TELL ROTARY'S STORY

Voice and Visual Identity Guidelines for Rotarians

Rotary

"THE GREATEST OF ALL ACHIEVEMENTS...ARE THE RESULT OF THE COMBINED EFFORT OF HEART AND HEAD AND HAND WORKING IN PERFECT COORDINATION."
PAUL P. HARRIS, FOUNDER
ROTARY
INTERNATIONAL

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35 **graphics@rotary.org**
rilicensingservices@rotary.org

COMING UP

Tools and templates will be available online in the coming months. These resources will make it easy to apply our new look to your brochures, PowerPoints, and other print and digital communications.

Why we're strengthening our image

For more than 100 years, Rotary has united leaders committed to applying their expertise to better their communities. Despite over a century of impact in communities around the world, Rotary does not get the recognition it deserves. We need to rethink how we tell our story so people everywhere understand what Rotary stands for, how we're different, and why it matters.

In 2011, Rotary embarked on a multiyear initiative of unprecedented scale to strengthen our image. In addition to expanding public understanding of what Rotary does, we want to motivate, engage, and inspire current and prospective members, donors, partners, and staff.

What we've done

To tell our story better, we first need to define it. Based on extensive global research, we:

Defined our essence
to identify how Rotary is different from other organizations

Brought our values to life
to ensure our actions support our words

Established our voice
to reflect our distinct character

Clarified how we present our offerings so people understand what we do and how they can engage

Refreshed our visual identity
to energize our look and feel while celebrating our heritage

What we need to do

Bringing our story to life is our next charge — and one that requires champions across levels, groups, and functions.

We are Rotary, and we have a great story to tell.

It's up to all of us to protect, promote, and deliver on that story in all our interactions.

This guide will help you apply our new look and voice. More resources will be available online in the coming months. Look for new tools and templates that will help you apply our new look to your brochures, PowerPoints, and other print and digital communications.

Through a unified Rotary image and message, we're not just enhancing our reputation, we're elevating the entire Rotary experience.

AN UNPRECEDENTED EVALUATION OF OUR IMAGE		FRAMING OUR STRENGTHS FOR CLARITY AND IMPACT
Our global research revealed three insights.		Our research insights define who we are (responsible leaders), what we do (connect), and why it matters (community impact). Validation research revealed how to articulate these strengths in a compelling way.
Rotarians are responsible leaders — both socially and ethically	›	**Define leadership by mindset and approach, not labels or titles**
Connecting has and always will be the driving force behind Rotary	›	**Highlight connections and communities, not the individual**
It's not just about global impact — we impact communities on a global scale	›	**Clarify the type of impact Rotary makes (i.e., community impact scaled globally; lasting change)**

Our Values and Our Essence

What are "values?"

Values drive our behavior. They represent our beliefs, what we do, and how we act.

How did we define our values?

Our values are rooted in guiding principles that have always defined Rotary. Now, we want to bring our values to life by showing how we demonstrate them in communities around the world.

What do we mean by "essence"?

Our essence defines what we do:

Unite leaders from all continents, cultures, and occupations

Exchange ideas

Take action to improve our communities around the world

OUR VALUES	HOW WE LIVE 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

What is our voice?

Our voice is the unique tone and style in which we communicate.

Why is a distinctive voice important for Rotary?

There is no organization quite like Rotary. To ensure our communications capture our distinct character — and how people experience Rotary — we need to use a unified voice in all of our interactions. By speaking, writing, and designing in one voice, our communications will look, feel, and sound unmistakably like Rotary.

How should we use our voice?

Our voice attributes serve as a guide for how we speak, write, and design. Use them as criteria to evaluate your communications. A variety of visual and verbal tools (e.g., copy, imagery, information graphics, etc.) can help us infuse our voice into all of our communications. For details about how to apply visual identity elements, see pages 9-25.

OUR VOICE IS...	THIS MEANS...	OUR COMMUNICATIONS ARE...
Smart	We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.	**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**

Here are a couple of examples to demonstrate how our voice strengthens our message:

EXAMPLES	BEFORE (without Rotary's voice)	AFTER (in Rotary's voice)	WHY IT'S EFFECTIVE
Invitation to prospective members to visit a local club	Rotary is ordinary people around the world working together to clean the environment, end polio, improve our communities, and accomplish other extraordinary things. Learn more at rotary.org.	**It's amazing what we can accomplish when hearts and minds work together. See how leaders from countries, cultures, and occupations around the world are taking action — to enhance health, empower youth, promote peace, and advance community.** **Join leaders at a Rotary club near you.**	• Is active, inspiring, and inviting • Balances compassion (hearts) and intelligence (minds) • Defines leadership by mindset (diverse perspectives) and action • Clarifies our impact • Includes a clear call-to-action
Excerpt from Rotary.org	Rotary's Anniversary Rotary's 108th anniversary marks a year of both achievements in the fight to eradicate polio and a stepped-up commitment to finish the job. You can help by learning how to use advocacy to encourage governments to fund the vital work of polio eradication.	**Another year, another chance to make history** **We're closer than ever to eradicating polio. But even as we celebrate our 108th year of community impact, we're reminded that there is much to do. Become an effective advocate so together we can finish the job.**	• Headline is inspiring versus descriptive • Highlights Rotary's persevering spirit • Is more compassionate and human (i.e., uses the collective "we") • Has a clear call-to-action

Focused, purposeful, inspiring, with a touch of gold.

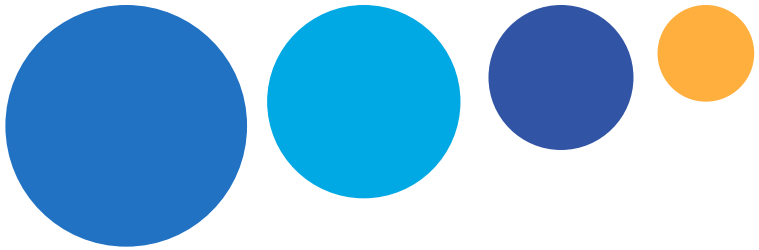
Our visual toolkit contains the basic elements in our visual system.

It includes our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter.

Each element is designed to work in harmony with the others while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion.

Colors p. 18-20

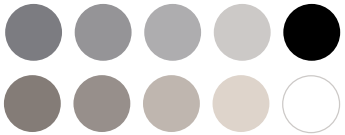
Rotary Leadership Colors



Secondary

Pastels

Neutrals



Typography p. 21-22

Primary

FRUTIGER BLACK CONDENSED ALL CAPS FOR HEADLINES AND MAIN NAV

Frutiger
for subheads, secondary nav, info graphics, and lockups
Light *Italic*
Roman *Italic*
Bold *Italic*
Black *Italic*
Ultra Black

Secondary

Sentinel
for body text, secondary heads, captions, and callouts
Light *Italic*
Book *Italic*
Medium *Italic*
Semibold *Italic*
Bold *Italic*

Logos p. 10-17

Masterbrand Signature

Rotary

Mark of Excellence

Imagery p. 23

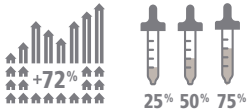
Rotarians Uniting and Exchanging Ideas

Rotarians Taking Action for Community

Metaphorical

Iconography Style p. 24

Information Graphics p. 24



Logos
Configurations

Our logo has recently evolved to include our wordmark, which is the word "Rotary," and our emblem, the Rotary wheel.

