IDENTITY AT A GLANCE

Overview

Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. Each element is designed to work in harmony with the others, while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion. Please use this condensed guide in conjunction with the full guidelines available at www.rotary.org.

What logo format do I use for:

- Print: .eps spot or cmyk
- Embroidery: .eps spot or cmyk
- Silkscreen: .eps spot or cmyk
- Word Doc (Print): .png rgb
- PowerPoint: .png rgb
- Digital: .png rgb

Logos

Masterbrand Signature

 ROTARY

Mark of Excellence

 ROTARY MARK OF EXCELLENCE

Single Page Logo Usage Example

Multipage Example (front/back)

Signature System for Clubs, Districts, Zones, and Projects

Rotary Club [of/at] [Location]

0.25” / 6.4mm

0.22” / 5.6mm

0.5” / 13mm

[Location]

Club

District 1239

Zone 33

Club of Evanston

Typography

Licensed Option — fonts for purchase

Primary

FRUTIGER BLACK CONDENSED ALL CAPS FOR HEADLINES

Frutiger for subheads, secondary nav, info graphics, and lockups

Secondary

Sentinel for body text, secondary heads, captions, and callouts

Free Option — when Frutiger and Sentinel are not available or are cost-prohibitive

Primary

OPEN SANS CONDENSED OPEN SANS ARIAL NARROW FOR HEADLINES

Arial for subheads, secondary nav, etc.

Secondary

Georgia for body text, secondary heads, etc.

Imagery

Rotarians Taking Action for Community

Rotarians Uniting and Exchanging Ideas

Member Pin

Recognized by Rotarians the world over, your Rotary pin remains unchanged as a proud symbol of membership.

Colors

Azure

PMS 2177C

C50 M44 Y0 K0

PMS 2177U

C50 M44 Y0 K0

Hex #0050a2

R0 G93 B170

Royal Blue

PMS 286C

C100 M48 Y9 K2

PMS 286U

C100 M48 Y9 K2

Hex #0c3c7c

R23 G69 B143

Gold

PMS 130C

C0 M41 Y100 K0

PMS 129U

C0 M35 Y100 K0

Hex #f7a81b

R247 G168 B27

Metaphorical

FRUTIGER LT STD 45 Light, 12pt, Rotary Royal Blue right aligned to Rotary wordmark

0.25” / 6.4mm

0.22” / 5.6mm

0.5” / 13mm

[Location]

Club

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