OUR LOGO: REPRESENTING ROTARY

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Course Description

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

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Learn why Rotary's visual identity and logos are important and how to use them to represent Rotary correctly. Find out how to customize your club, district, or zone logo to show that what you do is part of the good that Rotary does around the world.

Content

Rotary's visual identity

Some brands are recognized around the world just by their logos. When people see such a logo, they instantly know what it means and what to expect from the product.

Building that kind of recognition requires effort, including years of using a logo widely and consistently. Companies work at this because earning that global recognition benefits their business.

Rotary also benefits from having a strong, recognizable brand. When people see our logos in print, online, or on social media, they should immediately recognize them both as representing Rotary and as symbols of an organization that takes action to make the world better.

You can strengthen Rotary not just in your community but all over the world by using our logos correctly and consistently, which reinforces to the public who we are and what we do.

Consistency doesn't mean a logo can't evolve. Most long-standing logos for services, associations, and consumer brands have been updated over time. Here are a few examples:

In 2013, we updated our logos and visual guidelines. The previous logo, shown here, was retired at that time.

Just as Rotary International has stopped using our previous logos, Rotary clubs and districts should also refrain from using old logos like this one on their signs or in communications.

The look of Rotary today

When we introduced our current logo, we also developed guidelines to help clubs, districts, and other Rotary entities use customized logos to strengthen their ties to Rotary's worldwide brand. This shows the public instantly that clubs or districts are part of the global Rotary. You can learn more in the Our Brand section of the Brand Center.

Why is it so important to use the correct logo?

Select each plus sign to learn the benefits of correctly using our logos.

Be recognized for the good work you do

Show your community that you're making a positive impact in people's lives by using your logo on signs near project sites and in materials about your programs, for example. The logo symbolizes the action you take to solve real problems that affect your neighbors.

Present Rotary's story consistently

We all increase global recognition of Rotary by using our logos correctly. Used consistently and repeatedly, they prompt an instant recognition and understanding of who we are and what we stand for.

Protect Rotary's reputation and legal rights

Creating and using a logo with your club name that adheres to Rotary's brand guidelines protects our trademarks. Brands that don't use their trademarks or that allow them to be used improperly risk losing the legal protection those trademarks have.

Guard against any use that weakens our brand

When we use logos incorrectly, it weakens our brand and can confuse prospective members, donors, and other supporters about who we are and how we operate.

Be a Rotary brand champion

It's every member's responsibility to strengthen Rotary's brand. Your club can help by using our logos correctly and consistently.

Rotary's logos reflect the story of who we are. They should be recognizable to allow people to instantly identify Rotary and what we do.

Select each tab below to learn more about our main logos.

MASTERBRAND SIGNATURE

This is the official logo of Rotary International. It combines the wheel with the word "Rotary" to the left for visibility and recognition. The Masterbrand Signature cannot be altered in any way.


MASTERBRAND SIGNATURE SIMPLIFIED

The Masterbrand Signature Simplified is a less detailed version of Rotary's logo. The wheel is simpler so it can remain clear and recognizable at smaller sizes.

MARK OF EXCELLENCE

This, the Mark of Excellence, is a secondary logo. It should only be used when it is a part of your club logo. The Mark of Excellence is sometimes featured alone in merchandise that can be purchased from licensed vendors.
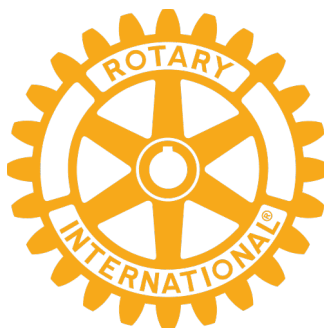
Club, district, and zone logos

Logo templates are available in the [Brand Center](#) so that you can identify your Rotary entity in all your signs and communications. In promoting a club or other Rotary entity or its activities, you should always use a customized logo, rather than using only the Masterbrand Signature or the simplified logos.

