


Branding For All  

3. Do's and don'ts





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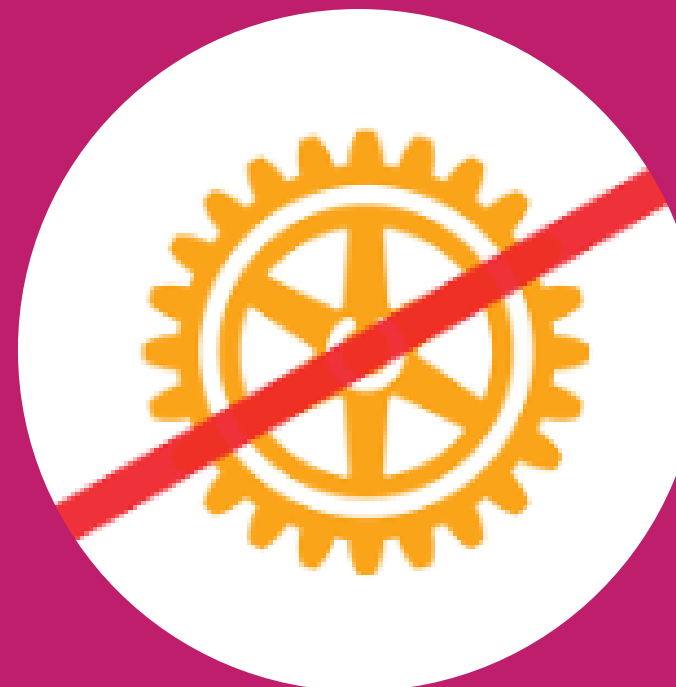
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Avoiding Common Errors

Every member of Rotary plays a vital role in strengthening our brand identity. By using our logos correctly and consistently, you and your club help build recognition for Rotary and reinforce our values.

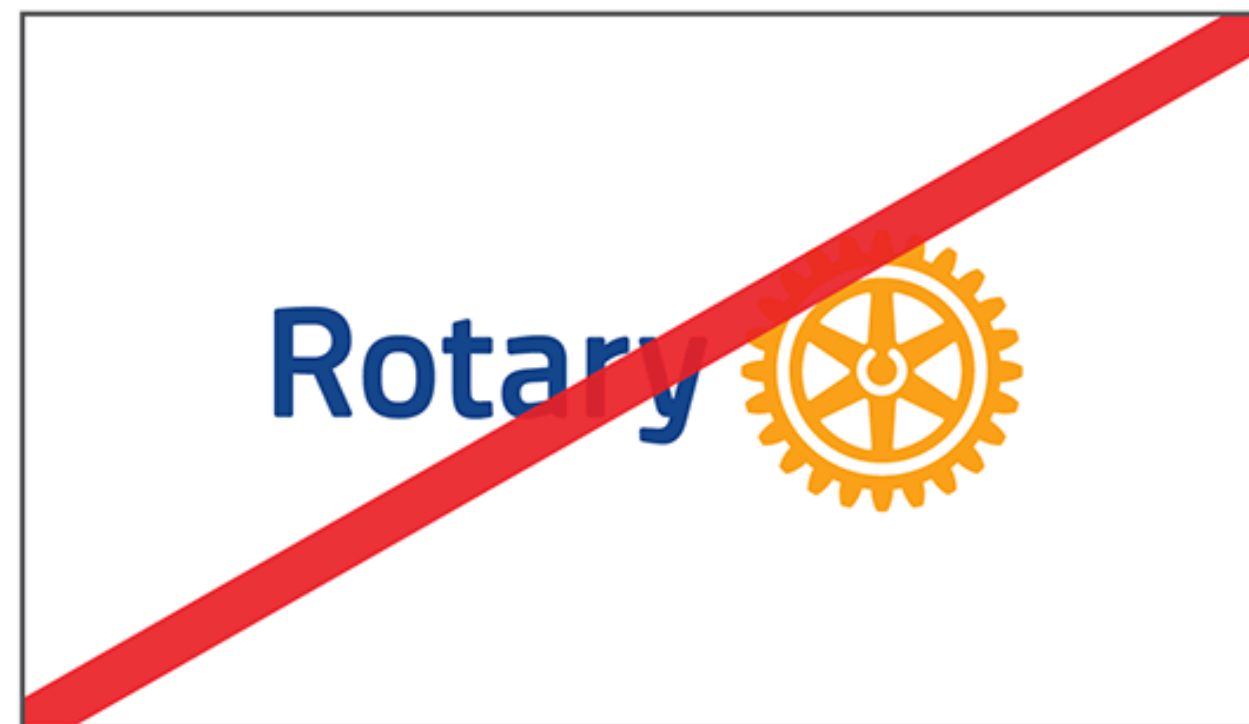
In this section, we will review examples of how to apply Rotary's brand guidelines effectively. By understanding and avoiding common errors, we can maintain a unified and professional image that reflects our commitment to service and community.



