

ELEVATING ROTARY'S PUBLIC IMAGE: A PATH TO SUCCESS



OBJECTIVES:

1. Significance of public image for Rotary
2. Value of consistent branding
3. Promoting community projects and portraying Rotary members as “People of Action”



DEFINITIONS

BRAND
MARCA

LOGO
LOGOTIPO

PUBLIC IMAGE
IMAGEN PÚBLICA
IMAGEM PÚBLICA





WHY?

SUPPORTING ROTARY ACTION PLAN



Priority 1

Increase Our Impact



Priority 2

Expand Our Reach



Priority 3

Enhance Participant
Engagement



Priority 4

Increase Our Ability to
Adapt

Prioridades del Plan de Acción de Rotary:

1. Aumentar nuestro impacto
2. Ampliar nuestro alcance
3. Mejorar el compromiso de los participantes
4. Aumentar nuestra capacidad de adaptación

Prioridades do Plano de Ação do Rotary:

1. Aumentar nosso impacto
2. Expandir nosso alcance
3. Melhorar o envolvimento dos participantes
4. Aumentar a nossa capacidade de adaptação

THE BENEFITS OF STRONG PUBLIC IMAGE



- Motivates to support the efforts
- Inspires to get involved
- Engages new members, volunteers, partners
- Attracts new donors
- Distinguishes from other opportunities

WHAT IS BRAND?



1,20 €

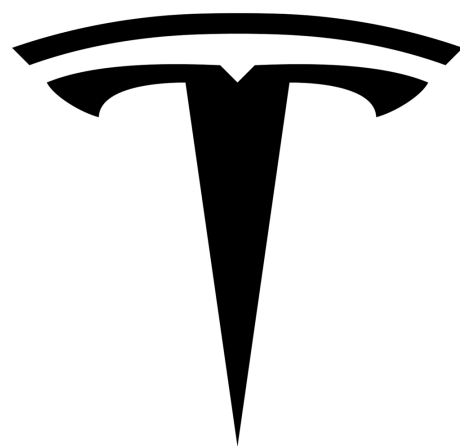


5,50 €

- Identifying symbol used to distinguish a product from others
- A promise to consumers
- An emotional connection

VISUAL + EMOTIONAL

LOGO RECOGNITION

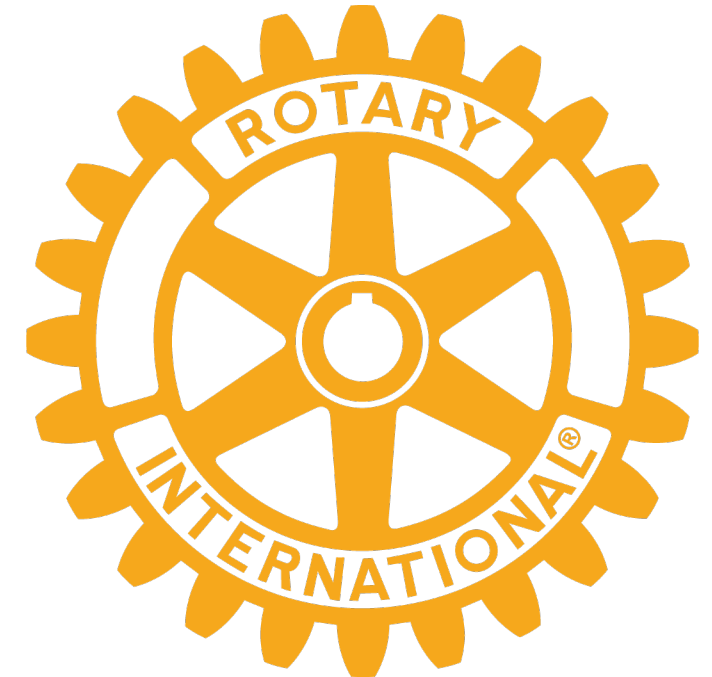


ROTARY INTERNATIONAL LOGOS

Masterbrand Signature



Mark of Excellence



Masterbrand Signature Simplified



CLUB, DISTRICT, & ZONE LOGOS

Examples



INCORRECT USAGE



WHAT IS ROTARY'S BRAND?



