Branding For All

2. Compliant LOGO

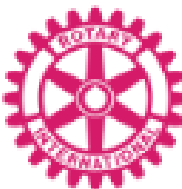**Rotaract Europe**

Rotaract Masterbrand Signature

Club Name
above or

Rotaract

Club Name, District,
or Zone below

Examples

Rotaract
Club of University
of Chicago

Rotaract
District 3310

Table of Contents

Logos & Graphics

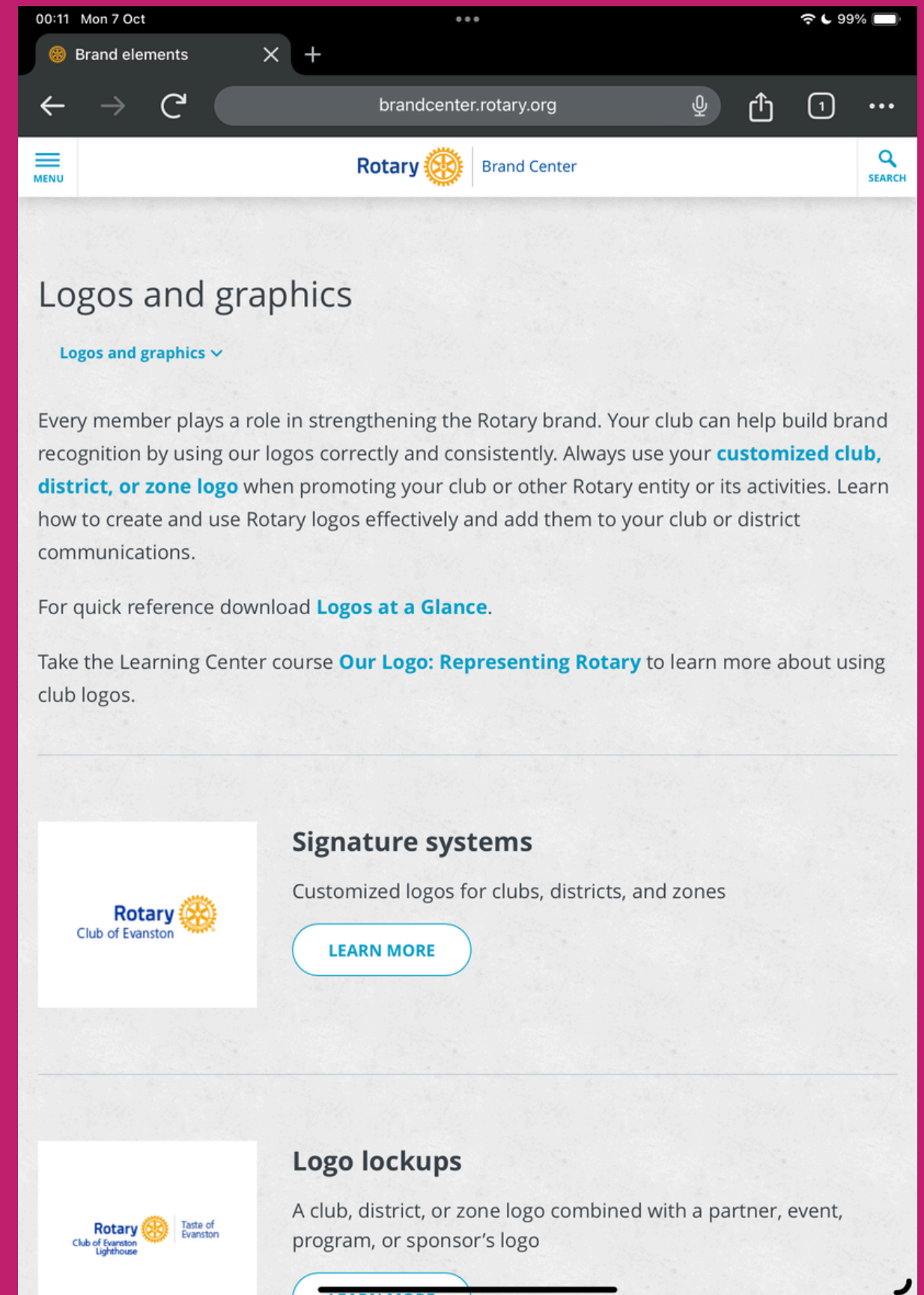**We are Rotary. We are People of Action.**

