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**Editor:** Rtn. Dr. Asitava Sur 9830039151 asitava.sur@gmail.com

**Minutes of the RWM 2746 held at the Mahendra Smriti Sabhaghar RC Dumdum on 19.07.24 at 6.30 pm**

**ADDRESS:**

The President, **Rtn. Sanjib Roy**, called the meeting to order and extended a warm welcome to **Rtn. Arindam Roychowdhury** of RC Calcutta, **Mr. Raja Roychowdhury**, guest of PP Rtn. **Tapas Bhattacharya**, and all the members.

**BEGINING:**

As requested, **PP Rtn. Julie Saha** led the National Anthem.



**CLUB BUSINESS:**

The Secretary, **Rtn. Chinmay Roy**, conducted the club business:  
 a) Informed the receipt of the Newsletter **LIGHT** from RC Garden Reach.  
 b) Reported the non-receipt of statutory invoices from RISAO, Rotary News Trust, and the District.  
 c) Further to the appeal made in the last RWM, the Treasurer **PP**

**Rtn. Swarnendu Saha** reminded the members who have not yet settled their SAD-1 dues, to settle the same at the earliest, as per the bill raised.

d) The President declared the date of the first board meeting of the year had been finalized on July 22nd at 7:00 pm at our own venue and requested the board members to attend the same, without fail.

e) The President informed that the board has decided to welcome **Mr. Raja Roychowdhury** as a member on a suitable date. His brief bio-data is mentioned below:

- **Name:** Mr. RAJA ROYCHOWDHURY
- **Date of Birth:** 1st January
- **Date of Wedding:** 21st November
- **Partner's name:** Rupali Roychowdhury
- **Profession:** Interior Decoration and Vastu Consultant
- **Residence:** 6, Prafullanagar, Kolkata-74
- **Office:** 44, Prafullanagar, Kolkata-74
- **Email:** rajaroyc@yahoo.com
- **Phone:** 9836215164

**DISCUSSION:**

a) With the permission of the Chair, **PP Rtn. Julie** informed that **PP Rtn. Monojit Pal** is recovering at home from his recent ordeal and proposed sending him a flower

bouquet from the Club as a gesture of goodwill.

b) The President invited visiting **Rtn. Arindam**, who had visited our **Khudiram** Colony facilities last week, to speak on the occasion. He was introduced briefly, highlighting his vast knowledge of Rotary projects and his extensive connections within the Rotary circle.



c) In his brief address, **Rtn. Arindam** appreciated the efforts of RC Dumdum and suggested utilizing the land at **Khudiram** Colony for the betterment of child health. He emphasized focused areas like a thalassemia diagnostic center, a thalassemia blood transfusion unit, and an aid center for autistic children, with CSR funding. He also suggested that the requirement for computers, if any, could be met through the Rotary Children Welfare Trust at Rotary Sadan. After discussion, it was decided to apply for this support, as our Interact Club at HAAHS needs two desktops.

two desktop computers. Finally, he assured his support for such projects and wished them great success.

**ENDING:**

The minutes of RWM 2745, circulated via email and WhatsApp, were confirmed by the 14 members attending the meeting in the presence of the honourable visiting Rotarian and esteemed guest. Sunshine was collected through bills. The meeting was concluded by the President, with thanks to all present and a wish to meet at the next RWM on Friday, 26th July.

**ROTARY HISTORY**

**How Rotary's emblem evolved**

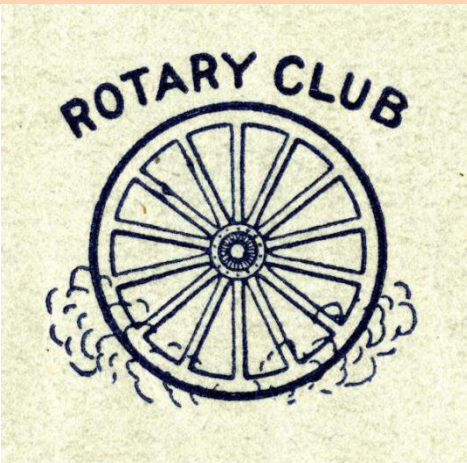
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**Rotary Club of Chicago emblem, circa 1906.**

The Rotary wheel, unchanged since 1924, was redesigned many times in the early years of the organization.

A Rotary Club of Chicago emblem that featured a wagon wheel influenced early logos of other clubs and Rotary International.

