



Rotary Identity Elements

Making Public Image Work for You
Laura Spear

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**

Rotary



This is the default logo.

Rotary

Club of Nashoba Valley



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

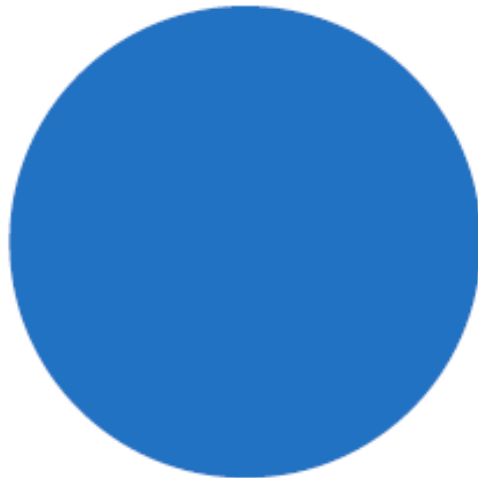


The wheel should be 4x the default logo. Never use it by itself.

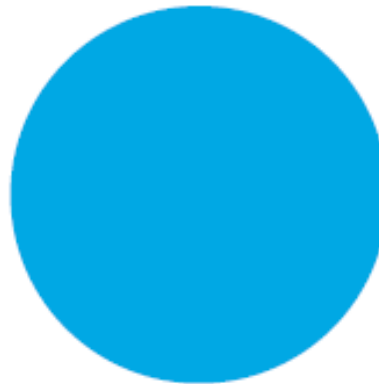
Color Palette

Rotary Leadership Colors

Rotary Azure



Rotary Sky Blue



Rotary Royal Blue



Rotary Gold



Rotary Azure is the default leadership color

Use Rotary Gold for accents

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: 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 #cbcdd0
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 (free)
 - Headlines = All caps
 - Highlight one or two key words in Rotary Gold
 - Use for dense text
- Secondary typeface = Sentinel (\$), Georgia (free)
 - Use for subheads and body copy
- Text blocks in Rotary Azure, white text
- Text is left justified, do not center

- 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

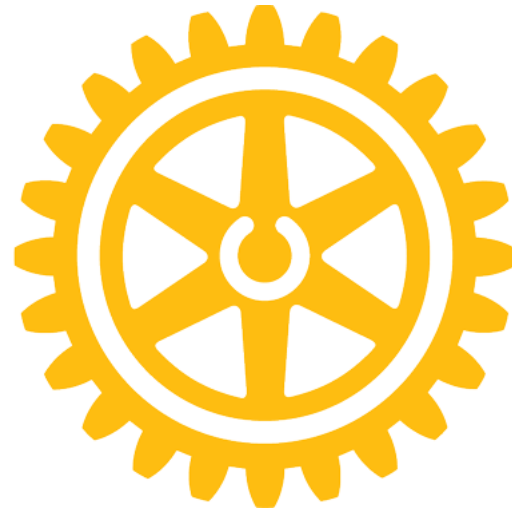
- Examples on www.rotary.com/brandcenter
- View ads in the *Rotarian*
- See examples on District 7910 website (PR section)



A blue and white advertisement for the 2013 Rotary International conference in Lisbon. The main text reads: "CELEBRATE DIVERSE PERSPECTIVES. DISCOVER SHARED INTERESTS." A white sailboat logo is in the top right corner. A photograph of a diverse crowd of people is shown, with a large yellow Rotary International gear logo overlaid on the bottom right. Below the photo, the text "Lisbon 2013" is followed by two columns of text in Portuguese: "Os membros congregam: para aprender, para brincar, para se divertir, para trabalhar, para crescer, para se conectar, para se inspirar, para se desafiar, para se conectar, para se inspirar, para se desafiar, para se conectar, para se inspirar, para se desafiar." The Rotary logo is at the bottom left, and "EXCHANGE IDEAS: www.rotary.org" is at the bottom right.

- 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



- Download the *Voice and Visual Identity Guidelines for Rotarians* (Brand Center)
- 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

Laura Spear

District 7910 Public Image Committee

Chair 2014-2015

Laura@Spear.net

978-562-4521 (home/work)