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**Correct**

When designing your official logo, ensure that you incorporate your club, district, or zone logo alongside the Rotary, Rotaract, or Interact Masterbrand Signature. This approach emphasizes your unique identity while maintaining a connection to the broader Rotary family, enhancing brand recognition and reinforcing your community's values.

**Incorrect**

Avoid using the Rotary, Rotaract, or Interact Masterbrand Signature in isolation, without including your club, district, or zone name. Such usage can lead to confusion about your affiliation and dilute the impact of your specific identity within the Rotary network.

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Correct

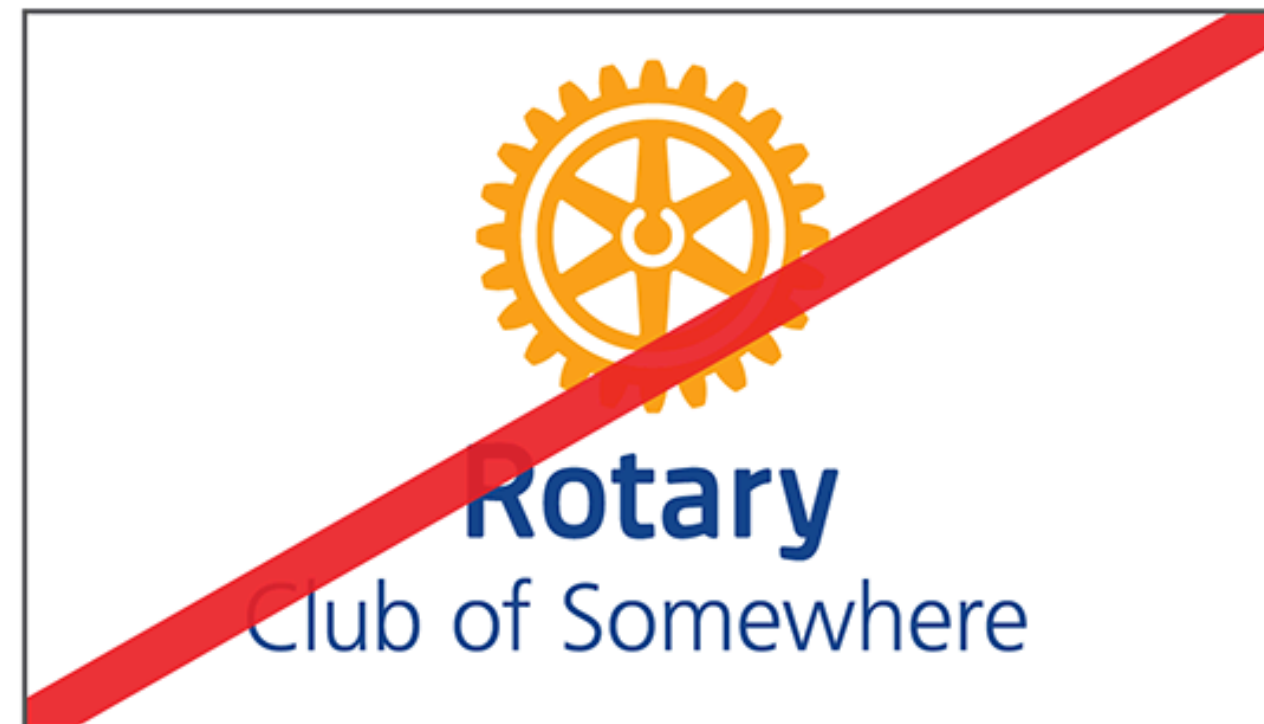
Utilize the provided template to create your club and district logos, ensuring that all elements are positioned accurately and consistently. This practice not only maintains the integrity of the design but also fosters a cohesive look that aligns with the Rotary brand standards, enhancing overall recognition and professionalism.



Incorrect

Refrain from altering or rearranging any components of the Rotary, Rotaract, or Interact logo. Modifying these elements can compromise the brand's visual identity and lead to inconsistencies that undermine the effectiveness of your message and the brand's recognition.

