

STYLE GUIDE

1 INTRODUCTION

3 GRAPHIC ELEMENTS

- 4 Typography
- 6 Color Palette
- 7 Identity and Tag Line

8 PHOTOGRAPHY

13 LAYOUT EXECUTION

- 14 Execution Guides
- 17 Identifying Your Club Within the Campaign

18 BRINGING THE PIECES TOGETHER

- 19 Sample Layouts

23 CONTACT INFORMATION

What's new at the Brand Center?

Be sure to check back often, as campaign resource materials will be added regularly.

1

INTRODUCTION

What is Rotary? This seemingly easy question has many different answers. The new Rotary public image campaign aims to provide a simple, consistent answer and rally Rotarians around a single idea: telling — and showing — the world that we take action to make lasting change.

Through inspiring imagery and simple, flexible typography, the People of Action campaign is brought to life through the visual expression of “Together, We.” These words create a unifying, uplifting image for Rotary. As with any global communications campaign, maintaining consistency and integrity across many cultures and languages can be challenging. The following guidelines help simplify and streamline the process.

CAMPAIGN SAMPLES



Print ad/poster



Facebook post



Standard billboard

2

GRAPHIC ELEMENTS

To expand the public's understanding of what we do, we need to show them the impact we make in our communities. The People of Action campaign helps us tell those stories.

Each People of Action asset is made up of graphic elements that ensure a cohesive and consistent campaign. This guide will show you how to use these elements to create your own campaign materials.

SPECIAL INSTRUCTION: USE OF CLUB LOGOS

You'll notice that we do not use club logos in our People of Action campaign materials. However, you can still refer to your club in the body copy and add your club website URL in the call-to-action section of your ads. Showing your community that Rotarians are people of action by bringing your local story to life is a vital part of the People of Action campaign.

Our typography is the visual voice of the People of Action campaign. It is simple, clean, and personal.

TYPOGRAPHIC ELEMENTS

The People of Action campaign uses three main typefaces: Sentinel, Permanent Marker, and Frutiger.

1. "Together, We" is set in Sentinel Bold using all capitals, with a 1 pt. rectangle around the words. The words and rectangle outline are white. To offset the box from the picture background, use a 13 percent transparent fill of black.
2. The action verbs, such as "INSPIRE," are set in Permanent Marker font in white. The font has a custom weight adjustment that you'll need to apply. An outer glow around the verb offsets it from the picture background.

Purchase the Permanent Marker font at myfonts.com/fonts/neapolitan/permanent-marker-pro/

3. The Rotary logo with the People of Action lockup is set based on altered Frutiger Black Italic. You can choose from two approved lockups.

While we do not use club logos in our People of Action campaign materials, you can still refer to your club in the body copy and your club website URL in the call-to-action section of your ads.

4. You can choose from two call-to-action styles, depending on your space and messaging needs. The font used is Sentinel Bold. The font size should be no smaller than 8.5 pts.
5. Use Sentinel Medium for body copy. Use Sentinel Bold to draw emphasis to the call to action within the text. Text should be no smaller than 9 pts.

1. Together, We



2. Action verb



3. Rotary lockup



4. Rotary call to action

Rotary.org

Learn more at Rotary.org

5. Body copy

Rotary believes education is a right. So our members educate and uplift students around the globe.
Inspiring the next generation — that's what people of action do. **Learn more at Rotary.org**

Find more details on typographic use guidelines on the previous page.

For information on purchasing these typefaces, contact graphics@rotary.org.

Primary font

Use all caps in bold style for “Together, We” Use medium style for body copy and calls to action.

Sentinel

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Book

Medium

Bold

Secondary font

Use only for the action verbs.

PERMANENT MARKER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

REGULAR

Tertiary font

Use altered all caps in black italic style for the People of Action lockup only.

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Black Italic

The campaign uses specific colors from the Rotary brand color palette.

When using the campaign's color palette, be sure to apply the appropriate formulations listed on this page.

Do not screen or adjust the colors.

To obtain ASE files for the latest palette swatches, please contact graphics@rotary.org.

