

# Guidelines for Using the Rotary Logo

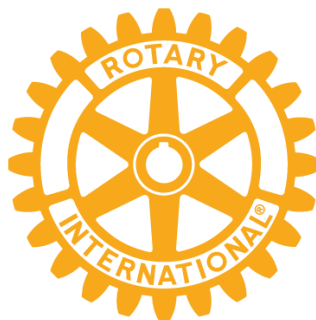
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## 1. Basic concepts

### a. Mark of Excellence

The Mark of Excellence is the emblem of Rotary International. There is no simplified version of it. It must always be used with the name of the club, district or zone placed to its left. The words "Rotary International" must always appear inside the wheel. The ® symbol must be placed next to the letter "L" in the word INTERNATIONAL.



## b. Masterbrand Signature (Rotary logo)



The Masterbrand Signature (Rotary logo) is Rotary's official logo. It combines two important elements: the iconic gear wheel (Mark of Excellence) and the word "Rotary", positioned to its left. This arrangement is intentional - it ensures visibility, recognition and a clear connection between the name and the visual symbol.

This is the only logo that represents the Rotary brand in a clear, consistent and professional way.

Important note: Rotary International provides several officially approved colour versions of the logo. These are part of the brand identity and may be used depending on the background and visual context. Only the versions published in the organisation's official brand guidelines are permitted.

## c. Masterbrand Signature Simplified (Rotary logo simplified)



The Masterbrand Signature Simplified is a simplified version of Rotary's official logo, developed to ensure clarity and recognition in applications with limited space or technical restrictions. It preserves the key elements of the brand while minimising details in the gear wheel (Mark of Excellence), so that it remains visually effective even at small sizes or in specific production processes.

The main difference from the standard logo is the simplified design of the wheel, where the fine elements - including the words "Rotary International" around the perimeter - are omitted. This helps preserve the visual identity without the risk of blurring or losing readability when scaled down.

The Masterbrand Signature Simplified is recommended for applications such as embroidery on textiles, screen printing on T-shirts and jackets, promotional items with limited space, and other materials where technical parameters do not allow the full logo to be reproduced with sufficient quality.

## **2. The importance of Rotary's unified brand**

Consistent and correct use of the Rotary brand is essential for building a strong and recognisable organisational identity worldwide. Every Rotary club, district and affiliated Rotary entity plays an active role in building and maintaining Rotary's public image through the way it applies the logo, colour palette, typography and other elements of the visual identity.

When all members of the organisation follow the established standards and recommendations, Rotary presents a unified, clear and professional image that enables the general public to recognise Rotary as a global network of leaders in service to the community. The emblems, colours and visual style become a powerful communication tool that inspires trust and strengthens the brand.

Conversely, incorrect use of visual elements - for example, using outdated versions of the logo, arbitrary colour combinations or adding unauthorised symbols - can create confusion, dilute the visual consistency of communications and weaken the impact of the brand.

For this reason, Rotary International has detailed brand identity guidelines (the brand guidelines or brand book), which clearly define how the brand elements must be used and in which cases they must be applied strictly by all members of the organisation - clubs and districts alike.

## **3. Use of the Mark of Excellence, Masterbrand Signature and Masterbrand Signature Simplified**

The Rotary wheel, known as the Mark of Excellence, is a key element of the organisation's visual identity. It symbolises Rotary's long-standing tradition, movement and dedication to service to society. Despite its symbolic significance, the wheel must not be used on its own as the official logo of a club, district or other Rotary entity.

According to Rotary International's brand guidelines:

- The wheel must always be part of the official combined logo - the Masterbrand Signature - which includes the word "Rotary" and the gold wheel on the right.
- If the Mark of Excellence is used on its own in a design - for example as a decorative or illustrative element - the full logo should also appear nearby to preserve recognisability and context.
- In all cases, the words "Rotary International" must be clearly present inside the wheel, positioned around the perimeter. This wording must not be removed, replaced or altered, because it is an integral part of the emblem's identity.

An exception to this rule is allowed for social media profile images, where space is limited. In such cases, it is acceptable to use only the wheel as the profile icon. However, in all other club communication and visual materials (websites, posters, brochures, etc.), the full logo should be used, including:

- the word “Rotary”;
- the wheel (Mark of Excellence);
- the name of the club or district.

