

JULY 2026

ROTARY BRAND BOOK



Sections

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ROTARY
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PARTNERS**

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ABOUT THIS GUIDE

The Rotary Brand Book provides essential information so you can incorporate Rotary's brand into your communications effectively. It's also a guide to using the Rotary voice and People of Action messaging in your communications. And it demonstrates how to create logos and correctly use our fonts, imagery, color palette, and more to produce a visual identity for your club or program.

This book is intended to be used by communications and design professionals, staff members, and vendors. You can amplify the effort to build our brand and attract new participants to Rotary by using these guidelines to make sure all your materials reflect Rotary's voice and visual identity.

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ROTARY AS A BRAND

OUR BRAND

Rotary's brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.

People's perception of Rotary comes from their experiences with our clubs and programs, along with the stories we tell and the images we share. Compelling, consistent brand communications — together with a great experience — can strengthen our brand and help us engage and attract more members, donors, and partners.

**A BRAND IS MORE
THAN A LOGO.
ROTARY'S BRAND
IS MUCH BIGGER THAN OUR WHEEL.**

**IT'S A PERCEPTION.
IT'S HOW OTHERS THINK ABOUT US,
NOT JUST HOW WE SEE OURSELVES.**

OUR VISION

More than one million people around the world, including club members, staff, and the public, helped define Rotary's vision. The result is a statement that inspires and engages while creating a pathway for our organization's future.

**TOGETHER, WE SEE A WORLD
WHERE PEOPLE UNITE AND TAKE ACTION
TO CREATE LASTING
CHANGE – ACROSS THE GLOBE,
IN OUR COMMUNITIES,
AND IN OURSELVES.**

OUR ESSENCE

Our essence statement summarizes what Rotary is all about — leaders who come together, form relationships, and create a positive impact in communities at home and around the world. It also reflects the values that define Rotary: fellowship, integrity, diversity, service, and leadership.

By focusing our communications on our essence, we reinforce what Rotary stands for, how we differ from other organizations, and why Rotary matters today.

ROTARY **JOINS LEADERS** FROM ALL
CONTINENTS, CULTURES, AND OCCUPATIONS
TO **EXCHANGE IDEAS** AND
TAKE ACTION FOR COMMUNITIES
AROUND THE WORLD.

OUR VALUES

The world today is not the same as it was when Rotary was founded in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. But what hasn't changed is how our values drive our behavior. They represent our beliefs and how we act.

By honoring our past while embracing our future, we keep Rotary relevant and thriving.

Fellowship: We build lifelong relationships.

Integrity: We honor our commitments.

Diversity: We connect diverse perspectives.

Service and Leadership:
We use our leadership skills and professional expertise to solve social issues in our communities.

FELLOWSHIP
INTEGRITY
DIVERSITY
SERVICE
LEADERSHIP

OUR NAME

Our name, Rotary, is recognized around the world. By using it consistently in your communications, you help raise awareness of the organization and strengthen our brand.



ROTARY

What we call ourselves when referring to the enterprise as a whole

 Rotary	 The Rotary Foundation	 Rotaract
ROTARY INTERNATIONAL	THE ROTARY FOUNDATION	ROTARACT
How we refer to our global association of more than 45,000 clubs and the governance and offices that support them	What we use when referring to Rotary’s fundraising and grant-making entity, when appropriate or legally required	Our membership type for younger leaders ages 18 and older

OUR MESSAGE

Use the resources in this section, along with other materials in this book, to create People of Action messaging.

Use these **key messages** to communicate with confidence about our people of action.

Find guidelines and information about People of Action materials on the **Brand Center**.

Take the Promoting Your Club as People of Action course in the **Learning Center**.

Review **People of Action** on the Brand Center to learn more.

Additional resources can be found on page 112 of this brand book.

**ROTARY BRINGS
PEOPLE TOGETHER
WHO USE THEIR RELATIONSHIPS AND CONNECTIONS
TO UNDERSTAND THE CHALLENGES
FACING OUR WORLD AND GATHER THE RESOURCES
TO TAKE ACTION TO
IMPROVE COMMUNITIES.**

OUR VOICE

Our voice — the distinct tone of our communications — reflects four attributes of Rotary and our members: persevering, inspiring, compassionate, and smart. These attributes set the tone for how we talk about Rotary. Think of them as Rotary’s personality.

Persevering: We are determined, bold, and courageous, and we speak with clarity and conviction.

Inspiring: We motivate others through our positivity, enthusiasm, and passion.

Compassionate: We care about the people we work with.

Smart: We use our expertise to solve problems in creative ways.

By using our voice consistently in all our messaging, we ensure that our communications, sound, read, and look unmistakably like Rotary.

WE ARE ROTARY

We’re persevering

Since 1979, we’ve been helping to eradicate polio. With the disease still endemic in just two countries, we’re committed to ending polio in our lifetime.

- Expresses our determination and courage
- Speaks with clarity and conviction

We’re inspiring

With Rotary, you’ll create lasting change across the globe, in your community, and in yourself.

- Motivating with positivity and enthusiasm
- Expresses our passion for service

We’re compassionate

Tackling the world’s toughest challenges requires empathy. We work with communities to understand their needs and build relationships so we can be equal partners in creating change.

- Shows we care for those we work with
- Supports our global perspective

We’re smart

We started with water, because everything starts with water. Without access to clean water, peace can’t exist.

- Highlights our experience and knowledge of the cause
- Proves we’re thoughtful about the future

OUR MESSAGING

People of Action helps define Rotary for those who don't know us. We're professional, community, and civic leaders who share a unique perspective and passion for taking action to improve the world.

Describing and showing ourselves as people of action creates a personal connection to the organization and emphasizes how Rotary makes a difference in our communities.

Rotary members are the messengers. As ambassadors of our brand, clubs are empowered to share the simple but powerful message that Rotary members are taking action to create positive change.

These examples show how we talk about the work we do, the issues we recognize, and the action we take to find solutions.

WE ARE PEOPLE OF ACTION

Together, We Save Lives

In Seattle, Rotary members are building 400-square-foot tiny homes to provide shelter and stability for those who are experiencing homelessness.

- Reveals the issue in the community
- Describes how members are making a difference
- Provides details that support the cause

Together, We Connect

Building a peaceful world begins in our own backyards. That's why Rotary brings communities together to learn from our differences, gain new perspectives, and form stronger connections.

- Identifies a cause
- Explains the action taken by members
- Reveals a problem with potential solutions

Together, We Transform

Rotary members and volunteers are working with an expert community partner to plant mangrove seedlings to protect the shore from further destruction.

- Shows connection
- Describes the action that creates positive change
- Reveals the way in which we partner with others

OUR ACTION PLAN

Now is the time to discover innovative, meaningful ways to engage and bring more people together to create lasting change around the world.

To achieve the vision of Rotary International and The Rotary Foundation, we’ve defined four priorities to focus our work.

ROTARY’S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE
OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND
OUR REACH

- Grow and diversify our membership and participation
- Create new ways for participants to experience Rotary
- Increase club flexibility and appeal
- Build understanding of our impact and brand

ENHANCE
PARTICIPANT
ENGAGEMENT

- Support clubs to better engage their members
- Improve understanding and support for individual participants
- Offer new opportunities for personal and professional connection
- Provide learning opportunities for leadership development and skill building

INCREASE OUR
ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Foster more diverse perspectives in decision making



BRAND ELEMENTS

OUR TERMS

Learn the meaning of the terms we use throughout the organization to refer to Rotary's brand and its assets.

GENERAL BRAND AND DESIGN TERMS

BRAND

Our brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.

GRAPHICS

Graphics are more complex visual representations of an idea or concept, similar to icons. A graphic is not a logo because it is not the representation of a brand. An example is the Every Rotarian, Every Year, graphic. It is not a logo because it can change in different uses and designs.

ICON

An icon represents an idea, concept, operation, or action. Icons simplify or summarize an operation through a graphical representation, and relays this information to the reader. Examples include the icons used to represent the areas of focus.

IDENTITY

Our identity is made up of the visual elements that identify Rotary and our brand. They can include our logo, messaging, colors, fonts, and signage.

INFOGRAPHIC

An infographic is a visual design used to present information or data.

LOGO

A logo is a graphic mark, emblem, or symbol used to aid and promote Rotary and our programs to the public. A logo identifies a brand in a way that is recognizable and memorable.

Our logos are protected trademarks and should display the ® symbol. The Masterbrand Signature has the ® to the bottom right and the Mark of Excellence has the ® located within the wheel after the word "International."

WORDMARK

A wordmark, also known as a logotype, is usually a text-only or text-based typographic treatment of a company's, institution's, or product's name. The wordmark aids in identification and branding. Because it is not a font, it can't be replaced with a font.

OUR TERMS

Learn the meaning of the terms we use throughout the organization to refer to Rotary’s brand and its assets.

ROTARY’S BRAND TERMS

MASTERBRAND SIGNATURE

The Masterbrand Signature is our official logo and combines the wheel with the word “Rotary” (Rotary’s wordmark) to the left for visibility and recognition.

MASTERBRAND SIGNATURE SIMPLIFIED

The Masterbrand Signature is our official logo and combines the wheel with the word “Rotary” (Rotary’s wordmark) to the left for visibility and recognition. This version simplifies the wheel by taking out the words “Rotary International” and the spaces that held those words. Staff should always use the simplified version of the logo.

MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence. To help people recognize Rotary when they see the wheel, place the Masterbrand Signature near the Mark of Excellence. The Mark of Excellence is intended to be used large in your design layout and only once. There is no maximum size, but it should be at least three times larger than the Masterbrand Signature used.

SIGNATURE SYSTEM

We have created special signature systems that allow you to identify your club, district, or zone on all your communications materials. The signature comprises the Masterbrand Signature or Masterbrand Signature Simplified plus the club name, or district or zone numbers.

CLUB LOGO

When you use the signature system to make your logo for your club, it is called a club logo. The club logo comprises the Masterbrand Signature or Masterbrand Signature Simplified and your club name.

DISTRICT LOGO

When you use the signature system to make your logo for your district, it is called a district logo. The district logo comprises the Masterbrand Signature or Masterbrand Signature Simplified and your district number. You can also create a logo for multiple districts using a range of numbers.

ZONE LOGO

When you use the signature system to make your logo for your zone, it is called a zone logo. The zone logo comprises the Masterbrand Signature or Masterbrand Signature Simplified and your zone number. You can also create a logo for multiple zones using a range of numbers.

LOCKUP

When a logo is paired with one other logo or words divided by a line to represent their connection to each other, it’s called a lockup. For example, lockups can be created to show the connection between Rotary and our partners, sponsors, programs, or events.

Observances

Months and Anniversaries

All months are designated as Rotary months, which emphasize our areas of focus and other Rotary interests. Other observances mark significant anniversaries.

ROTARY’S OBSERVANCES

JANUARY

Vocational Service Month

FEBRUARY

Peacebuilding and Conflict Prevention Month

MARCH

Water, Sanitation, and Hygiene Month

APRIL

Environmental Month

MAY

Youth Service Month

JUNE

Rotary Fellowships Month

JULY

Maternal and Child Health Month

AUGUST

Membership and New Club Development Month

SEPTEMBER

Basic Education and Literacy Month

OCTOBER

Community Economic Development Month

NOVEMBER

Rotary Foundation Month

DECEMBER

Disease Prevention and Treatment Month

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Rotary Alumni Reconnect Week: Monday through Sunday that includes 7 October

World Interact Week: Monday through Sunday that includes 5 November

World Rotaract Week: Monday through Sunday that includes 13 March

World Understanding and Peace Day: 23 February (Rotary’s anniversary)

Brand Elements

Color Palette – Signature Colors

OUR COLORS

SIGNATURE COLORS

These are Rotary’s six signature colors. Help strengthen Rotary’s brand by consistently using these colors in your designs.

All six colors have been carefully chosen to complement one another. They should be used in their pure forms, never altered or screened.

These colors are used in our various logos, but can also be used elsewhere.

Learn more about our brand colors in the following pages.

SIGNATURE COLORS

Masterbrand Signature and Mark of Excellence colors

Rotary Royal Blue
PMS 286C
C100 M84 Y12 K3
Hex #17458f
R23 G69 B143

Color used in the word “Rotary” in the Masterbrand Signature

Rotary Gold
PMS 130C
C0 M41 Y100 K0
Hex #f7a81b
R247 G168 B27

Color used in the wheel in the Masterbrand Signature and the Mark of Excellence, and “END” and “NOW” in the EPN logo

Additional signature colors

Azure
PMS 2175C
C100 M56 Y0 K0
Hex #0067c8
R0 G105 B200

Color used in the one-color version of the Masterbrand Signature and the Mark of Excellence

Sky Blue
PMS 2202C
C96 M11 Y2 K0
Hex #00a2e0
R0 G162 B224

Color used in the Interact logo

Cranberry
PMS 214C
C13 M100 Y37 K0
Hex #d41367
R212 G19 B103

Color used in the Rotaract logo

Cardinal
PMS 485C
C6 M98 Y100 K1
Hex #e02927
R224 G41 B39

Color used in the End Polio Now logo

Brand Elements

Color Palette – Brand Colors

BRAND COLORS

Rotary's brand colors include both our signature and supporting colors and are available in four variations: bright, dark, vibrant, and muted.

Our signature colors are our primary color palette and should be used to create a consistent look across all Rotary communications. The supporting colors, shown here and on the following pages, allow you to design materials that are unique but still consistent with Rotary's brand.

Use the supporting colors for emphasis or to differentiate among different elements in your design.

BRAND COLOR VARIATIONS

Bright	Dark	Vibrant	Muted
Rotary Gold PMS 130C C0 M41 Y100 K0 Hex #f7a81b R247 G168 B27 SIGNATURE COLOR	Cider PMS 7414C C19 M64 Y100 G6 Hex #c36d15 R195 G109 B21	Lemonade PMS 109C C1 M16 Y100 K0 Hex #ffd100 R255 G209 B0	Taupe PMS 7501C C16 M19 Y42 K0 Hex #d9c89e R217 G200 B158
Azure PMS 2175C C100 M56 Y0 K0 Hex #0067c8 R0 G105 B200 SIGNATURE COLOR	Rotary Royal Blue PMS 286C C100 M84 Y12 K3 Hex #17458f R23 G69 B143 SIGNATURE COLOR	Sky Blue PMS 2202C C96 M11 Y2 K0 Hex #00a2e0 R0 G162 B224 SIGNATURE COLOR	Powder Blue PMS 290C C26 M6 Y3 K0 Hex #b9d9eb R185 G217 B235
Cranberry PMS 214C C13 M100 Y37 K0 Hex #d41367 R212 G19 B103 SIGNATURE COLOR	Fuchsia PMS 221C C31 M100 Y53 K21 Hex #960048 R150 G0 B72	Bubble Gum PMS 218C C4 M72 Y0 K0 Hex #e96bb0 R233 G107 B176	Cotton Candy PMS 698C C2 M19 Y8 K0 Hex #f4d3d6 R244 G211 B214
Cardinal PMS 485C C6 M98 Y100 K1 Hex #e02927 R224 G41 B39 SIGNATURE COLOR	Vermilion PMS 201C C24 M99 Y78 K18 Hex #a32035 R163 G32 B53	Coral PMS 177C C0 M63 Y32 K0 Hex #ff8189 R255 G129 B137	Himalayan Salt PMS 489C C4 M27 Y25 K0 Hex #efc2b3 R239 G194 B179

Brand Elements

Color Palette – Brand Colors

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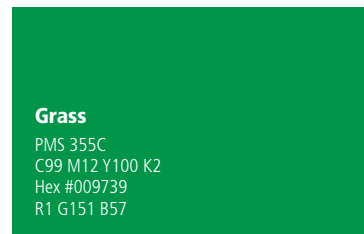
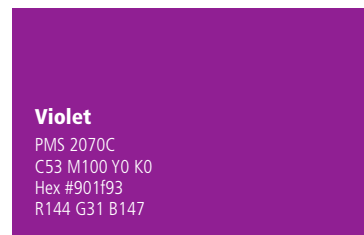
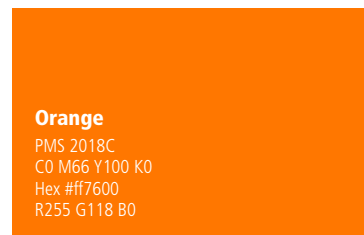
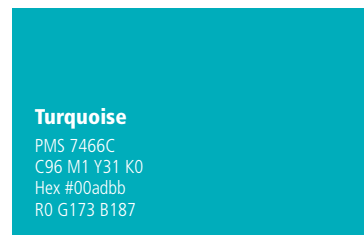
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Our signature colors are our primary color palette and should be used to create a consistent look across all Rotary communications. The supporting colors, shown here and on the following pages, allow you to design materials that are unique but still consistent with Rotary's brand.

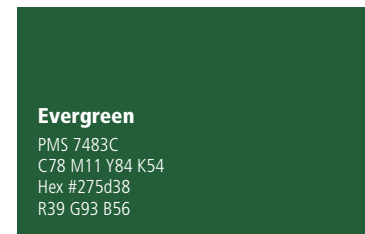
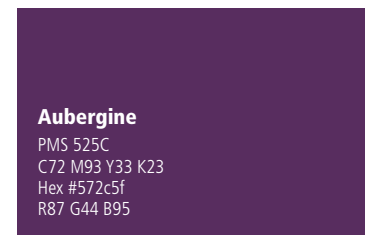
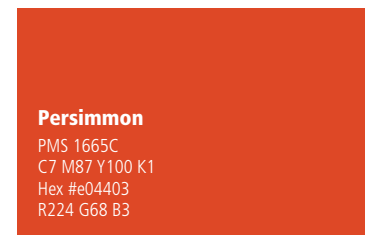
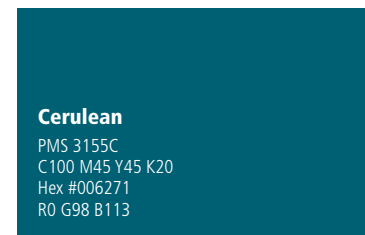
Use the supporting colors for emphasis or to differentiate among different elements in your design.

BRAND COLOR VARIATIONS

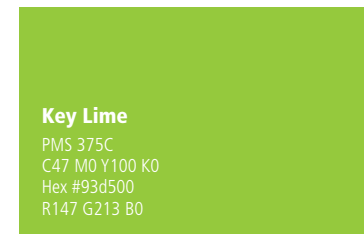
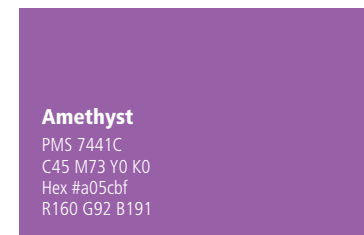
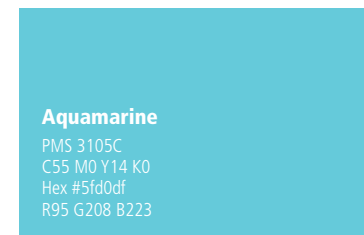
Bright



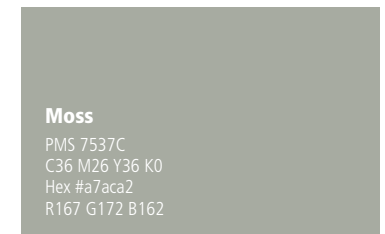
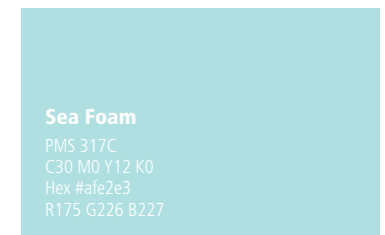
Dark



Vibrant



Muted



Brand Elements

Color Palette – Gray Colors

Grays provide the flexibility that may be needed when you’re working with backgrounds, layouts, and need to give different design elements different visual emphasis.

GRAY COLOR VARIATIONS

Bright

Slate
PMS 2165C
C66 M44 Y28 K3
Hex #657f99
R101 G127 B153

Dark

Iron
PMS 7545C
C78 M60 Y44 K25
Hex #415362
R65 G83 B98

Vibrant

Lead
PMS 5425C
C55 M33 Y25 K0
Hex #7a97ab
R122 G151 B171

Muted

Stone
PMS 2162C
C42 M30 Y21 K0
Hex #9ba4b4
R155 G164 B180

Ash

Warm Gray 7C
C42 M41 Y45 K5
Hex #968b83
R150 G139 B131

Storm

Warm Gray 10C
C50 M51 Y54 K17
Hex #7a6e66
R122 G110 B102

Platinum

Warm Gray 3C
C26 M24 Y28 K0
Hex #bfb7b0
R191 G183 B176

Cloud

Warm Gray 1C
C15 M14 Y18 K0
Hex #d6d1ca
R214 G209 B202

Pewter

Cool Gray 8C
C49 M40 Y38 K4
Hex #898a8d
R137 G138 B141

Charcoal

Cool Gray 11C
C66 M57 Y52 K29
Hex #54565a
R84 G86 B90

Smoke

Cool Gray 5C
C32 M25 Y26 K0
Hex #b1b1b1
R177 G177 B177

Silver

Cool Gray 2C
C18 M14 Y15 K0
Hex #d0cfd
R208 G207 B205

Black

C0 M0 Y0 K100
Hex #000000
R0 G0 B0

White

C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255

Brand Elements

Typography – Roman Languages

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OUR FONTS

Using Rotary’s typography, or fonts, helps keep our communication cohesive and distinctive. Build recognition for Rotary by using the fonts listed here.

LICENSED OPTIONS – Available for purchase

Sans Serif – Primary, use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, infographics, lockups, identifiers, or dense body copy.

FRUTIGER LT STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Serif – Secondary, use for body text, secondary headlines, captions, callouts, or identifiers.

Sentinel

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

For information on purchasing the licensed fonts, contact graphics@rotary.org.

FREE OPTIONS – Use when Frutiger and Sentinel fonts aren’t available or are cost-prohibitive

Sans Serif – Primary, for any use and all digital applications

OPEN SANS CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Light
Regular
Italic
Bold

Sans Serif – Primary, for Microsoft Office applications or when Open Sans Condensed is not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Italic
Bold
Bold Italic

Serif – Secondary, for digital applications and Microsoft Office applications, or when Sentinel is not available. Font should be used similarly to Sentinel for body text, secondary headlines, etc.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

OUR FONTS

Using Rotary’s typography, or fonts, helps keep our communication cohesive and distinctive. Build recognition for Rotary by using the fonts listed here.

JAPANESE – Available for free		KOREAN – Available for free		CHINESE – Available for free	
Sans Serif	Serif	Sans Serif	Serif	Sans Serif	Serif
NOTO SANS JP	NOTO SERIF JP	NANUM GOTHIC OTF	NANUM MYEONGJO OTF	NOTO SANS TC	NOTO SERIF TC
あいうえおかきくけこ 安加作他奈葉間屋羅和 12345ABCDEabcde Thin シカゴで創設された Light シカゴで創設された Regular シカゴで創設された Medium シカゴで創設された Bold シカゴで創設された Black シカゴで創設された	あいうえおかきくけこ 安加作他奈葉間屋羅和 12345ABCDEabcde Thin シカゴで創設された Light シカゴで創設された Regular シカゴで創設された Medium シカゴで創設された Bold シカゴで創設された Black シカゴで創設された	가나다라마바사 아자차카타파하 12345ABCDEabcde Regular 실천에 나서는 사람들 Bold 실천에 나서는 사람들 ExtraBold 실천에 나서는 사람들	가나다라마바사 아자차카타파하 12345ABCDEabcde Regular 실천에 나서는 사람들 Bold 실천에 나서는 사람들 ExtraBold 실천에 나서는 사람들	〇一二三四五六七八九十 12345ABCDEabcde Thin 採取行動的人 Light 採取行動的人 Regular 採取行動的人 Bold 採取行動的人 Black 採取行動的人	〇一二三四五六七八九十 12345ABCDEabcde Thin 採取行動的人 Light 採取行動的人 Regular 採取行動的人 Bold 採取行動的人 Black 採取行動的人

OUR IMAGES

Compelling images are vital to our communications. They offer a universal way to connect with others. Our photos focus on relationships and community impact, and they should always tell a genuine story. Whenever possible, use images that show multiple Rotary members and reflect our diversity.

Always get signed, written permission from anyone pictured in photos or videos used for Rotary purposes. Written consent should include the name of the subject and a statement that says they agree to being recorded and that the person recording them may use the recording. Get written permission from parents or guardians of any children pictured in the photos.

If you didn't take the photograph or video, get permission to use it from the owner of the photograph or video. Make sure the subjects also grant permission for you to use their image or voice. For more information or if you have questions, write to privacy@rotary.org.

IMAGERY – STYLE OVERVIEW

Rotary participants connecting

Single member



Small groups



Large groups



Rotary participants taking action in the community

Single member



Small groups



Large groups



With community members



Community members only



Metaphorical or conceptual



Brand Elements

Imagery – People of Action Style

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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Our photography focuses on Rotary participants actively engaged in our work, our relationships, and our community. Photos should always tell a genuine story of impact. Images should be powerful and inspiring and motivate the public by showing what makes Rotary special. We recommend using photos that are in a documentary style (with subjects who aren't posed) to accomplish this goal.

Be sure to get signed, written permission from anyone in the photos or videos used for Rotary purposes. For more information or if you have questions, write to privacy@rotary.org.

IMAGERY – PEOPLE OF ACTION



**LOGOS:
ROTARY
MASTERBRAND**

OUR LOGOS

Rotary's logos are part of our brand and represent all of our clubs that take action to make lasting, positive change. Using our logos correctly and consistently means that when people see our logos, they immediately recognize them as Rotary's and as symbols of an organization that makes the world a better place.

The word "Rotary" in the Masterbrand Signature and the Masterbrand Signature Simplified needs to always remain in English. "Rotary" is the common name for our organization and using it creates a uniform and trusted brand around the world.

Staff should always use the Masterbrand Signature Simplified on all communications.

For reference, both the Masterbrand Signature and the Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

The international offices, as integral parts of Rotary, should use these logos in their graphics, signs, and email signatures.

The Rotary Foundation logo can be found on pages 30 and 60-71.

Logos can be found in the Brand Center: rotary.org/brandcenter.

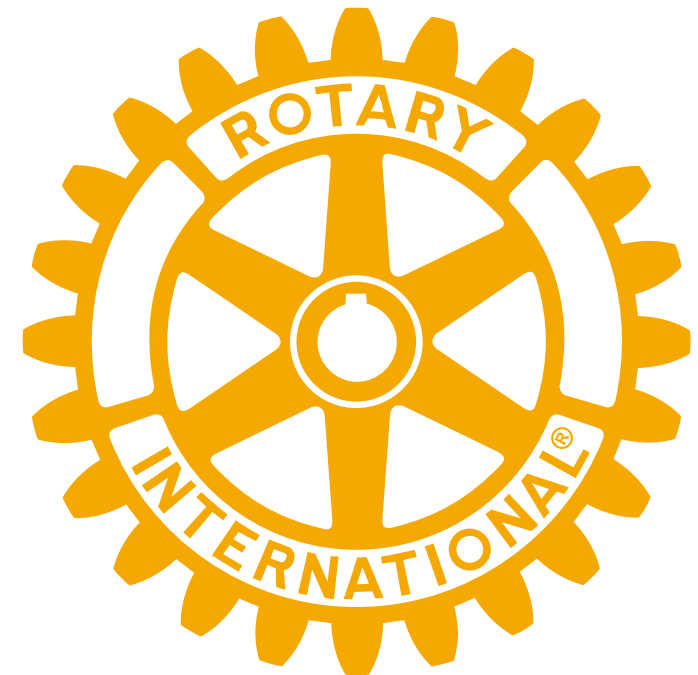
Masterbrand Signature Simplified – required use for staff



Masterbrand Signature



Mark of Excellence



Logos

Masterbrand

Signature

Simplified

The Masterbrand Signature Simplified is an alternate version of our official logo and combines the simplified wheel with the word “Rotary” (Rotary’s wordmark) to the left for visibility and recognition.

Our logo can’t be altered in any way. The wheel and the wordmark must always appear together. Because the word “Rotary” is a wordmark and not a font, it can’t be replaced with a font. Only the colors shown on this page may be used in the logo.

The word “Rotary” in the Masterbrand Signature Simplified cannot be translated because it is a registered trademark.

Staff should always use the Masterbrand Signature Simplified on all communications.

The Masterbrand Signature Simplified should not have the ® at this time.

For more details regarding our color palette, see pages 15-18.

Logos can be found in the Brand Center: rotary.org/brandcenter.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital “R” in the Rotary wordmark.

MASTERBRAND SIGNATURE SIMPLIFIED

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



One color

100% black



100% Azure (for one-color printing only)



100% white (for dark backgrounds)



Logos

Masterbrand

Signature

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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The Masterbrand Signature is our official logo and combines the wheel with the word “Rotary” (Rotary’s wordmark) to the left for visibility and recognition.

Our logo can’t be altered in any way. The wheel and the wordmark must always appear together. Because the word “Rotary” is a wordmark and not a font, it can’t be replaced with a font. Only the colors shown on this page may be used in the logo.

The word “Rotary” in the Masterbrand Signature cannot be translated because it is a registered trademark.

Staff should always use the Masterbrand Signature Simplified (see page 25) on all communications.

The ® should appear to the bottom right of the Masterbrand Signature.

For more details regarding our color palette, see pages 15-18.

Logos can be found in the Brand Center: rotary.org/brandcenter.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital “R” in the Rotary wordmark.

MASTERBRAND SIGNATURE

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



One color

100% black



100% Azure (for one-color printing only)



100% white (for dark backgrounds)



Logos

Mark of Excellence

The Rotary wheel is the Mark of Excellence. When you use the Mark of Excellence, we encourage you to use the Masterbrand Signature near it for clarity and recognition.

There is no maximum height for the Mark of Excellence. The minimum size should be approximately three times the diameter of the wheel in the nearby Masterbrand Signature (see layout and sizing examples below).

