

Overview

Creating a strong brand that’s recognized around the world requires everyone to adhere to Rotary’s visual identity guidelines. To ensure that your Rotary Fellowship logo is on brand, create it using one of the layouts on the following pages.

Here are some do’s and don’ts to remember when creating and using logos and lockups:

- **DO** use the word lockup (see page 2) or the logo lockup (see page 3) to show your affiliation with Rotary.
- **DON’T** create a Rotary Fellowship logo of your own that contains or resembles the Rotary Masterbrand Signature or Mark of Excellence (wheel).
- **DO** follow the layout requirements for logos (see page 4).
- **DON’T** place your fellowship logo to the left of the Masterbrand Signature.
- **DO** use these logo lockups in all printed items (newsletters, brochures) and digital material (websites, social media).

Find design terms and layout requirements on page 4.
For questions or assistance, write to design@rotary.org.

Naming a Rotary Fellowship

Prospective Rotary Fellowships should work with Rotary International to ensure their proposed name follows RI’s policies prior to seeking recognition. Prospective fellowships are encouraged to use the program name “Rotary Fellowship” in their proposed name.

Write to rotaryfellowships@rotary.org for assistance.

Examples of on brand and off brand options include:

ON BRAND	OFF BRAND
Rotary Fellowship of Architects	Rotary Architects Fellowship
Rotary Fellowship of Ophthalmologists	International Fellowship of Rotary Ophthalmologists
Triathlon Rotary Fellowship	Rotary Triathlons
International Fellowship of Rotarian Ultra-Runners	Rotary Ultra-Runners

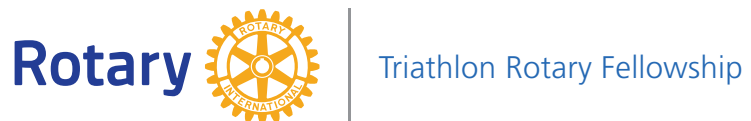
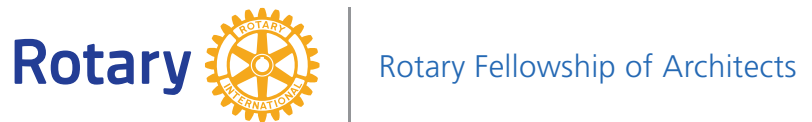
Masterbrand Signature word lockup

Use this layout when your Rotary Fellowship doesn't have a logo.

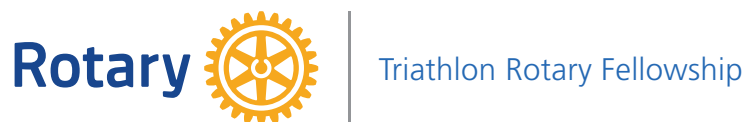
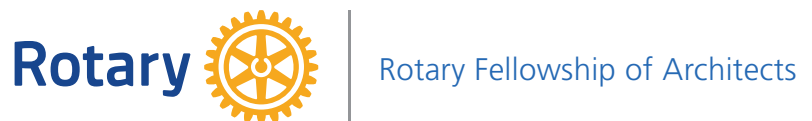
Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used in the lockup.

Find the logo and templates for creating promotional materials in the Brand Center at brandcenter.rotary.org. In the logo creator, select *Right of Logo* in the *Alignment* drop-down menu.

MASTERBRAND SIGNATURE



MASTERBRAND SIGNATURE SIMPLIFIED



Masterbrand Signature logo lockup

Use this layout when your Rotary Fellowship has a logo (but remember, your logo can't contain or resemble the Masterbrand Signature or the Mark of Excellence).

Also, do not use an existing logo of any individual, organization, or corporation in your design.

Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used in the lockup.

Find the logo and templates for creating promotional materials in the Brand Center at brandcenter.rotary.org. In the logo creator, select *Right of Logo* in the *Alignment* drop-down menu.

MASTERBRAND SIGNATURE



MASTERBRAND SIGNATURE SIMPLIFIED



Design Terms and Layout Requirements

These are design terms used to describe our logos as well as the layout requirements for Rotary Fellowships lockups.

Brand Center

Find the logo and templates for creating promotional materials in the Brand Center at brandcenter.rotary.org.

In the logo creator, select *Right of Logo* in the *Alignment* drop-down menu.

Rotary merchandise

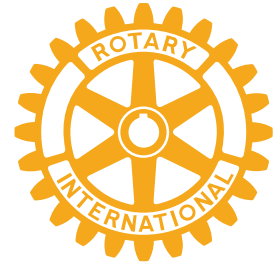
Protect our visual identity. Obtain Rotary merchandise only from licensed vendors. A list of vendors can be found at my.rotary.org/en/member-center/licensed-vendors.

For questions or assistance, write to design@rotary.org.

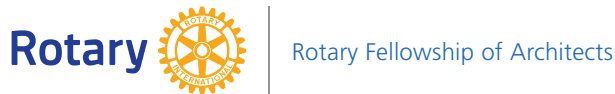
Masterbrand Signature and Masterbrand Signature Simplified (logo)



Mark of Excellence (wheel)



Masterbrand Signature + name (known as the Masterbrand Signature word lockup)



Masterbrand Signature + logo (known as the Masterbrand Signature logo lockup)



Layout requirements for Rotary Fellowship logo in a lockup

Minimum height: equal to the Rotary wheel

Maximum height: no more than 1.5 times the Rotary wheel

Width: may vary but shouldn't overpower the Masterbrand Signature

