

**Our
Brand**



District Training Assembly - May 18, 2024
Breakout Session #3 - Public Image

Rotary
District 5300



Facilitator -
Kari Anderson, D5300 Public Image Chair



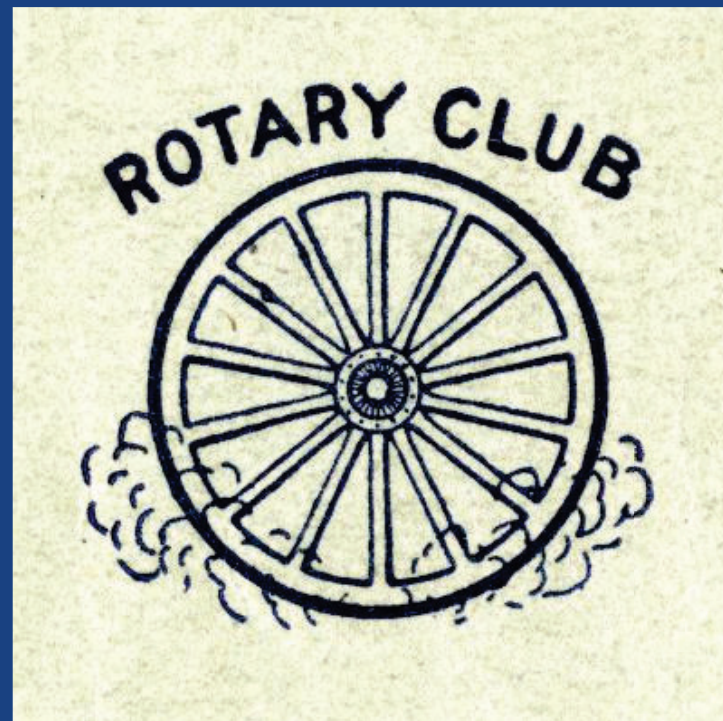
**Promote
Rotary**

**People
of
Action**



**Brand
Elements**

Rotary Club of Chicago emblem, circa 1906.



Old logo:



New logo:

Rotary



WHY A NEW LOGO?

A public perception survey of Rotary showed that 4 in 10 persons had never heard of Rotary.

<https://rbsunrise.org/stories/the-rotary-brand-has-changed>



IBM



Mercedes-Benz

Rotary



Why is a consistent brand image important?

Compelling, consistent brand communications — together with a great experience — can strengthen our brand and help us engage and attract more members, participants, donors, and partners.

TYPOGRAPHY

STORY

LOGOS AND
GRAPHICS

Rotary
District 5300



COLORS

IMAGES
&
VIDEO

VOICE AND
MESSAGING



Brand Fragmentation



When a club alters the Rotary logo – like turning the Rotary wheel into a pancake, changing the fonts, or adding additional colors – it weakens our global brand. That can impact our ability to attract future members, earn the trust of donors, encourage volunteers to help on our service projects, and even secure partnership opportunities. Old branding tells the public that this club is outdated. Inconsistent branding sends mixed messages of who we are.



Studies show that consistent logo use builds organizational trust and awareness. Isn't that something we all want for Rotary — to be a trusted organization in our communities?