Rotary’s official logo, known as the Masterbrand Signature, is a combination of the word “Rotary” and the iconic gear wheel with the words “Rotary International”. This combined logo is the organisation’s primary visual symbol and must not be altered or separated into its elements.

According to the official guidelines: “Our logo can’t be altered in any way. The wheel and the wordmark must always appear together.”

It is not permitted to change the proportions, fonts or colours of the logo. Only the approved colour versions may be used:

- Full-colour version:
  - The word “Rotary” appears in dark blue (Rotary Royal Blue).
  - The wheel appears in gold (Rotary Gold).

This version is preferred for digital materials and full-colour printing.

- One-colour versions:
  - black;
  - Rotary Azure;
  - white (for use on a dark background).

These versions are used when printing restrictions apply and a two-colour version is not possible.

The word “International” is intentionally absent from the main logo (although it remains part of the organisation’s official name), because the brand emphasises the name “Rotary”, by which the organisation is recognised worldwide.

## 4. District logo





A customised district logo contains the word “Rotary” with the wheel, plus the district number. The format is “Rotary District [number]” - for example, Rotary District 2482 for District 2482. This district signature is used for the official communications of the district itself (letters from the Governor, district websites, conferences, etc.).

Zones (supra-district structures) also have similar logos - for example, Rotary Zone 21 or Zones 21B-27 - used for zone programmes or events. As a general rule, structures at different levels should use their own identifiers: clubs use the club name, districts use the district number, and zones use the zone number. This preserves the hierarchy and makes it clear where the initiative originates.

## 5. Rotary club logo



A customised Rotary club logo includes the standard “Rotary” wordmark with the wheel, plus the name of the club. The usual format is “Rotary Club of [City/Locality]” in English (or a version such as “[City] Rotary Club”), placed to the left of the wheel. In the Bulgarian context, the English version of the club name is most often used for official materials (for example, Rotary Club of Sofia), as this is the version established in Rotary’s international records.

It is important to include the word “Club” in the name in order to distinguish it from a district or Rotary International itself.

All old versions of club logos (for example, only the wheel with the words “Rotary Club X” below it, or outdated designs) should be phased out and replaced with the current design. Rotary provides templates and an online generator in the Brand Center, where each club can create its own logo in a standardised way. When writing the club name, hyphenated or quoted formats such as “Rotary club - X” or “Rotary club ‘X’” are not permitted.

## 6. Rotaract logo



When the Rotaract emblem is used to represent a Rotaract club, the name of the club must appear together with the emblem. “Rotaract” and the Rotaract emblems must always be reproduced in their entirety. No changes or modifications to “Rotaract” or to the Rotaract emblem are permitted. The size and position of the words and the wheel are the same for every club. The end of the name should align to the right with the final “t” in “Rotaract”.

Using the correct logo connects club activities with Rotary while also identifying your unique club and the university or community where it is based.

No publication may include the Rotaract emblem without the name of the club or the district number (when the event is district-level), except for publications issued by or under the direction of Rotary International for use by Rotary, Interact or Rotaract clubs in creating or carrying out the work of one of the sponsored clubs.

No other use of the Rotaract emblem is authorised by Rotary International, which has legal control over all Rotary marks.

## 7. Interact logo



When the Interact emblem is used to represent an Interact club, the name of the club must appear together with the emblem. “Interact” and the Interact emblem must always be reproduced in their entirety. No changes, obstructions or modifications to “Interact” or to the Interact emblem are permitted. The size and position of the words and the wheel are the same for every club. The end of the name should align to the right with the final “t” in “Interact”.

No publication may include the Interact emblem without the name of the club or the district number, except for publications issued by or under the direction of Rotary International for use by Rotary, Interact or Rotaract clubs in creating or carrying out the work of one of the sponsored clubs.

No other use of the Interact emblem is authorised by Rotary International, which has legal control over all Rotary marks.

## 8. Event or partnership logo - lockup

A lockup is a visual combination that links a Rotary club, district or zone with a particular event, programme, external partner or sponsor. This format is used to promote initiatives, events or collaborations.

A lockup consists of:

- the club or district logo on the left;
- a vertical divider line;
- the event or partner name or logo on the right.

When a partner is included, its name may be written as text or its official logo may be used. However, the partner graphic must not imitate or include the Rotary Masterbrand Signature or Mark of Excellence.