Rotary club logos

A Rotary club's logo has the club's name in a particular font and layout, along with Rotary's Masterbrand Signature. Your club's name should appear as it does on your charter. You may also use the name your club is known by in your community. 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 name of the club or other Rotary entity always appears to the left of the wheel, along with the word "Rotary." The end of the name should line up on the right with the "y" in "Rotary."

The size and position of the words and the wheel are the same for every club. You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your logo.

Use the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Rotaract club logos

Using your correct Rotaract logo allows you to associate your activities with Rotary while also identifying your unique club and the university or community where it's based. Use the templates in the Brand Center to create your logo, and use it in all your signs and communications.

The size and position of the words and the wheel are the same for every club. The end of the name should line up on the right with the final "t" in "Rotaract."

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your logo.

Use the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Interact club logos

Using your correct Interact logo allows you to associate your activities with Rotary while also identifying your unique club and the school or community where it's based. Use the templates in the Brand Center to create your logo and use it in all your signs and communications.

The size and position of the words and the wheel are the same for every club. The end of the name should line up on the right with the final "t" in "Interact."

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your logo.

Use the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

District and zone logos

Just as in making a club logo, you can use either the Masterbrand Signature or the Masterbrand Signature Simplified to create a district or zone logo. Use the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates to create your district or zone logo in the [Brand Center](#).

Using Rotary's logos properly helps reinforce people's knowledge of who we are and what we do. Test what you've learned so far by answering a question about our official logo.

Rotary's main official logo includes the Rotary wheel and the word "Rotary."
A) True
B) False

Answer: A)

The Rotary wheel and the Rotary wordmark displayed
together form our main official logo.

In the next section, we'll review various ways that we can use the Rotary logo.

Using Rotary logos

You're proud of what your club does, and you want the community to associate Rotary with your work. There are lots of ways to use Rotary's name and graphic trademarks to do that and still adhere to the policies that regulate our logo and visual identity.

Can I use the official Rotary logo on my club's website?

Your club should use your own Rotary or Rotaract club logo rather than the main official Rotary logo for club communications and promotions.

Using the Rotary name for club activities

You can use "Rotary club" along with your club name in connection with an event or project. Only Rotary International can use the "Rotary" name alone. You can find more information about this in the [Rotary Code of Policies](#), section 34.040.11.

Using the Rotary name for events

If your club wants to form a relationship with another organization or business in the community or sponsor an event, use your club's full name, not just "Rotary" alone, in the name of the event. For example, call an event the Rotary Club of Evanston Summerfest rather than using a name like the Third Annual Rotaryfest.

Using the Rotary name for buildings, parks, or other places

Your club can use its name (but remember, not the "Rotary" name alone) in the name of a building, park, or other place only if your club owns and operates the location and your insurance allows this kind of ownership and operation. Your club name cannot be used in a third-party organization name or the name of a building, park, or other place that's owned by another corporation or organization.

Examples of logos in use

Rotary members from Zone 8 work with local governments and UNICEF to develop and implement immunization programs to protect 100,000 children from a variety of illnesses. The photo shows correct usage of Zone 8's logo together with the UNICEF logo.

In this example, the Rotary Club of Bangor is allowing its name to be used for an event called Lobster Fest. The club is a co-sponsor and organizer of the event.

The image shows the Rotary brand name and club logo being used correctly.

Which of these examples is a correct use of the Rotary brand name? Decide and then select each card to find the answer.

The Rotary Club of Cairo wants to name a van "the Rotary School Bus."
This is an incorrect use, because it uses "Rotary" alone and doesn't include the club's name.

The Rotary Club of Dublin wants to promote an event as the Rotary Club of Dublin Food Drive.
This is a correct use that clearly identifies the club associated with the event.

