

Branding For All

1. RI Brand Center

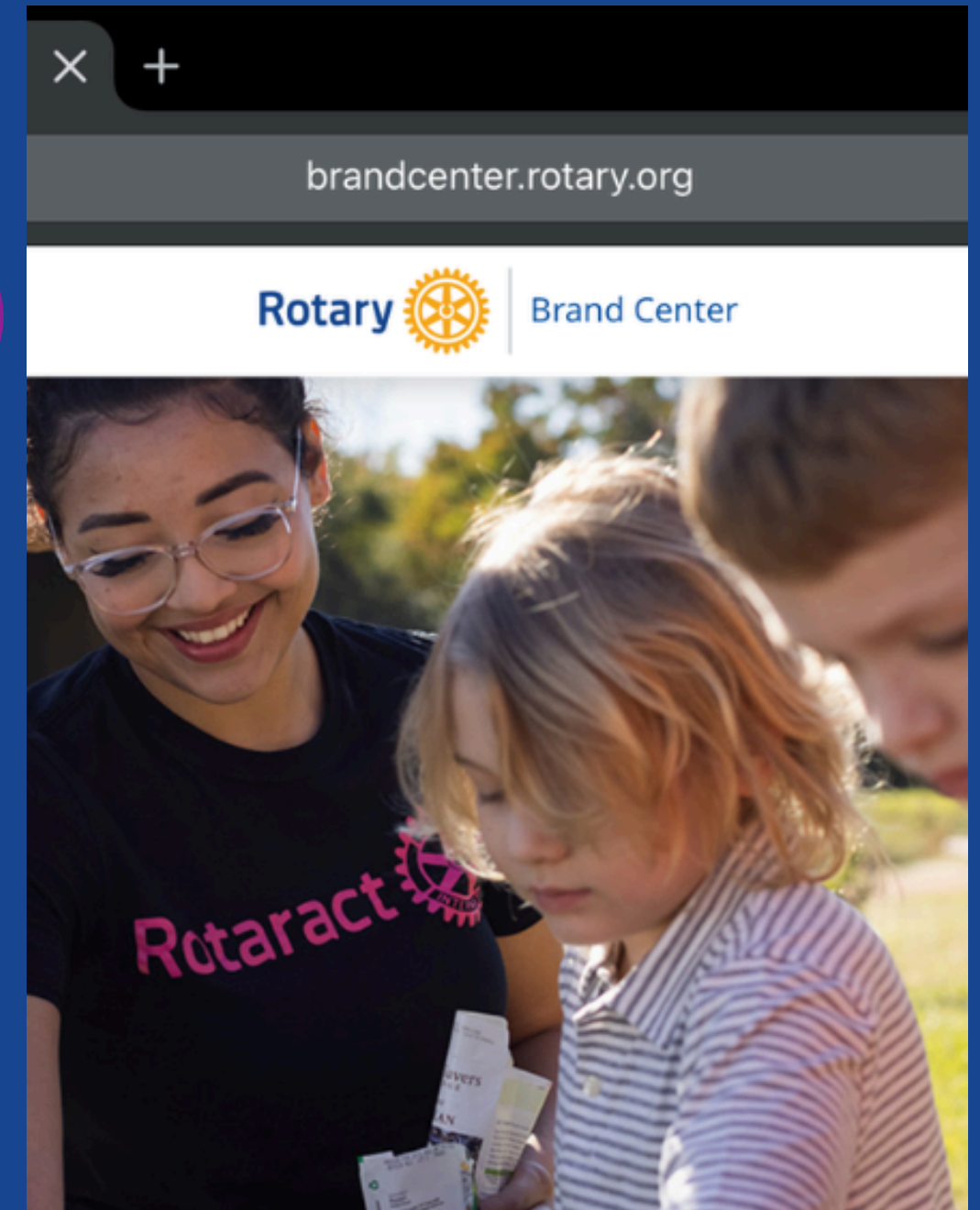




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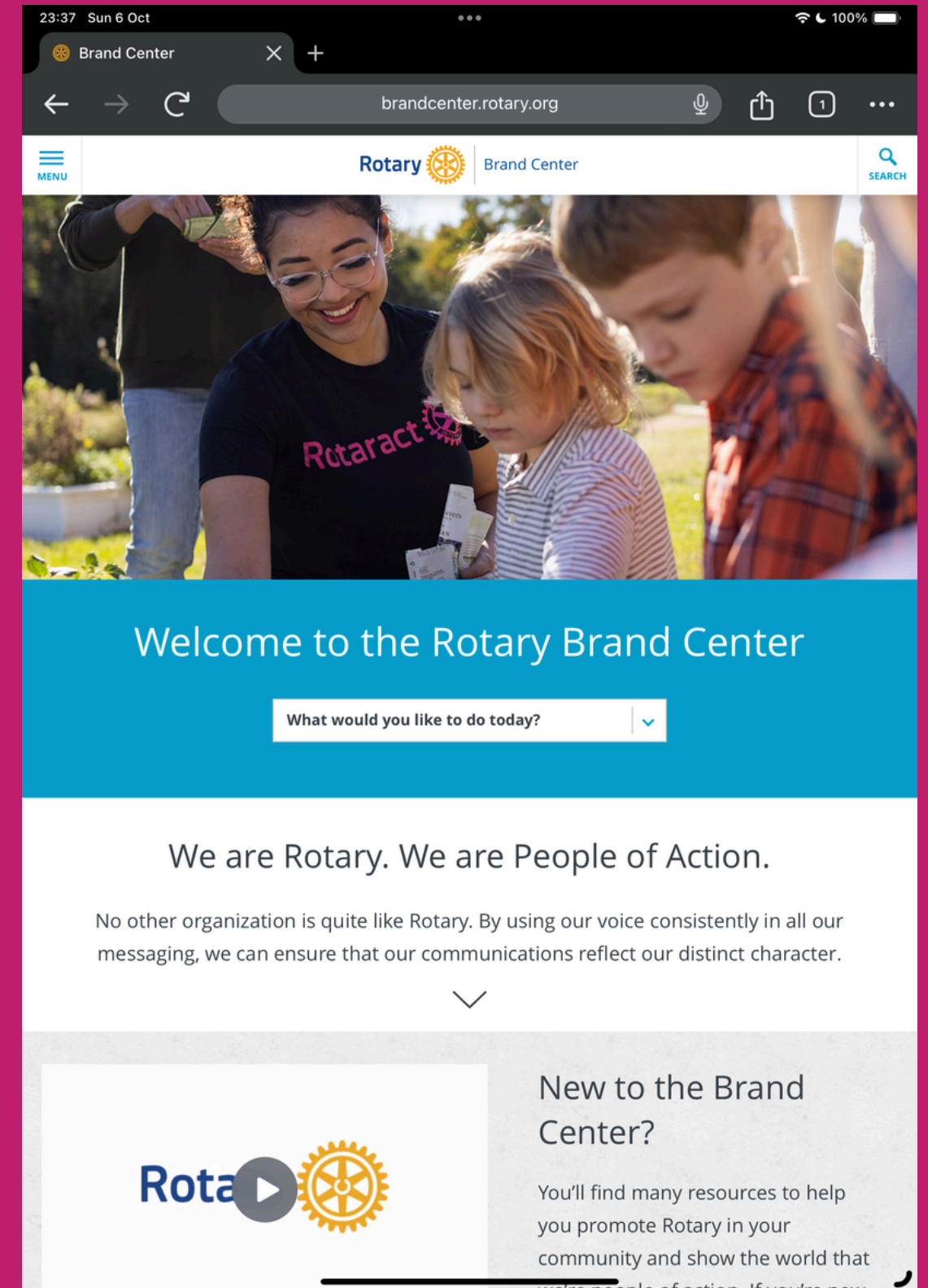
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Navigating the Brand Center

We are Rotary. We are People of Action.

The Brand Center is organized into three sections:

- **Our brand** — Learn about the elements that make up our brand, how to promote Rotary and your club, and how to use our People of Action materials to strengthen Rotary's brand.
- **Downloads** — Download ready-made promotional materials, including print and digital ads, images, videos, and audio.
- **Templates** — Create your own club, district, and zone logos and promotional materials with easy-to-use and customizable templates.