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

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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.
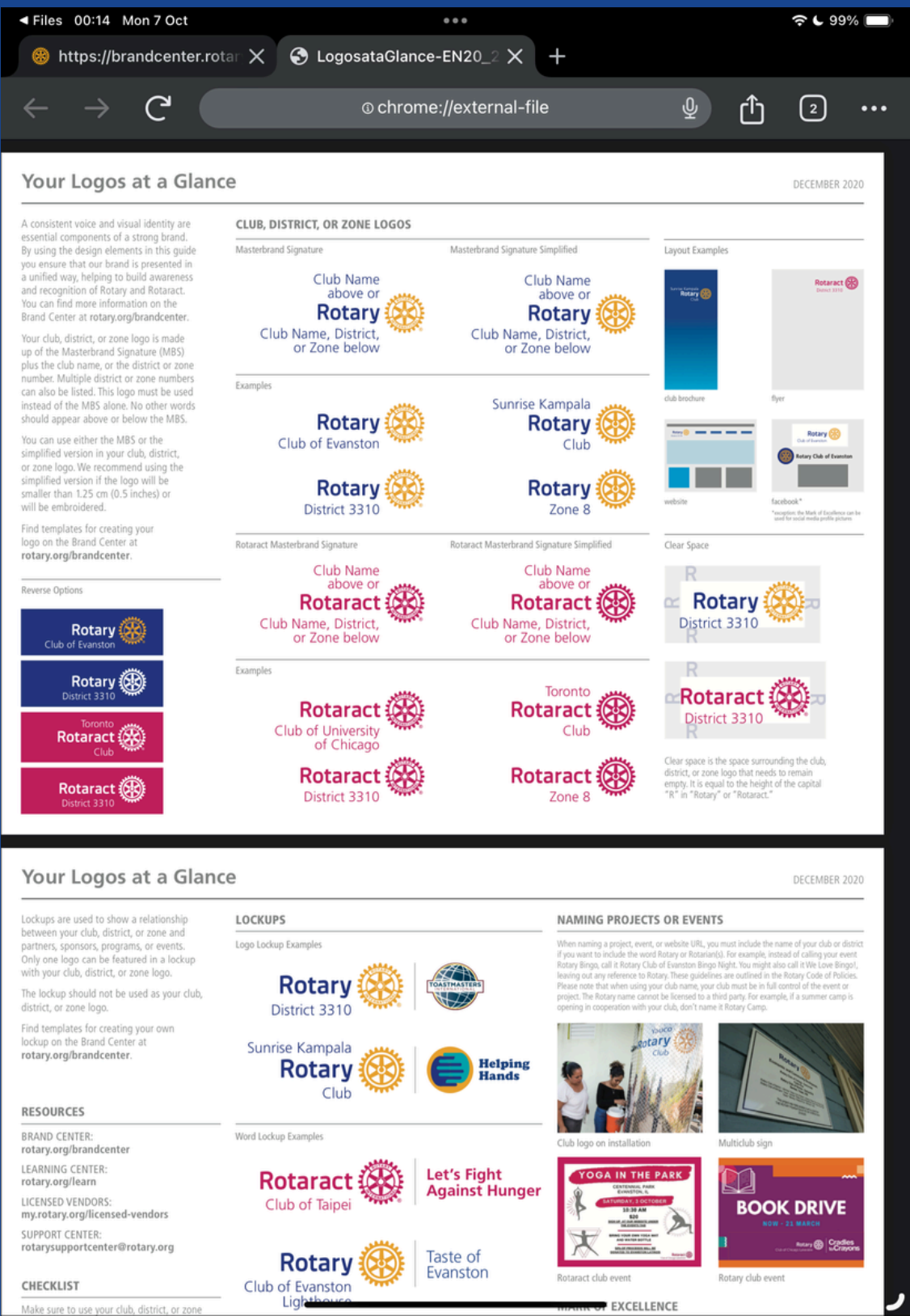
Our Logo: Representing Rotary

