PUBLIC IMAGE CHECKLIST

DO

	Review the materials on Brand Center (www.rotary.com/brandcenter)
	Create your own club logo from Brand Center
	Create a club brochure if you don't have one (template on Brand Center)
	Create a club presentation if you don't have one (template on Brand Center)
	Include the Rotary logo (Rotary + wheel) and/or mark on your materials
	Make sure the Rotary logo is at least 60 pixels in size
	Use Arial Narrow (all upper case) for headlines, Georgia for text
	Use Rotary colors: Azure, Royal Blue, Gold, Sky Blue as primary colors
	Use photographs that reflect Rotarians in action: high resolution, people
	If not using photographs, use graphics that reflect the iconography style: **simple, modern, informative**
	Ensure your promotion materials reflect the Rotary operating principles: **Join Leaders, Exchange Ideas, Take Action**
	Make sure your "voice" is **smart, compassionate, persevering, inspiring**—reflect that in how you speak, write, and design
	Include a call to action on every communications deliverable (email, website, Facebook, phone number)—tell readers what they should do
	Be inspirational and human in all of your communications!

DON'T

	Use the old Rotary logo
	Change the new Rotary logo (color, reformatted, cropped)
	Make the logo and mark the same size: The wheel should be 4x the height of the logo if you use both
	Use upper and lower case in headlines
	Use clip art imagery that is cartoonish—it should reflect the Rotary operating principles, voice, and iconographic style