Q1. **After logging into My Rotary, I clicked 'Brand Centre'. The system requested me to enter user id and password again.**

A1. Please clear your browser's cache and try using a 'private browsing' session if your browser allows this. If you are using a Microsoft Browser like Internet Explorer or Edge, please switch to using Google Chrome. If you still are having issues, please provide the following information to RotarySupportCenter@rotary.org to determine what can be done to fix this:

- Your username
- A screenshot of the error message generated
- A URL link of the page you are trying to access, or is having issues on
- The name of the browser you are accessing the site from.

The above information is needed by the technical staff of RI to track the source of the problem.

Q2. **Are we allowed to use the Mark of Excellence (the Rotary wheel) with the Rotary logo of a club or a district?**

A2. Yes, it is allowed. It is encouraged to use the signature system for clubs, districts or zones near it for clarity and recognition. See example below.
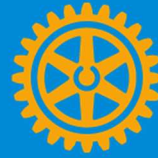

The Rotary wheel is referred to as the 'Mark of Excellence'

Q3: **Are we allowed to use the Rotary Masterbrand Signature for a project or activities organized by a district/club or do we have to replace the Rotary Masterbrand Signature with one that incorporates the district number or club name.**

A3. If it's a district/club activity, the district number or club name **MUST** always be incorporated into the Masterbrand Signature. See example below.

District or club identifier should be used

Q4: **What is the best practice for taking photos of individuals (Rotarians and non-Rotarians) during Rotary activities and use their images for publication in printed and/or digital media for internal and/or external consumptions?**

A4. The best practice is to get written consent from the said individuals. Where the images are that of minors (or under aged children), parental consent must be obtained in writing.

Q5: **Can I use JPEG file format for club or district logo?**

A5. Try to use a vector file format such as EPS & AI for printing of logo. You may use PNG file format for word document, website and online App. JPGs (or JPEGs) are not really meant for professional printing purpose and it also does not have transparency support. JPGs and JPEGs degrades when saved time after time. Also take note that a JPEG file has an opaque (white) background. If you print it on any background other than white, the logo will print with that white background behind it.

Q6: **Is it in the Rotary By-laws or Code of Policies that clubs <u>MUST</u> use the new Rotary logo?**

A6. Use of the Rotary logo is in the RI Code of policies. For many years, our Rotary wheel stood alone as our logo on signage and communications materials. Although the words Rotary International were embedded in the wheel, they were hard to read from a distance. As a result, the general public did not always recognize Rotary's involvement in a project or activity. Rotary changed its logo back in 2013 with the goal of strengthening our brand to accurately represent who we are, what we do and where we want to go.

That's why RI decided to expand the official logo to include the word "Rotary" next to the wheel. This is the official logo and the Masterbrand Signature, which should be used whenever possible. Consistency of Rotary's emblem is important throughout the global community. Having said all that, there is no penalty for clubs who are still using the old club logo.

Rotary via its Strategic Plan and other vehicles asks all clubs to utilize the new logo and help us tell one single Rotary story to the public. With the birth of the new logo, the old logo became obsolete; thus, no materials from RI will incorporate the old logo. This is a case where there is no going back to the old logo, and although we understand that some clubs which have the old Rotary logo with it might not want to change, it is better for them in the long run the sooner they start the change process.

There are policies about how Rotary marks must be used (RI Code of Policies Article 33), and the RI Voice and Visual Identity Guidelines was created to help assist clubs with that. The aforementioned RI Code of Policies also states that:

"For correct color reproductions of the Rotary emblem, current guidelines are found in the Brand Center at https://brandcenter.rotary.org and in "Voice and Visual Identity Guidelines," which give further specifications for reproducing the Rotary emblem and guidelines for maintaining a standardized, coordinated identity for all Rotary materials (547A)."

Q7: **My club organizes an event named it as 'Food Aid Distributions'. How do we design such a logo for this activity?**

A7. Visit the Brand Center and select the 'Logo Lockup Template'. A lockup design is one that incorporates the perpendicular line separating the wheel and the name of the project/event/3rd party organization. Enter the name of the event (in this case 'Food Aid Distributions') on the right hand side of the perpendicular line. The following logo will be produced.