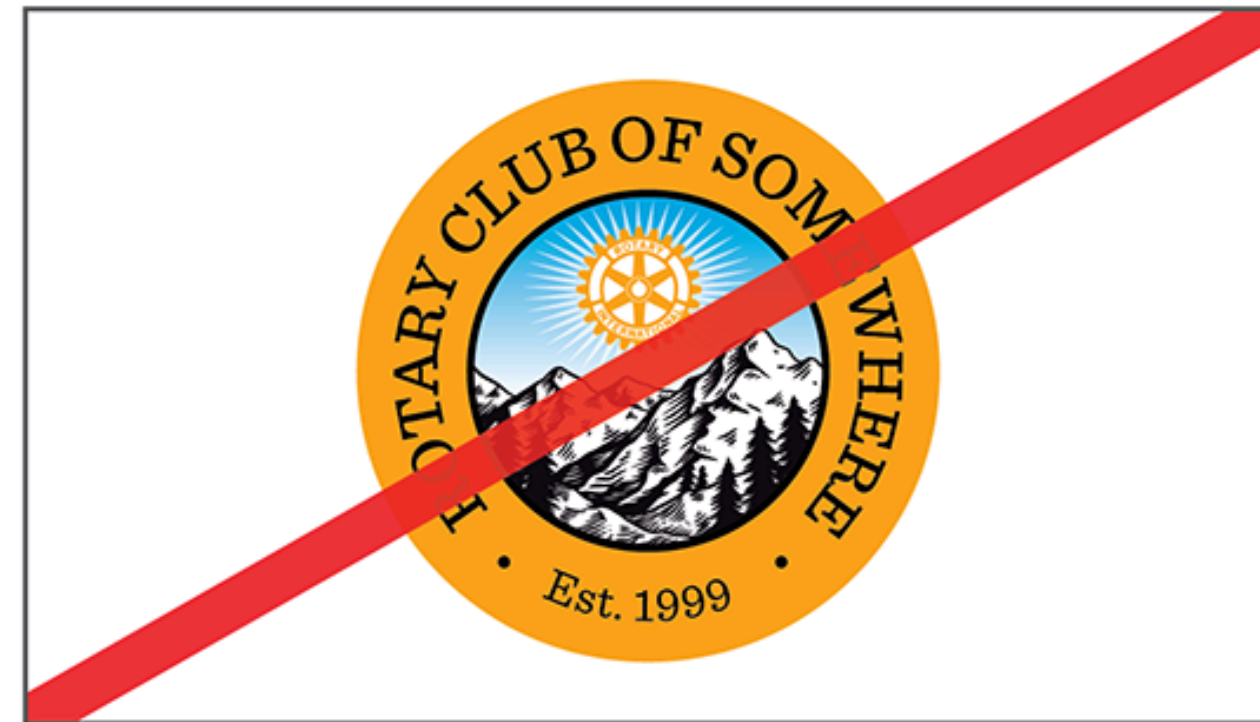
Rotary
Club of Somewhere



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**Correct**

Always use your official club logo, which features your club name in conjunction with the Masterbrand Signature, as the primary identifier in all promotional materials. This ensures clarity and consistency, reinforcing your club's identity and aligning with the overarching Rotary brand. A well-defined logo enhances recognition and strengthens your club's presence within the community.

**Incorrect**

Avoid altering the Mark of Excellence to make it represent something else, changing the color and font of your club name, or adding any unrelated images to your official club logo. Such modifications can dilute the logo's impact, create confusion, and weaken the integrity of your club's brand identity within the Rotary community.