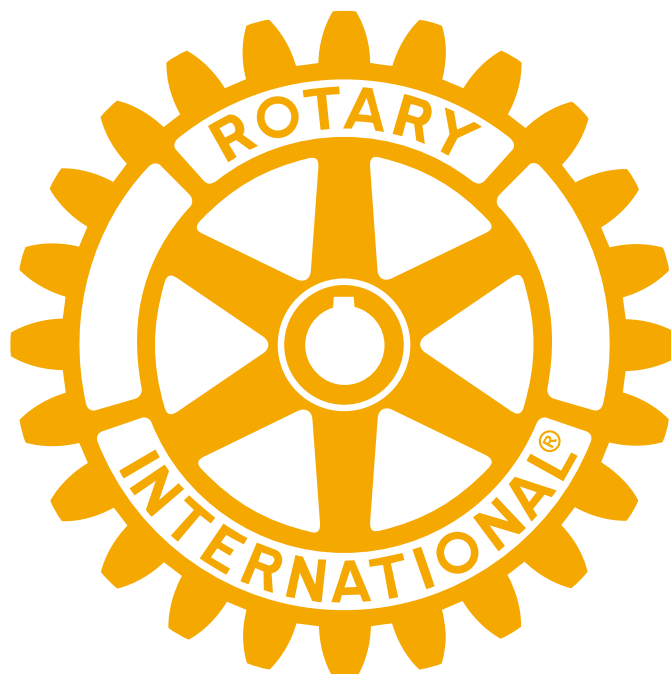
There is no simplified version of the Mark of Excellence — the words “Rotary International” must always appear in the wheel. The logo cannot appear in colors other than those shown on this page.

The ® should appear next to the “L” in INTERNATIONAL.

For more details regarding our color palette, see pages 15-18.

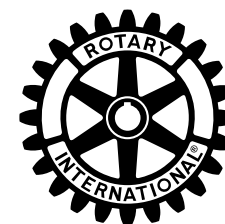
Logos can be found in the Brand Center: rotary.org/brandcenter.

MARK OF EXCELLENCE (THE ROTARY WHEEL)

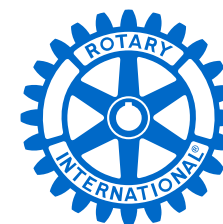


One color

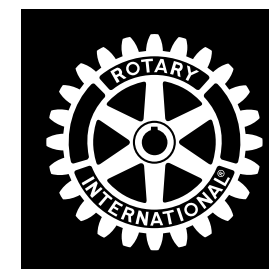
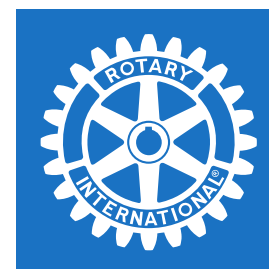
100% black



100% Azure (for one-color printing only)

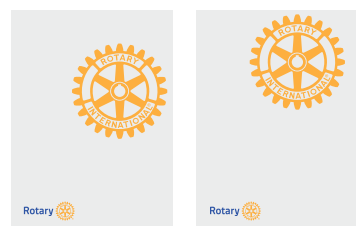


100% white (for dark backgrounds)

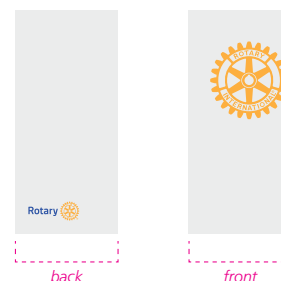


Layout Examples

Single-page communications



Multipage or tri-fold (back/front)



Size

Size relationship of Masterbrand Signature and Mark of Excellence



Staff should always use the Masterbrand Signature Simplified on all communications.

Animation of the Masterbrand Signature Simplified or Mark of Excellence should start or resolve as the complete logo or lockup.

A full-color or reverse logo should be used in most cases. If a design requires flexibility, RI approval is needed.

If the Mark of Excellence is used, then the Masterbrand Signature must also appear in the video.

The ® symbol should appear to the bottom right of the Masterbrand Signature and within the Mark of Excellence.

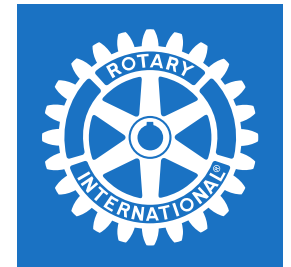
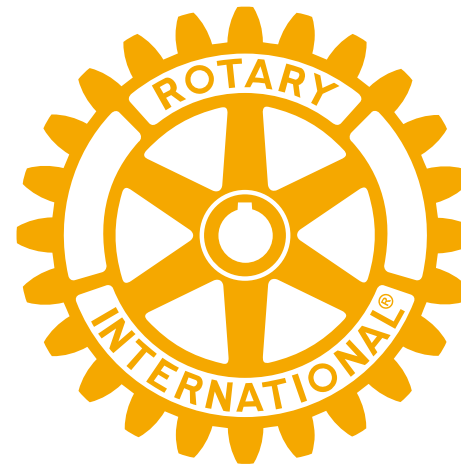
For more details regarding our color palette, see pages 15-18.

MASTERBRAND LOGOS FOR ANIMATION

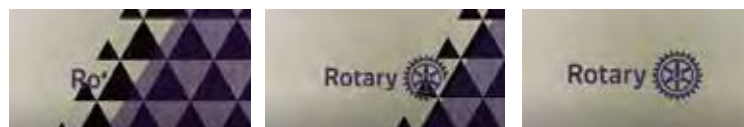
Masterbrand Signature Simplified



Mark of Excellence



Examples



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

MASTERBRAND LOGOS FOR ANIMATION – DO’S AND DON’TS

YOU **CAN** DO THESE THINGS:

- The Mark of Excellence can be used in transitions, but should either start or resolve complete.
- The Masterbrand Signature or Mark of Excellence can resolve/build itself in multiple steps and motion.
- A 3D Masterbrand Signature or Mark of Excellence can be used but must maintain the colors allowed (RI approval needed).
- Lockup logos can also be animated.
- Logos can fade in and out but must start or resolve in full.
- If the Mark of Excellence is used, then the Masterbrand Signature must also appear in the video.

PLEASE **DO NOT** DO THESE THINGS:

- Do not spin the wheel 360 degrees. Resolving from a half or quarter turn is acceptable.
- Do not roll the wheel across the frame.
- Do not use the wheel as a “cog” with other wheels or cog-like shapes.
- Do not make the wheel a cog in a machine.
- Do not cut the wheel or Masterbrand Signature in half or crop it.
- Do not allow the wheel to change from or into another shape or image.
- Do not use the wheel to house or crop an image.
- Do not texturize the Mark of Excellence or Masterbrand Signature unless it is within the aesthetic of the video (RI approval needed).
- Do not use the Mark of Excellence or Masterbrand Signature in colors other than those allowed. For more details regarding our color palette, see pages 15-18.
- Do not use the Mark of Excellence or Masterbrand Signature as a pattern.
- Do not use the shape of the wheel in parts or as a bounding box for images or other components.
- Do not divide the Mark of Excellence or Masterbrand Signature into parts.
- Do not use the Mark of Excellence or Masterbrand Signature as part of or connected to another logo.

Example



Logos

The Rotary Foundation Masterbrand Signature

FOR STAFF USE ONLY

The Rotary Foundation logo is for communications coming from Rotary International and The Rotary Foundation. Staff should use it when communicating with donors, program participants, and grant recipients.

The Foundation's logo combines the wheel with the words "The Rotary Foundation" to the left for visibility and recognition.

The Foundation's logo can't be altered in any way. The wheel and the words "The Rotary Foundation" must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

The words "The Rotary Foundation" in the Foundation's Masterbrand Signature cannot be translated because it is a registered trademark.

The traditional version of the Foundation's Masterbrand Signature was retired in May 2026 and should no longer be used.

For more details regarding our color palette, see pages 15-18.



Clear space is the space surrounding The Rotary Foundation Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

THE ROTARY FOUNDATION MASTERBRAND SIGNATURE – FOR STAFF USE ONLY

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



One color

100% black



100% Azure (for one-color printing only)



100% white (for dark backgrounds)



Logos

Rotaract

Masterbrand

Signature

The Rotaract Masterbrand Signature is our official logo and combines the wheel with the word "Rotaract" (Rotaract's wordmark) to the left for visibility and recognition.

Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotaract" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo. The logo usually remains in Cranberry, but you can put the reverse version on different color backgrounds.

The word "Rotaract" in these logos cannot be translated because it is a registered trademark.

Staff should always use the Rotaract Masterbrand Signature Simplified on all communications.

The ® should appear to the bottom right of the Rotaract Masterbrand Signature. The Rotaract Masterbrand Signature Simplified should not have the ® at this time.

Logos can be found in the Brand Center: rotary.org/brandcenter.

For more details regarding our color palette, see pages 15-18.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotaract wordmark.

ROTARACT MASTERBRAND SIGNATURE

Rotaract Masterbrand Signature Simplified

Rotaract Masterbrand Signature



One color

100% black

100% Cranberry

100% white (for dark backgrounds)



Logos

Interact

Masterbrand

Signature

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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The Interact Masterbrand Signature is our official logo and combines the wheel with the word “Interact” (Interact’s wordmark) to the left for visibility and recognition.

Our logo can’t be altered in any way. The wheel and the wordmark must always appear together. Because the word “Interact” is a wordmark and not a font, it can’t be replaced with a font. Only the colors shown on this page may be used in the logo. The logo usually remains in Sky Blue, but you can put the reverse version on different color backgrounds.

The word “Interact” in these logos cannot be translated because it is a registered trademark.

Staff should always use the Interact Masterbrand Signature Simplified on all communications.

The ® should appear to the bottom right of the Interact Masterbrand Signature. The Interact Masterbrand Signature Simplified should not have the ® at this time.

Logos can be found in the Brand Center: rotary.org/brandcenter.

For more details regarding our color palette, see pages 15-18.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital “I” in the Interact wordmark.

INTERACT MASTERBRAND SIGNATURE

Interact Masterbrand Signature Simplified

Interact Masterbrand Signature



One color

100% black

100% Sky Blue

100% white (for dark backgrounds)

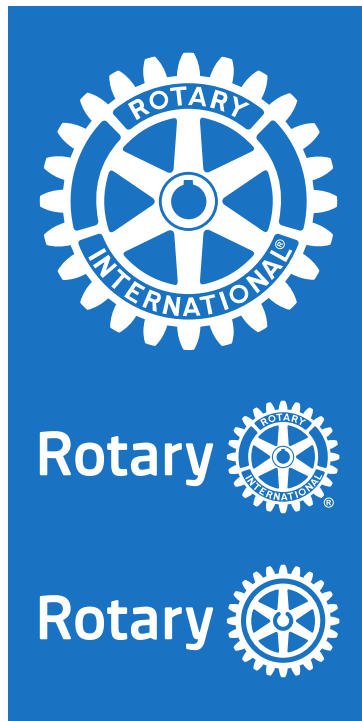


When using a reverse (white) logo on top of a color or photographic background, make sure the logo is still completely clear. It's important for accessibility that there be a significant contrast.

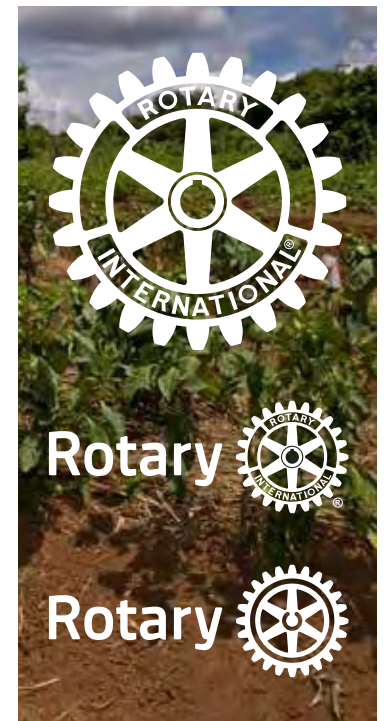
Don't use the logo on any actual flag representing a cause, initiative, or country.

MASTERBRAND REVERSE LOGOS ON BACKGROUNDS

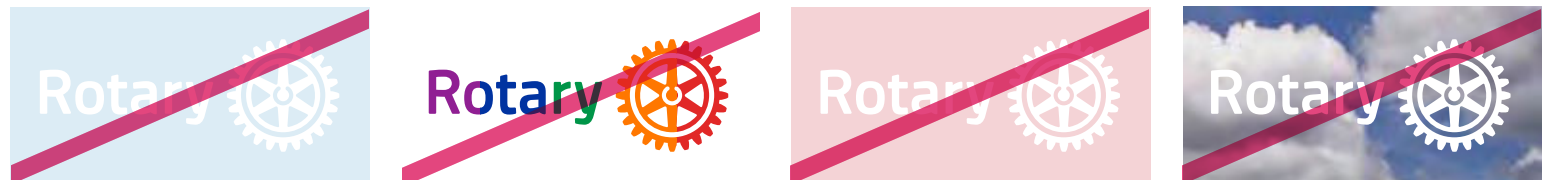
Color background



Photographic background



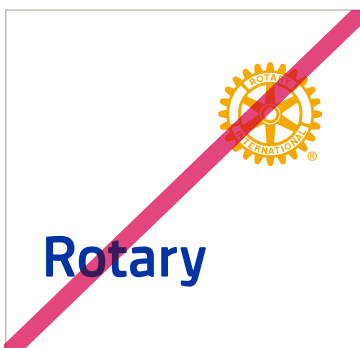
Incorrect use



INCORRECT USAGE – Masterbrand Signature



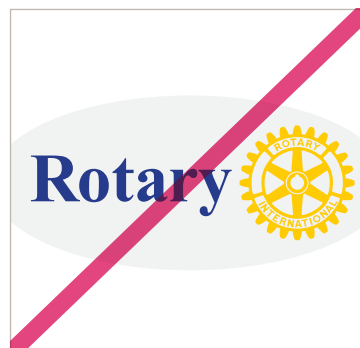
Use the Masterbrand Signature on a background that has sufficient contrast.



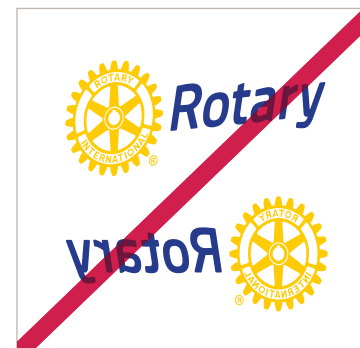
Keep all the parts of the Masterbrand Signature together as one graphic.



Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.



Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.



Keep all elements undistorted and in the correct order.

CORRECT USAGE – Masterbrand Signature



Use the Masterbrand Signature on a background that has sufficient contrast.



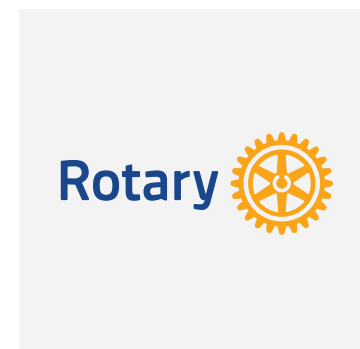
Keep all the parts of the Masterbrand Signature together as one graphic.



Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.



Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.

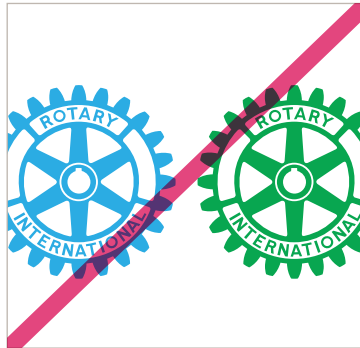


Keep all elements undistorted and in the right order.

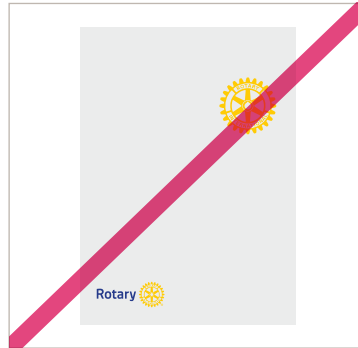
INCORRECT USAGE – Mark of Excellence



Keep the Mark of Excellence whole — never cropped.



Use Rotary colors specified on pages 27-28 for the Mark of Excellence.



Size the Mark of Excellence correctly when using it with the logo, as shown on page 27.



Make sure the Mark of Excellence is completely legible.

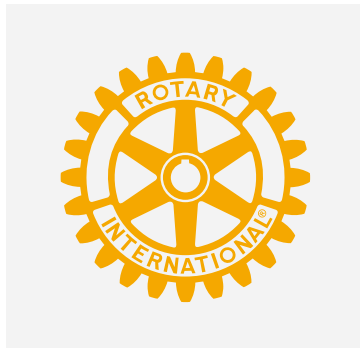


Use a color version of the Masterbrand Signature when printing in full color.

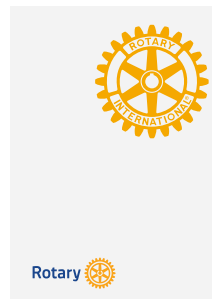
CORRECT USAGE – Mark of Excellence



Keep the Mark of Excellence whole — never cropped.



Use Rotary colors specified on pages 27-28 for the Mark of Excellence.



Size the Mark of Excellence correctly when using it with the logo, as shown on page 27.



Make sure the Mark of Excellence is completely legible.



Use a color version of the Masterbrand Signature when printing in full color.

The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

LOGOS: ROTARY PROGRAMS

Logos: Rotary Programs Lockups for Rotary Action Groups and Rotary Fellowships

Rotary Action Group and Rotary Fellowship logos should be locked up with the Rotary Masterbrand Signature. You have the option to create a word lockup using the name of your action group or fellowship or a logo lockup with your action group or fellowship's logo.

Your action group or fellowship name or logo should always appear to the right of Rotary's Masterbrand Signature in the lockup. It must be equal in height to the Masterbrand Signature. The width of action group or fellowship logos may vary, but they should not visually overpower the Masterbrand Signature.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your lockup. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

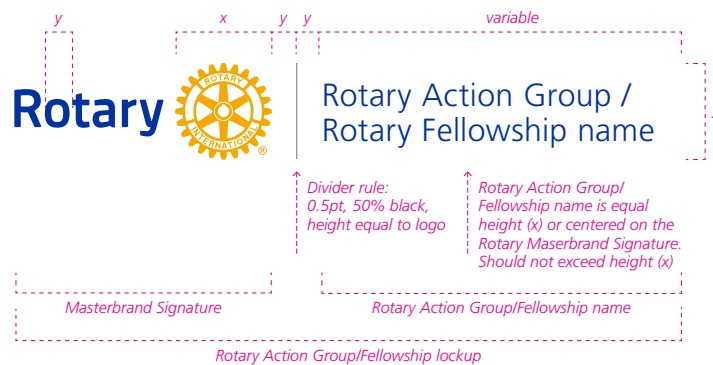
Your action group or fellowship logo can't contain or resemble the Rotary Masterbrand Signature or Mark of Excellence (wheel).

For the word lockup, the font preference for the action group or fellowship name is Frutiger Light. For the logo lockup, it is acceptable to use other fonts and colors in your logo to the right of the vertical line.

Find templates for creating your own action group or fellowship lockup in the Brand Center: rotary.org/brandcenter.

ROTARY ACTION GROUPS AND ROTARY FELLOWSHIPS

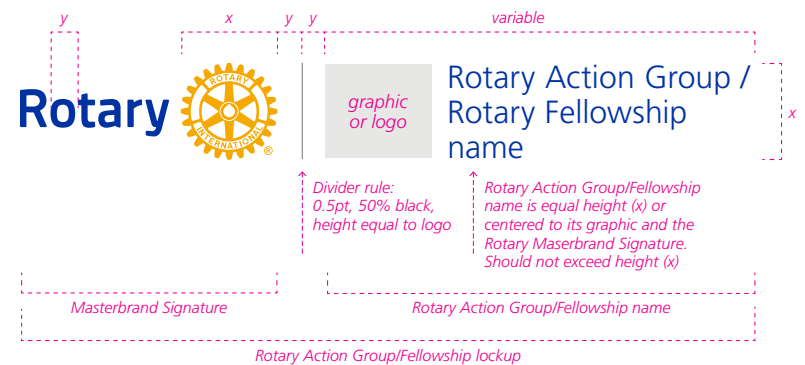
Word lockup construction



Word lockup examples



Logo lockup construction



Logo lockup examples



Logos: Rotary Programs

Lockups for Rotary Action Groups and Rotary Fellowships – Naming

BRAND CENTER

Find the logo and templates for creating promotional materials in the Brand Center at rotary.org/brandcenter.

ROTARY MERCHANDISE

Protect our visual identity. Obtain Rotary merchandise only from licensed vendors. A list of vendors can be found at my.rotary.org/en/member-center/licensed-vendors.

ROTARY ACTION GROUPS AND ROTARY FELLOWSHIPS – NAMING

Rotary Action Group naming

Prospective Rotary Action Groups should work with RI before they seek recognition to ensure that their proposed names follow RI policies. Your group’s official name needs to include the words “Rotary Action Group.”

Write to actiongroups@rotary.org to modify your group’s official name.

BRAND COMPLIANT	NOT BRAND COMPLIANT
Rotary Action Group Against Parkinson’s	Rotary Against Parkinson’s Action Group
Rotary Action Group for Child Safety	Rotary for Child Safety Action Group
Adult Learning Rotary Action Group	Rotary Adult Learning Action Group

Rotary Fellowship naming

Prospective Rotary Fellowships should work with work with Rotary International before they seek recognition to ensure that their proposed names follow RI policies.. Prospective fellowships are encouraged to use “Rotary Fellowship” in their proposed name. Write to rotaryfellowships@rotary.org for assistance.

BRAND COMPLIANT	NOT BRAND COMPLIANT
Rotary Fellowship of Architects	Rotary Architects Fellowship
Rotary Fellowship of Ophthalmologists	International Fellowship of Rotary Ophthalmologists
Triathlon Rotary Fellowship	Rotary Triathlons



The space of the “R” in “Rotary” around the logo should be kept clear.

Logos:
Rotary Programs

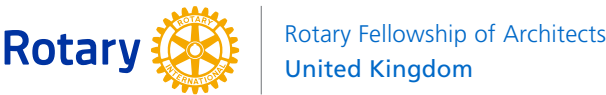
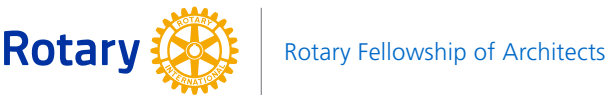
Lockups for
Rotary Action Groups and
Rotary Fellowships – Chapters/Regional Identifiers

If your Rotary Action Group or Rotary Fellowship has chapters or regions, you can add a regional identifier to your lockup. We suggest adding it under the action group or fellowship name in the lockup.

The head Rotary Action Group or Rotary Fellowship is responsible for the chapters/regions.

ROTARY ACTION GROUPS AND ROTARY FELLOWSHIPS – CHAPTERS/REGIONAL IDENTIFIERS

Word lockup – Chapters/regional identifiers



Logo lockup – Chapters/regional identifiers

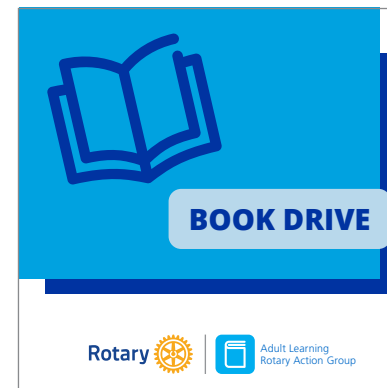
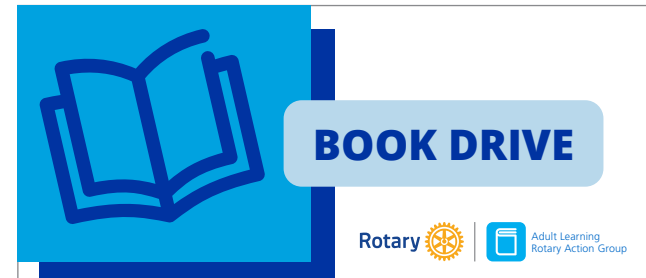
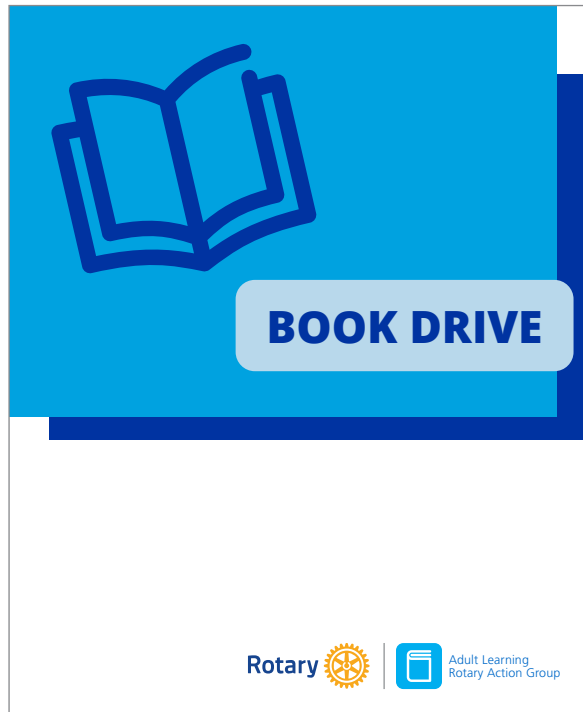


Logos: Rotary Programs

Lockups for Rotary Action Groups and Rotary Fellowships – Project Logo Layouts

A Rotary Action Group or Rotary Fellowship often has a main initiative it wants to promote that has its own project logo. Since the Rotary Action Group or Rotary Fellowship logo is already a lockup, you can't lock up another logo with it. There are many other ways you can work with a project logo in your designs. Please make sure your project logo follows our brand standards and doesn't include or resemble the Rotary logo.

ROTARY ACTION GROUPS AND ROTARY FELLOWSHIPS – PROJECT LOGO LAYOUTS



Logos:

Rotary Programs

Lockups for
Rotary Youth Exchange

Lockups are used to show a relationship between Rotary and Rotary Youth Exchange. The lockup combines the district or multidistrict logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

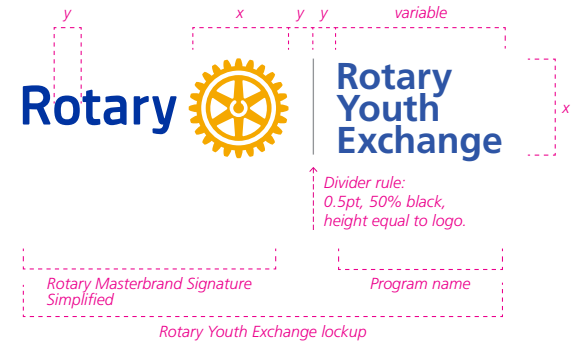
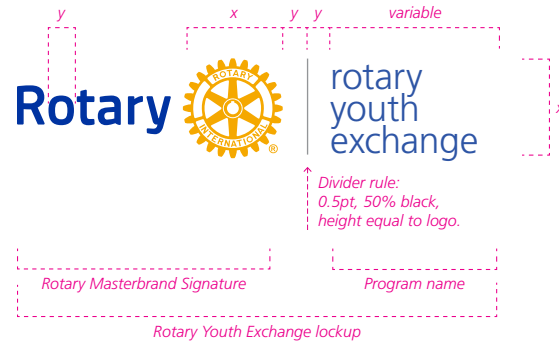
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

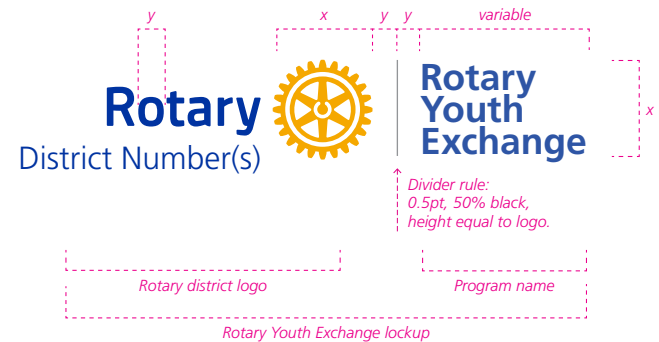
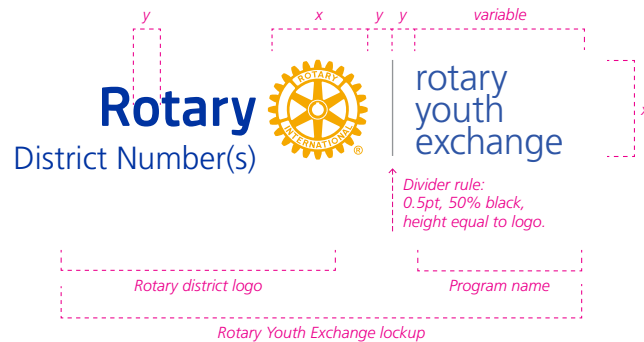
Find templates for creating your own lockup in the Brand Center:
[rotary.org/brandcenter](https://www.rotary.org/brandcenter).

