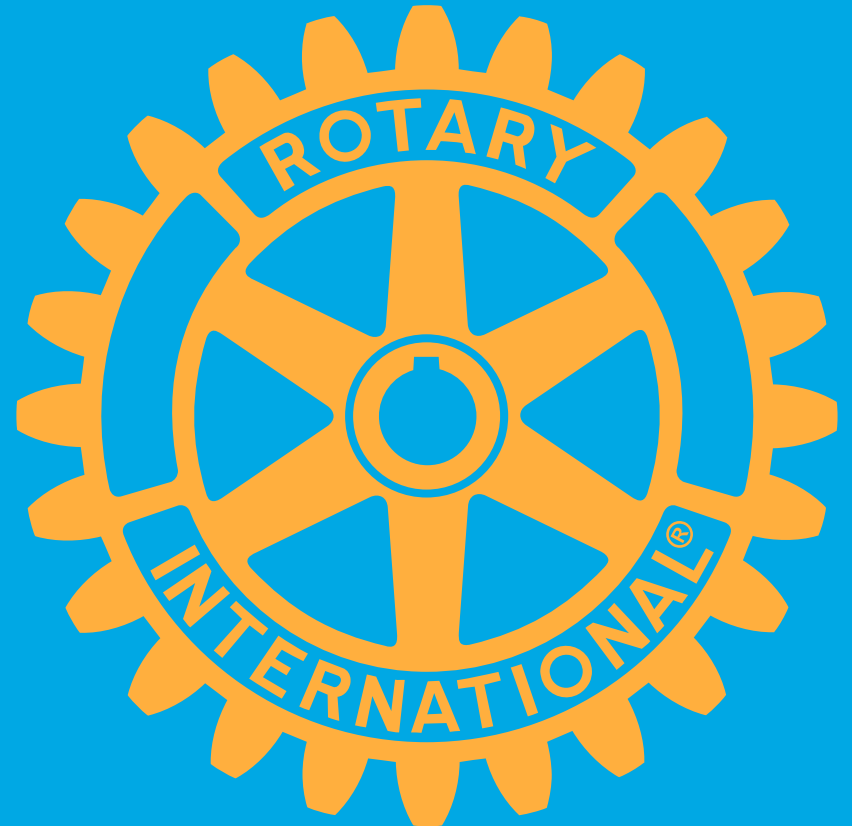


VISUAL IDENTITY GUIDELINES: ROTARY'S PROGRAMS FOR YOUNG LEADERS



Aligning our visual
guidelines to bring our
programs for young
leaders closer to Rotary.

Logos Interact

Interact is a club for youth ages 12-18 sponsored by Rotary clubs that promotes leadership and service.

The Interact signature consists of the Interact wordmark (Interact name above Rotary endorsement line) + Rotary endorsement line + the Mark of Excellence (Rotary wheel) in Sky Blue.

Always use the Rotary endorsement line to link the Interact identity back to Rotary.

Sky Blue - color formulas:

PMS 2202C
C96 M0 Y6 K0

PMS 2202U
C94 M0 Y6 K0

Hex #01b4e7
R1 G180 B231

What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital:		
Web/Email	.png	rgb
Tablet/Mobile		

Interact Signature



Full Color

Positive (for light or white backgrounds)



Interact Simplified Signature



One Color

100% white (reversed)



100% black



Signature System Interact

The signature system allows you to identify your school or club name on all your communications materials. In the coming months, we'll provide a tool for every club to create its own signature. Rotary licensees will also be able to feature these signatures on merchandise.

The preferred configuration is Interact signature followed by [School Name] or [Club Name].

We've provided an alternative to cover variations of club names.

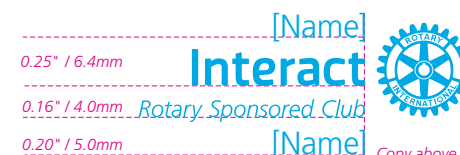
The positioning and size relationship between the Interact wordmark + Rotary endorsement line + the wheel are fixed and should not be altered.

INTERACT CLUBS

Preferred



Acceptable alternates



Copy above or below:
Frutiger LT STD 45 Light, 12pt,
Rotary Sky Blue
right aligned to Interact wordmark



Examples



Logos

Rotaract

Rotaract is a Rotary club partner for young leaders ages 18-30 that promotes leadership and service.

The Rotaract signature consists of the Rotaract wordmark (Rotaract name above Rotary endorsement line) + Rotary endorsement line + the Mark of Excellence (Rotary wheel) in Cranberry.

