



Rotaract District 1090 Visual Style Guide



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Introduction

This Visual Identity & Branding guide has been produced to help clubs throughout District 1090 ensure that, as an organisation, we present a consistent brand image throughout the Thames Valley. It aims to give you the tools to promote your Rotaract Club in a unified District image so that Rotaract District 1090 can lead the way.

Rotaract clubs throughout District 1090 create a vast array of printed and online materials to meet a variety of needs. These materials often take the form of letterheads, business cards, posters, leaflets, club bulletins and newsletters.

Rotaract is a brand and therefore it needs to be marketed consistently to build up brand recognition so that no matter where someone is in District 1090 they see the logo or name and they instantly recognise it.

We all need to work together to ensure we are all using the same branding statement, talked about later in this document, and the correct logos.

Whenever documentation or web content is produced representing Rotaract, there are a few simple rules that should be followed, and these are outlined in this document.

If you have any questions or queries regarding anything in this document or require help in marketing your Rotaract Club please get in touch with the District 1090 Publicity Officer.

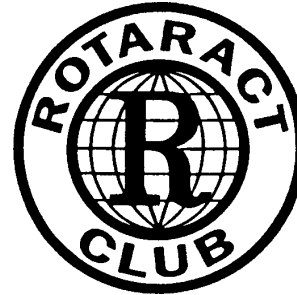




The Rotaract Logo

The Rotaract logo is the one graphic element that universally identifies Rotaract Clubs and their members in every part of the world. Whenever the logo appears in print or electronic communications, it should be reproduced in its complete form as shown in this guide.

The only official Rotaract logos, that we should be using, are the ones below:



You can download these logos in a variety of formats from the Rotary International website:
<http://www.rotary.org/EN/ABOUTUS/SITETOOLS/GRAPHICS/Pages/RIPProgramsLogos.aspx>

Over the years, many different variations on the official logo have been created by clubs & districts e.g. the 3-D version, and whilst some may look very nice, they are not official and, therefore, should not be used to represent Rotaract.

There are also certain things you can and cannot do with the Rotaract Logo, such as:

"The Rotaract logo should never be used as part of some other frivolous design. Even though computers make it increasingly possible to "enhance" the wheel's design — to give it a depth dimension, Rotaractors should resist that temptation.

Likewise, they should always honour the official design, never embellishing it or recreating it in a version of their own. Another "offense" to the wheel is to overprint it as a background for some other text. The wheel should always be used in its entirety and un-obscured by type or any other design element."

This means that you should not alter the Rotary or Rotaract logo itself in any way. It is okay to incorporate the logos into a special logo for your club or project, but you should make sure that the rest of the logo does not obstruct or alter the official Rotary or Rotaract logo in any way.

Now, I know that there are many clubs out there who may have used the Rotaract logo in ways that are contrary to these guidelines set forth by Rotary International. There are no "Rotary police" that will come and scold you for improper logo use but it is our duty to try and uphold the integrity of these logos for our organisation.

If you would like more information on how to use the Rotary and Rotaract Logos then please read the Rotary International "Visual Identity Style Manual." Available via the link below:
http://www.rotary.org/RIdocuments/en_pdf/547en99.pdf





Simple Do's and Don'ts

Keeping within the Rotary regulations surrounding the use of its trademarks doesn't mean that clubs can't be creative - it just means following a few simple guidelines, such as:

- **Do not** use the Rotaract logo as a watermark
- **Do not** alter or embellish the logo in any way e.g. the logo cannot be used in place of "o" in a word
- **Do not** cover any part of the logo with images or text
- **Do not** distort the logo in any way

- **Do** include your club name e.g. Rotaract Club of Maidenhead, when using the logo
- **Do** make sure the official logo is on all materials you produce – both online and printed
- **Do** make sure the official logo is clearly displayed on your club websites

The Rotaract Logo can be incorporated into other logos as long as it is not obstructed from view, altered or distorted in any way.

The only exception to these rules relates to changing the colour of the standard black logo (shown on the previous page). The colour of the logo can be changed from one single solid colour to another single solid colour.

Rotaract Branding Statement

In addition to an easily recognisable logo, another valuable means of publicity for Rotaract is its Branding Statement. Whilst the activities that clubs and districts throughout RGBI get involved in will vary from club to club and district to district, having a single identity when promoting Rotaract, particularly to those outside of the organisation, helps people to quickly and easily identify what Rotaract is all about.

After extensive public research by Rotaract in Great Britain and Ireland a standard branding statement was produced emphasising the qualities that attract people to the organisation.

