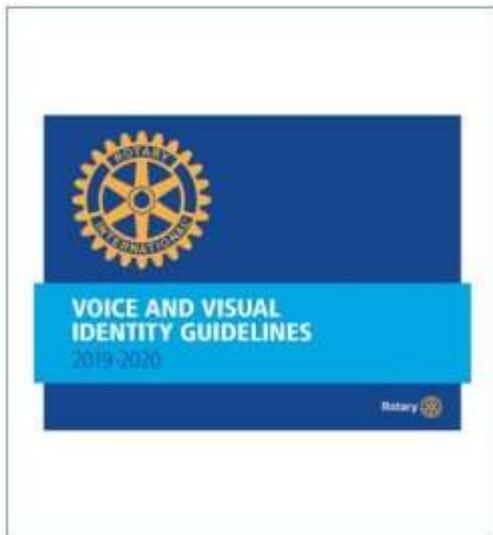


Rotary



For more than 100 years, Rotary has united leaders who are committed to using their expertise to take action and improve their communities. Awareness of Rotary is high. But public understanding of who we are, what we do, and the value we bring to communities is concerning low. When we tell our story in ways that help people everywhere understand what Rotary does, how we're different, and why our work matters – Rotary will reach its full potential.



NEW! Voice & Visual Identity Guide 2.0

Do you have questions about writing in the Rotary voice? About creating and using your club logo? **Rotary's Voice and Visual Identity Guidelines** provides essential information to help you speak, write and design communications materials in one Rotary voice. **Voice & Visual Guidelines** and **Visual Identity at a Glance**, a short, summarized version have been updated and are now available for download.

[VISIT BRAND CENTER](#)

NEW! Learning Center Courses: Rotary Brand and Public Image

Rotary's newest self-paced learning modules, [The Rotary Brand](#) and [Rotary's Public Image](#) are ready for prime time! Take these courses to learn about benefits of a consistent and recognizable brand, and how you can support and strengthen our brand and help us to engage and attract more members, donors and partners.

[LEARN MORE](#)



Protecting the Rotary Brand



When we talk about the Rotary brand, we're talking about the basic qualities and goals that unite all Rotary clubs and districts – it's what we offer people who partner with us, join a club or participate in our programs and projects. Our brand reflects our identity, our vision, and essence, as well as our values. Read how Amanda Wendt, Vice Chair of the RI Communications Committee, expresses her Rotary pride.

[READ MORE](#)

Update Your Club's Facebook Cover Photo

Are you looking to ways to show your club as people of action? Use the Digital banner/Facebook cover photo template to create a graphic for your club's Facebook page that show the difference you make in your community.



[VISIT BRAND CENTER](#)

People of Action helps define Rotary for those who don't know us. We're professional, community, and civic leaders who connect with each other and who share a unique perspective and passion for taking action to improve the world. Describing and showing ourselves as people of action creates a personal connection to the organization and emphasizes the impact Rotary makes in our communities.

***Tell us** how your club takes action. We might feature your club's story in an ad at the next Rotary Convention, or in a future issue of Brand News!*



Rotary International

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Brand News is an email about public image and branding that goes out periodically to Rotary Leaders. If you know someone who would like to receive it, please have them email PR@rotary.org