

TOGETHER, WE

LEARN

Rotary



PEOPLE OF ACTION

USING ROTARY

BRANDING

IN THE REAL WORLD



**FIVE BEST PRACTICES
FOR DESIGNING
IMPACTFUL
COLLATERAL FOR YOUR
DISTRICT OR CLUBS**

KNOW YOUR AUDIENCE



Who are you trying to target with your design? Are you informing the community, soliciting donations, making an internal announcement?

BE
DELIBERATE

THINK ABOUT THE MEDIUM



Will it be a printed poster or flyer, a postcard, a social media ad, a video? Knowing when you start informs your design.

BE
STRATEGIC

KEEP IT SIMPLE



You have a great idea or opportunity to share. Keep to the facts and the key selling points. Don't cram the page with unnecessary information.

BE
IMPACTFUL

OPTIMIZE THE READABILITY



Think about who is viewing your design. Make sure the words and images you use are clear and easy to read. Don't put text all the way to the edge of the page.

BE
PRECISE

USE THE BRAND CENTER



The Brand Center is your best friend. Find great photos and the correct logos to use and information about fonts, colors, and dos and donts.

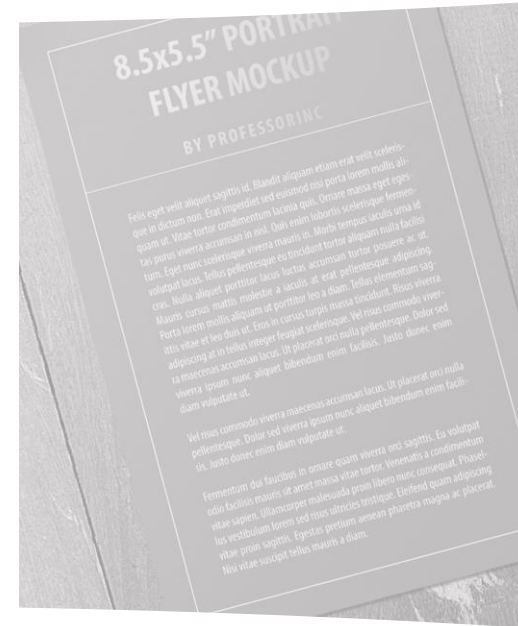
BE
MINDFUL



THE NITTY GRITTY

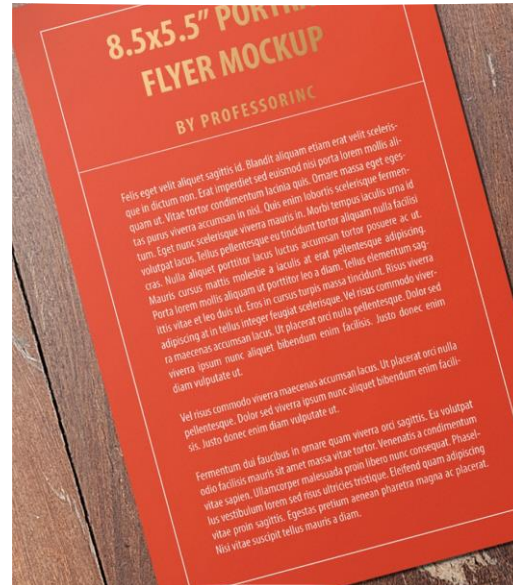
Common media sizes for print,
web, and social media

