



# 2023-24 ROTARY PRESIDENTIAL THEME

## BRANDING GUIDELINES

## OFFICIAL 2023-24 ROTARY PRESIDENTIAL THEME LOGO

Please do not change or move any of the elements of the logo.

### HORIZONTAL LOGO

The horizontal logo should be used in a lockup with your club, district, or zone logo. The lockup is the preferred use.

The theme logo can be used on its own as long as the club, district, or zone logo is used in proximity to the theme logo.

The full-color theme logo is the preferred version for use. **Additional colors and layouts of the theme logo graphics** can be found in the zip file on My Rotary.



**CREATE HOPE**  
in the **WORLD**

### VERTICAL LOGO



**CREATE HOPE**  
in the **WORLD**

# OFFICIAL 2023-24 ROTARY PRESIDENTIAL THEME LOGO

Please do not change or move any of the elements of the logo.

## LOGO LOCKUP

The lockup is the preferred use.

### BEST PRACTICES

We recommend using the theme logo only when communicating with other Rotary members. Please refrain from using the theme logo when promoting Rotary on social media and other media outlets to those outside of Rotary.

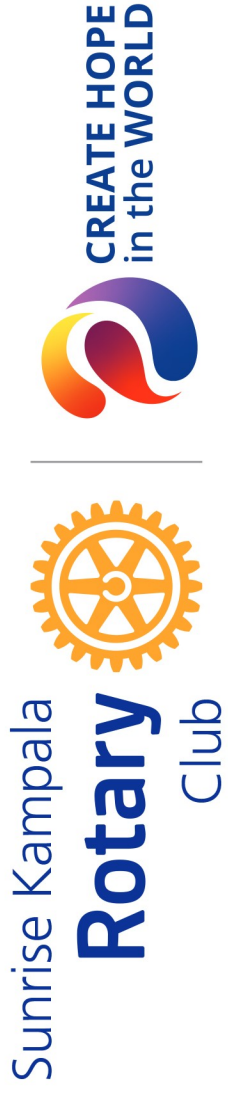
Clubs and districts should use their logo in lockup with the theme logo.

Create the theme logo in lockup with your club or district logo in the **Brand Center**.  
**Download the theme logo** from the zip file on My Rotary. Then go to the Brand Center and find the Rotary Logo Lockup Template by clicking on Templates > Logo lockups > Rotary Logo Lockup Template > Create. Under the "Add text or logo" section of the template you will select "Upload partner logo" in the Type drop-down menu in order to upload the horizontal theme logo.

If you are using the theme logo on goods and merchandise, work with an **official Rotary licensed vendor**.

The theme logo can be used on its own as long as the club, district, or zone logo is used in proximity to the theme logo.

**Additional colors and layouts of the theme logo graphics** can be found in the zip file on My Rotary.



## CLEAR SPACE

The space of the "R" in "Rotary" around the lockup should be kept clear.



# OFFICIAL 2023-24 ROTARY PRESIDENTIAL THEME LOGO

## COLORS

The presidential theme logo uses these color combinations to create gradients.

The logo is made up of three shapes, each with its own two-color gradient combination.

**Persimmon**  
PMS 1665C  
C7 M87 Y100 K1  
Hex #e04403  
R224 G68 B3

+

**Lemonade**  
PMS 109C  
C1 M16 Y100 K0  
Hex #ffd100  
R255 G209 B0



**Cardinal**  
PMS 485C  
C6 M98 Y100 K1  
Hex #e02927  
R224 G41 B39

+

**Fuchsia**  
PMS 221C  
C31 M100 Y53 K21  
Hex #960048  
R150 G0 B72



**Rotary Royal Blue**  
PMS 286C  
C100 M84 Y12 K3  
Hex #17458f  
R23 G69 B143

+

**Amethyst**  
PMS 7441C  
C45 M73 Y0 K0  
Hex #a05cbf  
R160 G92 B191



## FONTS

OPEN SANS

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

**Semi-Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

### FILE & COLOR FORMATS

- Lockup: PDF
- Print: EPS/PDF
- Word document (print): PNG
- Digital: PNG
- PowerPoint: PNG
- Web (desktop, tablet, mobile): PNG

# OFFICIAL 2023-24 ROTARY PRESIDENTIAL THEME LOGO

Clubs and districts should use their logo in lockup with the theme logo.

The full-color theme logo is the preferred version for use.

The theme logo should not be altered in any way. Do not add, remove, or resize any elements or colors of the existing logo.

## INCORRECT USAGE



Don't add outlines, special effects, or other graphic elements.



Don't alter or add copy to the logo.  
Don't change the fonts.



Don't put the logo in a holding shape.



Don't distort the logo.



Don't change or remove logo elements.



Don't change the colors of the logo.



Make sure the logo is completely legible and on a contrasting background.



Don't allow the logo to get cut off or be covered. The entire logo must be visible.