

## 2023 ROTARY INTERNATIONAL CONVENTION

**BRANDING GUIDELINES** 



#### **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 prefered use.

#### LOGO LOCKUP

Masterbrand Signature











#### 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.

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.





#### HORIZONTAL LOGO

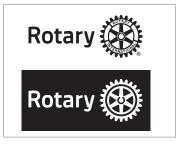


#### **VERTICAL LOGO**



#### 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**





**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.