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

Templates Logo systems

⑤

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 Lockup Template

Rotaract Logo Template

Interact Logo Template

Rotary Logo Template
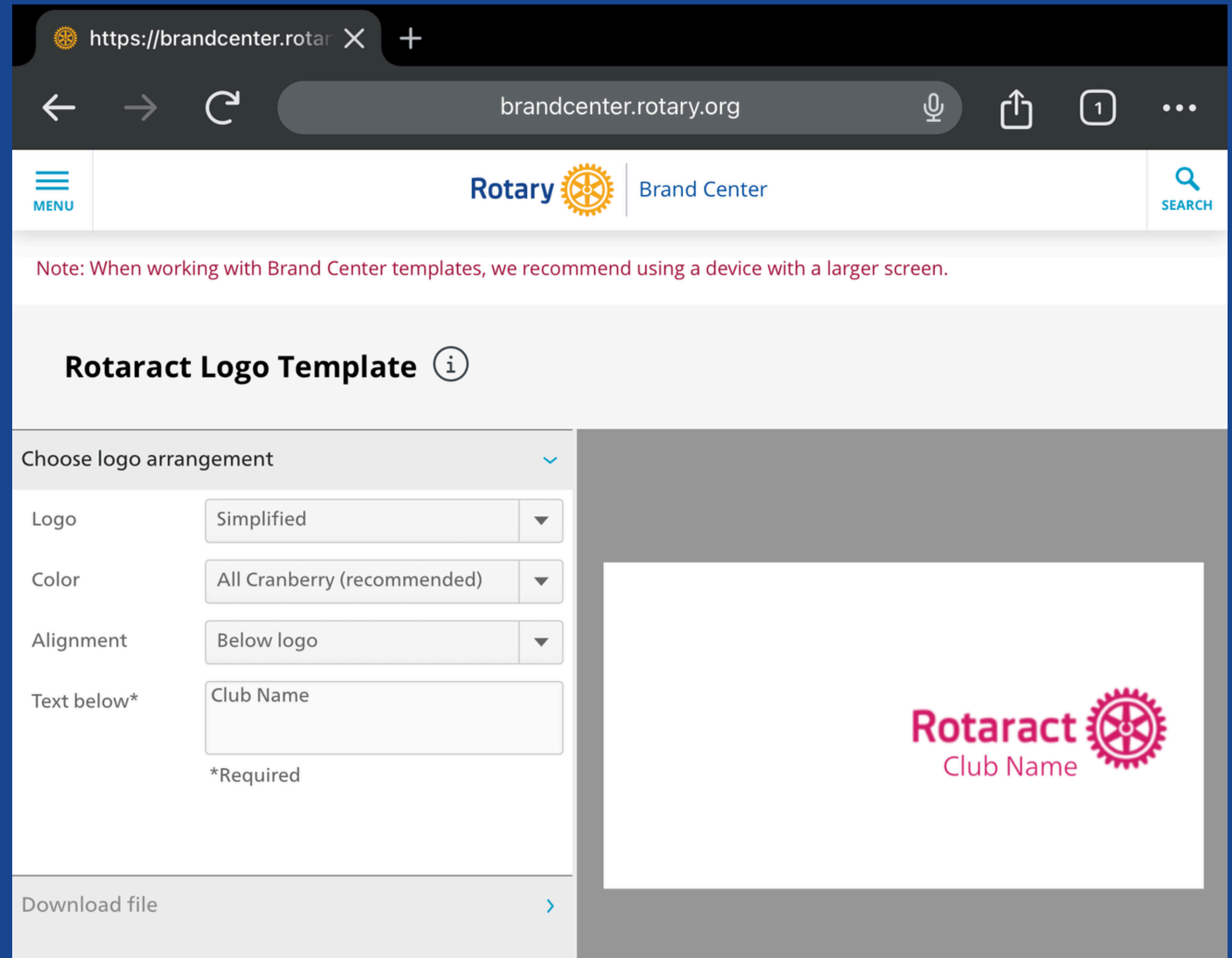
Rotaract Logo Template

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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.