The word "Rotary" always appears before our emblem in all of our signatures.

This official logo is our masterbrand signature, which should be used wherever possible. Our mark of excellence should not appear alone, but can be used in proximity to the masterbrand signature and should be scaled up to make greater impact.

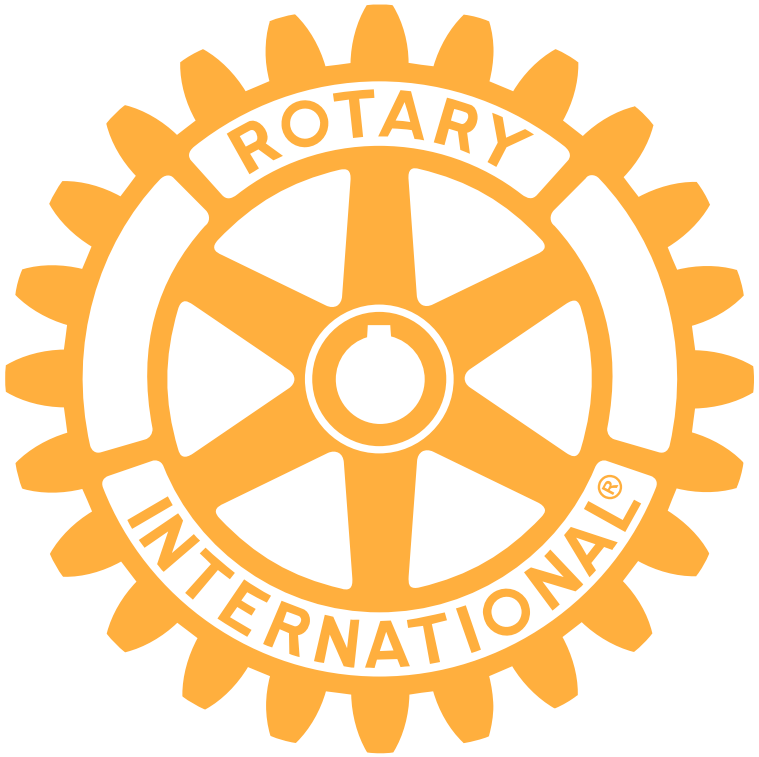
It is crucial to maintain the consistency of our signatures. Positioning and proportional relationships of all components within the signature are fixed and should never be altered.

Masterbrand Signature

Rotary Wordmark

Rotary Emblem

Mark of Excellence



Logos
Color Variations, Masterbrand

The full-color Rotary signature is our official, preferred version. Always use it in digital environments and whenever printing with at least two colors. Our emblem must always appear in Rotary Gold, unless two-color printing is not possible.

Do not alter or switch any signature component colors.

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 shown on this page may also be used for special circumstances. For more details regarding our color palette, see pages 18-20.

Positive (for light or white backgrounds only)

Full color

Rotary Royal Blue *Rotary Gold*

One color

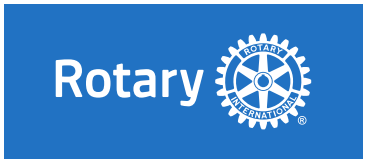
100% black

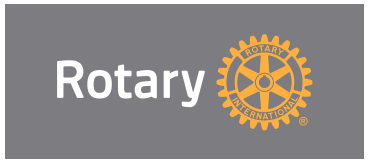
100% Rotary Azure

Reversed (for dark backgrounds only)

Full color

One color (100% white)



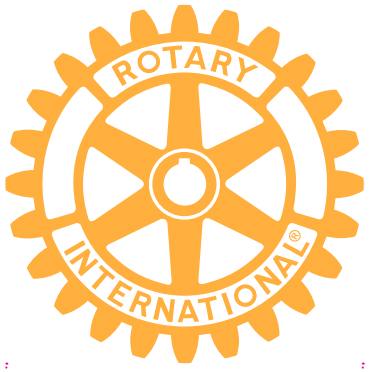


Logos
Color Variations, Mark of Excellence

Our mark of excellence should always appear in Rotary Gold, unless two-color printing is not possible.

One-color variations of the mark of excellence are supplied in black, Rotary Azure, and white for reverse type. These can be applied only for one-color printing.

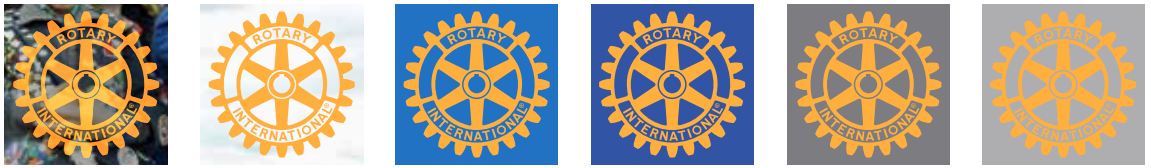
Comparable metallic versions of Rotary Gold may also be used for special circumstances. For more details regarding our color palette, see pages 18-20.



Rotary Gold

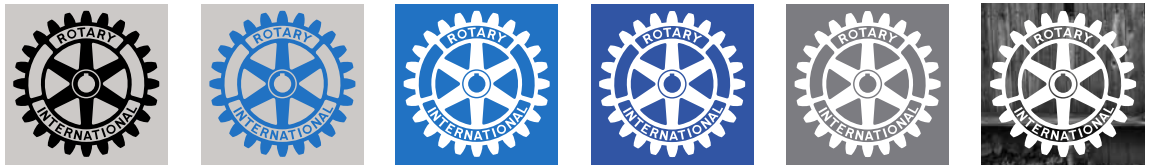
Full Color

Dark image | Light image | Acceptable solid background colors



One Color

100% black | 100% Rotary Azure | 100% white (reversed)



Logos
Using the Mark of Excellence

Always BIG
Our mark of excellence is a symbol of our leadership. It should appear large on high-impact communications to make a bold statement and promote a sense of urgency.

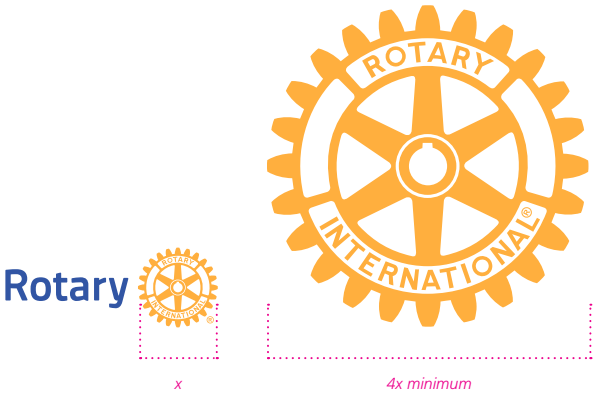
Always near masterbrand signature
The mark of excellence should always appear with one of our signatures, and never appear alone.

