FINDLAY ROTARY'S VISUAL IDENTITY GUIDELINES

Rotary

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**

Logos
Configurations

OUR LOOK

**Voice and Visual
Rotary Guidelines**

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For many years, our Rotary wheel stood alone as our logo on signage and communications materials. Although the words Rotary International were embedded in the wheel, they were hard to read from a distance. As a result, the general public did not always recognize Rotary's involvement in a project or activity.

That's why we decided to expand our official logo to include the word "Rotary" next to the wheel. This is our official logo and our masterbrand signature, which should be used whenever possible.
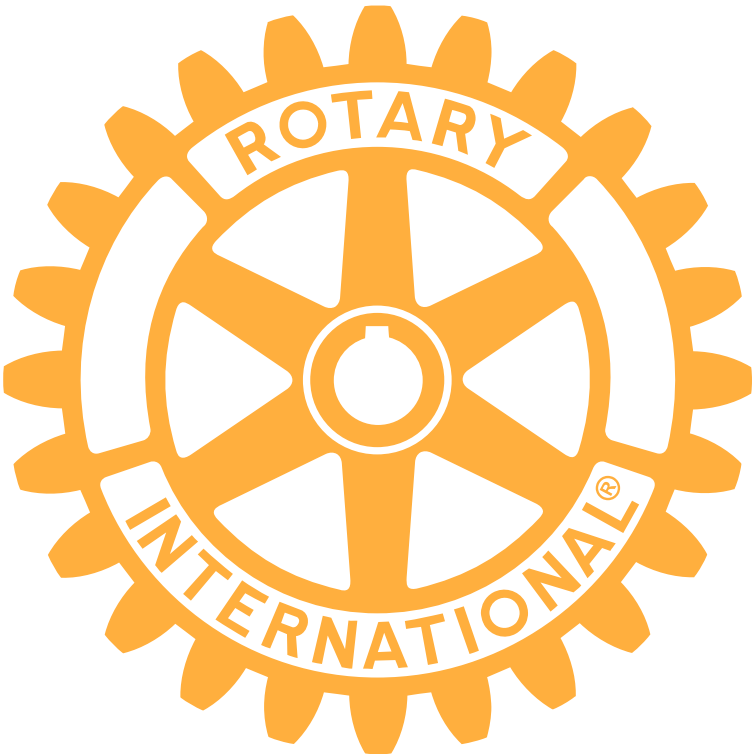
The Rotary wheel is our mark of excellence. In addition to being a component of our official logo, it may be scaled up for greater impact and used separately but in close proximity to the masterbrand signature.

For example, you could display a large Rotary wheel on the front of the podium at an event with the official logo showing above on a screen. Or you could use the scaled-up mark of excellence on the front of a brochure and the logo on the back. The design examples on pages 7 and 20 show some easy ways to follow this guideline.

Masterbrand Signature (Our Official Logo)

Rotary Wordmark   *Rotary Wheel*

What logo format do I use for:

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

Mark of Excellence (Our Wheel)

Logos
Color Variations, Masterbrand

The full-color Rotary signature is our preferred version for use in digital environments and whenever printing with at least two colors. The word "Rotary" should appear in Rotary Royal Blue or white followed by our wheel in Rotary Gold, unless two-color printing is not possible or the background renders the gold illegible.

One-color variations of the Rotary signatures 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 legibility or appearance of colors.

Use the appropriate color version to maintain the best contrast and legibility: positive for light or white backgrounds and reversed for dark backgrounds.

Comparable metallic versions of Rotary colors may also be used for special circumstances.

For more details regarding our color palette, see pages 12-13.

What logo format do I use for:

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

Full Color

Positive (for light or white backgrounds)

Rotary Royal Blue   *Rotary Gold*

Reversed (for dark backgrounds)

White   *Rotary Gold*

One Color

100% black

100% Rotary Azure


100% white (for dark backgrounds)

Logos
Color Variations, Mark of Excellence

The Rotary wheel — our mark of excellence — should appear in Rotary Gold, unless two-color printing is not possible or the background renders the gold illegible. When printing on a white background, be sure to use the correct color formulas, as shown on page 13. Sufficient ink coverage should produce a fully legible wheel as shown on the right.

One-color variations are supplied in black, Rotary Azure, and white for reverse type. These should be applied mainly for one-color printing.

Comparable metallic versions of Rotary Gold may also be used for special circumstances.

