

BRAND MATTERS

Proper Rotary Brand Usage



SERVE TO CHANGE LIVES

Can we agree that this stuff matters?

Understanding Evolution of a Brand

Rotary Brand Evolution

OMG ... Really?

Objectives





1903

1907

1909

1911

1912

1917



1927

1957

1961

1976

2003

Ford Found it's Oval

Rotary





1976



1977



1984



1998



2001



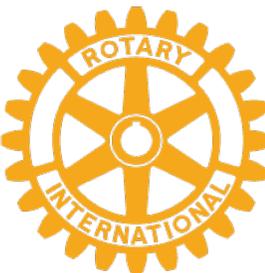
2008



2013

Apple

Rotary





1893



1898



1906



1906



1940



1950



1962



1973



1987



1991



2003



2014

Pepsi inspired by?

Rotary



COCA-COLA.

Coca-Cola



Coca-Cola

Coca-Cola



1886

1890

1893

1905

1940

1950



Coke
Coke



Coca-Cola

1969

1985

1987

1993

2003

2007

It's the Real Thing

Rotary



McDonald's
FAMOUS
BARBECUE

1940



1948



1953



1960



1962



1968



1975



1992



2000



2003



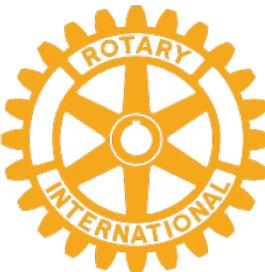
2006



2007

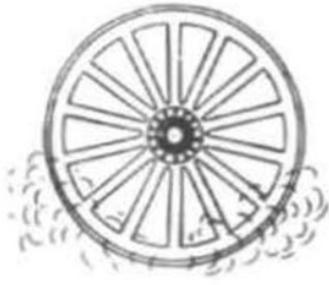
I'm Lovin' it

Rotary





1906



1907



1908



1910



1910



1911

NATIONAL ASSOCIATION



1911



1913



1915



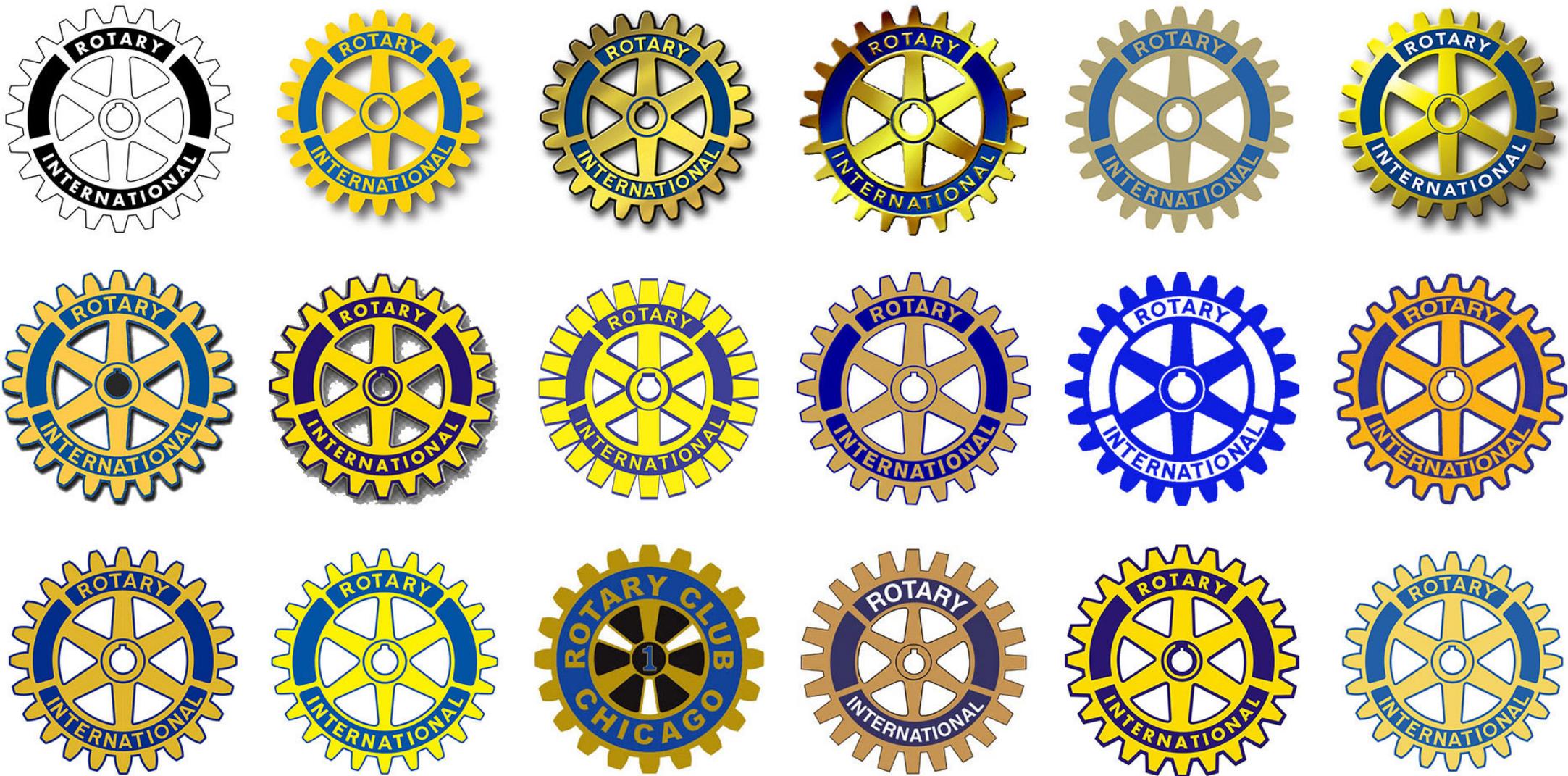
1920



1926

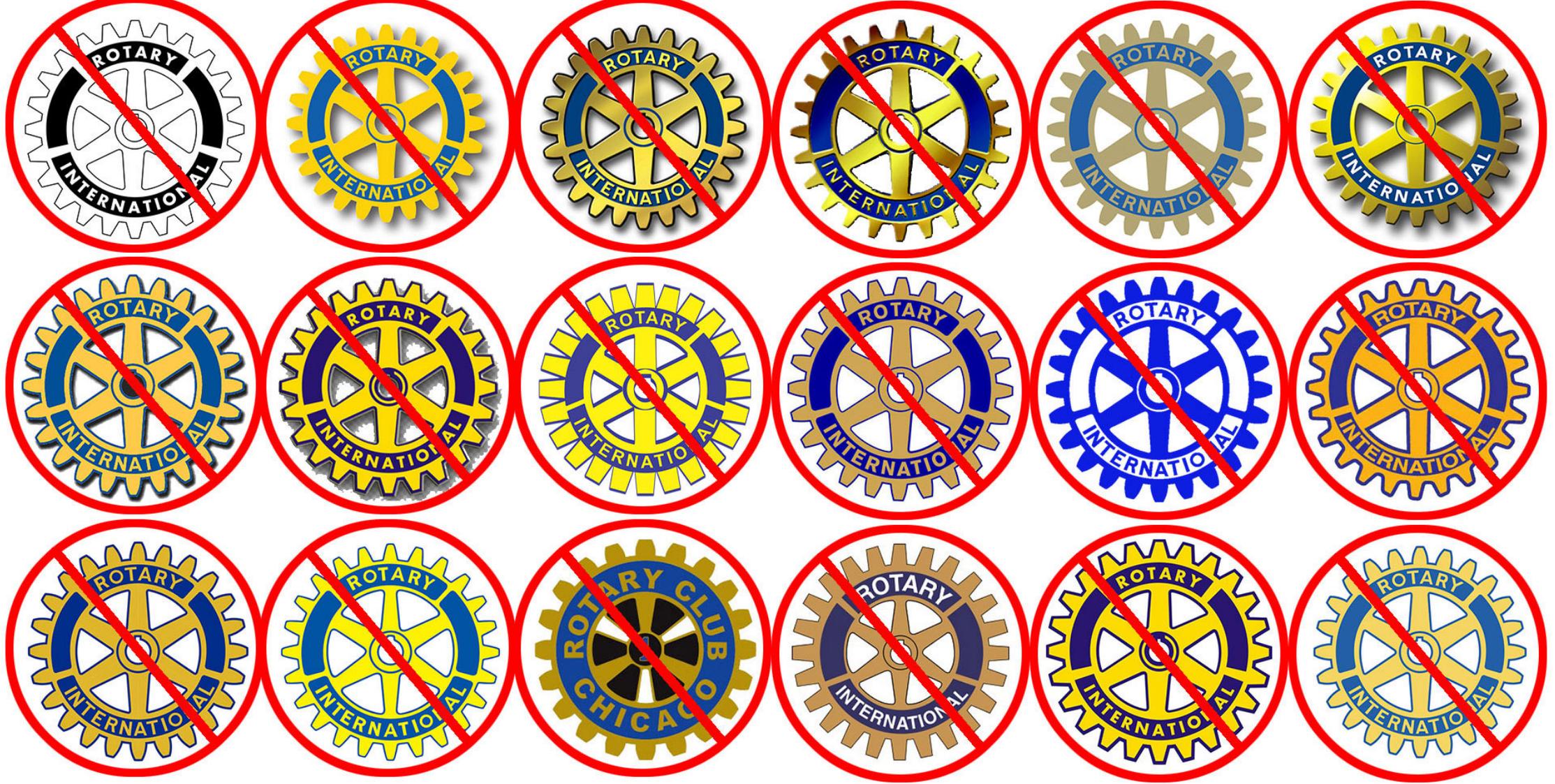
Even Rotary has Evolved





Many interpretations...

Rotary 



NONE are proper though.