COMMON MEDIA SIZES



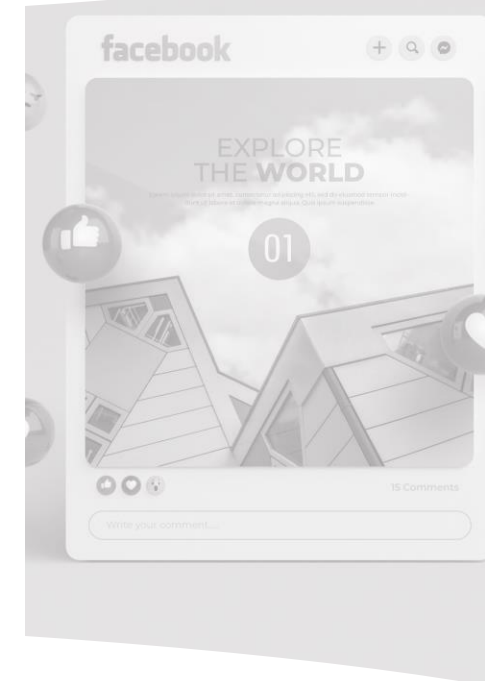
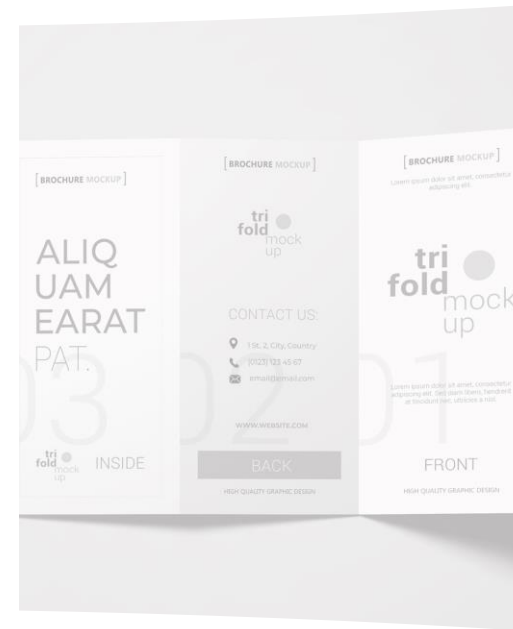
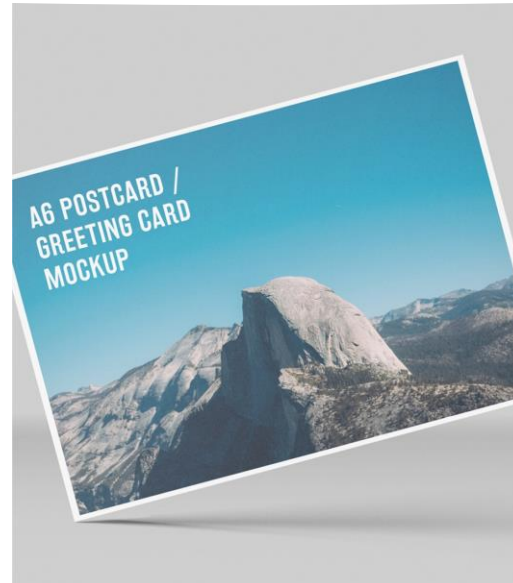
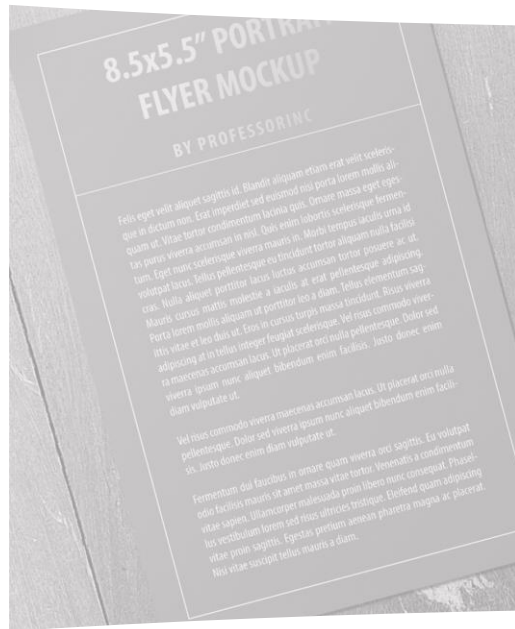
POSTERS