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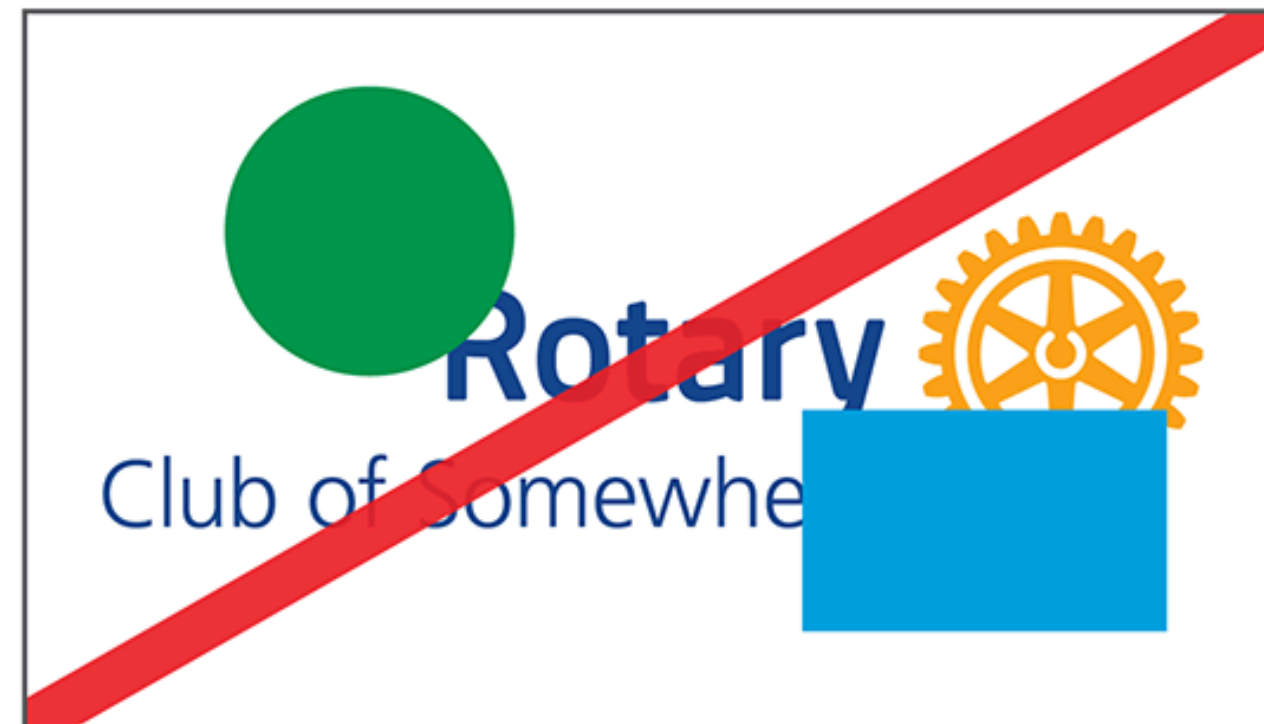
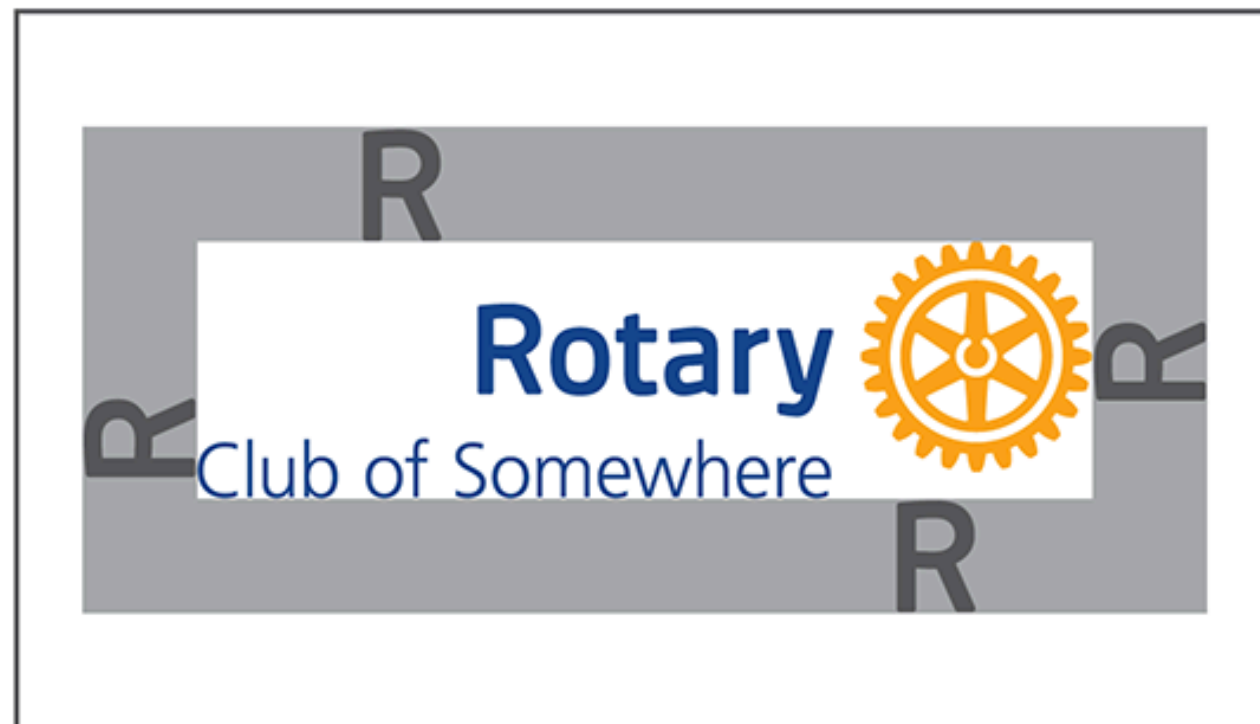
Correct

