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 Action Group lockup 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 Action Group 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 action group 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.

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Naming a Rotary Action Group

Action groups recognized prior to January 2020 should work with Rotary International to modify their name to reflect the updated program name, “Rotary Action Group,” and show their affiliation with the program.

Prospective Rotary Action Groups should work with RI to ensure their proposed name follows RI’s policies prior to seeking recognition.

Write to actiongroups@rotary.org to modify your group’s official name.

Your group’s official name needs to include the full program name; examples of on brand and off brand options include:

<table>
<thead>
<tr>
<th>ON BRAND</th>
<th>OFF BRAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotary Action Group Against Parkinson’s</td>
<td>Rotary Against Parkinson’s Action Group</td>
</tr>
<tr>
<td>Rotary Action Group for Child Safety</td>
<td>Rotary for Child Safety Action Group</td>
</tr>
<tr>
<td>Adult Learning Rotary Action Group</td>
<td>Rotary Adult Learning Action Group</td>
</tr>
</tbody>
</table>
Masterbrand Signature
word lockup

Use this layout when your Rotary Action Group 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

Rotary

<table>
<thead>
<tr>
<th>Disaster Network of Assistance Rotary Action Group</th>
</tr>
</thead>
</table>

Rotary

<table>
<thead>
<tr>
<th>Rotary Action Group Against Parkinson’s</th>
</tr>
</thead>
</table>

Rotary

<table>
<thead>
<tr>
<th>RAGM Rotary Action Group for Microfinance &amp; Community Development</th>
</tr>
</thead>
</table>

MASTERBRAND SIGNATURE SIMPLIFIED

Rotary

<table>
<thead>
<tr>
<th>Disaster Network of Assistance Rotary Action Group</th>
</tr>
</thead>
</table>

Rotary

<table>
<thead>
<tr>
<th>Rotary Action Group Against Parkinson’s</th>
</tr>
</thead>
</table>

Rotary

<table>
<thead>
<tr>
<th>RAGM Rotary Action Group for Microfinance &amp; Community Development</th>
</tr>
</thead>
</table>
Masterbrand Signature logo lockup

Use this layout when your Rotary Action Group has a unique 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

Rotary Adult Learning Rotary Action Group

Rotary rotary action group for peace peace through service

Rotary Polio Survivors & Associates Rotary Action Group from eradication to rehabilitation

MASTERBRAND SIGNATURE SIMPLIFIED

Rotary Adult Learning Rotary Action Group

Rotary rotary action group for peace peace through service

Rotary Polio Survivors & Associates Rotary Action Group from eradication to rehabilitation
Design Terms and Layout Requirements

Find examples on Rotary’s website of the design terms used to describe our logos as well as the layout requirements for Rotary Action Groups 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)

Rotary

Rotary

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

Rotary

Adult Learning Rotary Action Group

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

Rotary

Adult Learning Rotary Action Group

Layout requirements for Rotary Action Group 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