

EXCHANGE IDEAS | brandcenter.rotary.org

The Brand Center offers many tools and templates to tell the story of Rotary and how we are people of action in your community and around the world. It also offers templates for club materials such as logos, business cards, brochures, event fliers and press releases. Here are the top 12 resources we believe you should be familiar with for public image. All of these guides are found in the Brand Center under the Guidelines section.

BRANDING

Voice & Visual Guide

This guide will help you apply our new look and voice. Through a unified Rotary image and message, we're not just enhancing our reputation, we're elevating the entire Rotary experience.

Messaging Guide

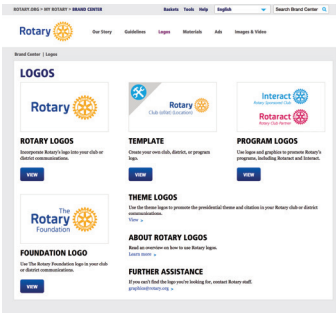
Provides simple advice for telling Rotary's story in a clear, compelling, and consistent way.

Ideas Book

Examples of our identity in action.

Visual Identity Guidelines: Young Leaders

Aligns our visual guidelines to bring our programs for young leaders closer to Rotary.



PEOPLE OF ACTION

People of Action Campaign Guidelines

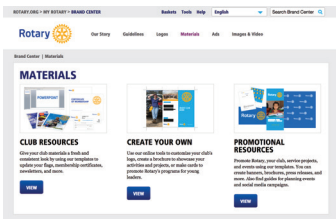
With help from this guide, you'll find ways to let your community and the world know that we are people of action.

People of Action Style Guide

As with any global communications campaign, maintaining consistency and integrity across many cultures and languages can be challenging. These guidelines help simplify and streamline the process.

People of Action Style Guide at a Glance

A one page overview of the People of Action Style Guide.



MEDIA & EVENTS

Quick Start Guide for Club Social Media Pages

These guidelines will help clubs quickly build social media pages and keep them up-to-date.

Quick Start Guide for Club Websites

The guidelines offer recommended approaches on how to organize club sites, display the logo and club name, select colors and fonts, and other decisions involved in creating a club website.

Public Relations Guide

This guide provide tips, templates, and best practices for developing an effective PR campaign.

Media Crisis Guidelines

Tips for dealing with the media in a crisis.

Event Planning Guide

This guide includes ideas to get you started, a planning checklist, and a list of resources, that will help you use events effectively.

