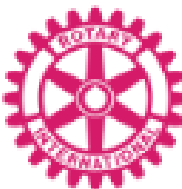


Branding For All

2. Compliant LOGO



Rotaract Masterbrand Signature

Club Name
above or
Rotaract 
Club Name, District,
or Zone below

Examples

Rotaract 
Club of University
of Chicago

Rotaract 
District 3310



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2

Logos & Graphics

We are Rotary. We are People of Action.

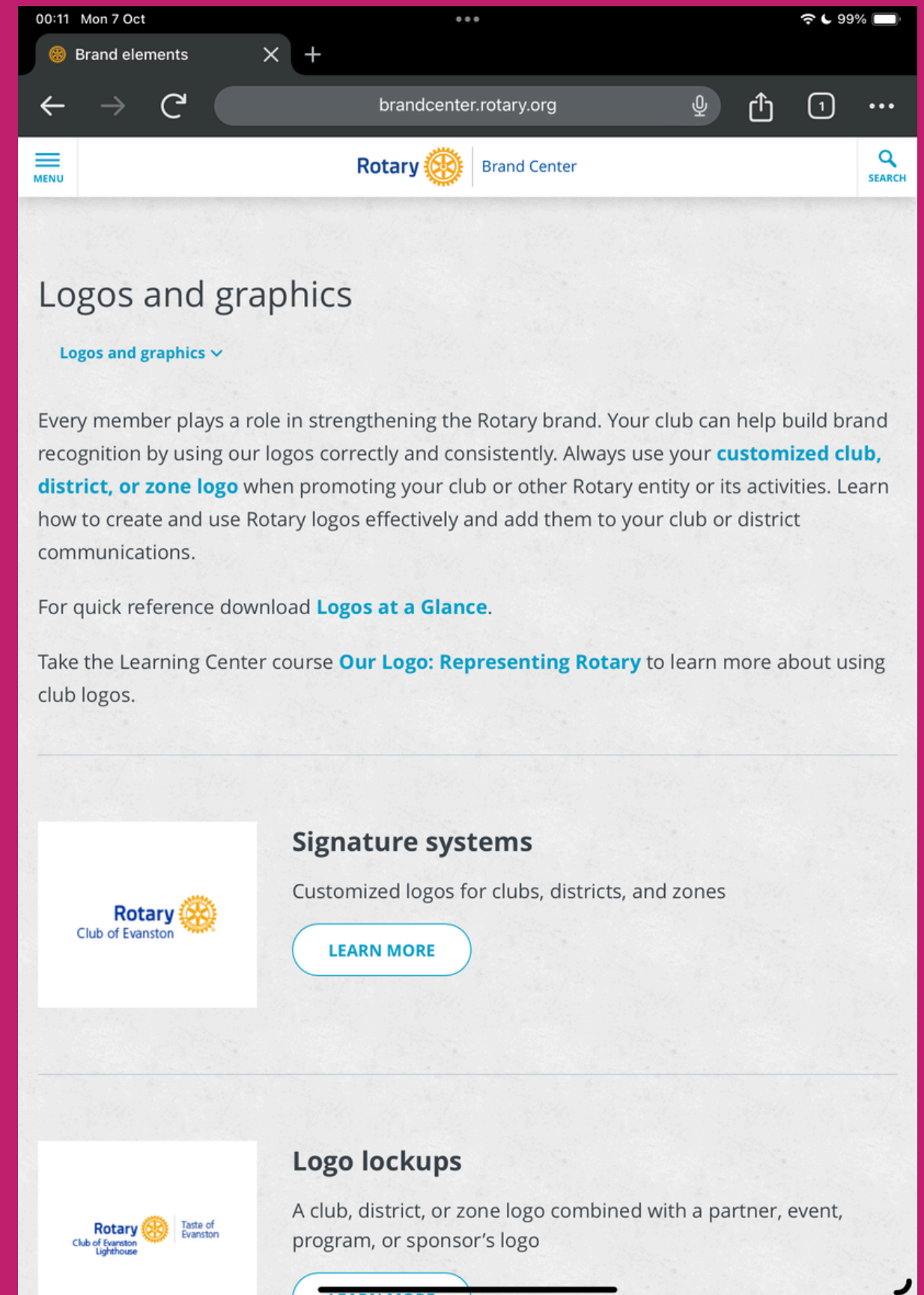
Your club plays a key role in building brand recognition by using our logos correctly and consistently. Always use your customized club, district, or zone logo when promoting your Rotary activities. Learn how to create and use Rotary logos effectively and incorporate them into your communications.

- For a quick guide, download "Logos at a Glance."

<https://brandcenter.rotary.org/en-us/asset?id=118066325&lang=EN>

- To dive deeper, take the "Our Logo: Representing Rotary" course.