For more details regarding our color palette, see pages 12-13.
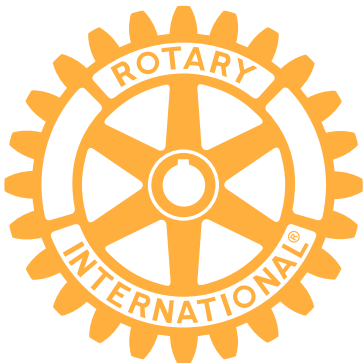
What logo format do I use for:

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

Rotary Gold

Full Color
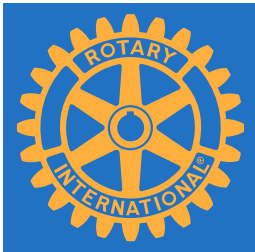
Dark image

Light image

One Color

100% black

100% Rotary Azure

Acceptable solid background colors

100% white (reversed)

Logos
Configurations

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For many years, our Rotary wheel stood alone as our logo on signage and communications materials. Although the words Rotary International were embedded in the wheel, they were hard to read from a distance. As a result, the general public did not always recognize Rotary's involvement in a project or activity.

That's why we decided to expand our official logo to include the word "Rotary" next to the wheel. This is our official logo and our masterbrand signature, 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 masterbrand signature.

For example, you could display a large Rotary wheel on the front of the podium at an event with the official logo showing above on a screen. Or you could use the scaled-up mark of excellence on the front of a brochure and the logo on the back. The design examples on pages 7 and 20 show some easy ways to follow this guideline.

Logos
Using the Rotary Wheel — Our Mark of Excellence

Use it BIG
Our mark of excellence is a symbol of our leadership. It should appear large on high-impact communications to make a bold statement and promote a sense of urgency.

Keep it near the masterbrand signature
The mark of excellence should appear with one of our signatures, and not appear alone. See the design examples on pages 17-20 for ideas on how to keep these elements in close proximity.
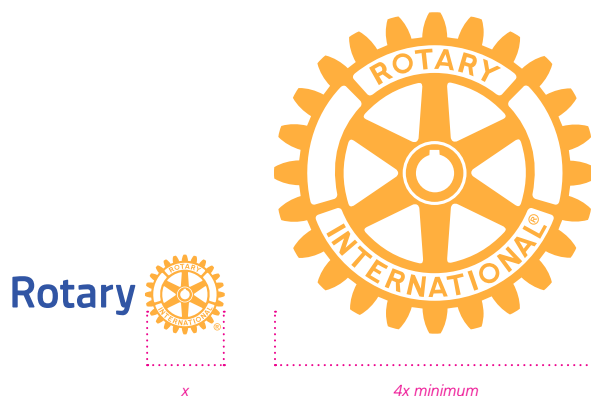
Avoid overuse
Reserve for covers or single-page marketing materials such as posters or advertising, if appropriate. Refrain from repeating it too many times within any communication or using it in subordinate situations such as interior spreads or secondary web pages.
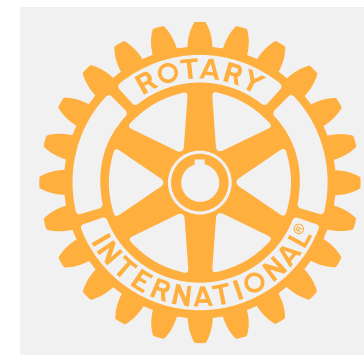
For color options, refer to page 5.

Size

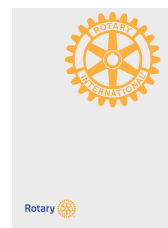Size relationship of mark of excellence and masterbrand signature
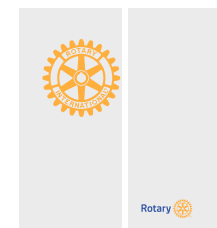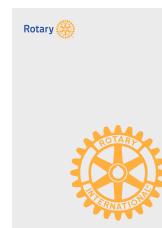

x   4x minimum

Examples (mark of excellence in proximity to masterbrand signature)

Single-page communications   Multipage (front/back)

Opacity

100% opaque on solids

LOGO

Masterbrand signature

Minimum size is
13 mm / 0.5"

No restriction
on maximum height

Mark of excellence

Minimum size is 4x height
of the wheel in the nearby
masterbrand signature

No restriction
on maximum height

MINIMUM SIZE FOR PRINT

13mm
0.5"
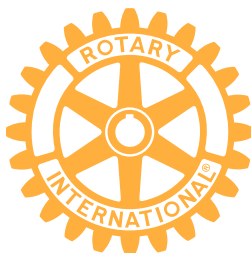
Minimum Ratio:

52mm / 2" when paired with the
masterbrand signature

What logo format do I use for:		
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
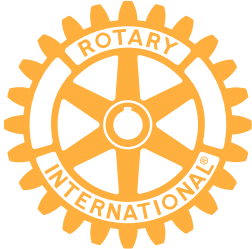
CLEAR SPACE

Clear space — that is,
the space surrounding the
masterbrand signature —
is equal to the height of the
capital "R" in the Rotary
wordmark.