Primary campaign colors



Royal Blue

PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #17458f
R23 G69 B143



Gold

PMS 130C
C0 M41 Y100 K0
PMS 129U
C0 M35 Y100 K0
Hex #f7a81b
R247 G168 B27



Azure

PMS 2175C
C99 M47 Y0 K0
PMS 2175U
C99 M53 Y0 K0
Hex #005daa
R0 G93 B170

Neutral campaign colors



Black

C0 M0 Y0 K100
Hex #000000
R0 G0 B0



White

C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255



Charcoal

Cool Gray 11C
C48 M22 Y24 K66
Cool Gray 11U
C15 M0 Y0 K60
Hex #58585a
R88 G88 B90

PEOPLE OF ACTION LOCKUP

The People of Action lockup was thoughtfully designed to create a direct association between people of action and Rotary. It is a special-use case for this campaign only and differs from Rotary’s Voice and Visual Identity Guidelines.

Follow these simple but important rules when pairing the lockup with “People of Action”:

1. Use the approved lockups we’ve provided when developing an ad. Do not try to typeset “People of Action.”
2. The primary lockup is the Rotary Masterbrand Signature and “People of Action.” Do not rearrange these elements.
3. A secondary, stacked version of the lockup has been created for use where the horizontal lockup will not fit, such as banner ads and billboard display ads.

The two elements (Rotary masterbrand signature and tag line) should remain together as one whole. No one element should be resized.

The lockup size should be no smaller than 0.5 inches or 13mm.

Clear space

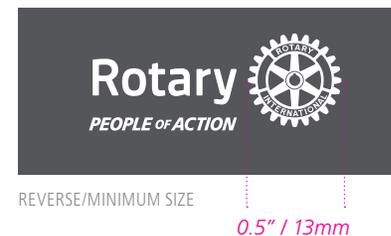


Clear space — that is, the space surrounding the “People of Action” signature — is equal to the height of the capital “R” in the Rotary wordmark. This applies to all lockups.

People of Action lockup — horizontal (primary)



People of Action lockup — stacked (secondary)





PHOTOGRAPHY

OUR PHOTOGRAPHIC PHILOSOPHY

Our photography focuses on the connections we make in our communities. Our images should tell a genuine visual story. Compelling images are a vital part of our organization and one of the most important and universal ways to tell the world about our stories.

Use this section as a guide when taking pictures for your People of Action campaign materials. Whether you take the pictures yourself or hire a photographer, this section will help you take photos that are ideal for creating an effective, memorable image or ad.

OUR CAMPAIGN

The People of Action campaign is meant to inspire and educate others about your dynamic passion for service in your community.

Through our images, we want to feature authentic moments of Rotarians working side by side with each other or with project beneficiaries. Documentary-style photography generally meets this expectation best. Portraits, handshaking, or group photos do not meet our photographic goals. Staged snapshots of people do not portray People of Action.

Our photography requires Rotarians in action, depicting them in powerful images that capture the public's attention and ignites real emotion. This is what will make our campaign successful.

STYLE AND MOOD REQUIREMENTS

- The image represents genuine, unstaged moments of Rotarians at work.
- It shows a clear visual narrative that represents the headline.
- Subjects' faces and actions should be positive, happy, and engaging.
- Work with warm and natural lighting. Often, natural light in the early morning and late afternoon achieves the best results.
- If your club is made up of diverse ethnicities, gender, and ages, highlight these qualities in the photos. You want people in your community to see themselves in the photo — this will help grab their attention.
- If the project has beneficiaries on-site, capture some images of Rotarians interacting with the beneficiaries that represent the work of the project.



- ✓ A natural and engaging mood
- ✓ Warm lighting and natural colors
- ✓ Two or more people in the frame
- ✓ An interesting point of view that draws you into the central focal point

TECHNICAL REQUIREMENTS

While you may not meet all requirements, try to follow as many as you can. This will improve your chances of capturing a powerful, effective image.

