

2020 HONOLULU CONVENTION LOGO OPTIONS & COLOR CHART

OFFICIAL CONVENTION LOGO



OFFICIAL CONVENTION 1-COLOR LOGOS



OFFICIAL CONVENTION MASTERBRAND SIGNATURE LOCKUP



OFFICIAL CONVENTION LOCKUP 1-COLOR LOGOS



OFFICIAL CONVENTION LOGO COLORS



ROYAL BLUE

PMS-Coated
PMS 286C

PMS-Uncoated
PMS 286U

CMYK-C
C100 M80 Y9 K2

CMYK-U
C100 M92 Y9 K2



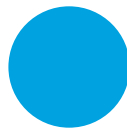
ROTARY GOLD

PMS-Coated
PMS 130C

PMS-Uncoated
PMS 129U

CMYK-C
C0 M41 Y100 K0

CMYK-U
C0 M35 Y100 K0



SKY BLUE

PMS-Coated
PMS 2202C

PMS-Uncoated
PMS 2202U

CMYK-C
C96 M0 Y6 K0

CMYK-U
C94 M0 Y6 K0



TOUQUISE

PMS-Coated
PMS 7466C

PMS-Uncoated
PMS 7466U

CMYK-C
C90 M0 Y38 K0

CMYK-U
C88 M0 Y27 K0



ORANGE

PMS-Coated
PMS 2018C

PMS-Uncoated
PMS 2018U

CMYK-C
C0 M68 Y95 K0

CMYK-U
C0 M58 Y95 K0



CRANBERRY

PMS-Coated
PMS 215C

PMS-Uncoated
PMS Rubine RedU

CMYK-C
C0 M100 Y22 K0

CMYK-U
C0 M100 Y22 K0



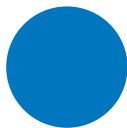
POWDER BLUE

PMS-Coated
PMS 290C

PMS-Uncoated
PMS 545U

CMYK-C
C25 M4 Y5 K0

CMYK-U
C28 M4 Y0 K0



AZURE

PMS-Coated
PMS 2175C

PMS-Uncoated
PMS 2175U

CMYK-C
C99 M47 Y0 K0

CMYK-U
C99 M53 Y0 K0



VIOLET

PMS-Coated
PMS 2070C

PMS-Uncoated
PMS 2070U

CMYK-C
C57 M91 Y0 K0

CMYK-U
C54 M99 Y0 K0

GUIDELINES: USE OF THE OFFICIAL ROTARY INTERNATIONAL CONVENTION LOGO

- The convention logo must always be shown with the Masterbrand Signature or Mark of Excellence.
- The full-color logo is the preferred version for use.
- The convention logo should not be altered in any way. Do not add, remove, or resize any elements/colors of the existing logo.

WHAT FORMAT DO I USE?

Print: **EPS**

Embroidery: **EPS**

Silkscreen: **EPS**

Word document (print): **PNG**

Digital: **PNG**

PowerPoint: **PNG**

Web (desktop, tablet, mobile): **PNG**

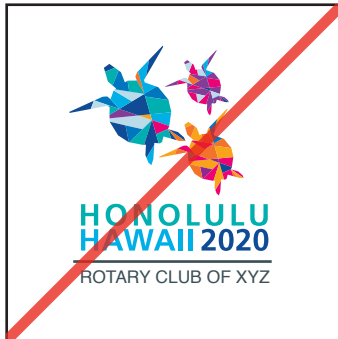
NOTE: .EPS FORMAT REQUIRES GRAPHIC DESIGN SOFTWARE SUCH AS ADOBE ILLUSTRATOR OR INDESIGN. YOUR GRAPHIC OR PRINT DESIGNER WILL HAVE THE APPROPRIATE SOFTWARE.

For questions, please contact graphics@rotary.org

Convention logo: Best Practices



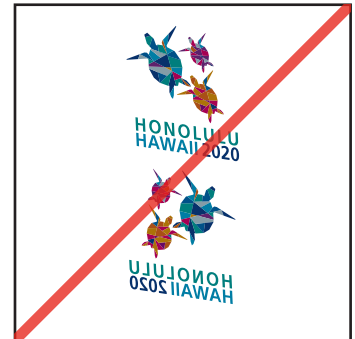
Keep the logo clear of outlines, special effects, or other graphic elements.



Do not alter or add copy to the logo.



Keep the logo free of a holding shape and use the correct typeface.



Keep all elements undistorted and in the right order.



Do not change or remove logo elements.



Do not change the logo colors.



Make sure the logo is completely legible.



Keep the logo whole — never cropped.