ROTARY YOUTH EXCHANGE

Lockup construction – For staff use



Lockup construction – For district use



Logos: Rotary Programs Lockups for Rotary Youth Leadership Awards (RYLA)

Lockups are used to show a relationship between Rotary and Rotary Youth Leadership Awards (RYLA). The lockup combines the club or district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

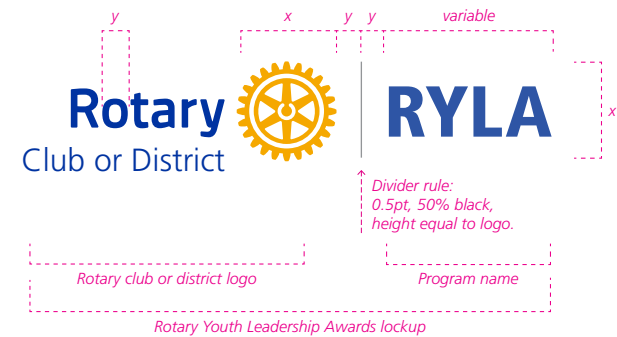
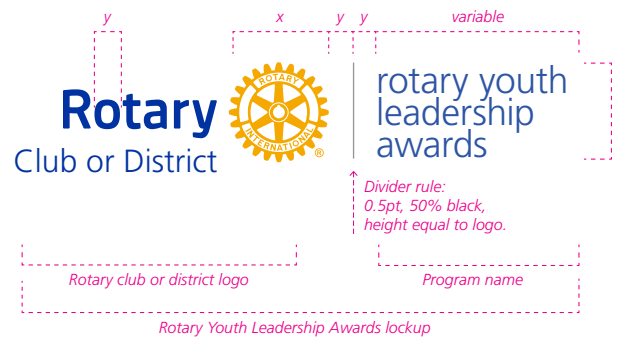
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

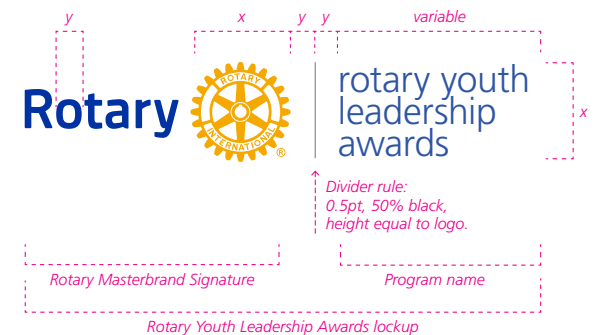
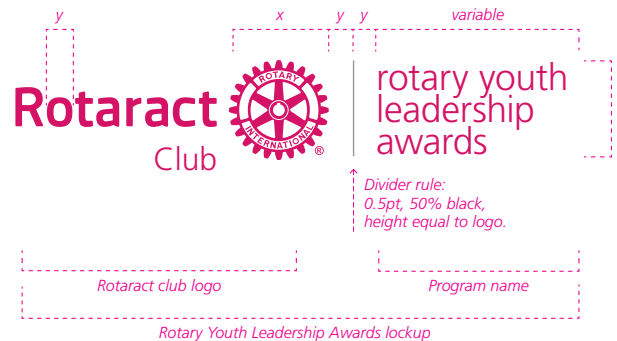
Find templates for creating your own lockup in the Brand Center:
rotary.org/brandcenter.

ROTARY YOUTH LEADERSHIP AWARDS

Lockup construction – For clubs and districts



Lockup construction – For staff use



Logos: Rotary Programs Lockups for Rotary Friendship Exchange

Lockups are used to show a relationship between Rotary and Rotary Friendship Exchange. The lockup combines the district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

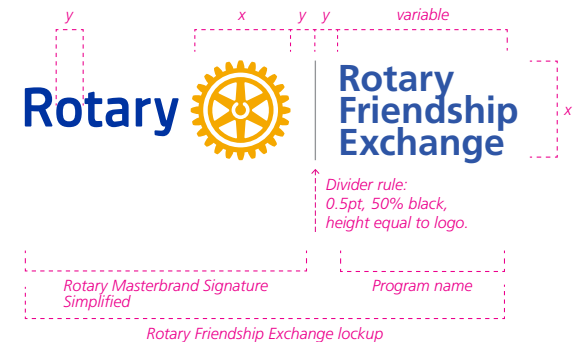
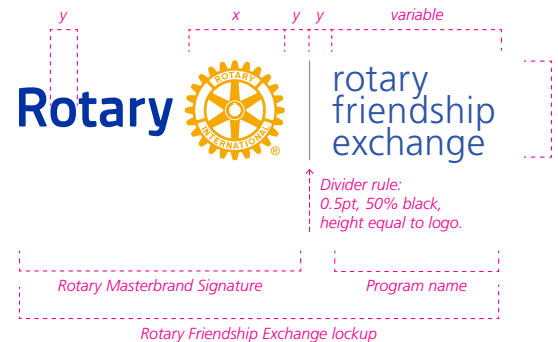
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

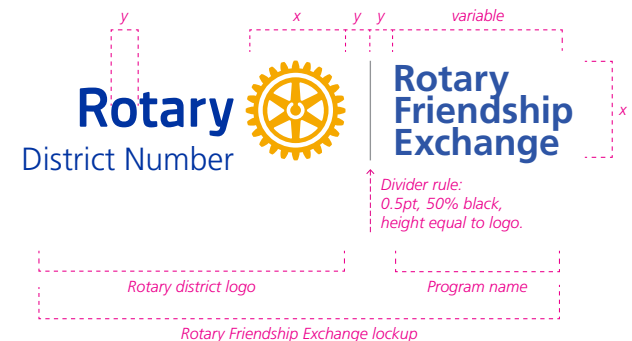
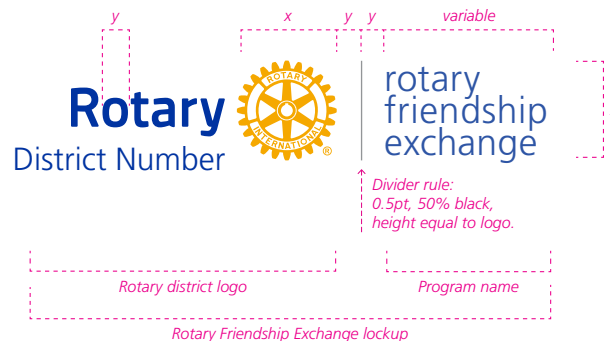
Find templates for creating your own lockup in the Brand Center:
rotary.org/brandcenter.

ROTARY FRIENDSHIP EXCHANGE

Lockup construction – For staff use



Lockup construction – For district use



Logos: Rotary Programs Lockups for Rotary Community Corps

Lockups are used to show a relationship between Rotary and Rotary Community Corps. The lockup combines the club logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

See acceptable alternative lockups in the examples to the right.

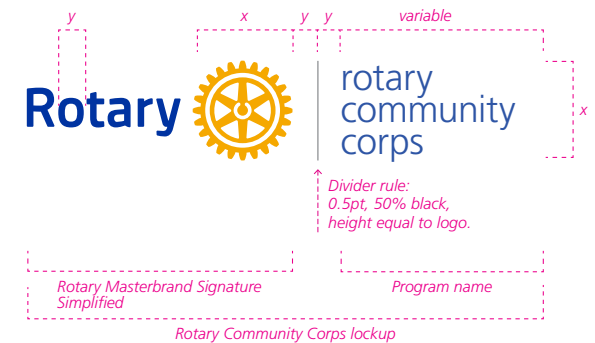
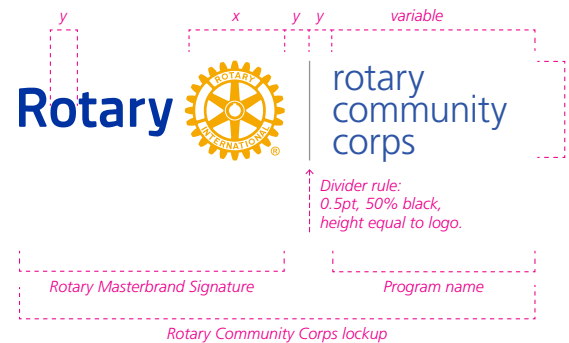
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

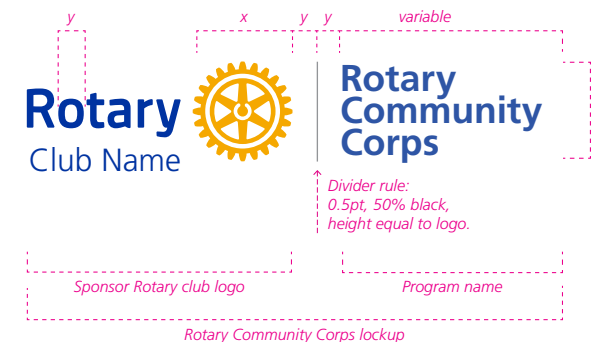
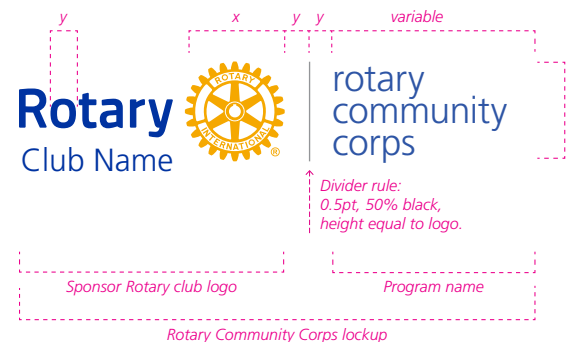
Find templates for creating your own lockup in the Brand Center: rotary.org/brandcenter.

ROTARY COMMUNITY CORPS

Lockup construction – For staff use



Lockup construction – For club use



Examples



Logos: Rotary Programs Lockups for Intercountry Committees

Lockups are used to show a relationship between Rotary and Intercountry Committees. The lockup combines the district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

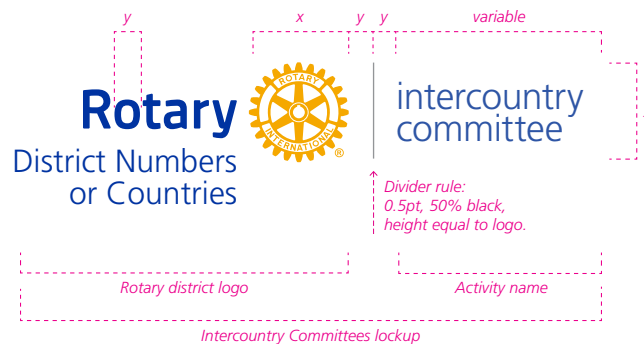
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup in the Brand Center:
rotary.org/brandcenter.

INTERCOUNTRY COMMITTEES

Lockup construction – For clubs and regions



Examples



Logos: Rotary Programs Lockups for Project Fairs

Lockups are used to show a relationship between Rotary districts and project fairs. The lockup combines the district logo on the left with the program name to the right of the vertical line. If you use a graphic or logo to represent your program, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

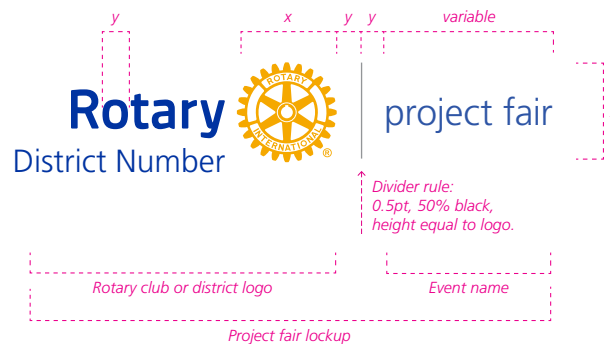
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

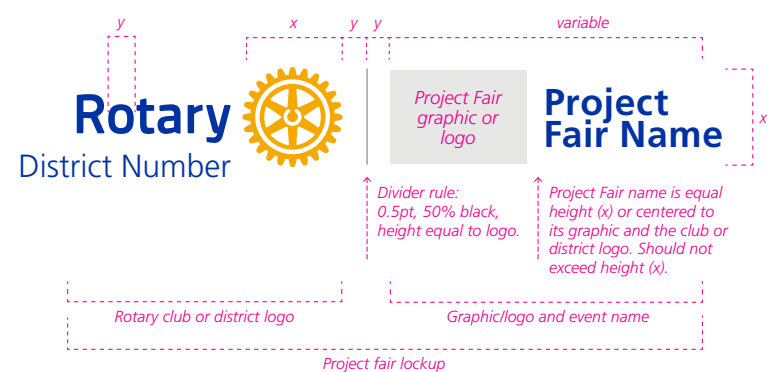
Find templates for creating your own lockup in the Brand Center:
rotary.org/brandcenter.

PROJECT FAIRS

Word lockup construction – For district use



Logo/graphic with text lockup construction – For district use



Word lockup examples



Logo/graphic with text lockup examples



Logos: Rotary Programs Lockups for Alumni Associations

Lockups are used to show a relationship between Rotary and alumni associations. Alumni are former participants in Rotary's programs for young leaders or former Rotary scholarship recipients.

The lockup combines the district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

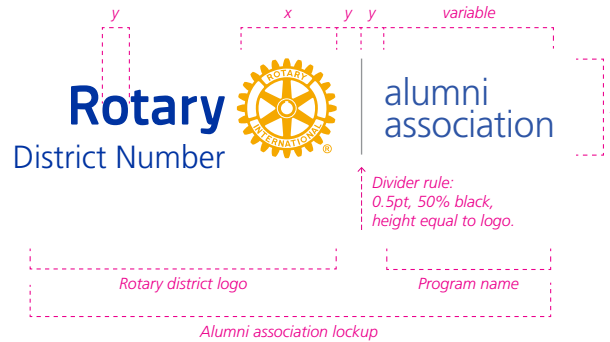
The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold, in all lowercase or title case.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

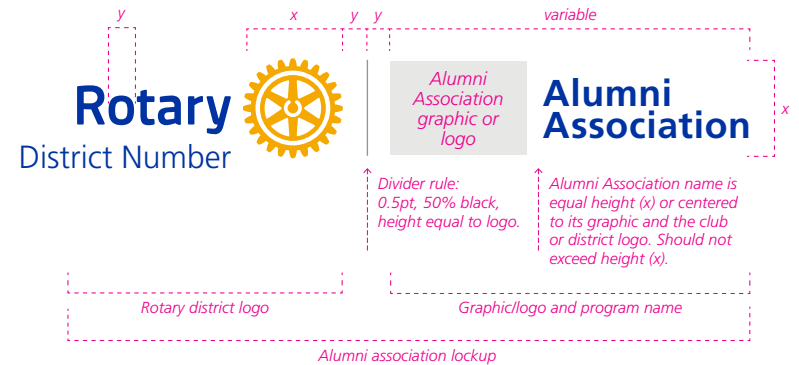
Find templates for creating your own lockup in the Brand Center:
rotary.org/brandcenter.

ALUMNI ASSOCIATIONS

Lockup construction



Logo/graphic with text lockup construction



Word lockup examples



Logo/graphic with text lockup example



Logos: Rotary Programs Lockups for Rotex Alumni Associations

Lockups are used to show a relationship between Rotary and Rotex. Rotex is an alumni association for students who return from a Rotary Youth Exchange.

The lockup combines the district logo on the left with the program name to the right of the vertical line. If you use a graphic to represent your program, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

The text on the right side of the line should be in any of our official Rotary fonts (see pages 19-20). We prefer our primary font, Frutiger, in the light or bold.

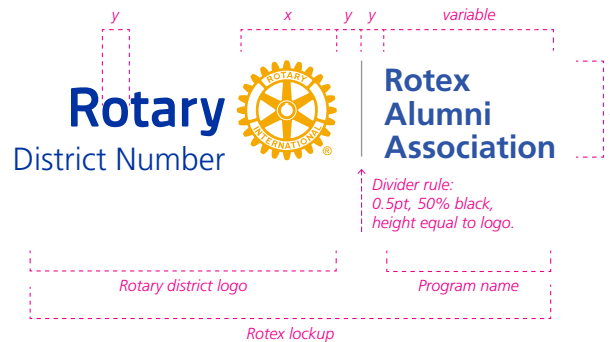
The word "Rotex" should not appear in all caps, however the "R" should be capitalized.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup in the Brand Center:
rotary.org/brandcenter.

ROTEX ALUMNI ASSOCIATIONS

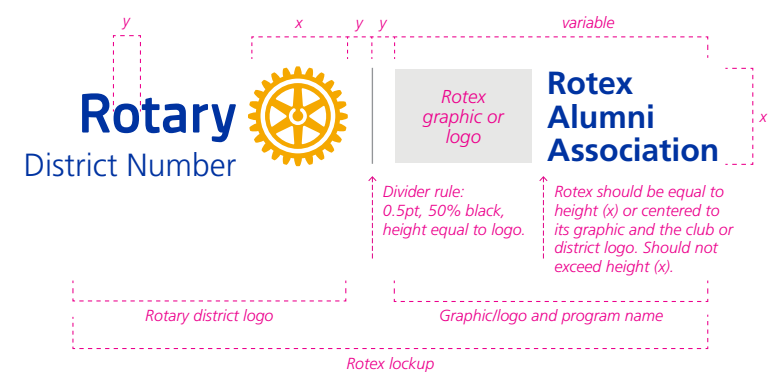
Word lockup construction



Word lockup examples



Logo/graphic with text lockup construction



Logo/graphic with text lockup example



Logos: Rotary Programs Signature System for Rotaract Multidistrict Information Organizations

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FOR USE BY STAFF & VENDORS ONLY**

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Rotaract multidistrict information organizations (MDIOs) bring together Rotaract clubs from different Rotary districts to exchange ideas and network with other young leaders. When creating an MDIO, you need to get your name approved by the RI Board. To find out more, download the **Rotaract MDIO Start Guide**.

Create a logo for all your MDIO communications. We recommend using the name ratified by the RI Board in your logo, but you may use a shortened name. Make sure the words Multidistrict Information Organization or the abbreviation MDIO appear in your logo to make it easily identified.

Find templates for creating your Rotaract MDIO logo in the Brand Center: rotary.org/brandcenter.

ROTARACT MULTIDISTRICT INFORMATION ORGANIZATIONS

MDIO logo – BELOW



MDIO logo – ABOVE and BELOW



MDIO logo – ABOVE



Examples



Logos: Rotary Programs

Lockups for Rotaract Multidistrict Information Organizations

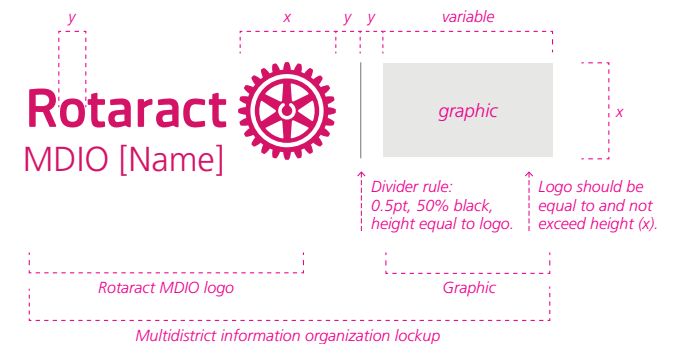
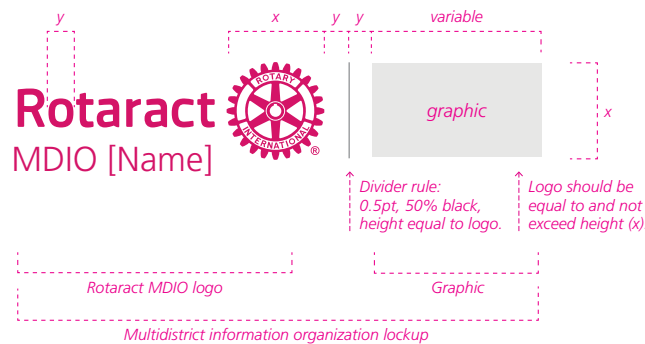
Use a lockup if you have a graphic associated with your MDIO. Use the Rotaract MDIO logo on the left and your graphic on the right.

Your MDIO graphic can't include or resemble the Masterbrand Signature, Mark of Excellence, or retired Rotaract logos.

Find templates for creating your Rotaract MDIO logo in the Brand Center: rotary.org/brandcenter.

ROTARACT MULTIDISTRICT INFORMATION ORGANIZATIONS

Lockup construction



Examples



The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

LOGOS: ROTARY PARTNERS

Logos: Rotary Partners Lockups for Partners FOR STAFF USE ONLY

ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY

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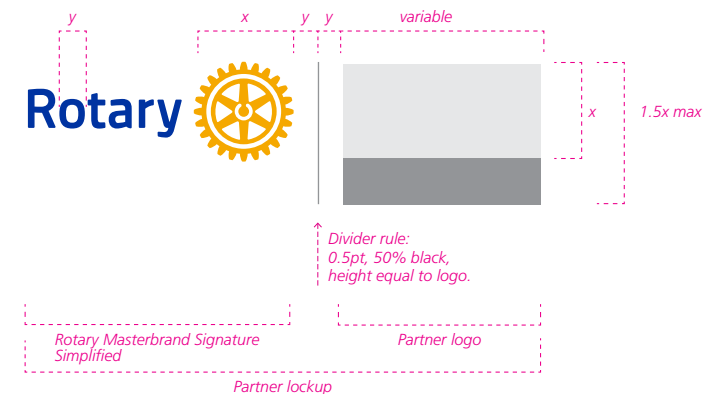
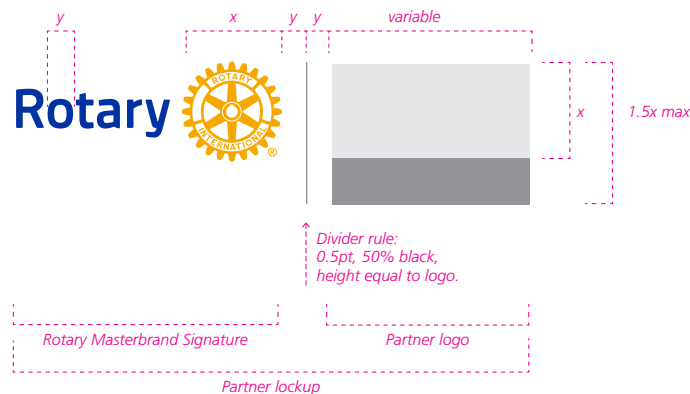
Partners are external organizations that collaborate with Rotary to develop, support, and implement programs and service projects.

To create a partnership lockup, follow the guidelines on this page. Only one partner can be featured in a lockup.

Partner logos must be at least equal in height to the Masterbrand Signature but no more than 1.5 times the height of the Masterbrand Signature. The width of partner logos may vary, but they should not visually overpower the Masterbrand Signature.

PARTNERS – STRATEGIC, PROJECT, AND SERVICE

Lockup construction



Examples



Partnerships Toastmasters Alliance

FOR STAFF USE ONLY

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Providing members with more opportunities for personal and professional growth is at the core of Rotary's alliance with Toastmasters.

Rotary and Toastmasters have approved these visual guidelines.

The two logos shown opposite are for use only by Rotary International and Toastmasters International on materials promoting joint initiatives.

Clubs, districts, and zones should not use these logos. Instead, they should use the logos on the next page.

To learn more about our alliance with Toastmasters, visit rotary.org/toastmasters. If you have questions, write to toastmastersalliance@rotary.org.

TOASTMASTERS ALLIANCE – FOR USE ONLY BY ROTARY INTERNATIONAL AND TOASTMASTERS



TOASTMASTERS
INTERNATIONAL®

Partnerships
Toastmasters
Alliance for Clubs,
Districts, and Zones

Clubs, districts, and zones can show their affiliation with Toastmasters or promote a Toastmasters event by using one of these logos.

Your logo can include either the Masterbrand Signature or the Masterbrand Signature Simplified.

The space between the logos should be at least the width of one club logo (find examples on the next page).

Remember that clubs, districts, and zones shouldn't use the logos shown on the previous page. Those are reserved for use **only** by Rotary International and Toastmasters International for their joint initiatives.

TOASTMASTERS ALLIANCE - FOR CLUBS, DISTRICTS, AND ZONES

Masterbrand Signature with either Toastmasters logo



The space between the logos should be at least the width of one club logo.



The space between the logos should be at least the width of one club logo.



Masterbrand Signature Simplified with either Toastmasters logo



The space between the logos should be at least the width of one club logo.



The space between the logos should be at least the width of one club logo.



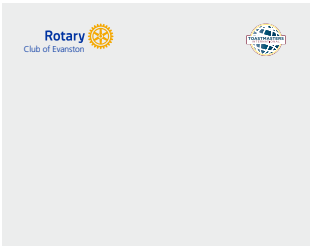
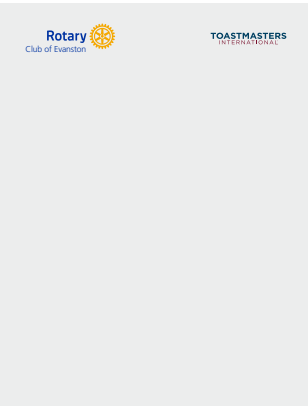
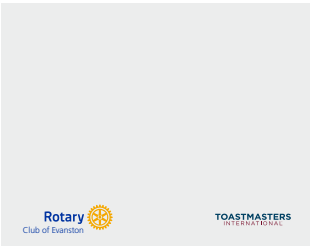
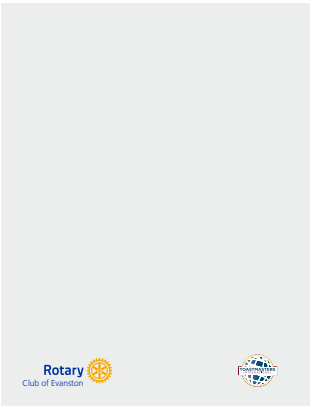
Partnerships

Toastmasters Alliance for Clubs, Districts, and Zones

Your club, district, or zone logo can be used at the top or bottom of your layout. You may want to include text about the Toastmasters alliance.

TOASTMASTERS ALLIANCE - FOR CLUBS, DISTRICTS, AND ZONES

Layout examples



Logos: Rotary Partners ShelterBox

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FOR STAFF USE ONLY

Rotary and ShelterBox are project partners in disaster relief. ShelterBox is a registered charity, independent of Rotary and The Rotary Foundation.

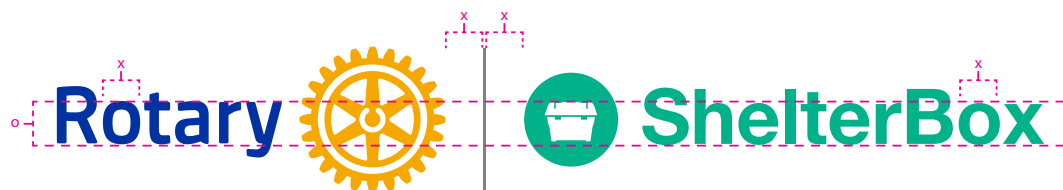
Rotary and ShelterBox have approved these visual guidelines.

The two logos shown opposite are for use only by Rotary International and ShelterBox on materials promoting joint initiatives.

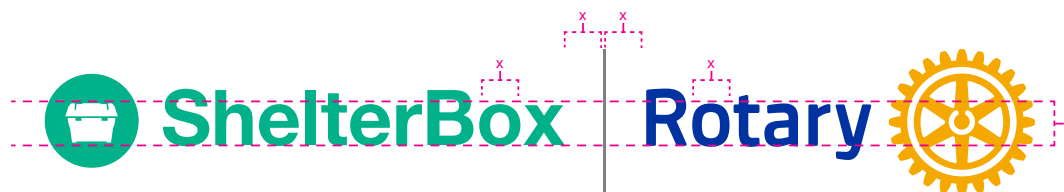
Use the Rotary Masterbrand Signature Simplified on all communications.

SHELTERBOX

Rotary lockup construction – For use by Rotary



ShelterBox lockup construction – For use by ShelterBox



Rotary lockup examples – For use by Rotary



ShelterBox



ShelterBox

Rotary



Logos: Rotary Partners ShelterBox – Rotaract

ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY

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FOR STAFF USE ONLY

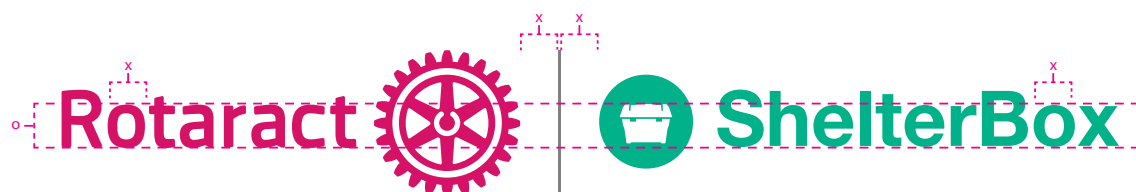
Rotary and ShelterBox have approved these visual guidelines.

The two logos shown opposite are for use only by Rotary International and ShelterBox on materials promoting joint initiatives.

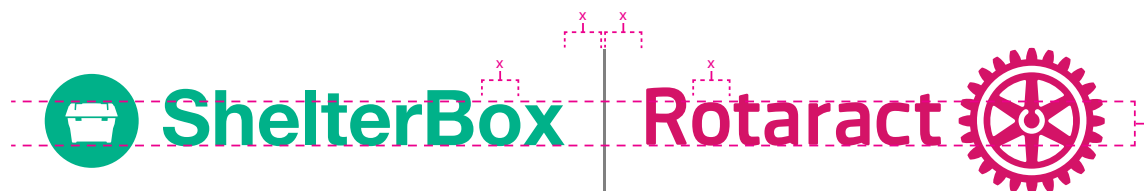
Use the Rotaract Masterbrand Signature Simplified on all communications.

SHELTERBOX – ROTARACT

Rotaract lockup construction – For use by Rotary



ShelterBox lockup construction – For use by ShelterBox



Rotaract lockup examples – For use by Rotary



ShelterBox



ShelterBox

Rotaract



ShelterBox lockup examples – For use by ShelterBox

Logos: Rotary Partners

Rotary Representative Network

The Rotary Representative Network is a group of leaders who represent Rotary and serve as unofficial ambassadors to United Nations agencies and other key international organizations. As of May 2021, this group is allowed to use only the Rotary Masterbrand Signature in a lockup with the words "Rotary Representative Network" to communicate to members and the public about its work.

