** Public Image CHECKLIST**

**Do**

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|  | Review the materials on Brand Center (brandcenter.rotary.com) |
|  | Create your own club logo from Brand Center (template on Brand Center) |
|  | Create a club brochure if you don’t have one (template on Brand Center) |
|  | Create a club presentation if you don’t have one (template on Brand Center) |
|  | Include the Rotary logo (Rotary + wheel) with your club or district name on your materials |
|  | Use Arial or Arial Narrow (all upper case) for headlines, Georgia for text for free fonts |
|  | Use Rotary colors: Azure, Royal Blue, Gold, Sky Blue as primary colors: See Brand Center for the color values |
|  | Use photographs that reflect Rotarians in action: high resolution, diverse people |
|  | If not using photographs, use graphics that reflect the iconography style: **simple, modern, informative** |
|  | Ensure your promotion materials reflect the Rotary operating principles:**Join Leaders, Exchange Ideas, Take Action** |
|  | Make sure your “voice” is **smart, compassionate, persevering, inspiring**—reflect that in how you speak, write, and design |
|  | 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 of your communications! |

**Don’t**

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|  | Use the old Rotary logo |
|  | Change the new Rotary logo (color, reformatted, cropped, additional imagery) |
|  | Use the wheel by itself  |
|  | Make the logo and mark the same size: The wheel should be 4x the height of the logo if you use both |
|  | Use upper and lower case in headlines |
|  | Use clip art imagery that is cartoonish—it should reflect the Rotary operating principles, voice, and iconographic style |