Clear Space and Minimum Sizes for Digital

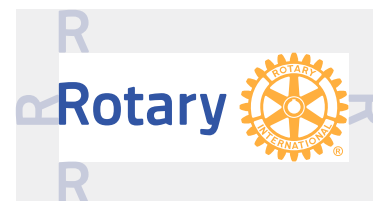| LOGO	MINIMUM SIZE FOR DESKTOP/LAPTOP	MINIMUM SIZE FOR MOBILE/TABLET
Masterbrand signature Minimum size is 60px No restriction on maximum height	60px	80px
Mark of excellence Minimum size is 4x height of the wheel in the nearby masterbrand signature No restriction on maximum height	Minimum ratio: 240px when paired with the masterbrand signature 120px when paired with the simplified signature	Minimum ratio: 320px when paired with the masterbrand signature 160px when paired with the simplified signature
Simplified signature For digital small use and confined spaces Maximum height is under 60px for desktop/laptop 80px for mobile/tablet Minimum size is 30px for desktop/laptop 40px for mobile/tablet	30px	40px

CLEAR SPACE

Clear space for masterbrand signature is equal to the height of the lowercase "o" in the Rotary wordmark.

Logos
Signature
System
Partners

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.

Single or multiple partners may be displayed within the lockup, as long as consistent spacing of elements is maintained.

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 masterbrand signature.

PARTNERS

Construction

Partner lockup

y   x   y   y   variable

x min

1.5x max

*Divider rule:
0.5pt, 50% black
height equal to first partner logo.*

Masterbrand signature   Partner ID   Partner ID

Partner lockup

Partner lockup reversed

1.5x max

*Divider rule:
0.5pt, 50% white
height equal to first partner logo.*
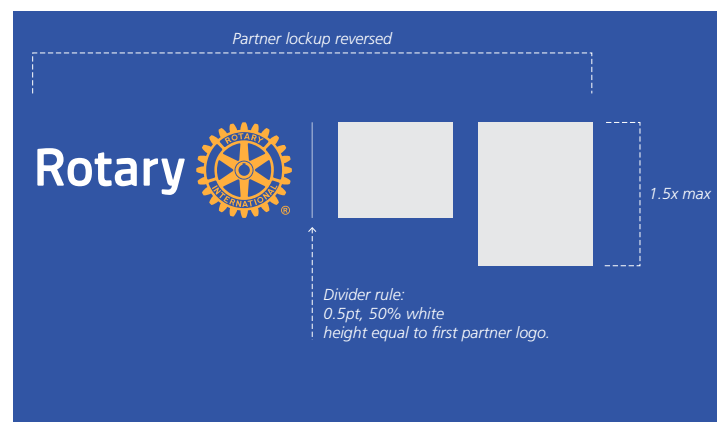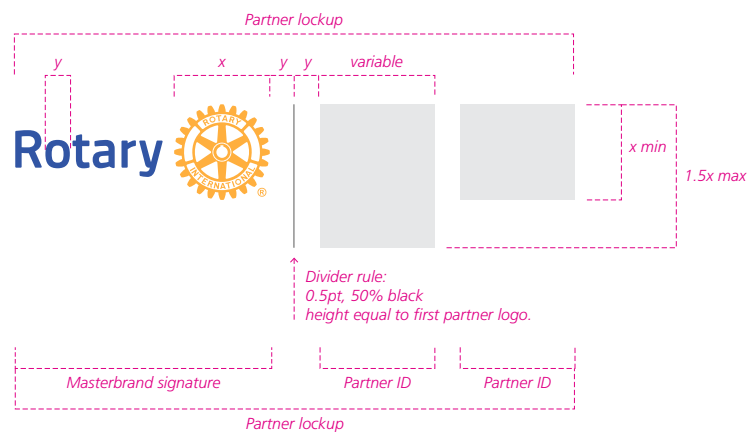
Examples: Strategic, Project, or Service Partners

Things to Avoid
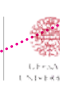
Make sure the Rotary logo is as prominent as the partner logo. Keep the spacing equal between the partner logos and make sure the partner logo is no higher than\ the Rotary logo.

Example: Centers for Peace

UPPSALA
UNIVERSITET

Example: Fellowships

International Fellowship
of Birdwatching Rotarians

Logos
Things to Avoid

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Masterbrand signature

Use the masterbrand signature on a background that has sufficient contrast.

Use a two-color masterbrand signature when printing in full color.