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

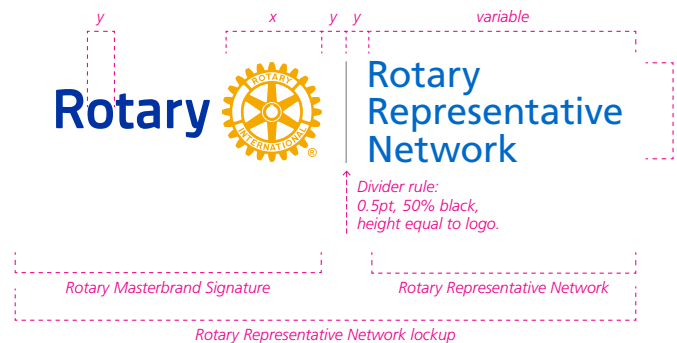
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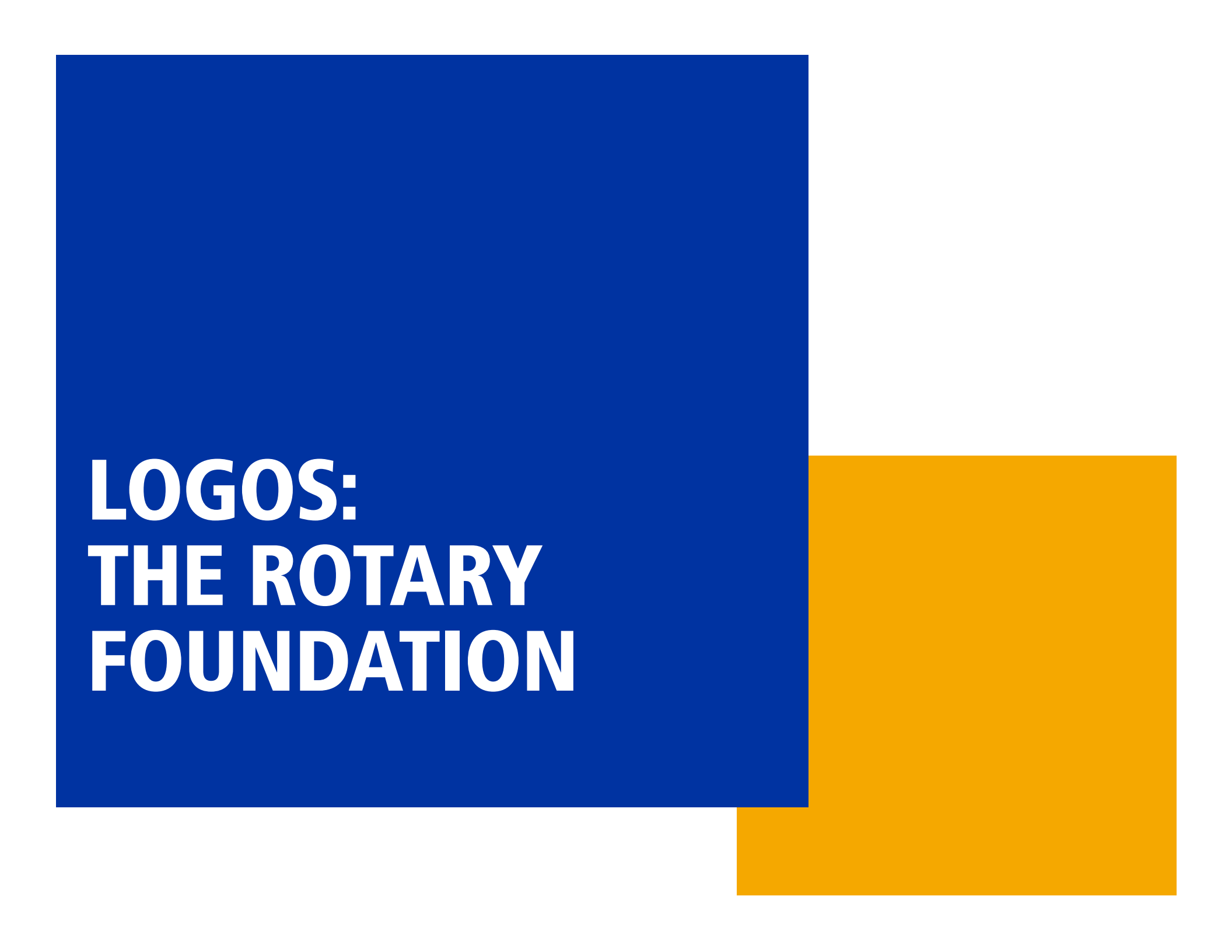
ROTARY REPRESENTATIVE NETWORK

Rotary Royal Blue, Rotary Gold, 50% black, and Azure (full color)



Lockup construction



The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

LOGOS: THE ROTARY FOUNDATION

Logos:

The Rotary Foundation

The Rotary Foundation Masterbrand Signature

FOR STAFF USE ONLY

The Rotary Foundation logo is for communications coming from Rotary International and The Rotary Foundation. Staff should use it when communicating with donors, program participants, and grant recipients.

The Foundation's logo combines the wheel with the words The Rotary Foundation to the left for visibility and recognition.

The Foundation's logo can't be altered in any way. The wheel and the words, "The Rotary Foundation," must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

The traditional version of the Foundation's Masterbrand Signature was retired in May 2026 and should no longer be used.

For more details regarding our color palette, see pages 15-18.



Clear space is the space surrounding The Rotary Foundation Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

THE ROTARY FOUNDATION MASTERBRAND SIGNATURE – FOR STAFF USE ONLY

Rotary Royal Blue and Rotary Gold (full color)



100% white and Rotary Gold (for dark backgrounds)



One color

100% black



100% Azure



100% white (for dark backgrounds)



Logos:
The Rotary Foundation
Arch Klumph Society

FOR STAFF USE ONLY

Staff should use the Arch Klumph Society logo when communicating with donors about the society.

You can use the logo on its own, but The Rotary Foundation logo should appear nearby to show the affiliation between the Foundation and the society.

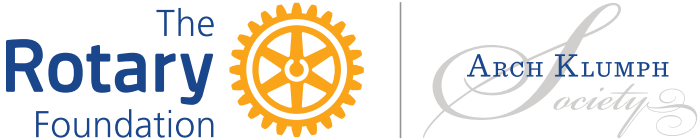
The lockup should be used as a secondary option. The lockup combines The Rotary Foundation logo on the left with the society logo to the right of the vertical line. Use the lockup when space dictates or when the society logo isn't part of the design or graphic.

ARCH KLUMPH SOCIETY LOGO AND LOCKUP

Rotary Royal Blue and Silver (full color)



Rotary Royal Blue, Rotary Gold, and Silver (full color)



Alternate colors

100% black and 50% black



100% white and Silver or
100% white and Rotary Royal Blue
(for dark backgrounds)



100% white, Rotary Gold, and Silver (for dark backgrounds)



Logos:
The Rotary Foundation
Legacy Society

FOR STAFF USE ONLY

Staff should use the Legacy Society logo when communicating with donors about the society.

You can use the logo on its own, but The Rotary Foundation logo should appear nearby to show the affiliation between the Foundation and the society.

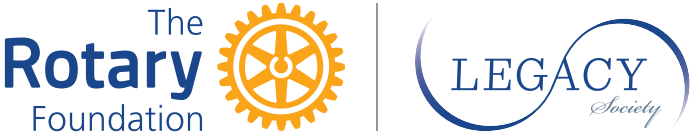
The lockup should be used as a secondary option. The lockup combines The Rotary Foundation logo on the left with the society logo to the right of the vertical line. Use the lockup when space dictates or when the society logo isn't part of the design or graphic.

LEGACY SOCIETY LOGO AND LOCKUP

Rotary Royal Blue and Slate (full color)



Rotary Royal Blue, Rotary Gold, and Slate (full color)



Alternate colors

100% black and 50% black



100% black



100% white (for dark backgrounds)



100% white and Rotary Gold (for dark backgrounds)



Logos:
The Rotary Foundation
Paul Harris Society

ROTARY BRAND BOOK:
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FOR STAFF USE ONLY

The Paul Harris Society logo is used only on member recognition pins.

PAUL HARRIS SOCIETY – PIN

Paul Harris Society logo – Rotary Royal Blue (full color)



Paul Harris pin



Logos: The Rotary Foundation Paul Harris Society

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FOR STAFF USE ONLY

Staff should use the Paul Harris Society text options when communicating with donors about the society.

The lockup should be used as a secondary option. The lockup combines The Rotary Foundation logo on the left with the society text to the right of the vertical line to show their affiliation.

PAUL HARRIS SOCIETY – TEXT AND LOCKUPS

Text options

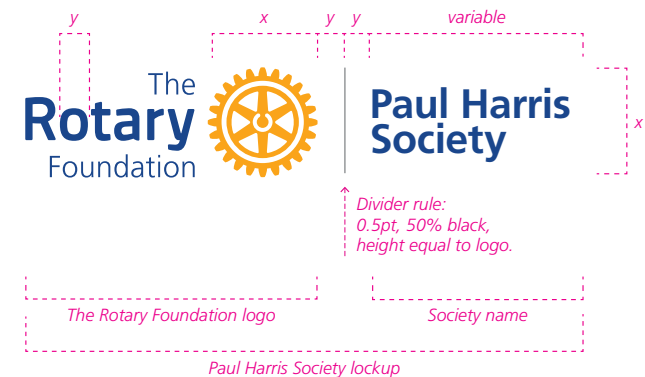
Paul Harris
Society

PAUL HARRIS
SOCIETY

Lockup



Lockup construction



Logos:

The Rotary Foundation

Paul Harris Fellow

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FOR USE BY STAFF & VENDORS ONLY

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FOR STAFF USE ONLY

Staff should use the Paul Harris Fellow text options when communicating with donors about Paul Harris Fellow recognition.

The lockup should be used as a secondary option. The lockup combines The Rotary Foundation logo on the left with the fellow text to the right of the vertical line to show their affiliation.

PAUL HARRIS FELLOW – TEXT AND LOCKUPS

Text options

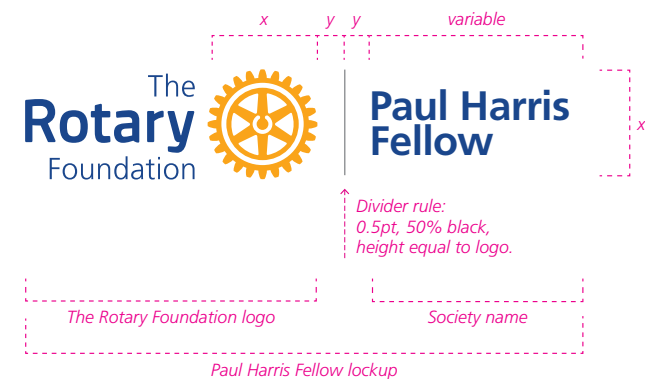
**Paul Harris
Fellow**

**PAUL HARRIS
FELLOW**

Lockup



Lockup construction



Logos:
The Rotary Foundation
Every Rotarian, Every Year

FOR STAFF USE ONLY

Staff should use the Every Rotarian, Every Year (EREY) logo when communicating with donors about the program.

You can use the logo on its own or as a graphic, but The Rotary Foundation logo should appear nearby to show the affiliation between the Foundation and the program.

The lockup should be used as a secondary option. The lockup combines The Rotary Foundation logo on the left with the Every Rotarian, Every Year logo to the right of the vertical line. Use the lockup when space dictates or when the EREY logo isn't part of the design or graphic.

EVERY ROTARIAN, EVERY YEAR LOGO AND LOCKUP

Rotary Royal Blue, Rotary Gold, and Sky Blue (full color)



Rotary Royal Blue, Rotary Gold, and Sky Blue (full color)



Alternate colors

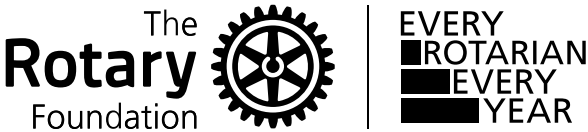
100% black



100% white (for dark backgrounds)



100% black and 100% white (for dark backgrounds)



Logos:
The Rotary Foundation
Peace Program

FOR STAFF USE ONLY

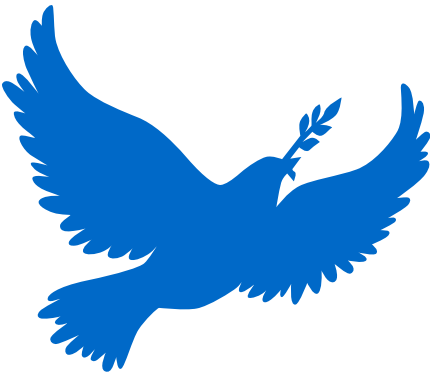
Staff should use the peace logo when communicating with donors, members, and candidates about the peace program.

You can use the logo on its own, but The Rotary Foundation logo should appear nearby to show the affiliation between the Foundation and the peace program.

The lockup combines The Rotary Foundation logo on the left with the peace logo to the right of the vertical line.

PEACE PROGRAM LOGO AND LOCKUP

Azure (full color)



Rotary Royal Blue, Rotary Gold, and Azure (full color)



One Color and Reverse

100% black



100% white (for dark backgrounds)



100% white and Rotary Gold (for dark backgrounds)



Logos:
The Rotary Foundation
Peace and Peace Centers

FOR STAFF USE ONLY

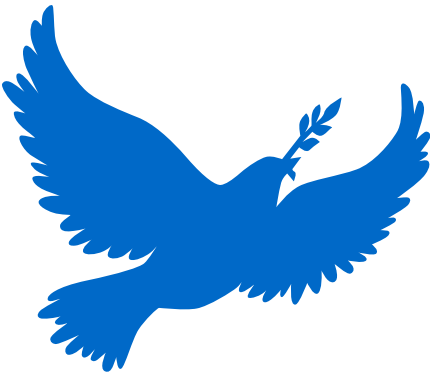
Staff should use the peace logo when communicating with members, and the public about the peace program or the peace centers overall.

You can use the logo on its own, but The Rotary Masterbrand Signature should appear nearby to show the affiliation between Rotary and the peace program or peace centers.

The lockup combines The Rotary Masterbrand Signature on the left with the peace logo to the right of the vertical line.

PEACE PROGRAM LOGO AND LOCKUP

Azure (full color)



Rotary Royal Blue, Rotary Gold, and Azure (full color)



One Color and Reverse

100% black



100% white (for dark backgrounds)



100% white and Rotary Gold (for dark backgrounds)



Logos: The Rotary Foundation Rotary Peace Center University Partners Lockups

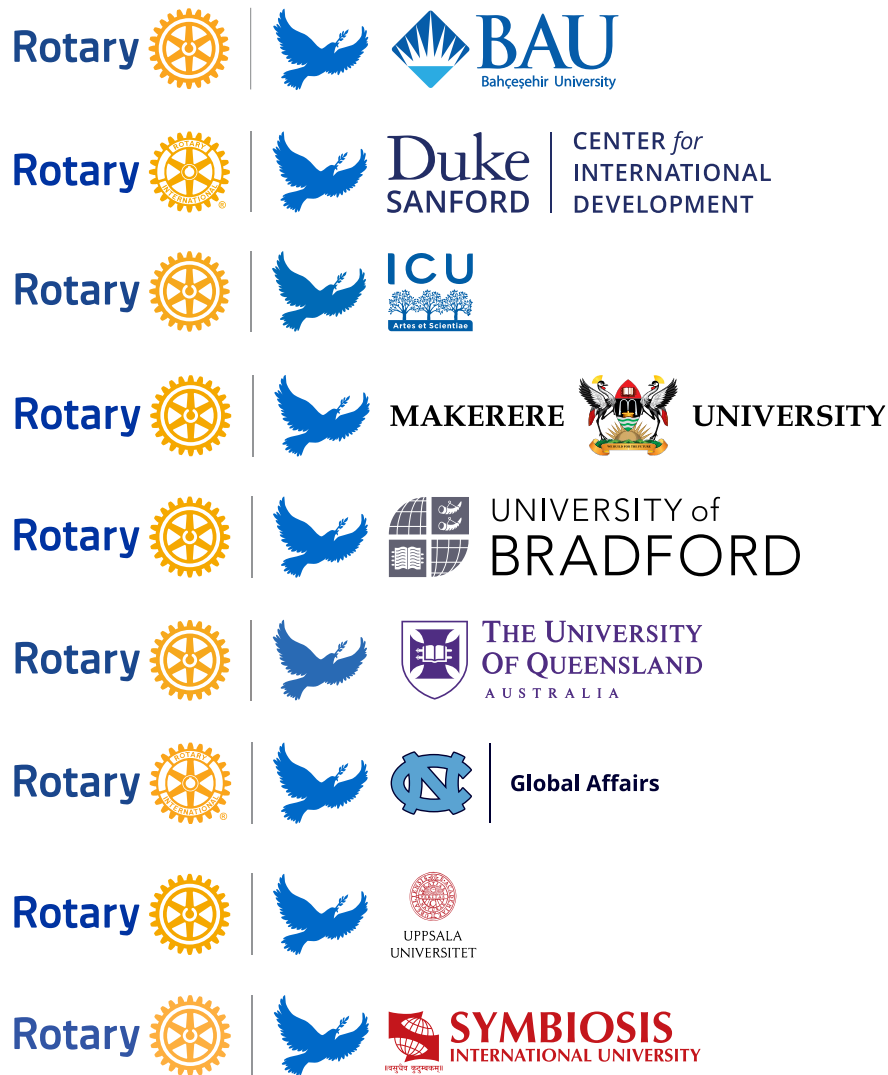
The Rotary Peace Center university partners combine the Rotary Masterbrand Signature on the left with the peace logo and affiliated university logo to the right of the vertical line. When you promote a specific peace center, use the lockups on this page. If you're promoting the peace centers program in general, use the peace logo on page 68.

When promoting a specific Rotary Peace Center, staff should use the most relevant option on this page.

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ROTARY PEACE CENTER LOCKUPS



Logos: The Rotary Foundation Lockups for Associate Foundations

Associate foundation logos should be locked up with The Rotary Foundation Masterbrand Signature. You have the option to use a word lockup with the name of the associate foundation or a logo lockup with your associate foundation's logo.

The Rotary Foundation Masterbrand Signature can't be altered in any way. The wordmark consisting of the words "The Rotary Foundation" must always appear with the wheel.

The Rotary Foundation Masterbrand Signature can appear in reverse on dark backgrounds. Only the colors shown on pages 30 and 60 can be used.

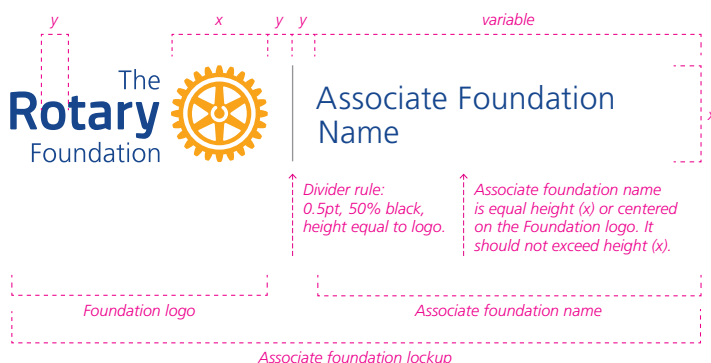
For the word lockup, the font preference for the associate foundation name is Frutiger Light.

For the logo/graphic with text lockup, it is acceptable have a other fonts and colors in your unique logo to the right of the line.

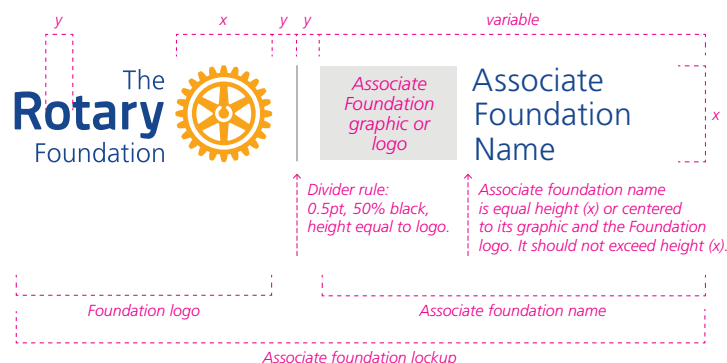
Find templates for creating your own lockup in the Brand Center, rotary.org/brandcenter.

ASSOCIATE FOUNDATIONS

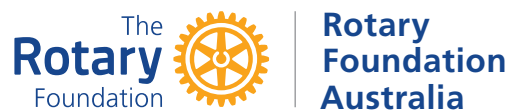
Word lockup construction



Logo/graphic with text lockup construction



Word lockup examples



Logo/graphic with text lockup examples



Logos: The Rotary Foundation Lockups for Associate Foundations

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Associate foundations use their logo in the lockup to represent their affiliation with The Rotary Foundation.

ASSOCIATE FOUNDATION LOCKUPS



**Rotary
Foundation
Australia**



**Rotary Foundation
(India)**



ABTRF
ASSOCIAÇÃO BRASILEIRA DA
THE ROTARY FOUNDATION



**Fondazione
Rotary
ITALIA**



The Rotary Foundation
La Fondation Rotary du
Canada



公益財団法人
ロータリー日本財団



ROTARY
DEUTSCHLAND
GEMEINDIENST E.V.



국제로타리
한국재단



DISTRIKTE 1800-1900, 1930-1950
DEUTSCHE
ROTARISCHE STIFTUNG



**Rotary Foundation
of the United Kingdom**



**Philippine Rotary
Foundation**

Areas of Focus

Group Horizontal

Rotary has identified areas of focus that reflect critical humanitarian issues and needs. By focusing our efforts on these causes, we're able to make a greater impact locally and globally.

Each area listed below is represented by a specific icon and color. When grouped, the icons appear in the order shown.

- Peacebuilding and conflict prevention
- Disease prevention and treatment
- Water, sanitation, and hygiene
- Maternal and child health
- Basic education and literacy
- Community economic development
- Environment

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP HORIZONTAL COLOR

Color icons and labels – For use on light backgrounds



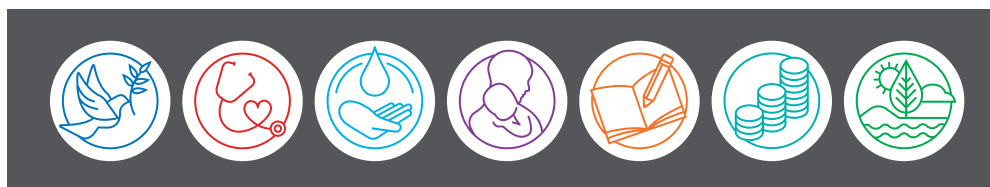
Color icons with white labels – For use on dark backgrounds



Color icons, no labels – For use on light backgrounds



Color icons, no labels – For use on dark backgrounds



Areas of Focus

Group Horizontal

If the color icons won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP HORIZONTAL BLACK AND WHITE

Black icons and labels – For use on light backgrounds



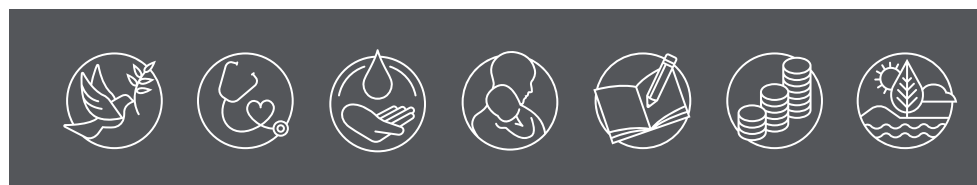
Black icons, no labels – For use on light backgrounds



White icons and labels – For use on dark backgrounds



White icons, no labels – For use on dark backgrounds



Areas of Focus

Group Vertical

This option allows you to use the areas of focus icons grouped vertically with the labels next to each icon or without labels.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP VERTICAL COLOR

Color icons and labels – For use on light backgrounds



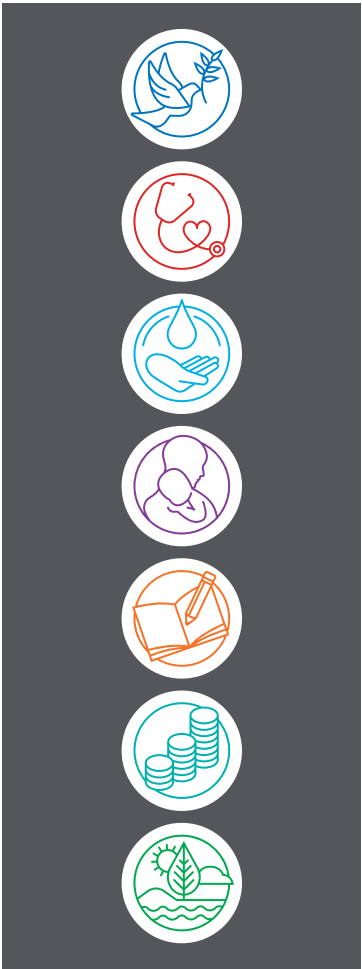
Color icons with white labels – For use on dark backgrounds



Color icons, no labels – For use on light backgrounds



Color icons, no labels – For use on dark backgrounds



Areas of Focus

Group Vertical

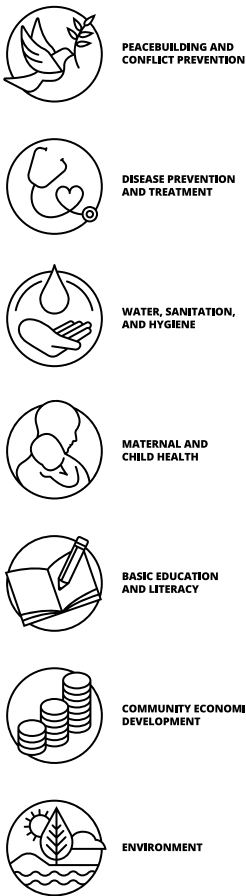
If the color icons won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP VERTICAL BLACK AND WHITE

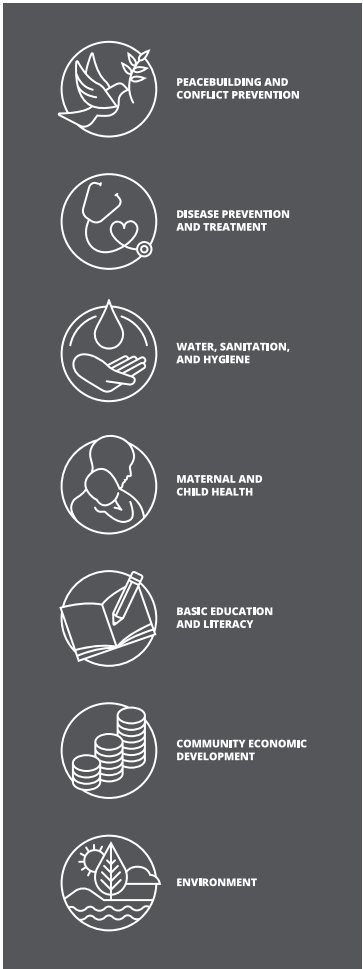
Black icons and labels – For use on light backgrounds



Black icons, no labels – For use on light backgrounds



White icons and labels – For use on dark backgrounds



White icons, no labels – For use on dark backgrounds



Areas of Focus Group Circle

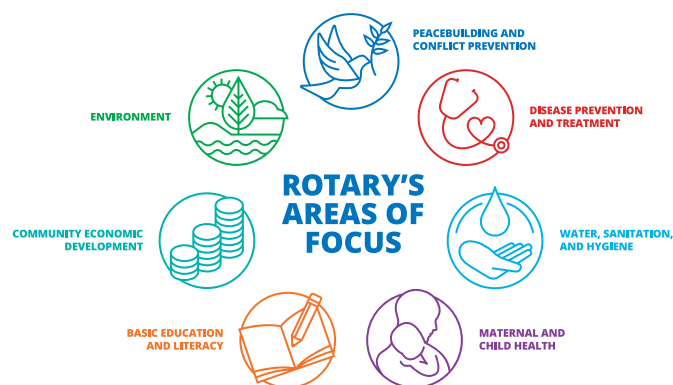
If the color icons are on light backgrounds, use Azure for the words "Rotary's Areas of Focus." On dark backgrounds, the words will be white to match the icon labels.

When grouped, the icons should appear in the order shown.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP CIRCLE COLOR

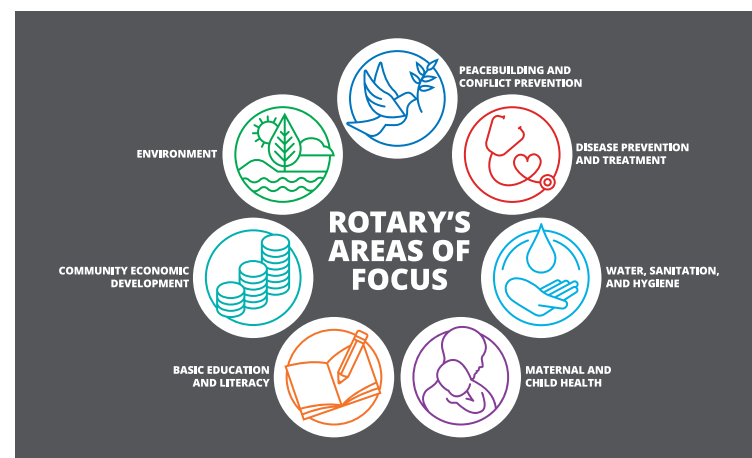
Color icons and labels – For use on light backgrounds



Color icons, no labels – For use on light backgrounds



Color icons with white labels – For use on dark backgrounds



Color icons, no labels – For use on dark backgrounds



Areas of Focus Group Circle

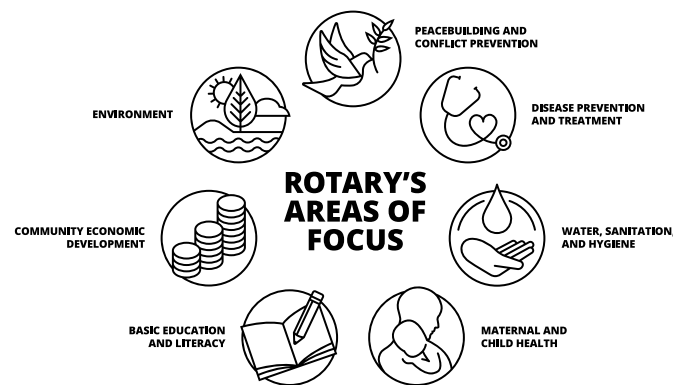
If the color icons won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When grouped, the icons should appear in the order shown.