- Shoot vertical and horizontal images.
- Use or create well-lit spaces that show dimensional lighting versus flat lighting.
- Make the backgrounds clean — avoid background objects that appear to come out of people’s heads, distracting objects, or patterns in between the subjects’ heads.
- Photos should have a minimum of two people. For example, at least two Rotarians working together or a Rotarian with a beneficiary. Avoid having more than five people in the photo to maintain a clear focal point.
- Do not take or use posed group photos. Think Rotarians in action.
- Give a large amount of space around the subject of the photo; this allows a designer to move the central focus of the photo for best placement of the imagery with the headline and copy.
- Subjects should always face toward the camera, and never be turned so that their profiles are hidden.
- The ad headline and copy will cover the center of the page. Photos need to be taken with plenty of negative space around the subject to accommodate this.
- Choose a shooting environment large enough to allow the photographer to physically move back for the extra space required in the image.
- Do not shoot with a wide-angle lens, too close to the subject, or too far from below the subject; this style distorts objects and makes people appear heavier.
- When possible, shoot with a longer lens and less depth of field to blur out backgrounds and put the main focus on the subjects.
- Do not include too much white background in the main part of the frame. The text overlay is always white — avoid items such as a white table with white papers on it and white clothing in the central focal point.



PHOTOGRAPHY EXAMPLES

- Horizontal image
- Well-lit space
- Balanced color, not too much white
- Clean background
- Shows Rotarians in action
- Plenty of space for headline and copy
- Subjects face toward the camera
- Subjects are the main focal point



Original uncropped image — illustrates the space needed around the main subject

Give a large amount of space around the photo subject to allow a designer to move the central focus for the best placement of the image to the headline and copy.

Final layouts — show what can be created from an original image that has plenty of space.



Print ad/poster



Facebook post



Digital banner

PHOTOGRAPHY TO AVOID

When selecting photographs, try to avoid any that look staged.

DO NOT INCLUDE:

- The back of heads in photos
- People who are posed or looking directly at the camera
- Poor lighting
- Lack of a focal point
- Handshaking photos
- Photos with just one person and a flat perspective
- Large group pictures

Don't forget! Be sure to get written consent or release forms signed by anyone appearing in your photos. If children are in the photos, get written permission from their parents or guardians. If you did not take the photograph, get permission for its use from the photograph's owner.



Posed or looking directly at the camera



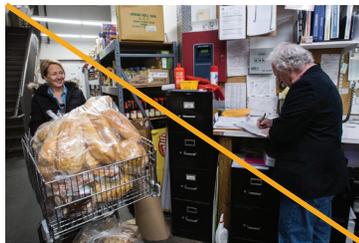
Poor lighting



Large group pictures



Large group pictures



Lack of a focal point



Back of heads in photos



Handshaking photos



Handshaking photos



Single person



Single person



Flat perspective



Awkward angle

4

LAYOUT EXECUTION

It's important to know which layout to use and how to place your images accordingly. The following information will guide you through selecting and executing vertical, horizontal, and wide horizontal designs.

VERTICAL EXECUTION GUIDE

INSTRUCTIONS:

1. Create guides that determine the vertical and horizontal center of the layout. Also divide the layout vertically in thirds.
2. The People of Action lockup should be centered at the bottom and should be about half the width of the layout. It should be at least an R-space from the trim. The R-space is the height of the capital "R" in the word "Rotary."
3. The headline pairs "Together, We" with an action verb. It should be vertically and horizontally centered. If the headline covers the subject of the image when it's vertically centered, it can be moved slightly. Make sure the bottom of the headline is at least an R-space from the top of the People of Action lockup.
4. The "Together, We" phrase should be about one-third of the image area. Make a white-ruled box around the "Together, We" phrase. The line should be 1 pt. Use the X-height to determine the left and right margins of the box and use half the X-height to determine the top and bottom of the box. Fill the box with black and set the transparency to normal and opacity to 13 percent. Make sure the box is behind the text.
5. For impact, the action verb should be set larger than the "Together, We" box. It should be an X-height below the "Together, We" box. The left and right safety margins should be an R-space from the edge.
6. The body copy is centered using 11 pt. Sentinel Medium with 14 pt. leading, and the call to action is set in Sentinel Bold. The copy and call to action should be an R-space above the People of Action lockup.



