

# PUBLIC IMAGE FAQs (Frequently Asked Questions)

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

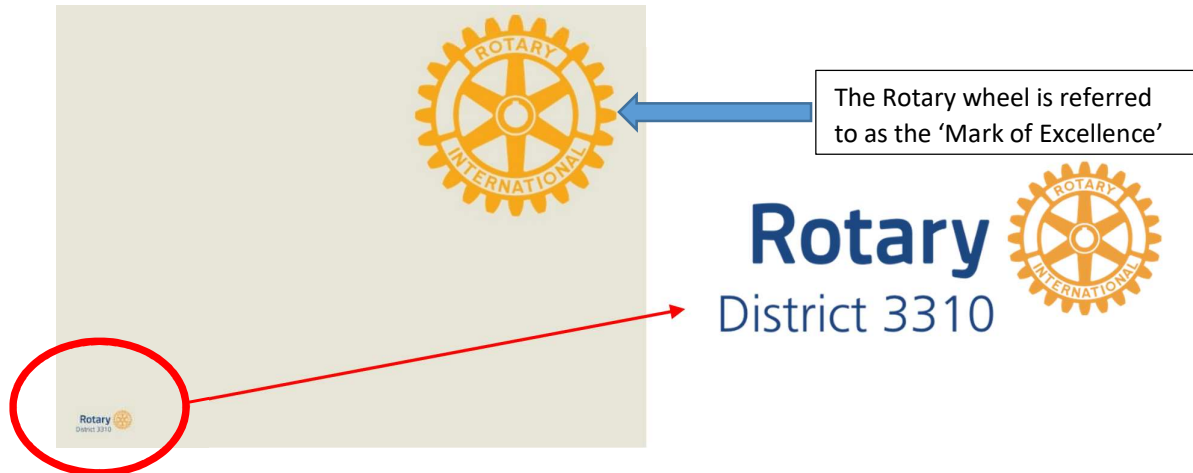
A1. Please clear your browser's cache and try using a 'private Browsing' session if your browser allows this. If you are using a Microsoft Browser like Internet Explorer or Edge, please switch to using Google Chrome. If you still are having issues, please provide the following information to [RotarySupportCenter@rotary.org](mailto:RotarySupportCenter@rotary.org) 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. See example below.



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

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

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District or club logo identity 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.



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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 MUST 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.

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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 Visual and Identity Guideline 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 a charity run every year which we named it as ‘Gift of Sight Charity Run’. 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/3<sup>rd</sup> party organisation). Enter the name of the event (in this case ‘The Gift of Sight Charity Run’) on the right hand side of the perpendicular line. The following logo will be produced.



- Q8: My club organizes a prevention of blindness project and this project has a logo. How do I incorporate this project logo into the club’s logo?
- A8: The ‘Logo Lockup Template’ in the Brand Center is unable to take any graphic file (the logo of the project). Hence you will need to seek the assistance of RI by sending the image file of the project logo and the name of your club/district to [GraphicDesign@rotary.org](mailto:GraphicDesign@rotary.org)



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- Q9. How can I produce club Masterbrand Signature logo bearing the club/district identifier in white wordings but with gold colored Rotary wheel?
- A9. The current tool in the Brand Center does not produce this particular logo with this particular colours. Please send your request to [GraphicDesign@rotary.org](mailto:GraphicDesign@rotary.org).

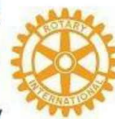


- Q10: Is putting the District identifier with the club logo conforms to the RI Visual Identity Guideline?
- A10. No, this does not follow RI Voice & Visual Identity Guideline. Club Masterbrand Signature does NOT mix with geographic identifier. A logo should either be a district OR it should be a club logo. It should not be both. Hence the following logo examples are WRONG:

Do not use club logo that includes district number



District 3522  
**Rotary**  
Club of Taipei Glory



Do not use club logo that includes district number



**Rotary**  
Club of Kuching Central  
District 3310





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Q11: The Brand Center in the RI website provides several different format of logos. Which particular template should a club uses?

A11: One option is for your Rotary Club logo to read like your club charter. For example, the charter can read either as 'Rotary Club of Kuching Central' or 'Kuching Central Rotary Club'.

Only one can be correct. The Brand Center can provide the logo for whichever version correctly matches the club name wording on your club charter. Below are examples of the different format of club logos that the Brand Center can produce.



Q12: What is the possible solution when creating a club logo with long club name?

A12: 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:



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Q13: How many colours are available for the Masterbrand Signature?

A13: There are 4 different colors of club/district/zone logo that can be produced by the Brand Center tool and they are:

- a) Wordings & Rotary Wheel in white
- b) Wordings & Rotary Wheel in black
- c) Wordings & Rotary Wheel in azure blue
- d) Wordings & Rotary Wheel in full colour

(See examples below)

Kuching Central  
**Rotary**  
Club



**Rotary**  
Club of Kota Kinabalu



**Rotary**  
Club of Kota Kinabalu



**Rotary**  
Club of Kota Kinabalu

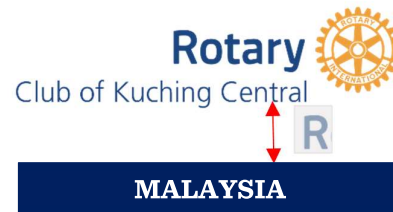


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Q14: What consideration do we have to take into account when deciding on club logo format?

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.

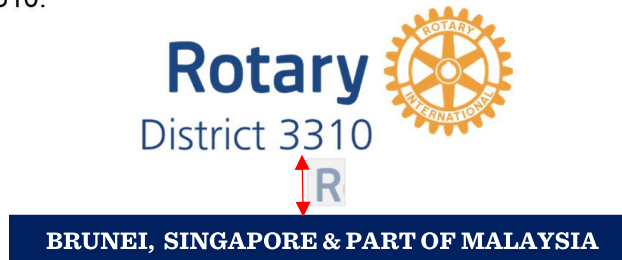
For events attended by non-Rotarians & Rotarians (from within and outside of the district).



Logo for events whose audience comprises of only Rotarians from the same district.



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





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- Q15: In the lockup logo format, 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.



## 2021-22 Presidential Theme Logo Lockup

**Note:** The official Rotary Logo (Masterbrand Signature) can be used only by Rotary International.

## Presidential Theme preferred usage either with Club or District logo



This is the preferred usage of the Presidential Theme Logo lockup as advised by Rotary International Design Team. The District 3310 identifier can be replaced with your Club's Signature System logo.

Currently, you can't create this in the Brand Center. If you need help, please contact District 3310 Public Image Team to assist or contact [graphicdesign@rotary.org](mailto:graphicdesign@rotary.org)

*District 3310 Public Image Team 2021-22*

Compiled by  
PDG Andre Suharto ([andre.suharto@comserv.my](mailto:andre.suharto@comserv.my))  
Rotary Public Image Coordinator (2020-2022)  
Zones 10B & 10C  
(Brunei, Malaysia, Singapore, Thailand, Cambodia, Laos, Myanmar & Vietnam)

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