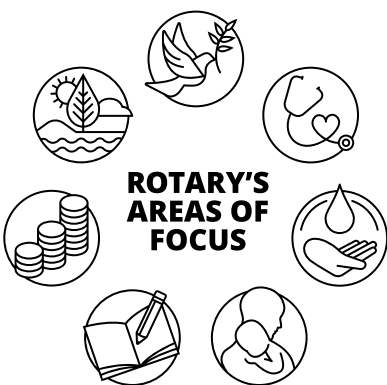
When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – GROUP CIRCLE BLACK AND WHITE

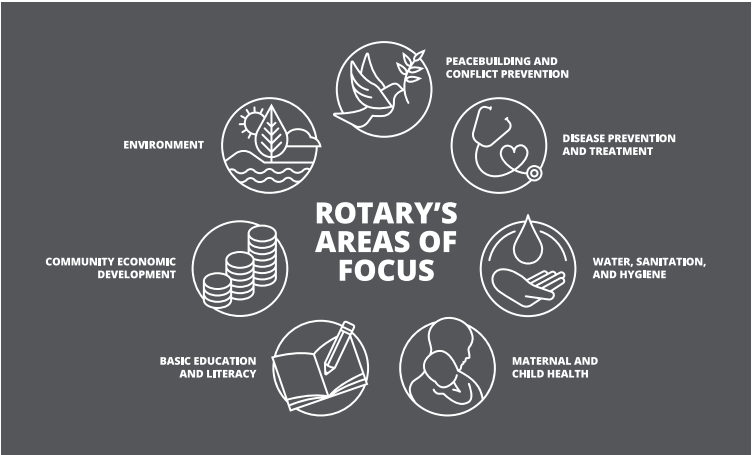
Black icons and labels – For use on light backgrounds



Black icons, no labels – For use on light backgrounds



White icons and labels – For use on dark backgrounds



White icons, no labels – For use on dark backgrounds



Areas of Focus

Peacebuilding and Conflict Prevention

PEACEBUILDING AND CONFLICT PREVENTION

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Azure is the color assigned to the peacebuilding and conflict prevention area of focus. For more information about the color palette, see page 85.

Azure color formulas:
PMS 2175C
C100 M56 Y0 K0
Hex #0067c8
R0 G105 B200

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – For use on light backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Color icon with white label – For use on dark backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Black icon and label – For use on light backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

White icon and label – For use on dark backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Color icon and label – For use on light backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Color icon with white label – For use on dark backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Black icon and label – For use on light backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

White icon and label – For use on dark backgrounds



PEACEBUILDING AND
CONFLICT PREVENTION

Color icon, no label – For use on light backgrounds



Color icon, no label – For use on dark backgrounds



Black icon, no label – For use on light backgrounds



White icon, no label – For use on dark backgrounds



Areas of Focus

Disease Prevention and Treatment

DISEASE PREVENTION AND TREATMENT

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Cardinal is the color assigned to the disease prevention and treatment area of focus. For more information about the color palette, see page 85.

Cardinal color formulas:
PMS 485C
C6 M98 Y100 K1
Hex #e02927
R224 G41 B39

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – For use on light backgrounds



**DISEASE PREVENTION
AND TREATMENT**

Color icon with white label – For use on dark backgrounds



**DISEASE PREVENTION
AND TREATMENT**

Black icon and label – For use on light backgrounds



**DISEASE PREVENTION
AND TREATMENT**

White icon and label – For use on dark backgrounds



**DISEASE PREVENTION
AND TREATMENT**

Color icon and label – For use on light backgrounds



**DISEASE PREVENTION
AND TREATMENT**

Color icon with white label – For use on dark backgrounds



**DISEASE PREVENTION
AND TREATMENT**

Black icon and label – For use on light backgrounds



**DISEASE PREVENTION
AND TREATMENT**

White icon and label – For use on dark backgrounds



**DISEASE PREVENTION
AND TREATMENT**

Color icon, no label – For use on light backgrounds



Color icon, no label – For use on dark backgrounds



Black icon, no label – For use on light backgrounds



White icon, no label – For use on dark backgrounds



Areas of Focus

Water, Sanitation, and Hygiene

WATER, SANITATION, AND HYGIENE

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Sky Blue is the color assigned to the water, sanitation, and hygiene area of focus. For more information about the color palette, see page 85.

Sky Blue color formulas:
PMS 2202C
C96 M11 Y2 K0
Hex #00a2e0
R0 G162 B224

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – For use on light backgrounds



WATER, SANITATION,
AND HYGIENE

Color icon with white label – For use on dark backgrounds



WATER, SANITATION,
AND HYGIENE

Black icon and label – For use on light backgrounds



WATER, SANITATION,
AND HYGIENE

White icon and label – For use on dark backgrounds



WATER, SANITATION,
AND HYGIENE

Color icon and label – For use on light backgrounds



WATER, SANITATION,
AND HYGIENE

Color icon with white label – For use on dark backgrounds



WATER, SANITATION,
AND HYGIENE

Black icon and label – For use on light backgrounds



WATER, SANITATION,
AND HYGIENE

White icon and label – For use on dark backgrounds



WATER, SANITATION,
AND HYGIENE

Color icon, no label – For use on light backgrounds



Color icon, no label – For use on dark backgrounds



Black icon, no label – For use on light backgrounds



White icon, no label – For use on dark backgrounds



Areas of Focus

Maternal and Child Health

MATERNAL AND CHILD HEALTH

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Violet is the color assigned to the maternal and child health area of focus. For more information about the color palette, see page 85.

Violet color formulas:
PMS 2070C
C53 M100 Y0 K0
Hex #901f93
R144 G31 B147

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – For use on light backgrounds



MATERNAL AND
CHILD HEALTH

Color icon with white label – For use on dark backgrounds



MATERNAL AND
CHILD HEALTH

Black icon and label – For use on light backgrounds



MATERNAL AND
CHILD HEALTH

White icon and label – For use on dark backgrounds



MATERNAL AND
CHILD HEALTH

Color icon and label – For use on light backgrounds



MATERNAL AND
CHILD HEALTH

Color icon with white label – For use on dark backgrounds



MATERNAL AND
CHILD HEALTH

Black icon and label – For use on light backgrounds



MATERNAL AND
CHILD HEALTH

White icon and label – For use on dark backgrounds



MATERNAL AND
CHILD HEALTH

Color icon, no label – For use on light backgrounds



Color icon, no label – For use on dark backgrounds



Black icon, no label – For use on light backgrounds



White icon, no label – For use on dark backgrounds



Areas of Focus

Basic Education and Literacy

BASIC EDUCATION AND LITERACY

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Orange is the color assigned to the basic education and literacy area of focus. For more information about the color palette, see page 85.

Orange color formulas:
PMS 2018C
C0 M66 Y100 K0
Hex #ff7600
R255 G118 B0

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – For use on light backgrounds



**BASIC EDUCATION
AND LITERACY**

Color icon with white label – For use on dark backgrounds



**BASIC EDUCATION
AND LITERACY**

Black icon and label – For use on light backgrounds



**BASIC EDUCATION
AND LITERACY**

White icon and label – For use on dark backgrounds



**BASIC EDUCATION
AND LITERACY**

Color icon and label – For use on light backgrounds



**BASIC EDUCATION
AND LITERACY**

Color icon with white label – For use on dark backgrounds



**BASIC EDUCATION
AND LITERACY**

Black icon and label – For use on light backgrounds



**BASIC EDUCATION
AND LITERACY**

White icon and label – For use on dark backgrounds



**BASIC EDUCATION
AND LITERACY**

Color icon, no label – For use on light backgrounds



Color icon, no label – For use on dark backgrounds



Black icon, no label – For use on light backgrounds



White icon, no label – For use on dark backgrounds



Areas of Focus

Community Economic Development

COMMUNITY ECONOMIC DEVELOPMENT

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Turquoise is the color assigned to the community economic development area of focus. For more information about the color palette, see page 85.

Turquoise color formulas:
PMS 7466C
C96 M1 Y31 K0
Hex #00adbb
R0 G173 B187

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – For use on light backgrounds



Color icon with white label – For use on dark backgrounds



Black icon and label – For use on light backgrounds



White icon and label – For use on dark backgrounds



Color icon and label – For use on light backgrounds



Color icon with white label – For use on dark backgrounds



Black icon and label – For use on light backgrounds



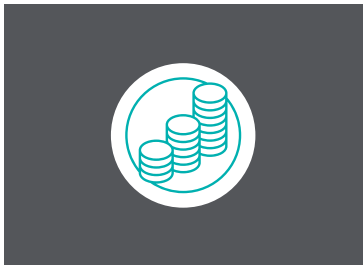
White icon and label – For use on dark backgrounds



Color icon, no label – For use on light backgrounds



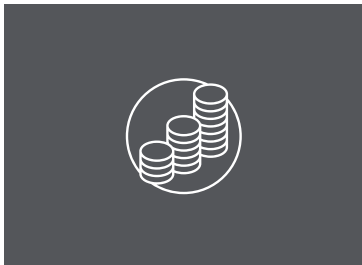
Color icon, no label – For use on dark backgrounds



Black icon, no label – For use on light backgrounds



White icon, no label – For use on dark backgrounds



Areas of Focus
Environment

ENVIRONMENT

The title of the area of focus can be placed under the icon or to the right of the icon, or the icon can exist without the title.

Grass is the color assigned to the environment area of focus. For more information about the color palette, see page 85.

Grass color formulas:
PMS 355C
C99 M12 Y100 K2
Hex #009739
R0 G151 B57

If the color icon won't work for the materials you're designing, you can use one of the black or white versions. Choose the version that provides the highest contrast so the icons are easy to identify.

When designing materials with areas of focus icons, your Rotary club, district, or zone logo must also appear in the design.

AREAS OF FOCUS – INDIVIDUAL ICON

Color icon and label – For use on light backgrounds



ENVIRONMENT

Color icon with white label – For use on dark backgrounds



ENVIRONMENT

Black icon and label – For use on light backgrounds



ENVIRONMENT

White icon and label – For use on dark backgrounds



ENVIRONMENT

Color icon and label – For use on light backgrounds



ENVIRONMENT

Color icon with white label – For use on dark backgrounds



ENVIRONMENT

Black icon and label – For use on light backgrounds



ENVIRONMENT

White icon and label – For use on dark backgrounds



ENVIRONMENT

Color icon, no label – For use on light backgrounds



Color icon, no label – For use on dark backgrounds



Black icon, no label – For use on light backgrounds



White icon, no label – For use on dark backgrounds



Areas of Focus Color Palette

Use this palette for the color icons.
Each icon has its own assigned color.

Color assignments:

- Azure: Peacebuilding and conflict prevention
- Cardinal: Disease prevention and treatment
- Sky Blue: Water, sanitation, and hygiene
- Violet: Maternal and child health
- Orange: Basic education and literacy
- Turquoise: Community economic development
- Grass: Environment

AREAS OF FOCUS – COLOR PALETTE

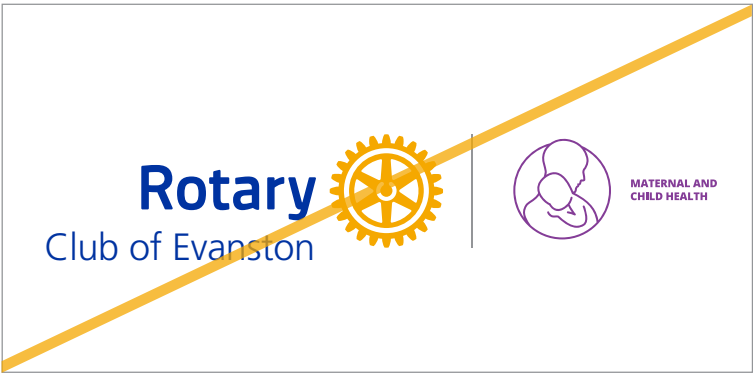
PEACEBUILDING AND CONFLICT PREVENTION Azure PMS 2175C C100 M56 Y0 K0 Hex #0067c8 R0 G105 B200	DISEASE PREVENTION AND TREATMENT Cardinal PMS 485C C6 M98 Y100 K1 Hex #e02927 R224 G41 B39	WATER, SANITATION, AND HYGIENE Sky Blue PMS 2202C C96 M11 Y2 K0 Hex #00a2e0 R0 G162 B224	MATERNAL AND CHILD HEALTH Violet PMS 2070C C53 M100 Y0 K0 Hex #901f93 R144 G31 B147
BASIC EDUCATION AND LITERACY Orange PMS 2018C C0 M66 Y100 K0 Hex #ff7600 R255 G118 B0	COMMUNITY ECONOMIC DEVELOPMENT Turquoise PMS 7466C C96 M1 Y31 K0 Hex #00adb8 R0 G173 B187	ENVIRONMENT Grass PMS 355C C99 M12 Y100 K2 Hex #009739 R0 G151 B57	

Areas of Focus Incorrect Usage

The areas of focus icons were vetted through our legal process and should not be altered or manipulated in any way.

AREAS OF FOCUS – INCORRECT USE

Don't lock up the icons with the Masterbrand Signature or with club, district, or zone logos.



Don't cover the icon or distort it in any way.



Don't overlap the icons.



Don't change the color assigned to each icon.



The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

LOGOS: PROMOTIONS & EVENTS

Logos: Promotions & Events

End Polio Now

The primary logo is the original logo created to represent Rotary's End Polio Now effort. The Mark of Excellence (wheel) cannot be replaced with a simplified version, because it does not contain the words "Rotary International."

The colors of the logo should not be changed. It should not be used on a Cardinal (red) background. When that happens, the "O" in "POLIO" appears cut off and the rectangle is no longer present as part of the logo. For more details regarding our color palette, see pages 15-18.

This logo should be used along with a club, district, or zone logo. When using the primary logo, it is also acceptable to feature only the club, district, or zone name in the layout. Review the examples.

END POLIO NOW – PRIMARY LOGO

Cardinal, Rotary Gold, and 100% white (full color)



One color

100% black, 50% black, and 100% white (for one-color black printing)



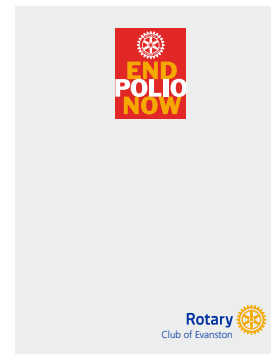
100% black



Clear space is the space surrounding the End Polio Now logo that needs to remain empty. It is equal to the height of the capital "P" in "POLIO."

Layout examples – For clubs, districts, and zones

Flyer



Postcard



Logos:
Promotions & Events
End Polio Now

The secondary logo offers event organizers more flexibility for their promotional materials.

The colors of the logo should not be changed. For more details regarding our color palette, see pages 15-18.

This logo can be used only if a club, district, or zone logo is also present in the layout. Use either the Rotary Masterbrand Signature or the Masterbrand Signature Simplified, along with a club, district, or zone logo.

You can also use the secondary logo within a lockup. See page 91 for club, district, and zone instructions.

END POLIO NOW – SECONDARY LOGO

Cardinal, Rotary Gold, and 100% white (full color)



One color

100% black, 50% black, and 100% white (for one-color black printing)



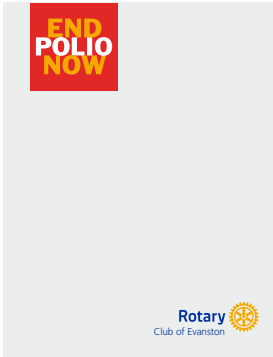
Clear space is the space surrounding the End Polio Now logo that needs to remain empty. It is equal to the height of the capital “P” in “POLIO.”

100% black



Layout examples – For clubs, districts, and zones

Flyer



Postcard



Logos: Promotions & Events

End Polio Now Lockups

FOR STAFF USE ONLY

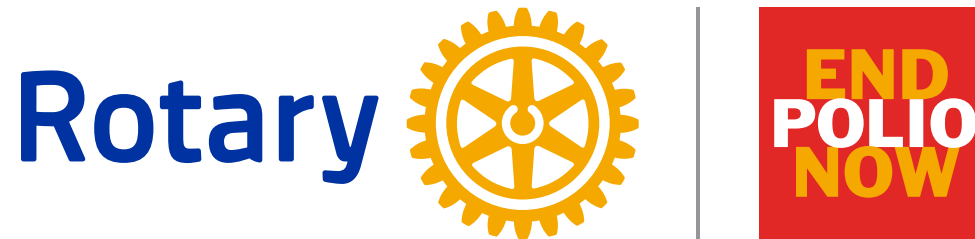
**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

JULY 2026 | 90

Staff should use the logo lockup in a layout to represent Rotary and the End Polio Now effort. The logo lockup should include only the Masterbrand Signature Simplified and the End Polio Now secondary logo so as not to repeat the wheel.

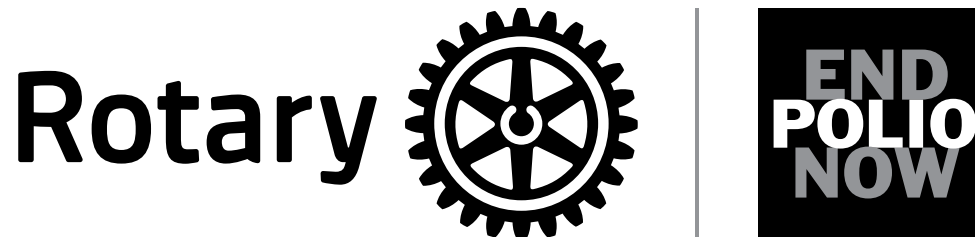
END POLIO NOW – LOGO LOCKUP – FOR STAFF USE ONLY

Masterbrand Signature Simplified

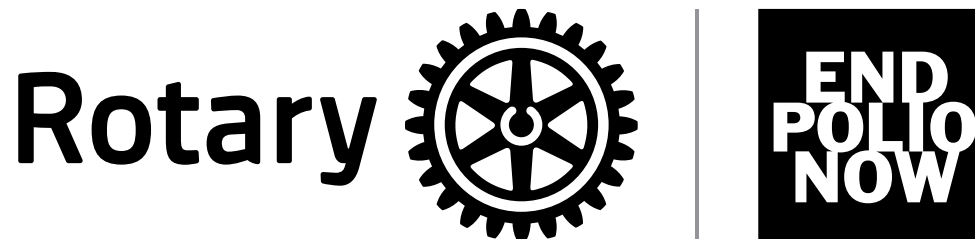


One color

100% black, 50% black, and 100% white (for one-color black printing) and 100% black



The space of the "R" in "Rotary" around the logo should be kept clear.



Logos: Promotions & Events

End Polio Now Lockups for Clubs, Districts, and Zones

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

JULY 2026 | 91

Use the logo lockup in a layout to represent a club, district, or zone affiliation with the End Polio Now effort at an event, fundraiser, or in an announcement. The logo lockup should include a club, district, or zone logo in either the Rotary Masterbrand Signature or the Masterbrand Signature Simplified format and the End Polio Now secondary logo so as not to repeat the wheel.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup on the Brand Center: rotary.org/brandcenter.

END POLIO NOW – LOGO LOCKUP – FOR CLUBS, DISTRICTS, AND ZONES

Masterbrand Signature



Masterbrand Signature Simplified



One color

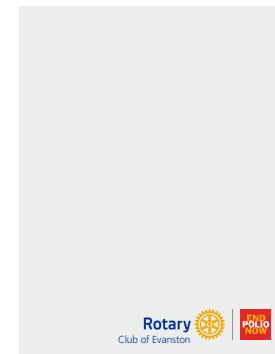
100% black, 50% black, and 100% white (for one-color black printing)



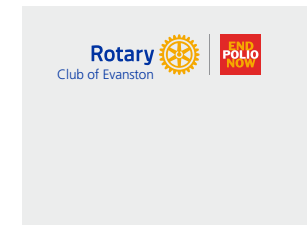
The space of the "R" in "Rotary" around the logo should be kept clear.

Layout examples

Flyer



Postcard



Logos: Promotions & Events End Polio Now

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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END POLIO NOW – INCORRECT USE

Don't use the primary logo in a lockup, because the logo already contains the wheel.



Don't combine the Masterbrand Signature in black with a color version of the logo.



The Mark of Excellence (wheel) cannot be replaced with the simplified version because it does not contain the words "Rotary International."



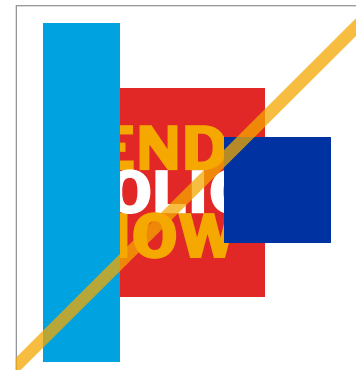
Don't put the primary logo on a Cardinal (red) background. The "O" in "POLIO" will appear cut off and this removes the rectangle.



Don't manipulate the logo or replace the word "POLIO" with another disease. That would weaken our brand and confuse the public.



Don't cover the logo or distort it in any way. The entire logo must be visible in the design. Don't put anything within the clear space around the logo. See pages 88-91 for clear space instructions.



Don't change the colors of the logo.



Logos: Promotions & Events People of Action

The People of Action lockup was designed to create a direct association between people of action and Rotary. Unlike other Rotary lockups, the People of Action lockup does not use a vertical dividing line.

Use the People of Action horizontal lockup in most cases. The stacked and small-space versions can be used for billboards, merchandise, and other alternate layouts.

Clubs, districts, or zones that want to lock up their logo with People of Action should use the information on the next page.

The People of Action lockups should not be altered in any way.

The colors are Rotary signature colors. You can find out more about our palette on pages 15-18.

The lockup size should be no smaller than 0.5 inches or 13mm.

PEOPLE OF ACTION

People of Action lockup horizontal –
Rotary Royal Blue, Rotary Gold, and Azure (full color) or 100% white (one color)



People of Action lockup stacked –
Rotary Royal Blue, Rotary Gold, and Azure (full color) or 100% white (one color)

People of Action small-space and club lockup –
100% Azure (full color) or 100% white (one color)



Clear space is the space surrounding the People of Action lockups that needs to remain empty. It is equal to the height of the capital "R" in "Rotary." The same allowance should be used in the small-space version.

Logos: Promotions & Events

People of Action – Club, District, or Zone Lockup

Lockups are used to show a relationship between Rotary and People of Action. The lockup combines the club, district, or zone logo on the left with the People of Action tagline to the right of the vertical line. The People of Action club, district, or zone lockup can be used to identify a club, district, or zone as people of action.

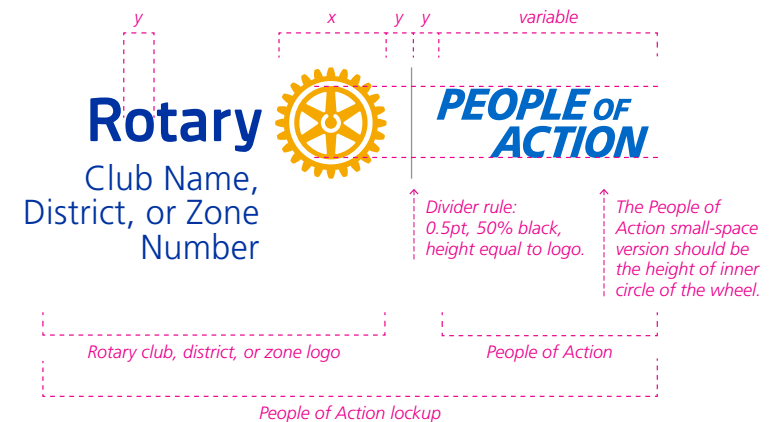
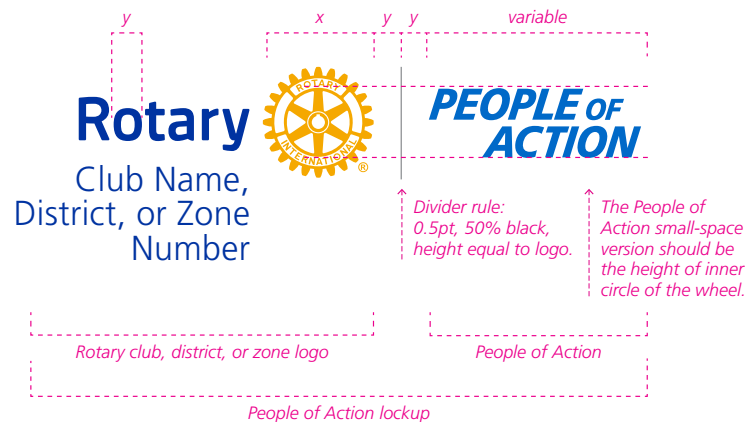
Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your own lockup in the Brand Center:
rotary.org/brandcenter.

PEOPLE OF ACTION – CLUB, DISTRICT, OR ZONE LOCKUP

Lockup construction

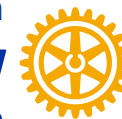


Examples



**PEOPLE OF
ACTION**

Sunrise Kampala
Rotary
Club



**PEOPLE OF
ACTION**



**PEOPLE OF
ACTION**



**PEOPLE OF
ACTION**

Logos: Promotions & Events Presidential Message

The annual presidential message offers us a powerful tool to share compelling Rotary stories in a consistent way. By using a message that aligns with our Action Plan, we can also inspire others to take action with us.

The message graphic should use only the colors in the Rotary brand palette.

Black and white or one-color versions should also be available. If the logo includes a gradient, you should also provide options without gradients to accommodate all design situations.

You can use the presidential message graphic on its own or with the Masterbrand Signature nearby. You can also create a lockup. The message lockup combines the Rotary Masterbrand Signature on the left with the presidential message graphic to the right of the vertical line.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

For more details regarding our color palette, see pages 15-18.

PRESIDENTIAL MESSAGE – EXAMPLES

2025-26

UNITE FOR GOOD

***UNITE
FOR
GOOD***



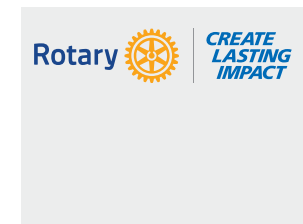
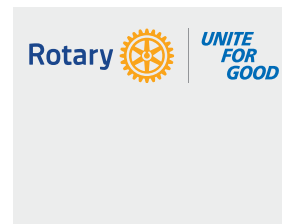
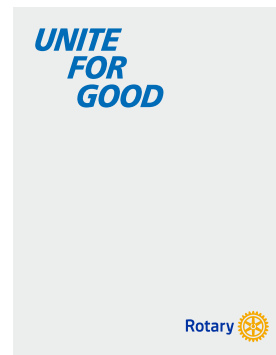
2026-27

CREATE LASTING IMPACT

***CREATE
LASTING
IMPACT***



Layout examples



Logos: Promotions & Events

Presidential Message Graphic Lockup for Clubs, Districts, and Zones

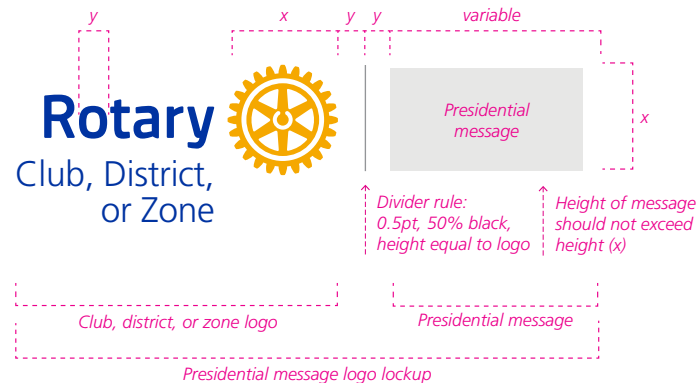
The presidential message should be treated like all other Rotary Marks. When used by clubs, districts, or zones, it should be locked up with the club, district, or zone logo.

We recommend using the presidential message on materials and in communications to Rotary members only; it's not intended for the public.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

PRESIDENTIAL MESSAGE LOGO – LOCKUP FOR CLUBS, DISTRICTS, AND ZONES

Lockup construction



**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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Examples

Rotary 
District 1239 **UNITE FOR GOOD**

Sunrise Kampala
Rotary 
Club **UNITE FOR GOOD**

Rotaract 
Club of Taipei **CREATE LASTING IMPACT**

Logos: Promotions & Events

Rotary International Convention

The Rotary International Convention logo needs to include the convention location and the year it will take place. It should not include the Masterbrand Signature or the Mark of Excellence (wheel). Each logo should be designed for a vertical or horizontal orientation.

The convention logo should use only the colors in the Rotary brand palette.

Black-and-white or one-color versions should also be available. If the logo includes a gradient, you should also provide options without gradients to accommodate all design situations.

You can use the RI convention logo on its own or with the Masterbrand Signature nearby. You can also create a lockup to use when space allows or when the convention logo isn't part of the design or graphic. The convention lockup combines the Rotary Masterbrand Signature on the left with the RI convention logo to the right of the vertical line.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Club, districts, and zones can use the convention logo lockup as is and do not need to incorporate their identifier.

For more details regarding our color palette, see pages 15-18.

CONVENTION EXAMPLES

Taipei 2026



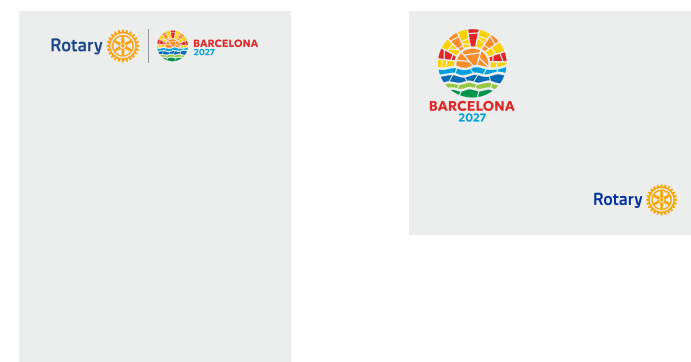
Layout examples



Barcelona 2027



Layout examples



The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

LOGOS: CLUBS, DISTRICTS, & ZONES

Logos: Clubs, Districts, & Zones

Signature System for Clubs

Clubs can use signature systems to identify themselves on all their materials.

The Rotary club signature comprises the Masterbrand Signature plus the club name. This signature system should be used instead of the Masterbrand Signature on club-level communications.

Use the name on your charter or the name your club is known by in your community in your club logo. Because the word "Rotary" is already in the logo, you don't need to repeat it. For example, the Rotary Club of Evanston, Illinois, USA, would add only "Club of Evanston" below the Masterbrand Signature.