Always use the Rotary endorsement line to link the Rotaract identity back to Rotary.

Cranberry - color formulas:

PMS 214C
CO M100 Y22 K0
Rubine RedU
CO M100 Y22 K0
Hex #d91b5c
R217 G27 B92

What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital:		
Web/Email	.png	rgb
Tablet/Mobile		

Rotaract Signature



Full Color

Positive (for light or white backgrounds)



Rotaract Simplified Signature



One Color

100% white (reversed)



100% black



Signature System

Rotaract

The signature system allows you to identify your club or university name on all your communications materials. In the coming months, we'll provide a tool for every club to create its own signature. Rotary licensees will also be able to feature these signatures on merchandise.

The preferred configuration is Rotaract signature followed by [Club Name] or [University Name].

We've provided an alternative to cover variations of club names.

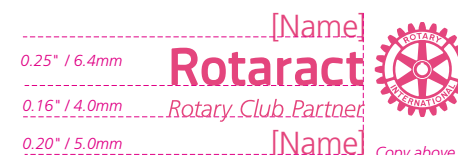
The positioning and size relationship between the Rotaract wordmark + Rotary endorsement line + the wheel are fixed and should not be altered.

ROTARACT CLUBS

Preferred



Acceptable alternates



Copy above or below:
Frutiger LT STD 45 Light, 12pt,
Rotary Cranberry
right aligned to Rotaract wordmark



Examples



Logos

Clear Space and Minimum Sizes for Print

LOGO	MINIMUM SIZE FOR PRINT
Interact signature Minimum size is 13 mm / 0.5" No restriction on maximum height	 The Interact logo consists of the word "Interact" in blue, followed by the Rotary International gear logo. A red dashed box indicates a minimum height of 13mm (0.5 inches) for the text.
Rotaract signature Minimum size is 13 mm / 0.5" No restriction on maximum height	 The Rotaract logo consists of the word "Rotaract" in red, followed by the Rotary International gear logo. A red dashed box indicates a minimum height of 13mm (0.5 inches) for the text.

What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital:		
Web/Email	.png	rgb
Tablet/Mobile		

CLEAR SPACE



Clear space — that is, the space surrounding the logo — is equal to the height of the capital "I" for Interact and "R" for Rotaract in the wordmark.

Logos

Clear Space and Minimum Sizes for Digital

LOGO	MINIMUM SIZE FOR DESKTOP/LAPTOP	MINIMUM SIZE FOR MOBILE/TABLET
Interact signature Minimum size is 60px No restriction on maximum height		
Rotaract signature Minimum size is 60px No restriction on maximum height		
Simplified signature For digital small use and confined spaces Maximum height is under 60px for desktop/laptop 80px for mobile/tablet Minimum size is 30px for desktop/laptop 40px for mobile/tablet	 	 

CLEAR SPACE



Clear space for logos is equal
to the height of the lowercase "c"
in the Interact and Rotaract
wordmarks.

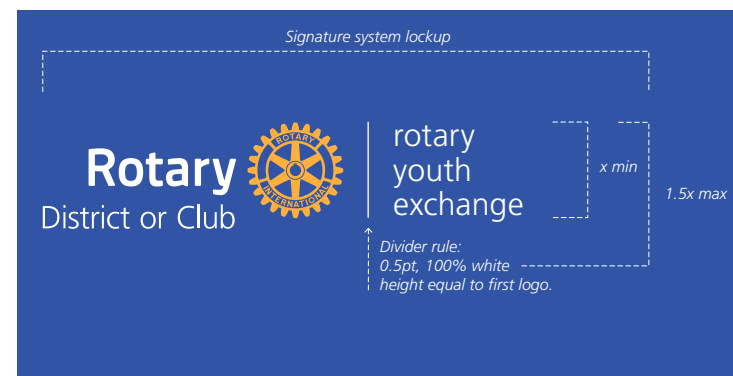
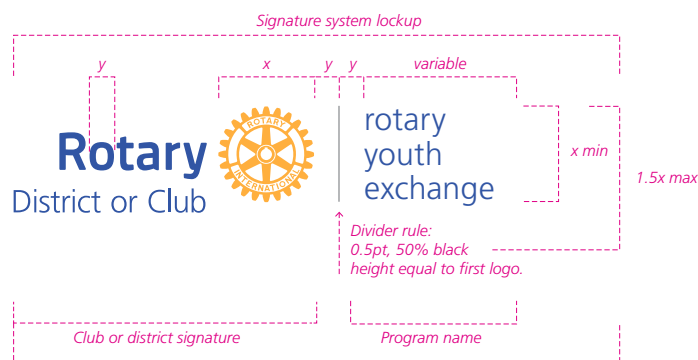
Signature System

Rotary Youth Exchange

Lockups may be used in smaller applications, such as digital, confined spaces, or embroidery, to show a relationship between Rotary and Youth Exchange. This consists of the district or club signature in conjunction with the program text, which can be styled in any of our official fonts.