X-height (represented by a capital "X")

HORIZONTAL EXECUTION GUIDE

INSTRUCTIONS:

1. Create guides that determine the vertical and horizontal center of the layout. Also divide the layout vertically in thirds.
2. The People of Action lockup should be centered at the bottom and should be about half the width of the layout. It should be at least an R-space from the trim. The R-space is the height of the capital "R" in the word "Rotary."
3. The headline pairs "Together, We" with an action verb. It should be vertically and horizontally centered. If the headline covers the subject of the image when it's vertically centered, it can be moved slightly. Make sure the bottom of the headline is at least an R-space from the top of the People of Action lockup.
4. The "Together, We" phrase should be approximately 1/3 of the image area. Make a white-ruled box around the "Together, We" phrase. The line should be 1 pt. Use the X-height to determine the left and right margins of the box and use half the X-height to determine the top and bottom of the box. Fill the box with black and set the transparency to normal and opacity to 13 percent. Make sure the box is behind the text.
5. For impact, the action verb should be set larger than the "Together, We" box. It should be an X-height below the "Together, We" box. The left and right safety margins should be an R-space from the edge.
6. The call to action (your club website or Rotary.org) is centered below the People of Action lockup. The call to action is not needed for social media graphics because you'll include it in your social media post.



X-height (represented by a capital "X")

WIDE RECTANGLE EXECUTION GUIDE

INSTRUCTIONS:

1. Create guides that determine the horizontal center of the layout. Also divide the layout vertically in thirds.
2. The headline pairs “Together, We” with an action verb. It should be vertically and horizontally centered. If the headline covers the subject of the image when it’s vertically centered, it can be moved slightly. Make sure the bottom of the headline is at least an R-space from the top of the People of Action lockup.
3. The “Together, We” phrase should be about one-third of the image area. Make a white-ruled box around the “Together, We” phrase. The line should be set at 1 pt. Use the X-height to determine the left and right margins of the box and use half the X-height to determine the top and bottom of the box. Fill the box with black and set the transparency to normal and opacity to 13 percent. Make sure the box is behind the text.
4. For impact, the action verb should be set larger than the “Together, We” box. It should be an X-height below the “Together, We” box. The verb should not extend beyond the image area or the left and right safety margins, which should be an R-space from the edge.
5. The call to action (club website or Rotary.org) is centered below the secondary People of Action stacked lockup. The center of the URL should be on the bottom margin.
6. The white branding area to the right of the image is created using one-third of the overall ad area. The secondary People of Action stacked lockup should be used in this space. It should be centered vertically in the area above the call to action (club website or Rotary.org), represented by the blue outlined box. The width of the logo is determined by using an R-space from either side of the white branding area.



X-height (represented by a capital “X”)

IDENTIFYING YOUR CLUB WITHIN THE CAMPAIGN

Consistency is at the heart of the Rotary brand message and this campaign. It helps manage perceptions, instill confidence, and builds on Rotary’s collective successes. Consistency in the way you talk about Rotary and the way you portray Rotary’s visual identity will ensure that we enhance the public’s understanding of us.

You’ll notice that there is no use of club logos in the People of Action campaign materials. However, you still have ways to identify your club throughout this campaign, and that’s important. Showing your community that Rotarians are people of action bringing your local story to life is a vital part of the People of Action campaign.

CLUB IDENTIFIERS FOR PEOPLE OF ACTION MATERIALS:

Here are ways you can identify your club when creating People of Action materials:

- **Prints ads:** Refer to your club in the body copy and add your club website in the call to action section of your ads.
- **Out of home ads:** For these larger, outdoor ads such as billboards, work with a graphic design professional or the advertising vendor to insert your club name and website under the People of Action logo lockup on the right of the ad.
- **Digital ads:** If you’re posting digital ads on your club’s website, you don’t need to refer to your club on the ads — viewers already know what club they’re reading about.
- **Social campaigns:** If you’re posting a People of Action image or digital ad on your club’s social media page, you don’t need to refer to your club — viewers are on your page. But if you’re posting to reshare with others, you can identify your club by selecting a headline to match your image and place the campaign logo lockup on the bottom of the ad. Instead of including your body copy and call to action in the ad itself, write them as part of your social media post: 1-2 sentences for Facebook or 90-120 characters for Twitter. Make sure to link your call to action and use the #PeopleofAction hashtag to increase awareness.