Rotary



OUR "NEW" BRAND

Rotary



Rotary



Rotary



Rotary



Rotary



Rotary

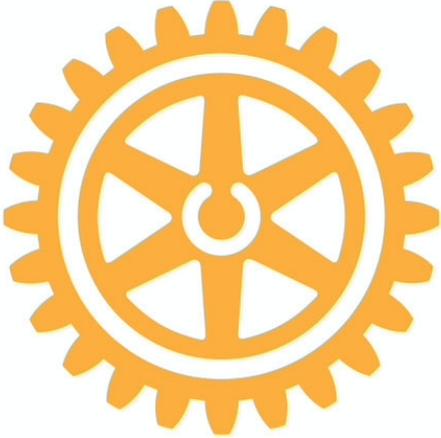


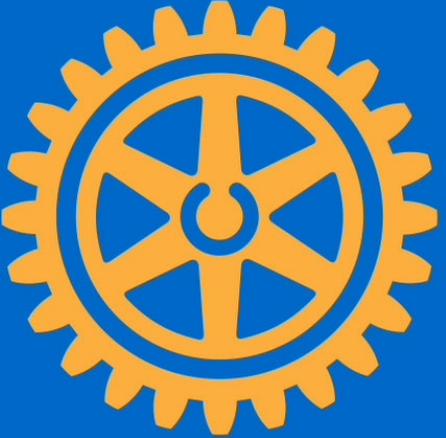
Masterbrand Signature

Rotary



OUR "NEW" BRAND

Rotary 

Rotary 

Rotary 

Rotary 

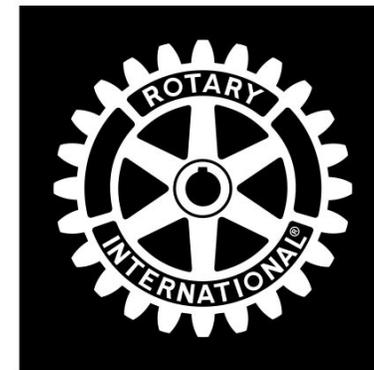
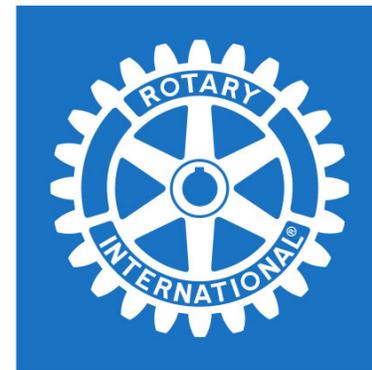
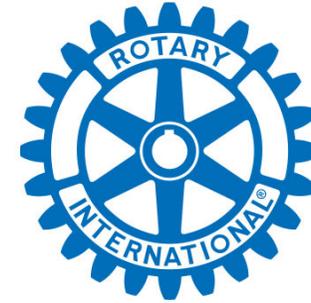
Rotary 

Rotary 

And Simplified ..

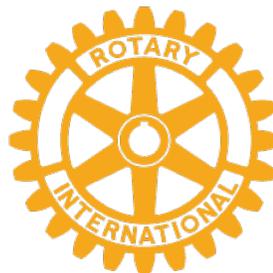
Rotary 

Rotary Mark of Excellence



... or the Rotary Wheel

Rotary





VOICE AND VISUAL IDENTITY GUIDELINES

2019-2020



Telling Rotary's Story



Rotary Leadership Colors



Azure

PMS 2175C
C99 M47 Y0 K0
PMS 2175U
C99 M53 Y0 K0
Hex #0050a2
R0 G93 B170



Sky Blue

PMS 2202C
C96 M0 Y6 K0
PMS 2202U
C94 M0 Y6 K0
Hex #019fcb
R1 G180 B231



Royal Blue

PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #0c3c7c
R23 G69 B143



Gold

PMS 130C
C0 M41 Y100 K0
PMS 129U
C0 M35 Y100 K0
Hex #f7a81b
R247 G168 B27

Secondary Colors



Cranberry

PMS 214C
C0 M100 Y22 K0
Rubine RedU
C0 M100 Y22 K0
Hex #c10042
R217 G27 B92



Turquoise

PMS 7466C
C90 M0 Y38 K0
PMS 7466U
C88 M0 Y27 K0
Hex #018d8d
R0 G153 B153



Violet

PMS 2070C
C57 M91 Y0 K0
PMS 2070U
C54 M99 Y0 K0
Hex #872175
R135 G33 B117



Orange

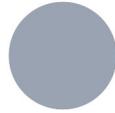
PMS 2018C
C0 M68 Y95 K0
PMS 2018U
C0 M58 Y95 K0
Hex #ff7600
R255 G118 B0

Pastels



Slate

PMS 2165C
C68 M43 Y30 K9
PMS 2166U
C68 M46 Y30 K13
Hex #687d90
R104 G125 B144



Mist

PMS 2162C
C40 M23 Y18 K1
PMS 2162U
C42 M26 Y18 K4
Hex #9ea6b4
R158 G166 B180



Lavender

PMS 665C
C17 M20 Y0 K8
PMS 665U
C17 M20 Y0 K8
Hex #c6bcd0
R198 G188 B208



Powder Blue

PMS 290C
C25 M4 Y5 K0
PMS 545U
C28 M4 Y0 K0
Hex #c9dee9
R201 G222 B233



Moss

PMS 7537C
C36 M23 Y34 K0
PMS 7537U
C36 M23 Y30 K0
Hex #a7aca2
R167 G172 B162



Taupe

PMS 7501C
C13 M16 Y35 K0
PMS 7501U
C13 M16 Y35 K0
Hex #d9c89e
R217 G200 B158

Neutrals



Charcoal

Cool Gray 11C
C48 M22 Y24 K66
Cool Gray 11U
C15 M0 Y0 K60
Hex #58585a
R88 G88 B90



