logos in advance of communicating such changes to Rotarians.

MISCELLANEOUS

Where can I direct feedback/comments/questions about the Brand Center?

Use the Contact Us form on Rotary.org to send feedback. At the bottom of the page under "Subject," please select Brand Center.