When people see our logos, they should immediately recognize them as Rotary's and as symbols of an organization that is taking action to make the world a better place.
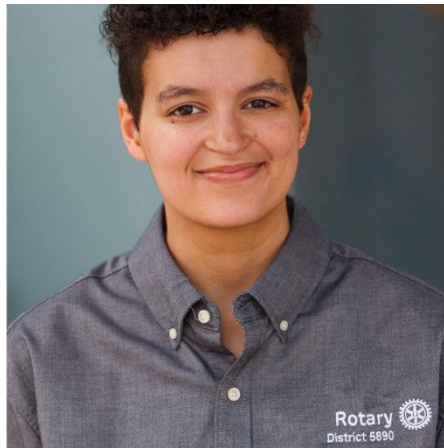
Let's discuss some more examples of club and district logos being used correctly. Use the arrows to find additional examples and information.

This Rotary club logo uses the club name correctly below the Rotary Masterbrand Signature.

A Rotaract club logo uses the same font and structure as a Rotary club logo but in the Rotaract brand color. In this example, the club's logo is paired with an event it's involved in.

In this example, a club has used its logo on a water station. This tells people in the community that the club was responsible for the project and associates that work with Rotary more broadly. The logo could also be used in brochures, social media posts, or electronic communications to officers and members.

Rotary International World Headquarters displays the official Rotary logo. When your club or district uses a Rotary logo, it should include your own club's name or your district number and, if relevant, the name of your event.

Next, we'll examine some incorrect uses of Rotary logos. The caption with each image explains how the logo is used incorrectly.

In this example, the Mark of Excellence appears as a sun with extended rays over a mountain range. That's inside a circular design with the words "Rotary Club of Somewhere" around the outer edge of the circle. To be correct, the club's name should appear to the left of the Mark of Excellence, in the standard font and color, with no other images present.

Here, the district has added the image of a bridge above the word "Rotary." This space should be blank unless it includes the name of a club. The font and size of "Rotary" and "District 0000" are correct, though.
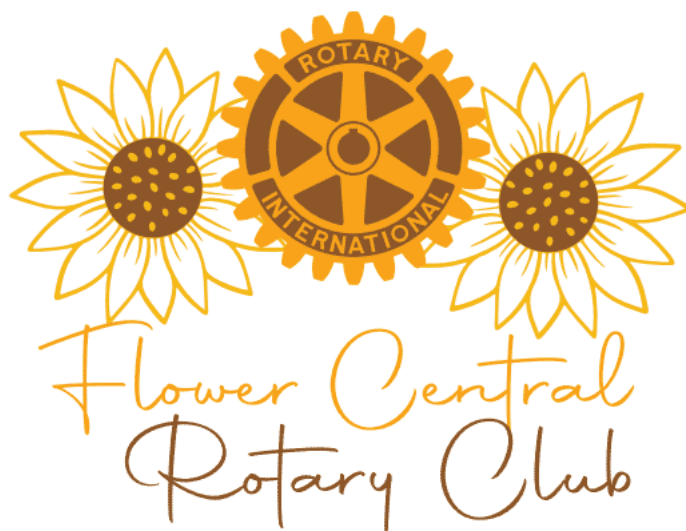
In this example, the Mark of Excellence is being used to represent an orange flower, with the name of the club in a script font below. The font, size, and placement of the name are incorrect. The color of the Mark of Excellence shouldn't be altered, and it shouldn't be incorporated into any other imagery.

Buying merchandise

Always work with a licensed vendor when you want to purchase goods with Rotary logos, including your club or district logo. Licensed vendors comply with our brand guidelines and have permission to use Rotary's trademarks.

If for some reason you can't use a licensed vendor, you can use a different one if that vendor applies for one-time permission to use Rotary logos.

Test what you've learned about using the logo correctly by answering the following questions.

Is this logo correct?

A) Yes

B) No

Answers – A)

This logo is set up properly and uses the correct brand fonts and colors.

A.

B.

Your district is creating a shirt for members to wear at the Rotary International Convention. The shirt will have a list of all the clubs in the district on the back. Which logo should go on the front?

Answers – B)

When your club or district uses a Rotary logo,
it should include the club's name, the district number,
or the name of the event.

Creating logos

The Rotary Club of Exeter is planning a major event.

The event committee wants to create a banner, digital advertisements, and other items for the event. For all of that, it needs a logo.

