IDENTITY AT A GLANCE

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

RotaryMBS-R_PMS-C.eps

Mark of Excellence

RotaryMOE-R_PMS-C.eps

RotaryMBS-R_Rev-Gold-PMS-C.eps

RotaryMBS-R_Rev.eps

RotaryMOE-R_Rev.eps

RotaryMBS-R_Azure-PMS-C.eps

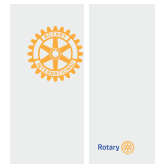RotaryMOE-R_Azure-PMS-C.eps

RotaryMBS-R_Black.eps

RotaryMOE-R_Black.eps

Single Page Logo Usage Example
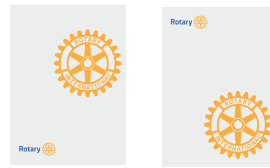
Multipage Example (front/back)

Signature System for Clubs, Districts, Zones, and Projects

Club [of/at] [Location]

District 1239

Zone 33

Club of Evanston

Day of Service

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
OPEN SANS
ARIAL NARROW
FOR HEADLINES
Arial for subheads, secondary nav, etc.

Secondary
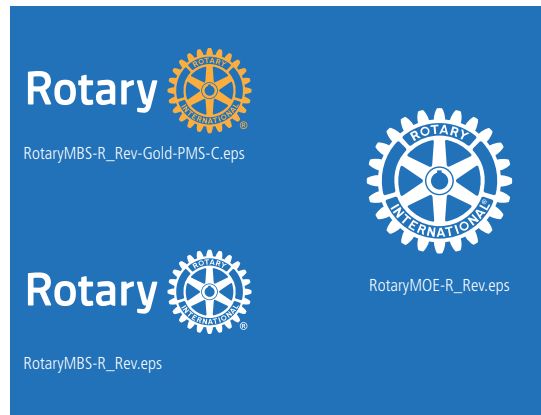Georgia for body text, secondary heads, etc.

Imagery

Rotarians Taking Action for Community

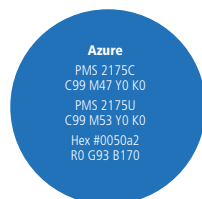

Rotarians Uniting and Exchanging Ideas

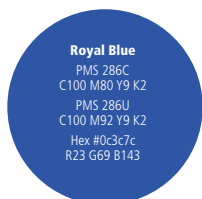**Metaphorical**

Member Pin

Recognized by Rotarians the world over, your Rotary pin remains unchanged as a proud symbol of membership.
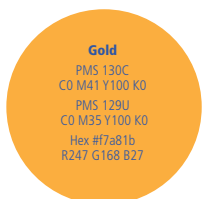
Colors

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

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