Pewter

Cool Gray 8C
C23 M11 Y13 K41
Cool Gray 8U
C10 M0 Y0 K50
Hex #919295
R145 G146 B149



Smoke

Cool Gray 5C
C0 M0 Y0 K33
Cool Gray 5U
C0 M0 Y0 K33
Hex #bcdbc0
R188 G189 B192



Silver

Cool Gray 2C
C14 M10 Y13 K0
Cool Gray 2U
C14 M10 Y16 K0
Hex #e7e7e8
R231 G231 B232



Storm

Warm Gray 10C
C51 M46 Y55 K19
Warm Gray 10U
C51 M46 Y45 K19
Hex #675d58
R103 G93 B88



Ash

Warm Gray 7C
C41 M34 Y44 K4
Warm Gray 7U
C41 M38 Y37 K8
Hex #958d85
R149 G141 B133



Platinum

Warm Gray 3C
C25 M22 Y32 K0
Warm Gray 3U
C25 M22 Y28 K2
Hex #c5c1bb
R197 G193 B187



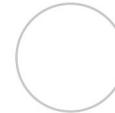
Cloud

Warm Gray 1C
C15 M12 Y17 K0
Warm Gray 1U
C15 M12 Y17 K0
Hex #e6e5d8
R230 G229 B216



Black

C0 M0 Y0 K100
Hex #000000
R0 G0 B0



White

C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255

Approved Color Choices

Rotary



Primary*, use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, infographics, lockups, identifiers, or dense body copy.

FRUTIGER LT STD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

45 Light
46 Light Italic

Secondary*, use for body text, secondary headlines, captions, callouts, or identifiers.

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black

Primary, for digital applications

OPEN SANS CONDENSED

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Primary, for Microsoft Office applications or when Open Sans Condensed is not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.

ARIAL NARROW

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Secondary, for digital applications and Microsoft Office applications, or when Sentinel is not available. Font should be used similarly to Sentinel for body text, secondary headlines, etc.

Georgia

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

Approved Font Options

Rotary





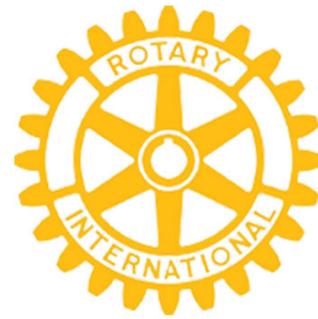
Which Rotary Brand is correct?



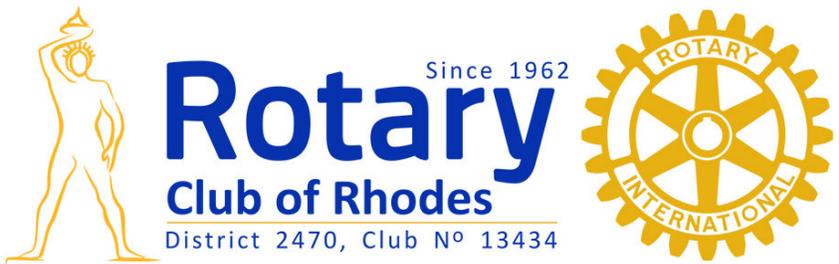
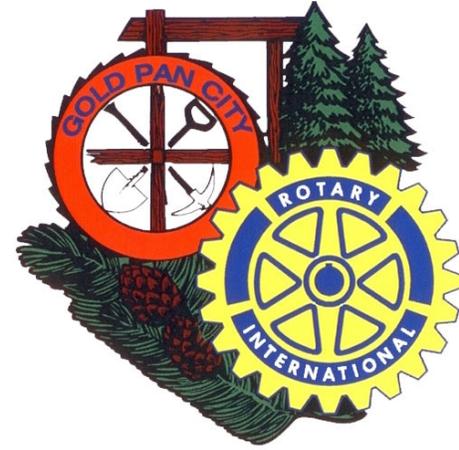
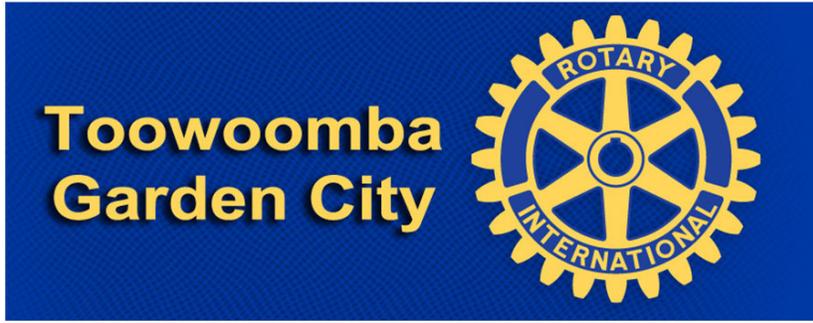


