A simplified reference on how to access and use the Rotary *Brand Center*

ROTARY District 5170

Public Image

GUIDE BOOK

Rotary
Brand

Visuals

Club
Logos

Templates

Build a
Website

Social
Media

Press
Release

Event
Guide

Rotary
District 5170

Rotary
District 5170

ROTARY District 5170

Public Image
GUIDE BOOK

This Guide Book is meant to help you simplify the process and provide direction and an understanding of the important components and how to implement them in your Rotary Club's Public Image.

To Begin:

Step 1 —— Open up the Rotary International website
www.rotary.org

Step 2 —— Click on "**My Rotary**"
(*located at the top middle of the page*)

Step 3 —— It requires an account to access the *Brand Center*.

On the right side of the page click on

REGISTER FOR AN ACCOUNT

Once you have opened your account you can access the *Brand Center*.

Step 4 —— On the "**My Rotary**" page you can find the *Brand Center* either by scrolling down in the middle column to the "**Online Tools**" section or by going to the top of the page and clicking on the "**NEWS & MEDIA**" heading.

We hope you will find this useful. Please take the time to review the *Brand Center* and begin to implement your Rotary Club's Public Image with these various tools.

District 5170 Public Image Team 2020-21

Rotary
District 5170

BRAND CENTER

ROTARY District 5170
Public Image
GUIDE BOOK

What you will find here is your guide to the Rotary Brand and how to implement these important tools in your club's website, Facebook page, materials to help you PROMOTE your club!

- **People of Action Campaign Materials**
- **Guidelines** (Voice, Identity)
- **Logos, Presidential Themes**
- **Materials, Templates**
- **Ads to promote your club**
- **Images and Videos - you can use**

BRAND CENTER: Get Started

1. You can create your own club and district logos featuring Rotary's Masterbrand signature and see your edits in real time.

2. You can develop professional-looking PowerPoint presentations, press releases, and newsletters that incorporate Rotary's visual identity. Templates can be customized as much -- or as little -- as you want.

3. You can find guidelines for using Rotary's logos and answers to frequently asked questions about our new visual identity. For instance, did you know that your member pin remains unchanged? Or that free fonts are available along with the commercially licensed options?

4. You can upload and store the materials and logos you create for future use by creating a basket. Use the Quick Share function to email your basket and share your new materials with members.

5. You can download broadcast-quality public service announcements, videos, and images to help tell Rotary's story. Choose from a variety of topics to illustrate including Join Connect to your District and showcase your community.

Rotary
District 5170

BRAND CENTER

ROTARY District 5170
Public Image
GUIDE BOOK

PEOPLE OF ACTION Campaign Materials

Rotary PEOPLE OF ACTION

TOGETHER WE
PROMOTE PEACE

Rotary PEOPLE OF ACTION

Rotary Public Service Announcement Campaign Launches in the U.S.

Look for TV and radio ads that show Rotary members as People of Action, and spread the word!

View Resources

Create Your Own

GUIDELINES: Voice and Identity at a glance

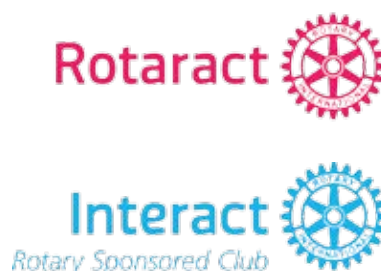**View Resources**

Create Your Own
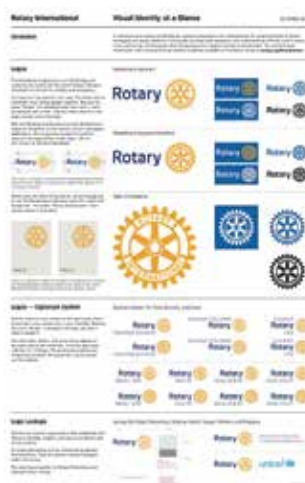
A brand is more than a logo. Rotary's brand is much bigger than its wheel shaped logo – but that logo is highly recognizable. It's a perception of how others think about us, not just how we see ourselves as Rotarians.