Keep the masterbrand signature clear of outlines, special effects, or other graphic elements.
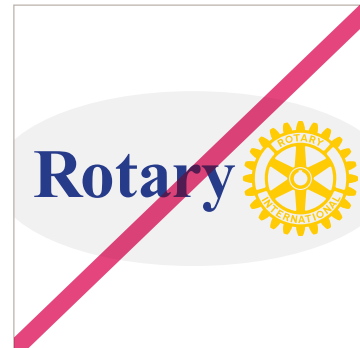
Keep the masterbrand signature free of a holding shape and use the correct typeface.
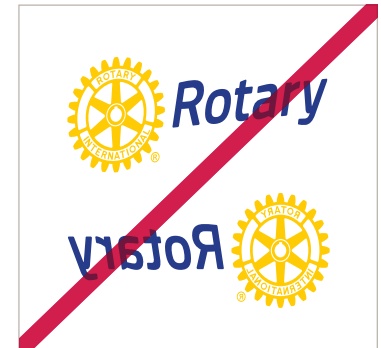
Keep all elements undistorted and in the right order.

Mark of excellence

Keep the mark of excellence whole — never cropped.
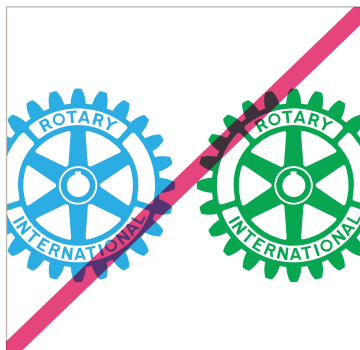
Use Rotary colors specified on page 5 for the mark of excellence.
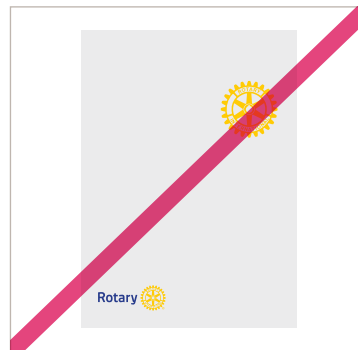
Size the mark of excellence correctly when using it with the logo, as shown on page 3.

Make sure the mark of excellence is completely legible.
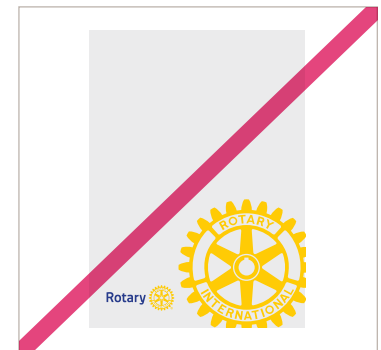
Place the mark of excellence away from the logo.

Color Palette
Overview

OUR LOOK

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We are smart, compassionate, persevering, and inspiring, and we've chosen a set of colors to express those attributes.

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.

Comparable metallic versions of these colors may be used for special circumstances, such as signage or pins or when using foils for awards and certificates.

