CREATE HOPE
in the WORLD

2023-24
ROTARY PRESIDENTIAL THEME

BRANDING GUIDELINES

Please do not change or move any of the elements of the logo.

The horizontal logo should be used in a lockup with your club, district, or zone logo. The lockup is the preferred use.

The theme logo can be used on its own as long as the club, district, or zone logo is used in proximity to the theme logo.

The full-color theme logo is the preferred version for use. **Additional colors and layouts of the theme logo graphics** can be found in the zip file on My Rotary.

HORIZONTAL LOGO

VERTICAL LOGO

OFFICIAL 2023-24 ROTARY PRESIDENTIAL THEME LOGO

Please do not change or move any of the elements of the logo.

The lockup is the preferred use.

BEST PRACTICES
We recommend using the theme logo only when communicating with other Rotary members. Please refrain from using the theme logo when promoting Rotary on social media and other media outlets to those outside of Rotary.
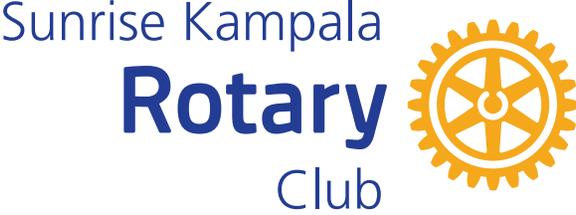
Clubs and districts should use their logo in lockup with the theme logo.

Create the theme logo in lockup with your club or district logo in the **Brand Center**. **Download the theme logo** from the zip file on My Rotary. Then go to the Brand Center and find the Rotary Logo Lockup Template by clicking on Templates > Logo lockups > Rotary Logo Lockup Template > Create. Under the "Add text or logo" section of the template you will select "Upload partner logo" in the Type drop-down menu in order to upload the horizontal theme logo.

If you are using the theme logo on goods and merchandise, work with an **official Rotary licensed vendor**.

The theme logo can be used on its own as long as the club, district, or zone logo is used in proximity to the theme logo.

Additional colors and layouts of the theme logo graphics can be found in the zip file on My Rotary**.**

LOGO LOCKUP

CLEAR SPACE

The space of the "R" in "Rotary" around the lockup should be kept clear.

The presidential theme logo uses these color combinations to create gradients.

The logo is made up of three shapes, each with its own two-color gradient combination.

COLORS

Persimmon
PMS 1665C
C7 M87 Y100 K1
Hex #e04403
R224 G68 B3

+

Lemonade
PMS 109C
C1 M16 Y100 K0
Hex #ffd100
R255 G209 B0

↓

Cardinal
PMS 485C
C6 M98 Y100 K1
Hex #e02927
R224 G41 B39

+

Fuchsia
PMS 221C
C31 M100 Y53 K21
Hex #960048
R150 G0 B72

↓

Rotary Royal Blue
PMS 286C
C100 M84 Y12 K3
Hex #17458f
R23 G69 B143

+

Amethyst
PMS 7441C
C45 M73 Y0 K0
Hex #a05cbf
R160 G92 B191

↓

FONTS

OPEN SANS

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

FILE & COLOR FORMATS
Lockup: PDF
Print: EPS/PDF
Word document (print): PNG
Digital: PNG
PowerPoint: PNG
Web (desktop, tablet, mobile): PNG

OFFICIAL 2023-24 ROTARY PRESIDENTIAL THEME LOGO

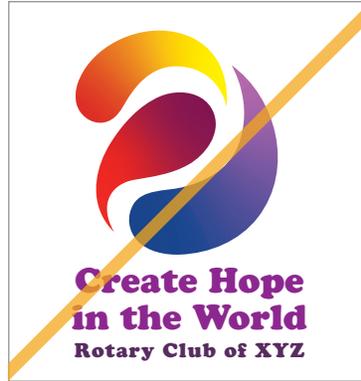Clubs and districts should use their logo in lockup with the theme logo.

The full-color theme logo is the preferred version for use.

The theme logo should not be altered in any way. Do not add, remove, or resize any elements or colors of the existing logo.

INCORRECT USAGE

Don't add outlines, special effects, or other graphic elements.

Don't alter or add copy to the logo. Don't change the fonts.

Don't put the logo in a holding shape.

Don't distort the logo.

Don't change or remove logo elements.

Don't change the colors of the logo.

Make sure the logo is completely legible and on a contrasting background.

Don't allow the logo to get cut off or be covered. The entire logo must be visible.