Always display the logo in its entirety, ensuring there is adequate space surrounding it, equivalent to the height of the capital “R” in the Rotary or Rotaract wordmark, or the capital “I” in the Interact wordmark. This practice highlights the logo’s significance and maintains its visibility, allowing it to stand out effectively in all contexts and promoting brand integrity.



Incorrect

Refrain from using only a portion of the logo, obscuring any part of it, or incorporating elements of the logo into another design. Such actions can distort the logo's message, diminish its visual impact, and undermine the cohesive identity of the Rotary brand, leading to confusion and inconsistency.



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**Correct**

Always use the specified brand colors for the Mark of Excellence, Masterbrand Signature, and your club name. Utilizing the Brand Center templates ensures the correct colors are applied, enhancing visual consistency and reinforcing your club's identity within the Rotary community.

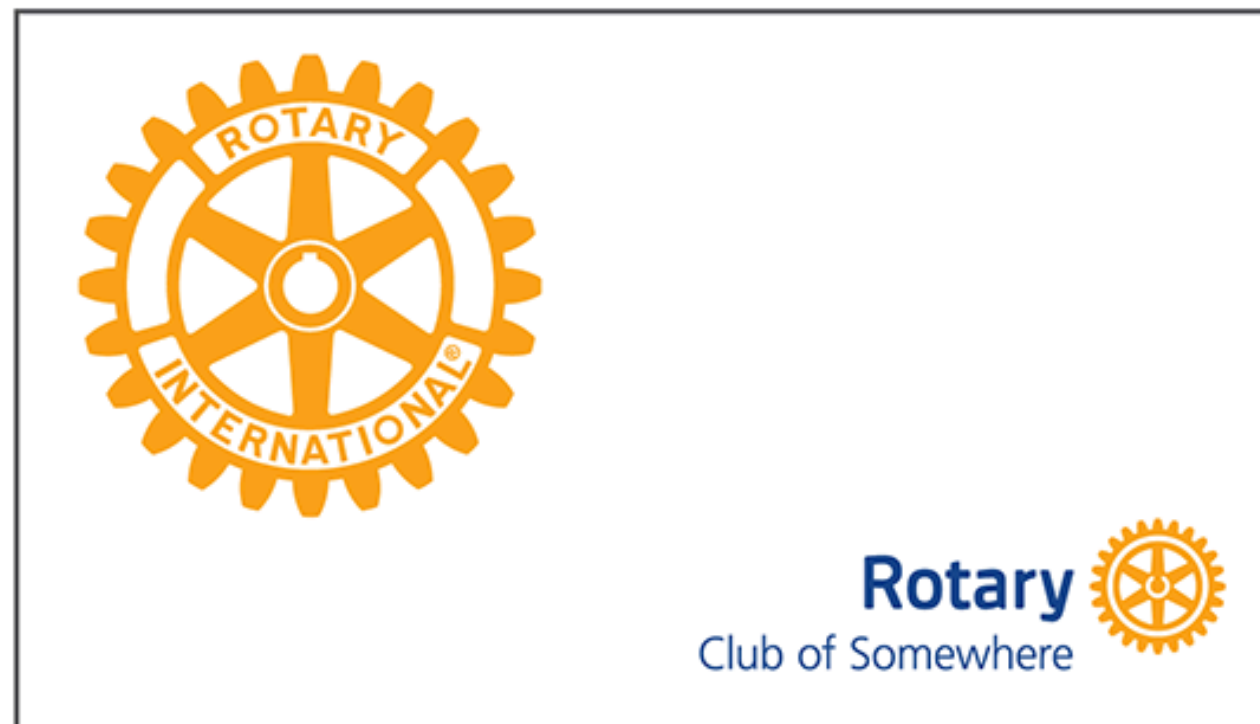
**Incorrect**

Avoid using colors in your logo that are not included in the provided template. The other brand colors in our palette are designated for different elements of your promotional materials. Deviating from the established color scheme can lead to a disjointed brand identity and diminish the overall effectiveness of your promotional efforts.