The committee members searched in the club files and found old invitations, flyers, and other materials with this outdated logo.
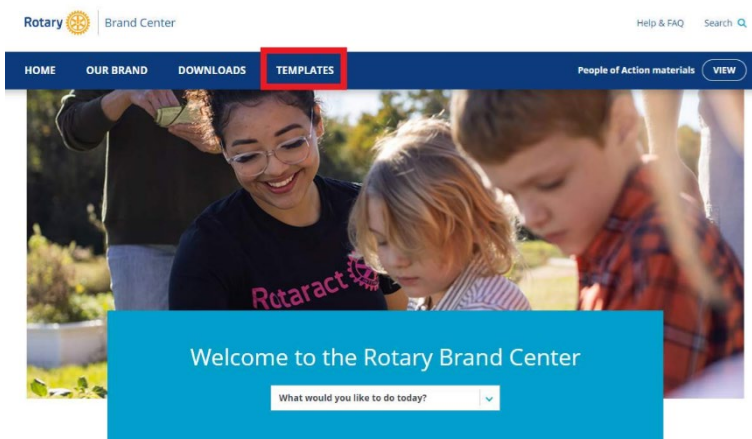
They know they can't use this logo anymore, but what should they use?

Let's find out how they update their club logo, and you can learn how to update yours.

Making a logo

We want to create a club logo that we can use to promote our event.
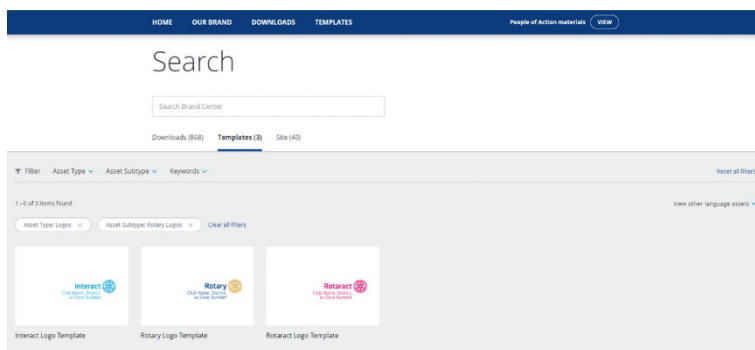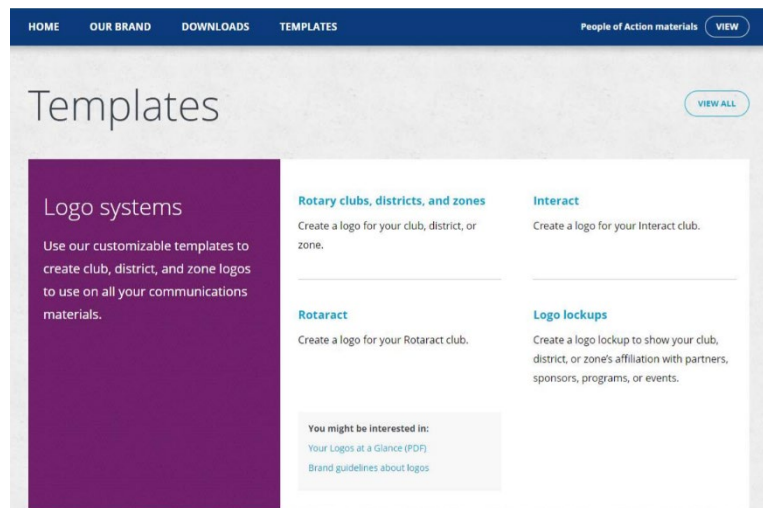

Step 1 – Get started

In My Rotary, go to the MEMBER CENTER menu and choose Brand Center. Then, go to the TEMPLATES tab.

Step 2 – Find the correct template

On the Templates page, choose the kind of logo you need to make. For this tutorial, select the **Rotary clubs, districts, and zones** option.