Do not overuse
Reserve for covers or single-page marketing materials such as posters or advertising, if appropriate. Refrain from repeating it too many times within any communication or using it in subordinate situations such as interior spreads or secondary web pages.

For color options, refer to page 12.

Size

Size relationship of mark of excellence and masterbrand signature

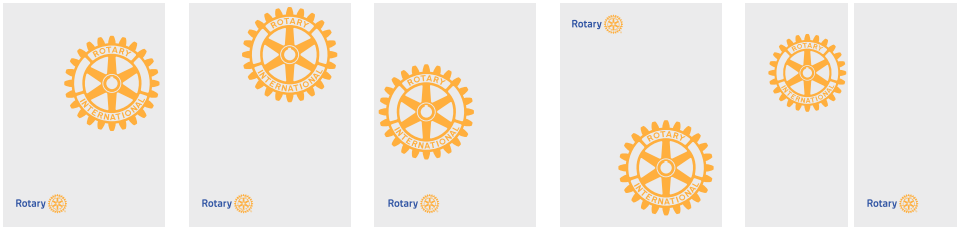


Opacity

100% opaque on solids

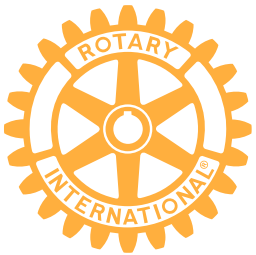
Examples (mark of excellence always in proximity to masterbrand signature)

Single-page communications



Multipage (front/back)

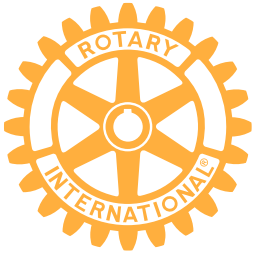
Logos
Clear Space and Minimum Sizes for Print

LOGO	MINIMUM SIZE FOR PRINT
Masterbrand signature Minimum size is 13 mm / 0.5" No restriction on maximum height	
Mark of excellence Minimum size is 4x height of the emblem in the nearby masterbrand signature No restriction on maximum height	
	Minimum Ratio: 52mm / 2" when paired with the masterbrand signature

CLEAR SPACE

Clear space — that is, the space surrounding the masterbrand signature — is equal to the height of the capital "R" in the Rotary wordmark.

Logos
Clear Space and Minimum Sizes for Digital

LOGO		MINIMUM SIZE FOR DESKTOP/LAPTOP	MINIMUM SIZE FOR MOBILE/TABLET
Masterbrand signature Minimum size is 60px No restriction on maximum height			
Mark of excellence Minimum size is 4x height of the emblem in the nearby masterbrand signature No restriction on maximum height		Minimum ratio: 240px when paired with the masterbrand signature 120px when paired with the simplified signature	Minimum ratio: 320px when paired with the masterbrand signature 160px when paired with the simplified signature
Simplified signature For digital small use and confined spaces Maximum height is under 60px for desktop/laptop 80px for mobile/tablet Minimum size is 30px for desktop/laptop 40px for mobile/tablet			

CLEAR SPACE

Clear space for masterbrand signature is equal to the height of the lowercase "o" in the Rotary wordmark.

Logos
Signature System for Clubs, Districts, and Zones

We have created special signature systems that allow you to identify your club, district, or zone on all your communications materials. In the coming months, we will provide a tool for every club to create its own signature. Rotary vendors will also be able to feature these signatures on Rotary merchandise.

Rotary Clubs
The Rotary club signature consists of the masterbrand signature plus the club name and should be used instead of the masterbrand signature on club-level communications.

The preferred configuration is Rotary Club [of/at] [Location], with the word Rotary coming first.

Two acceptable alternatives have been provided to cover variations of club names.

The positioning and size relationship between the Rotary wordmark and the emblem are fixed and should never be altered.

Districts and Zones
District and zone signatures consist of the masterbrand signature plus the district or zone number and should replace the masterbrand signature on district and zone communications.

When creating, use the same specifications as the club signatures above.

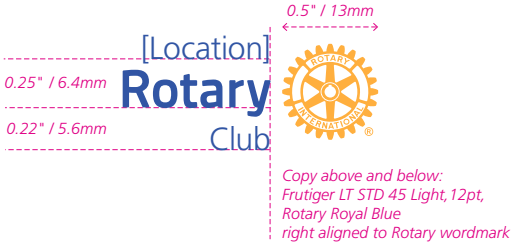
ROTARY CLUBS

Preferred

Rotary
Club [of/at] [Location]

Acceptable alternates

[Location] Club [of/at]
Rotary



DISTRICTS AND ZONES

Districts

Rotary
District 1239

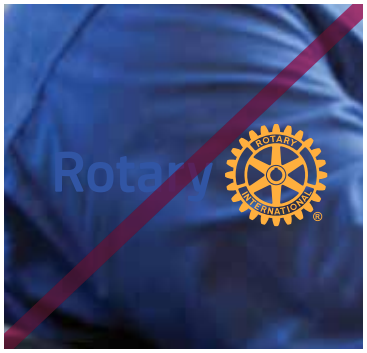
Zones

Rotary
Zone 33

Rotary
Zones 24 & 32

Rotary
Zones 21b-27

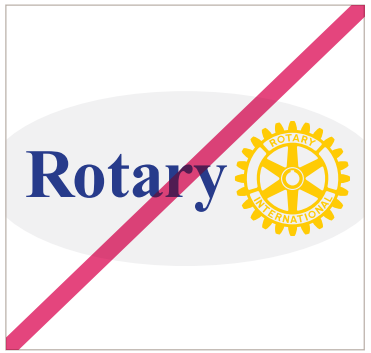
Masterbrand signature



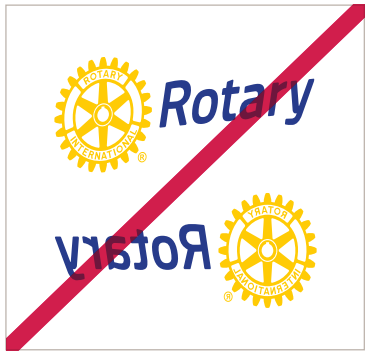
Use the masterbrand signature on a background that has sufficient contrast.

Use a two-color masterbrand signature when printing in full color.

Keep the masterbrand signature clear of outlines, special effects, or other graphic elements.



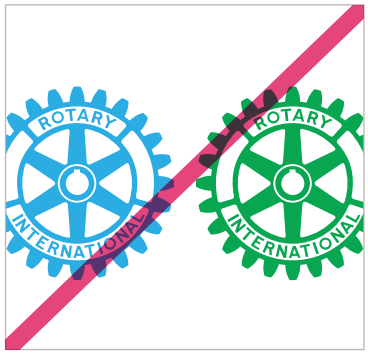
Keep the masterbrand signature free of a holding shape and use the correct typeface and ® symbol.