<https://learn.rotary.org/members/learn/course/internal/view/elearning/1102/our-logo-representing-rotary>



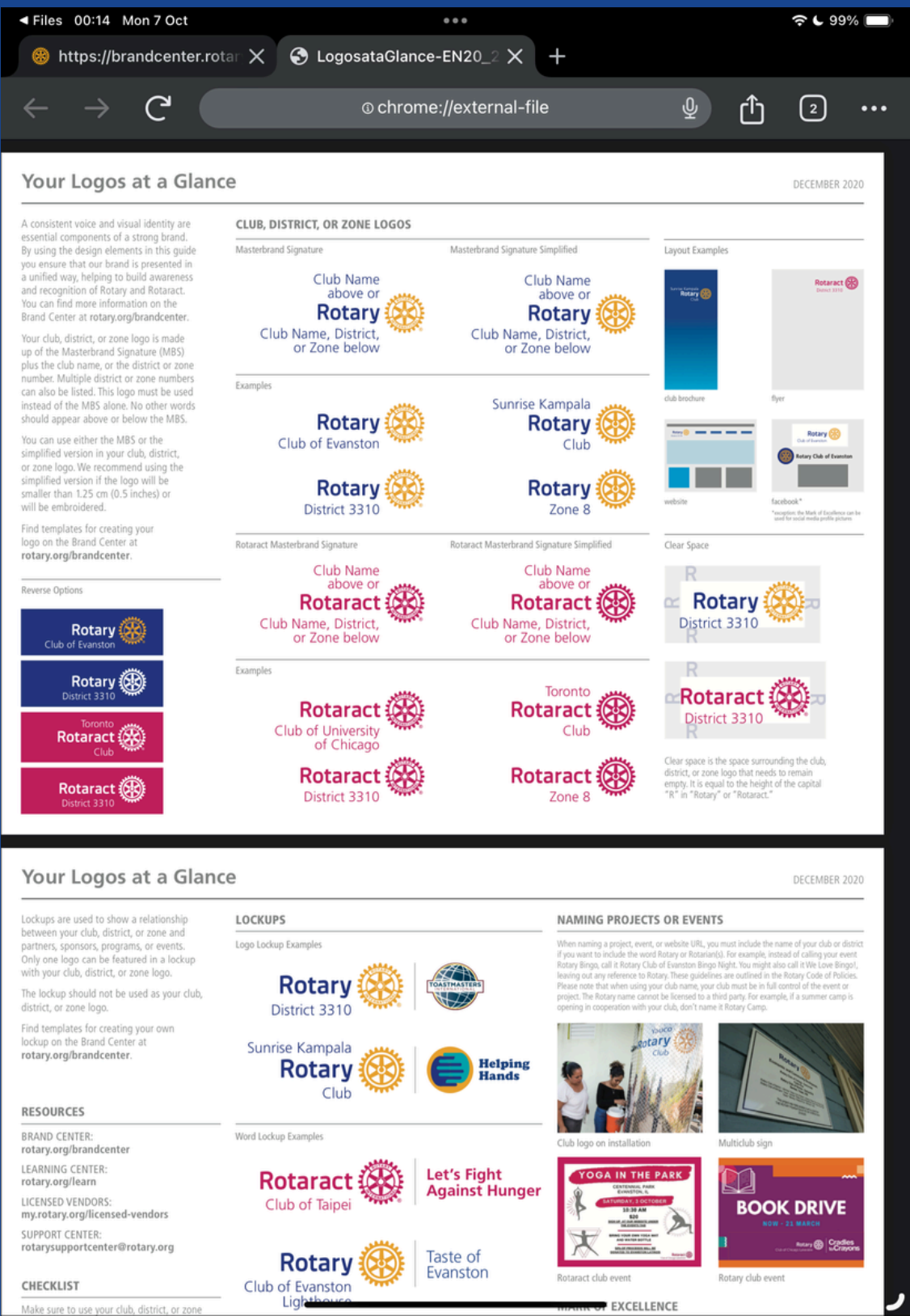
3

Logos at a Glance

Consistent voice and visuals strengthen our brand. Follow the design elements in this guide to ensure a unified presentation of Rotary and Rotaract.

Visit the Brand Center at rotary.org/brandcenter for details.

Your club, district, or zone logo should include the Masterbrand Signature (MBS) plus the club name or number. For smaller logos or embroidery, use the simplified version.



Our Logo: Representing Rotary
ID: E-19WYR1

Language: English - Duration: 30m - ★★★★★5

ABOUT THIS COURSE

CONTENT

This course shows all members how they can strengthen Rotary's brand by using logos in accordance with our global guidelines. Learn how to customize your logo so you can link your Rotary, Rotaract, or Interact club, or your district or zone, to the good that Rotary does around the world.

Updated: August 2023

Our Logo: Representing Rotary

This course teaches members how to strengthen Rotary's brand by using logos correctly, following global guidelines for consistent representation across platforms.

Learn how to customize your Rotary, Rotaract, or Interact logo to reflect Rotary's global impact.

Updated in August 2023, the course includes materials like 'Our Logo: Representing Rotary' and 'One Voice, Every Club' to help align your communications with Rotary's brand.

4 Signature systems

Signature Composition: Includes the Masterbrand Signature with the club or district/zone name.

Club Name: Use your charter name without repeating "Rotary," "Rotaract," or "Interact."

Alignment: Align the club name with the "y" in "Rotary" or the final "t" in "Rotaract" or "Interact."

Logo Versions: Use the simplified logo for sizes under 1.25 cm (0.5 inches) or for embroidery.

District and Zone Logos: Use these logos for district communications, placing the number below "Rotary," "Rotaract," or "Interact."

Create or update your club, district, or zone logo:
<https://brandcenter.rotary.org/en-us/templates>



5

Templates Logo systems

Rotaract logo & lockup templates:

https://brandcenter.rotary.org/en-us/search?tab=1&tt_assettype=Logos&tt_keyword=Rotaract&tt_lang=EN&dt_lang=EN

Interact, Rotary & Rotaract logos:

https://brandcenter.rotary.org/en-us/search?tab=1&tt_assettype=Logos&tt_assetsubtype=Rotary+Logos&tt_lang=EN&dt_lang=EN

Use customizable templates to create club, district, and zone logos to use on all your communications materials.

