



Rotary Public Image Training

Making Public Image Work for You
Laura Spear

- Rotary Voice and Visual Identity Guidelines
- Other PR resources
- PR awards: District, Presidential Citation
- How can we help you and your club?



TAKE ACTION: www.rotary.org/brandcenter

For logos, images, ads, videos, customizable brochures and fliers, and more

Rotary Values

OUR VALUES

**Fellowship and
Global Understanding**



**We build lifelong
relationships**

Ethics and Integrity



**We honor our
commitments**

Diversity



**We connect diverse
perspectives**

**Vocational Expertise,
Service, and Leadership**



**We apply our leadership
and expertise to solve
social issues**

OUR VOICE IS...

Smart

THIS MEANS...

We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.

OUR COMMUNICATIONS ARE...

**Knowledgeable
Perceptive
Confident**

Compassionate

Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.

**Thoughtful
Sincere
Engaging**

Persevering

We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction.

**Bold
Purposeful
Courageous**

Inspiring

Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. We convey hope, enthusiasm, and passion.

**Upbeat
Hopeful
Visionary**

Our Essence and Organizing Principles

Organizing Principle	JOIN LEADERS		EXCHANGE IDEAS			TAKE ACTION	
Sub-categories	Emerging Leaders	Leaders	Shared Interests	Cultural Exchange	Global Understanding	Local	Global
Definition	Connect with leaders from all continents, cultures and occupations		Discover and celebrate diverse perspectives			Create positive change in our communities	
Engagement Level	JOIN LEADERS is the entry point. This is where Rotary, Rotaract, and Interact clubs live.		EXCHANGE IDEAS is the next level of engagement. It encompasses events and programs where people come together to discover shared interests, connect diverse perspectives, and foster global understanding.			TAKE ACTION encompasses service-related activities for highly engaged Rotarians, partners, and volunteers at both the local and global levels.	
Key Examples	Rotary Clubs Rotaract Clubs Interact Clubs RYLA		International Convention Youth Exchanges Shared Interest Fellowships Peace Fellowships			Club-level service projects PolioPlus Rotary Action Groups Rotary Community Corp	



JOIN LEADERS OR EXCHANGE IDEAS OR TAKE ACTION: [url] OR [phone] [address]

Rotary



This is the default logo.

Rotary

Club of Nashoba Valley



You can create your own club logo, using the Rotary template.



The wheel should be 4x the default logo. **Never use it by itself.**

Rotaract

Rotary Club Partner



Interact

Rotary Sponsored Club



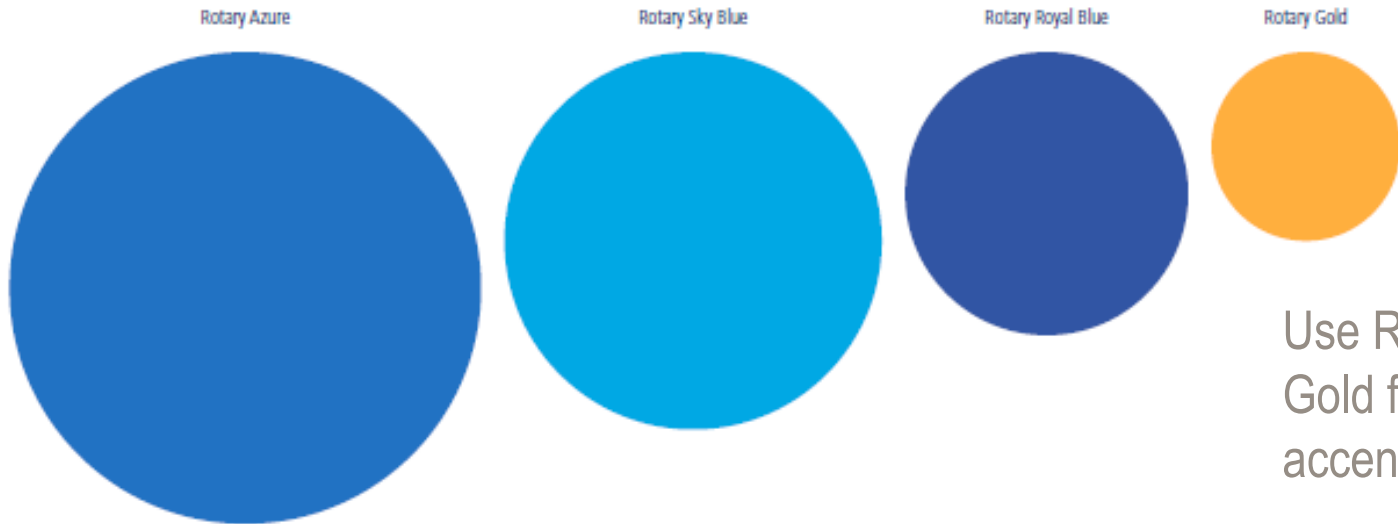
- Only use for communicating with Rotarians!
- Do NOT use for public communications:
 - Selected by RI President to inspire existing Rotarians
 - Confusing: It changes every year
 - Distracts from master brand
 - Should be used WITH the master brand