All clubs should be using this statement when describing what Rotaract is, in particular on their website and in their leaflets and press releases. The branding statement is:

“Rotaract is an opportunity to...

be part of a fun, dynamic and unique international organisation for people aged 18–30, offering a wide range of activities that will enable members to try something new, whilst having a great time and meeting others.

Rotaract offers a wide choice of social activities, actively supports the local community, raises money for charity and gives members the opportunity to develop personal skills and gain new life experiences in Great Britain & Ireland, and abroad. A Rotaract club's activities are decided by its members.”





Rotaract Age Profile

The age profile for Rotaract Clubs, as set in the Constitution by Rotary International, is 18 to 30. The age profile applies to every club throughout the world and is not something that can be decided, set, or changed at a club or district level. When using the age profile for Rotaract in any materials, the official 18 to 30 range must be used.

Club and District Website Addresses (URL)

When selecting the website address (URL) for your club website, we recommend using a standard format.

For club sites, the address format should be **www.anytownrotaractclub.org.uk**

By using the above format, it will be easier for people to remember and subsequently find your website. In addition, having a standard format helps the Rotaract in Great Britain & Ireland (RGI) Executive Team to maintain the RGI Website centrally.

Another useful tip when dealing with contacts via websites is to build contact forms into the site. With more and more people using services such as Hotmail and Google Mail for their email requirements, people are not setting up regular main clients, such as Microsoft Outlook and so when they click a 'Mail To' link to send an email, they will just receive an error message.

RGI Redirect Service

With the Internet and Email making up a large part of the medium through which membership enquiries are made, it's important for clubs and districts to keep their contact details constant. To help with keeping contact details constant, every chartered club can use the redirect service provided through the RGI website. The redirect details are as shown below:

Website: **www.rotaract.org.uk/anytown**

Email: **anytown@rotaract.org.uk**

By using the RGI redirect details on any publicity documents produced, you will be protected against materials becoming obsolete should you have to make any changes to your own website address or hosting package.



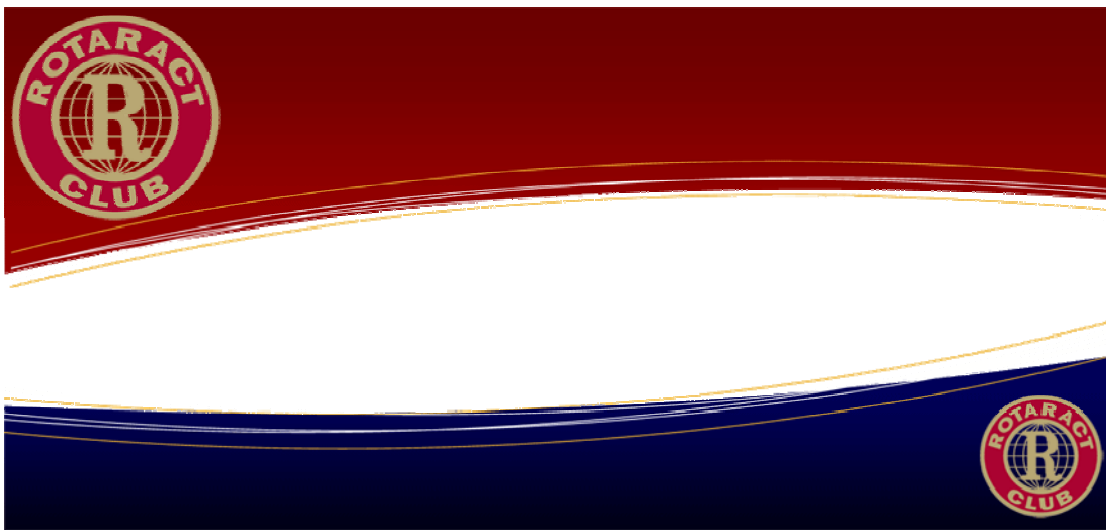


District Brand Image

During the Rotary year 2009-10 Rotaract District 1090 reviewed their brand image and decided to modernise it to make it more attractive to our target audience.

We created a standard header and footer that would appear on all our letters, posters and form the basis of the new district newsletter and website.

These images are below and available for clubs within the district to use if they wish.



Club Visual Image

The District 1090 team encourages all clubs to review the way they currently brand themselves. Check to make sure that the images, and in particular the Rotaract logo, is the same across everything you do, your letterhead, your leaflets, your posters, your events posters, your newsletters and your website.

District 1090 can provide help and advice to any club who would like support in creating their own visual identity so do get in touch.