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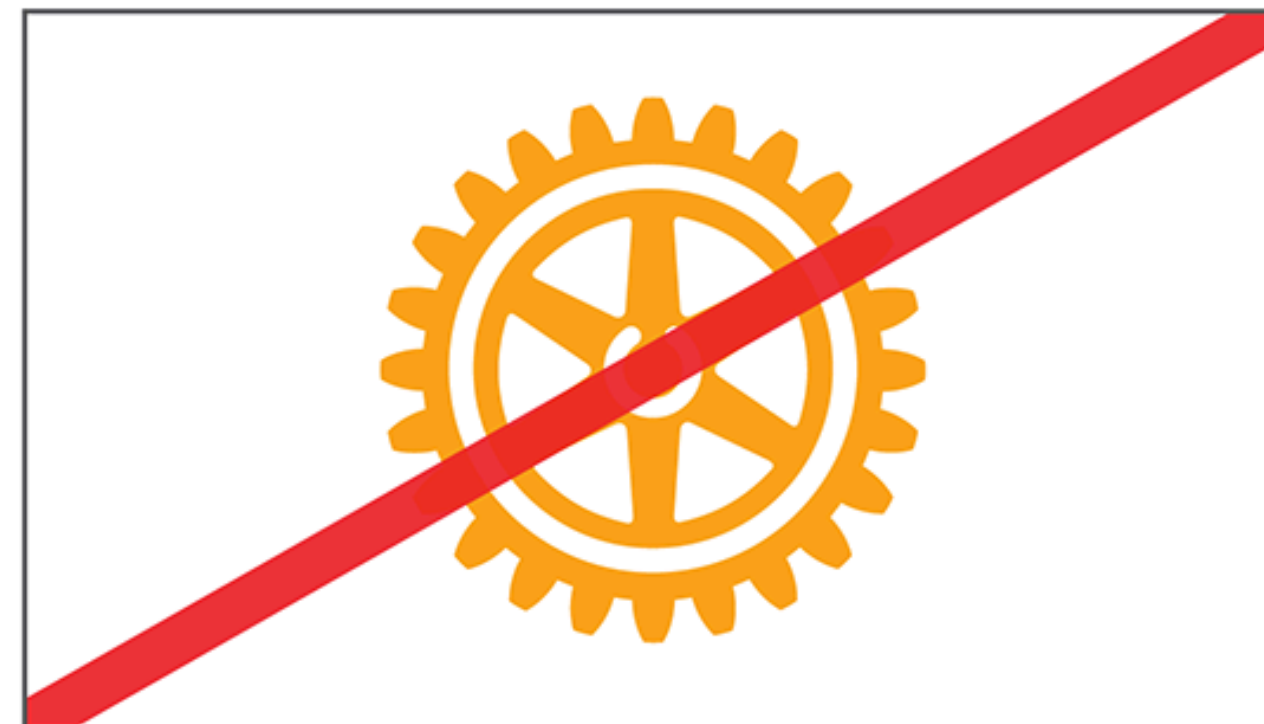
Correct

Incorporate the Mark of Excellence alongside your club or district logo to enhance clarity and recognition. This combination not only emphasizes your affiliation with the Rotary brand but also creates a visually cohesive representation of your club's identity, making it easily identifiable to members and the public alike.