COMMON MEDIA SIZES



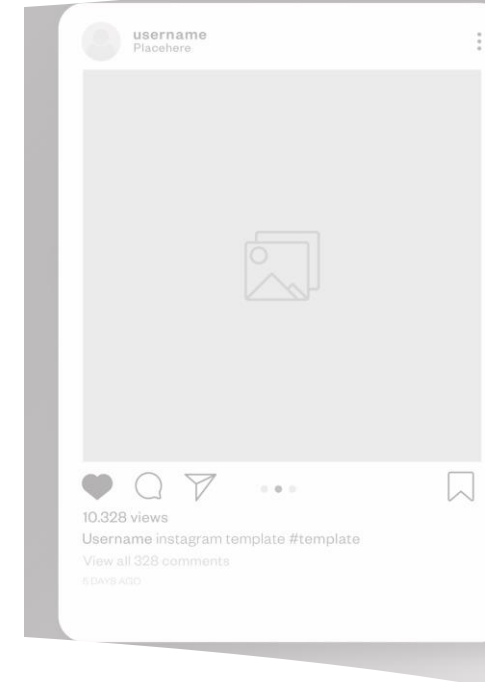
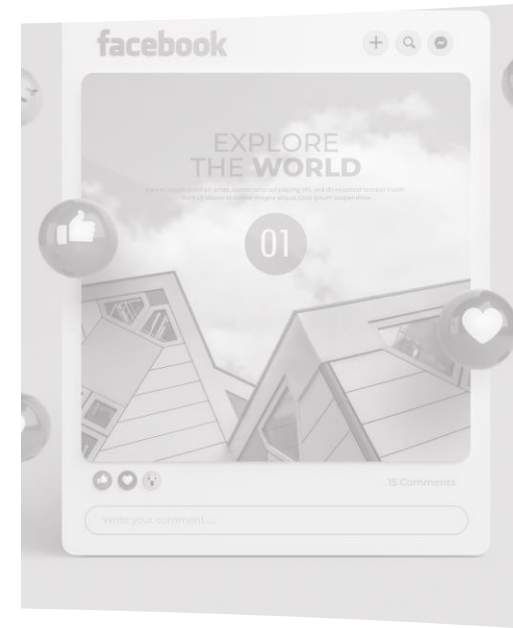
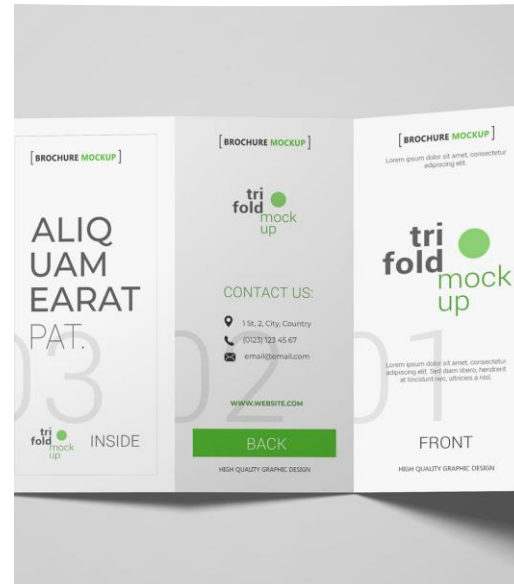
FLYERS

COMMON MEDIA SIZES



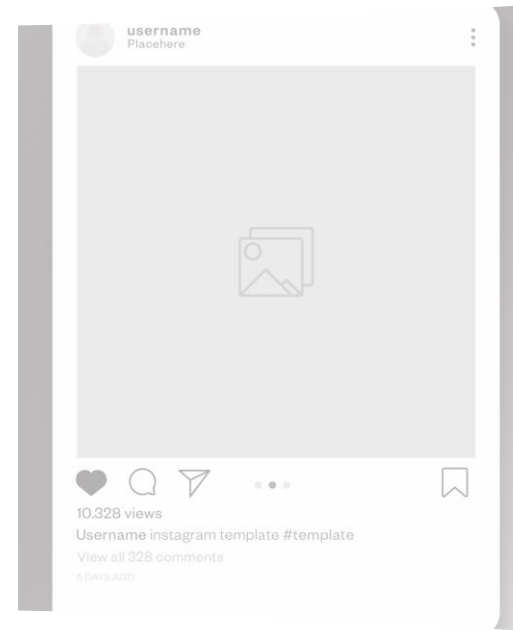
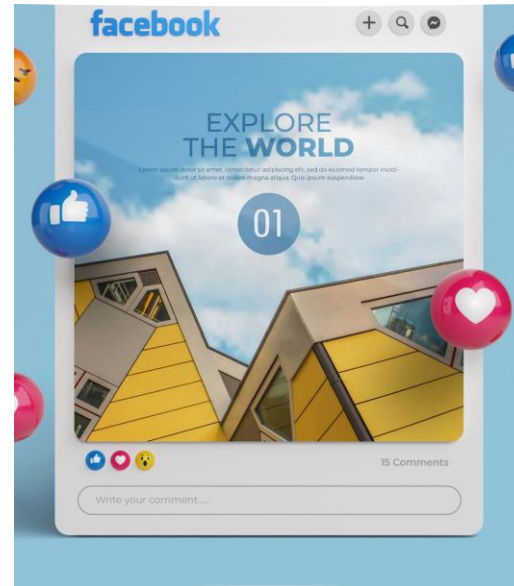
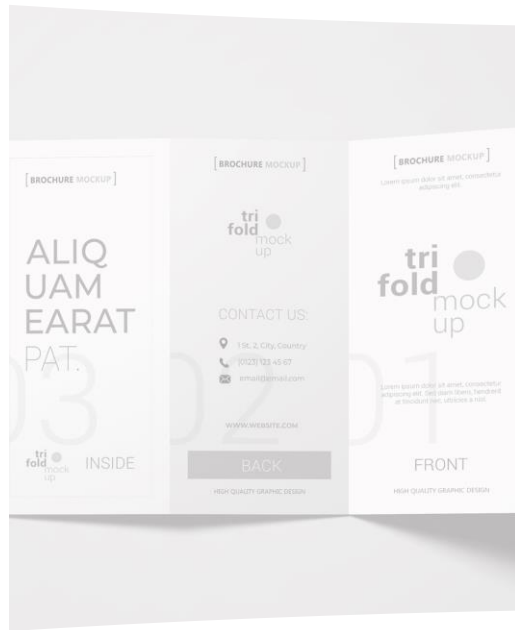
POSTCARDS