Important:

- Use the logo of the relevant club or district, not the Rotary International Masterbrand logo, so that it is clear that the partnership is local rather than global.
- Only one partner logo may be included within the lockup itself. Additional logos may appear elsewhere in the design.
- Official permission must be obtained from the partner or sponsor to use its logo.



Поставете тук името/логото на вашия партньор,  
спонсор, програма или събитие



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The same rules apply when a lockup is created by a district or zone, using the respective district or zone logos.

## 9. Presidential message - lockup

Whether used by Rotary, Rotaract or Interact, the lockup for the annual presidential message is created by placing the club, district or zone logo on the left side of the vertical line and the message on the right side.



The rules apply to Rotary, Rotaract and Interact, and to the zone, district and club levels.

## 10. End Polio Now logo



The primary End Polio Now logo consists of the Mark of Excellence (the wheel) together with the words End Polio Now. The Mark of Excellence (the wheel) may not be replaced with the simplified version, because it must include the words “Rotary International”. This logo may be used only when the materials also include the logo or name of a club, district or zone.



The secondary logo is square and does not include the Mark of Excellence (the wheel). It may be used in a logo lockup and when the primary logo cannot be used for promotional materials. It is used only when the logo or name of a club, district or zone is also present.

A lockup may be used when a club, district or zone wishes to express its affiliation with efforts to end polio - for example during an event or fundraising campaign, or in communications. The lockup combines the secondary End Polio Now logo with the logo or name of a club, district or zone.

For Rotary clubs:



For a district:



For a zone:



The same rules apply to Interact and Rotaract, using their respective logos.

## 11. People of Action campaign logo and lockup

A lockup is used to show the connection between Rotary and “People of Action”. It combines the club, district or zone logo on the left with the “People of Action” slogan to the right of the vertical line. The club, district or zone lockup may be used to identify a club, district or zone as People of Action.

For a district:



For a Rotary club:



For a Rotaract club:



## 12. Rules for using the Rotary brand. Customised logos for clubs, districts and zones

Every Rotary club, district or zone must use a customised official logo that combines the Rotary emblem (the wheel) with the name of the relevant entity. This is called the Signature System - a brand identity system adapted to the different levels of the organisation.

The guidelines state explicitly: “Always use your customized club, district, or zone logo when promoting your club or other Rotary entity or its activities.”

Example: Rotary Club of Terrigal or Rotary District 9685.

Incorrect: using only the Rotary International Masterbrand logo (Rotary + the wheel).

## 13. Correct and incorrect use of the logo: key principles

Whether it is a club event, project, website or printed material, there are established “do” and “don’t” rules for using Rotary emblems. The most important principles are summarised below:

- Always use the customised logo of the club or district, not only the general Rotary logo. On all materials, clearly identify your club or district through the official Rotary Club/District signature. Incorrect: using only “Rotary” with the wheel, as if the initiative were organised by Rotary International. That is reserved for official global events of the organisation, such as the annual Rotary International Convention. Your local project should carry the logo of your club, not that of Rotary as a whole.
- Do not alter or “decorate” the logo on your own initiative. Adding extra text in or around the logo is prohibited, except for the approved club or district name. No words should be placed above or below the emblem outside the standard template. Do not merge the logo with other graphics, add symbols inside the wheel, or use the emblem as part of another shape. For example, do not integrate the annual theme

or a slogan into the logo itself. If desired, these may be placed separately in the design, but not as part of the emblem.