Incorrect

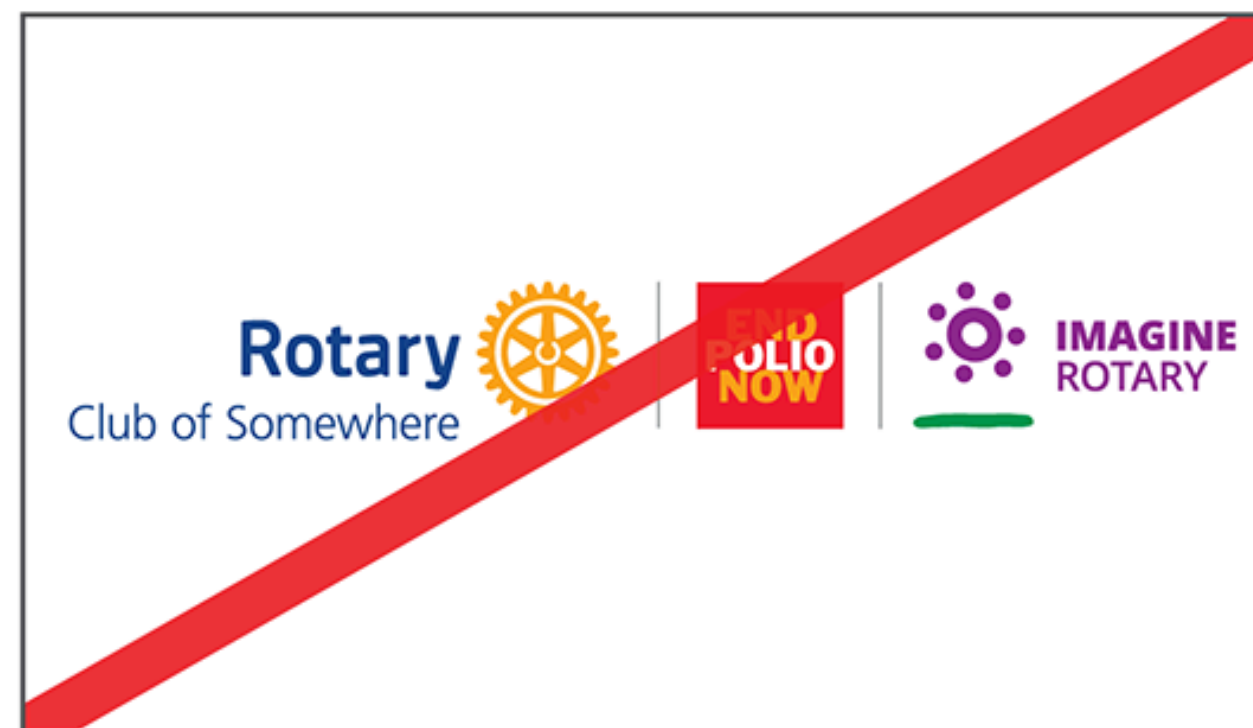
Avoid using the Mark of Excellence alone or as your club's official logo. Always use the version available in the Brand Center to ensure consistency and adherence to brand guidelines. Remember, there is no simplified version of the Mark; altering its presentation can dilute its impact and misrepresent your club's affiliation with Rotary..



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Correct

Use the logo lockup templates to clearly represent your club or district's relationship with one specific partner, sponsor, event, or program. For multiple partners or co-sponsors, list them separately in your materials to maintain clarity and prevent overcrowding.


Incorrect

Don't add vertical lines to the lockup template to include additional partners, programs, events, or sponsors. This can create a cluttered design, obscuring the main partnership and weakening its impact. Keeping the lockup focused ensures effective representation..

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Correct

Include only the name of your club, district, zone, or official Rotary entity. This practice ensures a clear and recognizable association with the Rotary brand, maintaining consistency and professionalism in your branding efforts. By keeping the logo simple, you enhance its impact and ensure that the focus remains on your organization's identity within the Rotary community.



Incorrect

Avoid adding extra descriptive text, club mottos, event themes, or any other wording to your logo. Including such elements can clutter the design and distract from the core message of your brand. If you wish to incorporate additional information, do so away from the logo, ensuring that the Masterbrand Signature remains clear and easily identifiable.

Rotary
Club of Somewhere



Rotary
Planning for a
Better Tomorrow





Correct

Utilize the lockup template to effectively display the names or logos of partners, sponsors, events, or programs. This method ensures a professional presentation that highlights your affiliations while maintaining a cohesive design. By using the template, you clearly communicate your relationships and enhance the overall appeal of your promotional materials.



Incorrect

Avoid adding descriptive text or unrelated logos to the lockup template. Such additions can confuse the message and detract from the primary focus on your partner, sponsor, event, or program. If you need to include extra information, place it separately from the logo to maintain clarity and ensure that the key relationships are prominently featured.

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Correct

Always use Rotary's current branding and logos in your materials. This ensures that your representations are aligned with the organization's updated identity and standards. Utilizing the latest logos reinforces brand consistency and enhances recognition, making your materials more effective in promoting Rotary's mission and values.



Incorrect

Avoid using outdated versions of the Rotary logo. The only exception is if they appear in historical photos that depict stories related to specific events prior to July 2013. Using previous logos outside of this context can lead to confusion and misrepresentation of Rotary's current branding, undermining the professional image of the organization.



Rotary 
Clubs of Chicago Morning,
Chicago Daybreak,
& Chicago Evening



Correct

Incorporate multiple names in a logo to represent a collaboration among various clubs, districts, or zones for a specific event or project. This inclusive approach acknowledges all participating entities. You may also include a geographic identifier to clarify involvement from clubs or districts in a particular area, enhancing the logo's relevance and community connection.

Rotary 



Incorrect

Avoid using the Rotary, Rotaract, or Interact Masterbrand Signature alone, as this implies that the project or event is being organized or led solely by Rotary International. Such usage can misrepresent the nature of the collaboration and diminish the recognition of all participating clubs or districts, leading to confusion about the project's leadership and ownership.