Trick Question ... **None!**



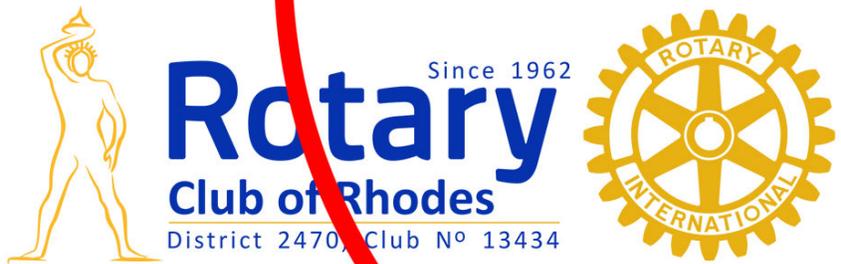
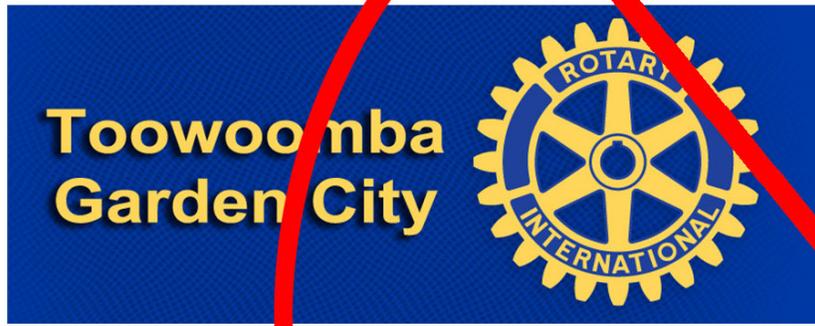


Belmont
Rotary

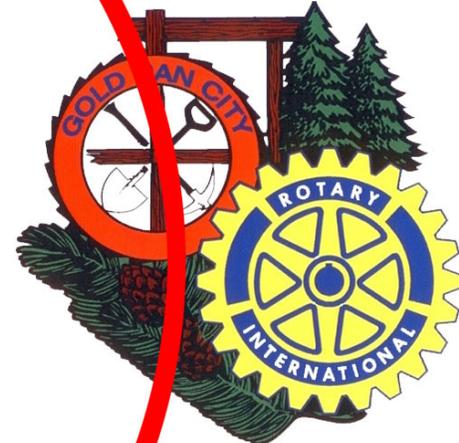


Which Club logo is correct?





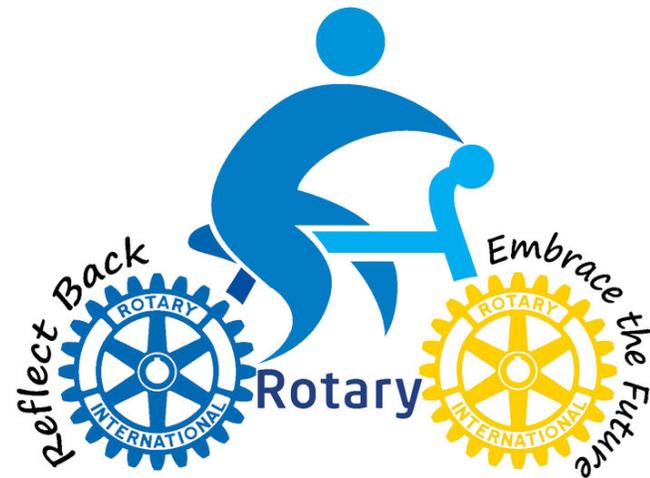
Belmont
Rotary



Tricked Again ... None!

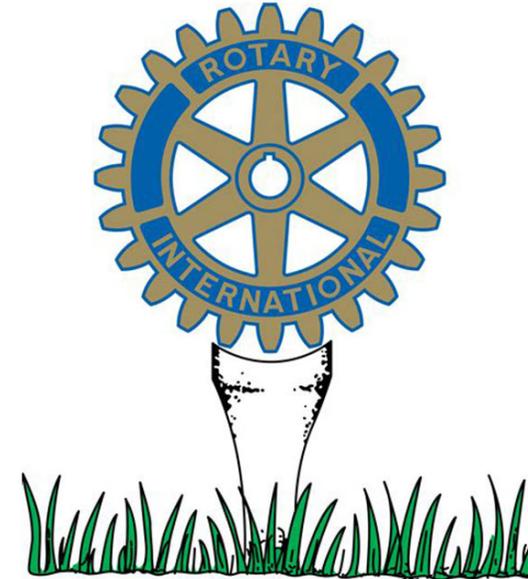
Rotary





Are any of these correct?





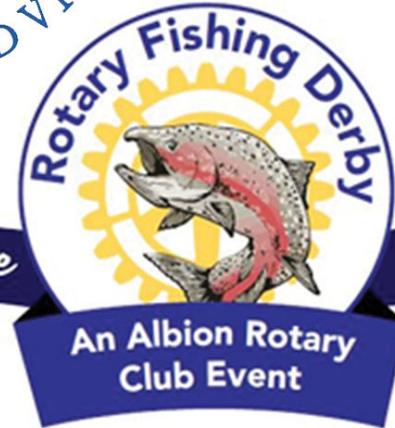
Are any of these correct?