LOGO

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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.

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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.

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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.

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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

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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.
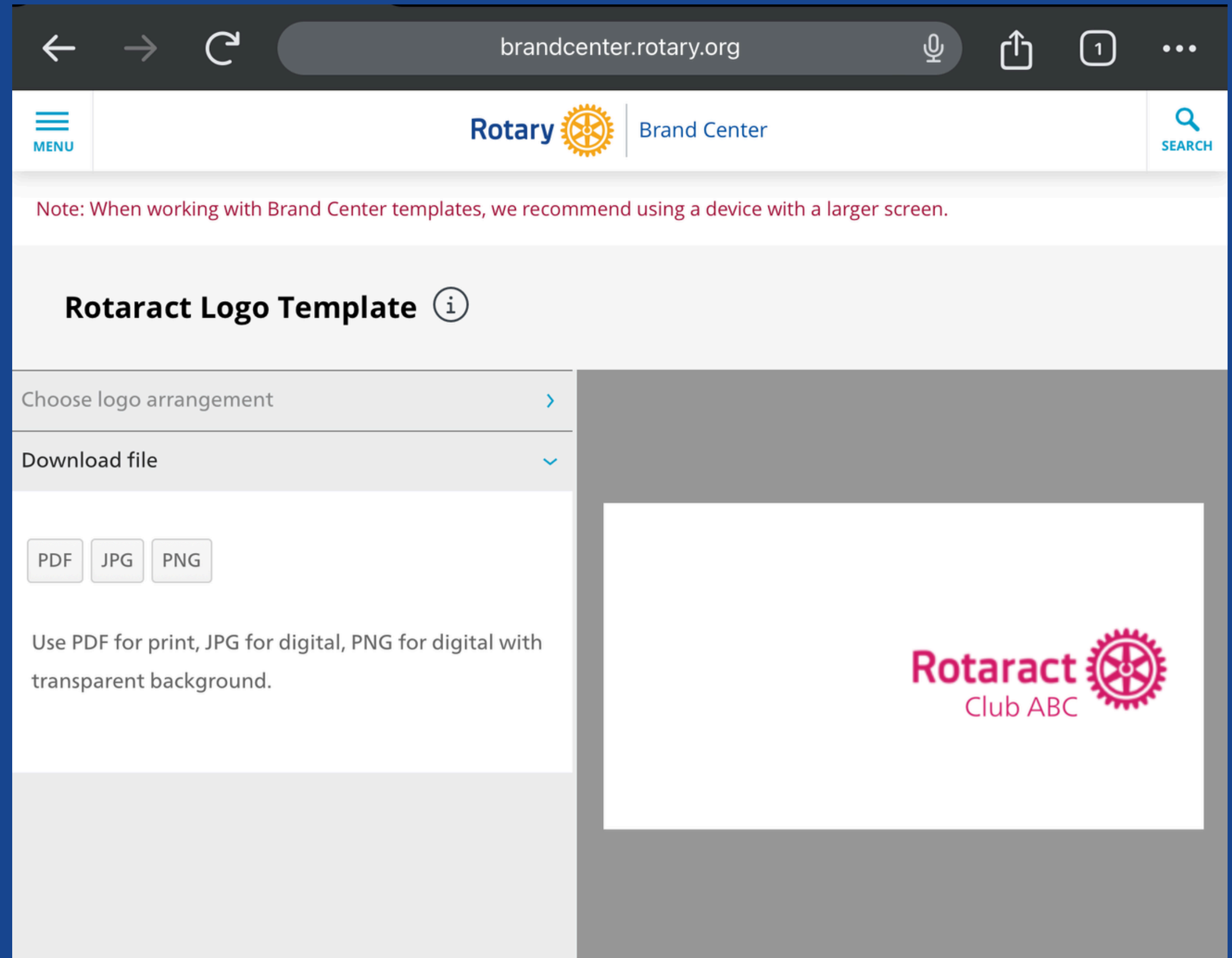
Rotaract LOCKUP Template

