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.](http://www.rotary.org/)

What logo format do I use for:

# Logos

|  |  |  |
| --- | --- | --- |
| **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 |

Masterbrand Signature Mark of Excellence



RotaryMBS-R\_PMS-C.eps RotaryMOE-R\_PMS-C.eps

Single Page Logo Usage Example



Multipage Example (front/back)

# 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

RotaryMBS-R\_Rev-Gold-PMS-C.eps

RotaryMOE-R\_Rev.eps

RotaryMBS-R\_Rev.eps

 

RotaryMBS-R\_Azure-PMS-C.eps



RotaryMBS-R\_Black.eps

# Member Pin

## Recognized by Rotarians

the world over, your Rotary

## pin remains unchanged as a proud symbol of membership.



RotaryMOE-R\_Azure-PMS-C.eps



RotaryMOE-R\_Black.eps

# Colors

**Royal Blue**

PMS 286C C100 M80 Y9 K2

PMS 286U C100 M92 Y9 K2

Hex #0c3c7c

R23 G69 B143

**Azure**

PMS 2175C C99 M47 Y0 K0

PMS 2175U C99 M53 Y0 K0

Hex #0050a2 R0 G93 B170

Signature System for Clubs, Districts, Zones, and Projects

Club [of/at] [Location]

District 1239

Zone 33

Club of Evanston

**Gold**

PMS 130C C0 M41 Y100 K0

PMS 129U

C0 M35 Y100 K0

Hex #f7a81b R247 G168 B27

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



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