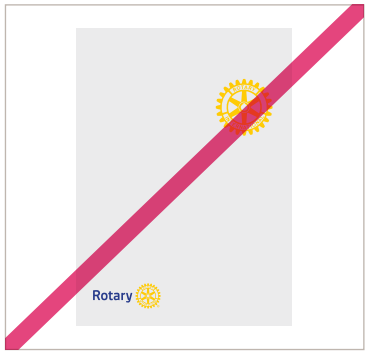
Keep all elements undistorted and in the right order.

Mark of excellence

Keep the mark of excellence whole — never cropped.

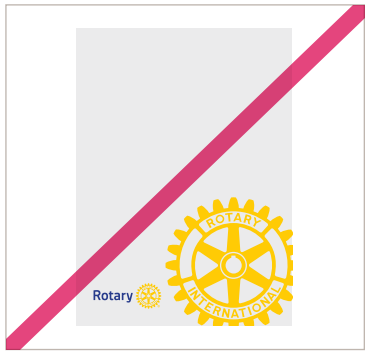


Use Rotary colors specified on page 12 for the mark of excellence.



Size the mark of excellence correctly when using it with the logo, as shown on page 13.

Make sure the mark of excellence is completely legible.



Place the mark of excellence away from the logo.

Color Palette
Overview

We are smart, compassionate, persevering, and inspiring, and we've chosen a set of colors to express those attributes.

A few shades of **BLUE** and a touch of **GOLD** are our predominant colors. To create a unified look and feel, these leadership colors should be used more often than other colors in our palette. Use Rotary Azure most often, and reserve Rotary Sky Blue and Rotary Royal Blue to complement and highlight. Rotary Gold should be used as the "jewel" on a page.

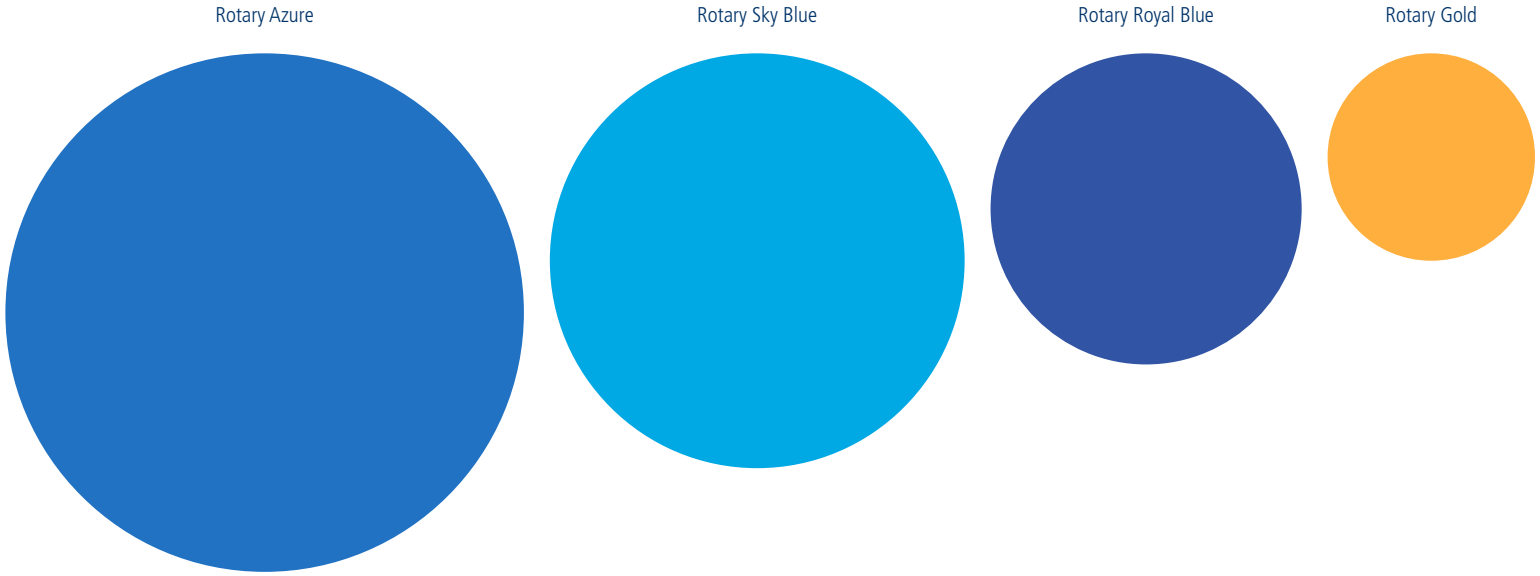
Use secondary colors sparingly to create occasional emphasis or differentiation within a series, if applicable.

Pastels and neutrals provide the necessary flexibility when working with backgrounds, layouts, and hierarchy of information, without being overbearing.

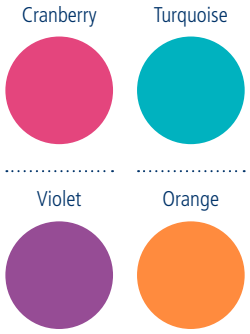
All colors have been carefully chosen to complement one another in most situations. They should be used in their pure format, never screened.

Comparable metallic versions of these colors may be used for special circumstances, such as signage or pins or when using foils for awards and certificates.

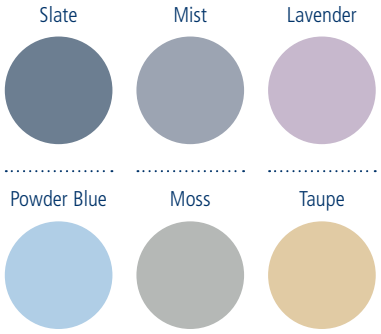
Rotary Leadership Colors



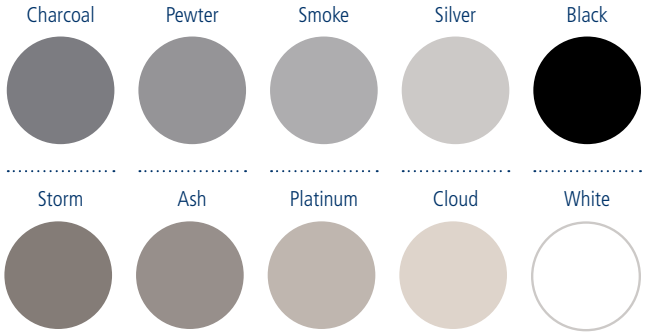
Secondary Colors



Pastels



Neutrals



Color Palette
Formula Codes

When using our color palette, be sure to apply the appropriate formulations listed on this page.

Our colors should never be screened or adjusted.

Coated and uncoated formulas are shown here for the following:

Pantone™ colors
CMYK for 4-color process
RGB for digital
Hexadecimal for web

To obain ASE files for latest palette swatches, please contact graphics@rotary.org.