Rotary Leadership Colors

Rotary Azure

Rotary Sky Blue

Rotary Royal Blue

Rotary Gold

Secondary Colors

Cranberry

Turquoise

Violet

Orange

Pastels

Slate

Mist

Lavender

Powder Blue

Moss

Taupe

Neutrals

Charcoal

Pewter

Smoke

Silver

Black

Storm

Ash

Platinum

Cloud

White
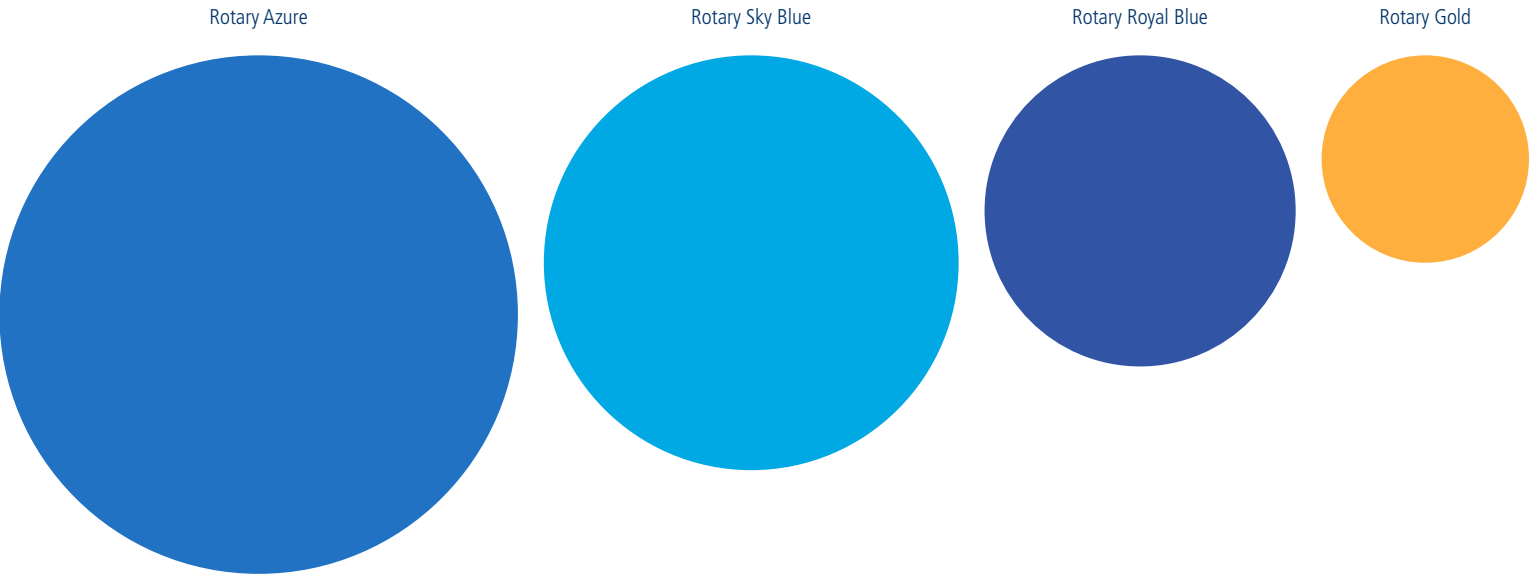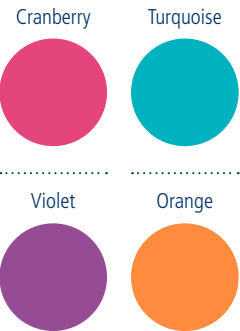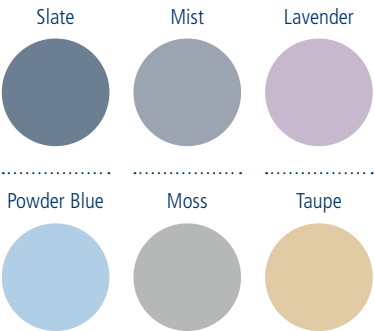
Color Palette
Formula Codes

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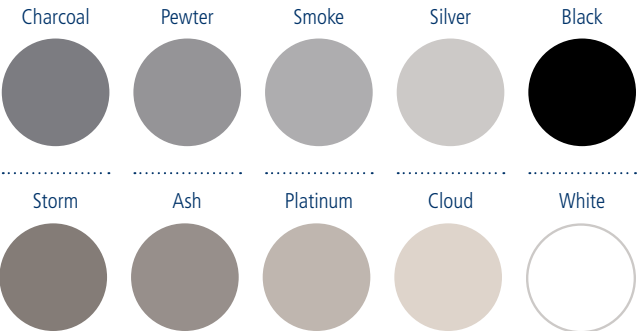
Charcoal
Cool Gray 11C
C48 M22 Y24 K66
Cool Gray 11U
C15 M0 Y0 K60
Hex #58585a
R88 G88 B90

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 #bcbdc0
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

Color Palette
Best Practices
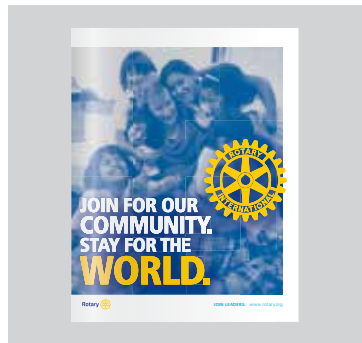
Reserve Rotary Gold for "pops" of color.

Highlight headings, subheads, icons, and buttons with colors from our palette.
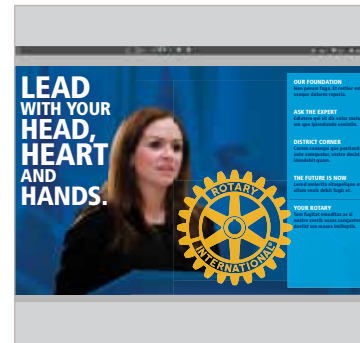
Use the blues in our leadership colors as the predominant palette.