Print ad/poster

Text example of print ad:

Rotary unites dedicated professionals from the Golden area and around the globe with one common goal: to do more good. Like organizing a food program for more than 400 students in need so they arrive at school healthy and ready to learn. Helping to eradicate hunger in Golden, Colorado, that’s what people of action do. **Learn more at rotaryclubofgolden.org**

Location of club identifier



Club billboard



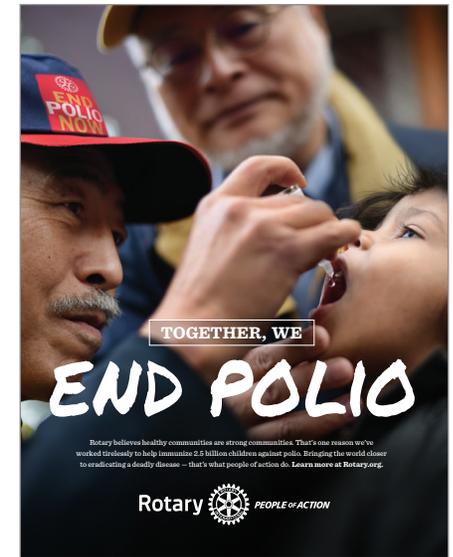
ROTARY CLUB OF GOLDEN
rotaryclubofgolden.org

5

BRINGING THE PIECES TOGETHER

Finding the right balance between content and imagery is the final step in completing your People of Action ads and materials. Knowing when and where to place the headline, body copy, and call to action is key. Discover how to best use your People of Action content and imagery for the following ads and materials.

PRINT ADS



A4 or letter size

Be sure to use photography that best tells your club's People of Action story. When creating your print ads, leave space for the headline "Together, We" and the verb, body copy, and call to action so the subject of your photo can be clearly seen. You don't want the content blocking or overtaking the essence of the imagery.

For more information on creating print ads, refer to the People of Action Campaign Guidelines, which you can download from Rotary's **Brand Center**.

EXAMPLE:



OUT OF HOME ADS



1440px x 400px — Digital billboard



48 feet x 14 feet — Standard billboard



23 inches x 33.5 inches — Transit poster

Out of home ads include billboards and transit posters. Such ads are typically much larger than print ads and have less text so they can be read from a distance.

When creating billboards, use just the photo and headline on the left and the lockup and call to action (your club website or Rotary.org) on the right, so that everything is balanced and easy-to-read. The lockup should be centered in the area above the call to action and club name.

EXAMPLE:



DIGITAL ADS



1600px x 350px — Digital banner



1600px x 550px — Digital banner



300px x 600px — Skyscraper

Digital ads, such as banners (horizontal ads) or skyscrapers (vertical ads), should be used for your club and district websites. Don't forget to balance and align everything the same way you would any ad.

For more information on creating digital ads, please refer to the People of Action Campaign Guidelines, which you can download from the **Brand Center**.

EXAMPLE:



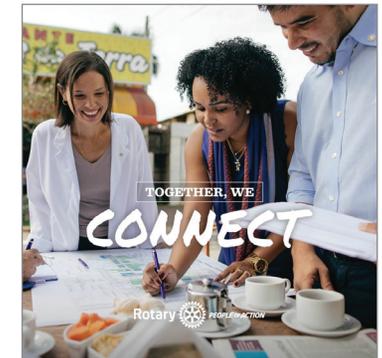
SOCIAL CAMPAIGN



Facebook post



Facebook cover



Instagram post



Twitter post

Ads that appear on your social media channels should be treated like out-of-home and digital ads. Select a headline to match your image and place the campaign logo lockup on the bottom of the ad. Instead of including your body copy and call to action in the ad itself, write them as part of your social media post: 1-2 sentences for Facebook or 90-120 characters for Twitter. Make sure to link your call to action and use the #PeopleofAction hashtag to increase awareness.

For more information on creating social media ads and posts, please refer to the People of Action Campaign Guidelines, which you can download from the **Brand Center**.

EXAMPLE:



CONTACT INFORMATION

Need help?

You can find answers to many questions in the People of Action Campaign Guidelines in the Brand Center at rotary.org/brandcenter.

For campaign questions, contact our marketing staff at pr@rotary.org. For design help, email graphics@rotary.org.

To download or create your own People of Action materials, go to the Brand Center at rotary.org/brandcenter.

For manufacturers and distributors interested in selling or distributing Rotary emblem merchandise and Rotary clubs wishing to sell Rotary emblem merchandise for fundraising purposes contact rilicensingservices@rotary.org.

We want to hear your success stories! Once you've launched a local People of Action campaign, tell us your story and show us pictures of how you used the ad materials. We may feature your work in internal global promotions. Write to our marketing staff at pr@rotary.org.

