

PUBLIC IMAGE

in District 6360



Today's Agenda

- The Rotary Brand
- The Rotary Theme & Vision
- Resources for Public Image Tools
- Your 2020 Checklist
- Personal Assistance



Serving the 15 Southwest counties of Michigan

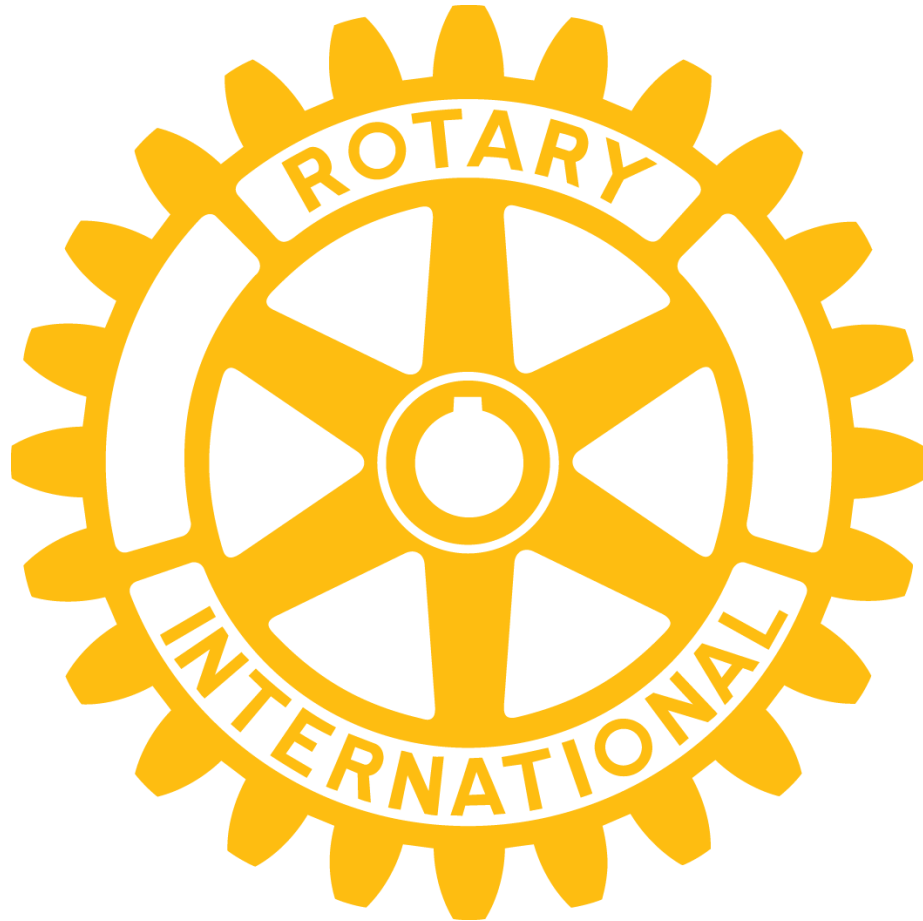
The Rotary Brand

- Consistency in our logo, colors & fonts
- Instant visual message
- Create awareness & connect our clubs
- Commitment request



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Our Logos



MARK OF EXCELLENCE

- Comes in four colors:
 - yellow, blue, black and white
- Should be used in large format
- Must have lettering inside the wheel



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Our Logos



Masterbrand

- Comes in several colors & combinations
- Can be used in any size
- Can have traditional or simplified wheel
- Can be customized for your club, district, etc.



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Our Logos



Theme Logos

- Only use the current theme logo
- Consider only using on internal materials designed for Rotarians



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Our Logos

2020/21 Theme



**Rotary Opens
Opportunities**



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Our Vision

TOGETHER, WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE,
IN OUR COMMUNITIES,
AND IN OURSELVES.