- Fonts
- Action verb “Transform” – trademark
- Rotary logo
- Image of people taking an action of helping others, together as a community
- Colors

ROTARY

2 COMMUNICATION TOOLS

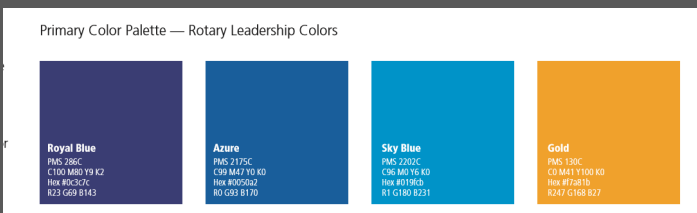
VISUAL

[BRANDING SIGNATURES]

+

EMOTIONAL

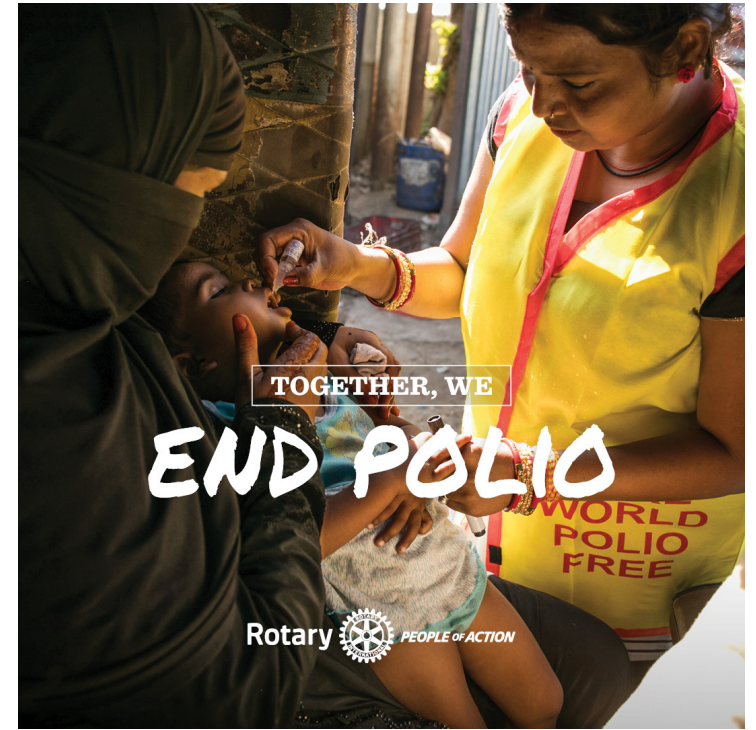
[PEOPLE OF ACTION CAMPAIGN]



D2232 MEMBERSHIP

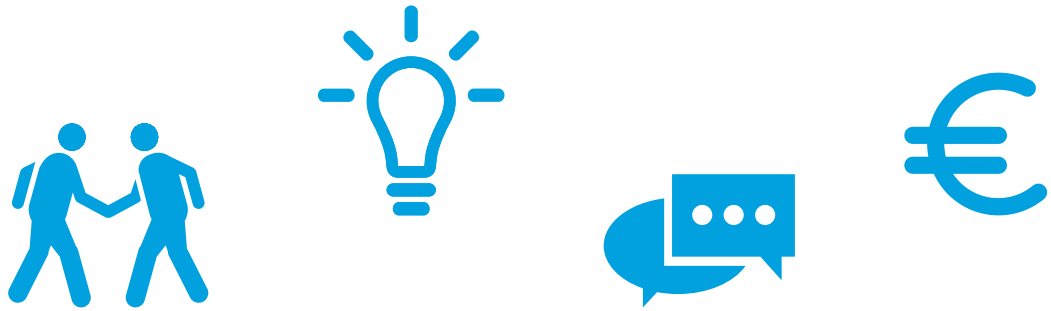


TELL YOUR STORIES





STORYTELLING — WHY IT MATTERS FOR ROTARY



BILL & MELINDA
GATES *foundation*

- Builds emotional connections
- Promote Rotary identity, values and services
- Interest people to join Rotary
- Inspire pride in members
- Attract donors
- Interest partners

ONE VOICE, EVERY CLUB



LOCKUPS: CORRECT USAGE



Let's Fight
Against Hunger



International
Fellowship of
Flying Rotarians



Taste of Evanston

1. PARTNER

2. EVENT

3. PROGRAM

1


USE YOUR VOICE

- Media
- Social Media
- Rotary magazines
- Podcast





Welcome to the Rotary Brand Center

What would you like to do today? 

We are Rotary. We are People of Action.

No other organization is quite like Rotary. By using our voice consistently in all our messaging, we can ensure that our communications reflect our distinct character.



New to the Brand Center?

You'll find many resources to help you promote Rotary in your community and show the world that we're people of action. If you're new to the Brand Center, start here.

[GET STARTED](#)

RESOURCES



THANK YOU
GRACIAS
OBRIGADO