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 #febd11
R254 G189 B17

Secondary Colors

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

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

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

Orange
PMS 2018C
C0 M68 Y95 K0
PMS 2018U
C0 M58 Y95 K0
Hex #ff7600
R255 G118 B0

Pastels

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

Mist
PMS 2162C
C40 M23 Y18 K1
PMS 2162U
C42 M26 Y18 K4
Hex #9ea6b4
R158 G166 B180

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

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

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

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

Neutrals

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

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

Smoke
Cool Gray 5C
C0 M0 Y0 K33
Cool Gray 5U
C0 M0 Y0 K33
Hex #bcbdc0
R188 G189 B192

Silver
Cool Gray 2C
C14 M10 Y13 K0
Cool Gray 2U
C14 M10 Y16 K0
Hex #e7e7e8
R231 G231 B232

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

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

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

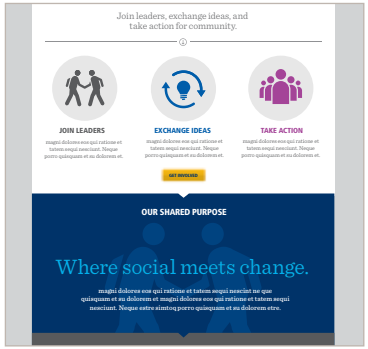
Cloud
Warm Gray 1C
C15 M12 Y17 K0
Warm Gray 1U
C15 M12 Y17 K0
Hex #e6e5d8
R230 G229 B216

Black
C0 M0 Y0 K100
Hex #000000
R0 G0 B0

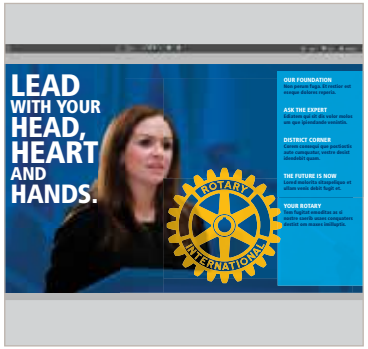
White
C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255

Color Palette
Best Practices

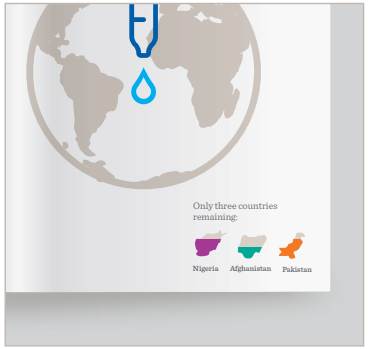
Reserve Rotary Gold for "pops" of color.



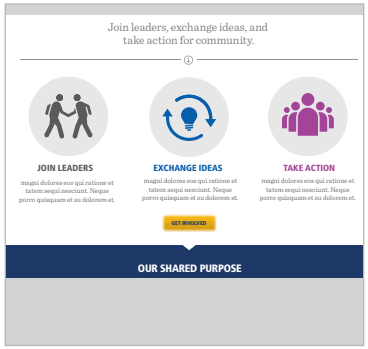
Highlight headings, subheads, icons, and buttons with colors from our palette.



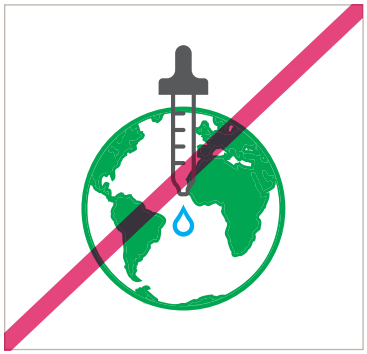
Use the blues in our leadership colors as the predominant palette.



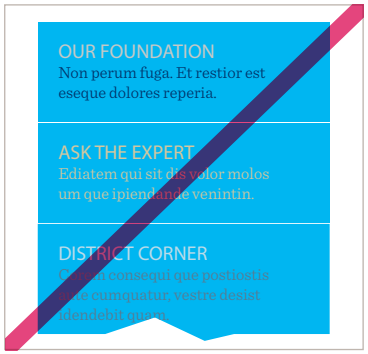
Use the secondary colors to highlight elements, but never as a dominant color.



Use neutrals and white space to achieve balance and clarity.

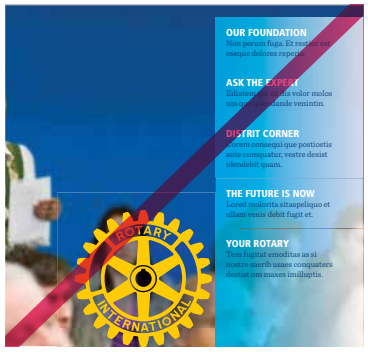


Use colors in our palette.



Use colors that offer sufficient contrast for readability.

Use colors that complement one another; use leadership colors for large areas.



Keep the background the same color rather than creating gradients.

Use fully saturated rather than tints or screened colors in our palette.

Typography
Primary, Secondary, and Alternate Type

Primary Typeface

Primary*, use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, info graphics, lockups, identifiers, or dense body copy.

FRUTIGER LT STD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Secondary Typeface

Secondary*, use for body text, secondary headlines, captions, callouts, or identifiers.

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

Alternate Typefaces
To be used when the primary and secondary typefaces are not available

Alternate, for digital (web) applications or when Frutiger LT STD is not available

OPEN SANS CONDENSED

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Light Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic

Alternate, for Microsoft Office applications or when Open Sans Condensed is not available

ARIAL NARROW

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

Alternate, for digital (web) applications and Microsoft Office applications, or when Sentinel is not available

Georgia

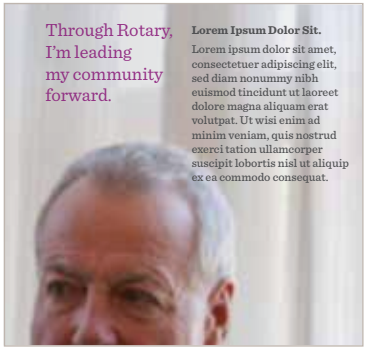
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

* For information to purchase these typefaces, please contact graphics@rotary.org.

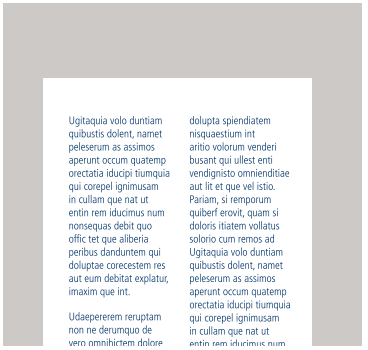
For emphasis, highlight one or two words using a larger type size or light-weight italic. When using italic, use a light weight and set all type to one size. Keep leading and kerning consistent.

Use Sentinel for subheads and body copy.



Use bold or italic for emphasis only.

Use Frutiger in large point sizes for callouts and data visualization.



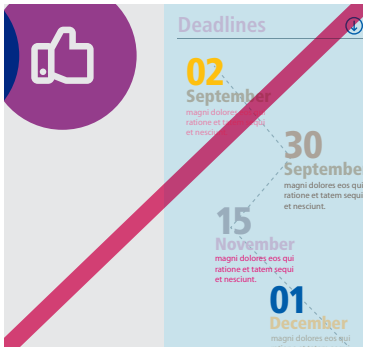
Use Frutiger styles for documents with dense body copy.