Rotary





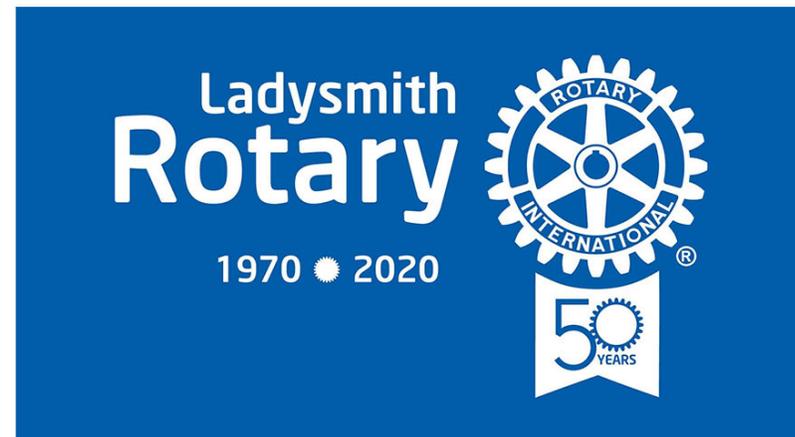
point Breeze



How about any of these?

Rotary





These are right ... right?



Celebrating 100 Years of Rotary



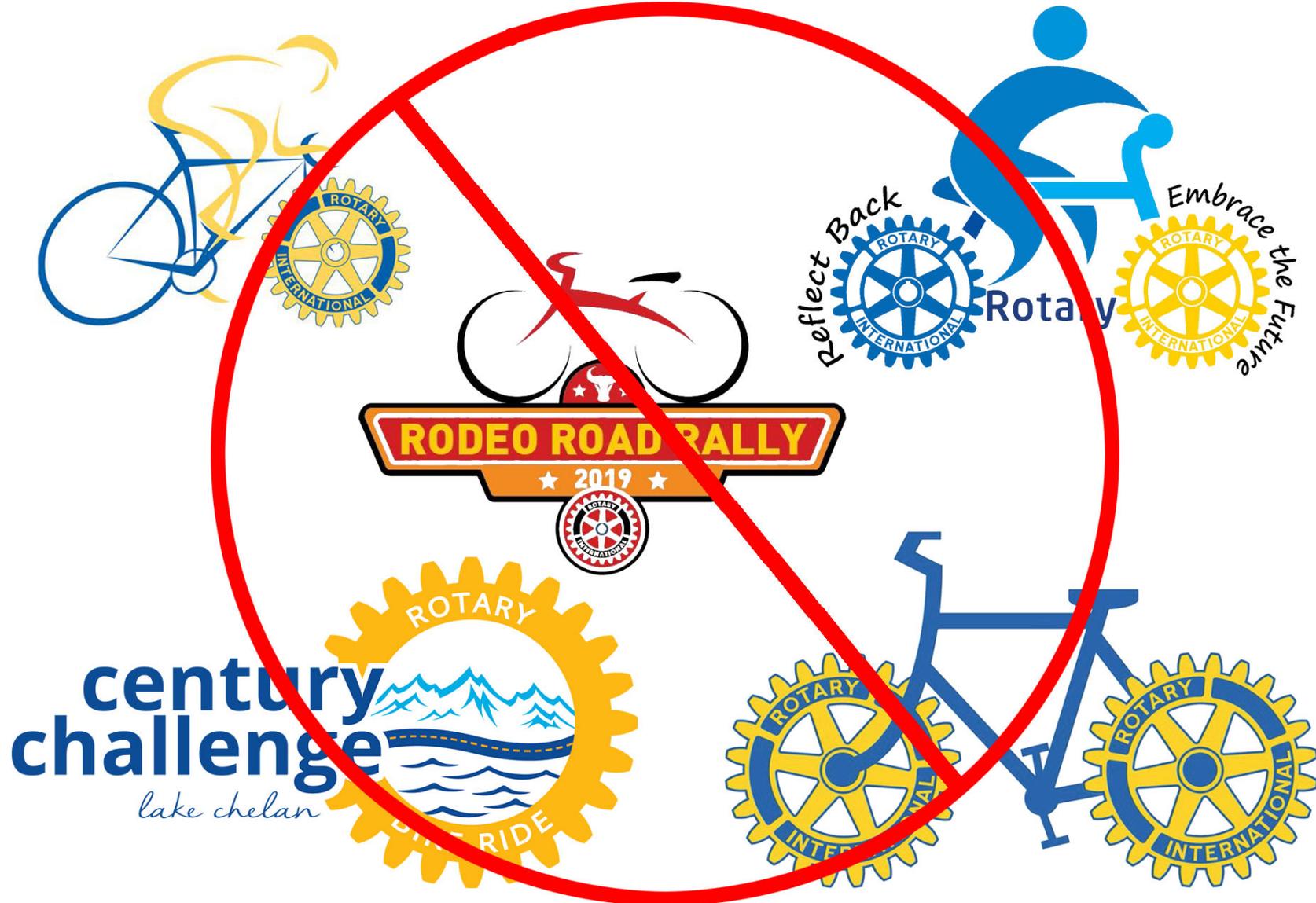
*Rotary Club of Key West
1916-2016*



For sure ... these are?

