



Virtual Convention breakout – The Rotary Brand

No one takes more pride in the Rotary brand than our members! Be sure to join **The Rotary Brand** breakout on 26 June at 12:00pm Chicago time (UTC-5) for an in-depth discussion on how clubs can strengthen and protect our brand.

[VISIT THE CONVENTION SITE](#)

New! Virtual Meeting Backgrounds Available

Do you want to show your Rotary pride in virtual meetings and conferences? Find and download twelve new digital Rotary and Rotaract-branded backgrounds from the Materials section of the Brand Center.



[VISIT BRAND CENTER](#)



New! PowerPoint Templates Available

You can now download a new PowerPoint template from for club presentations, giving you an updated tool to promote Rotary service, share your stories, and conduct trainings.

Consistently using Rotary's correct visual identity in presentations, and all communications, increases recognition of Rotary in the community.

[VISIT BRAND CENTER](#)

New! Rotary Guidelines on Face Masks and Hand Sanitizer

As more clubs create and distribute face masks and hand sanitizer in the wake of the COVID-19 pandemic, Rotary has developed guidelines to properly brand, sell, or donate these items. This guide can be found under the Guidelines section of the Brand Center.



[VISIT BRAND CENTER](#)

These guidelines are for clubs and their members who are interested in having, designing, branding, or selling face masks and hand sanitizer. They are not intended for commercial purposes, and having proper branding and selling are not intended for commercial purposes.

During this public pandemic, awareness for communities regarding the availability of the coronavirus, including face masks or hand sanitizer in the public, that is not for sale or commercial. Rotary clubs may be selling, distributing, or donating face masks or hand sanitizer to promote community health and safety. The design of the face mask and hand sanitizer should be used for the public to help to reduce the spread of the coronavirus. The design of the face mask and hand sanitizer should be used for the public to help to reduce the spread of the coronavirus. The design of the face mask and hand sanitizer should be used for the public to help to reduce the spread of the coronavirus.

These guidelines are intended for clubs and their members who are interested in having, designing, branding, or selling face masks and hand sanitizer. They are not intended for commercial purposes, and having proper branding and selling are not intended for commercial purposes.

We know that many clubs have been donating and providing hand sanitizer as part of their community response. We encourage clubs to continue to donate to areas where the Rotary's status, contributions, and business initiatives to help keep people safe.

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

One Rotary Center, 1560 Sherman Ave., Evanston, IL
60201-3698, USA

