

During the One Rotary Summit, we would like you to do the following:

- 1) inspire attendees to return to their clubs/districts and initiate conversations and plans for promoting Rotary in their communities during the upcoming Rotary year,
- 2) provide tips/techniques for using the communication resources and People of Action campaign assets, all found in the Brand Center,
- 3) empower attendees to be Rotary Brand Ambassadors – we all have a role to play in promoting Rotary.

Here are the top seven items we would like you to brief attendees on:



Identify Public Image Chair

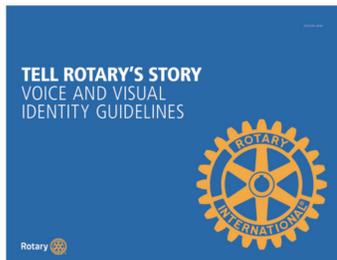
The first step for any club or district is to identify a Public Image Chair - ideally someone who has a passion for telling Rotary's story and has good communication skills.

Get Publication: Lead Your Club Public Relations Committee

This manual will help public image chairs and committees set goals and understand their role in promoting their club and Rotary. It includes policy and procedures that all clubs should follow, as well as ideas that they may find useful.

Tell Rotary's Story: Voice and Visual Guidelines

We are Rotary, and we have a great story to tell. It's up to all of us to protect, promote, and deliver on that story in all our interactions. This guide will help you apply our new look and voice. Through a unified Rotary image and message, we're not just enhancing our reputation, we're elevating the entire Rotary experience.



Customize People of Action Campaign

The new People of Action public image campaign strives to bring the Rotary story to life for those who don't know us. It does this by showing Rotarians as the people of action we are: leaders who work together in communities to inspire, transform, connect, and celebrate what's possible. Individuals who get things done and have a great time working, growing, and learning together. This campaign also motivates, engages, and inspires current and prospective members, as well as donors, partners, and supporters. Narrowing the gap between awareness and understanding will take time. With help from this guide, you'll find ways to let your community and the world know that we are people of action.



Use Brand Center Resources

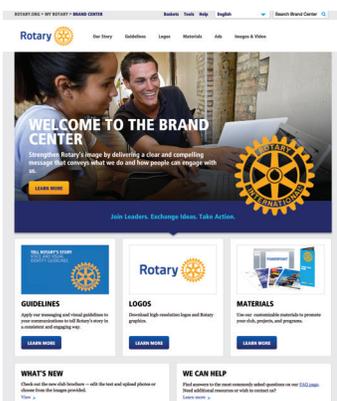
The Brand Center offers a simple and intuitive way to customize club logos, create marketing brochures, or give newsletters a fresh look. You'll also find guidelines and answers to frequently asked questions as well as information about why telling our story is important. Newly added to the Brand Center are a variety of customizable People of Action campaign templates. Go to brandcenter.rotary.org to log in and explore a variety of valuable resources.

Measure Your Public Image Campaign Success

The key to a successful campaign is to set goals and then measure them. This doesn't need to be a huge spreadsheet of metrics, but rather a measurement of what you want to accomplish and it can be as simple as adding 100 more followers to your Facebook page.

Know Your District/Zone Resources

In addition to the Rotary International publications and Brand Center resources, you have a team of Zone Public Image Coordinators and Assistant Coordinators ready to help if needed. Please visit www.zones28-29.org to find your local coordinator and reach out to them for assistance - they are here to help!



Overview

The People of Action campaign displays the true essence of who Rotarians are: leaders who work together in communities to inspire, transform, connect, and celebrate what’s possible. People who get things done and have a great time working, growing, and learning together.

People of Action comes to life through inspiring imagery and simple, compelling type treatment. This quick guide will help you give your People of Action materials the right look to show your community all of the good that your club does.

For more information about People of Action design, write to graphicdesign@rotary.org.



Graphic Elements

People of Action Lockup – Horizontal



People of Action Lockup – Stacked



Typography

Fonts are licensed and available for purchase.

Primary Font

Use all caps in bold style for “Together, We.”
Use medium style for body copy and calls to action.

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
Book
Medium
Bold

People of Action Headline Graphics

The headline graphics for this campaign contain “Together, We” plus a predetermined verb, which cannot be changed. The headline graphics below are to be used only within a layout from the campaign.



Colors

When using our color palette, be sure to apply the appropriate formulations listed on this page. Our colors should not be screened or adjusted.

<p>Royal Blue PMS 286C C100 M80 Y9 K2 PMS 286U C100 M92 Y9 K2 Hex #17458f R23 G69 B143</p>	<p>Gold PMS 130C C0 M41 Y100 K0 PMS 129U C0 M35 Y100 K0 Hex #f7a81b R247 G168 B27</p>
<p>Azure PMS 2175C C99 M47 Y0 K0 PMS 2175U C99 M53 Y0 K0 Hex #005daa R0 G93 B170</p>	<p>White C0 M0 Y0 K0 Hex #ffffff R255 G255 B255</p>

Secondary Font

Use strictly for action verb. For adjustment guidelines and instructions, contact graphicdesign@rotary.org.

PERMANENT MARKER

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890
REGULAR

Tertiary Font

Use altered all caps in black italic style for the People of Action lockup only.

Frutiger

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
Black Italic

Photography

Use photos that capture action. Feature the people who benefit from the work you do in your communities.

Style Checklist

- Photos must:
- Represent real-life, everyday moments
 - Show a clear visual narrative that pertains to the headline
 - Be inspiring and aspirational
 - Have warm lighting and natural colors
- Photos should:
- Represent the diversity of the club and its community
 - Include two or more people
 - Use interesting camera angles or cropping
 - Have a sense of motion



Logo Formats

Print	.eps	spot or cmyk
Word doc (print)	.png	rgb
PowerPoint	.png	rgb
Digital (web, email, mobile)	.png	rgb