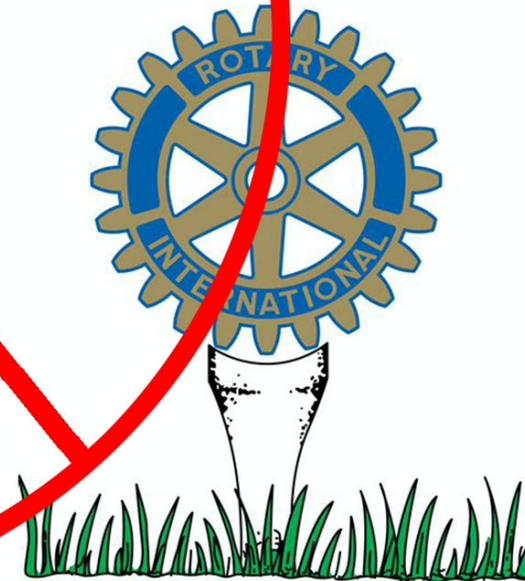
Rotary





No ... **Sorry!**

Rotary 

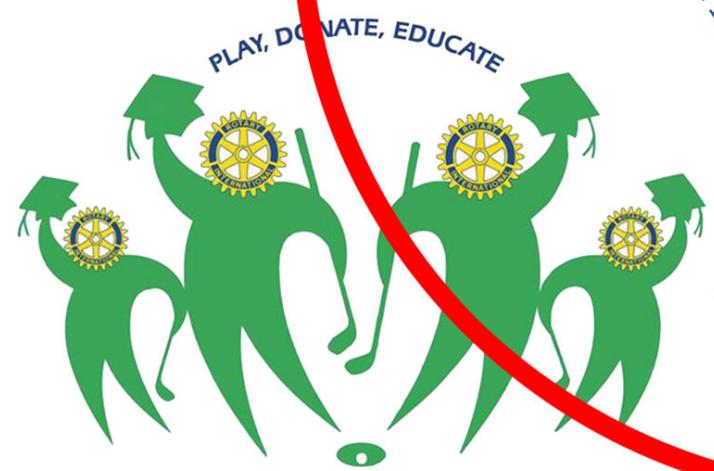


No ... **Sorry!**

Rotary



**LOBSTER
FEST**



point Breeze



An Albion Rotary Club Event



Still Wrong ... Sorry!