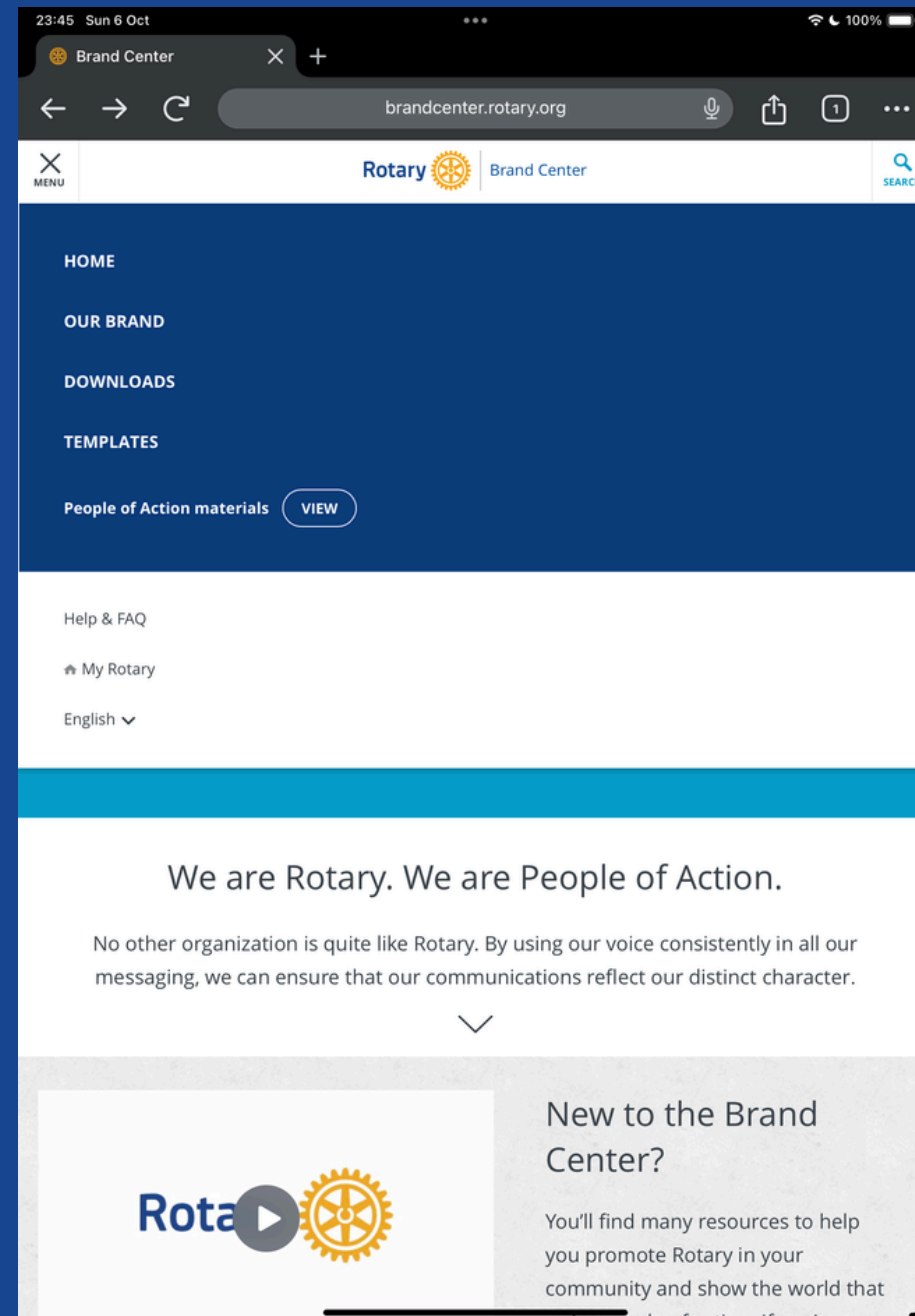
<https://brandcenter.rotary.org/en-us>

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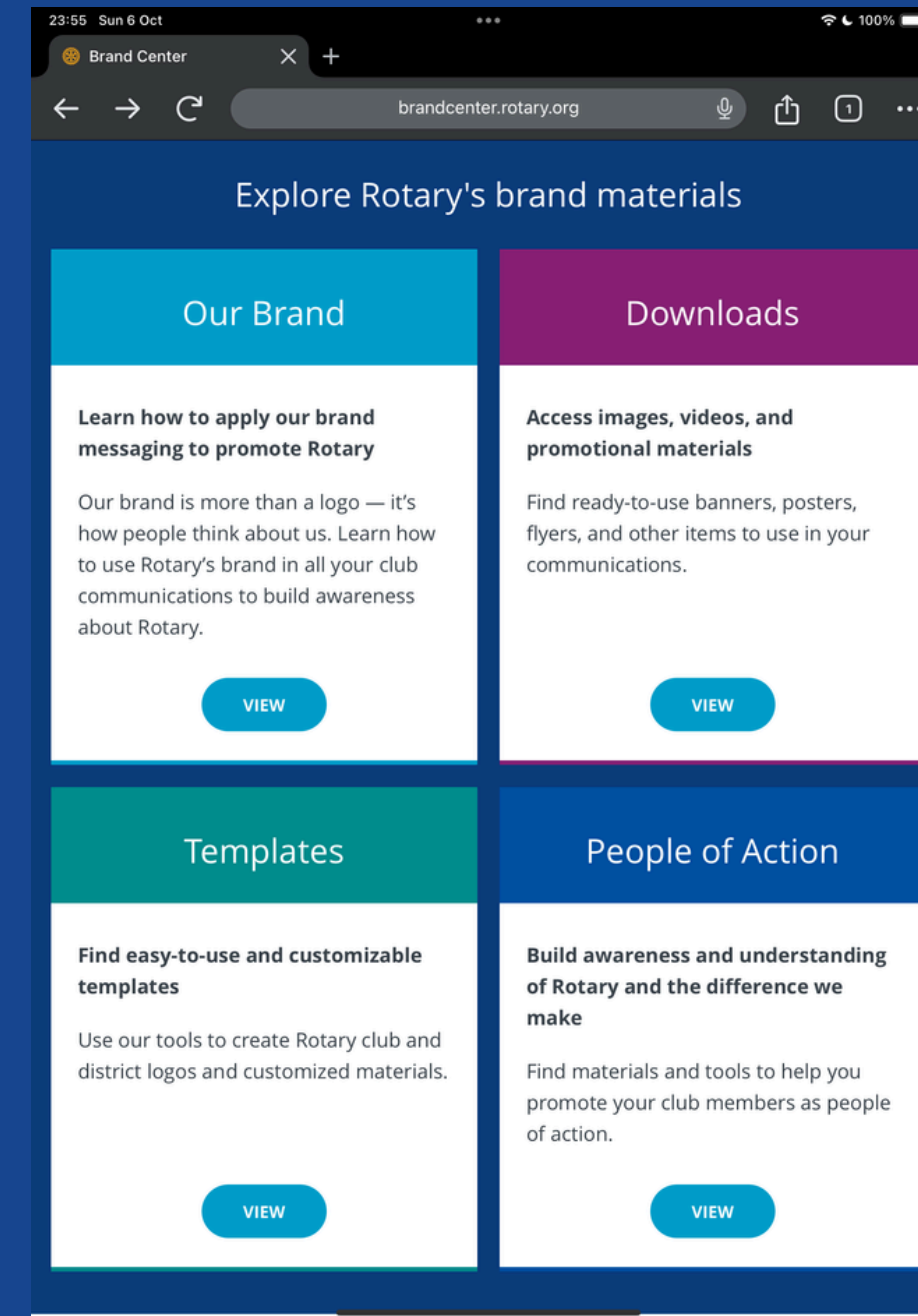
How to access the...