Rotary

District
6360

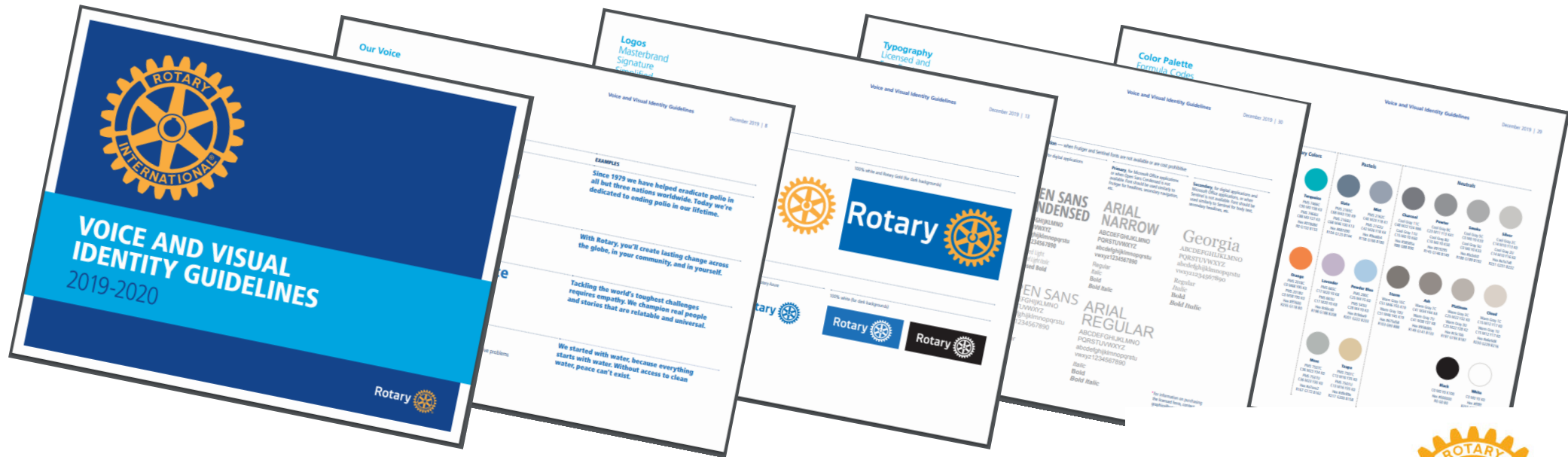
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Our Colors



Branding Guide

Voice & Visual Identity Guidelines



Available for download on the district web site,
www.district6360.org!



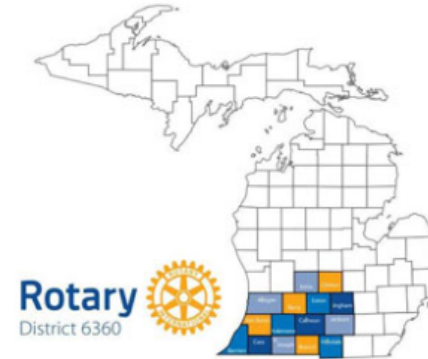
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More Resources



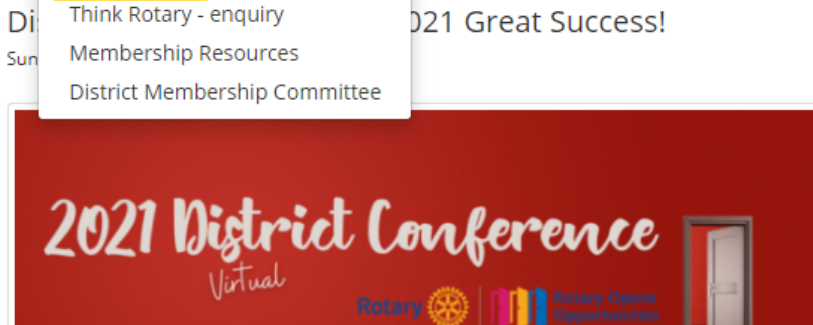
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Home	Calendar	The Rotary Foundation & Grants ▼	Membership ▼	Youth Services ▼	Projects ▼	Photo Gallery ▼	Rotary Leadership Institute	District 6360 Foundation ▼	District Conference ▼
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- Quick link to DaCdb
- About our District ▼
- District Governor
- District Governor Elect
- District Governor Nominee

- Public Image
- Think Rotary - enquiry
- Membership Resources
- District Membership Committee



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More Resources

Public Image Tools

- Download logos
- Latest news
- Lizzy's advice
- Access Rotary resources



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More Resources

Canva.com

- Can preset branded colors
- Upload fonts or use Open Sans/Condensed
- Upload logos & images
- Stock images & graphics

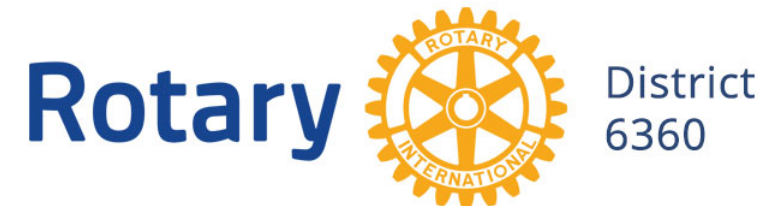
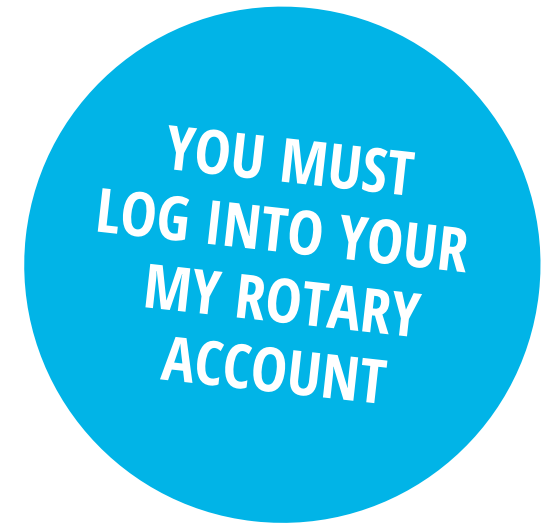


