



PUBLIC IMAGE CHECKLIST

THINGS YOUR CLUB CAN DO TO PROMOTE ROTARY

- Review the materials on Brand Center (www.rotary.com/brandcenter) and follow brand guidelines
- Create your own club logo, brochure, and presentation from templates on Brand Center
- Include the new Rotary logo (Rotary + wheel) and/or mark of excellence on your materials
- Use Arial Narrow (all upper case) for headlines, Georgia for text
- Use Rotary colors: Azure, Royal Blue, Gold, Sky Blue as primary colors
- Take and use pictures that are composed in a way that supports the claim that we are people of action.
- Use photographs that reflect Rotarians in action: high resolution, focus on people doing good in the world
- If not using photographs, use graphics that reflect the iconography style: simple, modern, informative
- Show images that represent the diversity of your club and the people you are serving in age, ethnicity, and gender
- Make sure your “voice” is smart, compassionate, persevering, inspiring—reflect that in how you speak, write, and design
- Use the headline is “Together, We ... and an action verb that best represents your message – Connect, Transform, Inspire, End Polio
- Include a call to action on every communications deliverable (email, website, Facebook, phone number)—tell readers what they should do
- Be inspirational and human in all your communications!

THINGS YOUR CLUB SHOULD AVOID USING

- The old Rotary logo
- Altered Rotary logo (changing color, format, cropped)
- “Grip and Grin” photos (those that show two people shaking hands and smiling)
- Upper and lower case in headlines
- Clip art imagery that is cartoonish—it should reflect the Rotary operating principles, voice, and iconographic style

FIVE STEPS TO TELLING A PEOPLE OF ACTION STORY

The new People of Action public image campaign helps you bring the Rotary story to life by showing Rotarians as the people of action we are. Telling our People of Action stories in a meaningful, coordinated way builds the public's understanding of who we are and what we do. It highlights the impact we make in our communities and around the world.

Use the following questions to develop your own people of action story.

1. WHAT WERE YOU OR YOUR CLUB TRYING TO ACCOMPLISH?

What was the problem or challenge in your community that your club wanted to help solve? Describe how your club members identified the problem. Did you have national or global statistics that showed the importance of addressing this issue?

2. WHO IS YOUR STORY'S AUDIENCE?

Beyond Rotary members, who were you trying to reach? What did they know about Rotary? What did they think and feel about us? What do we want them to think and feel?

3. HOW DID YOU OR YOUR CLUB TAKE ACTION?

Describe how you gathered resources and used the expertise of Rotarians or community members to tackle the challenge. What obstacles did your club face as you worked on the project? What action phrase best represents the action you took? (Together, We Connect? We Transform? Inspire? End Polio?)

4. WHAT WAS YOUR IMPACT, AND WHAT EVIDENCE SUPPORTS THIS?

What were the outcomes of your project? How many people did the project affect? What are some relevant statistics? (Be careful not to use too many numbers.) What changes did the project produce? How did the project touch the lives of people in your community?

5. WHAT DO YOU WANT YOUR AUDIENCE TO DO NOW?

The key to any good ad is your call to action. Do you want your audience to learn more, support your cause, or perhaps join you at an event?

Once you've created your People of Action story, use it to promote Rotary in your community. For additional help, download People of Action materials in Brand Center - www.rotary.com/brandcenter