

Rotary Club Brand Checklist

1. Website

- a. Is it displaying Masterbrand Signature (standalone, or customized version)



- b. If displaying standalone wheel (Mark of Excellence) is it the current/correct version?



- c. If displaying theme, is it the theme for current Rotary year?



2. Newsletter

- a. Has masthead and/or other graphics been updated to reflect current branding?

3. Facebook

- a. Is Rotary brand featured in either the Cover Photo or Profile and if so, is it current/correct? (see above)
- b. If not, is incorrect branding being displayed? e.g. wheel with integrated club name

4. Banners

- a. Are any still reflecting dated branding?

5. Club-specific materials

- a. Have templates for annual events been updated?
- b. Have banners/signage for annual events been updated?
- c. Have club-specific brochures and event flyers been brought current?
- d. Are all other club materials (e.g. press release templates, scholarship applications, grant applications) showing current branding?
- e. In any materials that contain 'About Rotary' language, has that been updated to the current boilerplate standard? (see below)

About Rotary

Rotary brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 34,000 Rotary clubs in over 200 countries and geographical areas. Their work impacts lives at both the local and international levels, from helping families in need in their own communities to working toward a polio-free world. For more information, visit Rotary.org.