



# BRANDING AND BRAND CONSISTENCY



**BRANDS WE  
RECOGNIZE**

# WHY DO WE NEED BRANDING?

It exposes people to:

- Our core messages
- Our visual identity
- Our core values
- What to expect from Rotary



# WHAT IS BRAND CONSISTENCY?

It's delivering messages that always align with:

- Our brand identity
- Our values
- Our organizational strategy

# ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

## INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

## EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

## ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

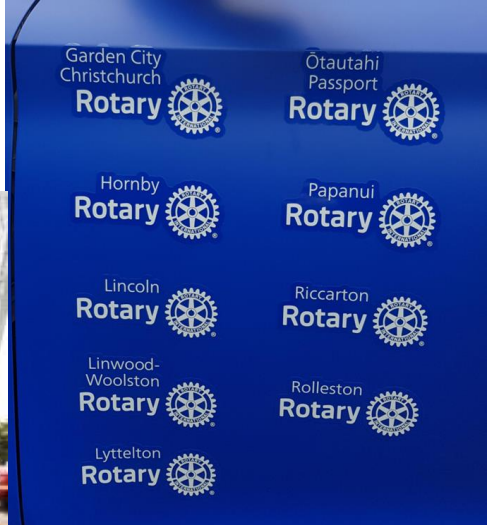
## INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

# STEPS TO BEING A BRAND CHAMPION

- Take the “Our Logo: Representing Rotary” course.
- Use the Brand Center to create your club logo.
- Assess all your club materials to make sure they adhere to Rotary’s brand guidelines.
- Make sure that you and your club’s members are representing our brand in the hats and shirts you wear and the materials you hand out.

# USE OF CLUB LOGOS

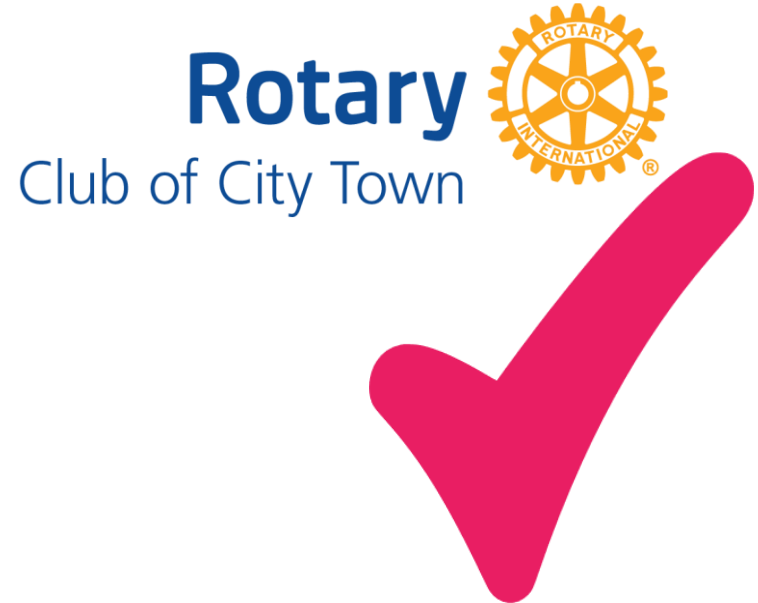


# CORRECT BRANDING





# INCORRECT BRANDING



# CONSISTENCY IS KEY

- Share your logo with your club members.
- Make sure your partners use it for any events you host together.
- Review your website and social media accounts and update the branding wherever it's needed.
- Make sure your event posters and advertising material have up-to-date logos and branding.
- Use the guidelines in the Brand Center to build a club collection of People of Action images

# RESOURCES

- The Learning Center
- The Brand Center
- Your public image team
- [Brand@rotary.org](mailto:Brand@rotary.org)