First Route

Access the Brand Center's three sections from the menu tab. In Our brand, you can learn how to promote Rotary and strengthen our brand. The Downloads section offers ready-made promotional materials, while the Templates section allows you to customize logos and promotional content for your club or district.



OR



Second Route

Scroll down to explore the Our brand, Downloads, and Templates sections, and easily find everything you need. In Our brand, discover how to promote Rotary and enhance our brand. The Downloads section provides ready-made materials, and Templates lets you create custom logos and promotional content.

...Brand Center's sections

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OUR BRAND



People of action

<https://brandcenter.rotary.org/en-us/our-brand/people-of-action>



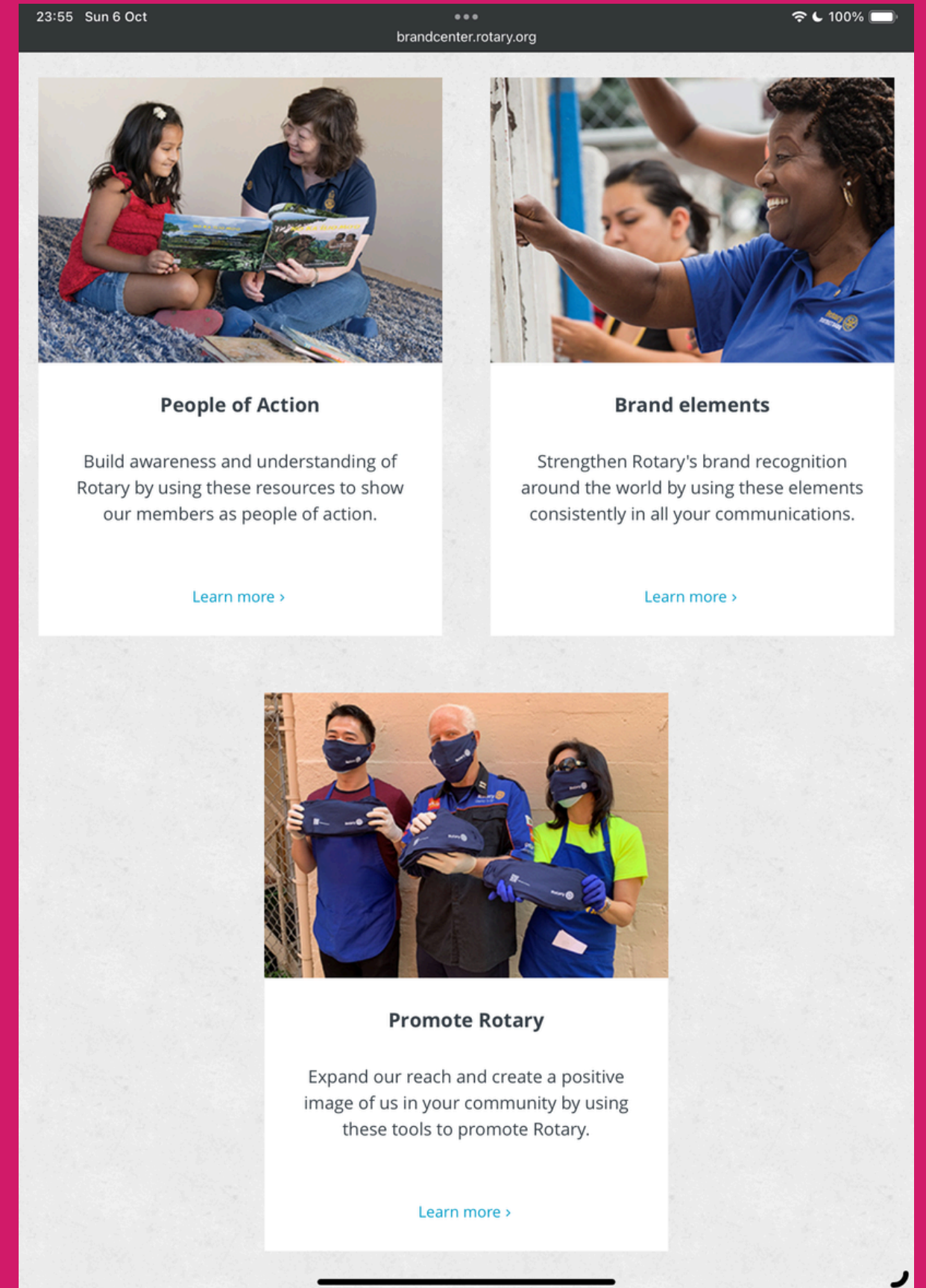
Brand Elements

<https://brandcenter.rotary.org/en-us/our-brand/brand-elements>



Promote Rotary

<https://brandcenter.rotary.org/en-us/our-brand/promote-rotary>



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People of action



Marketing materials

Templates:

<https://brandcenter.rotary.org/en-us/templates>



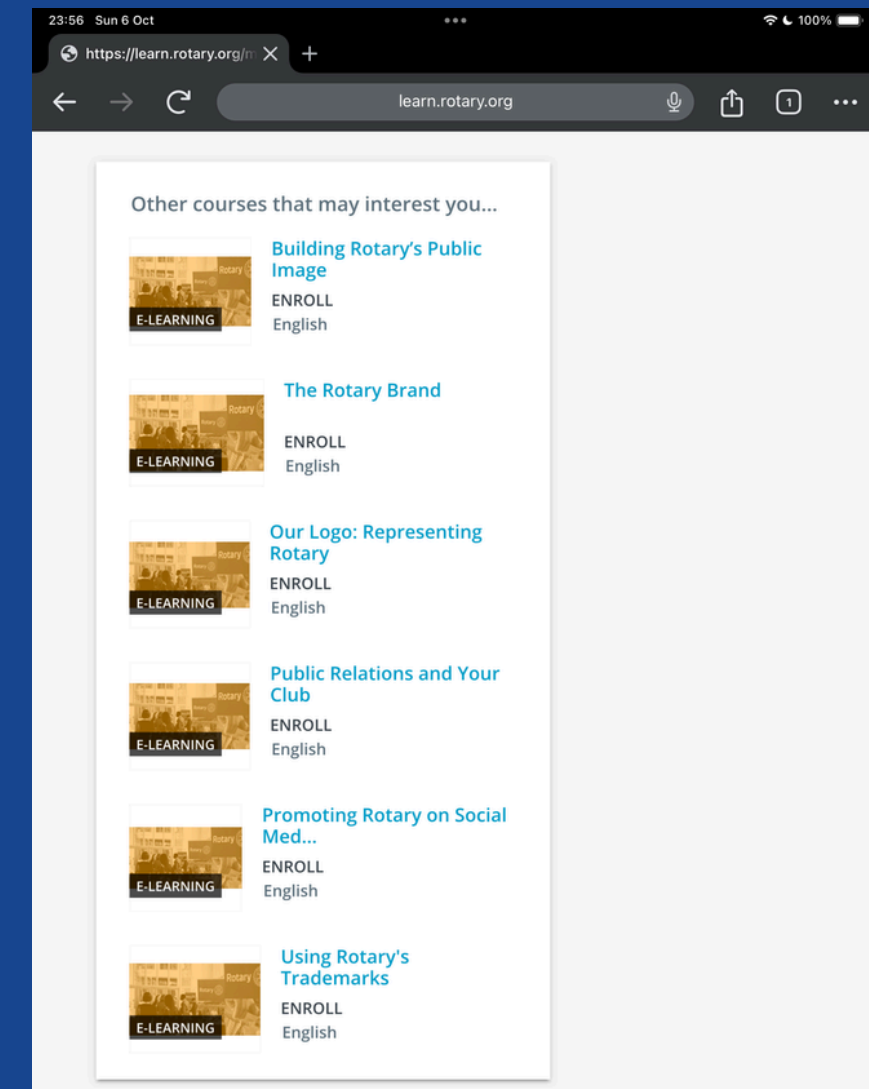
Tell your People of Action story



Resources and reference

Learning Center:

<https://learn.rotary.org/members/learn/course/internal/view/elearning/1050/promoting-your-club-as-people-of-action>



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Brand elements

Bring our brand to life

A consistent voice and unified visual identity are essential components of a strong brand. Learn how to use Rotary's communication and design elements to build awareness and recognition of Rotary and to tell the story of people of action.



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Promote Rotary

Consistent communication through PR, events, advertising, and social media strengthens Rotary's brand and highlights how our members create positive change globally. Learn how to build brand awareness with strategies that suit your club.



Websites

Your website may be the first place that potential donors, participants, and members learn about your club and Rotary. Discover how you can engage and inform audiences by using your club and district websites.



Social media

Social media is among the most effective ways to connect with large audiences. Learn how to use social media to achieve your goals and discover which platforms work best for your club.



Events

Events are ideal opportunities to promote your club in the community. Find tips for organizing events that inspire people to want to get involved in Rotary.



Public relations

Public relations can strengthen your community's understanding of Rotary and the positive difference we make in people's lives. Learn how to use public relations and work with the media to gain visibility in your community.