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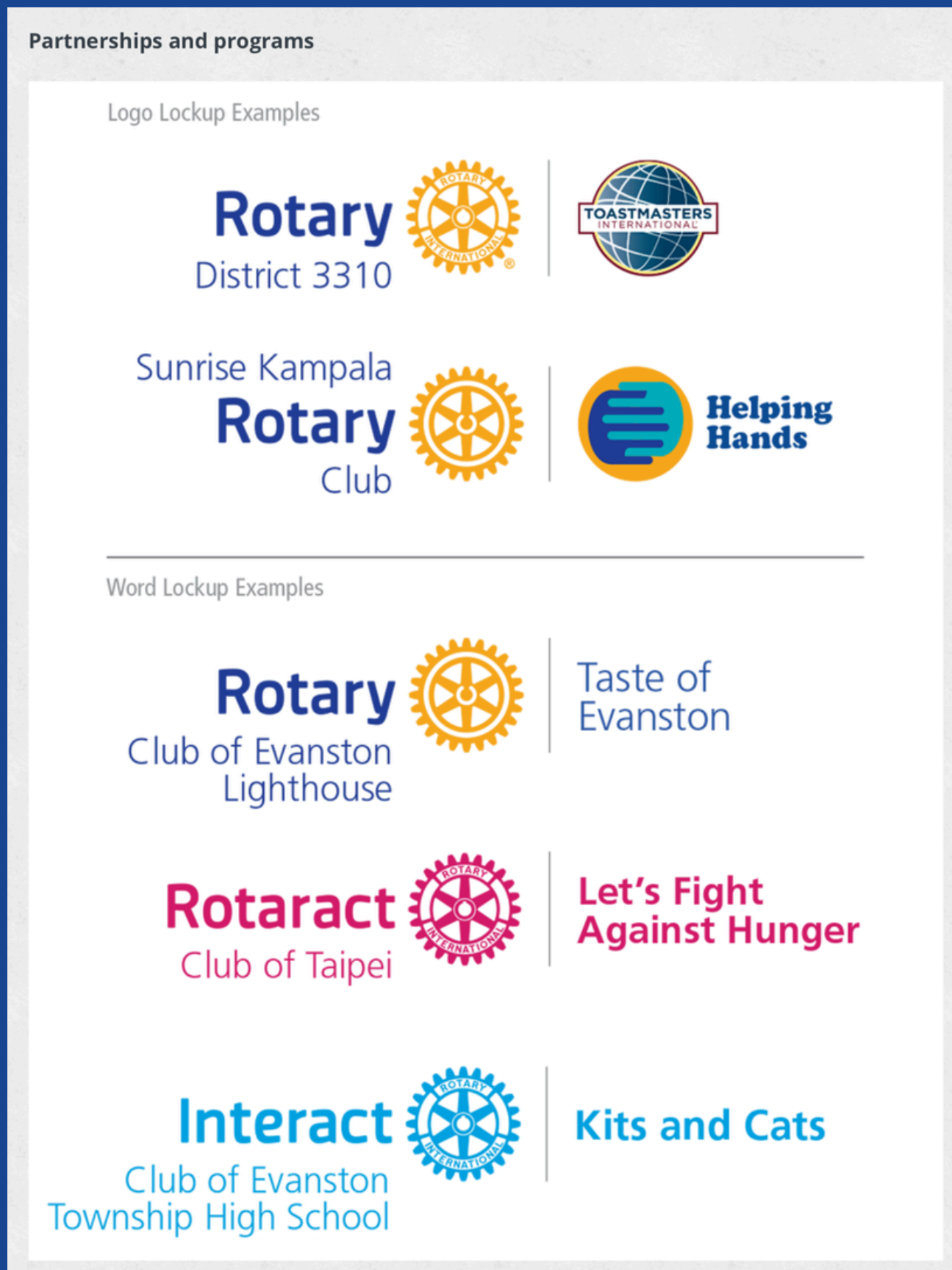
Use a lockup to show a relationship between your club and its partner, sponsor, program, or event. Only one partner, sponsor, program, or event name or logo can be used in your lockup. This lockup should not be used as a club logo.

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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.

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.

