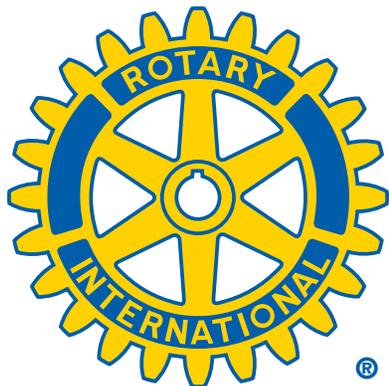ROTARY INTERNATIONAL®

RI Visual Identity Guide

Rotary clubs and districts create a wide range of print publications, Web sites, electronic newsletters, signage, and other materials to communicate with a variety of Rotarian and non-Rotarian audiences. The design and format of these materials vary greatly, based on the purpose of the communication as well as cultural considerations. To foster a professional and more cohesive visual identity for Rotary worldwide, guidelines have been developed for clubs and districts on the proper use of the Rotary name and emblem, along with the names and logos of RI and Rotary Foundation programs and the design of print and electronic communications.

With respect for the autonomy and cultural preferences of Rotary clubs worldwide, Rotary International does not mandate specific fonts, colors (other than those specified for the Rotary emblem), or other design elements to be used in club and district communications. This publication does offer some general design tips to help Rotarians create materials that promote a positive, professional visual image.

Contents

The Rotary International name and emblem are registered in more than 50 countries to ensure their exclusive use by the association and strengthen RI's ability to prevent misuse by others. Protecting the integrity of the Rotary emblem is a high priority for RI, and all Rotarians are encouraged to follow the policies outlined in chapter 17 of the *Manual of Procedure* (035-EN).

Every Rotarian is entitled and encouraged to wear the Rotary emblem in the form of a lapel pin, badge, or other RI-approved insignia and may include it on personal greetings. However, neither the Rotary name nor the emblem may ever be used to further any commercial purpose or political campaign. The Rotary name and emblem should appear on club and district stationery and other printed material but never on business stationery or business cards.

Project Identification and Signage

The name Rotary and the Rotary emblem without any further identification refer to Rotary International. For this reason, Rotary clubs, districts, and other Rotary-sponsored groups must clearly identify their participation in a project in promotional materials and other publicity and on any signage. For example, use "Rotary District 1234 Tree-Planting Program" rather than "Rotary Tree-Planting Program."

In naming projects, clubs, districts, and other Rotary groups may not alter or modify the word "Rotary" or use the prefix "Rota-." To avoid confusion with the association's official magazine, *The Rotarian,* RI specifically asks clubs and districts to refrain from using the word "Rotarian" as part of the name of their publications.

If you're promoting a fundraising or other event, the club or district name must appear on all promotional materials and merchandise for sale, along with a reference to the event and its date or duration. RI asks that you purchase such merchandise from RI-licensed vendors listed in the *Official Directory* or at www.rotary.org. If you wish to sell merchandise bearing the emblem on an ongoing basis, licensing is required. Contact your Club and District Support representative for more information.

When partnering with other organizations — commercial or otherwise — on a local activity, make sure that published materials and signs display the Rotary emblem in a manner that clearly connects the project to your club or district rather than to Rotary International or your partner organization.

Names of club and district foundations must include an identifying word or phrase between "Rotary" and "foundation." For example, "Rotary District 1234 Foundation" would comply with RI policy.

Domain Names

The guidelines for naming projects and programs also apply to the selection of Web site domain names. Because end-users often assume the Web address is directly tied to the name of the organization, RI asks that a reference to the name of the club, district, or Rotary Entity or program appears in the name of the Web site, e.g., rotarydistrict1234.org or anytownrotaryclub.org.