Use uppercase typography in headlines or subheads.

Watch your leading and kerning so that it doesn't look overly open, too tight, or uneven. Keep letterforms proportionate.

Use Frutiger rather than Sentinel for headline text.

Use lighter weights for body copy.



Use colored type that has sufficient contrast.

Imagery
Style Overview and Subject Matter

Our photography focuses on connections and community.

Whenever possible, try to use shots depicting multiple Rotarians of diverse ethnicities and age ranges. Refrain from focusing on an individual, unless he or she is profiled or featured in a story.

If shot indoors, keep backgrounds blurry or nondescript so unattractive objects like drop-ceilings, dated chandeliers, exit signs, etc., are rendered less visible.

When beneficiaries are depicted, they should appear actively engaged with Rotarians or like active participants in a scene, not incidental observers in the background.

When choosing or shooting new photography, aim for the following:

- editorial or reportage style (fly-on-the-wall)
- candid poses or natural portraits
- real, natural, sincere, endearing expressions
- demonstrations of active leadership and impact
- special moments of camaraderie, friendship, warmth, and celebration
- movement and momentum
- rich full color, or black and white
- short depth of field with selective focus (people shot through crowds)
- wide angles
- natural backgrounds and real context (not solid portraiture backdrops or studio photography)

Rotarians Uniting and Exchanging Ideas

Single Rotarian

Small groups

Large groups

Rotarians Taking Action for Community

Single Rotarian

Small groups

Large groups

With beneficiaries

Without Rotarians

Metaphorical/Conceptual

Icons and Information Graphics
Overview

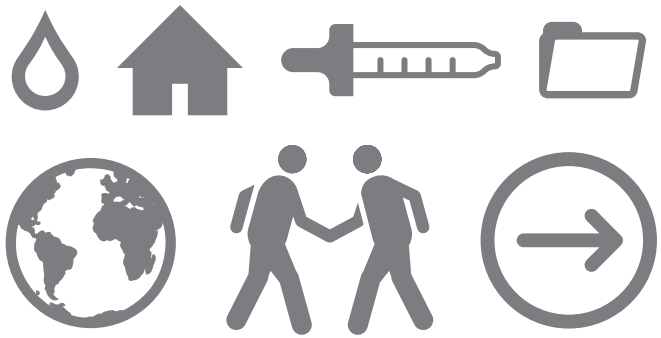
When choosing or creating iconography and information graphics, look for styles that are simple, modern, and informative.

When housing icons in shapes, use circles to reinforce the shape of the Rotary emblem.

Use icons and information graphics to illustrate facts or aid in navigation, but do not apply them as logos.

Iconography Style

Examples



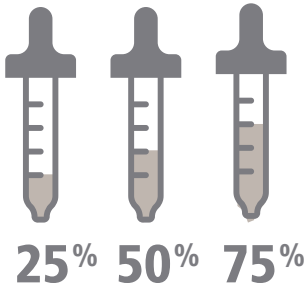
Organizing principles

Join Leaders

Exchange Ideas

Take Action

Information Graphics



Icons and Information Graphics
Areas of Focus Icons

AREAS OF FOCUS

Rotary has identified six areas of focus that reflect critical humanitarian issues and needs that Rotarians are addressing worldwide. Each icon to the right represents one facet of Rotary's six areas of focus:

1 Peace and conflict prevention/resolution
2 Disease prevention and treatment
3 Water and sanitation
4 Maternal and child health
5 Basic education and literacy
6 Economic and community development

Always show all six icons together uniformly in one Rotary neutral color.

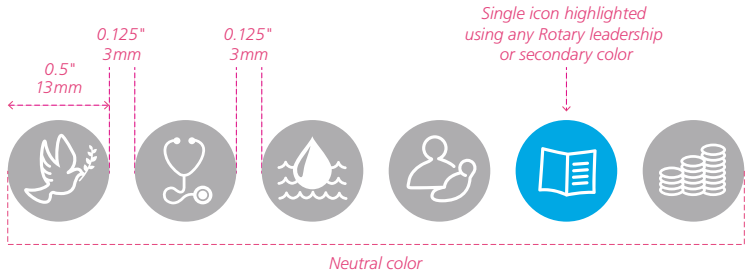
When discussing one specific area of focus, highlight that icon using any Rotary leadership or secondary color. All other icons should remain neutral.

When all areas are being discussed simultaneously, highlight all six icons using a single Rotary leadership or secondary color.

Always use the same color to highlight the icons within a single document or communication.

Do not color code the six areas of focus, and do not alter proportions or the shape of the circle housing the symbols.

Horizontal configuration



Vertical configuration

Stacked configuration

Minimum sizes

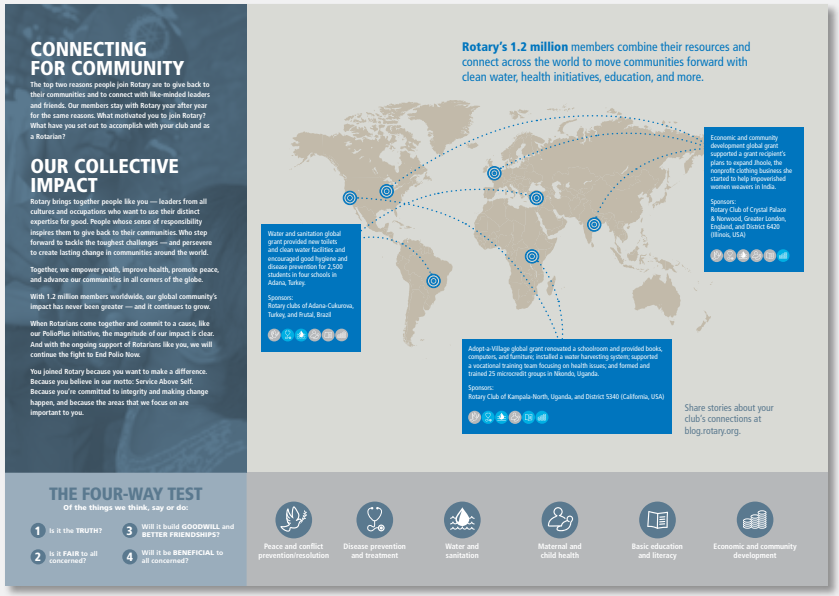
Print

Digital – for desktop/laptop

Digital – for mobile/table

Enclose the icons in circles only. Use one Rotary color as background in the circles and another Rotary color to highlight the appropriate icons, as shown at the top of the page.

