Overview

A consistent voice and visual identity are essential components of a strong brand. By using the People of Action messaging and design elements in this guide you help build awareness and understanding of Rotary and its impact in the community. Use the guide when producing print or digital content or merchandise. You can find more information in the Voice and Visual Identity Guidelines available on the Brand Center at **rotary.org/brandcenter**.

Logos

The Masterbrand Signature is our official logo and combines the wheel with the word "Rotary" (Rotary's wordmark) to the left for visibility and recognition.

Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

When using the Mark of Excellence, we encourage you to use the Masterbrand Signature near it for clarity and recognition. The words "Rotary International" must always appear in the wheel.
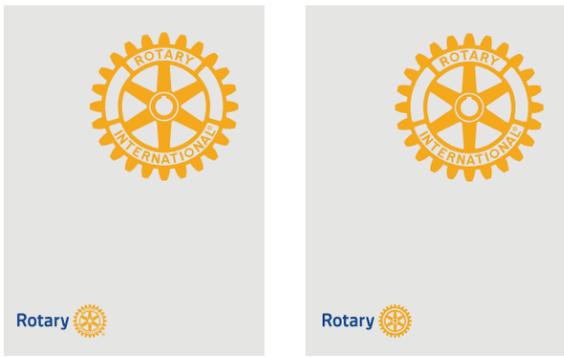
There is no maximum height for the Mark of Excellence, the minimum size should be approximately 3x height of the wheel in the nearby Masterbrand Signature (see layout and sizing examples above).

Masterbrand Signature

Masterbrand Signature Simplified
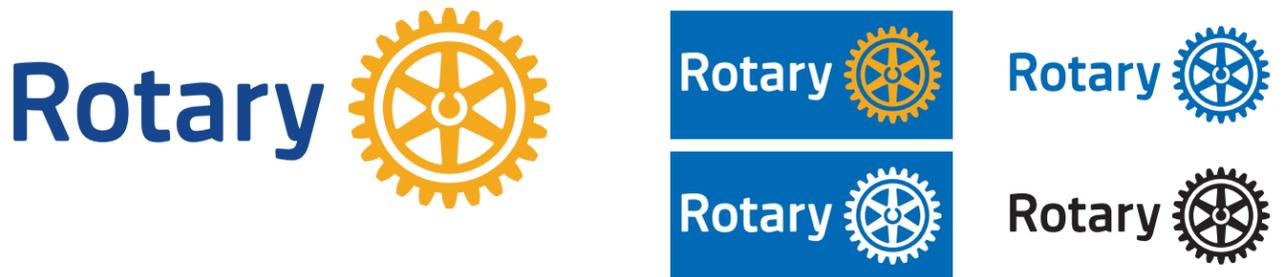
Mark of Excellence
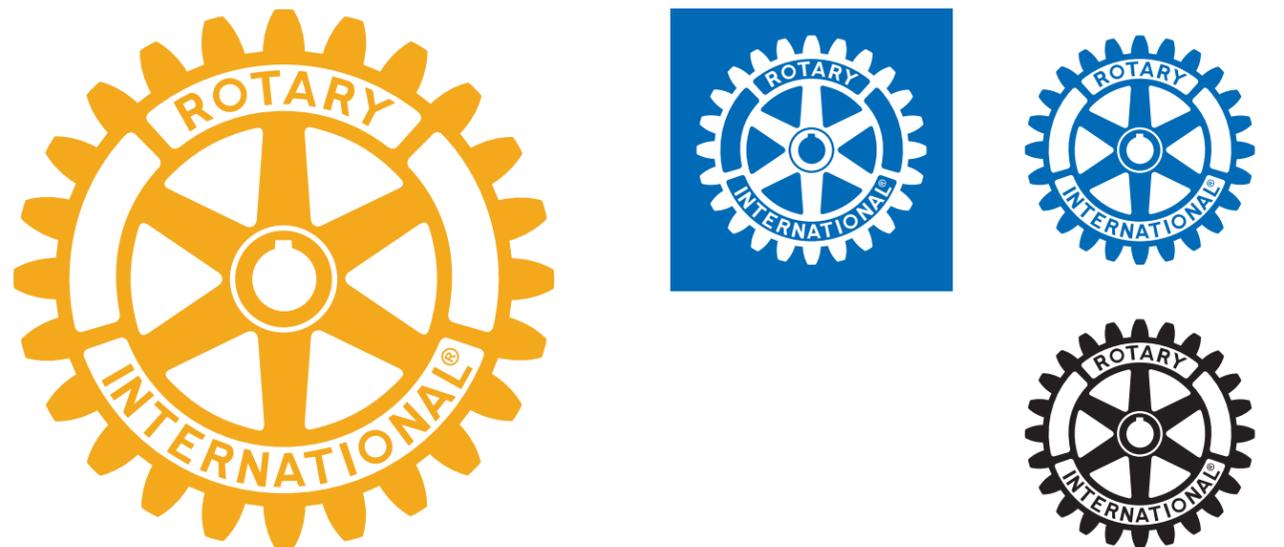
Logos — Signature System

Use the name on your charter or the name your club is known by in your community in your club logo. Because the word "Rotary" is already in the logo, you don't need to repeat it.

The club name, district, and zone always appear on the same side as the wordmark, it should right-align with the "y" in Rotary. The positioning and the size relationship between the wordmark and the wheel can't be altered.

Signature System for Clubs, Districts, and Zones


Logo Lockups

Partners are external organizations that collaborate with Rotary to develop, support, and execute programs and service projects.

