

RESOLUTION 22R-07

To request the RI Board to consider eliminating the logo and pin of the RI president

Proposer(s): District 1780, France

1 WHEREAS, each RI president chooses a theme, a logo, and a pin for his or her
2 year, and

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4 WHEREAS, Article 34 of the Rotary Code of Policies, Rotary Marks, provides a
5 definition of Rotary marks in section 34.005., and

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7 WHEREAS, Rotary Code of Policies section 34.060., Other Rotary Emblems, and
8 subsection 34.060.1., Rotary Programs Logos, provide for the creation of “a
9 standardized, coordinated identity for all Rotary materials,” and

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11 WHEREAS, Rotary Code of Policies subsection 34.060.2., Use of Logo With RI or
12 TRF Programs, provides that the general secretary may “consider including the
13 Rotary emblem in the logos,” and

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15 WHEREAS, the RI Board has also specified that “The annual theme logo shall be
16 the Rotary wheel along with the annual theme.” (October 2015 Board Meeting,
17 Decision 37)

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19 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
20 International consider eliminating the logo and pin of the RI president.

(End of Text)

PURPOSE AND EFFECT

21 RI justifiably reminds Rotarians of their obligation to comply with the
22 specifications, colors, and position of the RI logo so that they may be more easily
23 identified by the public as members of Rotary. But, as is customary, each RI
24 president chooses a logo for his or her term in office. Very often, this logo can be
25 seen on the pin worn by Rotarians. Unfortunately, the changing annual logo does
26 not allow for an easy identification with Rotary. We could quite simply resolve
27 this issue by adopting the official Rotary logo as the presidential logo, thereby
28 eliminating any need for an annual presidential logo and pin.

FINANCIAL IMPACT

- 1 If implemented, this resolution is unlikely to have a substantial financial impact
- 2 on RI if the annual presidential logo and pin are eliminated, but the annual
- 3 presidential theme remains in place.