Rotaract
Club Name

Insert Partner, Sponsor, Program, or Event

Rotaract Lockup Template

Rotaract
Club Name

Rotaract Logo Template

Interact
Club Name

Interact Logo Template

Rotary
Club Name or District
or Zone Number

Rotary Logo Template

Rotaract
Club Name

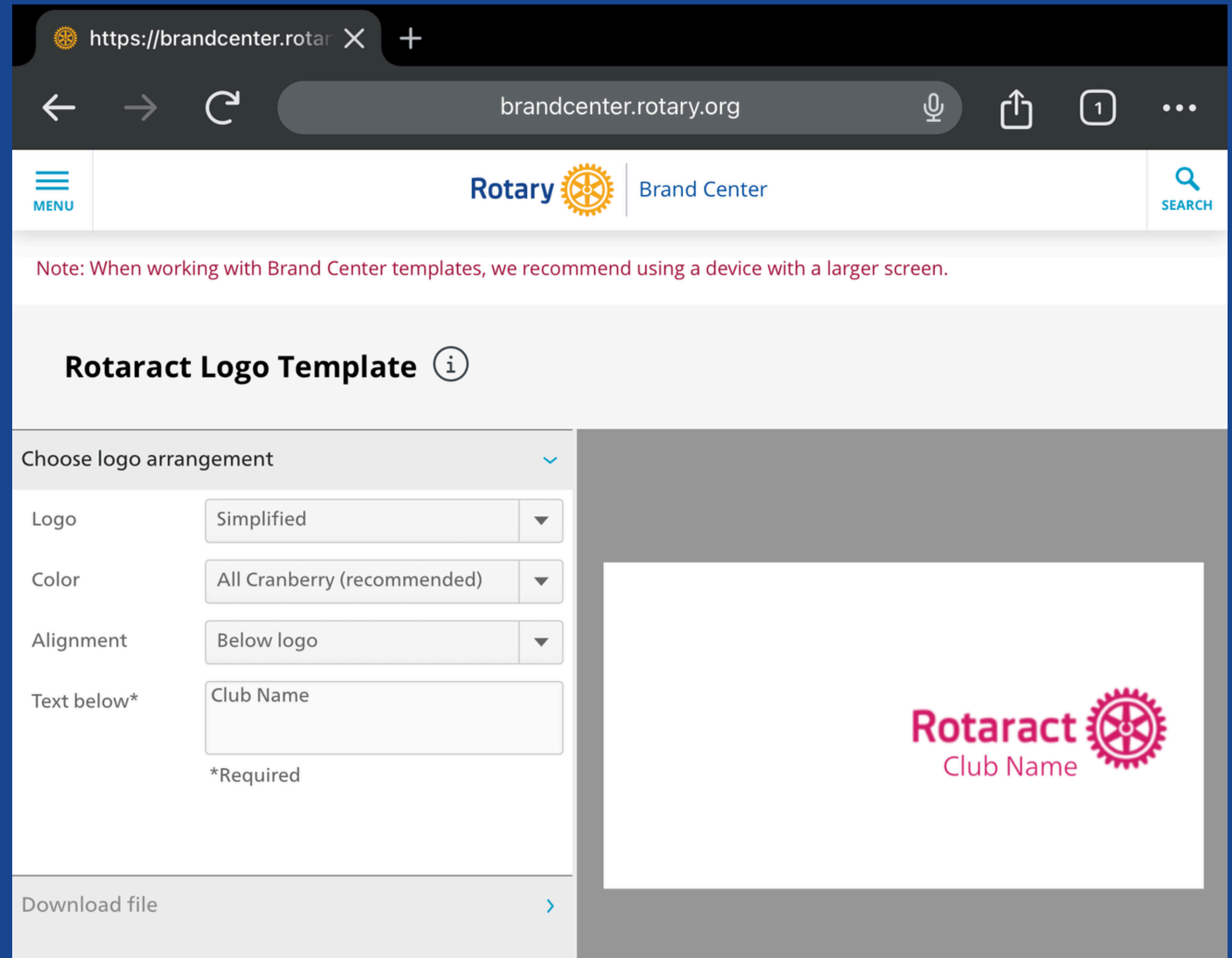
Rotaract Logo Template

6

Rotaract LOGO Template

In your logo, use the name on your charter or the name your club is known by in your community.

Because “Rotaract” is already in the logo, you don’t need to repeat it.



The screenshot shows a web browser window with the URL <https://brandcenter.rotary.org>. The page header includes the Rotary logo and the text "Brand Center". A note states: "Note: When working with Brand Center templates, we recommend using a device with a larger screen." The main heading is "Rotaract Logo Template" with an information icon. Below this is a section titled "Choose logo arrangement" with a dropdown arrow. The form contains the following fields:

- Logo: Simplified (dropdown)
- Color: All Cranberry (recommended) (dropdown)
- Alignment: Below logo (dropdown)
- Text below*: Club Name (text input)

A note below the text input says "*Required". At the bottom of the form is a "Download file" link with a right arrow. To the right of the form is a preview of the logo, which displays "Rotaract" in red, "Club Name" in a lighter red, and the Rotaract gear logo in red.