- Respect the proportions and integrity of the logo. Do not stretch, compress disproportionately, distort or change the orientation of the emblem. Any horizontal or vertical stretching, tilting or other distortion violates the standard. Use files provided by Rotary (EPS, PNG, etc.) to ensure that the logo has the correct dimensions and resolution.
- Use only the official colours. As noted above, the standard logo is blue and gold. Do not replace these colours with others. In special cases (single-colour printing or use on a coloured background), use the approved one-colour versions: black, Rotary Azure or white. Do not apply arbitrary colours, gradients or effects to the logo.
- Provide clear space around the logo. There must be minimum empty space around the emblem so that it stands out and does not blend into other elements. The official rule is that the space should be at least equal to the height of the capital “R” in the word “Rotary” in the logo. Do not place text, graphics or page edges too close to the logo - it needs space to look professional.
- Size and legibility. Make sure the logo is large enough for the wheel and the word “Rotary” to be readable. If you need to use a very small logo, for example on a badge, pen or shirt embroidery, Rotary recommends using the simplified version of the emblem (Masterbrand Signature Simplified), in which the details of the wheel are simplified for smaller sizes. As a general rule, if the logo will be below approximately 1.25 cm (0.5 inches) in height, use the simplified version. This ensures that the wheel does not become an unclear spot when scaled down.
- Use of the wheel (Mark of Excellence). As noted above, the Rotary wheel alone does not replace the full logo. It may be used additionally as a decorative element, for example as a watermark, a large background graphic or a profile image, but the full club or district logo should always appear nearby for clarity. Always use the official graphic file of the wheel, where the words “Rotary International” are clearly readable and are part of the design. Do not use old versions of the wheel, 3D animations or other unofficial versions; they are not approved for official use.
- Fonts and wording. When writing the name of the club or district as part of the logo, follow the prescribed style. Rotary recommends the use of Frutiger (a licensed font) - condensed uppercase for headings and the regular style for subheadings and text. The secondary brand font is Sentinel (a licensed serif font), used for body text, subheadings and explanatory text. If you do not have access to these fonts, the official guidelines recommend free alternatives: Open Sans (as a substitute for Frutiger, especially online) and Arial Narrow (for office documents) instead of Frutiger, as well as Georgia as an alternative to Sentinel. Avoid decorative or unapproved fonts in Rotary-related materials - use the established typography for a professional appearance.
- Names of projects and events. When naming initiatives, avoid using the word “Rotary” on its own without context. If you want to include “Rotary” in the name of the event, add the name of the club or district. For example, instead of naming an event “Rotary Charity Ball”, use “Rotary Club [X] Charity Ball”, or use another original name and then state that it is organised by the Rotary club. This ensures that the public knows which Rotary entity is the organiser and prevents the incorrect impression that the event is directly under the auspices of Rotary International.

## 14. When and how may a club use the district logo?

As a rule, the district logo (for example, Rotary District 2482) is used by the District itself - that is, by the District Governor and the district team - for official district communications and events. Clubs should not routinely place the district logo on their own materials, because this would imply that the initiative comes from the district level. Each club has its own logo, which should be the primary logo on club websites, letterheads, posters and similar materials.

The use of the District logo is clearly defined in Rotary International's brand guidelines. According to these guidelines, the district logo may be used only for official activities, projects and communications at district level. Rotary clubs are not permitted to use the District logo for their own events or initiatives. This rule exists to ensure the correct representation of the Rotary brand and to underline the hierarchical structure of the organisation. Each club should use its own official club logo, while the district logo is reserved for use by the Governor, Assistant Governors and district committees.

Use of the district logo by a club is justified only in cases of an official partnership or when hosting a district event.

For example, if a club hosts the annual district conference or organises an event on behalf of the district, the district logo may be added - usually alongside the club logo - to indicate that the initiative is under the umbrella of District 2482. In such cases, both logos should be present: that of the host club and that of the district, each clearly identified.

The presence of the district logo does not replace the club identity. If a club is simply carrying out its own project (without an official district mandate), there is no reason to use the district logo; doing so would be incorrect and potentially confusing. Instead, the club should proudly display its own name through its Rotary Club logo. Even when different levels of Rotary work together on joint initiatives, they should be represented correctly with their respective logos.

Use of the district logo is permitted only with the explicit consent of the Governor of District 2482.

## 15. Conclusion

Rotary's brand book exists to help all clubs and Rotary entities build a unified image. Despite its availability, deviations are sometimes observed in District 2482 and elsewhere - old emblems, incorrectly formatted logos or mixed elements. We hope that the rules and examples systematised above will help all Rotary clubs in the district review their materials and align them with the official requirements.

When every club uses the brand correctly and consistently, the entire Rotary movement gains a stronger identity and greater recognition. Let us strive for every Rotary logo, poster or webpage to reflect our shared organisation professionally and proudly - People of Action under the sign of Rotary!

## Sources

- Official Rotary International guidelines (Rotary Brand Center, Visual Identity Guidelines).
- Rotary Brand Center - Voice and Visual Identity Guidelines.
- Public image materials and documents provided by District 2482, including the Rotary Brand Book 2024-25.
- The quoted fragments and examples from the listed sources illustrate the rules for using the brand.

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