Print your domain name on your letterhead and promotional materials to help people learn more about your club or district. Names should be short, easy to remember, and meaningful.
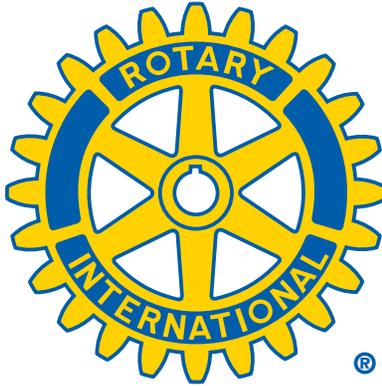
The Rotary emblem is the one graphic element that universally identifies Rotary clubs and their members in every part of the world. Whenever the Rotary emblem appears in print or electronic communications, it should be reproduced in its complete form as shown in this guide. (See the *Manual of Procedure* for detailed specifications of the emblem's dimensions and proportions.)

Proper use of the emblem gives Rotary a clearly recognizable visual identity and strengthens the organization's public image. For this reason, the emblem should never be altered, modified, or obstructed in any way or reproduced in other than its complete form.

The Rotary emblem can be downloaded at www.rotary.org. In addition, you can order *Rotary Logos on CD* (234-MU), which includes Rotary and Rotary Foundation emblems and various program logos, through the online catalog or the international office serving your area.

Rotary Colors

The official Rotary colors are royal blue and gold or metallic gold. The emblem should appear in these colors on Web sites, in four-color publications, and in any other application where full color is possible. The table below shows exact color specifications.

	Rotary royal blue (or PANTONE® 286)	Rotary gold (or PANTONE 123 C or PANTONE 115 U*)	Rotary metallic gold** (or PANTONE 871)
CMYK (process color) **4-color printing**	100-66-0-2	0-17-100-0	20-25-60-25
RGB **On-screen viewing**	0-51-153	255-204-0	163-145-97 (not Web-safe)
HEX **On-screen viewing**	#003399	#FFCC00	#A39161 (not Web-safe)

* Two Rotary gold spot colors are specified because they reproduce differently depending on the paper choice. PANTONE 123 C should be used on coated paper. PANTONE 115 U should be used on uncoated paper. Please consult your printing professional if you are unsure which color should be used.

** Rotary metallic gold will only produce a metallic effect when printing the spot color on coated paper. The other color formulas will simulate the gold color, not produce a metallic effect.

In lieu of the Rotary colors specified throughout this manual, you may use the PANTONE® colors cited on this page, the standards for which are as shown in the current edition of the PANTONE formula guide.

The colors, CMYK, RGB, and HEX values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

PANTONE® is the property of Pantone, Inc.

When reproduction in full color is not possible, the Rotary emblem may be printed in any one color, and the logo may appear in reverse on a single-color background. The emblem should never be printed in more than two colors.

Background proper use examples

Light-colored or white background

Dark-colored background

Special Uses of the Emblem

For embossing and foil stamping, the reverse logo file may be used. Rotary does not supply files for embroidery purposes. When producing 3-D emblems, such as on a bronze plaque, follow the dimension specifications given in the *Manual of Procedure.*

Backgrounds

When the full-color Rotary emblem appears on a light-colored or white background, the wheel should have a royal blue outline around the outer perimeter to allow for more clarity. If the background is a dark color, the blue outline should be removed. Both versions are available for download at www.rotary.org. In a one-color reproduction of the emblem, the outline should always be present.

The Rotary emblem should never be placed over a complicated graphic or photo that could obscure or distort the gearwheel.

Size

Always reproduce the emblem at a recognizable size. The minimum recommended sizes are 45 pixels for Web sites and 0.5 inches in print.

Minimum size

Web: 45 pixels

Print: 0.5 inches

Rotary Emblem Files for Print Publications

The chart on the right shows the various Rotary emblem files available as downloads at www.rotary.org and on *Rotary Logos on CD.* Each emblem is designed for a specific color setting on either coated or uncoated paper. For instance, if you were producing a four-color print brochure on uncoated paper, you'd choose wh-4p-ol.eps. Using the correct logo for your color setting and paper type ensures that the blue and gold print consistently on all your various publications.

