

Overview

Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. Each element is designed to work in harmony with the others, while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion. Please use this condensed guide in conjunction with the full guidelines available at www.rotary.org.

What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital: Web/Email Tablet/Mobile	.png	rgb

Logos

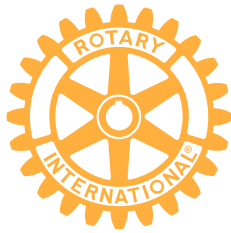
Masterbrand Signature

Rotary



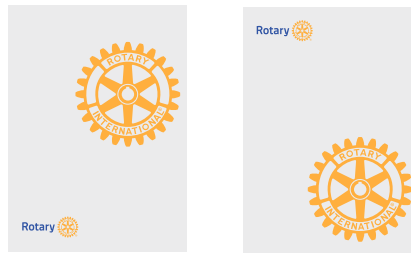
RotaryMBS-R_PMS-C.eps

Mark of Excellence

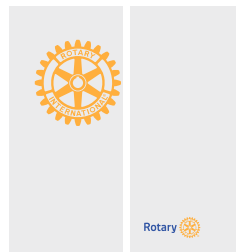


RotaryMOE-R_PMS-C.eps

Single Page Logo Usage Example



Multipage Example (front/back)



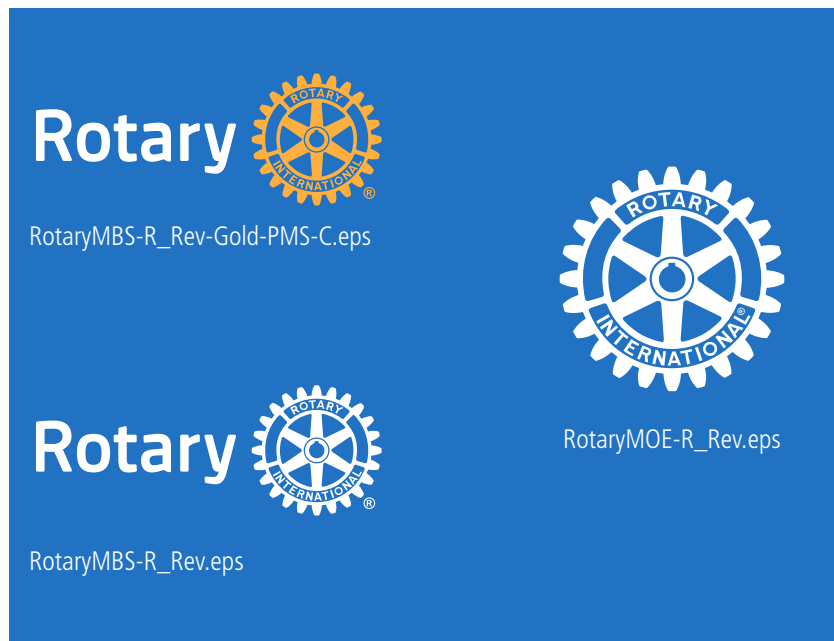
Signature System for Clubs, Districts, Zones, and Projects

Rotary 
Club [of/at] [Location]

Rotary 
District 1239

Rotary 
Zone 33

Rotary  
Club of Evanston
Day of Service



Rotary



RotaryMBS-R_Rev-Gold-PMS-C.eps



RotaryMOE-R_Rev.eps

Rotary

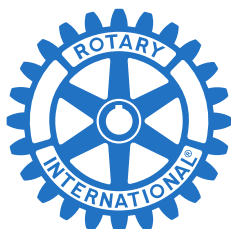


RotaryMBS-R_Rev.eps

Rotary



RotaryMBS-R_Azure-PMS-C.eps

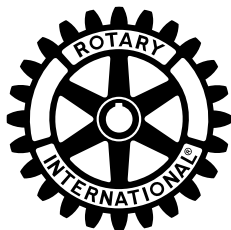


RotaryMOE-R_Azure-PMS-C.eps

Rotary



RotaryMBS-R_Black.eps



RotaryMOE-R_Black.eps

Typography

Licensed Option — fonts for purchase

Primary

FRUTIGER BLACK CONDENSED
ALL CAPS FOR HEADLINES

Frutiger for subheads, secondary nav, info graphics, and lockups

Secondary

Sentinel for body text, secondary heads, captions, and callouts

Free Option —

when Frutiger and Sentinel are not available or are cost-prohibitive

Primary

OPEN SANS CONDENSED
OR ARIAL NARROW
FOR HEADLINES

Arial for subheads, secondary nav, etc.

Secondary

Georgia for body text, secondary heads, etc.

Imagery

Rotarians Taking Action for Community



Rotarians Uniting and Exchanging Ideas



Metaphorical



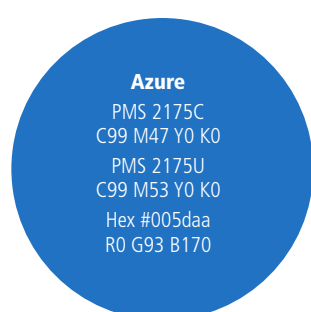
Member Pin



Recognized by Rotarians the world over, your Rotary

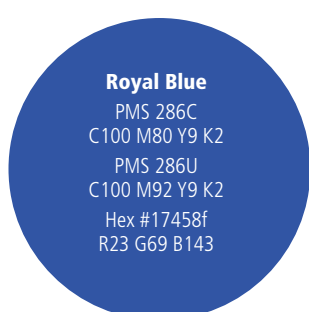
pin remains unchanged as a proud symbol of membership.

Colors



Azure

PMS 2175C
C99 M47 Y0 K0
PMS 2175U
C99 M53 Y0 K0
Hex #005daa
R0 G93 B170



Royal Blue

PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #17458f
R23 G69 B143



Gold

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