Use the secondary colors to highlight elements, but never as a dominant color.
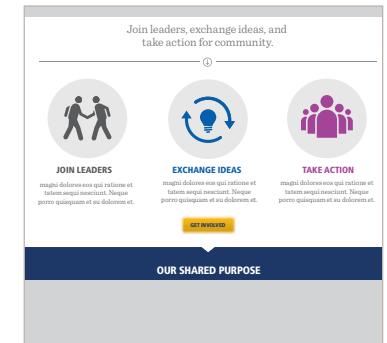
Use neutrals and white space to achieve balance and clarity.
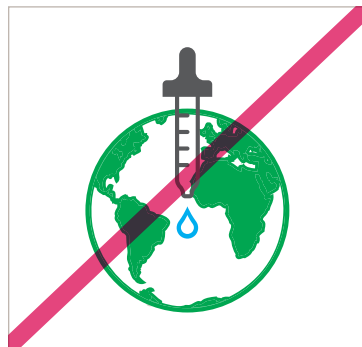
Use colors in our palette.
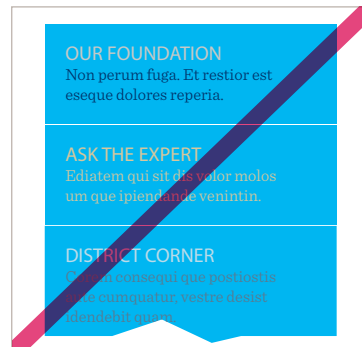
Use colors that offer sufficient contrast for readability.

Use colors that complement one another; use leadership colors for large areas.
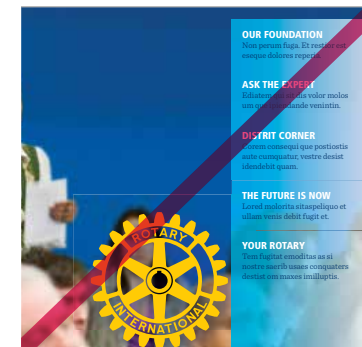
Keep the background the same color rather than creating gradients.

Use fully saturated rather than tints or screened colors in our palette.

Typography
Licensed and Free Fonts

OUR LOOK

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Licensed option - fonts for purchase

Free option - when Frutiger and Sentinel fonts are not available or are cost prohibitive

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

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

Primary, for digital applications

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.

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.

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

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

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

OPEN SANS CONDENSED

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Regular
Italic
Bold

ARIAL NARROW

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Italic
Bold
Bold Italic

Georgia

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

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

For emphasis, highlight one or two words using a larger type size or light-weight italic. When using italic, use a light weight and set all type to one size. Keep leading and kerning consistent.

Use Sentinel or Georgia for subheads and body copy.
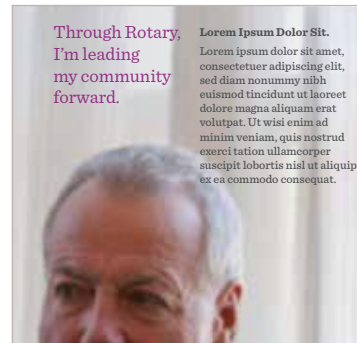
Use bold or italic for emphasis only.

Use Frutiger or Arial in large point sizes for callouts and data visualization.
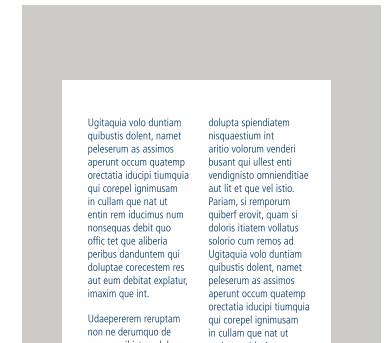
Use Frutiger or Arial styles for documents with dense body copy.

Use uppercase typography in headlines or subheads.

Watch your leading and kerning so that text doesn't look overly open, too tight, or uneven. Keep letterforms proportionate.

Use Frutiger rather than Sentinel or Georgia for headline text.

Use lighter weights for body copy.

Use colored type that has sufficient contrast.

**Design
Inspiration**
Brochure Covers

BRINGING THE PIECES TOGETHER

**Voice and Visual
Rotary Guidelines**

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Design Inspiration
Posters, Vertical

BRINGING THE PIECES TOGETHER

Voice and Visual
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NO ONE IN OUR COMMUNITY SHOULD GO HUNGRY. WITH OUR HELP, NO ONE WILL.

Rotary
Club [of/at] [Location]

TAKE ACTION: www.rotary.org

Rotary Club of [Location] Food Drive

All residents can give by placing non-perishable food at their doors.

Pick-up begins at 10:00 a.m. Saturday, October 6th.

Pre-packaged bags of items are available at the local IGA in varying dollar amounts.

Volunteers will check every front door in your town.

CELEBRATE DIVERSE PERSPECTIVES. DISCOVER SHARED INTERESTS.

LISBOA 2013

Lisbon 2013

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Rotary | PEACE THROUGH SERVICE

EXCHANGE IDEAS: www.rotary.org

Design
Inspiration
Posters, Horizontal

BRINGING THE PIECES TOGETHER

Voice and Visual
Rotary Guidelines

July 2018

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NO ONE IN OUR COMMUNITY SHOULD GO HUNGRY. WITH OUR HELP, NO ONE WILL.