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TYPE

You can add custom text, use the secondary Rotary logo, or upload logos for partners, events, or projects.

This flexibility allows you to tailor your branding to suit specific needs while maintaining alignment with Rotary's guidelines.
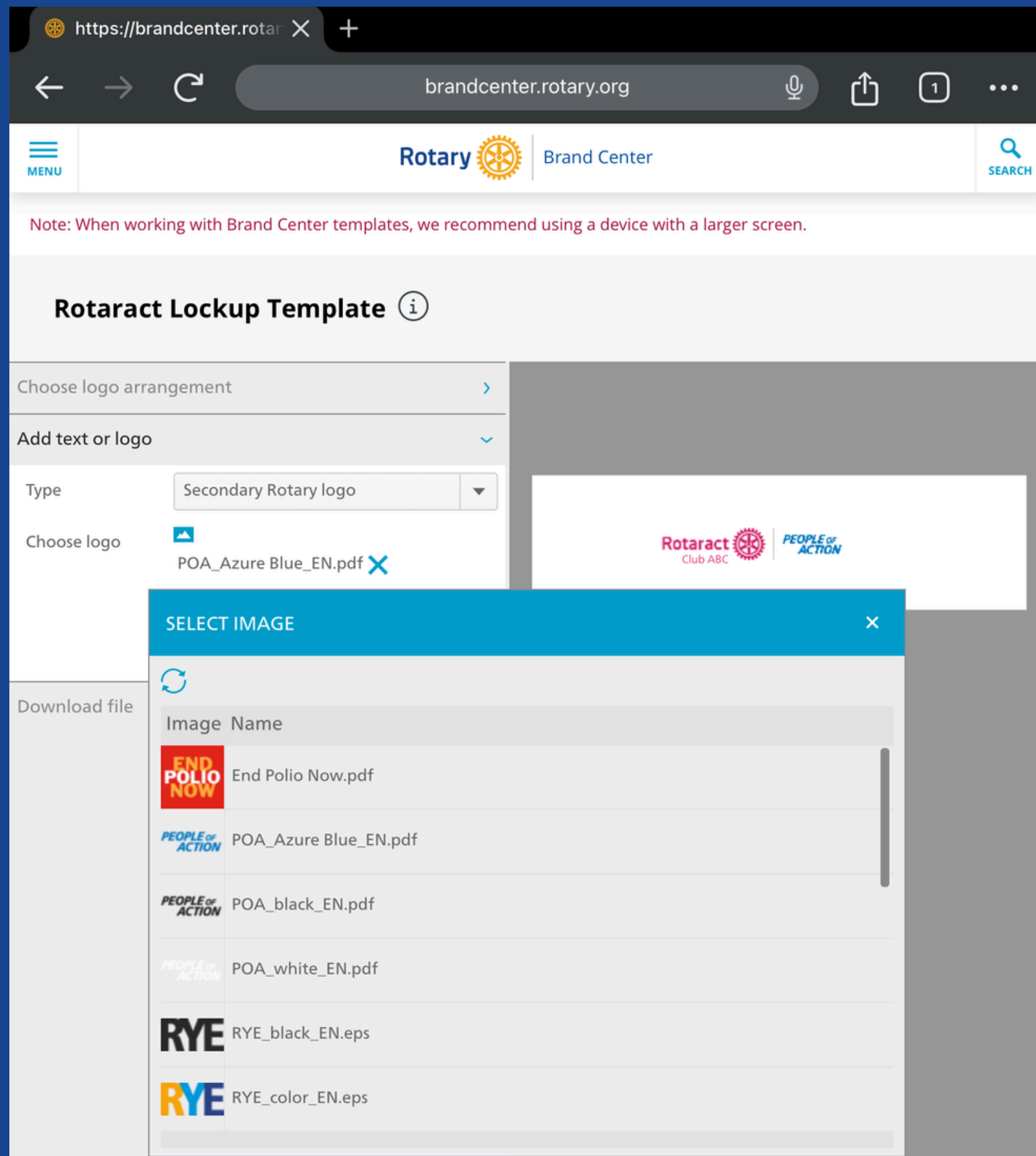
SECONDARY ROTARY LOGO