COMMON MEDIA SIZES



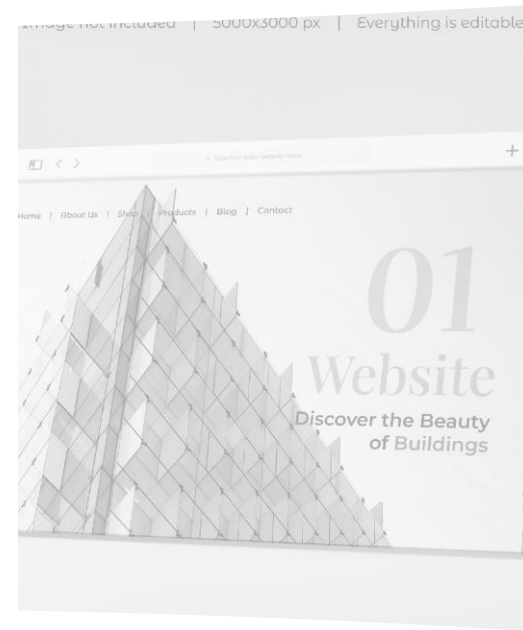
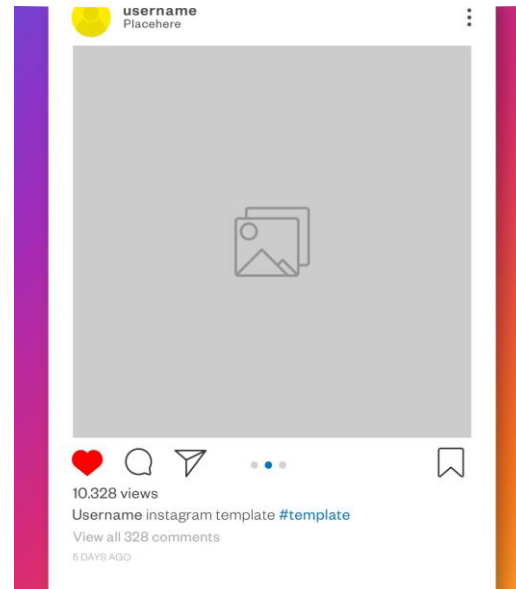
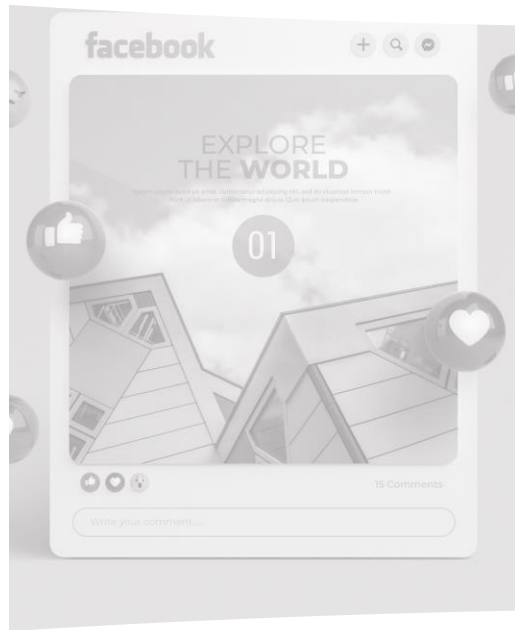
BROCHURES

