

THE ROTARY BRAND

This *The Rotary Brand* textbook is partly extracted from RI online Learning Center course. Please visit the Rotary Learning Center for further information needed on the Rotary website: [Rotary.org](https://www.rotary.org)

Translating Committee
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The Rotary Brand

Course Description

This course will help you understand Rotary's brand; the benefits of a consistent, recognizable brand; and how you can strengthen Rotary by being a brand champion.

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A recognizable logo

Used consistently and repeatedly, it provides instant recognition and understanding.

Let's listen to past Rotary Communications Committee member Sharon Tallach Vogelpohl talking about Rotary's strong brand. Watch this video for more information.

Check your volume settings before you select the play button. Press the closed captions button [cc] for subtitles.



Presenter: Sharon Tallach Vogelpohl, past Rotary Communication Committee member - Branding Chair; Rotary Club of Little Rock, Arkansas, USA; President, Mangan Holcomb Partners

Common elements of powerful brands

Organizations with strong brands:

- Have a consistent visual identity and voice
- Use consistent and compelling communications
- Offer consistent and positive experiences
- Have brand champions



Consistent visual identity and voice

McDonald's is a good example of an organization that's used these elements to create a strong brand that's recognized around the world.

An organization that has a strong visual identity is instantly recognizable without saying a word. No matter where you are in the world, when you see the golden arches you think of McDonald's. A visual identity can include a logo, colors, fonts, and photography.

An organization's voice — what it says and how it says it — expresses its personality and attitude. It can be formal or casual, serious or irreverent, or it can have other qualities depending on how the organization wants to present itself.



Consistent, compelling communications

The words we use in our communications help convey our brand message.

The McDonald's brand message focuses on the customer experience, with slogans like "I'm lovin' it," "Look for the golden arches," and "You deserve a break today."



Consistent, positive experiences

Strong brands provide experiences that people come to expect.

McDonald's promises that people will know exactly what they'll get at one of its restaurants: an environment that's comfortable for families, affordable prices, and food prepared the same way every time.



Brand champions

Brand champions are the people who help communicate and promote what the organization's brand promises.

Celebrities can help bring attention to an organization's message, but its customers, staff members, and users have the real power to strengthen a brand.



What is Rotary's brand?



Our brand reflects who we are as well as who we want to be. It's our essence.

Rotary brings together leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

How do we want people to think of Rotary?

A perception

Rotary is an organization committed to using our connections, experience, and skills to work together to create lasting change.

An emotional connection

Rotary and Rotaract clubs work with their communities to develop trust and create bonds so people want to join, donate, volunteer, or work with us.

A promise

Rotary joins leaders from all continents, cultures, and occupations to exchange ideas and take action to create lasting change in our communities.

A distinct concept

Rotary uses the diverse perspectives of our 1.4 million members to solve the world's most challenging problems.

A recognizable logo

People become aware of who we are and what we do when members and clubs consistently and correctly use our logos and templates.

In the next section, you'll learn how a strong brand can benefit your club.

How a strong brand helps your club



McDonald's has created a brand that's recognized worldwide. And because all of its restaurants use the McDonald's brand correctly, they benefit from this recognition too.

Similarly, each Rotary and Rotaract club benefits when we all consistently and correctly use Rotary's logos, fonts, colors, and photography to strengthen our brand.

Here's how a strong brand helps your club (click the + for more information):

It expands people's understanding of what Rotary does.

Research shows that, although people are aware of Rotary, they don't know all that we accomplish. When people in your community understand what Rotary does, they'll be more interested in being a part of your club.



It increases membership, volunteers, partnerships, and donors

Having more members, volunteers, partners, and donors means we can do more good in the world. The more we do, the bigger the impact we make in our communities and around the world.





It helps Rotary get noticed.

We're competing with other organizations for people's time, money, and resources. When people recognize our brand and understand Rotary's impact, they appreciate the unique opportunity to make a difference that our clubs offer them.

It inspires current members.

When members are recognized for the work that Rotary accomplishes, they feel proud and are energized to take more action in their clubs and communities.



It helps Rotary expand our reach.

When people know who we are, what we do, and why it's worth their time, we can achieve Rotary's vision.



How you can strengthen Rotary's brand

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. It's every member's responsibility to help strengthen Rotary's brand.