Q8. **How can I create a signature system for club logo bearing the club/district identifier in white wordings but with gold colored Rotary wheel?**

A8. The Brand Center has recently been upgraded and is now able to produce club/district/zone logo with in white wordings and gold colored wheel.

Q9: **If we include the district (or geographical) identifier with the club logo conforms to the RI Voice & Visual Identity Guidelines?**

A9. No, this does not conform to RI Voice & Visual Identity Guidelines. Signature system for club does **NOT** mix with district (or geographic identifier). A logo can only be either a club **OR** district **OR** Zone. It should not be both. Hence the following logo examples are **INCORRECT**:

Do not use club logo that includes district number.

District 3522
Rotary
Club of Taipei Glory ❌

Rotary
Club of Urban Kuching Malaysia ❌

Do not use club logo that includes country name unless it is the actual name registered with Registrar of Societies.

Q10: **The Brand Center in the RI website provides logos in different colours. Which colour logo should a club uses?**

A10.

This is the default colour set in the template:

Urban Kuching Rotary Club | Urban Kuching Rotary Club | Urban Kuching Rotary

Urban Kuching Rotary Club | Urban Kuching Rotary

The default color of the logo are set in the template. The logo can appear only in the color options provided. Please use the full-color logo in most cases. If that doesn't provide enough contrast, choose the one that works best for your needs.

Q11: What is the possible solution when creating a club logo with long club name?

A11: Here are the available options for creating club logo with long club name even though it may not be in accordance with how the club was named in its charter:
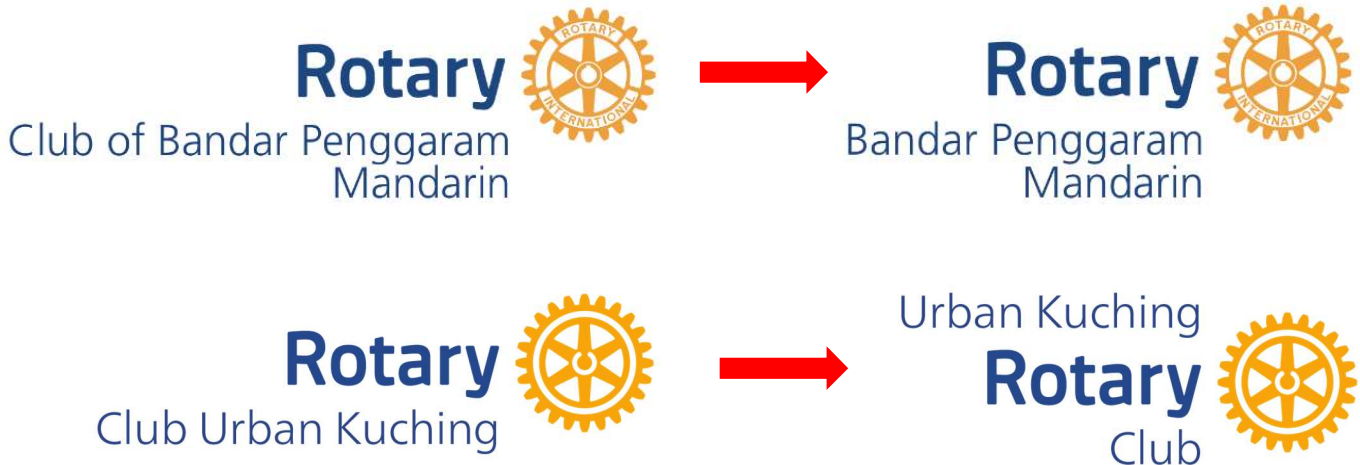
Q12: How many different logo alignments are available for the Rotary Masterbrand Signature?