Color Palette

Rotary Azure is the default leadership color

Rotary Leadership Colors

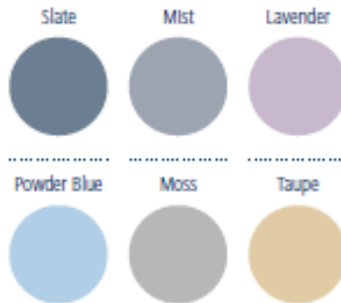


Use Rotary Gold for accents

Secondary Colors



Pastels



Neutrals



Color Palette: Use official RGB colors

Rotary Leadership Colors



Azure
PMS 2175C
C99 M47 Y0 K0
PMS 2175U
C99 M53 Y0 K0
Hex #005daa
R0 G93 B170



Sky Blue
PMS 2202C
C96 M0 Y6 K0
PMS 2202U
C94 M0 Y6 K0
Hex #01b4e7
R1 G180 B231



Royal Blue
PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #00246c
R0 G36 B108



Gold
PMS 130C
C0 M26 Y100 K0
PMS 129U
C0 M20 Y100 K0
Hex #fbd11
R254 G189 B17



Cranberry
PMS 214C
C0 M100 Y22 K0
Rubine RedU
C0 M100 Y22 K0
Hex #d91b5c
R217 G27 B92



Violet
PMS 2070C
C57 M91 Y0 K0
PMS 2070U
C54 M99 Y0 K0
Hex #872175
R135 G33 B117



Turquoise
PMS 7466C
C90 M0 Y38 K0
PMS 7466U
C88 M0 Y27 K0
Hex #009999
R0 G153 B153



Orange
PMS 2018C
C0 M68 Y95 K0
PMS 2018U
C0 M58 Y95 K0
Hex #f76d0
R255 G118 B0

Secondary Colors



Slate
PMS 2165C
C68 M43 Y30 K9
PMS 2166U
C68 M46 Y30 K13
Hex #687d90
R104 G125 B144



Lavender
PMS 665C
C17 M20 Y0 K8
PMS 665U
C17 M20 Y0 K8
Hex #c6bcd0
R198 G188 B208



Moss
PMS 7537C
C36 M23 Y34 K0
PMS 7537U
C36 M23 Y30 K0
Hex #a7aca2
R167 G172 B162



Mist
PMS 2162C
C40 M23 Y18 K1
PMS 2162U
C42 M26 Y18 K4
Hex #9eab64
R158 G166 B180



Powder Blue
PMS 290C
C25 M4 Y5 K0
PMS 545U
C28 M4 Y0 K0
Hex #c9dee9
R201 G222 B233



Taupe
PMS 7501C
C13 M16 Y35 K0
PMS 7501U
C13 M16 Y35 K0
Hex #d9c89e
R217 G200 B158

Pastels



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



Storm
Warm Gray 10C
C51 M46 Y55 K19
Warm Gray 10U
C51 M46 Y45 K19
Hex #675d58
R103 G93 B88



Powder
Cool Gray 8C
C23 M11 Y13 K41
Cool Gray 8U
C10 M0 Y0 K50
Hex #919295
R145 G146 B149



Ash
Warm Gray 7C
C41 M34 Y44 K4
Warm Gray 7U
C41 M38 Y37 K8
Hex #958d85
R149 G141 B133



Smoke
Cool Gray 5C
C0 M0 Y0 K33
Cool Gray 5U
C0 M0 Y0 K33
Hex #bcbcd0
R188 G189 B192



Platinum
Warm Gray 3C
C25 M22 Y32 K0
Warm Gray 3U
C25 M22 Y28 K2
Hex #c5c1bb
R197 G193 B187



Silver
Cool Gray 2C
C14 M10 Y13 K0
Cool Gray 2U
C14 M10 Y16 K0
Hex #a7a7a8
R231 G231 B232