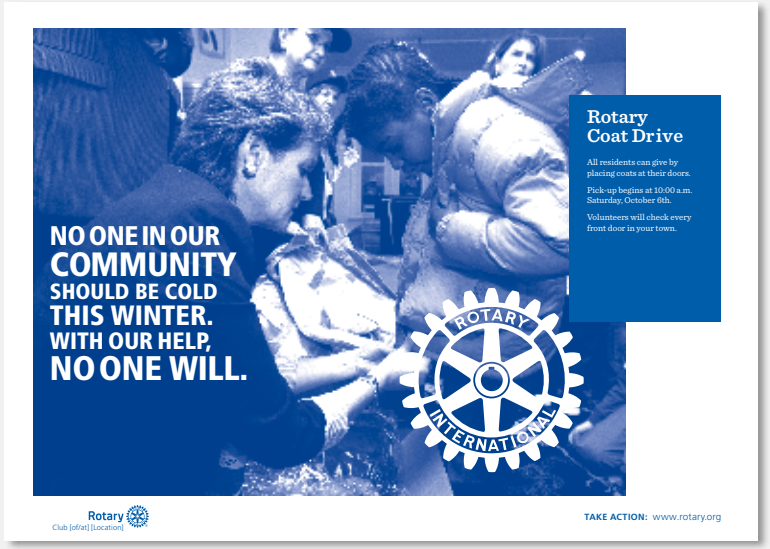
Design Inspiration
Brochure Covers


CONNECTING FOR COMMUNITY
The top two reasons people join Rotary are to give back to their communities and to connect with like-minded leaders and friends. Our members stay with Rotary year after year for the same reasons. What motivated you to join Rotary? What have you set out to accomplish with your club and as a Rotarian?
OUR COLLECTIVE IMPACT
Rotary brings together people like you — leaders from all cultures and occupations who want to use their distinct expertise for good. People whose sense of responsibility inspires them to give back to their communities. Who step forward to tackle the toughest challenges — and persevere to create lasting change in communities around the world.
Together, we empower youth, improve health, promote peace, and advance our communities in all corners of the globe.
With 1.2 million members worldwide, our global community's impact has never been greater — and it continues to grow.
When Rotarians come together and commit to a cause, like our PolioPlus initiative, the magnitude of our impact is clear. And with the ongoing support of Rotarians like you, we will continue the fight to End Polio Now.
You joined Rotary because you want to make a difference. Because you believe in our motto: Service Above Self. Because you're committed to integrity and making change happen, and because the areas that we focus on are important to you.
Rotary's 1.2 million members combine their resources and connect across the world to move communities forward with clean water, health initiatives, education, and more.
Water and sanitation global grant provided new toilets and clean water facilities and encouraged good hygiene and disease prevention for 2,500 students in four schools in Adana, Turkey.
Sponsors: Rotary clubs of Adana-Cukurova, Turkey, and Rutal, Brazil
Economic and community development global grant supported a grant recipient's plans to expand Jhoola, the nonprofit clothing business she started to help impoverished women weavers in India.
Sponsors: Rotary Club of Crystal Palace & Norwood, Greater London, England, and District 6420 (Illinois, USA)
Adopt-a-Village global grant renovated a schoolroom and provided books, computers, and furniture; installed a water harvesting system; supported a vocational training team focusing on health issues; and formed and trained 25 microcredit groups in Nkonda, Uganda.
Sponsors: Rotary Club of Kampala-North, Uganda, and District 5340 (California, USA)
Share stories about your club's connections at blog.rotary.org.
THE FOUR-WAY TEST
Of the things we think, say or do:
1 Is it the TRUTH?
2 Is it FAIR to all concerned?
3 Will it build GOODWILL and BETTER FRIENDSHIPS?
4 Will it be BENEFICIAL to all concerned?
Peace and conflict prevention/resolution
Disease prevention and treatment
Water and sanitation
Maternal and child health
Basic education and literacy
Economic and community development

MAKE YOUR MONEY WORK 3 TIMES AS HARD
Rotary and the Bill & Melinda Gates Foundation are extending their partnership during the critical endgame phase of the Global Polio Eradication Initiative.
Find out how your donation can triple your impact!
LEARN
ENDPOLIONOW.ORG
DONATE
ROTARY.ORG/CONTRIBUTE
"ROTARY CONTINUES TO BE THE HEART AND SOUL OF POLIO ERADICATION."
— Bill Gates, Cochair, Bill & Melinda Gates Foundation
"FAILURE TO ERADICATE POLIO IS UNFORGIVABLE, FOREVER."
— Margaret Chan, Director-General, World Health Organization
"WE'RE WORKING TO ENSURE THAT THE POLIOVIRUS WILL BE FOUND ONLY IN HISTORY BOOKS AND NOT IN CHILDREN."
— Robert S. Scott, Chair, International PolioPlus Committee, Rotary International
"WE HAVE THE ABILITY TO PROTECT EVERY LAST PERSON, ESPECIALLY CHILDREN, FROM THIS ENTIRELY PREVENTABLE DISEASE."
— Anthony Lake, Executive Director, UNICEF
"POLIO ANYWHERE IN THE WORLD IS A RISK EVERYWHERE IN THE WORLD."
— Thomas Frieden, Director, U.S. Centers for Disease Control and Prevention
THE PROMISE
From 2013 to 2018, every us$1 Rotary commits to WHO and UNICEF in direct support for polio immunization will be matched 2 to 1 (up to us$35 million per year) by the Bill & Melinda Gates Foundation.
YOUR DONATION US$25
+
BILL & MELINDA GATES FOUNDATION US$50
TOTAL CONTRIBUTION US$75
OR
OR
150 VESTS FOR VOLUNTEERS
Bright yellow vests help those seeking vaccination to recognize health workers and volunteers easily.
75 VACCINE CARRIERS
Oral polio vaccine must be kept cool to remain effective.
600 PURPLE FINGER MARKERS
Children's pinky fingers are marked with purple ink to show they've been immunized.
WE'RE THIS CLOSE
Only three countries are polio-endemic:
AFGHANISTAN
NIGERIA
PAKISTAN
THE REMAINING 1%
of polio cases are the most difficult to prevent because the virus persists in the hardest-to-reach areas.
YOU CAN HELP NOW

Design Inspiration
Posters, Vertical

Design Inspiration
Posters, Horizontal



THE ROTARY EFFECT
ROTARY
INTERNATIONAL
Join leaders from all continents and cultures to take action in our communities and around the world.