Rotary

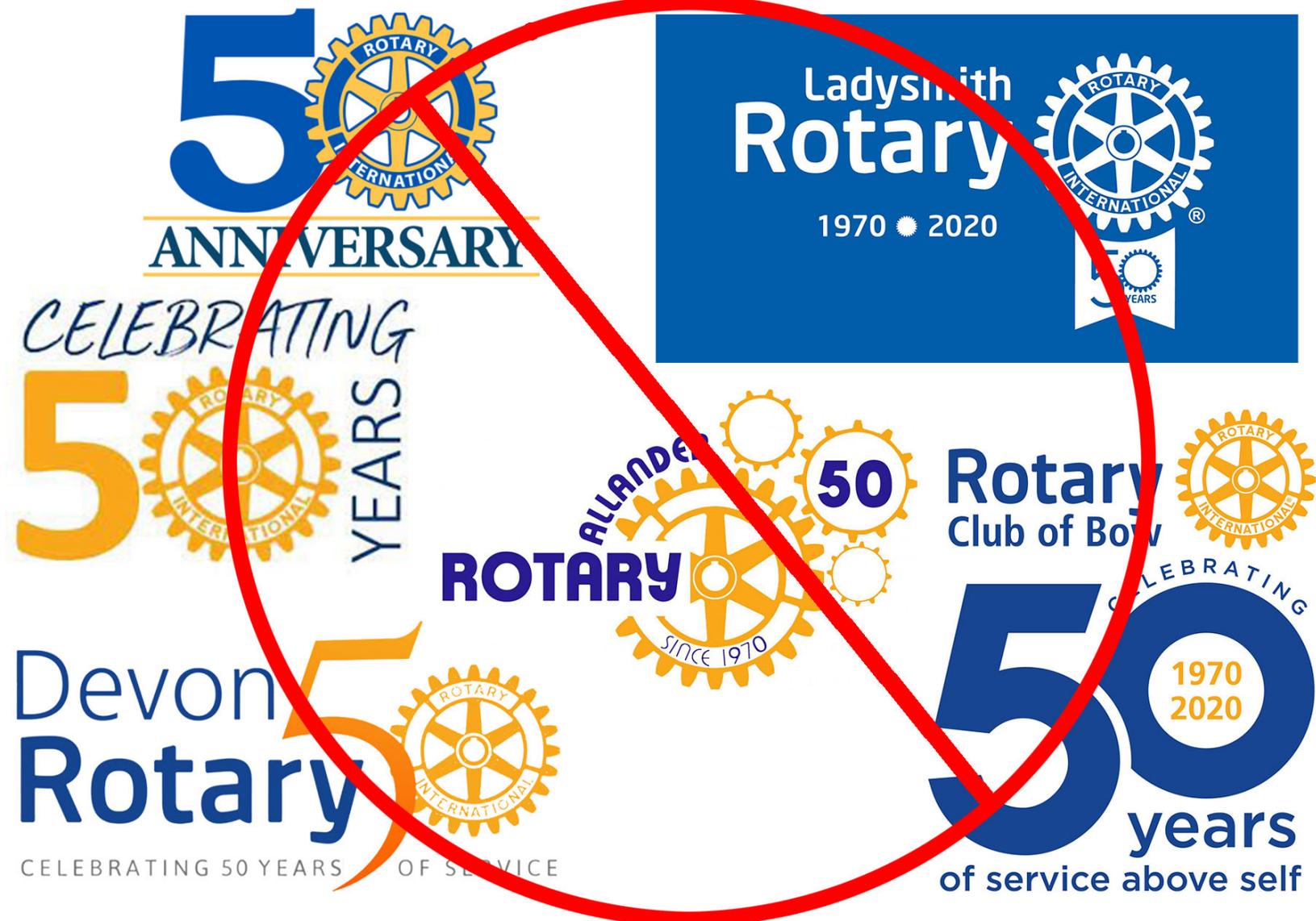




Still Wrong ... Sorry!

Rotary



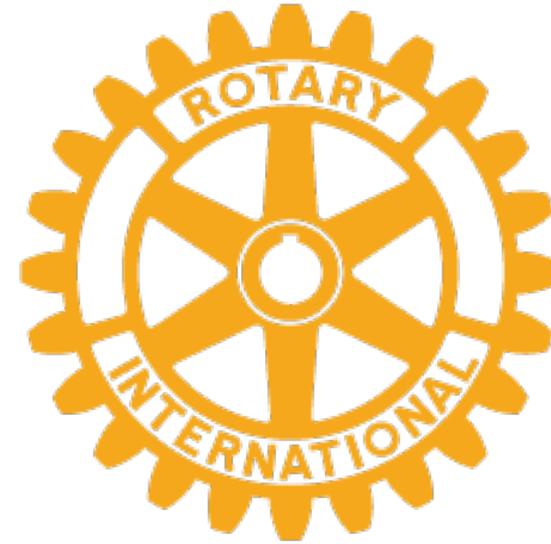


OK ... You get my Drift!

Rotary 

Can we agree that this stuff matters?

Rotary



**Go Check out the
Rotary Brand Center
brandcenter.rotary.org**

Rotary

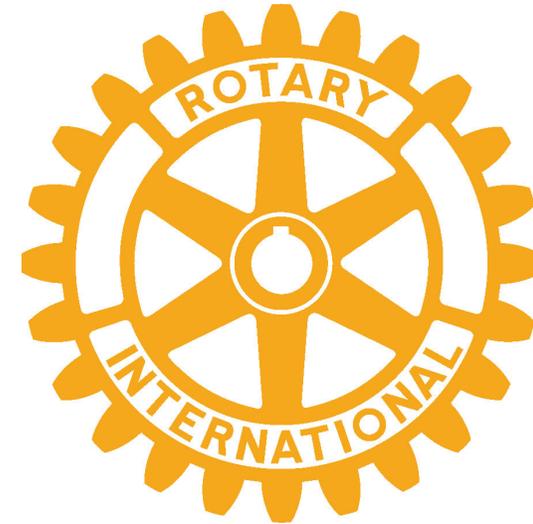


Can we agree that this stuff matters?

Kearney Dawn

Rotary

Club



Go Check out the

Rotary Brand Center

brandcenter.rotary.org

Rotary

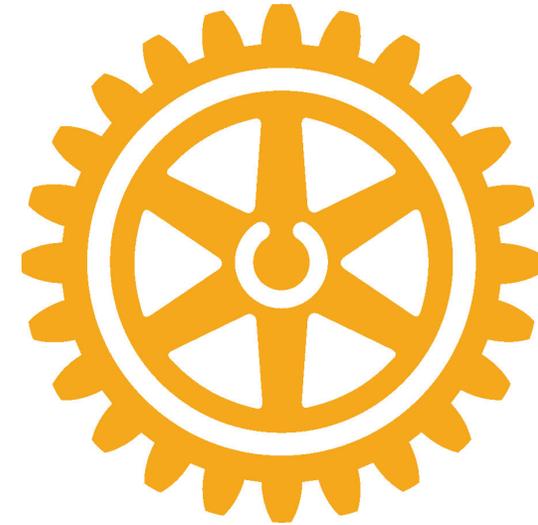


Can we agree that this stuff matters?

Kearney Dawn

Rotary

Club



Go Check out the

Rotary Brand Center

brandcenter.rotary.org

Rotary



YES, OUR BRAND DOES MATTER?



SERVE TO CHANGE LIVES



QUESTIONS

THANK
YOU!

Rotary

