



ROTARY LOGO TIPS & TRICKS

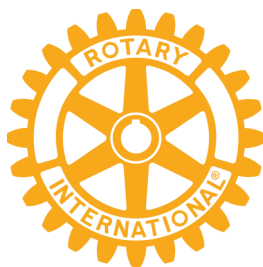
- Use full color logo on light/white backgrounds
- Use one color logo when needed (Azure/Black/White only)
- Use reverse color for dark background



MASTERBRAND
SIGNATURE

- Don't use Rotary Int'l logo for club, district & zone needs— use logo system to add details
- Club/district/zone details should be to left of logo
- Simplified Version for small logos

- Shouldn't be used on own
- Should appear in Rotary Gold
- If printing in one color: can use azure, white or black
- No Simplified Version: "Rotary International" must appear



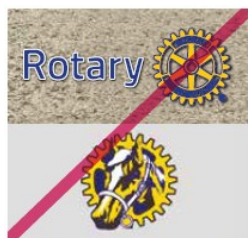
MARK OF
EXCELLENCE

- Use in close proximity to Masterbrand Signature Logo
- MOE should be at least 3X of wheel in Masterbrand
- Do not use as part of another logo

OTHER TIPS

- Don't repeat "Rotary" in your logo
- When downloading a logo in Brand Center, refresh your screen to access .jpeg and .png files
- Use .png files for transparent backgrounds
- Use logo lockup to include programs/ partners/etc on the right of logo
- Rotaract and Interact have their own logos
- See Voice & Visual Identity Guidelines for official colors and more information

INCORRECT LOGO USAGE



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



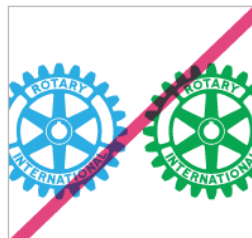
Use the Masterbrand Signature on a background that has sufficient contrast.



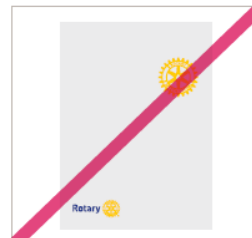
Keep all elements undistorted and in the right order.



Keep the Mark of Excellence whole — never cropped.



Use Rotary colors specified on page 14 for the Mark of Excellence.



Size the Mark of Excellence correctly when using it with the logo, as shown on page 14.