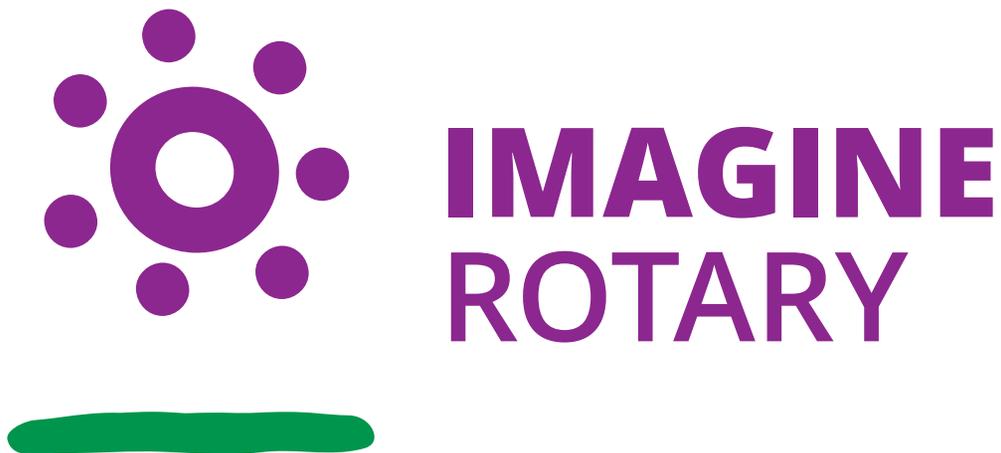




2022-23 ROTARY PRESIDENTIAL THEME

BRANDING GUIDELINES



ABOUT THE LOGO

The 2022-23 presidential theme logo was designed by renowned Australia-based Indigenous artist Riki Salam to represent RI President Jennifer Jones' theme and initiatives.

The logo represents key elements of Rotary while honoring the Indigenous culture:

- The circle signifies connections to one another.
- The dots around the circle represent people, one for each of our areas of focus.
- The circle and the dots together become a navigation star, which signifies Rotary's guiding light.
- The solid line underneath signifies a digging stick used for hard work — a tool that Rotary's people of action use to get things done.

To respect the logo and its symbolism, do not separate any elements of the logo or use it in any way other than what is specified in this guide.

The 2022-23 presidential theme logo was designed by renowned Indigenous artist Riki Salam and all of the elements have meaning. Please do not change or move any of the elements of the logo.

The lockup is the preferred use.

BEST PRACTICES

We recommend using the theme logo only when communicating with other Rotary members. Please refrain from using the theme logo when promoting Rotary on social media and other media outlets to those outside of Rotary.

Clubs and districts should use their logo in lockup with the theme logo.

Create the theme logo in lockup with your club or district logo in the **Brand Center**. **Download the theme logo** from the zip file on My Rotary and upload the EPS or PDF in the Rotary Logo Lockup Template portion of the Brand Center under Logos > Logo Templates.

If you are using the theme logo on goods and merchandise, work with an **official Rotary licensed vendor**.

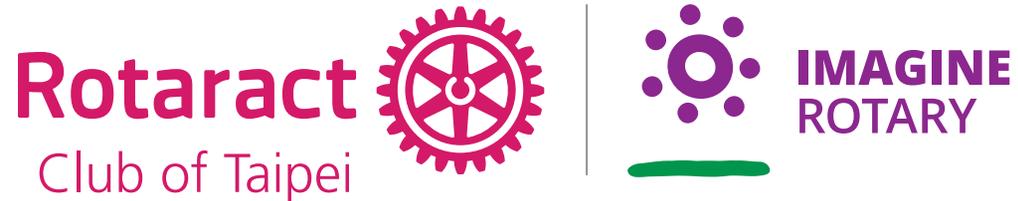
The theme logo can be used on its own as long as the club, district, or zone logo is used in proximity to the theme logo.

Additional colors and layouts of the theme logo graphics can be found in the zip file on My Rotary.

FILE & COLOR FORMATS

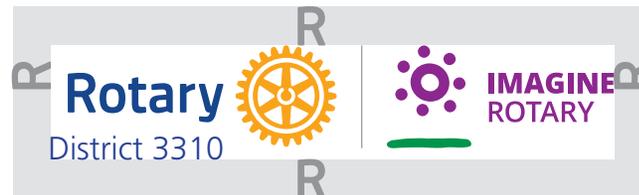
- Lockup: PDF
- Print: EPS/PDF
- Word document (print): PNG
- Digital: PNG
- PowerPoint: PNG
- Web (desktop, tablet, mobile): PNG

LOGO LOCKUP



CLEAR SPACE

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



COLORS



Violet

PMS 2070C
C53 M100 Y0 K0
Hex #901f93
R144 G31 B147



Grass

PMS 355C
C99 M12 Y100 K2
Hex #009739
R1 G151 B57

FONTS

OPEN SANS

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Clubs and districts should use their logo in lockup with the theme logo.

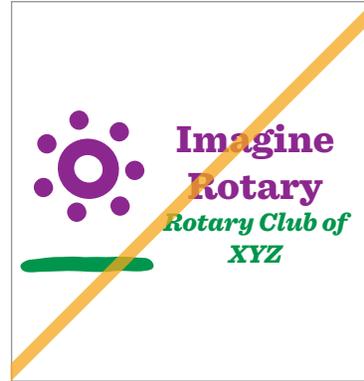
The full-color logo is the preferred version for use.

The theme logo should not be altered in any way. Do not add, remove, or resize any elements or colors of the existing logo.

INCORRECT USAGE



Don't add outlines, special effects, or other graphic elements.



Don't alter or add copy to the logo. Don't change the fonts.



Don't put the logo in a holding shape.



Don't distort the logo.



Don't change or remove logo elements.



Don't change the colors of the logo.



Make sure the logo is completely legible and on a contrasting background.



Don't allow the logo to get cut off or be covered. The entire logo must be visible.