The club name always appears on the same side as the wordmark. It should right-align with the "y" in "Rotary." The positioning and the size relationship between the wordmark and the wheel can't be altered.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your club logo in the Brand Center: rotary.org/brandcenter.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

SIGNATURE SYSTEM – CLUBS

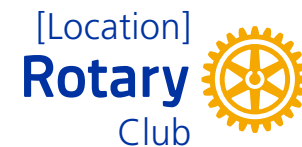
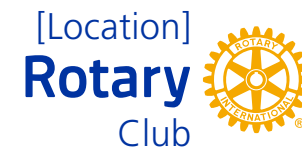
Club logo – BELOW



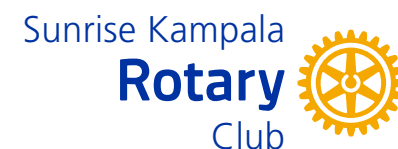
Club logo – ABOVE



Club logo – ABOVE and BELOW



Examples



Logos: Clubs, Districts, & Zones

Signature System for Districts and Zones

Districts and zones can use signature systems to identify themselves on all their materials.

District and zone signatures comprise the Masterbrand Signature plus the district or zone number. This signature system should be used instead of the Masterbrand Signature on district- or zone-level communications.

The district or zone number should appear under the Rotary wordmark and should right-align with the “y” in “Rotary” (as in the examples). The positioning and the size relationship between the wordmark and the wheel can’t be altered.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your district or zone logo in the Brand Center: rotary.org/brandcenter.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital “R” in the Rotary wordmark.

SIGNATURE SYSTEM – DISTRICTS AND ZONES

Masterbrand Signature



Examples



Masterbrand Signature Simplified



Examples



Logos: Clubs, Districts, & Zones

Geographic Identifiers for Clubs, Districts, and Zones

Clubs, districts, or zones that are working together on an activity or project can use a geographic identifier instead of their own names or numbers if they have the necessary permissions and according to these guidelines by:

- Creating a geographic identifier that includes the words “clubs” or “districts.”
- Determining how long the geographic identifier will be used for. Make the documents that explain the plan for using it accessible to members and provide them to RI or local leaders upon request.
- Making sure that any activities or projects that will use the identifier are under the full control of a Rotary entity (and thus, under the full control of Rotary members, as defined in the **Rotary Code of Policies**, section 34.040.7.). Current leaders need to specify in their plan how the activity or project will be administered by the Rotary entity and not delegated to anyone else.
- Avoiding using the geographic identifier in place of the formal club, district, or zone name or logo for official business, including charitable registrations or contracts.

Find information about permissions and additional guidance in the Brand Center: rotary.org/brandcenter.

SIGNATURE SYSTEM – GEOGRAPHIC IDENTIFIERS

Club logo

Rotary 
Clubs [of/in] [Location]

Rotary 
Clubs [of/in] [Location]

Examples

Rotary 
Clubs of Ireland

Rotary 
Clubs in Houston

District logo

Rotary 
Districts [of/in] [Location]

Rotary 
Districts [of/in] [Location]

Examples

Rotary 
Districts in Western Canada

Rotary 
Districts of Australia

Logos: Clubs, Districts, & Zones

Signature System for Alternate Club Types

Use the same guidance as on page 99, then be sure to include “E-Club,” “Passport,” or “Satellite” in the club name. For example, the Rotary E-Club of Evanston, Illinois, USA, would use “E-Club of Evanston” below the Masterbrand Signature for its logo. There is no ABOVE only option for these club types.

Clubs in development can use the logos they’ll use after they’ve been chartered.

The club name always appears on the same side as the wordmark. It should right-align with the “y” in “Rotary.” The positioning and the size relationship between the wordmark and the wheel can’t be altered.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your district or zone logo in the Brand Center: rotary.org/brandcenter.

SIGNATURE SYSTEM – CLUBS

Club logo – BELOW

Rotary
E-Club [of/at] [Location] 

Rotary 
Satellite Club [of/at] [Location]

Rotary 
Passport Club [of/at] [Location]

Club logo – ABOVE and BELOW

[Location]
Rotary
E-Club 

[Location]
Rotary 
Satellite Club

[Location]
Rotary 
Passport Club

Examples



Sunrise Kampala
Rotary 
Satellite Club

Pasadena Passport
Rotary 
Club

Logos: Clubs, Districts, & Zones

Lockups for Clubs, Districts, and Zones

Lockups are used to show a relationship between a club, district, or zone and its partner, sponsor, program, or event. Only one partner, sponsor, program, or event logo can be used in a lockup. For multiple partners, use the directions below.

If you use a graphic to represent your event or celebration, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

The text on the right side of the line should be in any of our official Rotary fonts (see page 19-20). We prefer our primary font, Frutiger.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your lockup. The partner/sponsor logo needs to be equal in height to the Rotary logo. The width of the partner/sponsor logo may vary, but it should not visually overpower the Rotary logo. The lockup should not be used as a club, district, or zone logo.

Find templates for creating your district or zone logo in the Brand Center: rotary.org/brandcenter.

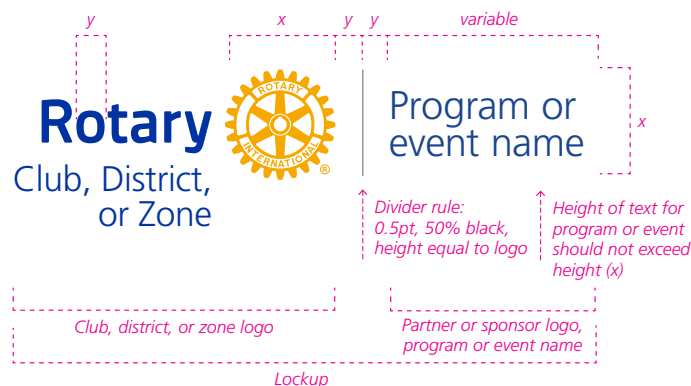
Multiple partners or sponsors:



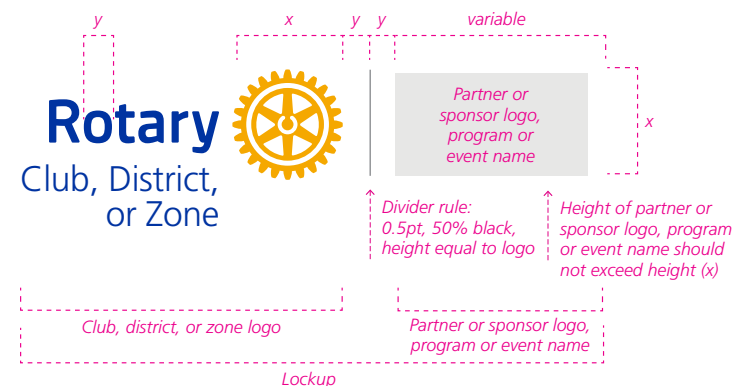
Only one partner or sponsor can be in a lockup. For more than one, arrange them in a line next to your club logo, spaced equally from each other with the same visual weight. Do not use a vertical line between them.

CLUB, DISTRICT, OR ZONE LOCKUPS

Word lockup construction



Logo lockup construction



Word lockup examples



Let's Fight
Against Hunger

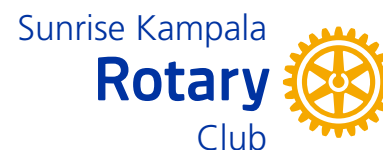


Taste of
Evanston

Logo lockup examples



RYLA



Helping
Hands



END
POLIO
NOW

Logos: Clubs, Districts, & Zones

People of Action Lockups for Clubs, Districts, and Zones

Lockups are used to show a relationship between Rotary and People of Action. The lockup combines the club, district, or zone logo on the left with the People of Action tagline to the right of the vertical line. The People of Action club, district, or zone lockup can be used to identify your club, district, or zone as people of action.

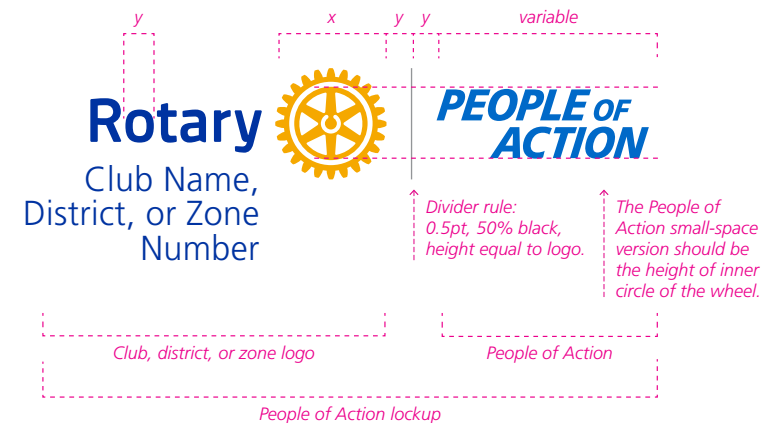
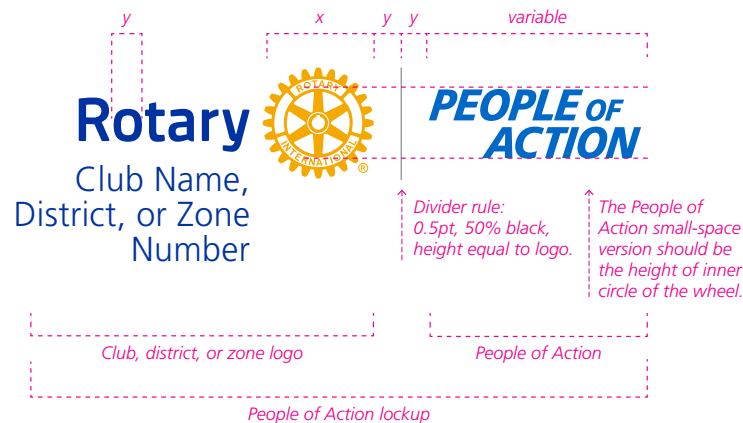
Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

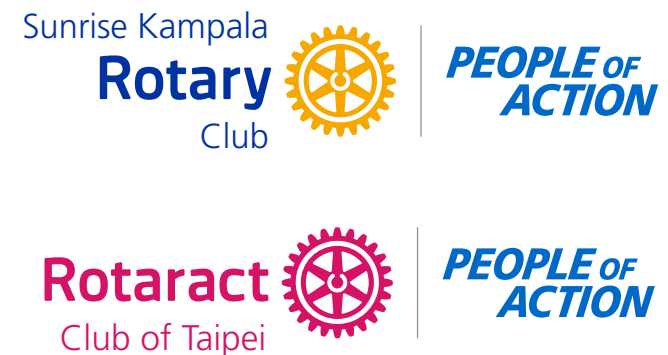
Find templates for creating your own lockup in the Brand Center: rotary.org/brandcenter.

PEOPLE OF ACTION – CLUB, DISTRICT, OR ZONE LOCKUP

Lockup construction



Examples



Logos: Clubs, Districts, & Zones

Club Foundation Lockups

If your club has its own foundation, make sure the lockup for it doesn't include The Rotary Foundation logo. The Rotary Foundation logo can't be used for a club foundation.

The Rotary Foundation logo should be used only in communications from Rotary International or The Rotary Foundation.

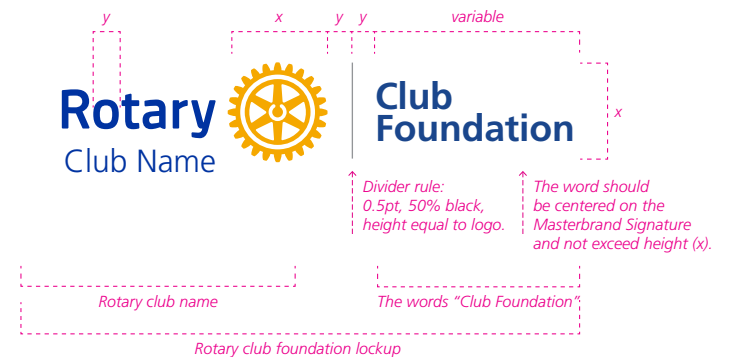
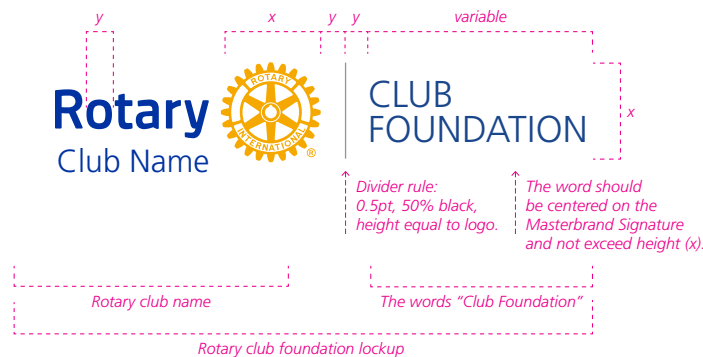
To create a lockup for your club's foundation, combine your club logo on the left with the words "Club Foundation" to the right of the vertical line. Find examples to the right.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

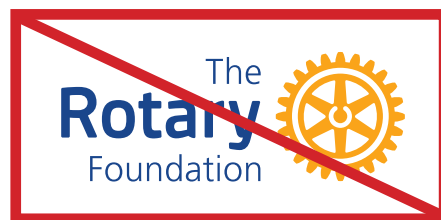
Find templates for creating your club logo and lockup on the Brand Center: rotary.org/brandcenter.

ROTARY CLUB FOUNDATION LOCKUPS

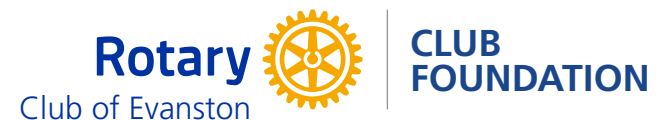
Lockup construction



Incorrect use



Examples



Logos: Clubs, Districts, & Zones Signature System for PELS

Districts or regions can use signature systems to identify their presidents-elect learning seminars on all their materials.

The Rotary signature system comprises the Masterbrand Signature plus the PELS name. This signature system should be used instead of the Masterbrand Signature on communications.

The PELS name always appears on the same side as the wordmark. It should right-align with the "y" in Rotary. The positioning and the size relationship between the wordmark and the wheel can't be altered. PELS should use only the "BELOW" or the "ABOVE and BELOW" layout options in the Brand Center.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your PELS logo on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

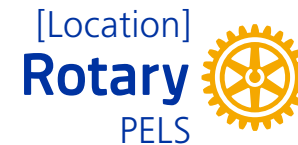
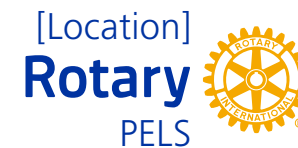
Find templates for creating your PELS logo in the Brand Center: rotary.org/brandcenter.

SIGNATURE SYSTEM – PELS

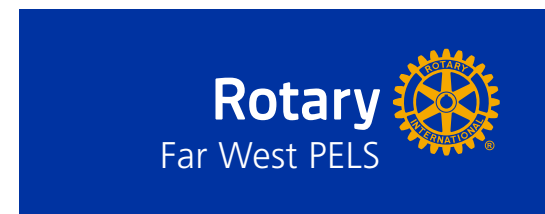
PELS logo – BELOW



PELS logo – ABOVE and BELOW



Examples



Logos: Clubs, Districts, & Zones

Signature System for Rotaract Clubs

Create a logo for all Rotaract club communications. It should include either the club or university name.

The club or university name should right-align with the second “t” in “Rotaract.” Because the word “Rotaract” is already in the logo, you don’t need to repeat it.

There is no Rotaract district or zone logo. You can reference the Rotaract clubs in a district by putting “Clubs of District (number)” under the Masterbrand Signature (see example on page 108).

You can use either the Rotaract Masterbrand Signature or the Rotaract Masterbrand Signature Simplified when you create a Rotaract club logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

The logo usually remains in Cranberry, but you can put the reverse version on different color backgrounds (as in the example).

Find templates for creating your Rotaract club logo in the Brand Center: rotary.org/brandcenter.



Clear space is the space surrounding the Rotaract club logo that needs to remain empty. It is equal to the height of the capital “R” in the Rotaract wordmark.

ROTARACT SIGNATURE SYSTEM – CLUBS

Club logo – BELOW



Club logo – ABOVE



Club logo – ABOVE and BELOW



Club logo – EXAMPLES



Logos: Clubs, Districts, & Zones

Lockups for Rotaract Clubs

Lockups are used to show a relationship between a club, district, or zone and its partner, sponsor, program, or event.

The lockup combines the Rotaract club logo on the left with the partner, sponsor, program, or event to the right of the vertical line. If you use a graphic to represent your event or celebration, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

The text on the right side of the line should be in any of our official Rotary fonts (see page 19-20). We prefer our primary font, Futiger.

You can use either the Rotaract Masterbrand Signature or Simplified version in your lockup. The partner/ sponsor logo needs to be equal in height to the Rotaract logo. The width of the partner/sponsor logo may vary, but it should not visually overpower the Rotaract logo.

Find templates for creating your Rotaract club logo lockup in the Brand Center: rotary.org/brandcenter.

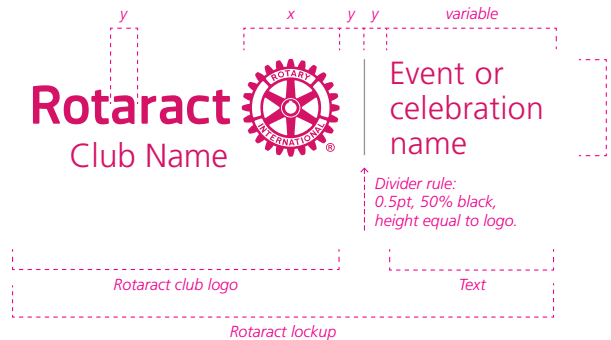
Multiple partners or sponsors:



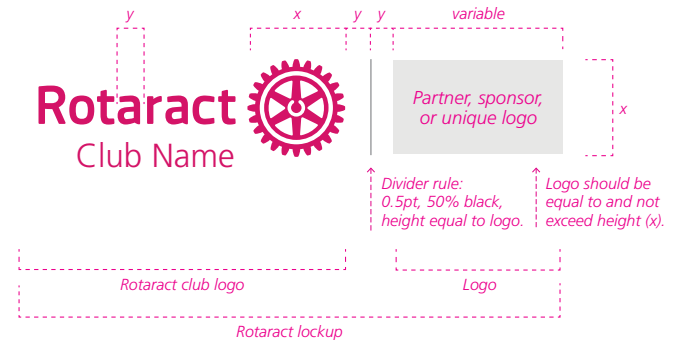
Only one partner or sponsor can be in a lockup. For more than one, arrange them in a line next to your club logo, spaced equally from each other with the same visual weight. Do not use a vertical line between them.

ROTARACT – LOCKUP

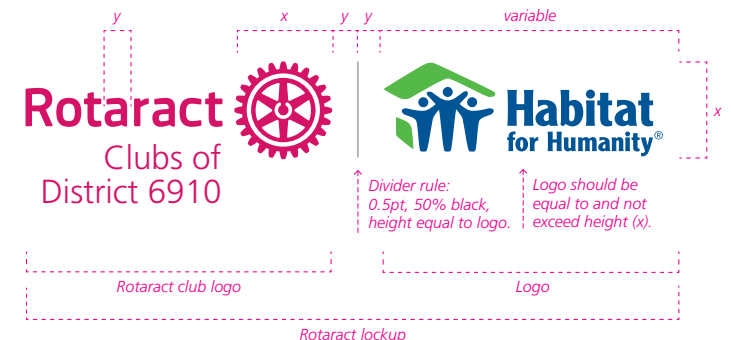
Word lockup construction



Logo lockup construction



Examples



Logos: Clubs, Districts, & Zones

Signature System for Interact Clubs

Create a logo for all your Interact club communications. It should include either your club or school name.

The club or school name should right-align with the second “t” in “Interact.” Because the word “Interact” is already in the logo, you don’t need to repeat it.

There is no Interact district or zone logo. You can reference the Interact clubs in a district by putting “Clubs of District (number)” under the Masterbrand Signature (see example on page 110).

You can use either the Interact Masterbrand Signature or the Interact Masterbrand Signature Simplified when you create your Interact club logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

The logo usually remains in Sky Blue but you can put the reverse version on different color backgrounds (as in the example).

Find templates for creating your Interact club logo in the Brand Center: rotary.org/brandcenter.



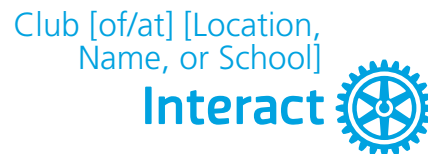
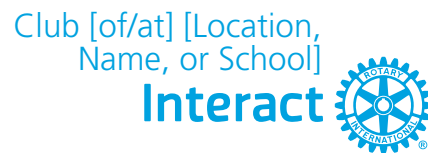
Clear space is the space surrounding the Interact club logo that needs to remain empty. It is equal to the height of the capital “I” in the Interact wordmark.

INTERACT SIGNATURE SYSTEM – CLUBS

Club logo – BELOW



Club logo – ABOVE



Club logo – ABOVE and BELOW



Examples



Logos: Clubs, Districts, & Zones

Lockups for Interact Clubs

Lockups are used to show a relationship between a club, district, or zone and its partner, sponsor, program, or event.

The lockup combines the Interact club logo on the left with the partner, sponsor, program, or event to the right of the vertical line. If you use a graphic to represent your event or celebration, make sure it doesn't include or resemble the Masterbrand Signature or the Mark of Excellence.

The text on the right side of the line should be in any of our official Rotary fonts (see page 19-20). We prefer our primary font, Frutiger.

You can use either the Interact Masterbrand Signature or Simplified version in your lockup. The partner/sponsor logo needs to be equal in height to the Interact logo. The width of the partner/sponsor logo may vary, but it should not visually overpower the Interact logo.

Find templates for creating your Interact club logo lockup in the Brand Center, rotary.org/brandcenter.

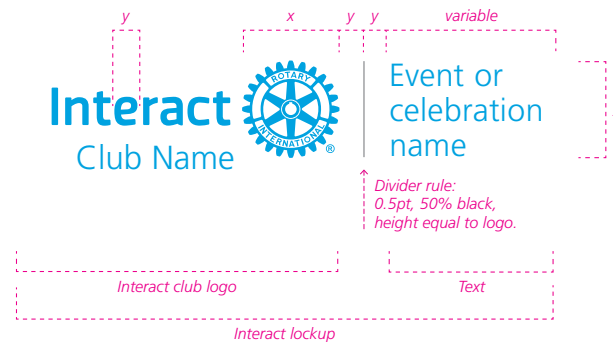
Multiple partners or sponsors:



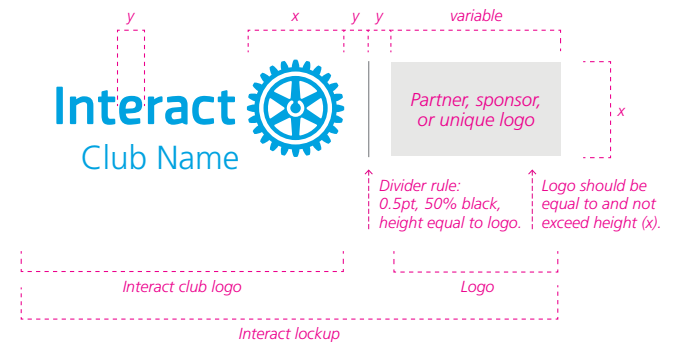
Only one partner or sponsor can be in a lockup. For more than one, arrange them in a line next to your club logo, spaced equally from each other with the same visual weight. Do not use a vertical line between them.

INTERACT – LOCKUP

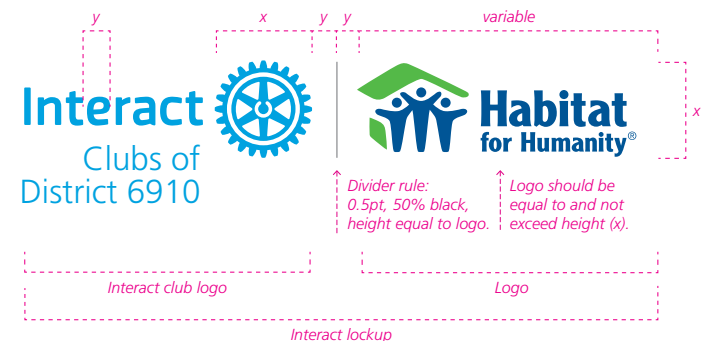
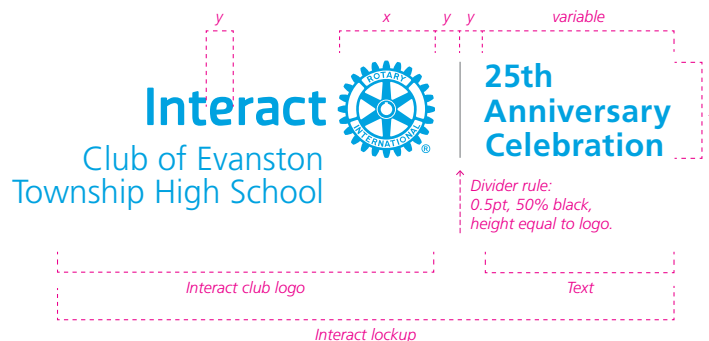
Word lockup construction



Logo lockup construction



Examples



The graphic consists of two overlapping squares. The top-left square is dark blue and contains the text 'MARKETING RESOURCES' in white. The bottom-right square is orange and overlaps the blue square.

MARKETING RESOURCES

People of Action

Introduction

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INTRODUCTION

What is Rotary? People of Action messaging aims to provide a straightforward, consistent answer and rally Rotary members around a single idea: telling — and showing — the world that we take action to make lasting change.

Through inspiring imagery and compelling typography, the People of Action messaging is conveyed through the visual expression of “Together, We.” These words create a unifying, uplifting image for Rotary. As with any global communications campaign, we encourage clubs to use the materials in a consistent way.

PEOPLE OF ACTION – EXAMPLES

Print ad or poster



Facebook post



Billboard



To expand the public's understanding of what we do, we need to show the impact we make in our communities. People of Action messaging helps clubs tell those stories.

Each People of Action asset consists of graphic elements that ensure cohesive and consistent messaging.



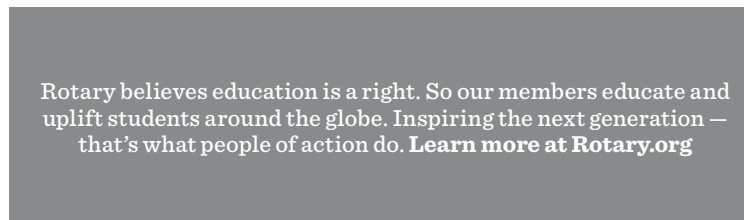
PEOPLE OF ACTION – GRAPHIC ELEMENTS

"Together, We"

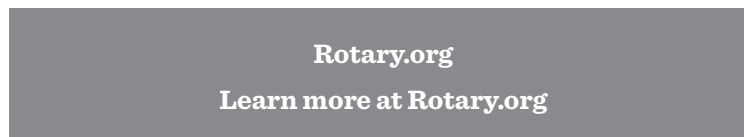


The phrase "Together, We" is set in Sentinel Bold using all capitals, with a 1 point border rectangle around the words. The words and rectangle outline are white. To offset the box from the picture background, use a 13% transparent fill of black.

Body copy and calls to action



In print ads or other ads that have room for body copy, use Sentinel Medium for body copy. Use Sentinel Bold to draw emphasis to the call to action within the text. Text should be no smaller than 9 point.



On billboards or other ads that do not have room for body copy or are not clickable, you can use a website as a call to action. Use Sentinel Bold. Text should be no smaller than 9 point.

Action verb



The action verbs, such as "INSPIRE," are set in Permanent Marker font in white. The font has a custom weight adjustment that you'll need to apply. An outer glow around the verb offsets it from the picture background. For more information about type styling for headline verbs, go to page 115.

People of Action lockup



The People of Action lockup is an approved version of the Rotary lockup without the line separator. The People of Action tagline is set as altered Frutiger Black Italic. The horizontal lockup is the primary logo, but a stacked version and a small-space version are also available. The small-space version should also feature the Rotary Masterbrand Signature in the layout or design.

PEOPLE OF ACTION – TYPOGRAPHY

Primary

Use all caps in bold weight for “Together, We” wording. Use medium weight for body copy and bold weight for calls to action.

Sentinel

ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz

Medium

Bold

Secondary

Use only for the action verbs. See page 115 for specific adjustment guidelines and instructions.

PERMANENT MARKER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR

Tertiary

Use altered all caps in black italic weight for the People of Action lockup only. See page 116 for alteration guidance.

FRUTIGER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black Italic

People of Action

Type Styling for Action Verbs

Our typography style for the approved People of Action headline verbs uses a handwritten font to reflect the humanity of our message, People of Action.

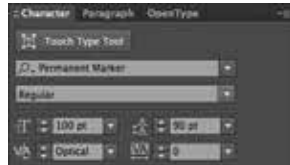
This handwritten font allows you to use a combination of uppercase and lowercase letters. When combining letter forms, be sure to maintain a consistent height to achieve visual balance.

Using Permanent Marker as your base font, follow the steps below to adjust the verb and create our signature look in Adobe Illustrator.

1. Type the approved verb in Illustrator. Set the point size to 100 with optical kerning and 0 tracking.
2. After you typeset your word, make a copy so you have the original text box. Use the copy to create outlines by going to Type and selecting Create Outlines.
3. After you complete the outlines, go to Object and select Path, then select Offset Path. You'll get a dialogue box where you can enter -1.4 pt. offset to make the letters thinner. Delete the larger/original letter forms. Now you have your final word.
4. Adjust the letter spacing.
5. Finally, make the word white in the color palette and make the word a Compound Path in the Object menu. Add an outer glow by going to Effects, Stylize, and select Outer Glow. You'll get a dialogue box where you'll select the Multiply mode and the charcoal color from the Rotary palette. Set opacity at 45% and blur at 6 pt.