File naming key

2s = 2-color spot
4p = 4-color process
c = coated paper
u = uncoated paper
ol = with outline
gd = gold version (871)
k = black
rev = reverse

Color and paper	Outlined logo on light-colored or white background	Logo on dark-colored background
Spot colors on coated paper	wh-2s-c-ol-gd.eps wh-2s-c-ol.eps	wh-2s-c-gd.eps wh-2s-c.eps
Spot colors on uncoated paper	wh-2s-u-ol-gd.eps wh-2s-u-ol.eps	wh-2s-u-gd.eps wh-2s-u.eps
Process colors (CMYK) on coated and uncoated paper	wh-4p-ol.eps	wh-4p.eps
One color (blue) on coated and uncoated paper	wh-286.eps	wh-rev.eps
One color (black) on coated and uncoated paper	wh-k.eps	wh-rev.eps
Foil stamping	wh-foil.eps	

Improper Emblem Uses

Never delete the words "Rotary International" or any other elements of the gearwheel.

Never add elements within the gearwheel.

Never replace the text in the gearwheel with new text.

Never remove the keyway.

Never fill in the center of the keyway.

Never remove the circle around the keyway.

Never distort the shape or proportions of the gearwheel.

Never rotate the gearwheel.

Never cut off parts of the gearwheel.

Never obscure the wheel by adding elements or type over it.

Never reproduce the emblem in more than two colors.

Never use non-Rotary colors in two-color reproductions.

Never place over complicated graphics.

Never place over complicated photographs.

Avoid frivolous use of the emblem.

The Rotary Foundation

Annual Programs Fund

The Rotary Foundation and many Foundation and RI programs have official emblems that are part of the Rotary Marks and protected as trademarks of RI worldwide. Like the Rotary name and emblem, they should be used appropriately in all communications. The emblems shown on this page are available for download at www.rotary.org. You can also order *Rotary Logos on CD* (234-MU) through the online catalog or the international office serving your club.

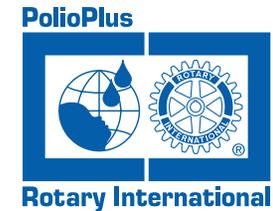Every Rotarian, Every Year

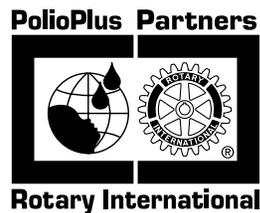Health, Hunger and Humanity (3-H) Grants

Interact

Permanent Fund
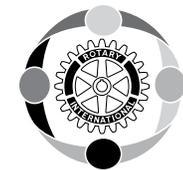

PolioPlus

PolioPlus Partners

Rotaract

Rotary Centers for International Studies in peace and conflict resolution

Rotary Community Corps

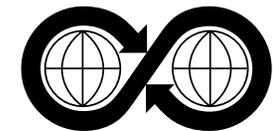Rotary Fellowships

Rotary Friendship Exchange

Rotary Volunteers

Rotary Youth Exchange

Rotary Youth Leadership Awards (RYLA)

World Community Service

Web design has developed rapidly in recent years and almost any design is possible now. The question, therefore, should be: Does the design help the site function? Users should be able to quickly understand what they are looking at without thinking about it. Simplicity should act as a guide in all Web-based communication. Consider the following tips:

- Pick one navigation scheme, and use it throughout the site.
- Make sure you think of your user.
- Consider how people are interacting with the site. What information are they looking for most frequently? Can they find it easily?
- Keep navigation items to a minimum.
- Stay away from metaphorical navigation (e.g., don't make people spin a Rotary wheel).

In all electronic communications, readers should immediately recognize who is publishing the material and why. Make sure the Rotary emblem, the name of your club, district, etc., and a descriptive title are placed prominently at the top of Web sites and electronic newsletters.

Besides placing a logo and name at the top of the page, consider linking to www.rotary.org and offering RI news and information via RI's RSS feeds. Linking to the Rotary International site clarifies the club's or project's relationship with RI to the reader and helps to promote Rotary's other initiatives.

