PUBLIC IMAGE RESOURCE GUIDE

Rotary
Zones 26 & 27

BRANDING

MARKETING

PEOPLE OF ACTION

PLANNING

STYLE GUIDE

SOCIAL MEDIA

PUBLICATIONS

Rotary Public Relations Guide

Use this guide to find tips, templates, and best practices for developing an effective public relations campaign in your community.

Media Crisis Guide

Follow the management points listed in this guide in the event of a media crisis.

People of Action Campaign

Use this overview of the People of Action public image campaign to find resources and ideas for showing Rotarians as people of action and promoting Rotary in your community.

People of Action Campaign Guidelines

A detailed overview of the People of Action campaign, along with tips for using the campaign to promote Rotary and your club in your community.

People of Action Style Guide

Bring the People of Action campaign to life in your community using this in-depth guide to the campaign's design and photography specifications. Plan to work with a design professional in following this advanced guide.

People of Action FAQ

Find quick answers to your People of Action campaign questions. If you can't find what you're looking for, please write to pr@rotary.org with questions.

Style Guide at a Glance

Follow this visual guide to create inspiring People of Action campaign materials in a consistent and compelling manner.

Messaging Guide

This messaging guide provides simple advice for telling Rotary's story in a clear, compelling, and consistent way.

Event Planning Guide

Hosting an event is a great way to raise the profile of Rotary and your club in your community. This guide, which includes starter ideas, a planning checklist, and a list of resources, will help you use events effectively.

PUBLICATIONS CONT.

Quick Start Guide for Websites

Refresh your website with Rotary's new brand and visual guidelines.

Quick Start Guide for Social Media

Refresh your club's social media presence. Determine which social networks are right for your club, how best to use social media, and more.

Rotary Brand Elements

Updated guidelines containing detailed and essential information for maintaining the Rotary brand.

Rotary maintains an extensive inventory of high-resolution photos, HD videos, advertisements, and graphics to support polio eradication efforts. Use these materials to reach out to news media in your community or for your own events.

Find these materials and more in Rotary's Brand Center. You may be asked to create or sign into your My Rotary account. The Rotary Brand Center also contains Templates for news releases, letters to the editor, and media advisories.

LEARNING CENTER: ONLINE COURSES

Building Rotary's Public Image - 15 min

Explore the importance of Rotary's public image and your role in not just raising awareness of Rotary but also helping people actually understand us.

The Rotary Brand - 15 min

This course will help you understand Rotary's brand; the benefits of a consistent, recognizable brand; and how you can strengthen Rotary by being a brand champion.

Club Public Image Committee Basics - 1 hour 45 min

Learn about your role, how to tell Rotary's story to the public, and ways to effectively promote your club's projects and activities.

Public Relations and Your Club

This course outlines strategies to use media and public relations to gain visibility, increase awareness of club initiatives, and promote your impact in the community.

Promoting Your Club as People of Action

Learn how to promote Rotary as People of Action using our digital ads.

Promoting Rotary on Social Media

Learn the basics of using various social media platforms and how to create posts that will connect with people.

LOGOS - ROTARY BRAND CENTER

Our Logo: Representing Rotary

Incorporate Rotary's logo into your club or district communications.

Templates

Create your own club, district, or program logo.

Program Logos

Use logos and graphics to promote Rotary's programs, including Rotaract and Interact.

Foundation Logo

Use The Rotary Foundation logo in your club or district communications.

Theme Logos

Use the theme logos to promote the presidential theme and citation in your Rotary club or district communications.

graphics@rotary.org

Learn how to promote Rotary as People of Action using our digital ads.

BRAND MATERIALS - ROTARY BRAND CENTER

Club Resources

Give your club materials a fresh and consistent look by using our templates to update your flags, membership certificates, newsletters, and more.

Create Your Own Materials

Use our online tools to customize your club's logo, create a brochure to showcase your activities and projects, or make cards to promote Rotary's programs for young leaders.

Promotional Resources

Promote Rotary, your club, service projects, and events using our templates. You can create banners, brochures, press releases, and more. Also find guides for planning events and social media campaigns.

Toolkits

Promote Rotary campaigns, events, and programs like People of Action, World Polio Day, and Rotary Global Rewards with these helpful tools.

ADS - ROTARY BRAND CENTER

Promoting Your Club as People of Action

Promote Rotary as People of Action using our digital ads.

Print

Use ads that show the true spirit of Rotarians and our work around the globe to promote Rotary in your community.

Outdoor

Promote Rotary in your community by creating billboards and other outdoor signage with our new visual identity.

Radio

Use our radio public service announcements to promote Rotary in your community.

IMAGES & VIDEOS - ROTARY BRAND CENTER

Images

Images play an integral part in telling Rotary's story. Select photos that reflect Rotary's work and membership or show Rotarians as People of Action.

Print

Capture Rotary's essence with videos that depict Rotary initiatives and projects.

PUBLIC IMAGE
RESOURCE GUIDE
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