COMMON MEDIA SIZES



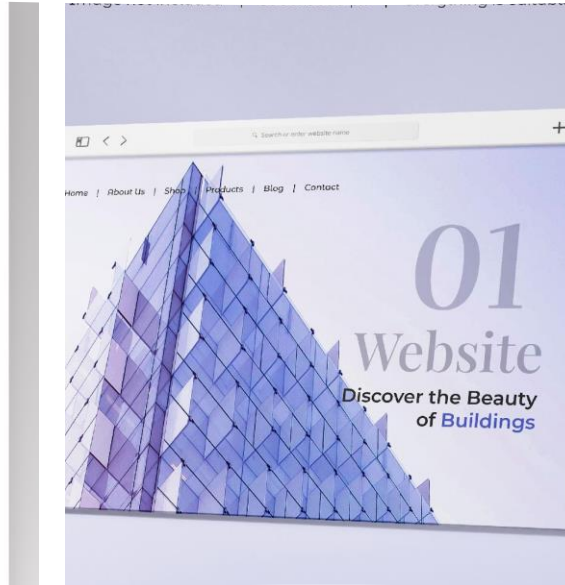
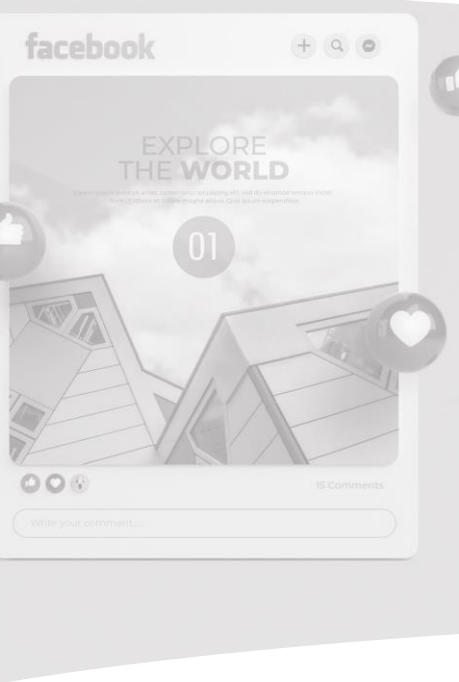
FACEBOOK

COMMON MEDIA SIZES



INSTAGRAM

COMMON MEDIA SIZES



WEBSITES



TOOLS FOR CREATING YOUR COLLATERAL

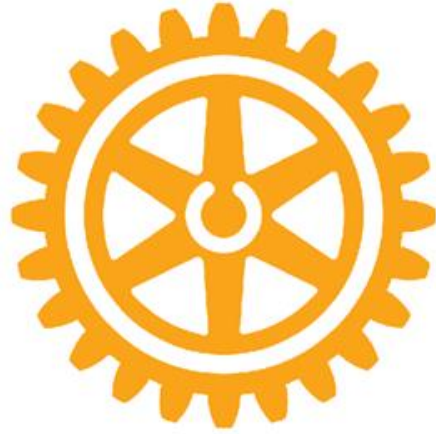
ADOBE CREATIVE CLOUD -
\$59.99 per month

POWERPOINT/WORD – You
already have

CANVA - Free

Rotary

Zones 26 & 27



CELEBRATING 100 YEARS OF SERVICE ABOVE SELF

Rotary 
Zones 26 & 27

Rotary
District 5520



THE COUNTRY CLUB
SATURDAY, AUGUST 6
TEE-TIMES START AT 8 AM

\$385 per team of 4.

Proceeds to benefit End Polio Now.



Scan the QR code
to register



Rotary
District 5520



JOIN ROTARY DISTRICT 5520
FOR A FUN DAY OF FELLOWSHIP
AND COMPETITION TO RAISE
MONEY TO ERADICATE POLIO.

THE COUNTRY CLUB
SATURDAY, AUGUST 6, 2023
TEE-TIMES START AT 8 AM

\$385 per team of 4.



Scan the QR code
to register

Rotary
District 5520



END
POLIO
NOW

THIS IS AN INCORRECT USAGE OF THE MARK OF EXCELLENCE

MARK OF EXCELLENCE CANNOT BE SIMPLIFIED

DO NOT USE THE ROTARY WHEEL INSIDE OTHER LOGOS

INCORRECT LOGO COLORS

DOESN'T USE ROTARY COLOR PALETTE

THIS NAME MAKES IT APPEAR THAT ROTARY INTERNATIONAL IS SPONSORING YOUR EVENT. CONSIDER CHANGING THE EVENT NAME.

NOT ONE OF THE APPROVED ROTARY FONTS

THIS LACKS A CALL TO ACTION.

DIFFICULT TO READ

INCORRECT END POLIO NOW LOGO USAGE

EVENT LOGO DOES NOT CONTAIN ANY PART OF THE ROTARY MASTERBRAND.

