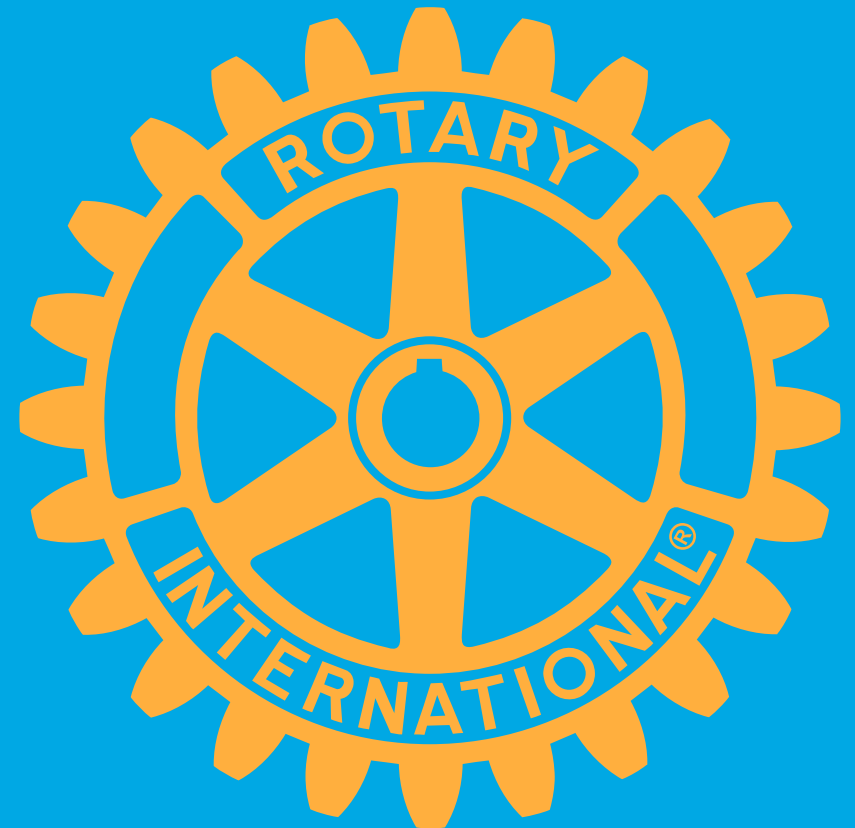# VISUAL IDENTITY GUIDELINES:
ROTARY'S PROGRAMS FOR YOUNG LEADERS

Rotary

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

Logos
Interact

Visual Identity Guidelines:
Rotary's Programs for
Young Leaders

18 March 2015

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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 Tablet/Mobile	.png	rgb

Interact Signature

Interact Wordmark   *Rotary Wheel*

Rotary Endorsement Line

Interact Simplified Signature

Full Color

Positive (for light or white backgrounds)

Sky Blue   *Sky Blue*

One Color

100% white (reversed)

100% black

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.
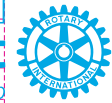
INTERACT CLUBS

Preferred

Acceptable alternates

Interact
Rotary Sponsored Club
Welsh High School

Welsh High School
Interact
Rotary Sponsored Club

[Name]
0.25" / 6.4mm
Interact
0.16" / 4.0mm
Rotary Sponsored Club
0.20" / 5.0mm
[Name]

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

Interact
Rotary Sponsored Club

Club of Lee
High School

Examples

Logos
Rotaract

**Visual Identity Guidelines:
Rotary's Programs for
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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
C0 M100 Y22 K0

Rubine RedU
C0 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 Tablet/Mobile	.png	rgb

Rotaract Signature

Rotaract Wordmark

Rotary Wheel

Rotary Endorsement Line

Full Color

Positive (for light or white backgrounds)

Cranberry

Cranberry

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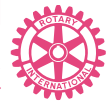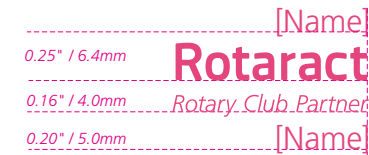
The positioning and size relationship between the Rotaract wordmark + Rotary endorsement line + the wheel are fixed and should not be altered.

ROTARACT CLUBS

Preferred

Acceptable alternates

0.25" / 6.4mm
0.16" / 4.0mm
0.20" / 5.0mm

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

13mm
0.5"

Interact
Rotary Sponsored Club

Rotaract signature

Minimum size is
13 mm / 0.5"

No restriction
on maximum height

13mm
0.5"

Rotaract
Rotary Club Partner

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 Tablet/Mobile	.png	rgb

CLEAR SPACE

Interact
Rotary Sponsored Club

Rotaract
Rotary Club Partner

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.

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	60px **Interact** *Rotary Sponsored Club*	80px **Interact** *Rotary Sponsored Club*
Rotaract signature Minimum size is 60px No restriction on maximum height	60px **Rotaract** *Rotary Club Partner*	80px **Rotaract** *Rotary Club Partner*
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	30px **Interact** *Rotary Sponsored Club* 30px **Rotaract** *Rotary Club Partner*	40px **Interact** *Rotary Sponsored Club* 40px **Rotaract** *Rotary Club Partner*

CLEAR SPACE

Interact *Rotary Sponsored Club*

Rotaract *Rotary Club Partner*

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

Signature System
Rotary Youth Exchange

**Visual Identity Guidelines:
Rotary's Programs for
Young Leaders**

18 March 2015

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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