Rotary Club of [Location] Food Drive

All residents can give by placing non-perishable food at their doors.

Pick-up begins at 10:00 a.m. Saturday, October 6th.

Pre-packaged bags of items are available at the local IGA in varying dollar amounts.

Volunteers will check every front door in your town.

Rotary Club [of/at] [Location]

TAKE ACTION: www.rotary.org

NO ONE IN OUR COMMUNITY SHOULD BE COLD THIS WINTER. WITH OUR HELP, NO ONE WILL.

Rotary Club of [Location] Coat Drive

All residents can give by placing coats at their doors.

Pick-up begins at 10:00 a.m. Saturday, October 6th.

Volunteers will check every front door in your town.

Rotary Club [of/at] [Location]

TAKE ACTION: www.rotary.org

Design
Inspiration
Pamphlets

BRINGING THE PIECES TOGETHER

**Voice and Visual
Rotary Guidelines**

July 2018

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THE
ROTARY
EFFECT

Join leaders from all continents and
cultures to take action in our
communities and around the world.

Lorem ipsum dolorem
su in vulputate velit.

+72%

*Typi non habent claritatem
insitam; est usus legentis*

Join leaders from all
continents and cultures
to take action in
our communities and
around the world.

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mutationem consuetudium lectorum. Mirum est
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parum claram, anteposuerit litterarum formas
humanitatis per seacula quarta decima et quinta
decima. Eodem modo typi, qui nunc nobis videntur
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laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet.

Rotary International
One Rotary Center
1560 Sherman Ave.
Evanston, IL 60201-3698, USA

Tel: +1 866-976-8279 (toll-free)
Tel: +1 847-866-3000
Fax: +1 847-328-4101

Rotary

TAKE ACTION:
www.rotary.org

THE
ROTARY
EFFECT

Join leaders from all continents and
cultures to take action in our
communities and around the world.

Merchandise
Outdoor
Road Sign

BRINGING THE PIECES TOGETHER

Voice and Visual
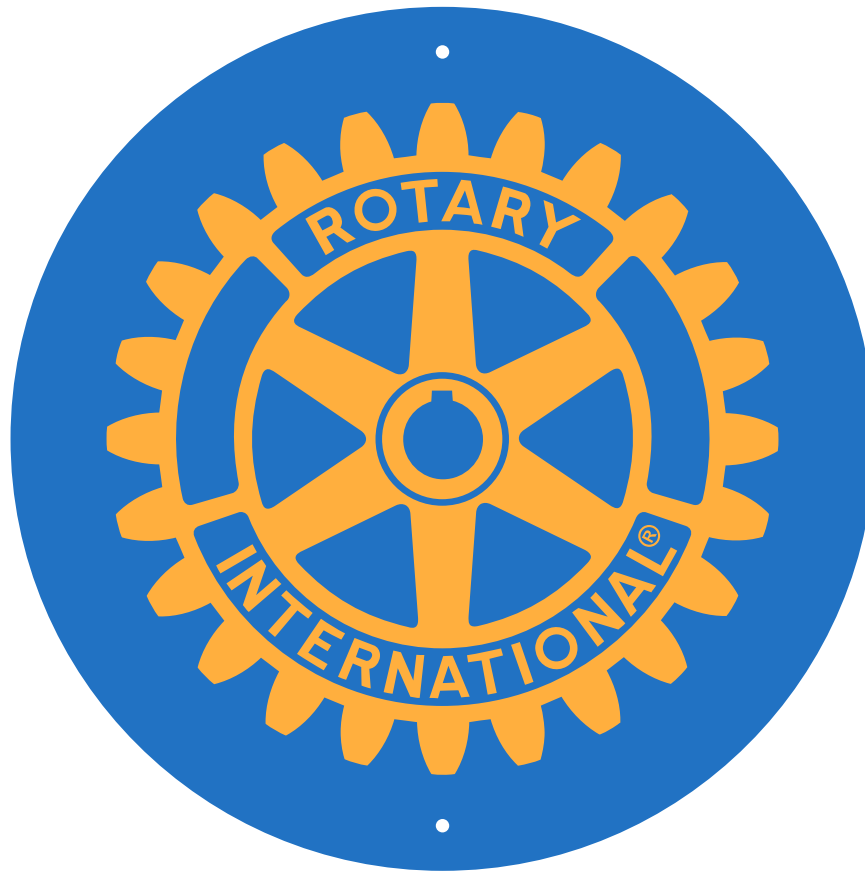Rotary Guidelines

July 2018

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18"x18" (45 cm. x 45 cm.) or 30"x30" (76 cm. x 76 cm.) single or double sided (Azure background)

18"×18" (45 cm. x 45 cm.) Sign—Mark of Excellence at 14"×14" (35 cm. x 35 cm.)

