# 2020 Honolulu Convention Logo Options & Color Chart

## Official Convention Logo

![Official Convention Logo](image)

## Official Convention 1-Color Logos

![Official Convention 1-Color Logos](image)

## Official Convention Masterbrand Signature Lockup

![Official Convention Masterbrand Signature Lockup](image)

## Official Convention Lockup 1-Color Logos

![Official Convention Lockup 1-Color Logos](image)

## Official Convention Logo Colors

- **Royal Blue**
  - PMS-Coated: PMS 286C
  - PMS-Uncoated: PMS 286U
- **Rotary Gold**
  - PMS-Coated: PMS 130C
  - PMS-Uncoated: PMS 129U
- **Sky Blue**
  - CMYK-C: C96 M0 Y6 K0
  - CMYK-U: C96 M0 Y6 K0
- **Touquoise**
  - CMYK-C: C90 M0 Y38 K0
  - CMYK-U: C88 M0 Y27 K0
- **Orange**
  - CMYK-C: C0 M68 Y95 K0
  - CMYK-U: C0 M58 Y95 K0
- **Cranberry**
  - PMS-Coated: PMS 215C
  - PMS-Uncoated: PMS Rubine Red
- **Powder Blue**
  - CMYK-C: C100 M80 Y9 K2
  - CMYK-U: C100 M92 Y9 K2
- **Azure**
  - CMYK-C: C96 M0 Y6 K0
  - CMYK-U: C96 M0 Y6 K0
- **Violet**
  - CMYK-C: C99 M47 Y0 K0
  - CMYK-U: C99 M47 Y0 K0
- **Cranberry**
  - CMYK-C: C90 M0 Y38 K0
  - CMYK-U: C88 M0 Y27 K0
- **Orange**
  - CMYK-C: C0 M68 Y95 K0
  - CMYK-U: C0 M58 Y95 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.