

Overview

Creating a strong brand that's recognized around the world requires everyone to adhere to Rotary's visual identity guidelines. To ensure that your Rotary Action Group lockup is on brand, create it using one of the layouts on the following pages.

Here are some do's and don'ts to remember when creating and using logos and lockups:

- **DO** use the word lockup (see page 2) or the logo lockup (see page 3) to show your affiliation with Rotary.
- **DON'T** create a Rotary Action Group logo of your own that contains or resembles the Rotary Masterbrand Signature or Mark of Excellence (wheel).
- **DO** follow the layout requirements for logos (see page 6).
- **DON'T** place your action group logo to the left of the Masterbrand Signature.
- **DO** use these logo lockups in all printed items (newsletters, brochures) and digital material (websites, social media).

Find design terms and layout requirements on page 6.
For questions or assistance, write to design@rotary.org.

Naming a Rotary Action Group

Action groups recognized prior to January 2020 should work with Rotary International to modify their name to reflect the updated program name, "Rotary Action Group," and show their affiliation with the program.

Prospective Rotary Action Groups should work with RI to ensure their proposed name follows RI's policies prior to seeking recognition.

Write to actiongroups@rotary.org to modify your group's official name.

Your group's official name needs to include the full program name; examples of on-brand and off-brand options include:

ON BRAND	OFF BRAND
Rotary Action Group Against Parkinson's	Rotary Against Parkinson's Action Group
Rotary Action Group for Child Safety	Rotary for Child Safety Action Group
Adult Learning Rotary Action Group	Rotary Adult Learning Action Group

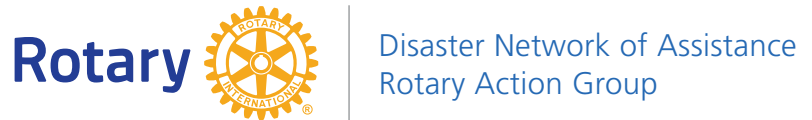
Masterbrand Signature word lockup

Use this layout when your Rotary Action Group doesn't have a logo.

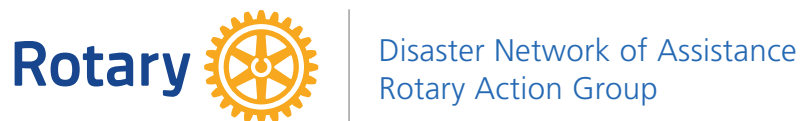
Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used in the lockup.

Find the logo and templates for creating promotional materials in the Brand Center at brandcenter.rotary.org. In the logo creator, select *Right of Logo* in the *Alignment* drop-down menu.

MASTERBRAND SIGNATURE



MASTERBRAND SIGNATURE SIMPLIFIED



Masterbrand Signature logo lockup

Use this layout when your Rotary Action Group has a unique logo (but remember, your logo can't contain or resemble the Masterbrand Signature or the Mark of Excellence).

Also, do not use an existing logo of any individual, organization, or corporation in your design.

Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used in the lockup.

Find the logo and templates for creating promotional materials in the Brand Center at brandcenter.rotary.org. In the logo creator, select *Right of Logo* in the *Alignment* drop-down menu.

MASTERBRAND SIGNATURE



MASTERBRAND SIGNATURE SIMPLIFIED

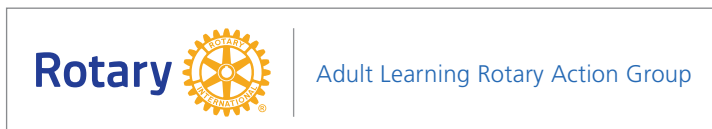


Regional chapter identifiers

When a Rotary Action Group has regions or chapters, they should be identified in text below the name of the action group in the main logo. You'll need to re-center the text, which now includes the region or chapter, to the right of the divider rule. See examples below.

