

# 2023 ROTARY INTERNATIONAL CONVENTION

## **BRANDING GUIDELINES**



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#### ABOUT THE LOGO

The 2023 Rotary International Convention logo was designed by renowned Indigenous artist Riki Salam to echo the 2022-23 presidential theme logo and to acknowledge the location of the convention.

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 arches represent the multigenerational and diverse nature of Rotary.
- 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 2023 Rotary International Convention 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.

LOGO LOCKUP

Masterbrand Signature



Masterbrand Signature Simplified



1-COLOR

Use the 1-color option when you are using 1-color black printing or on dark backgrounds.



CLEAR SPACE

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



Please do not change or move any of the elements of the logo.

HORIZONTAL LOGO

VERTICAL LOGO



The convention logo should always be used with the Masterbrand Signature or the Mark of Excellence in the design to identify it as the Rotary International Convention.





1-COLOR


Use the 1-color option when you are using 1-color black printing or on dark backgrounds.





CLEAR SPACE

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



The space of the capital "R" in the Rotary Masterbrand Signature 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

### Key Lime

PMS 375C  
C47 M0 Y100 K0  
Hex #93d500  
R147 G213 B0

## FONTS

OPEN SANS

**Extra Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890**

**Semi-Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890**

The convention logo should always be used with the Masterbrand Signature or the Mark of Excellence in the design to identify it as the Rotary International Convention.

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

The convention 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.