TYPE STYLING FOR ACTION VERBS

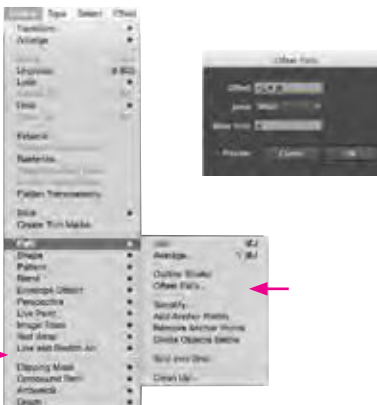
1



2



3



4



People of Action

Type Styling for People of Action

People of Action words are based on
Frutiger Black Italic.

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TYPE STYLING FOR PEOPLE OF ACTION

1. Skewing 7°

PEOPLE OF ACTION

2. Condense 90%

PEOPLE OF ACTION

3. Reduce the word "OF" by 7 points and center vertically on the other words

PEOPLE of ACTION

4. Kern the "A" and "C" in Action and change color to Azure

PEOPLE of ACTION

FOR STAFF USE

The People of Action horizontal lockup is used in most cases, but use the stacked version for layouts like billboards and the small-space one for merchandise and other items. If clubs, districts, or zones want to lock up their logo with People of Action, they should use the small-space version.

The People of Action lockup was thoughtfully designed to create a direct association between people of action and Rotary. It is a special-use case for this campaign only and differs from Rotary's lockup because it does not use a dividing line.

The two elements (Rotary Masterbrand Signature Simplified and tag line) should remain together as one whole. No one element should be resized. There is no regular Masterbrand Signature option for staff.

The colors are the Rotary leadership colors. You can find out more about our palette on pages 15-18.

The lockup size should be no smaller than 1.25 cm (0.5 inches).



Clear space is the space surrounding the People of Action lockups that needs to remain empty. It is equal to the height of the capital "R" in "Rotary." The same allowance should be used in the small-space version.

PEOPLE OF ACTION – LOCKUPS FOR STAFF USE

People of Action lockup horizontal –
Rotary Royal Blue, Rotary Gold, and Azure (full color) or 100% white (one color)



People of Action lockup stacked –
Rotary Royal Blue, Rotary Gold, and Azure (full color) or 100% white (one color)



People of Action small-space and club lockup –
100% Azure (full color) or 100% white (one color)



People of Action

Verbs

"Together, We" is part of the headline and needs to be used in all People of Action ads. The headline also includes one of the approved and vetted action verbs. Choose one that works best with the photo and message.

The verbs are:

- Connect
- Empower
- End Polio
- Fight Hunger
- Inspire
- Learn
- Mentor
- Promote Peace
- Save Lives
- Transform

Templates to make People of Action materials can be found in the Brand Center: rotary.org/brandcenter.

PEOPLE OF ACTION – VERBS



People of Action Imagery

People of Action is meant to inspire and educate others about Rotary's passion for service. Our images should tell a genuine visual story. We want to feature authentic moments of Rotary members working with each other or with community members.

Documentary-style photography generally meets this expectation best. Portraits, people shaking hands, or group photos do not meet our photographic goals. Staged snapshots of people do not convey the People of Action message. Our photography focuses on the connections we make in our communities. Use images of Rotary members in action that capture the public's attention and ignite real emotion. Photography is one of the most important and universal ways to tell the world our stories.

STYLE AND MOOD GUIDELINES:

- The image represents genuine, unstaged moments of Rotary members at work.
- It shows a clear visual narrative that represents the headline.
- Subjects' faces and actions should be positive, happy, and engaging.
- Use warm and natural lighting.
- If a club has members of diverse ethnicities, genders, and ages, highlight these qualities in the photos.
- If the project has community members on-site, capture some images of Rotary members interacting with them that represent the work of the project.

PEOPLE OF ACTION – IMAGERY



People of Action Art Direction

- Consider the messaging to be used when capturing images: Together, We (connect, inspire, save lives, etc.).
- Show one or more Rotary members interacting and working with people who will benefit from the project.
- Show connection. People should be looking at each other (not the camera) and enjoying themselves.
- The Rotary members should be the main focus of the shot, not the community members.
- Take both horizontal and vertical photos from the same vantage point and interaction.
- Allow a large amount of empty space around the main interaction.
- To allow space for the headline text, do not place the main subjects or action in the center of the composition.
- To allow space for the headline text, don't place hands or faces in the center of a composition.
- Avoid having light colors in the middle of the photo. That area is needed to display the headline text, which is white.
- Overall lighting should be warm, light, bright, and seem natural.

PEOPLE OF ACTION – ART DIRECTION

Cropping options for a single photo



Examples of how photo works in ads



People of Action

Imagery to Avoid

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When selecting photographs, try to avoid any that look staged.

Do not include photos with:

- The back of people's heads
- People who are posed or looking directly at the camera
- Poor lighting
- Lack of a focal point
- People shaking hands
- Just one person and a flat perspective
- Large groups of people

Don't forget! Be sure to get written consent or release forms signed by anyone appearing in your photos. If children are in the photos, get written permission from their parents or guardians. If you did not take the photograph, get permission for its use from the photograph's owner.

PEOPLE OF ACTION – IMAGERY TO AVOID



Posed or looking directly at the camera



Poor lighting



Large group pictures



Large group pictures



Lack of a focal point



Back of heads in photos



Handshaking photos



Handshaking photos



Single person



Single person



Flat perspective



Awkward angle

The body copy, or the main part of your ad, will tell your story in a brief, informative, and inspiring way. This is where, in as few words as possible, you will:

- **Make your claim:** What did you do that was meaningful for your community? In the example here, the Rotary Club of Golden, Colorado, USA, is helping reduce illiteracy rates in the area by donating dictionaries and promoting the value of reading to elementary students in the community every year.
- **Offer statistics or other proof of the difference you made:** How did you go about accomplishing your project? Provide evidence that your club took action to help others. In the example to the right, it's organizing a food program for more than 400 students in need so they arrive at school healthy and ready to learn.
- **Issue a call to action:** What do you want people to do when they see your ad? For example, "Learn more at rotaryclubofgolden.org" prompts viewers to visit the club website.

PEOPLE OF ACTION – BODY COPY



Show your community that Rotary members are people of action by highlighting your local story. Use print ads, billboards, and social media campaigns to emphasize that together, we make a difference in our community.

Here are ways you can highlight your club when creating People of Action materials:

- **Prints ads:** Refer to your club in the body copy and add your club website in the call to action section.
- **Outdoor ads such as billboards:** Work with a graphic design professional or the advertising vendor to insert your club name and website under the People of Action logo lockup on the right of the ad.
- **Social media campaigns:** Identify your club by selecting a headline to match your image and place the campaign logo lockup on the bottom of the ad. Write a one- to two-sentence post for Facebook, or 90-120 characters for X. Make sure to link your call to action and use the #PeopleOfAction hashtag to increase awareness.

Rotary unites dedicated professionals from the Golden area and around the globe with one common goal: to do more good. Like organizing a food program for more than 400 students in need so they arrive at school healthy and ready to learn. Helping to eradicate hunger in Golden, Colorado – that's what people of action do.
Learn more at rotaryclubofgolden.org

Location of club identifier



1. Create guides that determine the vertical and horizontal center of the layout. Also divide the layout vertically in thirds.
2. The People of Action lockup should be centered at the bottom and should be about half the width of the layout. It should be at least an R-space from the trim. The R-space is the height of the capital "R" in the word "Rotary."
3. The headline pairs "Together, We" with an action verb. It should be vertically and horizontally centered. If the headline covers the subject of the image when it's vertically centered, it can be moved slightly. Make sure the bottom of the headline is at least an R-space from the top of the People of Action lockup.
4. The "Together, We" phrase should be about one-third of the image area. Make a white-ruled box around the "Together, We" phrase. The line should be 1 pt. Use the X-height to determine the left and right margins of the box and use half the X-height to determine the top and bottom of the box. Fill the box with black and set the transparency to normal and opacity to 13%. Make sure the box is behind the text.
5. For impact, the action verb should be set larger than the "Together, We" box. It should be an X-height below the "Together, We" box. The left and right safety margins should be an R-space from the edge.
6. The body copy is centered using 11 pt. Sentinel Medium with 14 pt. leading, and the call to action is set in Sentinel Bold. The copy and call to action should be an R-space above the People of Action lockup.

PEOPLE OF ACTION – VERTICAL EXECUTION



X-height (represented by a capital "X")

People of Action

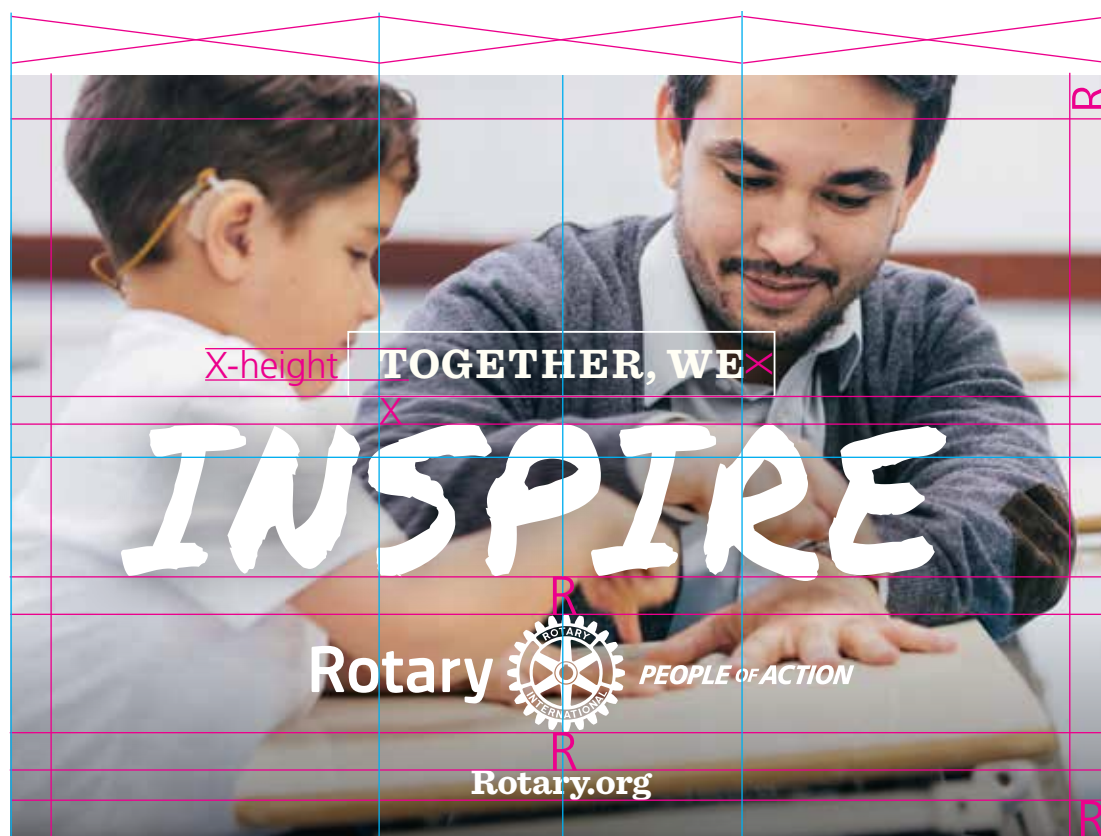
Horizontal Execution

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1. Create vertical and horizontal guides that divide the layout in thirds.
2. The People of Action lockup should be centered at the bottom and should be about half the width of the layout. It should be at least an R-space from the trim. The R-space is the height of the capital "R" in the word "Rotary."
3. The headline pairs "Together, We" with an action verb. It should be vertically and horizontally centered. If the headline covers the subject of the image when it's vertically centered, it can be moved slightly. Make sure the bottom of the headline is at least an R-space from the top of the People of Action lockup.
4. The "Together, We" phrase should be approximately 1/3 of the image area. Make a white-ruled box around the "Together, We" phrase. The line should be 1 pt. Use the X-height to determine the left and right margins of the box and use half the X-height to determine the top and bottom of the box. Fill the box with black and set the transparency to normal and opacity to 13%. Make sure the box is behind the text.
5. For impact, the action verb should be set larger than the "Together, We" box. It should be an X-height below the "Together, We" box. The left and right safety margins should be an R-space from the edge.
6. The call to action (your club website or "Rotary.org") is centered below the People of Action lockup. The call to action is not needed for social media graphics, because you'll include it in your social media post.

PEOPLE OF ACTION – HORIZONTAL EXECUTION



X-height (represented by a capital "X")

People of Action

Wide Rectangle

Execution

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1. Create vertical guides that divide the layout in thirds and horizontal guides that divide the layout in half.
2. The headline pairs “Together, We” with an action verb. It should be vertically and horizontally centered. If the headline covers the subject of the image when it’s vertically centered, it can be moved slightly.
3. The “Together, We” phrase should be about one-third of the image area. Make a white-ruled box around the “Together, We” phrase. The line should be set at 1 pt. Use the X-height to determine the left and right margins of the box and use half the X-height to determine the top and bottom of the box. Fill the box with black and set the transparency to normal and opacity to 13%. Make sure the box is behind the text.
4. For impact, the action verb should be set larger than the “Together, We” box. It should be an X-height below the “Together, We” box. The verb should not extend beyond the image area or the left and right safety margins, which should be an R-space from the edge.
5. The white branding area to the right of the image is created using one-third of the overall ad area. The secondary People of Action stacked lockup should be used in this space. It should be centered vertically in the area above the call to action (club website or Rotary.org), represented by the blue outlined box. The width of the logo is determined by using an R-space from either side of the white branding area.
6. The call to action (club website or Rotary.org) is centered below the secondary People of Action stacked lockup. The center of the URL should be on the bottom margin.

PEOPLE OF ACTION – WIDE RECTANGLE EXECUTION



X-height (represented by a capital “X”)

STAFF RESOURCES

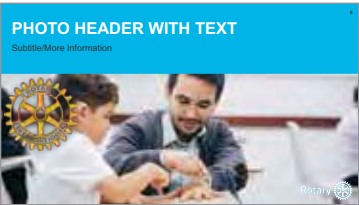
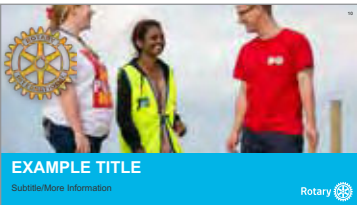
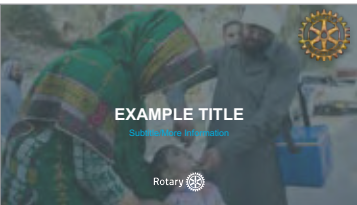
Staff Resources

PowerPoint Template

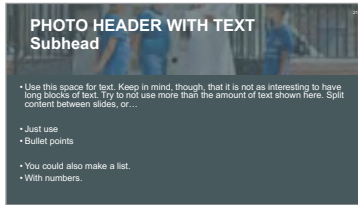
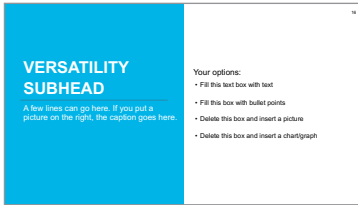
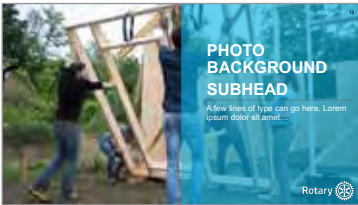
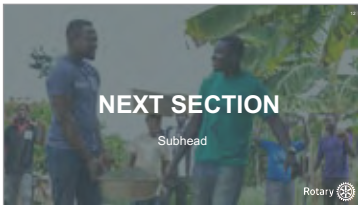
Use this template to create a PowerPoint for your next Rotary presentation. We've provided styles, colors, and layout options for a variety of slides that reflect Rotary's brand. All you have to do is choose the slides you want to use and add your information. You do not have to use all the slides in your presentation.

RI STAFF POWERPOINT

Title slide options



Section slide options



RI STAFF POWERPOINT

Text slide options

• Just use

• BULLET POINTS

1. YOU COULD ALSO MAKE A LIST

2. WITH NUMBERS

BULLETS

Subhead

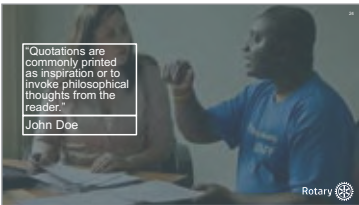


BASIC BULLET POINTS

• Just use bullet points

"Quotations are commonly printed as inspiration or to invoke philosophical thoughts from the reader."

John Doe



FOR TEXT/BULLET POINTS

PUT SUBHEAD HERE. DELETE IF NONE

Use this space for longer text. Keep in mind, though, that it is not as interesting to have long blocks of text. Try to not use more than the amount of text shown here. Split content between slides, or...

• Just use

• Bullet points

1. You could also make a list.

2. With numbers.

BASIC BULLET POINTS

• Just use

• bullet points

• To get your

• Information across

Graphic and chart slide options

GRAPHICS

SUBHEAD



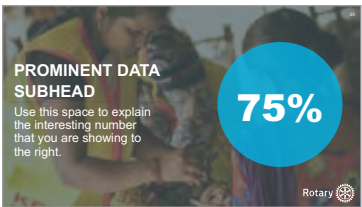
Caption here. Replace the map image with a graphic from the web or your documents.

PROMINENT DATA

SUBHEAD

Use this space to explain the interesting number that you are showing to the right.

75%



GRAPHS/CHARTS

SUBHEAD

CHART TITLE



Caption

CHART TITLE



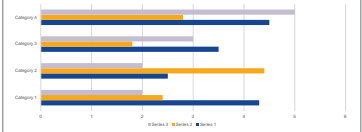
Caption

CHART TITLE



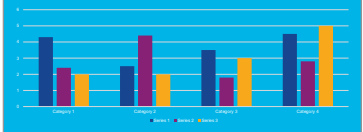
Caption

BAR CHART



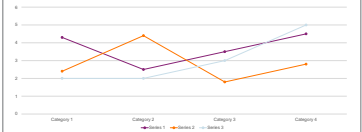
Category	Series 1	Series 2	Series 3
Category 4	4	3	5
Category 3	3	4	2
Category 2	5	2	3
Category 1	2	5	4

COLUMN CHART



Category	Series 1	Series 2	Series 3
Category 4	4	3	5
Category 3	3	4	2
Category 2	5	2	3
Category 1	2	5	4

LINE CHART



Category	Series 1	Series 2	Series 3
Category 4	4	3	5
Category 3	3	4	2
Category 2	5	2	3
Category 1	2	5	4

The background consists of a large blue rectangle on the left and a yellow rectangle on the right, with the blue rectangle overlapping the yellow one at the bottom.

CLUB, DISTRICT, & ZONE RESOURCES

Club, District, & Zone Resources Websites

A website lets you share information about your club, district, or zone and the work you're doing to improve people's lives. Use your website to spark people's interest in Rotary and inspire them to learn more and get involved.

You can design a website that reflects Rotary's brand and shows your impact in the community and around the world:

- **Emphasize your activities.** Use images and videos that feature club members actively working together and having fun while making a positive change in your community.
- **Keep it simple.** People usually scan websites. Use bullet points and clear, direct language to help them find the most important information.
- **Feature calls to action.** Make it easy for nonmembers to support your club, either through donating, volunteering, or becoming a member. Buttons and other clear calls to action can help.
- **Use Rotary's brand colors.** Refer to our color palette on pages 15-18 for the color formulas.

Find the template to create your logo in the Brand Center: rotary.org/brandcenter.

ELEMENTS OF AN ENGAGING WEBSITE

Logo

Use your club, district, or zone logo at the top of the site. You can also repeat it at the bottom.

Find the template to create your logo in the **Brand Center**.

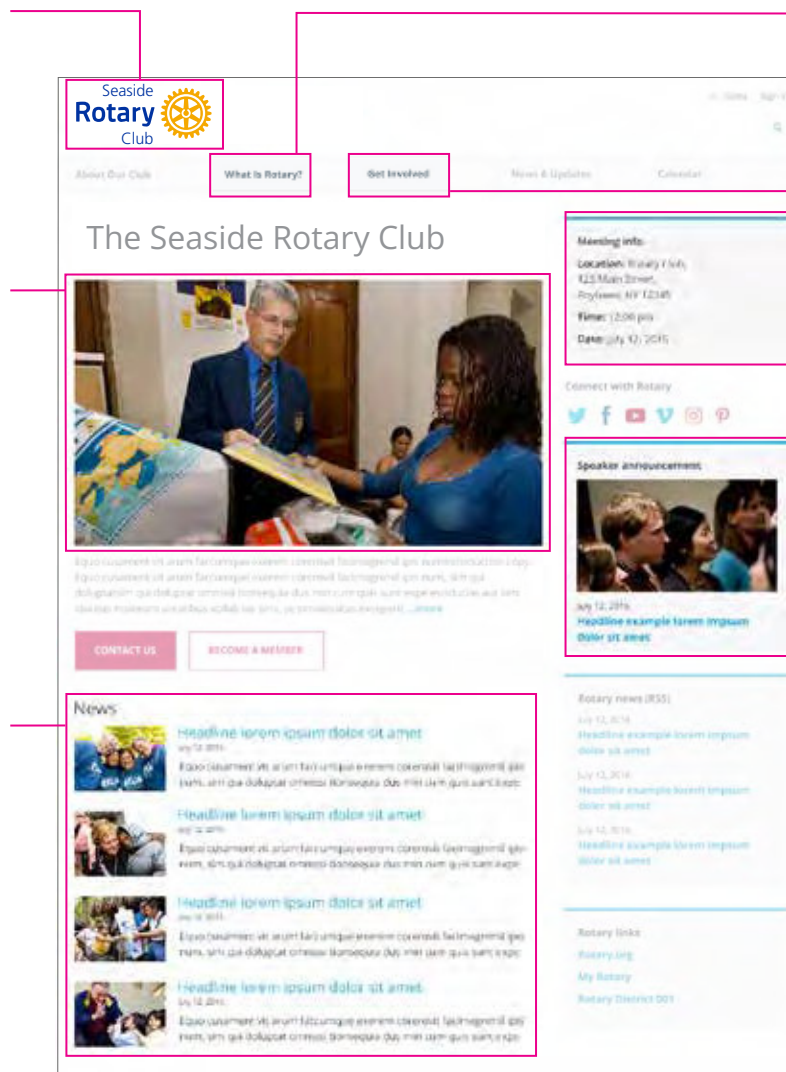
Images

Use photos that tell a story and that focus on relationships and community impact. Whenever possible, they should show more than one Rotary member and reflect our diversity.

Always get signed, written permission from anyone pictured in photos or videos used for Rotary purposes. Get written permission from parents or guardians of any children pictured in the photos.

News and updates

Tell people about your activities and projects and give them the latest news from your club, district, or zone. Include photos and stories about your work.



What Is Rotary?

Talk about Rotary as an organization that makes a positive impact close to home and around the world. You can give an overview of Rotary, the causes we support, and The Rotary Foundation.

Get Involved

Invite people to volunteer for a project or participate in an activity. Provide information about causes or projects you want to promote.

About your club, district, or zone

Include information about your club, district, or zone meetings, how to join, and who to contact for more information. Keep it updated so people can easily find you.

Calendar

Tell people about upcoming events. Include information about speakers, activities, and Rotary events.

Club, District, & Zone Resources

Social Media

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Clubs, districts, and zones may use the Mark of Excellence (wheel) as their profile picture. There is no simplified version of the Mark of Excellence so you must use the wheel with the words “Rotary International” within it.

Rotaract and Interact clubs can use the white Mark of Excellence (wheel) on a Cranberry or Sky Blue background.

Make sure the public recognizes your social media account by using your club, district, or zone name or number in your page name.

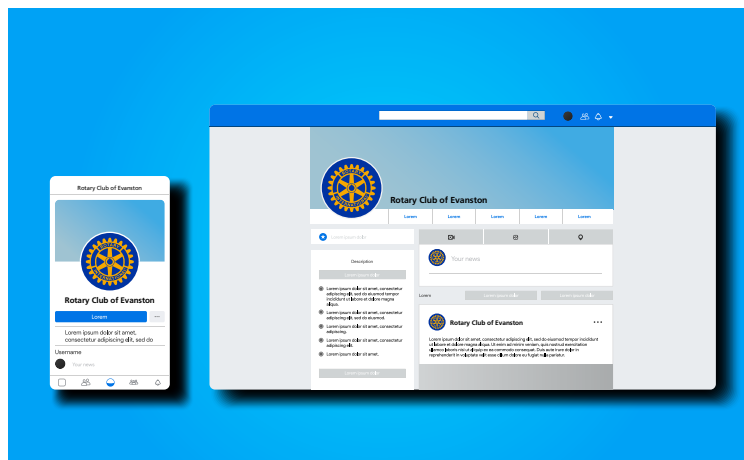
You can also use your club, district, or zone logo as the page cover photo or in your post graphics to further identify posts as yours.

Use either the Masterbrand Signature or the Masterbrand Signature Simplified in a club, district, or zone logo.

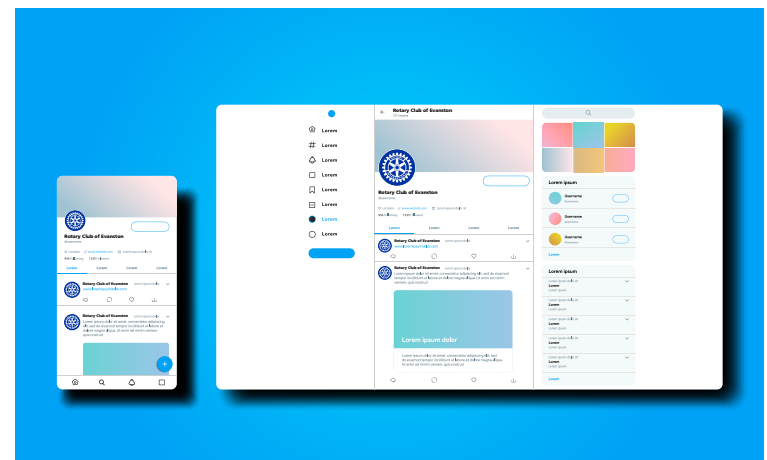
Find templates for creating your club, district, or zone logo in the Brand Center: rotary.org/brandcenter.

SOCIAL MEDIA

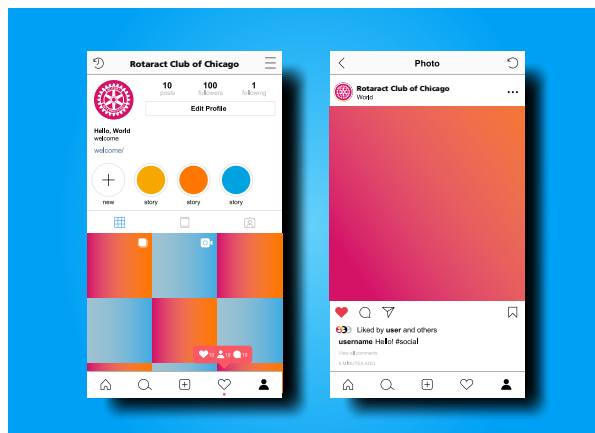
Facebook examples



X examples



Instagram examples



Club, District, & Zone Resources

Letterhead and Business Cards

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified for your letterhead and business cards. Remember to identify your club, district, or zone so people know how to contact you.

The text on the letterhead (opposite the logo and bottom of the page) and the side color bar on the business cards are Sky Blue. Use the uncoated color palette when printing on uncoated paper.

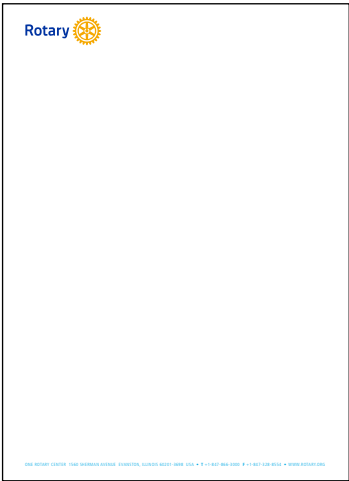
Find more information about Rotary's color palette on pages 15-18.

RI staff can order their cards using the PageDNA app in the Staff Portal, Okta: Rotary Cloud.

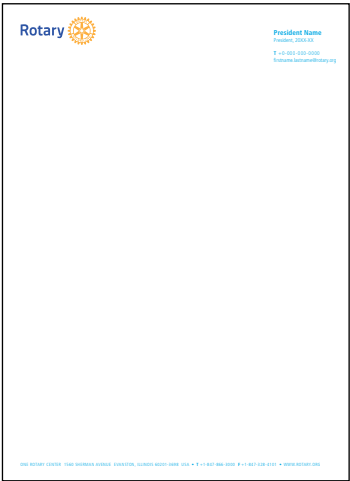
Find templates for creating club, district, and zone cards in the Brand Center: rotary.org/brandcenter.