REGIONAL CHAPTER IDENTIFIERS IN WORD LOCKUP

Main logo



REGIONAL CHAPTER IDENTIFIERS IN LOGO LOCKUP

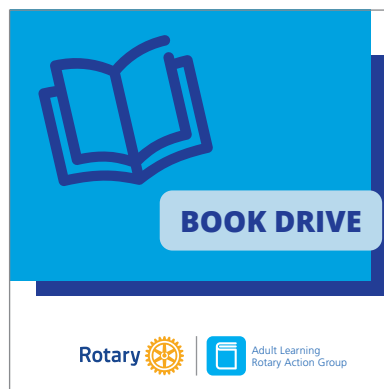
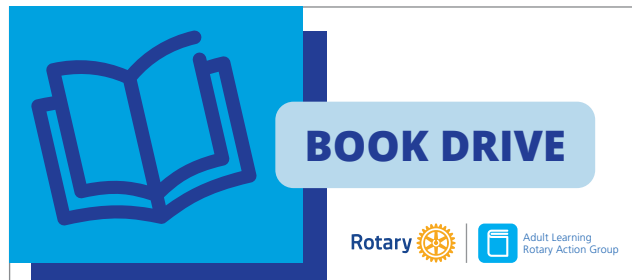
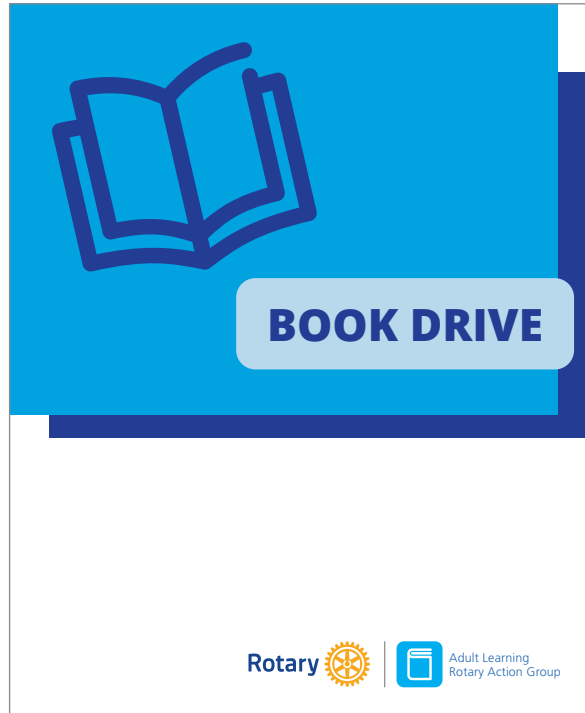
Main logo



Working with a project logo

A Rotary Action Group often has a main initiative it wants to promote that has its own project logo. Since the Rotary Action Group logo is already a lockup, you can't lock up another logo with it. There are many other ways you can work with a project logo in your designs. Please make sure your project logo follows our brand standards and doesn't include or resemble the Rotary logo.

PROJECT LOGO LAYOUT EXAMPLES



Design Terms and Layout Requirements

Find examples on Rotary’s website of the design terms used to describe our logos as well as the layout requirements for Rotary Action Groups lockups.

Brand Center

Find the logo and templates for creating promotional materials in the Brand Center at brandcenter.rotary.org.

In the logo creator, select *Right of Logo* in the *Alignment* drop-down menu.

Rotary merchandise

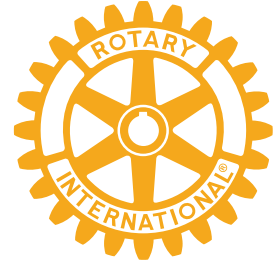
Protect our visual identity. Obtain Rotary merchandise only from licensed vendors. A list of vendors can be found at my.rotary.org/en/member-center/licensed-vendors.

For questions or assistance, write to design@rotary.org.

Masterbrand Signature and Masterbrand Signature Simplified (logo)



Mark of Excellence (wheel)



Masterbrand Signature + name (known as the Masterbrand Signature word lockup)



Masterbrand Signature + logo (known as the Masterbrand Signature logo lockup)



Layout requirements for Rotary Action Group logo in a lockup

Minimum height: equal to the Rotary wheel

Maximum height: no more than 1.5 times the Rotary wheel

Width: may vary but shouldn’t overpower the Masterbrand Signature