A12: There are 3 different alignments of club/district/zone logo that can be produced using the logo templates in the Brand Center and they are:
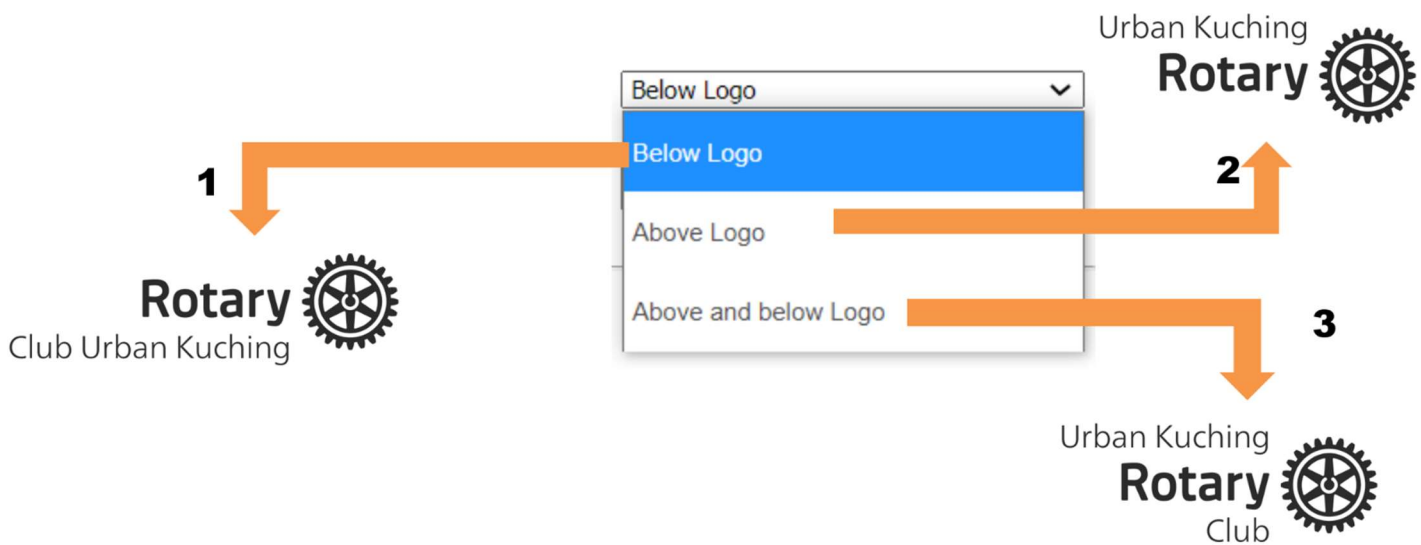
Q13: How many different logo alignments are available for the Rotaract Masterbrand Signature?

A13:

BELOW LOGO   **ABOVE LOGO**   **ABOVE & BELOW LOGO**

ONLY AVAILABLE IN 3 COLOURS: ALL CRANBERRY, ALL BLACK & ALL WHITE

Q14: What consideration do we have to take into account when deciding on club logo format?

A14: It is always important to determine who the target audience will be. Will the audience be confined to Rotarians from the same district or from other districts? Is the event going to be attended by members of the public only or a mix of Rotarians from the same district and the public or Rotarians from within and outside of the district as well as members of the public? Using the Masterbrand Signature with the district identifier will not mean much to the public.

For events attended by non- Rotarians and Rotarians from District 3310 as well as Rotarians from outside of District 3310.

Logo for events whose audiences comprise of only Rotarians from within the same district.

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Q15: Can the Presidential Theme logo be used with the MBS (Masterbrand Signature) or should the MBS be added with the district logo?

A15: The presidential theme logo for use with MBS should not be altered. Having said that, the MBS with zone or district or club identifier should be used if it is not an RI organized activity. See the example below.

Take note that the use of Presidential Theme logo is only confined to internal i.e. to be used among Rotary members only. We should refrain from using it for public consumption because the Presidential Theme logo changes every year. This may confuse the public.

Q16: What consideration do we have to take into account on the layout when designing a club letterhead, banner or flyer header with the Presidential Theme logo, own club logo (optional) and club signature system logo?
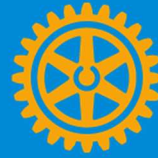
A16: The MBS (Masterbrand Signature) with club identifier should be used.

This is the official Rotary logo; it can be used only by Rotary International.

This Presidential Theme logo should only be use for internal communications and should not be used for communications with the public.

This is one of 3 alignments of club logo that can be used.

CORRECT construction and layout of the club signature system logo with the Presidential Theme logo in a lockup and own club logo placement.

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