



## The Rotary Brand

### Frequently Asked Questions

**Q: I'd like to update our club's communications and logos, but there's a lot, where do I start?**

**A:** The priority is to update materials and digital platforms that are public-facing. Current, correct Rotary logos and proper usage should be used on:

- Club websites
- Club social channels
- Public-facing materials used for events like: banners, tablecloths, signage, brochures, cards

**Q: Rotary has a new theme logo every year. Do we need to include the theme logo in our communications to the public?**

**A:** The presidential theme and theme logos are designed to inspire and engage members around the Rotary president's priority for the year, and are most appropriate for communication among members. However, it is very important that you use your club logo in public facing communication.

**Q: For the Rotaract, does using or making the club name on the right side of the Masterbrand signature be applicable? Where can I find the guidelines for Rotaract?**

**A:** We encourage Rotaract clubs to keep the name to the left, with the Masterbrand. Placing names to the right of the MBS (along with the club name) is reserved for partnerships/sponsorships, or to highlight events. Please refer to pages 22 and 23 of the Voice and Visual Identify Guide for Rotaract brand guidance.

**Q: Why did Rotary change the color of the logo and add and add the word, "Rotary" next to the wheel?**

When blue line was removed and areas of the wheel filled in, the Rotary gold was changed to a different and more robust PMS color that has more orange in it to increase contrast. The PMS color is now PMS130C. Many color tests were conducted before arriving at this color. If the color is replicated correctly using the proper PMS or CMYK breakdown it should have enough contrast on white to be visible.

Additionally, the Mark of Excellence can be used on a blue background to have a similar affect as the previous logo. The Masterbrand signature can also be used on a blue background of the word Rotary is in white and the wheel remains gold.

As we bring the Rotary logo and branding into the 21st century it was important to make Rotary more visible. By putting "Rotary" next to the wheel it enhances the visibility since reading "Rotary International" within in the wheel is difficult especially when used in small spaces.

**Q: Please explain logo placement. What is the correct placement of logos when multiple clubs are involved? What about when clubs partner with private partner agencies?**

**A:** The club name should be on the left with the Master Brand Signature (MBS). Placing the name to the right is reserved for partnerships, sponsorships, and events.

You can place more than one club name in the logo creator and use the lock up option for the partner, placed to the right. Depending on how many clubs are involved, you can say something like "Rotary clubs of Evanston" if all clubs in Evanston are involved in the project. However, you can't use the Rotary



masterbrand alone with your partner agency. This would assume that it is an official project/partner of Rotary International. Email [brand@rotary.org](mailto:brand@rotary.org) if neither of these options work based on space and the number of clubs involved.

**Q: We have Rotary Clubs that do not want to use the new Masterbrand design. They use their old club logo design. How do we make convince them adopt to the new masterbrand?**

**A:** Explain the importance of strong, consistent branding and how that global impact is so important. Perhaps ask them to consider other brands and it would look if they're using out of date or unofficial logos. Ask that they lead with their official Rotary club logo on external facing communications (website, social media, etc.).

**Q: Can the simplified logo be used for non-digital application?**

**A:** Yes, the simplified logo (or simplified club or district logo) can be used in all applications and uses, not just digital.

**Q: Is it possible for the Rotary wheel to be white, not gold?**

**A:** Logo colors are gold, black, azure, and white. Please refer to Rotary's Identity at a Glance, available for download from the Brand Center.

**Q: Can I use just the Rotary wheel (Rotary's Mark of Excellence) in my communications?**

**A:** When you use the Mark of Excellence, we encourage you to use your club (or district) logo near it for clarity and recognition.

## **BRANDED MERCHANDISE**

**Q: I want to create Rotary branded merchandise. What do I need to do?**

**A:** If you are planning to create merchandise that includes the Rotary name or logo, you'll need to work with a licensed vendor. Here's the [link](#) to the licensed vendors section on My Rotary. To navigate to this page on the My Rotary - you can use the search feature on My Rotary (not the Brand Center) and type in Licensed Vendors. OR, select Manage in the navigation bar which will take you to a page with more information about working with Rotary licensed vendors.

**Q: I'd like to have an item made for my club that I don't see from one of my local licensed vendors (cups, mugs, school supplies, etc.) What can I do to have it made?**

**A:** You can have items made with your Rotary club logo, or Rotary logo, as long as that vendor has received permission from Rotary International's licensing team. You may email [rilicensingservices@rotary.org](mailto:rilicensingservices@rotary.org) for more information.