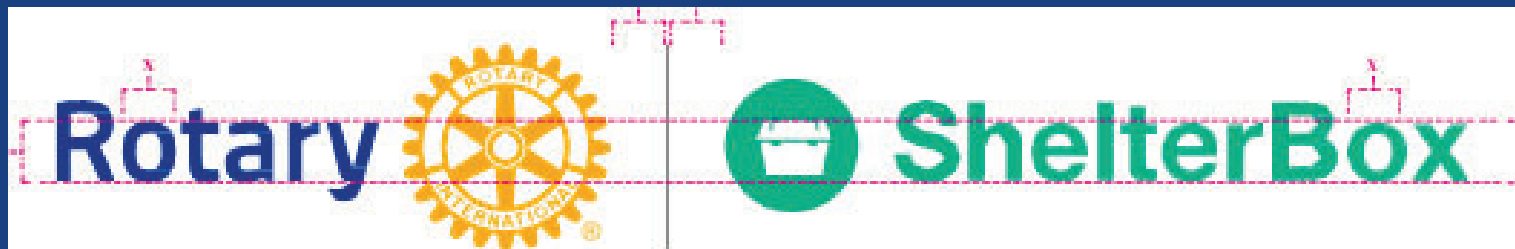




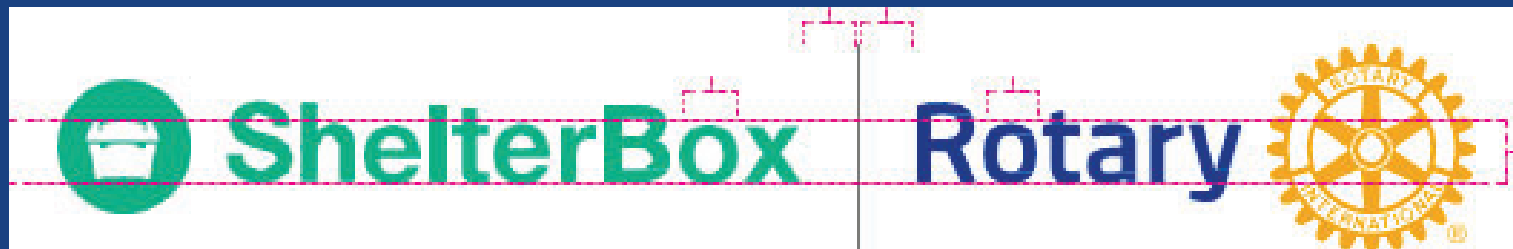
DO'S and DON'TS

Correct: Use the lockup template to add the names or logos of partners, sponsors, events, or programs.

Incorrect: Don't add other descriptive text. Don't add other unrelated logos near lockup. To include this information in your design, add it away from your logo lockup.



Project Partners



What is a brand?

logos and graphics

To be recognizable, establish trust, and communicate personality

voice and messaging

Persevering, inspiring, compassionate, and smart

images and videos

Relationships, community impact, and action and engagement

colors and typography

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.



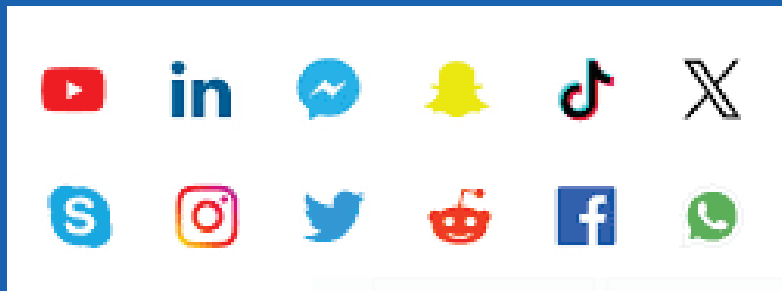
SELECT YOUR REGION FROM THE MAP

BE THE FORCE OF CHANGE IN YOUR COMMUNITY

Volunteer With People Of Action



What Can We Do? - Updated Websites, Social Media Content, and Support your Club's Public Image Chair!



- Spice up your club website by linking it to your social media accounts!
- Exciting new content from **ComeSeeWhatWeDo.org** will be live on May 22nd.
- *Get in touch with your Asst Governors for expert advice on navigating through this
- Don't forget to utilize the Calendar feature on DaCdb.org for smooth sailing.



Through your public image

- 1 Websites
- 2 Social Media
- 3 Events
- 4 Public Relations
- 5 Speaking Engagements
- 6 Partnerships





**Please contact :
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District 5300 Public Image Chair
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Thank You

Thank you for your time and attention. It has been a pleasure sharing this information with you, and I hope you found it valuable. I look forward to continuing our journey together and making a positive impact. ~Kari

Rotary 
District 5300