Speaking engagements

Speaking engagements increase people's understanding of Rotary and how we create change in communities. Find resources that can strengthen your presentations.



Partnerships

Clubs can amplify their service by working or collaborating with other local organizations. Show your club's affiliation with a partner by using Rotary's customizable logo templates.



Advertising

Advertising reaches people who may not know who we are or what we do. Find print and digital ads, as well as audio clips and videos, to help promote your club members as people of action.



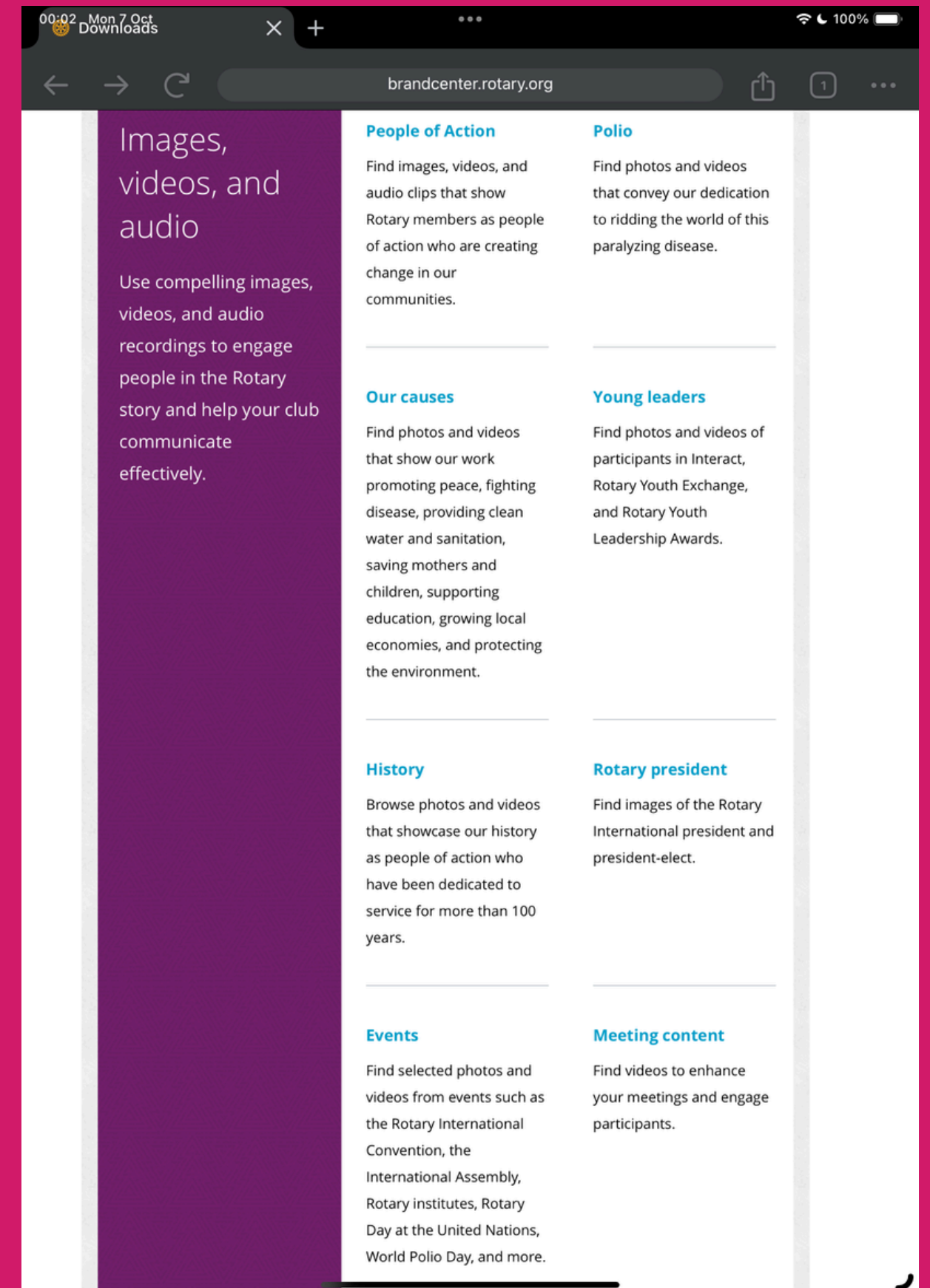
Merchandise

Wearing and using merchandise purchased from Rotary's licensed vendors strengthens our brand. Learn more about our vendors and how to customize Rotary-branded merchandise.

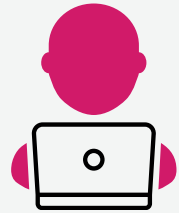
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DOWNLOADS

- Capture attention with powerful images, videos, and audio that bring Rotary's story to life, helping your club communicate with impact.
- Make use of Rotary banners, posters, flyers, and more to craft your own compelling public relations message.
- Easily download Rotary logos and graphics to enhance all your communications.