To create partnership lockups, follow the guidelines illustrated here. Only one partner may be displayed within the lockup.

The same layout applies for Rotary Fellowships and Rotarian Action Groups.

Lockups for Rotary Fellowships, Rotarian Action Groups, Partners, and Programs

Divider rule: 0.5pt, 50% black height equal to logo.

Masterbrand signature

Rotarian Action Group, Rotary Fellowship, Partner, or Program logo.

International Fellowship of Birdwatching Rotarians
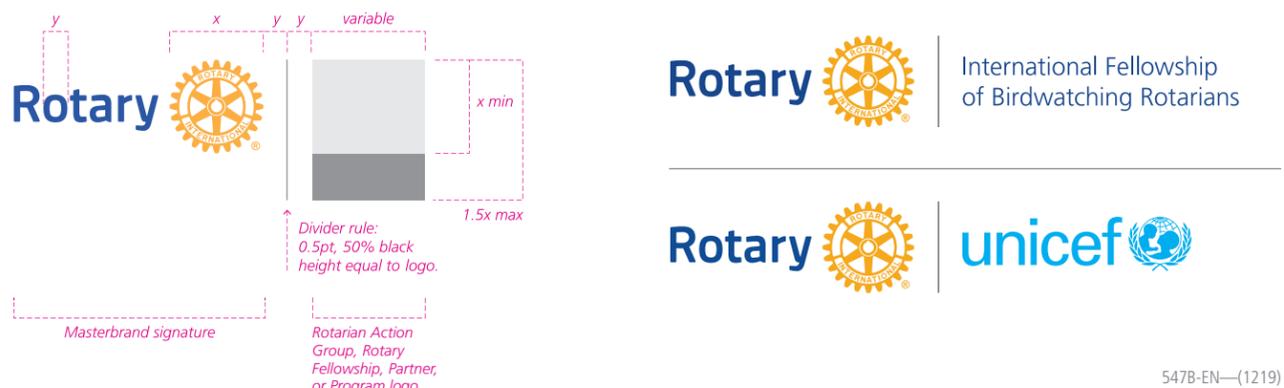
Colors

Rotary's official colors are intended to express who we are: smart, compassionate, persevering, and inspiring leaders. Three shades of blue and one of gold are our main colors. To create a unified look and feel, use these colors more often than the other colors in our palette. Use secondary colors sparingly for emphasis or differentiation within a series.

Our colors should not be screened or adjusted. Apply the appropriate formulations listed for each color.

Pantone™ colors for print

CMYK for 4-color process print

Hexadecimal for web

RGB for digital

Primary Color Palette — Rotary Leadership Colors

Royal Blue
PMS 286C
C100 M80 Y9 K2
Hex #0c3c7c
R23 G69 B143

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

Sky Blue
PMS 2202C
C96 M0 Y6 K0
Hex #019fcb
R1 G180 B231

Gold
PMS 130C
C0 M41 Y100 K0
Hex #f7a81b
R247 G168 B27

Secondary Color Palettes

Vibrant

Turquoise
PMS 7466C
C90 M0 Y38 K0
Hex #018d8d
R0 G153 B153

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

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

Violet
PMS 2070C
C57 M91 Y0 K0
Hex #872175
R135 G33 B117

Pastels

Slate
PMS 2165C
C68 M43 Y30 K9
Hex #687d90
R104 G125 B144

Mist
PMS 2162C
C40 M23 Y18 K1
Hex #9ea6b4
R158 G166 B180

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

Powder Blue
PMS 290C
C25 M4 Y5 K0
Hex #c9dee9
R201 G222 B233

Neutrals — Warm

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

Ash
Warm Gray 7C
C41 M34 Y44 K4
Hex #958d85
R149 G141 B133

Platinum
Warm Gray 3C
C25 M22 Y32 K0
Hex #c5c1bb
R197 G193 B187

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

Neutrals — Cool

Charcoal
Cool Gray 11C
C48 M22 Y24 K66
Hex #58585a
R88 G88 B90

Pewter
Cool Gray 8C
C23 M11 Y13 K41
Hex #919295
R145 G146 B149

Smoke
Cool Gray 5C
C0 M0 Y0 K33
Hex #bcbdc0
R188 G189 B192

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

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

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

White
C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255

Black
C0 M0 Y0 K100
Hex #000000
R0 G0 B0

Typography

To use typography correctly in Rotary-branded materials, whether in print or online, refer to both our licensed and free options.

Primary — Use ALL CAPS condensed style for headlines and main navigation. Use other styles (varied using both upper- and lowercase) for secondary headlines and secondary navigation.

Secondary — Use regular style for body text or other identifiers.

Use the free option when licensed options are not available or are cost-prohibitive.

Licensed options

Primary

FRUTIGER LT STD
47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

FRUTIGER
45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Secondary

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

Free options

Primary

OPEN SANS CONDENSED
Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS
Light
Regular
Italic
Bold

ARIAL NARROW
Regular
Italic
Bold
Bold Italic

ARIAL
Regular
Italic
Bold
Bold Italic

Secondary

Georgia
Regular
Italic
Bold
Bold Italic

Photography

Our photography focuses on relationships and community impact and should always tell a genuine story. They should be powerful images that inspire and motivate the public and show that Rotary is made up of people of action. Photography that uses a documentary style (meaning that the subjects of the image are not posed) usually accomplishes this best.

Be sure to get signed, written permission from anyone in the photos or videos used for Rotary purposes. For more information or questions, contact privacy@rotary.org.

People of Action style