7

LOGO

Here, you can choose between a regular or simplified logo. Use the regular logo for larger items like banners and roll-ups.

Opt for the simplified version for social media posts, as "Rotary International" may not be legible on smaller logos.

The screenshot shows a web browser at <https://brandcenter.rotary.org>. The page header includes the Rotary logo and "Brand Center" text. A note states: "Note: When working with Brand Center templates, we recommend using a device with a larger screen." The main section is titled "Rotaract Logo Template" with an information icon. Below this is a form titled "Choose logo arrangement" with a dropdown arrow. The form contains the following fields:

- Logo:** A dropdown menu with "Simplified" selected.
- Color:** A dropdown menu with "Regular" and "Simplified" options. The "Simplified" option is highlighted with a black tooltip.
- Alignment:** A dropdown menu with "Below logo" selected.
- Text below*:** A text input field containing "Club Name". Below the field is a note: "*Required".

At the bottom of the form is a "Download file" link with a right-pointing arrow. To the right of the form is a large preview area showing the resulting logo: "Rotaract" in red text, "Club Name" in red text, and the Rotary gear logo in red.

8

COLOR

Here, you can choose the color of your Rotaract logo. Please stick to the three approved colors:

cranberry, **white** and **black**.

The recommended color is cranberry, as it best represents the vibrancy and energy of Rotaract.

The screenshot shows a web browser at <https://brandcenter.rotary.org>. The page header includes the Rotary logo and 'Brand Center' text. A note states: 'Note: When working with Brand Center templates, we recommend using a device with a larger screen.' The main section is titled 'Rotaract Logo Template' with an information icon. Below this, a 'Choose logo arrangement' dropdown is expanded, showing options for 'Logo' (Simplified), 'Color' (All Cranberry (recommended), All White, All Black), and 'Alignment' (All Cranberry (recommended), All White, All Black). The 'Color' dropdown is currently open, highlighting 'All Cranberry (recommended)'. To the right, a preview of the Rotaract logo is shown with the text 'Rotaract Club Name' and a gear icon. At the bottom, there is a 'Download file' button with a right arrow.

9

ALIGNMENT

The logo is typically used with the club name below for a clean, recognizable look, but you can also add above (or you can use your district number above for distinction).

This layout ensures clarity and follows Rotary's branding guidelines.

The screenshot shows the Rotary Brand Center website interface. The browser address bar displays <https://brandcenter.rotary.org>. The page header includes the Rotary logo and the text "Brand Center". A note states: "Note: When working with Brand Center templates, we recommend using a device with a larger screen." The main section is titled "Rotaract Logo Template" with an information icon. Below this, there is a "Choose logo arrangement" section with a dropdown menu. The dropdown is open, showing options: "Below logo" (selected), "Above logo", and "Above and below logo". The "Below logo" option is highlighted with a black tooltip. To the right of the configuration options is a preview of the logo arrangement, showing the word "Rotaract" in red, followed by a red gear icon, and the text "Club Name" below it. At the bottom of the configuration section, there is a "Download file" button with a right-pointing arrow.

https://brandcenter.rotary.org

brandcenter.rotary.org

MENU

Rotary

Brand Center

SEARCH

Note: When working with Brand Center templates, we recommend using a device with a larger screen.

Rotaract Logo Template

Choose logo arrangement

Logo: Simplified

Color: All Cranberry (recommended)

Alignment: Below logo

Text below*

Below logo

Above logo

Above and below logo

Download file

Rotaract

Club Name

10

TEXT

Use the name on your charter or the name your club is known by in your community.

Add only the name of your club, district, zone, or official Rotary entity to the Masterbrand Signature.

Use more than one name in a logo to represent a collaboration of many clubs

The screenshot shows the Rotary Brand Center website in a web browser. The address bar displays "https://brandcenter.rotary.org". The page header includes the Rotary logo and "Brand Center" text, along with a search icon. A note states: "Note: When working with Brand Center templates, we recommend using a device with a larger screen." The main section is titled "Rotaract Logo Template" with an information icon. Below this, there is a "Choose logo arrangement" section with a dropdown arrow. The configuration options are as follows:

Field	Value
Logo	Simplified
Color	All Cranberry (recommended)
Alignment	Below logo
Text below*	Club Name