If no one in your club or district has Web design experience, consider hiring an experienced design firm or picking up a good book like *Don't Make Me Think!* by Steve Krug before jumping into a large project.

File type of the emblem for electronic publications

Application	Usable file format
Web site, PowerPoint (PPT), Microsoft Word, and Excel*	wh-c-ol.gif wh-c-ol.jpg
	wh-286.gif wh-286.jpg
	wh-k.gif wh-k.jpg

* For electronic use only. See page 8 for print use.

Official Rotary blue and gold

RGB 0-51-153
HEX #003399

RGB 255-204-0
HEX #FFCC00

RI Web site colors

RGB 119-119-119
HEX #777777

RGB 68-68-68
HEX #444444

RGB 70-120-200
HEX #4678C8

RGB 20-50-100
HEX #143264

RGB 170-140-70
HEX #AA8C46

RGB 220-215-200
HEX #DCD7C8

RGB 210-200-150
HEX #D2C896

RGB 248-247-239
HEX #F8F7EF

Web Colors

Web browsers limit the amount of colors on every site to a Web-safe color set, a smaller selection of the RGB spectrum. Web designers generally use high-contrast color schemes from this set so that users with vision impairments can still read the content on a page. Rotary.org uses the colors shown on the left.

Web Fonts

The Web is limited to a small set of Unicode fonts that offer hundreds of characters. Fonts outside this set won't render correctly unless users have them installed on their systems. For that reason, it's best to stick to the following Web fonts:

Serif Fonts		Sans Serif Fonts	
Georgia	**Georgia**	Arial	**Arial**
Times	**Times**	Verdana	**Verdana**
Times New Roman	**Times New Roman**	Tahoma	**Tahoma**
		Trebuchet	**Trebuchet**

Rotary.org uses Trebuchet and Verdana.

Resources

Web Design from Scratch   www.webdesignfromscratch.com
   A good overview of Web design, accessibility, and Web standards
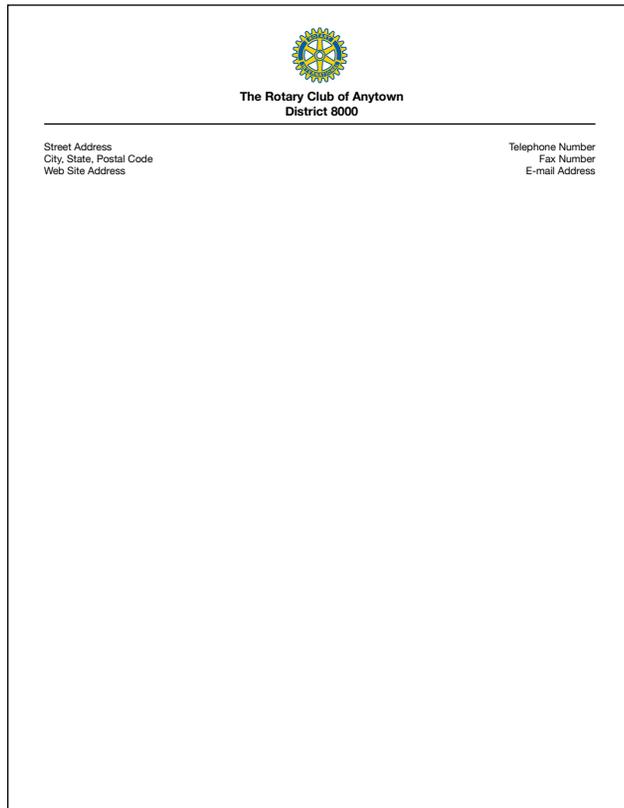
Webmonkey   www.webmonkey.com
   Instruction on everything from back-to-basics training to setting up your own server

Zen Garden   www.csszengarden.com
   The industry go-to guide for information about accessibility, Web standards, and design ideas

