

Brand Elements

Cheat Sheet

Rotary's brand colors should be used to create a consistent look across all Rotary communications. Our colors have been carefully chosen to complement one another in most situations and should be used in their pure forms, never altered nor screened. Each color includes formulations for the following uses:

- Pantone™ colors for print
- CMYK for 4-color process print
- Hexadecimal for web
- RGB for digital

<p>PMS 130C C0 M41 Y100 K0 Hex #f7a81b R247 G168 B27</p> <p>Rotary Gold</p>	<p>PMS 286C C100 M84 Y12 K3 Hex #17458f R23 G69 B143</p> <p>Rotary Royal Blue</p>	<p>PMS 2175C C100 M56 Y0 K0 Hex #0067c8 R0 G105 B200</p> <p>Azure</p>	<p>PMS 2202C C96 M11 Y2 K0 Hex #00a2e0 R0 G162 B224</p> <p>Sky Blue</p>
<p>PMS 214C C13 M100 Y37 K0 Hex #d41367 R212 G19 B103</p> <p>Cranberry</p>	<p>PMS 485C C6 M98 Y100 K1 Hex #e02927 R224 G41 B39</p> <p>Cardinal</p>	<p>PMS 2165C C66 M44 Y28 K3 Hex #657f99 R101 G127 B153</p> <p>Slate</p>	<p>PMS 290C C26 M6 Y3 K0 Hex #b9d9eb R185 G217 B235</p> <p>Powder Blue</p>
<p>PMS 7466C C96 M1 Y31 K0 Hex #00adbb R0 G173 B187</p> <p>Turquoise</p>	<p>PMS 2070C C53 M100 Y0 K0 Hex #901f93 R144 G31 B147</p> <p>Violet</p>	<p>PMS 665C C21 M25 Y7 K0 Hex #c6bcd0 R198 G188 B208</p> <p>Lavender</p>	<p>PMS 2162C C42 M30 Y21 K0 Hex #9ba4b4 R155 G164 B180</p> <p>Mist</p>
<p>PMS 2018C C0 M66 Y100 K0 Hex #ff7600 R255 G118 B0</p> <p>Orange</p>	<p>PMS 355C C99 M12 Y100 K2 Hex #009739 R1 G151 B57</p> <p>Grass</p>	<p>PMS 7537C C36 M26 Y36 K0 Hex #a7aca2 R167 G172 B162</p> <p>Moss</p>	<p>PMS 7501C C16 M19 Y42 K0 Hex #d9c89e R217 G200 B158</p> <p>Taupe</p>
<p>Warm Gray 10C C50 M51 Y54 K17 Hex #7a6e66 R122 G110 B102</p> <p>Storm</p>	<p>Warm Gray 7C C42 M41 Y45 K5 Hex #968b83 R150 G139 B131</p> <p>Ash</p>	<p>Warm Gray 3C C26 M24 Y28 K0 Hex #bfb7b0 R191 G183 B176</p> <p>Platinum</p>	<p>Warm Gray 1C C15 M14 Y18 K0 Hex #d6d1ca R214 G209 B202</p> <p>Cloud</p>
<p>Cool Gray 11C C66 M57 Y52 K29 Hex #54565a R84 G86 B90</p> <p>Charcoal</p>	<p>Cool Gray 8C C49 M40 Y38 K4 Hex #898a8d R137 G138 B141</p> <p>Pewter</p>	<p>Cool Gray 5C C32 M25 Y26 K0 Hex #b1b1b1 R177 G177 B177</p> <p>Smoke</p>	<p>Cool Gray 2C C18 M14 Y15 K0 Hex #d0cfd R208 G207 B205</p> <p>Silver</p>

Typography

Primary Fonts

Use the primary fonts for headlines and navigation labels.

Frutiger (Licensed)

Open Sans (Free)

Arial (Free)

FRUTIGER LT STD

47 Light Condensed

57 Condensed

67 Bold Condensed

77 Black Condensed

FRUTIGER

45 Light

46 Light Italic

55 Roman

56 Italic

65 Bold

66 Bold Italic

75 Black

76 Black Italic

95 Ultra Black

OPEN SANS CONDENSED

Condensed Light

Condensed Light Italic

Condensed Bold

OPEN SANS

Light

Regular

Italic

Bold

ARIAL NARROW

Regular

Italic

Bold

Bold Italic

ARIAL

Regular

Italic

Bold

Bold Italic

Secondary Fonts

Use the secondary fonts for body text, secondary headlines, and captions.

Sentinel (Licensed)

Georgia (Free)

Sentinel

Light

Light Italic

Book

Book Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

Georgia

Regular

Italic

Bold


Bold Italic

The Right Logos

Club, District & Zone Logo Samples


Masterbrand Signature

Club Name
above or
Rotary
Club Name, District,
or Zone below



Masterbrand Signature Simplified

Club Name
above or
Rotary
Club Name, District,
or Zone below




Examples

Rotary
Club of Evanston



Sunrise Kampala
Rotary
Club



Rotary
District 3310



Rotary
Zone 8



Logo Lockup Sample



Partnerships & Programs

Logo Lockup Examples

Rotary
District 3310




Sunrise Kampala
Rotary
Club




Word Lockup Examples

Rotary
Club of Evanston
Lighthouse



Rotaract
Club of Taipei



**Let's Fight
Against Hunger**

Interact
Club of Evanston
Township High School



Kits and Cats

Do's & Don'ts