**Early club emblem**



In 1905, Montague M. Bear, an engraver and member of the Rotary Club of Chicago, sketched a wagon wheel with 13 spokes as a club emblem. When fellow club members began to complain that the design was static and lifeless, Bear added flourishes that made

the wheel appear to ride on a bed of clouds. Unfortunately, some members felt the clouds looked like dust, defying the laws of physics by being kicked up on both sides of the wheel. Bear responded by superimposing a banner with the words "Rotary Club" over the clouds.

**Early association emblem**

In 1911, Secretary Chesley R. Perry recommended that "action be taken by the National Association to establish the wheel as the basic part of the emblem of every Rotary club." Clubs were invited to submit designs to an emblem committee before the 1912 convention in Duluth, Minnesota, USA.

The Duluth convention provided some definition. "The emblem consists of the basic principle of a wheel with gears cut on the outer edge. ... The spokes are to be so designed as to indicate strength; the object of the gears, or cogs, being two-fold: First to relieve the plainness of the design, and Second, to symbolize power."

The word "Rotary" appeared at the top and "International Association" at the bottom. (Rotary became an international organization in 1912.) Clubs were encouraged to use a similar design, placing the name of their city at the bottom instead of "International Association." The number of spokes and cogs was unspecified. As a result, many variations on the emblem were in use by 1918.



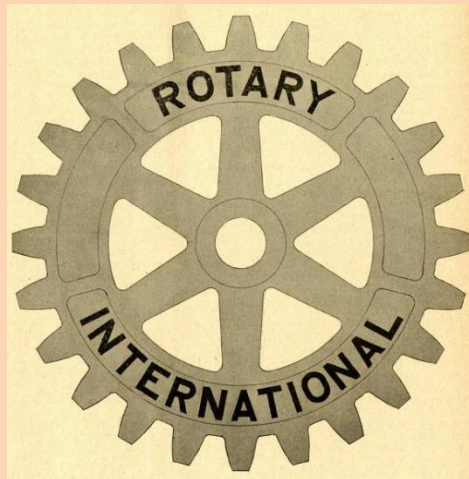
**A standard emblem**

To address the growing number of emblems, the Board appointed Charles Mackintosh, of the Rotary Club of Chicago, Illinois, USA, and Oscar Bjorge, of the Rotary Club of Duluth, Minnesota, USA, to the committee charged with standardizing

the Rotary emblem.

Bjorge drafted an emblem with six spokes and 24 cogs, giving it a sturdy appearance.

In this design, the number of teeth and spokes was intended to reflect a real, working gearwheel. The number of spokes and cogs did not reflect any specific aspect of Rotary's history or its programs, and this is still true today.



**Oscar Bjorge's design for the Rotary emblem, as published in the January 1920 issue of The Rotarian.**

In November 1919, the Board adopted Bjorge's design and a detailed description, and the 1921 convention formally approved them.

For many years, descriptions of the emblem simply referred to an article called "Redesigning the Rotary Wheel" in the January 1920 issue of The Rotarian, which announced the Board's decision.

By 1924, Bjorge's design had been modified to include a keyway. This addition has been attributed to Will R. Forker, of the Rotary Club of Los Angeles, California, USA. He was reported to have said Bjorge's design made no provision for the transfer of power to or from a shaft, rendering the wheel idle.

Forker perceived Rotary as a "living force," and inserting a keyway into the hub made the new wheel a "real worker."

In January 1924, the Board formally

approved the emblem that was then in use. Not all written descriptions were updated immediately, however.

To clear up any confusion caused by the various decisions about the emblem between 1912 and 1929, a standard description of the existing design, with a keyway, was approved by the 1929 convention.

### A mark of excellence

For many years, the wheel stood alone as our logo. Although the words "Rotary International" are embedded in the wheel, they're hard to read from a distance.

So in 2013, Rotary expanded the official logo to include the word "Rotary" next to the wheel.

## Logos Configurations

For many years, our Rotary wheel stood alone as our logo on signage and communications materials. Although the words Rotary International were embedded in the wheel, they were hard to read from a distance. As a result, the general public did not always recognize Rotary's involvement in a project or activity.

That's why we decided to expand our official logo to include the word "Rotary" next to the wheel. This is our official logo and our masterbrand signature, which should be used whenever possible.

The Rotary wheel is our mark of excellence. In addition to being a component of our official logo, it may be scaled up for greater impact and used separately but in close proximity to the masterbrand signature.

