

Rotary

District 6600



Public Image Tool Kit



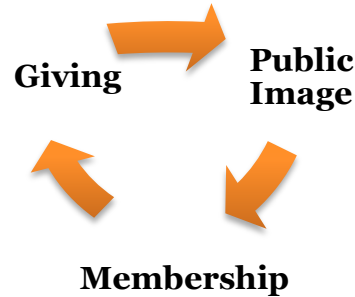
JOIN LEADERS



EXCHANGE IDEAS



TAKE ACTION



- ### Why Unity Matters
- Branding is efficient
 - We are part of something bigger
 - The right image attracts members and donors.



TOP RESOURCES IN BRAND CENTER AT ROTARY.ORG

1. Logo Creation (they've added new layouts!)
2. Club Brochures and Sample Posters
3. Stock photo images
4. Website Guidelines.pdf
5. graphics@rotary.org for special requests



Alison Frye, District Public Image Chair
afrye@signaturebankna.com



HOW TO GIVE A **ROTARY** DOCUMENT THE RIGHT FEEL

- **Use the right FONTS**
 - HEADLINES- ARIAL NARROW, ALL CAPS
 - TEXT- Georgia
- **Update your LOGOS**
 - Customize your club logo in the Brand Center
 - Use the general Rotary logo
 - Avoid using wheel without the Rotary word next to it, but when you do, make sure you use the updated one.
- **Add COLORS**
 - See color scheme on the right
- **Create Emphasis with FONT SIZE**
- **Use the right VOICE-** appeal to the reason

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
CO M26 Y100 K0
PMS 129U
CO M20 Y100 K0
Hex #feb11
R254 G189 B17

Secondary Colors



Cranberry
PMS 214C
CO M100 Y22 K0
Rubine RedU
CO 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
CO M68 Y95 K0
PMS 2018U
CO M58 Y95 K0
Hex #ff7600
R255 G118 B0

Audit Your Brand

- | | |
|--------------------|-----------------------|
| Facebook | Board Meeting Agendas |
| Website | Signs |
| Letterhead | Pens |
| Mailing Labels | Dictionary |
| Registration Forms | Youth Programs |
| Thank You Notes | Apparel |