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More Resources

BrandCenter.Rotary.org

- Customize Logos
- Customize People of Action Images
- Customize Pamphlet
- Download stock images



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Public Image Checklist

Goals for 2020

- Update logos everywhere
- Invest in modern signage
- Refresh web site monthly
- Post to social media 2-3 times/week

Public Image Checklist

Update Logos

The Rotary Club of DeWitt invites you to its

ANNUAL PANCAKE DAY
Saturday, May 18th 7am-2pm

Under the tent at a **NEW LOCATION**

Best Buy Parking Lot
Marshall's Plaza, Erie Boulevard East

Advance ticket sales: \$8.00 each or 3 for \$20
\$10.00 each at the door
Children 7 and under FREE!

*100% of net proceeds support DeWitt Rotary's service projects
and other charitable causes in our community*

Rotary
Club of Dewitt



Buy your tickets from a
DeWitt Rotarian
or order online at
www.DeWittRotary.org

Lizzy Flinn-Brown
Baldwinsville Rotary Club
Rotary District 7150



315-555-1212
315-122-1212

Rotary



Rotary Club of Utica
(315) 327-5071
jerrarddana@gmail.com
www.Rotary7150.org
Facebook: /RotaryDistrict7150

Dana Jerrard
District Governor 2021-22

Be A Sponsor
 **in 2019!**
June 7 & 8

Build a true partnership with Rotary
and customize your next
sponsorship to be sure your
company gets its well-deserved
recognition with a great, local
audience of families and volunteers.

Start planning your support of this
community event today!

Contact Us

Event Chair: Ken Schmidt
c. (813) 335-4766
e. ken@steelintheair.com

Sponsorship Chair: Dave Horan
c. (315) 415-0229
e. dhhoran@hotmail.com

Rotary  **Baldwinsville**

senecariverday@yahoo.com
Seneca River Days on Facebook
www.BaldwinsvilleRotary.org



Baldwinsville Rotary

Published by Lizzy Martin (7) · January 15 at 6:28 PM ·

Here is your clue for tonight's Trivia for Charity at WT Brews with Syracuse
Trivia Company:
H2O

TRIVIA
for charity

**WIN \$1,000 FOR YOUR
FAVORITE CHARITY!**

WEDNESDAYS AT 7PM @ WT BREWS

BROUGHT TO YOU BY:



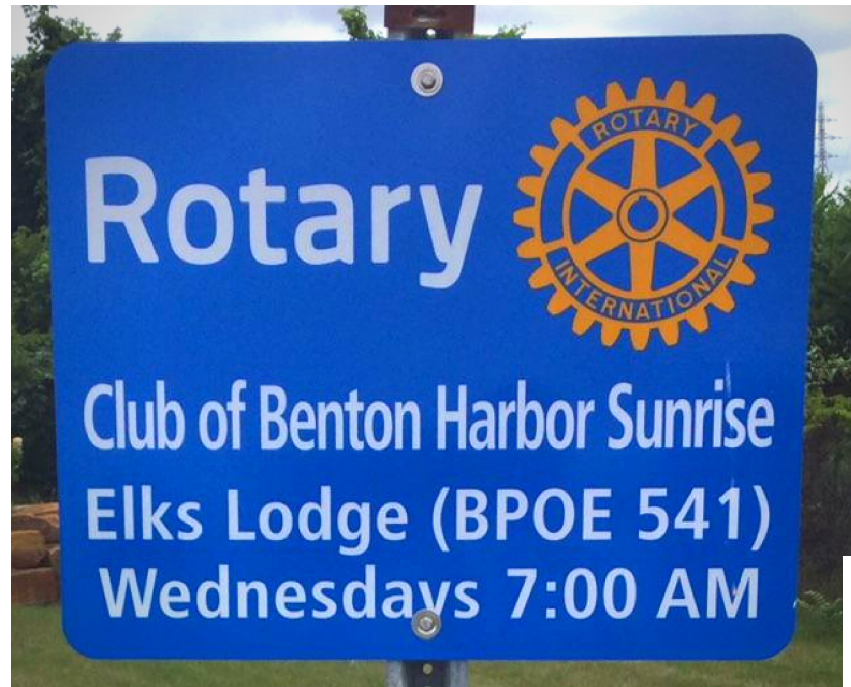
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Public Image Checklist

Modern Signage



Public Image Checklist

Web Site & Social

- Make sure your web site speaks to non-Rotarians
- Limit parts of web site that will expire often
- Social media rule of thirds
- Get members to like AND SHARE



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Personal Assistance

Public Image Chair, Chris Lewis

- Club program
- 1-on-1 Assistance
 - Technical Training
 - Strategy & Planning
- Free Business Card Design

QUESTIONS?

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PUBLIC IMAGE

in District 6360