For more details, see our complete guidelines in the Brand Center at rotary.org/brandcenter.

Rotary Youth Exchange — Signature system lockups



Examples



Use the simplified Rotary club or district signature when creating embroidery.

Signature System

Rotary Youth Exchange

You can create a unique look for your club, district, or multidistrict Rotary Youth Exchange program. This consists of the club or district signature along with a graphic or text treatment as seen in the examples to the right.

In applications such as T-shirts, pins, brochures, and other promotional materials, the graphic or text treatment of the program name should be big and bold and close to the district or club signature.

Create your club or district signature in the Brand Center at rotary.org/brandcenter.

Rotary Youth Exchange district/club use examples



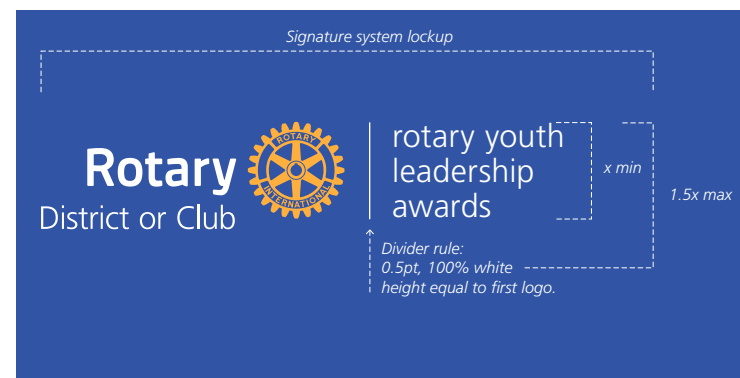
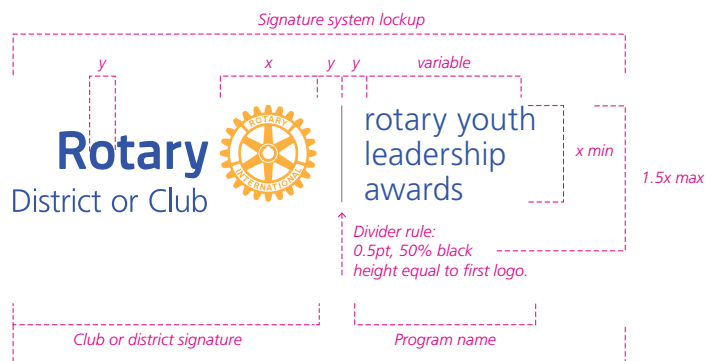
Signature System

Rotary Youth Leadership Awards (RYLA)

Lockups may be used in smaller applications, such as digital, confined spaces, or embroidery, to show a relationship between Rotary and RYLA. This consists of the district or club signature in conjunction with the program text, which can be styled in any of our official fonts.

For more details, see our complete guidelines in the Brand Center at rotary.org/brandcenter.

Rotary Youth Leadership Awards — Signature system lockups



Examples



Rotary district signature

Frutiger font



Rotary district signature

Sentinel font



Rotary district signature

Arial Narrow font



Rotary district signature

Georgia font



Simplified Rotary district signature

Frutiger font



Simplified Rotary district signature

Sentinel font

Use the simplified Rotary club or district signature when creating embroidery.

Signature System

Rotary Youth Leadership Awards (RYLA)

You can create a unique look for your club or district RYLA program. This consists of the club or district signature along with a graphic or text treatment as seen in the examples to the right. Both the full name of the program (Rotary Youth Leadership Awards) and the acronym (RYLA) are acceptable for use in graphics and text treatments.

In applications such as T-shirts, pins, brochures, and other promotional materials, the graphic or text treatment of the program name should be big and bold and close to the district or club signature.

Create your club or district signature in the Brand Center at rotary.org/brandcenter.

RYLA - Rotary Youth Leadership Awards district/club use examples



CONTACT INFORMATION

Inquiries

For general questions or questions about purchasing/downloading Pantone™ color swatches or recommended typefaces:

graphics@rotary.org

Licensing inquiries

For manufacturers/distributors interested in selling or distributing Rotary emblem merchandise and Rotary clubs wishing to sell Rotary emblem merchandise for fundraising purposes:

rilicensingservices@rotary.org