LOGOS: Templates, Create Your Own, Presidential Theme

View Resources

Create Your Own

Rotaract

Interact
Rotary Sponsored Club

Rotary
Club of Cupertino

District 5170 Public Image Team 2020-21

my.rotary.org/en/news-media/office-president/presidential-theme

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GUIDE BOOK

MATERIALS, Templates and How To Instructions

Club Brochure

Newsletter

PowerPoint

View Resources

Create Your Own

ADs to promote Community

View Resources

Create Your Own
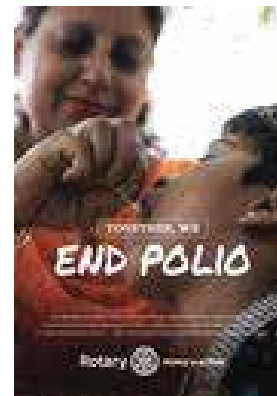
IMAGES AND VIDEO

View Resources

Create Your Own

District 5170 Public Image Team 2020-21

Power in our Connections Video

Rotary
District 5170

BRAND CENTER

ROTARY District 5170
Public Image
GUIDE BOOK

PUBLIC RELATIONS RESOURCES

Publicity is essential to telling Rotary's story. By getting your club's activities promoted in your local news, you increase your community's understanding of Rotary and strengthen our ability to improve lives around the world.

In this guide you'll find tips, templates, and best practices for developing an effective public relations campaign. As a result, you will:

- Show Rotary's impact and value in your community
- Cultivate relationships with journalists and employ the right tactics and tools to get media coverage
- Clearly convey your message during interviews
- Manage, and respond effectively to, media inquiries during a crisis

View Resources

ROTARY PUBLIC RELATIONS GUIDE

Rotary   ROTARY.ORG
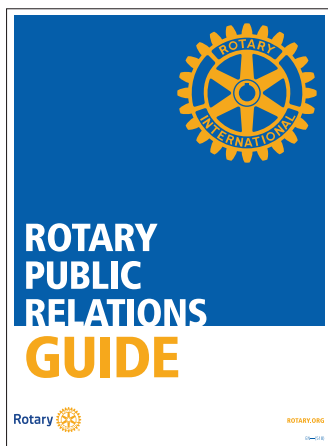
The following templates are examples of what is available for download. You can use these to construct a press release, add your own content, and cover the 5 W's – Who, What, Where, When, Why.

Fundraising Event News Release

Service Project News Release

Rotary
District 5170

BRAND CENTER

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GUIDE BOOK

ROTARY Messaging Guide

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

• Demonstrates how to use our brand voice to choose words that set the right tone

• Shows how to tailor brand messages to your audience

• Offers talking points about Rotary that you can adapt and build upon

• Provides a framework for evaluating content

View Resources

MESSAGING GUIDE

Rotary

PROMOTIONAL Tools

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.

Here are sample Banners you can customize with Area of Service or Focus:

View Resources

WATER, SANITATION, AND HYGIENE

Rotary
PEOPLE of ACTION
Rotary.org

END POLIO

Rotary
PEOPLE of ACTION

EVENT Planning Guide

Holding an event can be the perfect strategy for meeting club goals.
Do you want to raise awareness of Rotary in your community?
Does your club want to attract new members?
Do you need to raise funds?
Do you want to position your club's members as resources and experts in the community?

View Resources

PUBLIC RELATIONS Summary

These tools and templates should help guide you with a start on *"How To"* with Press Releases, Messaging, Promotion Tools that will guide you through Special Events, Banner templates and more.

The Rotary *Brand Center* is full of wonderful material to work with and customize for your club.

We hope this supports your needs however, if you have questions and need guidance, please feel free to contact the Public Image Team.

DIGITAL PRESENCE

Rotary District 5170

We recommend every club having a minimum of the following Public Image Platforms and Updates to them:

TYPE OF PRESENCE	MINIMUM RECOMMENDATION	IDEAL RECOMMENDATION
Club Website	Update content once a month	Update content weekly
Facebook Page	Post at least once a month	Post 3-5 times a week
Other Social Media	Post at least once a month	Post 1-3 times a week

If you're just getting started with a website or haven't updated it in the past year, below are some resources to help you get started:

View Resources

View Resources
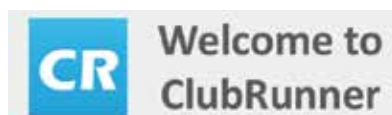
ClubRunner Website
Getting Started Guide.

JUST STARTING A FACEBOOK PAGE OR ARE TAKING OVER, START HERE:

View Resources

Facebook Pages 101 tutorial

SOCIAL MEDIA MANAGEMENT

View Resources

Social Media Community Management

IMPROVING SOCIAL REACH

If your club has a solid Public Image basis and have recent, relevant content on your website and Facebook page, you can improve your social reach by identifying areas of improvement, adding new platforms, and/or creating a content plan.

View Resources

Social Media Quick Start Guide

View Resources

Creating a Facebook Group