

# ***Rotary Branding: Beyond the Logo***

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# ROTARY INTERNATIONAL LOGOS

At the end of this presentation, you'll learn

- Rotary logo **refresher**
- How to use and protect the **Rotary name** and why it's so important
- Why using a **licensed vendor** is so important and what to do if you can't
- **Nuances** of the lock up
- Geographic identifiers- read the **fine print**

# ROTARY INTERNATIONAL LOGOS

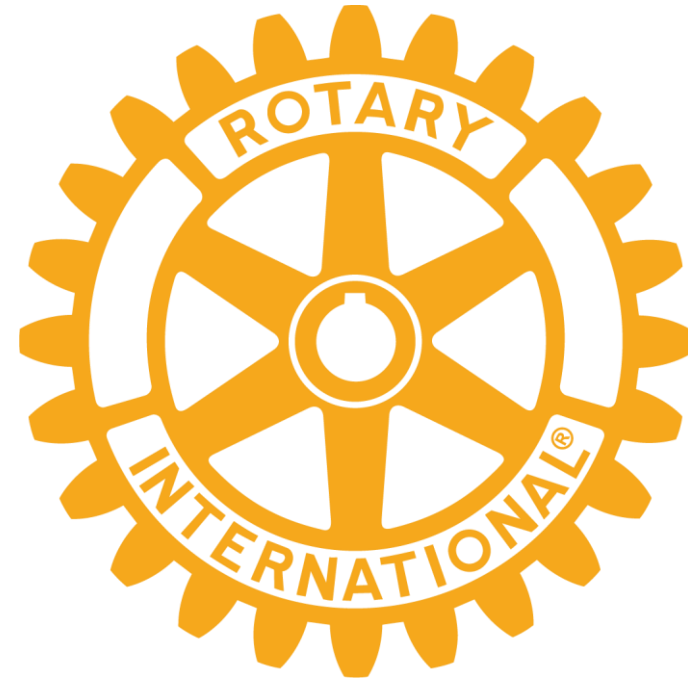
Masterbrand Signature



Masterbrand Signature Simplified



Mark of Excellence



# CLUB, DISTRICT, & ZONE LOGOS

## Examples



# WHY IT'S IMPORTANT TO USE THE ROTARY MARKS CORRECTLY

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1. Protect Rotary's name and intellectual property
2. Credit and recognize members, clubs, districts, and programs for the good work they do
3. Tell Rotary's story in a consistent way

# Four key guiding principles



# 1.

Always use a club or district identifier when using the Rotary logo. They must be aligned with the Rotary logo.

## 2.

Never obscure the Rotary wheel, use a partial wheel, manipulate the wheel, or use the wheel as an object.





### 3.

Do not use images or graphics within the Rotary logo.

# 4.

Retire the previous version of the Rotary logo and all uniquely made club logos.



# WHAT'S IN A NAME?

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1. Using the Rotary name correctly is just as important as using the logos correctly
2. Membership in Rotary doesn't grant full access to the Rotary name
3. Consider the risk, both legal and reputational

# ROTARY NAME

- Rotary Run- 5k
- Rotary Theme park and Adventure Center
- Rotary Club of Newhaven Food Drive
- Interact Camp for Kids
- Botanic Rotary Gardens
- Rotaractors For a Better World!

# Licensed vendors

# LOCKUPS

Sunrise Kampala  
**Rotary**  
Club



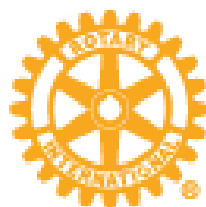
**Helping  
Hands**

**Rotaract**  
Club of Taipei



**Let's Fight  
Against Hunger**

**Rotary**  
District 3310



**Rotary**  
Club of Evanston  
Lighthouse



**Taste of  
Evanston**

# GEOGRAPHIC IDENTIFIERS-

READ THE FINE PRINT

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1. Create a geographic identifier that includes the words “clubs” or “districts.”
2. Determine how long you want to use the geographic identifier.
3. Make sure that any activities or projects that will use the identifier are under the full control of a Rotary entity.
4. Avoid using the geographic identifier in place of the formal club, district, or zone name or logo.
5. Seek appropriate permissions.
6. Refer to the Brand Center for complete guidelines.

# RESOURCES

- Brand Center - [brandcenter.rotary.org](https://brandcenter.rotary.org)
- [rilicensingservices@rotary.org](mailto:rilicensingservices@rotary.org)
- Your Logos at a Glance pdf
- [Rotary's Code of Policies](#)
- Learning Center courses
- Email [brand@rotary.org](mailto:brand@rotary.org) for questions