Black
C0 M0 Y0 K100
Hex #000000
R0 G0 B0



White
C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255

PRIMARY TYPEFACE

Frutiger (\$)

Arial Narrow

Headlines, all caps

Dense text

Highlight 1-2 keywords in the headline in gold for emphasis

Headlines and text are left justified, not centered

SECONDARY TYPEFACE

Sentinel (\$)

Georgia

Subheads

Standard text, body copy

Text block in Rotary Azure with white text

Subheads and text are left justified, not centered

- Use photos
 - Feature people: Rotarians in action
 - Use candid shots, not posed pictures
 - Emphasize leadership, camaraderie, movement



- Do NOT use clip art, cartoons, animated graphics

Icons and Information Graphics

- Simple, modern, and informative styles
- If using shapes, use circles
- Use to illustrate facts or aid navigation, do not use as logos

Examples



Organizing principles

Join Leaders



Exchange Ideas



Take Action



Putting It All Together

- Examples on www.rotary.com/brandcenter
- Ads in the *Rotarian*
- Examples on District 7910 website (PR section)



This block contains three distinct advertisements for Rotary International. The leftmost ad features a grey background with the text "Lorem ipsum dolorum su in vulputate velit." and a bar chart showing an upward trend with a "+72%" label. Below the chart is a photograph of a man and a woman. The middle ad has a blue background with the headline "Join leaders from all continents and cultures to take action in our communities and around the world." and a graphic of two green figures holding hands. The rightmost ad is titled "THE ROTARY EFFECT" and shows a young girl in a white shirt and blue overalls sitting on a wooden bench against a rustic wooden wall. A large yellow Rotary wheel logo is overlaid on the bottom left of this ad. Contact information for Rotary International is provided in the top right of the middle ad.



- CONSISTENCY AND REPETITION IS **KEY**
- Strengthens Rotary image and recognition
- Motivates and engages current Rotarians
- Attracts prospective members, donors
- Elevates the entire Rotary experience

Rotary



- Get a copy of the *Voice and Visual Identity Guidelines for Rotarians* (today, shop.rotary.org, and Brand Center - online)
- Follow the guidelines
- See examples and training materials on the District 7910 website (www.rotary7910.org)
- See the *Rotarian* for examples
- Questions? Start with Laura Spear, District 7910 Public Image Chair

- Club Public Relations manual (226B-EN)
- Effective Public Relations: A Guide for Rotary Clubs (257-EN)
- District PR Committee: We need your participation and support!
- 2 District Public Image events:
 - September 9, 2015: Public Image Forum, Holiday Inn Boxborough
 - March 31, 2016: Social Media Seminar, Doubletree Leominster

District PR Awards: Awarded at District Conference

- **Best PR Coverage:** This award will be judged on how effective a newspaper, magazine, or web article or TV or radio program was in promoting Rotary. For articles, attach a tear sheet or a copy of the tear sheet; include the date of publication. For radio or TV coverage, list the broadcast date(s) and the channel and program name.
- **Best Use of Digital Marketing:** This award will be given for the best use of social media (Facebook, Twitter, LinkedIn, blogs, etc.) and other types of digital marketing in getting your message out about Rotary. The entry should describe what was done, what the results were, and how the results met your objectives.
- **Best Brand Compliance:** This award will be judged on how PR materials for a 2014 program, project, or event best met the Rotary International *Voice and Identity Guidelines* (created in 2012, updated January 2015).
- **Unique and Innovative Use of PR in a Project, Program, or Fundraiser:** This award will be judged on how various components of PR (flyers, brochures, posters, blogs, press releases, billboards, banners, direct marketing, etc.) were used “outside the box” in publicizing a program, project, or fundraiser.
- **Make Your Mark PR Award (Club):** This premier award will be given to the club that has had the most impact with measurable results on Public Relations during the 2015-2016 Rotary year, promoting understanding and awareness of Rotary. The entry should describe how the PR program worked, what the results were, and how the results met your objectives.

- Complete one of two Public Image requirements:
 - Update club website **and** social media using the visual identity guidelines
 - Update club brochure **and** newsletter using the visual identity guidelines
- Public Image Forum in September will help guide you!

How Can We Help?

- Complete surveys and return to Laura
- Contact Laura if you have questions or need assistance
- We won't do the work for you but can provide guidance
- Don't forget to check out the PR section of the www.rotary7910.org website

Laura Spear

District 7910 Public Image Committee

Chair 2015-2016

Laura@Spear.net

978-562-4521 (home/work)