*Required

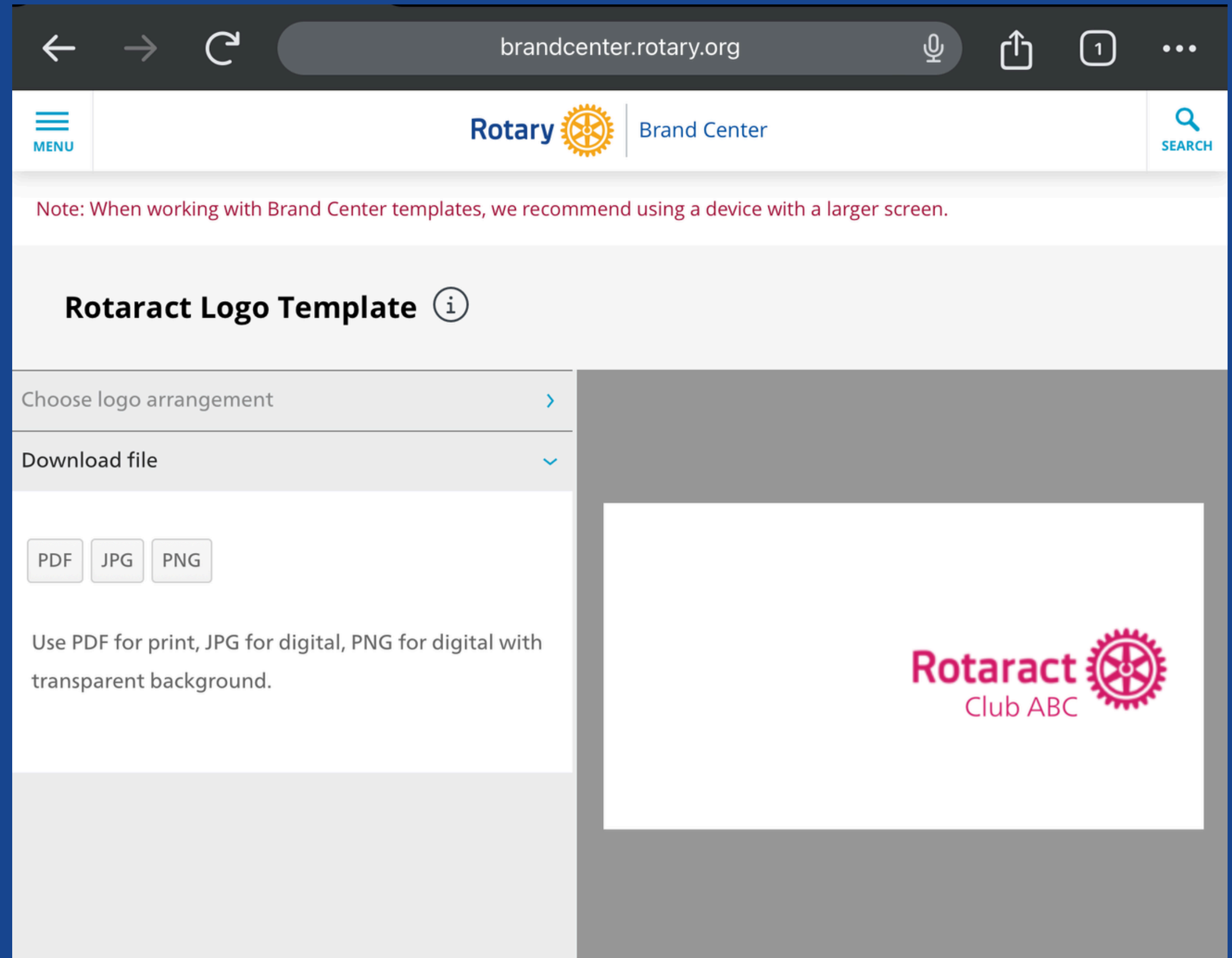
At the bottom of the configuration section is a "Download file" link with a right-pointing arrow. To the right of the configuration section is a large preview area showing the resulting logo: "Rotaract" in red text, "Club Name" in red text below it, and the Rotary gear logo to the right of the text.