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).**

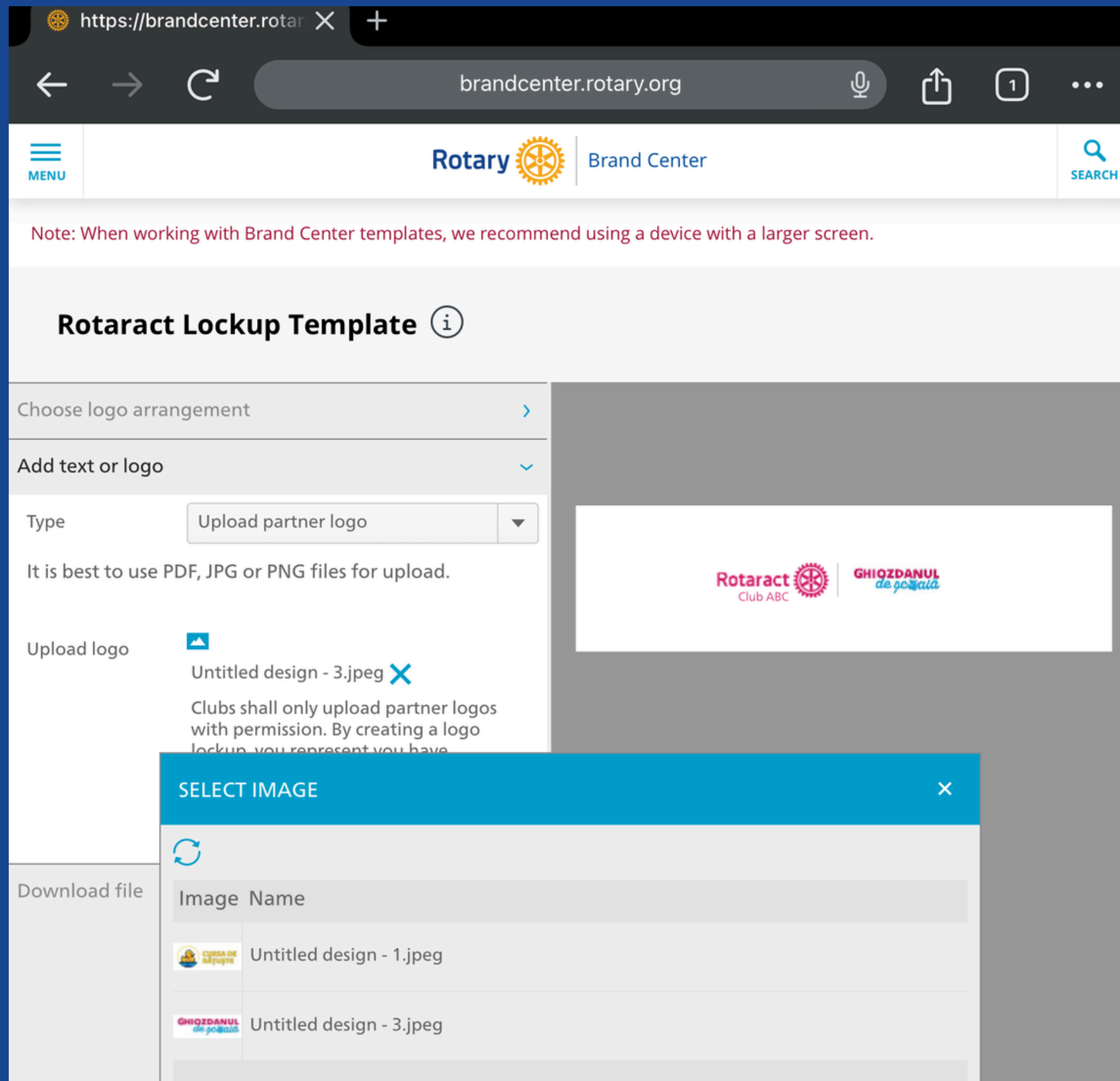These logos help highlight our commitment to key programs and values while reinforcing the Rotary brand.

