**Rotary Public Image Resources**

* **Goal: Increase awareness and understanding of Rotary across all of our districts and around the world.**
	+ You can’t get the “word out” if everything we say looks and sounds different.
	+ Consistency and repetition, starting at the local level, is how we get the word out.
	+ There are MANY resources to help you be consistent in your communications!
* **Rotary Brand Center**: [www.rotary.org/brandcenter](http://www.rotary.org/brandcenter) or brandcenter.rotary.org
	+ Also accessible from My Rotary under the Manage tab.
	+ No longer need to log in using rotary.org (My Rotary) credentials.
	+ Includes guides, logos, images, ads, customizable templates, videos, and so much more.
* **Brand Guidelines**:
	+ Includes the basics for branding: messaging, logos, fonts, colors, imagery, and more.
	+ Now only available from Brand Center as web pages.
	+ Logos are the most important at this time. All districts and clubs need to use the same template.
* **People of Action campaign**
	+ Access customizable templates from Brand Center.
	+ Highlight Rotarians doing service projects and the benefits.
	+ See online guidelines on Brand Center.
* **Tips and Tricks**
	+ ALWAYS use the “new” logo: the word Rotary plus a wheel after it with your club or district name.
	+ NEVER use the wheel by itself – it must be used with the official Rotary “word” logo.
	+ Never use posed pictures, “grip and grin,” or “big check” photos – these do not separate Rotary from other organizations. We want to show people in action in our communities.
	+ Make sure photos feature people in action and represent the diversity of your club and community.
	+ Make sure your club and district materials ALL LOOK THE SAME, following the Brand Guidelines: It’s only through a consistent message and look and feel that we can communicate the brand value of Rotary.
	+ ALWAYS include a Call to Action: website URL, email address, phone number, social media page, etc.
* **Where to go for help**
	+ Brand Center
	+ Your district Public Image Chair
	+ Zone Rotary Public Image Coordinator (RPIC) and Assistant Public Image Coordinators (ARPICs)
	+ Rotary International: see email addresses on guides or Brand Center