Step 3 – Select the right kind of club logo

Next you can choose whether to make a logo for a Rotary, Rotaract, or Interact club. We'll make one for a Rotary club, so select the **Rotary Logo Template**.

Then, choose CREATE to access the template.

Step 4 – Customize your logo

Now you can customize the template with your own club name, district number, or zone number.

In the box labeled **Text below**, type your club name as it should appear in the logo.
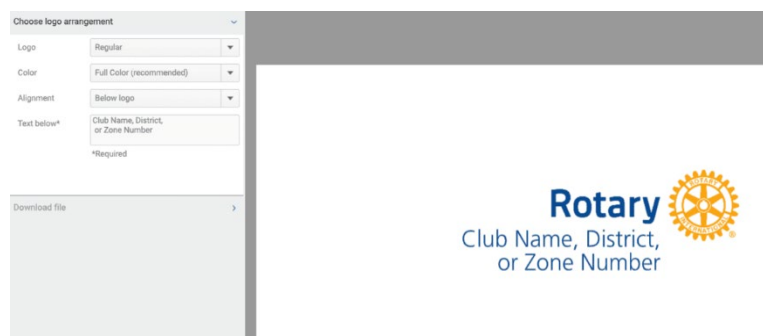
Step 5 – Make any adjustments

Review your new logo and make any changes that you need.

Step 6 – Download the file

Download your logo file to your computer right away to avoid losing it. You can save it as a PDF, JPG, or PNG file. Open the file on your computer, rename it, and save it in a folder for club materials so you can easily find it again.

Final product

Here's the new club logo that the Rotary Club of Exeter can use to promote its big event.


Updating your club logo

You can use the same process to create a club logo that you can then add to templates for newsletters, brochures, club merchandise, member cards, Rotary business cards, and many other items.

Rotary's Brand Center has templates and tools to help you create:

- Club or district logos
- Program and event logos
- Social media posts
- Business cards
- Event flyers and banners
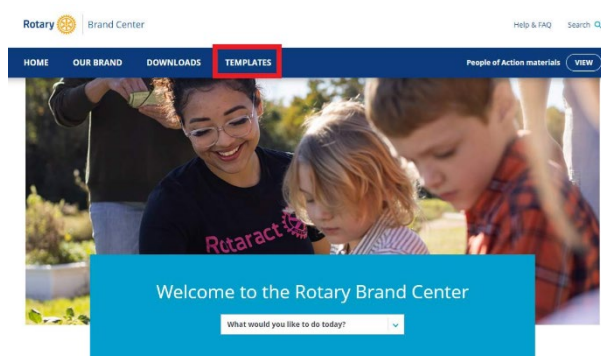
We are all proud of Rotary and can represent our organization well by using the current logos that identify and promote our brand.

We know it can be overwhelming to transform all of your club's materials at one time. Start with a plan to update your logos.

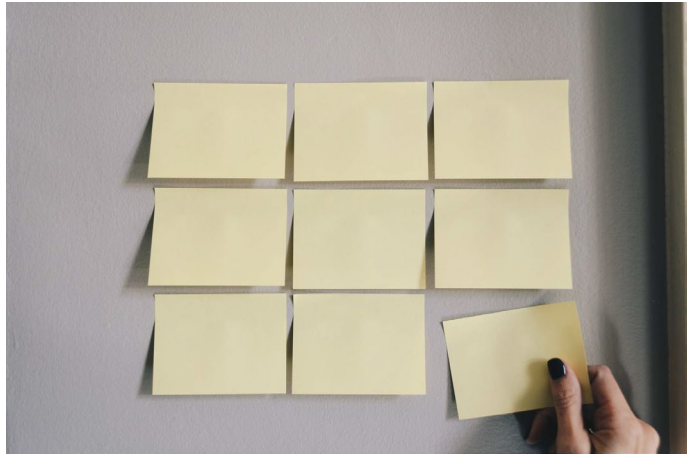Select each marker below to find out how.
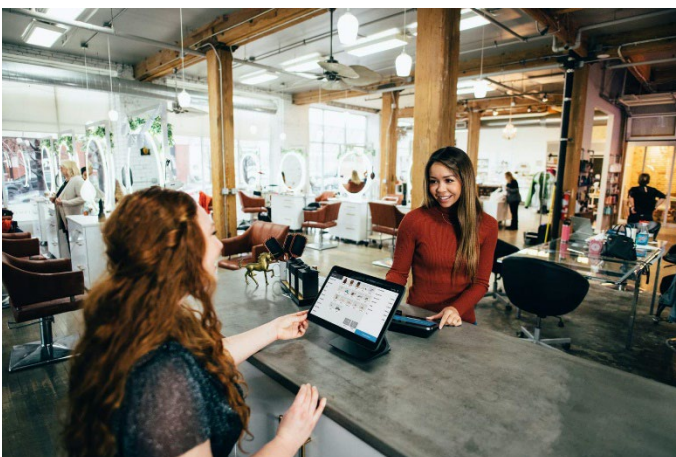
❶ **Take an inventory**