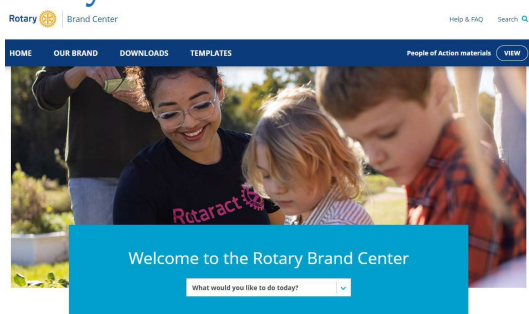
We're all champions of Rotary



Here's how we can all work together to strengthen Rotary's brand.

①

Consistently use Rotary's correct visual identity in all your communications



Find guidelines and templates in the Brand Center to create logos, brochures, and other promotional materials that adhere to Rotary's brand.

②

Show your community the impact you make



Use the **People of Action** materials in the Brand Center to show how your club is taking action to make a difference in your community.

③

Share your Rotary experience



Invite family members, friends, and colleagues to learn more about Rotary. Promote your club activities on your club website and social media pages.

④

Promote your club at events and projects



Protect our visual identity: Obtain Rotary merchandise only from licensed vendors and use the resources and logos in the **Brand Center** to create promotional materials.

Review

Take this short quiz to see what you've learned about Rotary's brand.

A brand is a logo.

- A) True
- B) False

Answer: B)

You're right! It's also a perception, an emotional connection, a promise, and a distinct concept.

What are the common elements of a strong brand? (Choose one.)

- A) Consistent visual identity and voice
- B) Consistent and compelling communications
- C) Consistent and positive experiences
- D) Brand champions
- E) All of the above

Answer: E)

You're right! A strong brand includes all of these elements.

The McDonald's brand is strong because each restaurant has its own unique look and feel.

- A) True
- B) False

Answer: B)

You're right! The McDonald's brand is strong because franchises around the world have a consistent look and feel.

How should you create logos and promotional materials that uphold Rotary's brand? (Choose one.)

- A) Search for Rotary images on the internet.
- B) Use Rotary's Brand Center.
- C) Ask a friend who's a graphic designer to create a logo.
- D) Keep using the logo or design you've used for years.

Answer: B)

You're right! You can find approved Rotary logos and templates in the Brand Center.

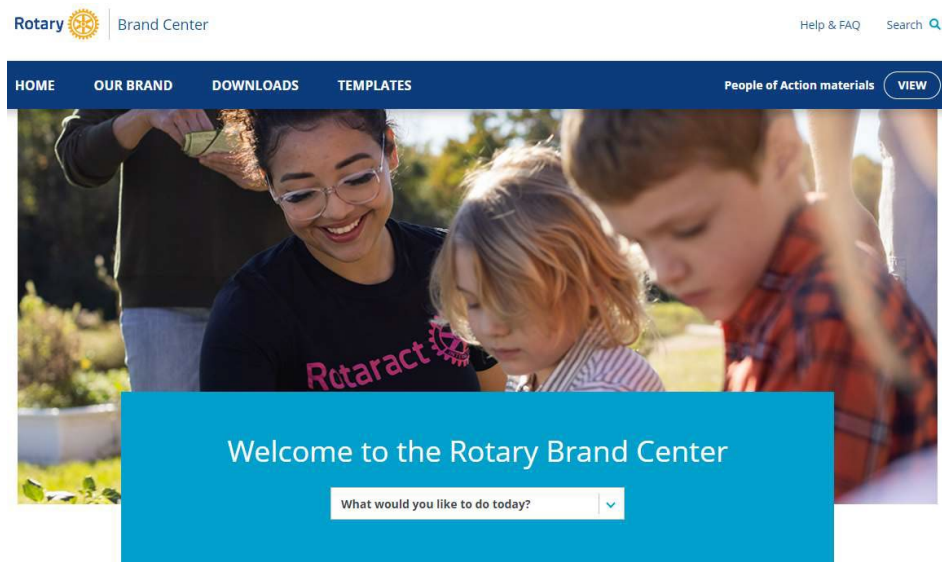
Who's responsible for strengthening Rotary's brand? (Choose one.)

- A) Rotary public image coordinators
- B) The Communications Committee chair
- C) The RI president
- D) The Board of Directors
- E) Every Rotary member

Answer: E)

You're right! It's every member's responsibility to strengthen Rotary's brand.

Resources



Use these resources to ensure that your club and district are champions for our brand.

Rotary's Brand Center

Find logos, images, ads, guidelines, and club and district templates in the Brand Center.

Link: <https://brandcenter.rotary.org/>

You now have the knowledge and understanding to be a powerful Rotary brand champion.