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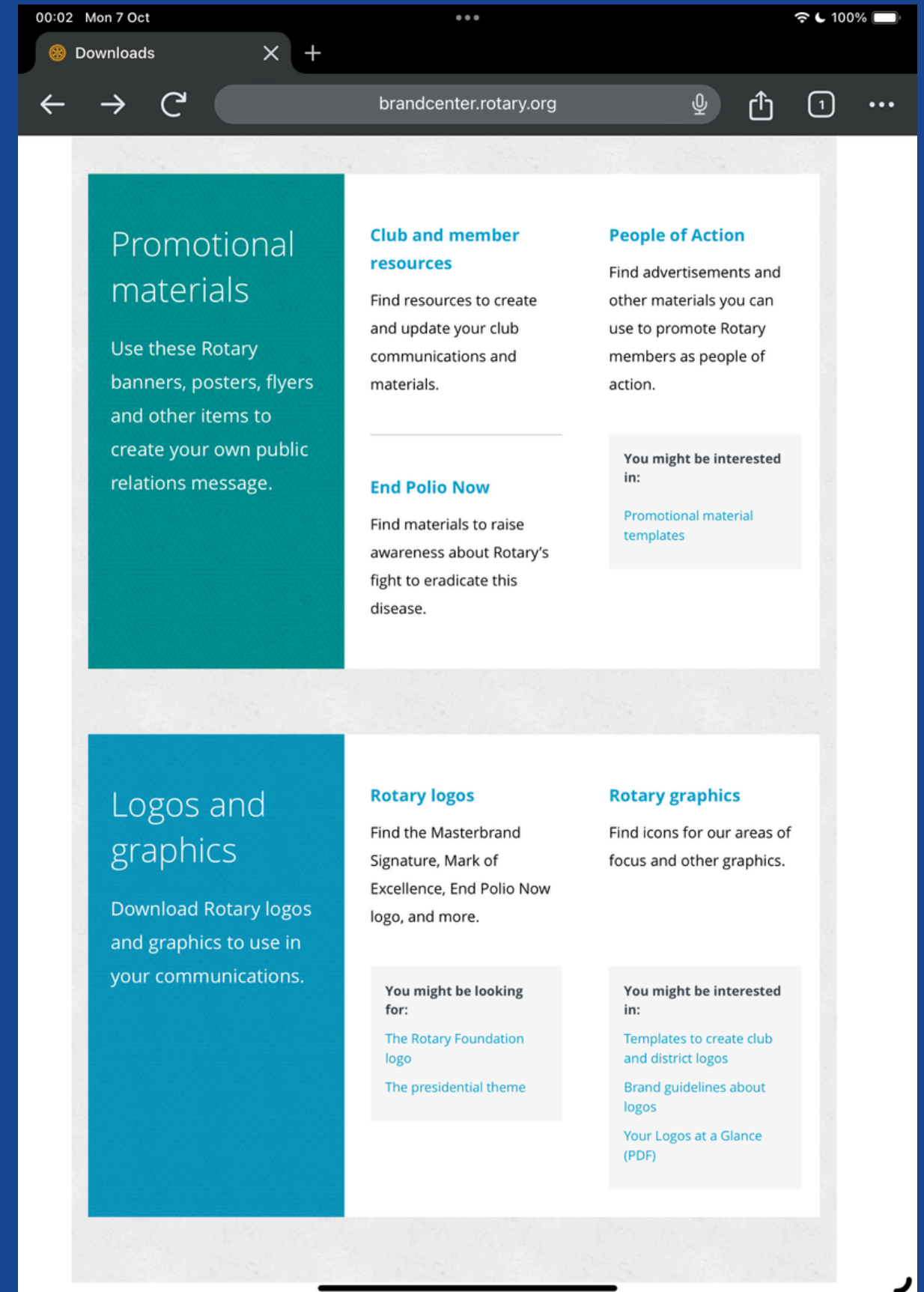
Images, videos, and audio



Promotional materials



Logos and graphics



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What you can find in the download section:

If you've ever wanted to make a presentation about the history of Rotary and Rotaract but didn't know where to start or find resources, or if you were looking for a background for an online meeting, or simply didn't know where to find graphics for the Rotary presidential theme, the downloads section is the place for answers.


Filter [Reset all filters](#)

1 - 4 of 4 items found [View other language assets](#)


Asset Type: Images × Asset Type: Videos × Asset Type: Audio × Asset Subtype: Historic × [Clear all filters](#)




C002111.jpg



C002121a.jpg



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C002162.jpg


Filter [Reset all filters](#)

1 - 11 of 11 items found [View other language assets](#)

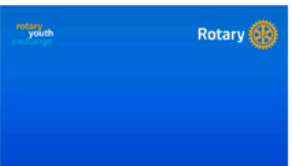
Asset Type: Club & Member Resources × Asset Subtype: Virtual Backgrounds × [Clear all filters](#)




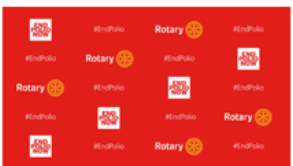
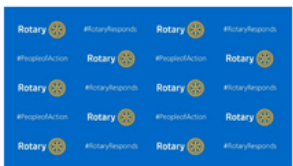
Rotary Background for Virtual Meetings (version 4)



Interact background for virtual meetings



Rotary Youth Exchange Background For Virtual Meetings (Version 1)



Presidential theme

2024-25: The Magic of Rotary



RI President-elect Stephanie Urchick celebrates the magic of Rotary. She says members create that magic with every project completed, every dollar donated, and every new member of Rotary.