LETTERHEAD

Secretariat and international offices



Rotary International president



Club, district, or zone

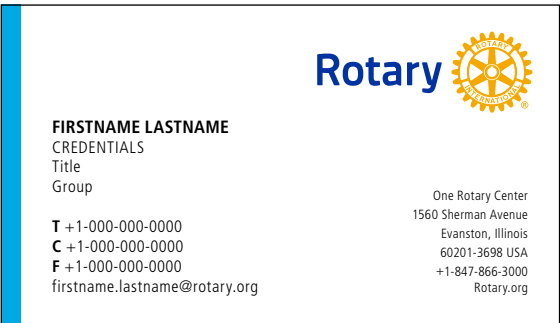


Club, district, or zone leader

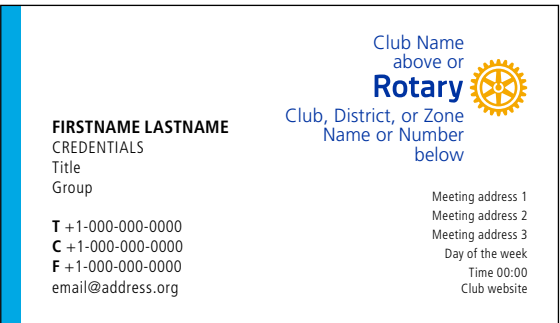


BUSINESS CARDS

Secretariat and international offices



Club, district, or zone



Club, District, & Zone Resources

PowerPoint Template for Rotary Clubs

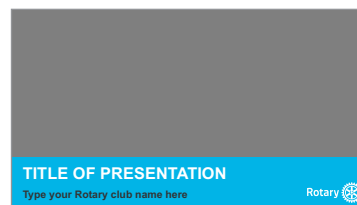
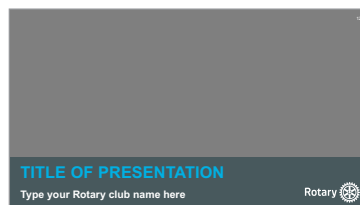
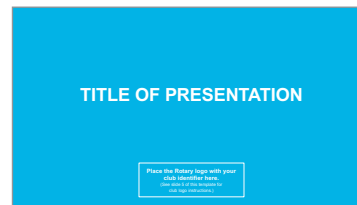
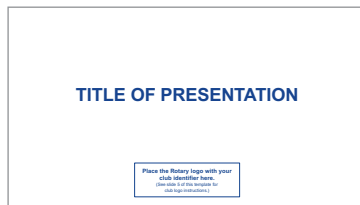
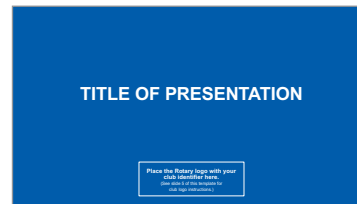
Use this template to create a PowerPoint for your next Rotary presentation. It has styles, colors, and layout options for a variety of slides that reflect Rotary's brand. All you have to do is choose the slides you want to use and add your information. You do not have to use all the slides in your presentation.

Remember to replace the Masterbrand Signature in the slides with your club, district, or zone logo. Learn more about club, district, and zone logos on pages 99-102.

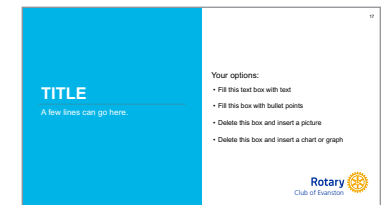
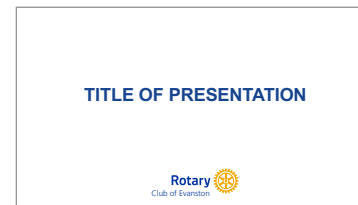
Find templates for creating your own logo in the Brand Center at rotary.org/brandcenter.

ROTARY CLUB POWERPOINT

Title slide options



Example of club logo placement



ROTARY CLUB POWERPOINT

Text slide options

TITLE

A few lines can go here.

Your options:

- Fill this text box with text
- Fill this box with bullet points
- Delete this box and insert a picture
- Delete this box and insert a chart or graph

BASIC BULLET POINTS

- Use brief text
- As bullet points
- To get your
- Information across

FOR TEXT/BULLET POINTS

PUT SUBHEAD HERE. DELETE IF NONE.

Use this space for longer text. Keep in mind that it's not as interesting to have long blocks of text. Try not to use more than the amount of text shown here. Split content between slides, or...

- Just use
- Bullet points

1. You could also make a list
2. With numbers

- JUST USE
- BULLET POINTS

1. YOU COULD ALSO MAKE A LIST

2. WITH NUMBERS

BULLETS

Subhead

"Quotations are often included as inspiration or to evoke philosophical thoughts from the reader."

John Doe

"Quotations are often included as inspiration or to evoke philosophical thoughts from the reader."

John Doe

MAKE A BOLD STATEMENT

MAKE A BOLD STATEMENT

Graphic and chart slide options

GRAPHICS

SUBHEAD



A caption can go here. Replace the map image with a graphic from the web or from your documents.

PROMINENT DATA

SUBHEAD

Use this space to explain the interesting number that you are showing at right.

75%

PROMINENT DATA

SUBHEAD

Use this space to explain the interesting number that you are showing at right.

75%

GRAPHS/CHARTS

SUBHEAD

CHART TITLE



Caption

CHART TITLE

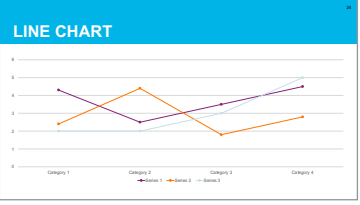
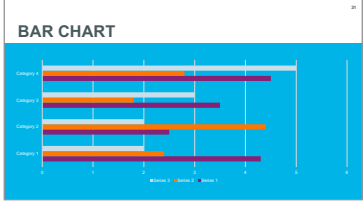
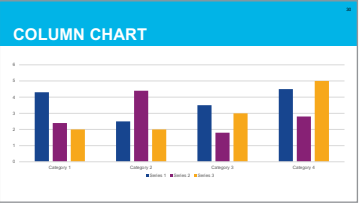


Caption

CHART TITLE



Caption



Club, District, & Zone Resources

PowerPoint Template for Rotaract Clubs

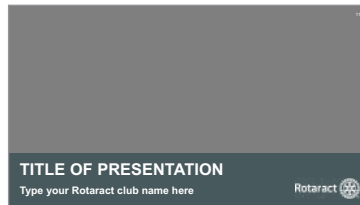
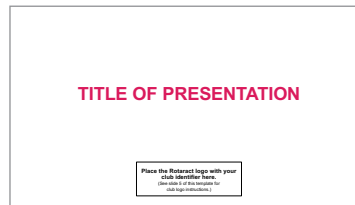
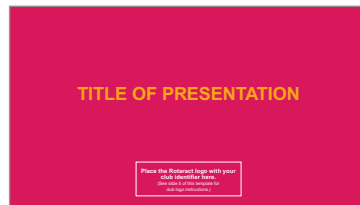
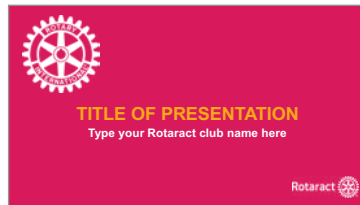
Use this template to create a PowerPoint for your next Rotaract presentation. It has styles, colors, and layout options for a variety of slides that reflect Rotary's brand. All you have to do is choose the slides you want to use and add your information. You do not have to use all the slides in your presentation.

Remember to replace the Masterbrand Signature in the slides with your Rotaract club or district logo. Learn more about Rotaract club and district logos on pages 107-108.

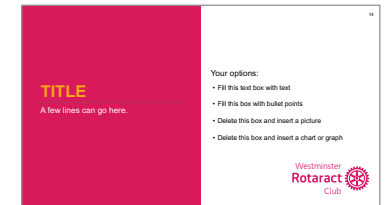
Find templates for creating your own logo in the Brand Center at rotary.org/brandcenter.

ROTARACT CLUB POWERPOINT

Title slide options



Example of club logo placement



ROTARACT CLUB POWERPOINT

Text slide options

TITLE
A few lines can go here.

Your options:

- Fill this text box with text
- Fill this box with bullet points
- Delete this box and insert a picture
- Delete this box and insert a chart or graph

BASIC BULLET POINTS

- Use brief text
- As bullet points
- To get your
- Information across

"Quotations are often included as inspiration or to evoke philosophical thoughts from the reader."
John Doe

"Quotations are often included as inspiration or to evoke philosophical thoughts from the reader."
John Doe

MAKE A BOLD STATEMENT

MAKE A BOLD STATEMENT

Graphics and chart slide options

GRAPHICS
SUBHEAD

A caption can go here. Replace the map image with a graphic from the web or from your documents.

PROMINENT DATA
SUBHEAD

Use this space to explain the interesting number that you are showing at right.

75%

PROMINENT DATA
SUBHEAD

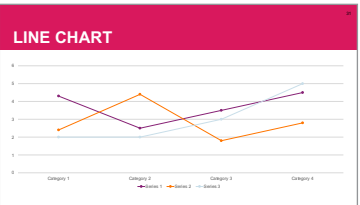
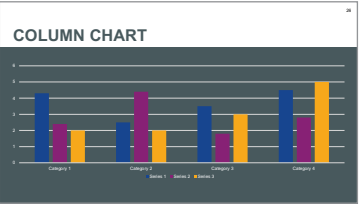
Use this space to explain the interesting number that you are showing at right.

75%

GRAPHS/CHARTS
SUBHEAD

CHART TITLE CHART TITLE CHART TITLE

Caption Caption Caption



Club, District, & Zone Resources

Roll-up Banners

By using the Masterbrand Signature, our official logo, in your club promotions, you strengthen Rotary's brand.

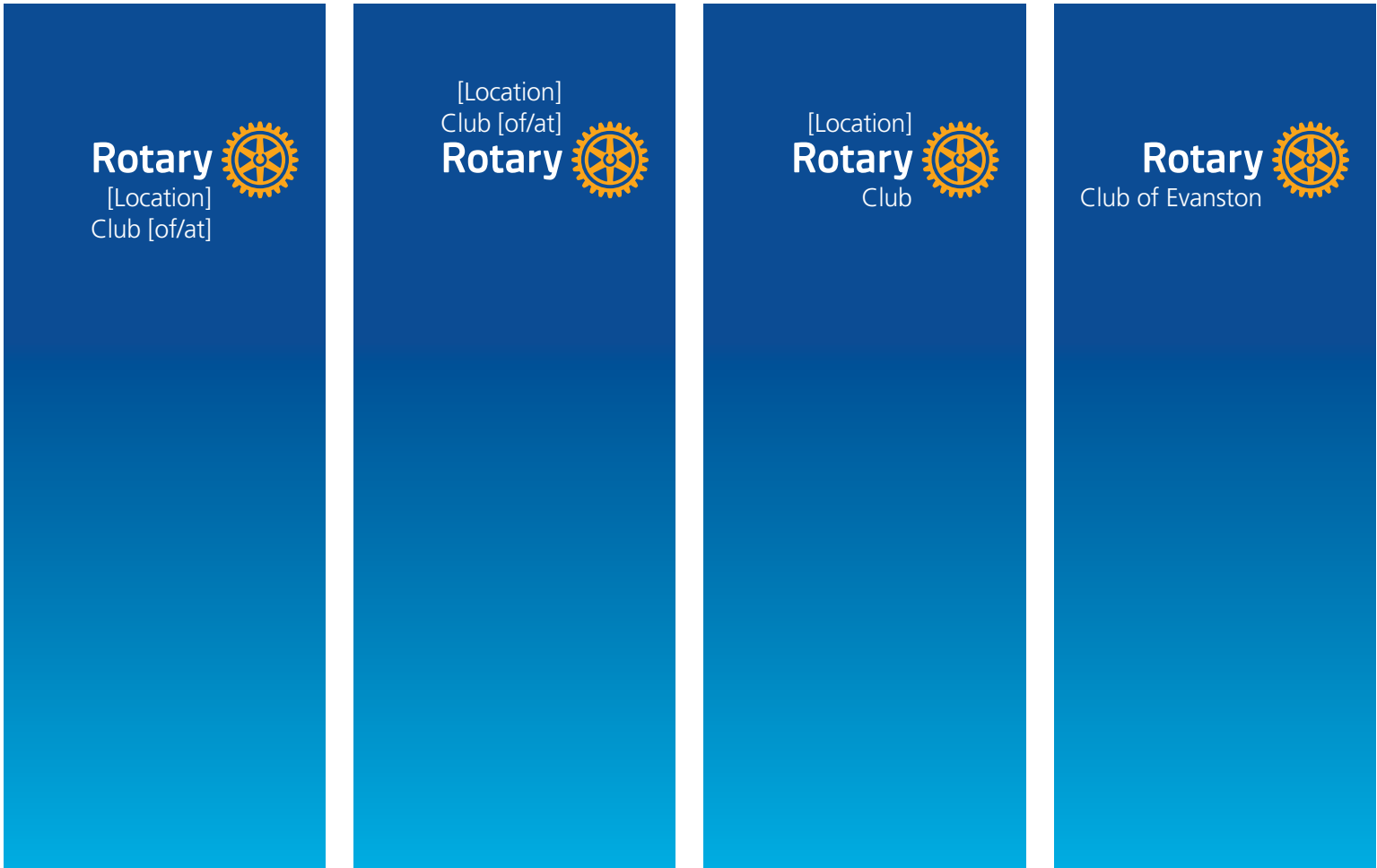
Either the Masterbrand Signature or the Masterbrand Signature Simplified version of the logo can be used.

The background is a gradient using Rotary Rotal Blue and Sky Blue. Find more information about Rotary's color palette on pages 15-18.

ROLL-UP BANNERS

Layout options

Example



Club, District, & Zone Resources

Grant Signage Template

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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Clubs can't use The Rotary Foundation logo in signs promoting their projects, even ones funded with grants from the Foundation. Instead, the project sponsor can use the registered Masterbrand Signature as shown here as long as the club or district name is also listed.

Grant recipients must also comply with the policies regarding the proper use of the name "Rotary" and other Rotary Marks and Foundation recognition plaques (refer to sections 34.040.6. and 34.040.11. of the **Rotary Code of Policies**, and 40.010.2. of **The Rotary Foundation Code of Policies**).

To make it easier for project sponsors to create signs promoting their projects, use this template as a Word document. Find it on my.rotary.org/en/document/guidelines-rotary-foundation-funded-project-signage.

GRANT SIGNAGE TEMPLATE



Project type or area of focus

Names of host sponsors

Names of international sponsors

Names of other clubs or districts involved

This project was made possible in part by a grant from
THE ROTARY FOUNDATION OF ROTARY INTERNATIONAL



MERCHANDISE

Rotary International introduced the current signature systems and color palettes in 2013. We also developed guidelines on how to use the Rotary brand for merchandise. Specifically, the pre-2013 version of the wheel may not appear on any items except member pins.

ROTARY, ROTARY CLUB, ROTARIAN, MARK OF EXCELLENCE, MASTERBRAND SIGNATURE, INTERACT, ROTARACT, and other Rotary Marks are trademarks owned by Rotary International. You will find the registered trademark symbol ® used on licensed merchandise and with many of the Rotary Marks.

Working together, we can ensure that Rotary achieves a more prominent and recognizable image in communities throughout the world.

Clubs and their members

Only Rotary International licensees are permitted to produce and sell merchandise bearing the Rotary Marks. A list of current licensed vendors is available at my.rotary.org/en/knowledge-and-resources/licensed-vendors.

Vendors that produce or sell Rotary-branded merchandise without a license or permission from Rotary International infringe on Rotary's trademark rights and may harm the Rotary brand. By buying from a licensed vendor, a portion of the sales goes back to Rotary and you are helping protect the Rotary brand around the world.

If your club, district, Rotary Fellowship, or Rotary Action Group wants to sell Rotary-branded merchandise in conjunction with a fundraising event, please contact rilicensingservices@rotary.org to discuss an event-specific license or visit the Rotary Licensing page at myrotary.org/en/manage/products-services/licensing.

If the Rotary-branded merchandise you require is not available from a Rotary International licensee, submit a request to use an unlicensed company to rilicensingservices@rotary.org. Upon approval of a brand-compliant product design, Rotary International may grant one-time permission to the unlicensed vendor to use Rotary Marks on the product.

Rotary International licensees

These guidelines serve to help Rotary International licensees best use the Rotary brand, and examples of Rotary-branded items are provided. Remember that all new licensed items with Rotary Marks must be approved by RI Licensing Services before they're manufactured or sold. We expect Rotary International licensees to adhere to these guidelines.

Fonts and licenses

We recommend the use of some fonts that require a license. If you are using those fonts, make sure you have the proper licenses or permissions. Refer to pages 19-20 for information about free font options.

Make sure you have the proper licenses or permissions before reproducing photographs, text, or other copyrighted art or materials on any merchandise.

Merchandise

Rotary Member Pin

ROTARY MERCHANDISE

Protect our visual identity and obtain Rotary merchandise only from licensed vendors. A list of vendors can be found at my.rotary.org/en/knowledge-and-resources/licensed-vendors. For questions or assistance, write to rilicensingservices@rotary.org.

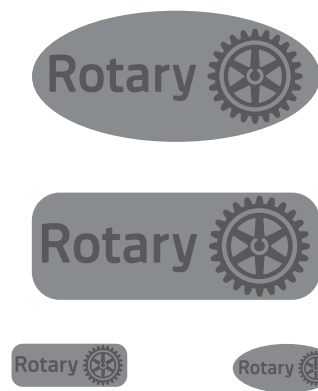
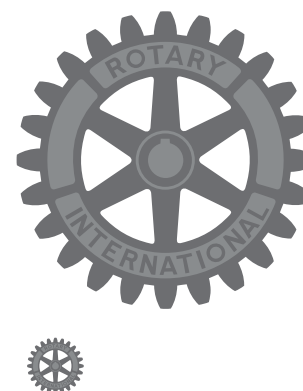
Rotary pins are immediately recognized as a proud symbol of membership. The design and color of your current member pin and all those available through Rotary's licensed suppliers are acceptable.

ROTARY MEMBER PIN – OPTIONS

All gold



All silver



Merchandise

Outdoor Road Sign and Information Sign

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OUTDOOR ROAD SIGN

18" x 18" (45 cm x 45 cm) Sign – Mark of Excellence at 14" x 14" (35 cm x 35 cm)

30" x 30" (76 cm x 76 cm) Sign – Mark of Excellence at 23" x 23" (58 cm x 58 cm)



INFORMATION SIGN

8" x 24" (20 cm x 61 cm) or 10" x 24" (25 cm x 61 cm)

If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
MEETS AT 12:00**

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
CHARTERED
1985**

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
MEETS AT 12:00**

**ROTARY CLUB OF
EVANSTON LIGHTHOUSE
CHARTERED
1985**

Merchandise

Aluminum or
Acrylic
Meeting Sign

**ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY**

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AZURE MEETING SIGN

12" x 15" (30 cm x 38 cm)

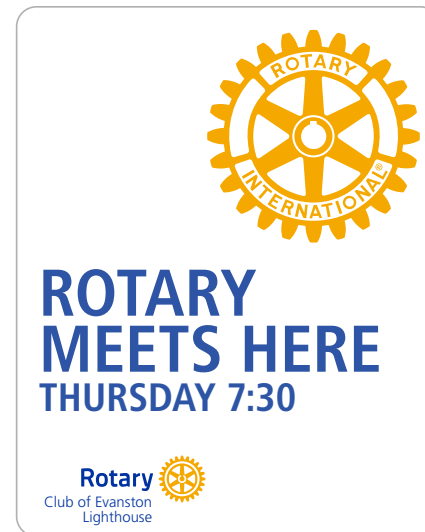
If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.



WHITE MEETING SIGN

12" x 15" (30 cm x 38 cm)

If possible, use Frutiger Condensed Bold or Arial Narrow Bold for sign text.

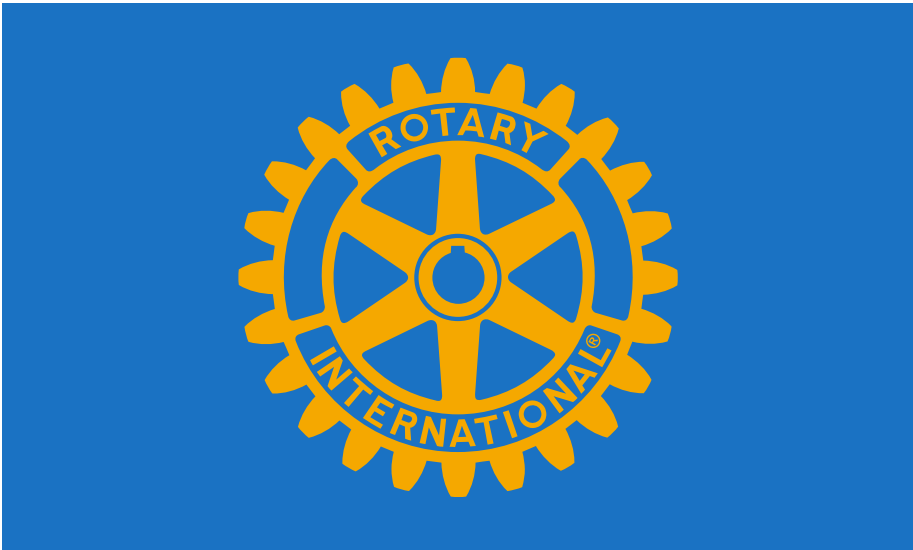


FLAG

Option 1



Option 2



The tag should include the Masterbrand Signature Simplified:



Merchandise

Trading Banners

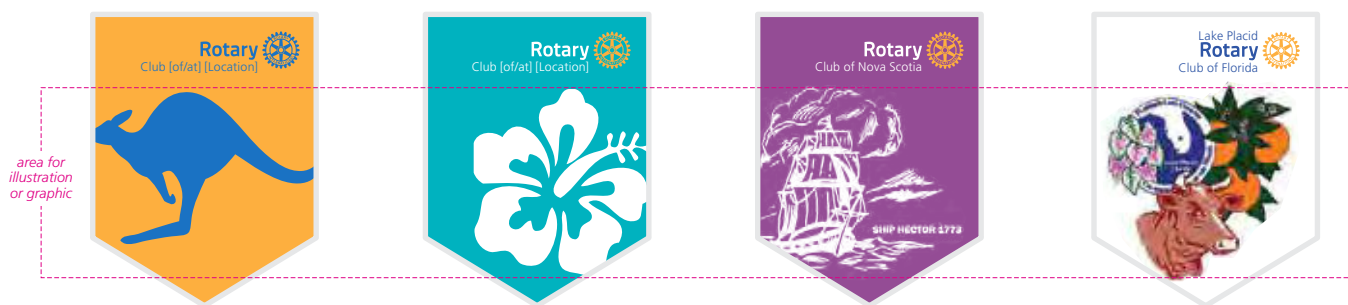
Using your club, district, or zone logo on your club promotions strengthens Rotary's brand. You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo on the trading banner.

The Rotary signature comprises the Masterbrand Signature plus the club name, or district or zone number. This signature system should be used instead of the Masterbrand Signature alone on your banner.

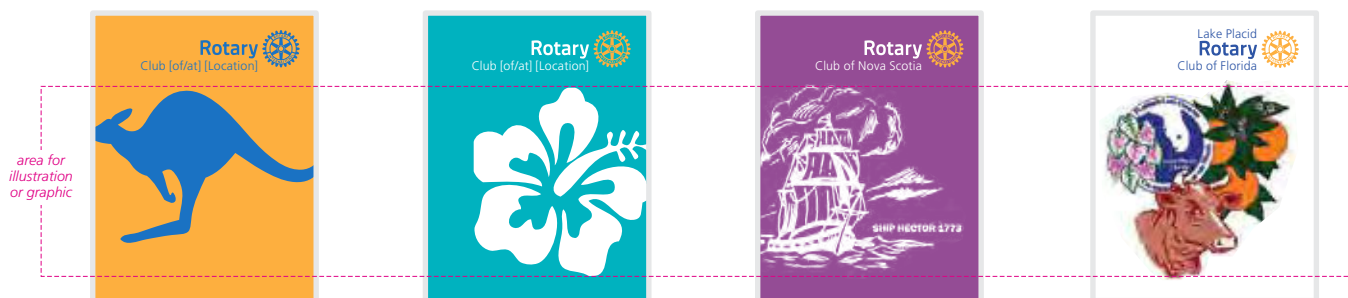
Find templates for creating your club, district, or zone logo in the Brand Center: rotary.org/brandcenter.

TRADING BANNERS

Layout examples – Pointed bottom



Layout examples – Flat bottom



Merchandise
Name Badge

ROTARY BRAND BOOK:
FOR USE BY STAFF & VENDORS ONLY

AZURE NAME BADGE

3" x 2.5" (7 cm x 5 cm)



NEW
MEMBER

10-YEAR
MEMBER

PERFECT
ATTENDANCE

WHITE NAME BADGE

3" x 2.5" (7 cm x 5 cm)



NEW
MEMBER

10-YEAR
MEMBER

PERFECT
ATTENDANCE

See pages 99-102 for club, district, and zone logo specifications.

Merchandise
T-shirt

T-SHIRT

2-color



See pages 99-102 for club, district, and zone logo specifications.

2-color



Merchandise
Polo Shirt

POLO

2-color



1-color

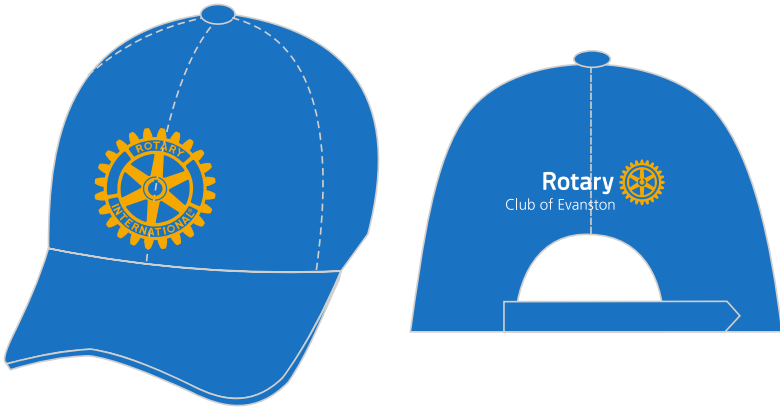
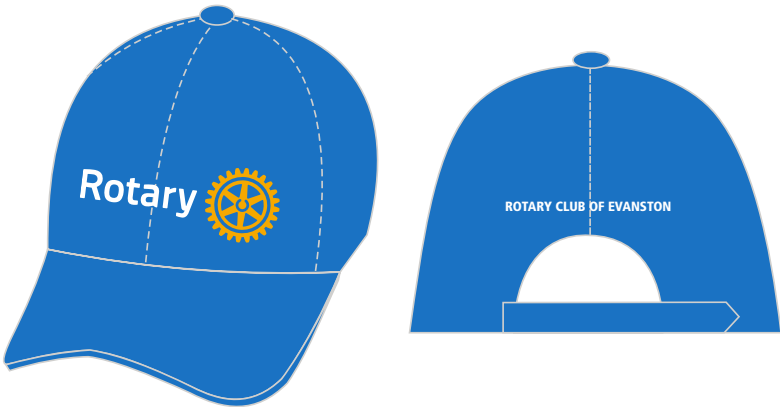


See pages 99-102 for club, district, and zone logo specifications.

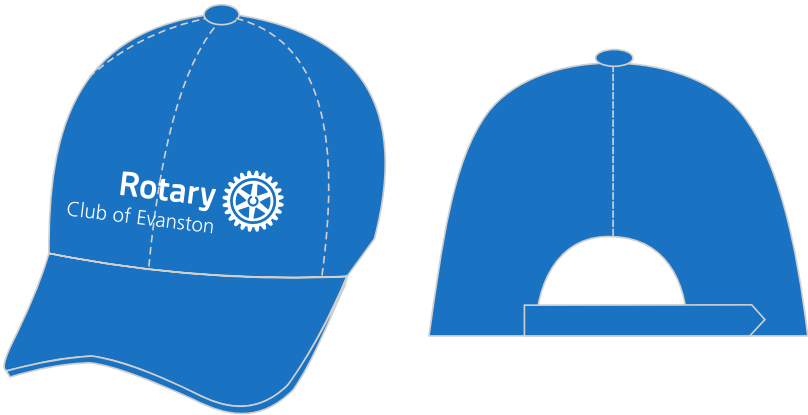
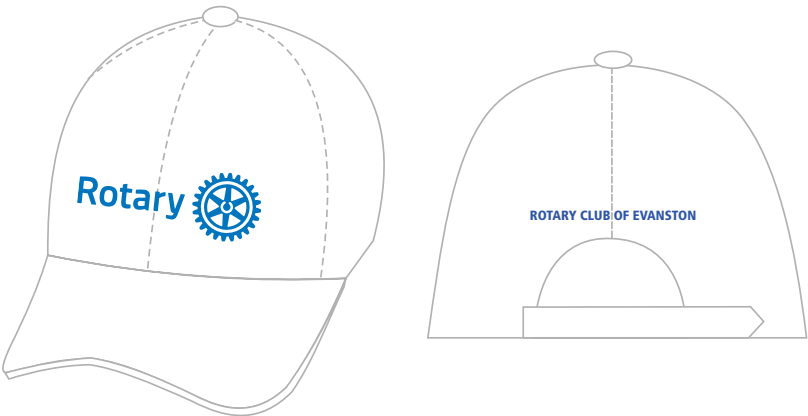
Merchandise
Cap

CAP

2-color



1-color



See pages 99-102 for club, district, and zone logo specifications.

Merchandise
Mug

MUG

2-color



1-color



See pages 99-102 for club, district, and zone logo specifications.

RESOURCES & CONTACTS

Use these resources, along with the materials in this book, to strengthen your understanding of Rotary's brand and help build a stronger public image.

RESOURCES, CONTACTS, AND COURSES

Web resources and contacts

Learning Center courses — rotary.org/learn

BRAND CENTER

rotary.org/brandcenter

LICENSED VENDORS

my.rotary.org/licensed-vendors

PRESIDENTIAL MESSAGE

my.rotary.org/en/who-we-are/office-of-the-president/annual-ri-presidential-message

SUPPORT CENTER

rotarysupportcenter@rotary.org

GLOBAL BRAND MANAGER

ri.brand@rotary.org

GRAPHIC DESIGN

design.ri@rotary.org

PUBLIC RELATIONS

pid@rotary.org

BELONGING & ENGAGEMENT

belonging@rotary.org

HERITAGE COMMUNICATIONS

history@rotary.org

THE ROTARY FOUNDATION LOGO REQUEST

stephanie.adomaitis@rotary.org

THE ROTARY BRAND

Learn about the benefits of a consistent, recognizable brand, and how you can strengthen Rotary by being a brand champion.

BUILDING ROTARY'S PUBLIC IMAGE

Learn about Rotary's public image and how you can help to raise awareness and understanding of who we are and the impact we make.

OUR LOGO: REPRESENTING ROTARY

Learn how to create and use logos in accordance with our global guidelines.

PROMOTING YOUR CLUB AS PEOPLE OF ACTION

Learn how to tell a compelling People of Action story and create powerful images that show how your club takes action to make the world a better place.

INCORRECT BRANDING?

If you notice incorrect branding in any photos or videos, please write to Heritage Communications at history@rotary.org with an image number or screenshot.