Letterhead Sample

The Rotary Club of Anytown
District 8000

Street Address
City, State, Postal Code
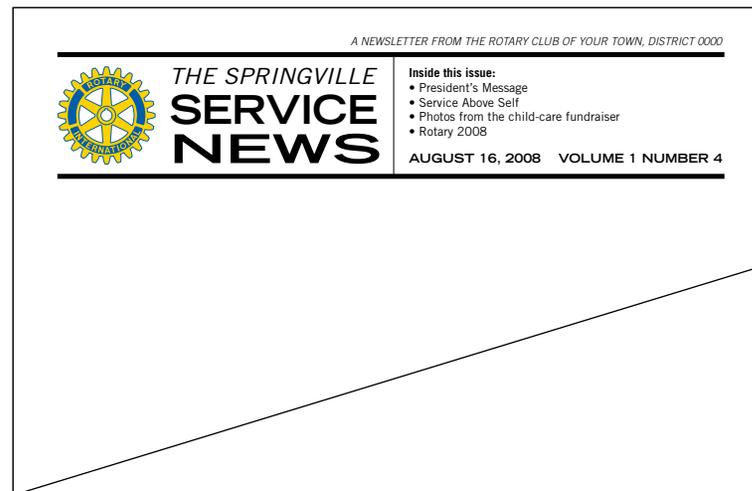Web Site Address

Telephone Number
Fax Number
E-mail Address

Letterhead

Rotary club and district letterhead should feature the Rotary emblem and provide such basic information as the club name, district number, address, phone and fax numbers, and e-mail address and Web site. Many clubs and districts also list their current officers.

Newsletter Mastheads

The masthead of a club or district newsletter should be easy to read and provide as much information as possible, including the name and date of the publication, the name of the Rotary club or district and possibly the names of the current club or district officers. The Rotary emblem should be used according to the guidelines provided in this manual.

Masthead Sample

A NEWSLETTER FROM THE ROTARY CLUB OF YOUR TOWN, DISTRICT 0000

THE SPRINGVILLE
SERVICE
NEWS

Inside this issue:
• President's Message
• Service Above Self
• Photos from the child-care fundraiser
• Rotary 2008

AUGUST 16, 2008   VOLUME 1 NUMBER 4

Publications

In designing a print publication, think of the page design as the framework or skeleton and the type as the finishing layers within that framework. Design decisions about the layout and typography are critical to the publication's success.

Page Layout
Consider the following guidelines for creating a clean, simple layout:

- Allow ample margins and space between elements.
- Create hierarchy, usually by having one dominant element.
- Follow the guidelines for good typography (see below).
- Use headings, subheadings, and bullets to separate information.
- Minimize the use of clip art.
- Use high-quality, well-cropped photographs (see "Using Images" on page 16).
- Use color for a specific purpose — to direct attention, create emphasis, or differentiate content.

Each element on a page should function as part of the whole rather than a separate entity. This can be achieved by grouping elements or by creating obvious similarities of line, shape, or color. The end result of a balanced layout is equilibrium among the various elements that make up the page.

Typography
The most important design consideration is that your publication be easy to read and easy to interpret. Following good typographic principles will increase the readability of any publication. Remember, people don't read one word at a time. Instead, they scan lines of text, reading three or four words at a glance. The type you choose should make it easy for the eye to move smoothly through the text.

Good typography also helps organize your publication by signaling levels of content and hierarchy of information. And it helps convey meaning by telling your reader which words are most important.

Typeface Samples

[headline: Trebuchet bold]

Club spearheads soccer league for Nairobi slum teens

[body: Arial regular]

The Rotaract Club of Nairobi Central worked with local groups to organize a soccer league for teens. Like most children worldwide, the kids who live in the slums of Mji Wa Huruma and Githogoro in Nairobi, Kenya, love a good game of soccer. Yet difficult economic conditions excluded them from organized leagues. The Rotaract Club of Nairobi Central, District 9200, Kenya, saw an opportunity for service for the underserved youth of their community.

[headline: Arial bold]

Fanning the winds of peace in Iraq

[body: Times New Roman regular]

As a country representative for Peace Winds Japan, Miho Kishitani could have chosen to work in a number of struggling regions of the world.