Lorem ipsum dolorem su in vulputate velit.
+72%
Typi non habent claritatem insitam; est usus legentis
Join leaders from all continents and cultures to take action in our communities and around the world.
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Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemne.
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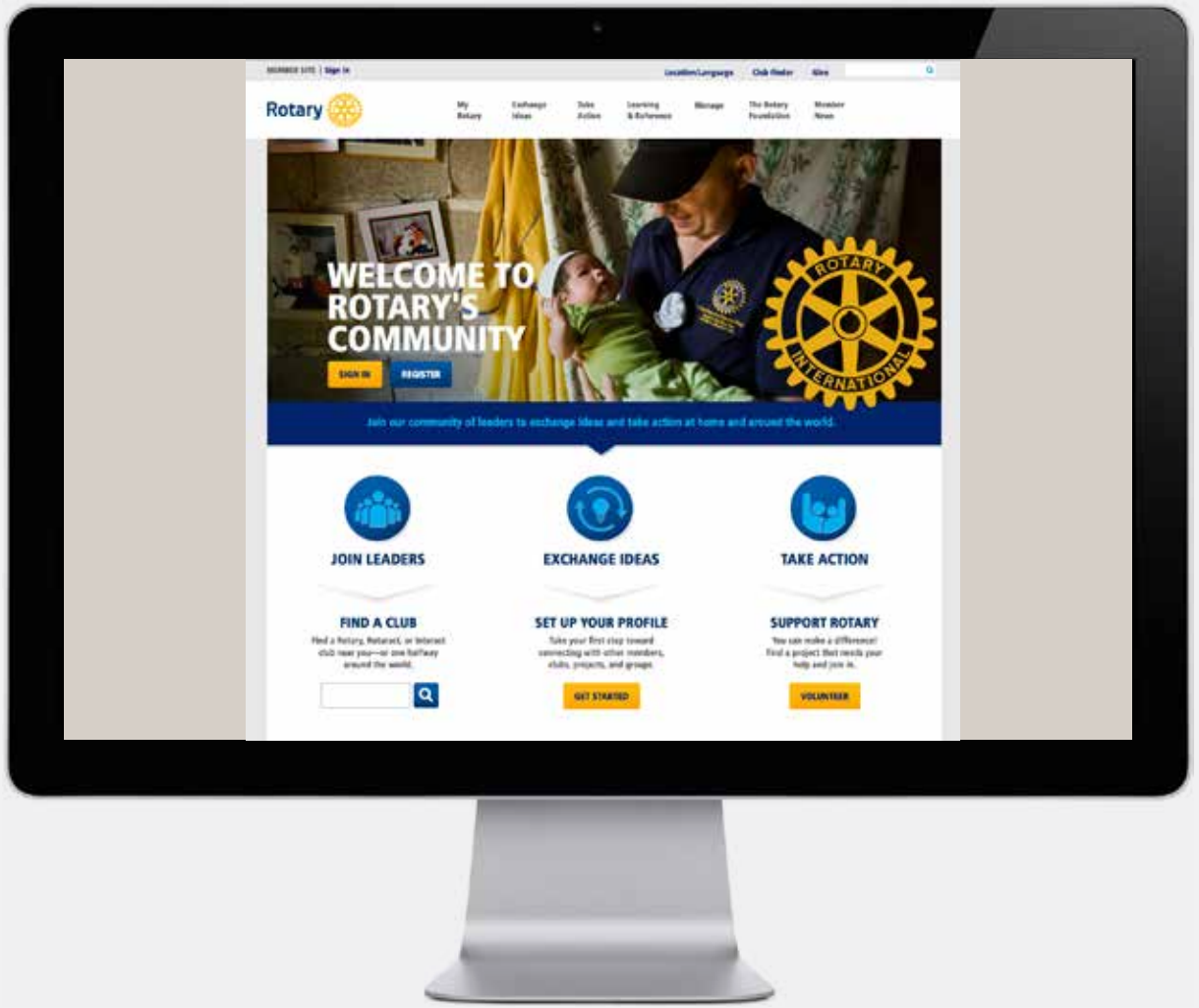
Lorem ipsum dolor sit amet.
Rotary International
One Rotary Center
1560 Sherman Ave.
Evanston, IL 60201-3698, USA
Tel: +1 866 976-8279 (toll-free)
Tel: +1 847-866-3000
Fax: +1 847-328-4101
Rotary
TAKE ACTION:
www.rotary.org
THE ROTARY EFFECT
ROTARY
INTERNATIONAL
Join leaders from all continents and cultures to take action in our communities and around the world.

Design Inspiration
Billboards


Rotary
WELCOME TO ROTARY'S COMMUNITY
SIGN IN
REGISTER
ROTARY INTERNATIONAL
JOIN LEADERS
EXCHANGE IDEAS
TAKE ACTION
FIND A CLUB
SET UP YOUR PROFILE
SUPPORT ROTARY
GET STARTED
VOLUNTEER

ROTARY
LEADER
DISTRICT CORNER
Check this action plan to get ready for the new grants
OUR FOUNDATION
Evaluate long-term impact to create sustainable projects
ASK THE EXPERT
How to select a vocational training team
FUTURE IS NOW
Learn to listen: tips from a microcredit expert
CLUB CLINIC
Make a smooth transition to global grants
Rotarian Jorge Aufranc and his club, the Rotary Club of Guatemala Sur, work with people like Mirna Perez, principal of Proximos Pasos, and use global grants to help rural schools in Guatemala. Read more at rotary.org.
ROTARY
INTERNATIONAL
CLUB ROTARIO GUATEMALA SUR
1967-2007
40
AÑOS
Rotary

HOW TO...

FIND A GRANT PARTNER

Rotarians in Maputo, Mozambique, needed an international partner to help finance a US$55,100 project to upgrade a sanitation system and install a water tank at a school. They turned to their district contacts and soon learned of a Danish club seeking a host partner.

"Our club was looking for a Foundation project, as we had funds to use," says Stein Schierenbeck, a member of the Rotary Club of Skanderborg, Denmark. "Being a club in the pilot district for the new **global grants**, we looked for areas of need within another pilot district." Once the clubs connected, they obtained a Rotary Foundation global grant to complete the project. School officials and the contractor agreed to maintain the new facilities, meeting the grant's sustainability requirement.

IF YOUR CLUB OR DISTRICT IS STRUGGLING TO FIND A PARTNER FOR AN INTERNATIONAL SERVICE PROJECT, CONSIDER THE FOLLOWING TIPS:

Be social.

Join RI's **LinkedIn group**, which helps Rotarians share ideas and publicize project needs. You can also publicize your quest for a grant partner on your personal or club Facebook pages.

Talk to your district governor-elect.

The International Assembly is a great opportunity to share project proposals.

Attend an RI Convention.

Ask convention goers from your district to bring a list of projects to share with potential partners. The RI Convention is the ideal place to start collaborating.

Visit a project fair.

These annual regional events are hosted by Rotary districts worldwide to encourage international friendship and collaboration on service projects. For information about upcoming project fairs, contact **rotary.service@rotary.org**.

Search the Web.

Most districts have their own websites that help bring clubs and districts together on joint projects.

Visit Rotary's new website.

Scheduled to launch soon, Rotary's new site will have tools to help you find and connect with partner clubs and obtain resources for your projects. Contact **rotary.service@rotary.org** for more information.

ABOUT *ROTARY LEADER*

July 2013 — Volume 4, Issue 1

Rotary Leader, an electronic publication for Rotary club and district officers, is offered in eight languages: **English**, **French**, **German**, **Italian**, **Japanese**, **Korean**, **Portuguese**, and **Spanish**. *Rotary Leader* is published by Rotary International, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201-3698 USA.

Web www.rotary.org **Fax** 847-866-9732 **Phone** 847-866-3000

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Submit to *Rotary Leader* at rotary.leader@rotary.org. Article ideas about club and district successes, including fundraisers, publicity efforts, service projects, and membership drives, are welcome. Please include descriptions, photos, and contact information in your email. Due to the high volume of submissions, we cannot promise to feature your story.

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