[Download 2024-25 theme logo](#)

[materials \(.zip\)](#)

[2024-25 presidential theme branding guidelines \(PDF\)](#)

What do you want to do?

[I want to...](#)



Please help us improve. Was this page helpful?

YES

NO

11

TEMPLATES

If you generate your logo in this section, be sure you will have a Rotary International compliant logo.

Choose logo arrangement

Logo

Simplified

▼

Color

All Cranberry (recommended)

▼

Alignment

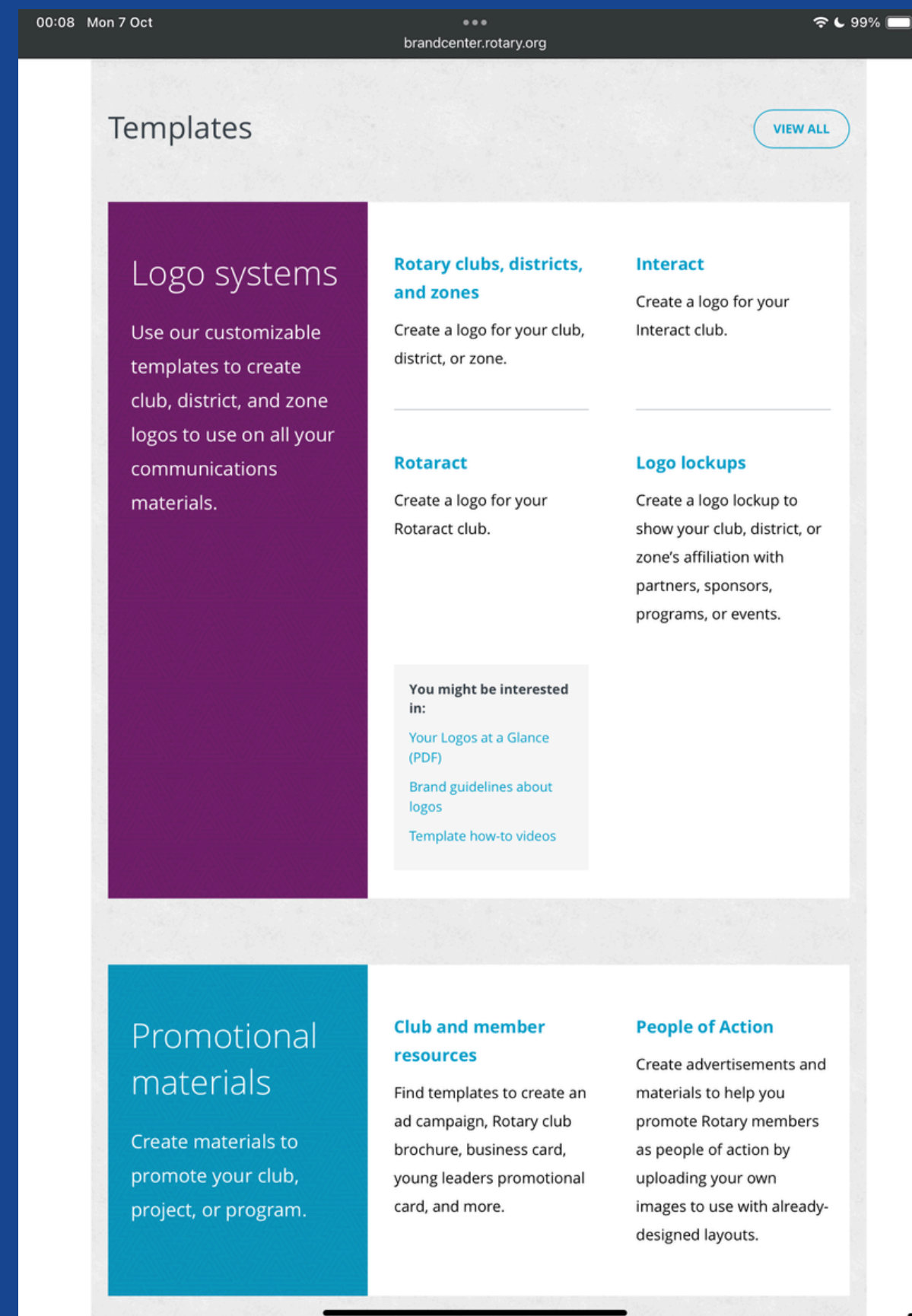
Below logo

▼

Text below*

EUROPE

*Required



Branding For All



1. RI Brand Center



We've laid the groundwork
for now, but we look
forward to diving deeper in
the upcoming guides!

marketing@rotaract.eu

<https://rotaracteurope.org>