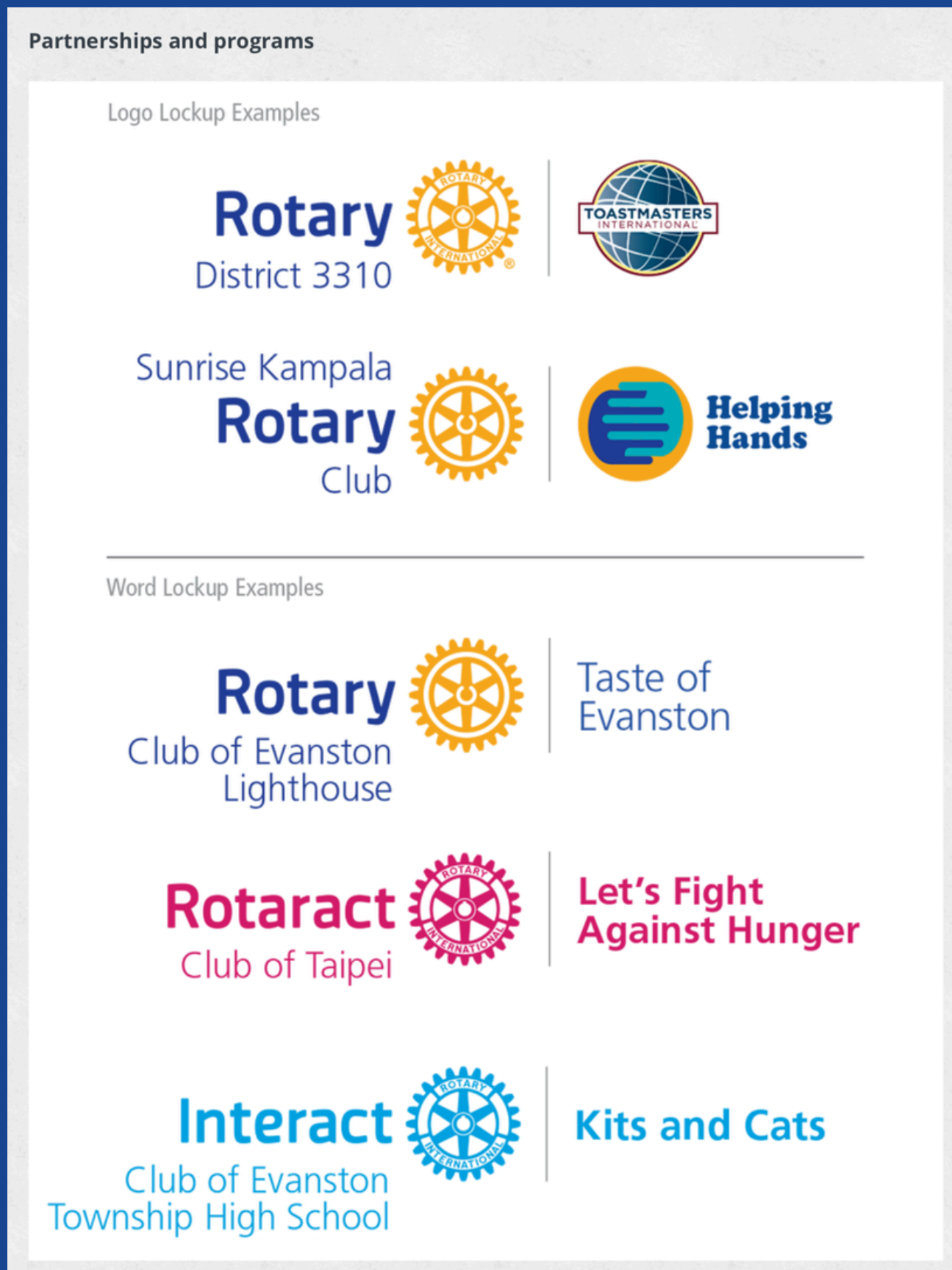
11

DOWLOAD

For optimal results, choose the right file format:

- PDF (vector): Best for print materials and embroidery for high-quality, scalable designs.
- JPG: Ideal for digital use, like websites and presentations.
- PNG: Use for digital purposes requiring transparent backgrounds, such as overlays on images or web pages.





Rotaract **LOCKUP** Template

12

This logo lockup can be customized for your Rotaract club. You can use your club logo and add text or a graphic identifying your partner, sponsor, program, or event.

When to use

Use a lockup to show a relationship between your club and its partner, sponsor, program, or event. Only one partner, sponsor, program, or event name or logo can be used in your lockup. This lockup should not be used as a club logo.

brandcenter.rotary.org

1

MENU

Rotary

Brand Center

SEARCH

Note: When working with Brand Center templates, we recommend using a device with a larger screen.

Rotaract Lockup Template

Choose logo arrangement

Logo

Simplified

Color

All Cranberry (recommended)

Alignment

Below logo

Text below*

Club ABC

*Required

Add text or logo

Download file

Rotaract

Club ABC

Insert Partner, Sponsor, Program, or Event

LOGO ARRANGEMENT

Customize this logo lockup for your Rotaract club by adding your club logo and a graphic or text for one partner, sponsor, program, or event. This lockup illustrates the relationship with that entity and should not be used as a club logo.

https://brandcenter.rotar... X +

← → ↻ brandcenter.rotary.org 🔊 📄 1 ⋮

MENU Rotary Brand Center SEARCH

Note: When working with Brand Center templates, we recommend using a device with a larger screen.