Signature system lockup

y   x   y y   variable

Rotary
District or Club

rotary
youth
exchange

x min

1.5x max

*Divider rule:
0.5pt, 50% black
height equal to first logo.*

Club or district signature

Program name

Signature system lockup

Rotary
District or Club

rotary
youth
exchange

x min

1.5x max

*Divider rule:
0.5pt, 100% white
height equal to first logo.*
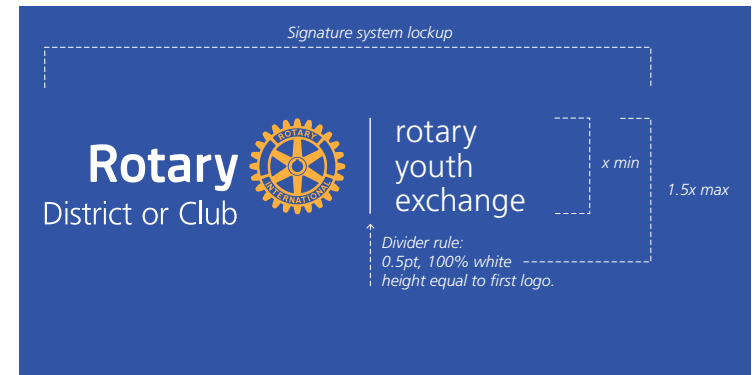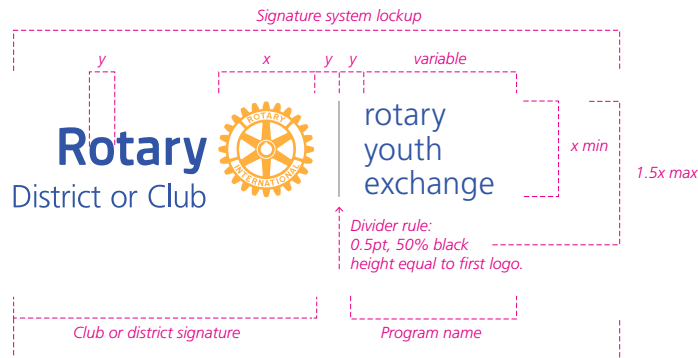
Examples

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

Rotary
District 6860

**rotary
youth
exchange**

Rotary district signature

Frutiger font

Rotary
District 6860

**rotary
youth
exchange**

Rotary district signature

Sentinel font

Rotary
District 6860

rotary
youth
exchange

Simplified Rotary district signature

Arial Narrow font

Rotary
District 6860

rotary
youth
exchange

Simplified Rotary district signature

Georgia font

Signature System
Rotary Youth
Exchange

Visual Identity Guidelines:
Rotary's Programs for
Young Leaders

18 March 2015

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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

Club or district signature

Text treatment

Club or district signature

Graphic treatment

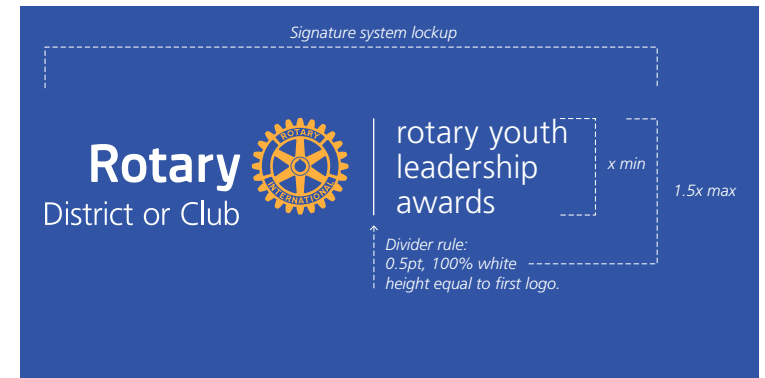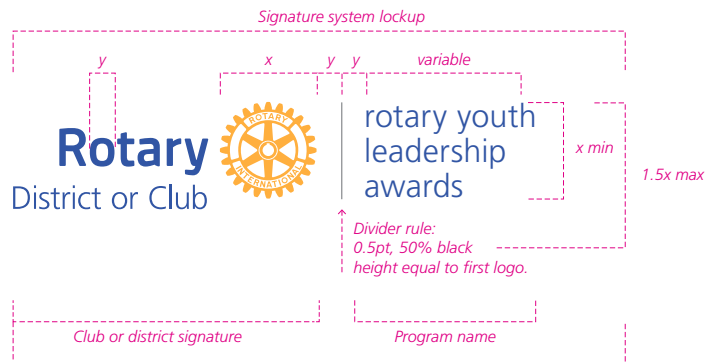Club or district signature

Text treatment

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.

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

Rotary Youth Leadership Awards — Signature system lockups

Signature system lockup

Rotary District or Club | rotary youth leadership awards

x min
1.5x max

Divider rule:
0.5pt, 50% black
height equal to first logo.

Club or district signature Program name

Signature system lockup

Rotary District or Club | rotary youth leadership awards

x min
1.5x max

Divider rule:
0.5pt, 100% white
height equal to first logo.

Examples

Rotary District 6860 | **rotary youth leadership awards**

Rotary district signature *Frutiger font*

Rotary District 6860 | **rotary youth leadership awards**

Rotary district signature *Sentinel font*

Rotary District 6860 | rotary youth leadership awards

Rotary district signature *Arial Narrow font*

Rotary District 6860 | rotary youth leadership awards

Rotary district signature *Georgia font*

Rotary District 6860 | **RYLA**

Simplified Rotary district signature *Frutiger font*

Rotary District 6860 | **RYLA**

Simplified Rotary district signature *Sentinel font*

Signature System
Rotary Youth
Leadership Awards
(RYLA)

Visual Identity Guidelines:
Rotary's Programs for
Young Leaders

18 March 2015

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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

Club or district signature

Text treatment

Club or district signature

Graphic treatment

Club or district signature

Text treatment

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