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Correct

When designing your logo, feel free to include your club name in your own language. The logo template is designed to accommodate this, allowing you to showcase your unique identity while maintaining alignment with the Rotary brand. This personalization enhances local relevance and fosters a deeper connection with your community.



Incorrect

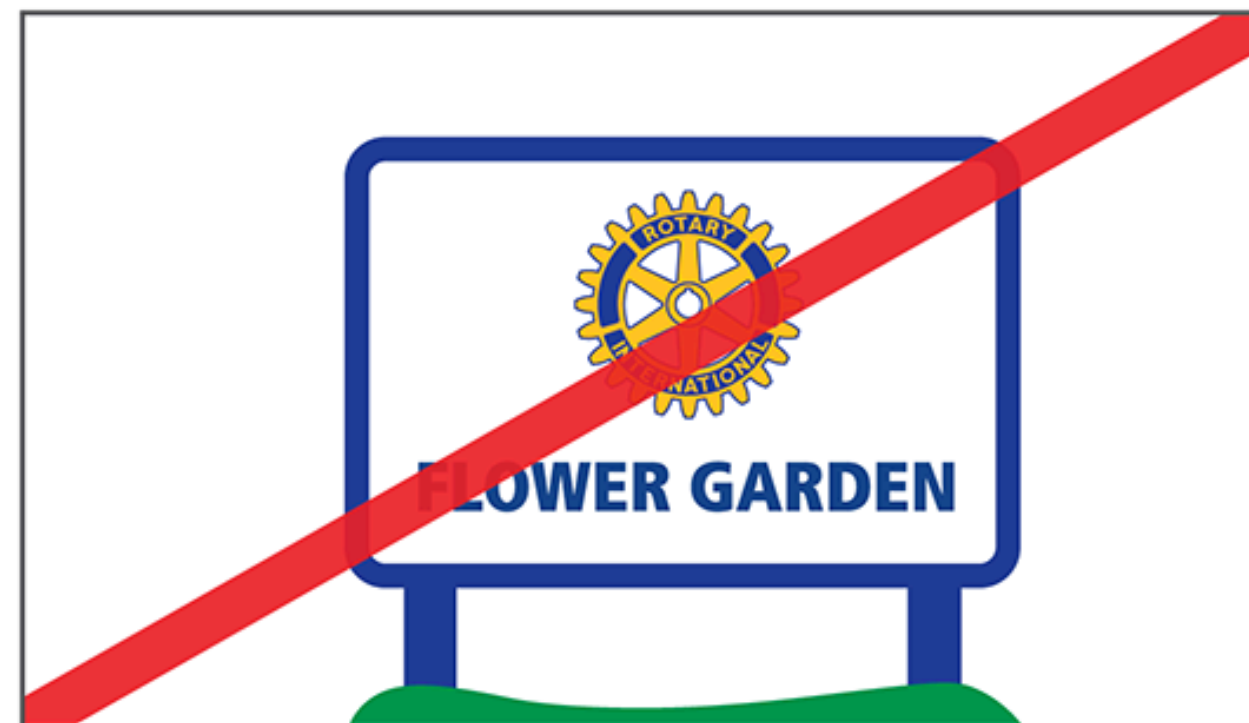
Avoid translating the word "Rotary" into another language. Such alterations can create confusion and disrupt brand recognition, diluting the brand's identity. It's important to maintain the integrity of the Rotary name, ensuring that it remains consistent across all materials.





Correct

When dedicating a place or object in your community, include your club, district, or zone logo with Rotary's current brand elements on nearby signage. This boosts visibility and recognition of your affiliation. Also, be sure to apply for licensing approval to maintain brand integrity and compliance with Rotary's guidelines.



Incorrect

Avoid using the retired Rotary logo (the wheel) or any current brand elements without clearly identifying your club, district, or zone. Failing to do so can lead to confusion about your organization's affiliation and diminish the impact of your message. It's essential to ensure that your identity is properly represented alongside any Rotary branding.

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Licensed Vendors

You can order a wide assortment of high-quality Rotary-branded merchandise from our official RI licensed vendors listed below.

Vendors are grouped by continent and then listed by country or geographic area.

Contact a vendor near you or visit its website to see the products it offers.

<https://my.rotary.org/en/member-center/licensed-vendors>



Branding For All



3. Do's and don'ts



Now that we've covered everything about logos, the next guide will focus on the correct colors and typography.

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