Rotaract Lockup Template ⓘ

Choose logo arrangement >

Add text or logo ▾


Type

Text

Font size

Font weight

Download file >

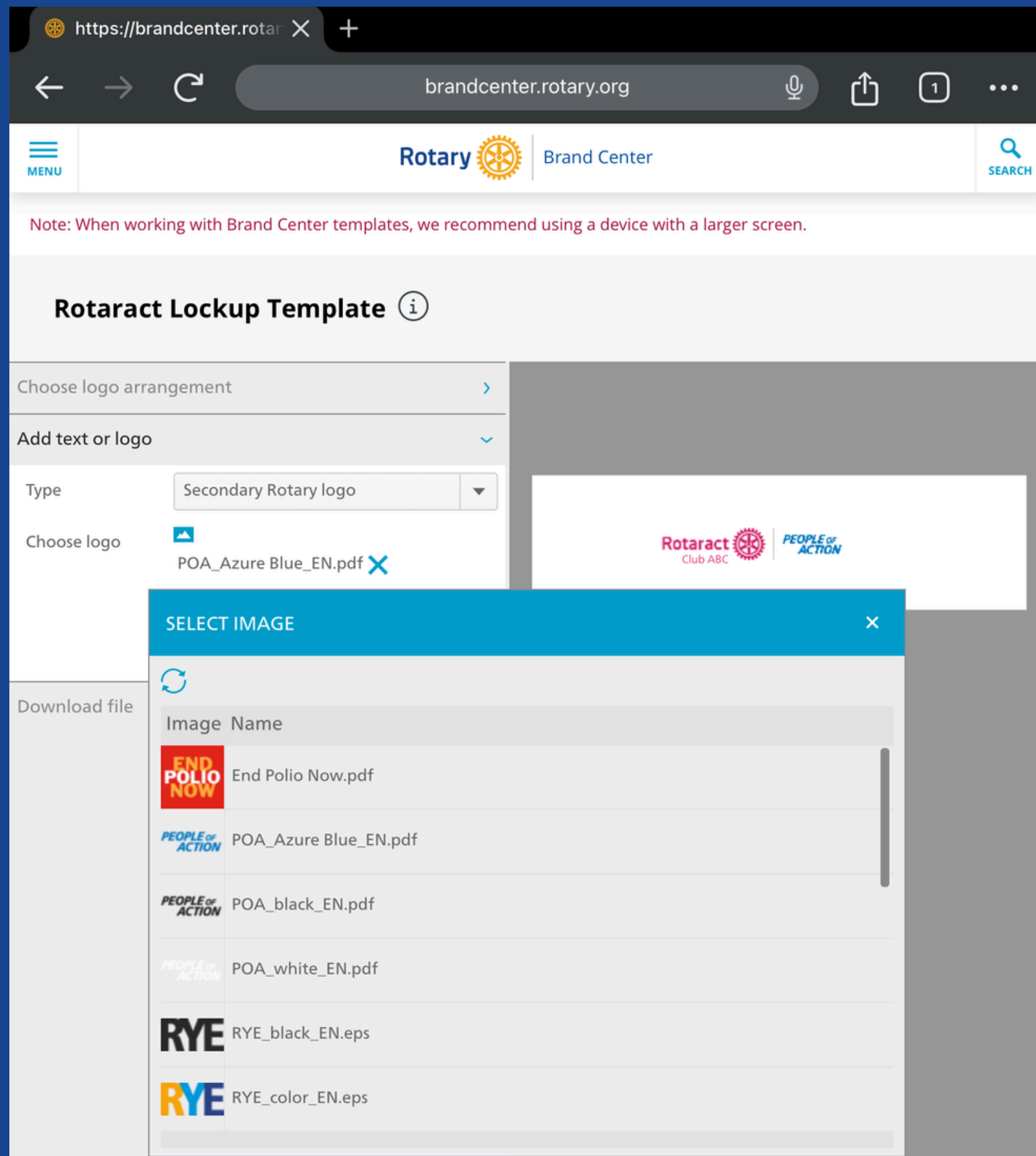


14

TEXT OR LOGO

You can customize it by incorporating your club logo along with text or a graphic that identifies one partner, sponsor, program, or event.

Remember, only one entity can be featured in the lockup.

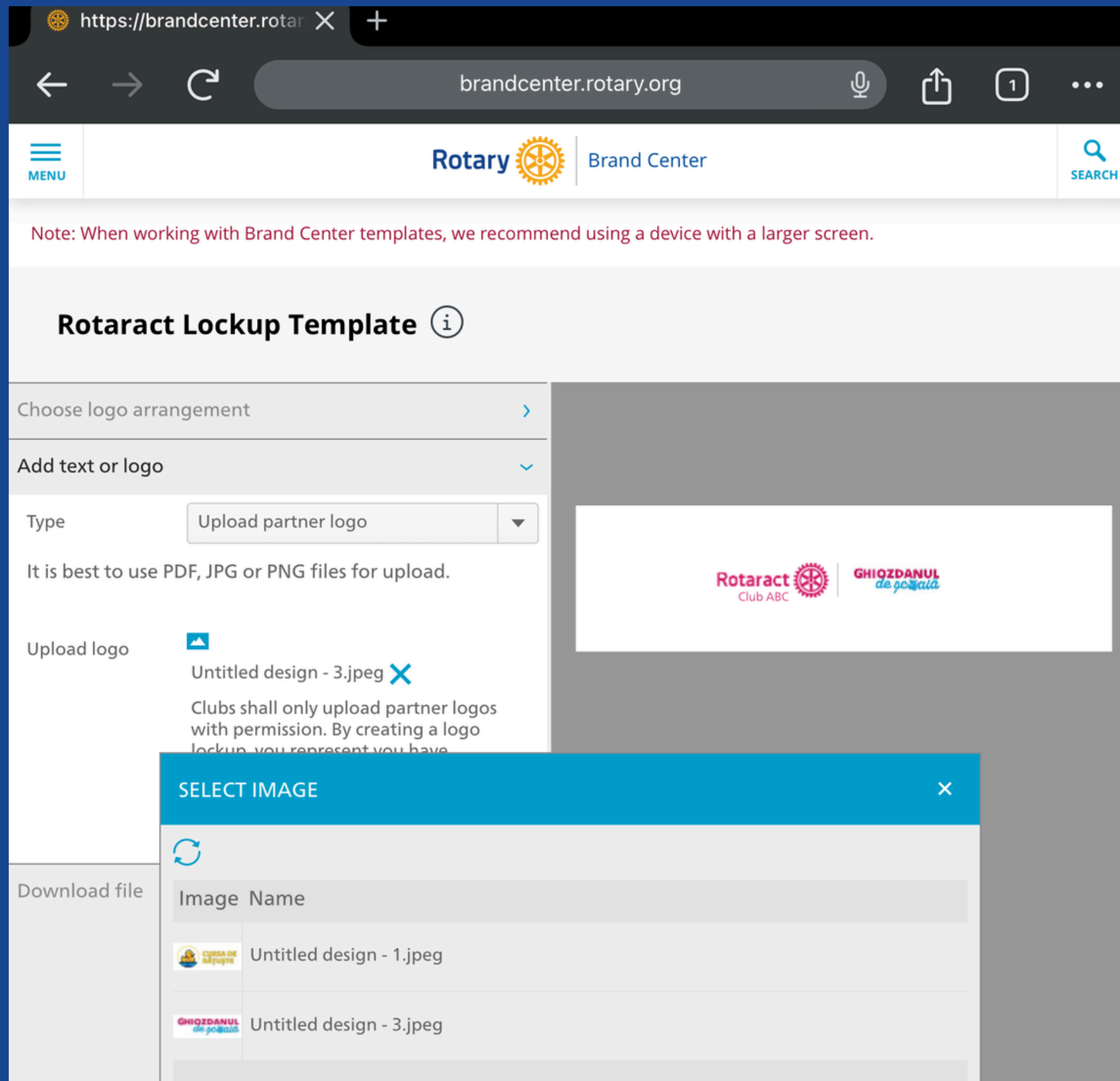


15

SECONDARY ROTARY LOGO

The secondary Rotary logo can include specific initiatives such as **End Polio Now**, **People of Action**, **Rotary Youth Exchange (RYE)**, or **Rotary Youth Leadership Awards (RYLA)**.