[caption: Arial bold]

Kishitani (left) and members of her staff check on a project in Sulaimaniyha, Iraq, that will provide water to 300,000 people.

Guidelines to consider:

- Choose typefaces that suit your message. A typeface that works for a Rotary club summer camp may not be appropriate for a more formal newsletter.
- Choose typefaces wisely. Some characteristics that may be appealing for a headline or a pull quote may become tiring for the reader when used in longer text blocks.
- Be consistent with your typeface choices for headline and body texts. Generally, don't use more than three different typefaces for one publication.
- Choose typeface sizes that are easy to read — not too small and not too large. Standard body text is usually 10-12 points and headlines are 14 points or larger.
- Don't set body text in all uppercase letters. Type set in all capital letters is harder to scan than type set in a combination of uppercase and lowercase letters.
- Be aware of the space between words. Too much space causes readers to read words, not sentences. Too little space makes words hard to decipher.
- Don't place the lines of text too close together. The distance from the bottom of one line to the bottom of the next line should leave enough room that the letters do not overlap.
- Use emphasis within body text sparingly. Use boldface to highlight only the most important information.
- Break paragraphs into small, easily read sections. Use a line space or indent to separate paragraphs.

Resources

Printernational   www.printernational.org
   General design tips and information on printing, paper sizes, and ink

Typography-1st   www.typography-1st.com/typo/txt-lay.htm
   Guide to typography and page layout

All Graphic Design   www.allgraphicdesign.com/design101.html
   Portal with links to graphic design tutorials, tips, and resources

About.com   http://desktoppub.about.com/od/designguidelines
   Graphic design guidelines for desktop publishing

Appropriate cropping highlights the important content.

Images to be reproduced for print should have at least 300 dpi.

Photographs, charts, maps, drawings, or clip art can be used to provide detail, add aesthetic appeal, or create a mood in your club and district communications materials. However, too much graphic material will reduce its own impact.

Before using a photograph or graphic, consider these questions:

- Does the image support the message?
- Does the image add relevant information or is it merely duplicating printed information?
- Is the image easily interpreted?

Photographs should have the following:

- Good focus, sharp outlines, and clean details
- A wide range of light and dark tones
- Distinct contrast
- Subjects that are easily recognizable
- Appropriate cropping that highlights the important content
- Backgrounds that do not overpower or compete with the subject

In Print

Images to be reproduced for print should have at least 300 dpi (dots per inch) for photographs and 1,200 dpi for line art. They should be in either grayscale (black-and-white) or CMYK (color) mode. Standard file formats include TIFF for photographs and EPS for line art. A TIFF is a raster file composed of dots, and an EPS is a vector file composed of lines. A raster file will lose image clarity when scaled larger, but an EPS can be scaled to any size without losing edge crispness.

On Screen

Images to be displayed on screen should be saved at a lower resolution, 72-96 dpi, which is the limit for screen display. Remember that the larger the file size of uploaded images, the longer it may take for your Web site to load for the viewer. Web image files are typically saved in RGB color mode as either JPEG or GIF files, which are standard compressed formats.

Unless they have been uploaded at a large size, photographs downloaded from the Web usually aren't suitable for print purposes because of the lower resolution and compression. Printing a low-resolution Web image will result in a pixelated or blurry image. Just because an image is available on the Internet, don't assume you have permission to use it. Be sure to obtain the necessary rights for each use.

The Rotary Image Library

Rotary Images at www.rotary.org/images offers Rotarians easy access to thousands of photographs via the Internet. The high-quality digital photos shot by RI photographers are uploaded and cataloged for use by Rotary clubs and members for everything from newsletters and Web sites to decorating your office. In addition, RI is working to catalog and make available its hundreds of historical photos documenting Rotary's rich past. The database is fully searchable by keyword, date, and project type, giving Rotarians around the world easy access to RI's rich visual collection. For larger versions of the photos — for use in billboards and posters — Rotarians should locate the photo and contact photography@rotary.org.

ROTARY INTERNATIONAL®

One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
www.rotary.org