30"×30" (76 cm. x 76 cm.) Sign—Mark of Excellence at 23"×23" (58 cm. x 58 cm.)

Merchandise
Rotary T-shirt

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**Voice and Visual
Rotary Guidelines**

July 2018

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T-shirt Front

2-Color

T-shirt Back

2-Color

T-shirt Front

1-Color

T-shirt Back

1-Color

Club Polo Front

2-Color

Club Polo Front

2-Color

Merchandise
Club Polo

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**Voice and Visual
Rotary Guidelines**

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Club Polo Front

1-Color

Rotary
Club of Evanston

Club Polo Front

1-Color

Rotary
Club of Evanston

Merchandise
Hat

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Rotary Guidelines

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Hat - 2-Color

Design I - White
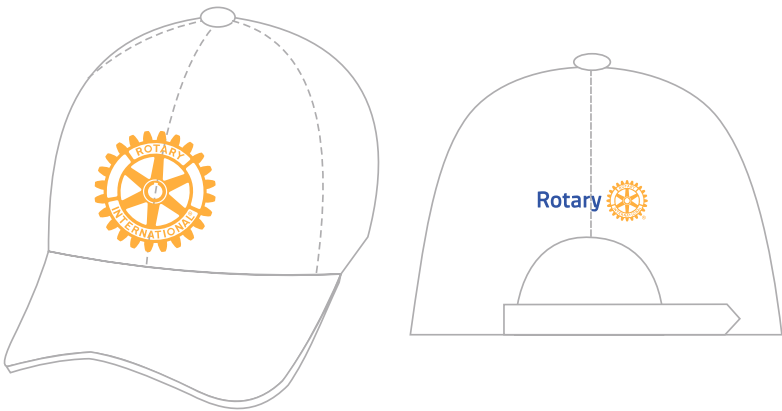
Design I - Azure

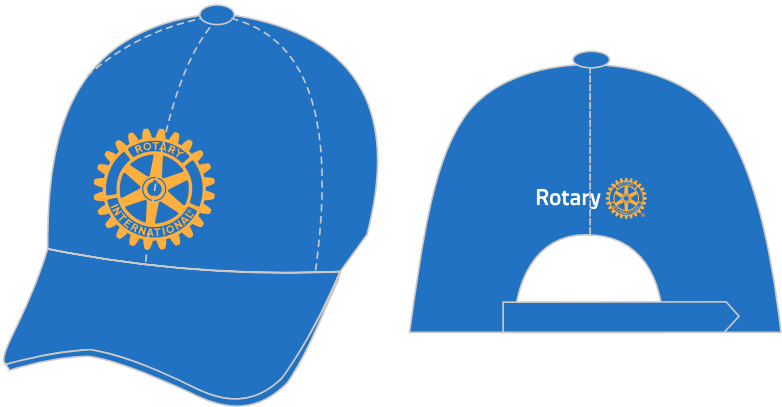**Hat** - 1-Color
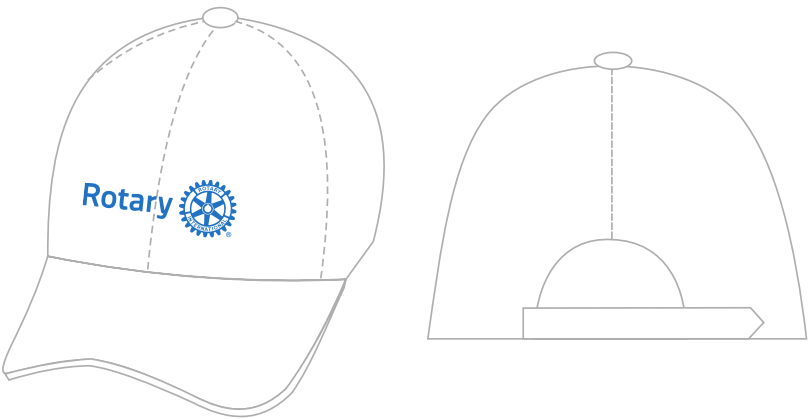
Design II - White

Design II - Azure

Merchandise
Coffee Mug

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**Voice and Visual
Rotary Guidelines**

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Mug - 2-Color

Design I - Front/Back

Club Design I - Font/Back

Mug - 1-Color

Design I - Front/Back

Club Design I - Front/Back

CONTACT INFORMATION

Local Club
Email Sue Durain at:
admin@findlayrotary.org

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

Findlay
Rotary
Club