For example, you could display a large Rotary wheel on the front of the podium at an event, with the official logo showing above on a screen. Or you could use the scaled-up mark of excellence on the front of a brochure and the logo on the back. The design examples on pages 16, 35 and 40 show some easy ways to follow this guideline.

## Logos Color Variations, Masterbrand

### OUR LOOK

Masterbrand Signature (Our Official Logo)

Rotary



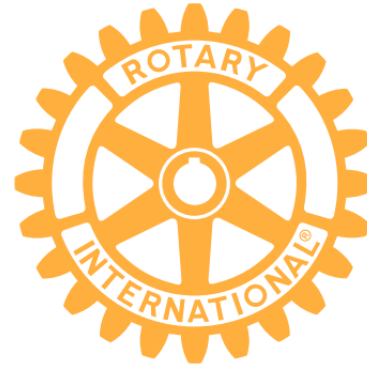
Rotary Markhand

Rotary Wheel

What logo format do I use for:

Print	eps	spot or cmkyk
Embroidery	eps	spot or cmkyk
Silkscreen	eps	spot or cmkyk
Word Doc (Print)	png	rgb
PowerPoint	png	rgb
Digital	png	rgb
Web/Email	png	rgb
Tablet/Mobile	png	rgb

Mark of Excellence (Our Wheel)



### OUR LOOK

Rotary



### The Rotary emblem today.

The Rotary wheel remains our mark of excellence. In addition to being part of the official logo, it may be enlarged for greater impact and used separately but near the logo.

### Using the emblem

The Rotary emblem, like Rotary's name and other logos, is a registered trademark. Clubs, districts, and Rotary Entities are welcome to use the Rotary emblem subject to the guidelines for the use of the Rotary Marks as set forth by the RI Board of Directors.

These guidelines govern the use of the Rotary Marks on all merchandise, promotional materials, and publications, including domain names and websites. For current guidelines on size and placement, see Rotary's [voice and visual identity guidelines](#). Clubs can download the logo and find templates to create club logos in our [Brand Center](#).

[Ref:<https://www.rotary.org/en/history-how-rotary-emblem-evolved>]

The full-color Rotary signature is our preferred version for use in digital environments and whenever printing with at least two colors. The word "Rotary" should appear in Rotary Royal Blue or white followed by the wheel in Rotary Gold, unless two-color printing is not possible or the background renders the gold illegible.

One-color variations of the Rotary signatures are supplied in black, Rotary Azure, and white for reverse type. These can be applied for one-color printing or on very complex backgrounds that may hinder legibility or appearance of colors.

Use the appropriate color version to maintain the best contrast and legibility: positive for light or white backgrounds and reversed for dark backgrounds.

Comparable metallic versions of Rotary colors may also be used for special circumstances.

For more details regarding our color palette, see pages 23-24.

What logo format do I use for:

Print	eps	spot or cmkyk
Embroidery	eps	spot or cmkyk
Silkscreen	eps	spot or cmkyk
Word Doc (Print)	png	rgb
PowerPoint	png	rgb
Digital	png	rgb
Web/Email	png	rgb
Tablet/Mobile	png	rgb

## Logos Color Variations, Mark of Excellence

The Rotary wheel — our mark of excellence — should appear in Rotary Gold, unless two-color printing is not possible or the background renders the gold illegible. When printing on a white background, be sure to use the correct color formulas, as shown on page 24. Sufficient ink coverage should produce a fully legible wheel as shown on the right.

One-color variations are supplied in black, Rotary Azure, and white for reverse type. These should be applied mainly for one-color printing.

Comparable metallic versions of Rotary Gold may also be used for special circumstances.

For more details regarding our color palette, see pages 23-24.

What logo format do I use for:

Print	eps	spot or cmkyk
Embroidery	eps	spot or cmkyk
Silkscreen	eps	spot or cmkyk
Word Doc (Print)	png	rgb
PowerPoint	png	rgb
Digital	png	rgb
Web/Email	png	rgb
Tablet/Mobile	png	rgb

### Full Color

Positive (for light or white backgrounds)

Rotary



Rotary Royal Blue

Rotary Gold

Reversed (for dark backgrounds)

Rotary



White

Rotary Gold



### One Color

100% black

100% Rotary Azure

100% white (for dark backgrounds)



### OUR LOOK

### Full Color