Review all your materials and make a list of what needs to change:
- Newsletters
- Brochures
- Webpages
- Social media pages
- Signs
- Business cards

❷ Prioritize

Decide which materials you use the most, and make a schedule for when you'll update the logos.

❸ Do free items first

You may want to start with the items that you can update for free, like your website and social media pages.

❹ Set a budget

Determine how much it will cost to change other items, like banners, outdoor ads, and club merchandise. Include that amount in your club budget.

Knowledge check

Can you determine which logos are correct? Test your knowledge about Rotary logos by answering questions about whether a logo follows our guidelines.

Does this logo follow Rotary's guidelines?
- A) Yes
- B) No

Answer: B)

This isn't the current Rotary wheel, and the wheel shouldn't be combined with another image. This logo also doesn't identify the club or district associated with the event.

Does this logo follow Rotary's guidelines?
- A) Yes
- B) No

Answer: A)

The logo features the Masterbrand Signature with the club name placed correctly in relation to it. It also uses the correct font, colors, and sizing.

Does this logo follow Rotary's guidelines?
- A) Yes
- B) No

Answer: B)

The font isn't correct, and the wheel shouldn't be used as a letter.

Does this logo follow Rotary's guidelines?
- A) Yes. It's OK that the word "Rotary" doesn't appear next to the wheel.
- B) No. It's an outdated version of the Rotary wheel.

Answer: B)

The wheel shown here was replaced in 2013. When you use
the current Mark of Excellence, make sure that you're
also featuring your club logo with it.

Why is this logo incorrect?
- A) It uses the wheel and club name correctly, but the wrong background color.
- B) It doesn't use our official font, design, or colors.

Answer: B)

The club name should be to the left of the wheel.
This logo also uses an unapproved font and incorrect brand colors.
And the background should be plain.

Summary

Rotaract District 3310

Interact Zone 8

Rotary Distrito 4530

Remember these tips for using Rotary logos:

☐ Clubs, districts, and other Rotary entities should always use their own customized logos, not Rotary's official logos.

☐ Use only the new Rotary wheel as part of any logo, and update all logos from before 2013.

☐ Club logos should include only "Rotary" and the name of the club. You can use the club's official name or what it's called locally.

☐ Only feature the Rotary wheel (the Mark of Excellence) when it is part of your club logo.

☐ Make sure to use the correct color, size, and typography for the words and graphics in any logos.

Here are more resources to help you create or use Rotary logos:

Rotary's Brand Center
Create club logos, review the guidelines, and find Rotary images.
Link: http://brandcenter.rotary.org/en-us

Rotary public image coordinators
Get assistance with your club's visual identity online and in print.
Link: https://my.rotary.org/en/regional-leaders

Club and District Support representatives
Ask questions about logos and how they're used.
Link: https://my.rotary.org/en/contact/representatives

You now know how to use the Rotary logo consistently and correctly in all your communications. You're a Rotary logo champion!

Learn more about our brand and how you can expand awareness of Rotary by taking The Rotary Brand course.