

Clubs, districts, and zones create their own logos by using the Masterbrand Signature combined with either their club name or the district or zone number. No words other than those should appear above or below the Masterbrand Signature. This logo must be used instead of the Masterbrand Signature alone.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified in your club, district, or zone logo. The club's name in the logo should reflect the name it's known by in the community. District and zone logos use simply the word "District" or "Zone" plus the corresponding numbers. Do not include any other identifiers.

We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Logos must be created using the templates found on the Brand Center at rotary.org/brandcenter.

CLUB, DISTRICT, OR ZONE LOGOS

Masterbrand Signature

Club Name
Rotary
Club Name,
District, or Zone

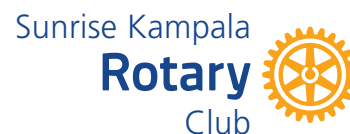


Masterbrand Signature Simplified

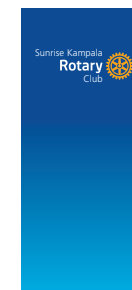
Club Name
Rotary
Club Name,
District, or Zone



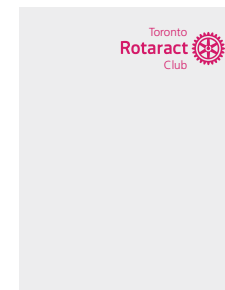
Examples



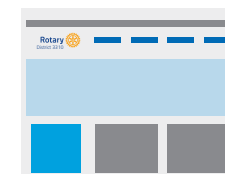
Layout Examples



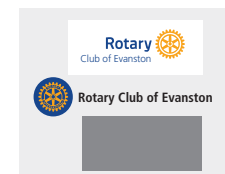
Club brochure



Flyer



Website



Facebook — Our guidance is to use the Mark of Excellence for social media profile pictures.

Rotaract Masterbrand Signature

Club Name
Rotaract
Club Name



Rotaract Masterbrand Signature Simplified

Club Name
Rotaract
Club Name



Examples



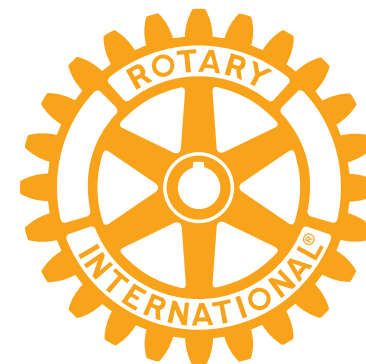
Clear Space



Clear space is the space surrounding the club, district, or zone logo that needs to remain empty. It is equal to the height of the capital "R" in "Rotary" or "Rotaract."

MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence and is considered a **secondary logo**. When you use it, we encourage you to position your club, district, or zone logo nearby for clarity and recognition. **There is no simplified version of the Mark of Excellence** — the words "Rotary International" must always appear in the wheel.



LOCKUPS

Lockups are used to show a relationship between your club, district, or zone and partners, sponsors, projects, or events. Only one logo can be featured in a lockup with your club, district, or zone logo.

The lockup should not be used as your official club, district, or zone logo.

Logos must be created using the templates found on the Brand Center at [rotary.org/brandcenter](https://www.rotary.org/brandcenter).

Logo or Graphic Lockup Examples



Word Lockup Examples

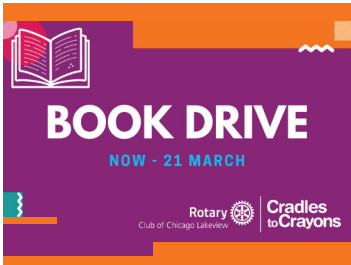


NAMING PROJECTS OR EVENTS

When naming a project, event, or website URL, you must use the name of your club or district if you want to include the word Rotary or Rotarian(s). For example, instead of calling your event Rotary Bingo, call it Rotary Club of Evanston Bingo Night. You might also call it We Love Bingo!, leaving out any reference to Rotary. These guidelines are outlined in the Rotary Code of Policies. Note that if you use your club name, the club must be in full control of the event or project. The Rotary name cannot be licensed to a another entity. For example, if a summer camp is opening in cooperation with your club, don't name it Rotary Camp.



Club logo on an installation



Rotary club event

FONTS

PRIMARY FONTS

Licensed

FRUTIGER LT STD
47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed
45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Free

OPEN SANS CONDENSED
Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS CONDENSED
Light
Regular
Italic
Bold

ARIAL NARROW
Regular
Italic
Bold
Bold Italic

ARIAL REGULAR
Regular
Italic
Bold
Bold Italic

SECONDARY FONTS

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

Georgia
Regular
Italic
Bold
Bold Italic

COLORS

Rotary Gold PMS 130C C0 M41 Y100 K0 Hex #f7a81b R247 G168 B27	Rotary Royal Blue PMS 286C C100 M84 Y12 K3 Hex #17458f R23 G69 B143	Azure PMS 2175C C100 M56 Y0 K0 Hex #0067c8 R0 G105 B200	Sky Blue PMS 2202C C96 M11 Y2 K0 Hex #00a2e0 R0 G162 B224
Cranberry PMS 214C C13 M100 Y37 K0 Hex #d41367 R212 G19 B103	Cardinal PMS 485C C6 M98 Y100 K1 Hex #e02927 R224 G41 B39	Slate PMS 2165C C66 M44 Y28 K3 Hex #657f99 R101 G127 B153	Powder Blue PMS 290C C26 M6 Y3 K0 Hex #b9d9eb R185 G217 B235
Turquoise PMS 7466C C96 M1 Y31 K0 Hex #00adb8 R0 G173 B187	Violet PMS 2070C C53 M100 Y0 K0 Hex #901f93 R144 G31 B147	Lavender PMS 665C C21 M25 Y7 K0 Hex #c6bcd0 R198 G188 B208	Stone PMS 2162C C42 M30 Y21 K0 Hex #9ba4b4 R155 G164 B180
Orange PMS 2018C C0 M66 Y100 K0 Hex #ff7600 R255 G118 B0	Grass PMS 355C C99 M12 Y100 K2 Hex #009739 R1 G151 B57	Moss PMS 7537C C36 M26 Y36 K0 Hex #a7aca2 R167 G172 B162	Taupe PMS 7501C C16 M19 Y42 K0 Hex #d9c89e R217 G200 B158
Storm Warm Gray 10C C50 M51 Y54 K17 Hex #7a6e66 R122 G110 B102	Ash Warm Gray 7C C42 M41 Y45 K5 Hex #968b83 R150 G139 B131	Platinum Warm Gray 3C C26 M24 Y28 K0 Hex #bfb7b0 R191 G183 B176	Cloud Warm Gray 1C C15 M14 Y18 K0 Hex #d6d1ca R214 G209 B202
Charcoal Cool Gray 11C C66 M57 Y52 K29 Hex #54565a R84 G86 B90	Pewter Cool Gray 8C C49 M40 Y38 K4 Hex #898a8d R137 G138 B141	Smoke Cool Gray 5C C32 M25 Y26 K0 Hex #b1b1b1 R177 G177 B177	Silver Cool Gray 2C C18 M14 Y15 K0 Hex #d0cfd R208 G207 B205