APPROVED LOGO COLORS

THIS NAME NO LONGER MAKES IT SEEM LIKE THIS IS A ROTARY INTERNATIONAL SANCTIONED EVENT

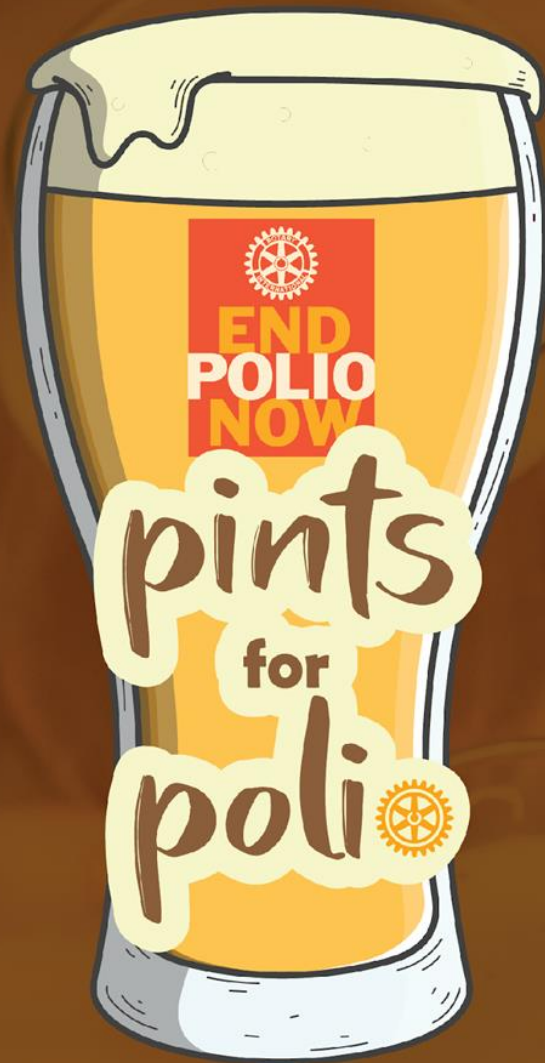
USES ROTARY APPROVED FONTS

INCLUDES CALL TO ACTION

USES ROTARY COLOR PALETTE

EASY TO READ

BRAND COMPLIANT LOGO LOCKUP



eradicating polio one
pint at a time



GENERIC BREWERY NAME
#9 PENNY LANE
ANYTOWN, USA 88101
555-867-5309

OCT 19 ²⁰²³
5-9 PM ^{EST}

\$1 of Every Pint Sold
will be donated to
PolioPlus to help
eradicate polio.

*Each dollar donated will be matched
2-1 by the Bill and Melinda Gates Foundation*

Rotary 



For more information
scan the QR code
or visit our website at:
www.rotary5520.org/pintsforpolio



eradicating polio one
pint at a time



GENERIC BREWERY NAME
#9 PENNY LANE
ANYTOWN, USA 88101
555-867-5309

OCT 19 ^{NOV}
5-9 PM ^{NOV}

\$1 of Every Pint Sold
will be donated to
PolioPlus to help
eradicate polio.

*Each dollar donated will be matched
2-1 by the Bill and Melinda Gates Foundation*

Rotary 
District 5520



For more information
scan the QR code
or visit our website at:
www.rotary5520.org/pintsforpolio

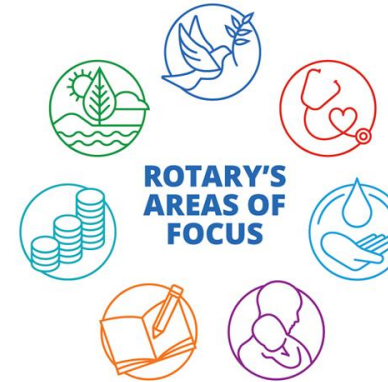
**CHANGE MAKERS.
ACTION TAKERS.
PEOPLE OF ACTION.**



WE ARE PEOPLE OF ACTION

Our global network of 1.4 million neighbors, friends, and leaders volunteer their skills and resources to solve issues and address community needs.

Rotary 
District 5520



FIND THE AREA OF FOCUS THAT SPEAKS TO YOU.

For more than a century, we've bridged cultures and connected continents. We champion peace, fight illiteracy and poverty, help people get access to clean water and sanitation, and fight disease. Our newest cause is to protect our planet and its resources.



**LEARN MORE ABOUT
TAKING ACTION**

Rotary 
District 5520