These logos help highlight our commitment to key programs and values while reinforcing the Rotary brand.



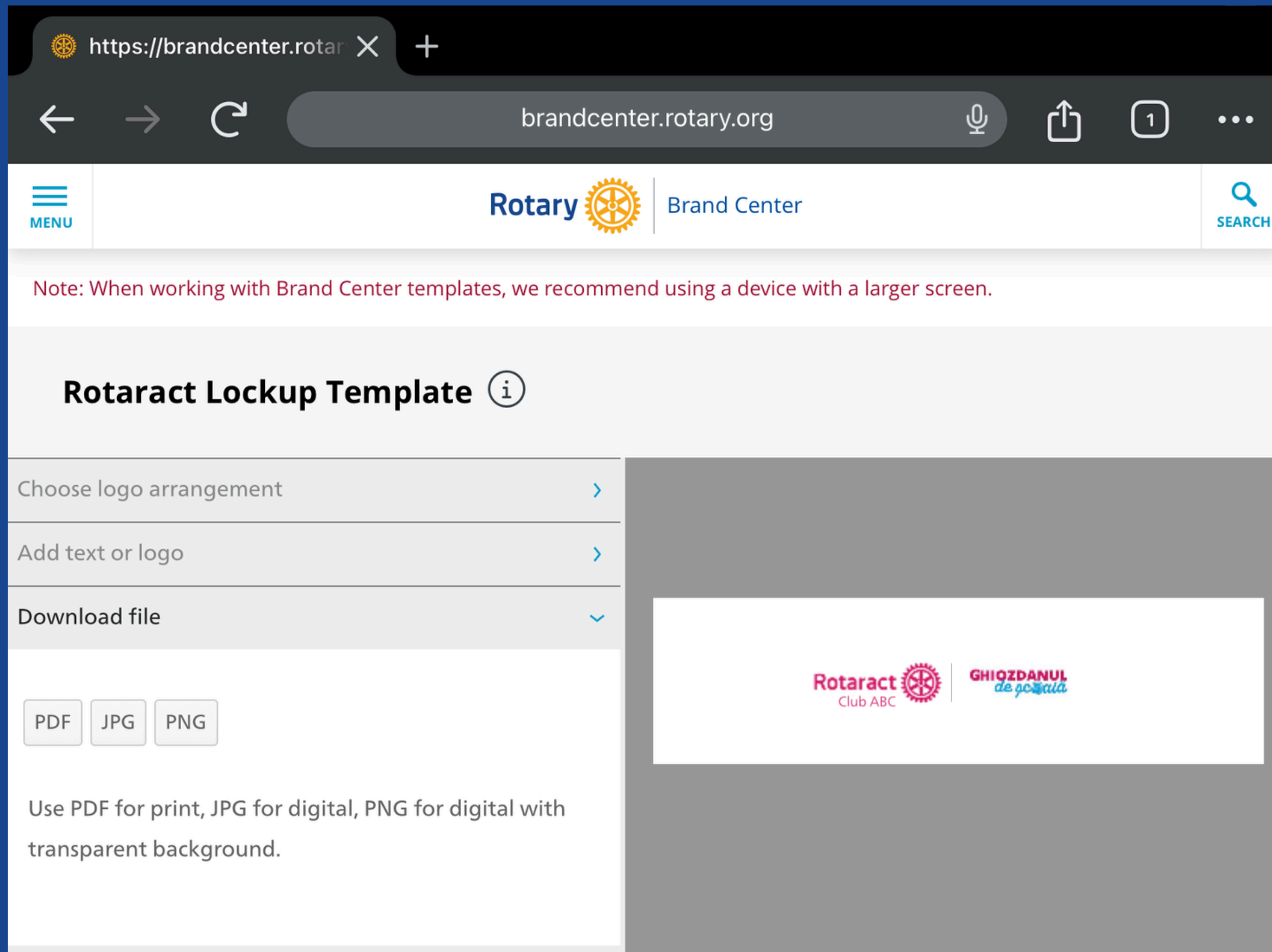
16

UPLOADING PARTNER LOGO

In this section, you can upload the logos of your partners and sponsors, recognizing their support.

Most importantly, include your project logo to ensure it receives the recognition it deserves.

Showcasing your logo alongside your partners' highlights your collaborative efforts.



17

DOWNLOAD

For optimal results, choose the right file format, same as in the logo section:

- PDF (vector)
- JPG
- PNG

Branding For All



2. Compliant LOGO



We've covered the essentials for now, but stay tuned for the next guides, where we'll dive even deeper into how to ensure your logos remain compliant!

marketing@rotaract.eu

<https://rotaracteurope.org>