UPLOADING PARTENER 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.
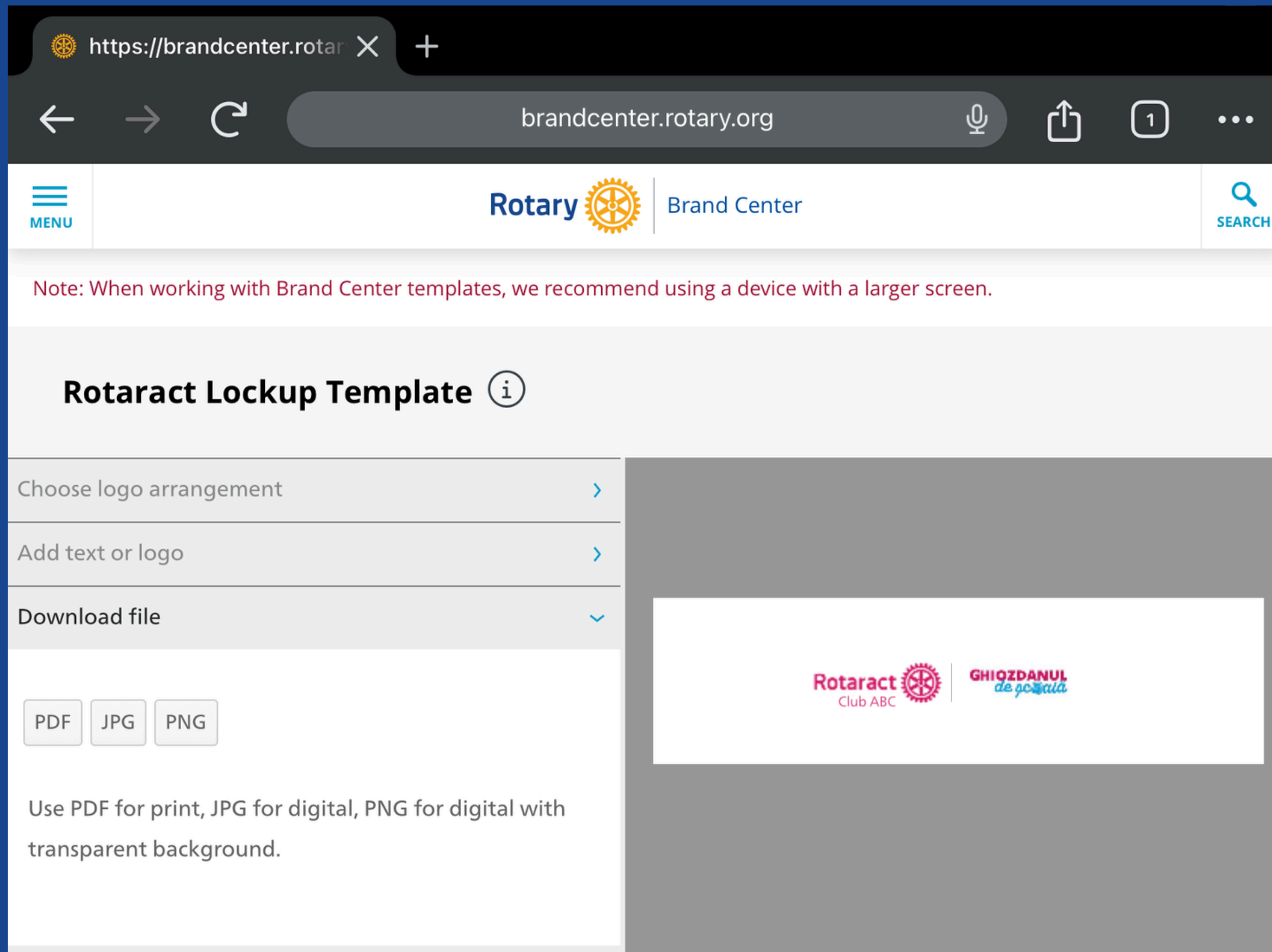
DOWNLOAD 17

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

- PDF (vector)
- JPG
- PNG

Branding For All

2. Compliant LOGO

2025

Rotaract Europe

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