VISUAL IDENTITY GUIDELINES:
ROTARY’S PROGRAMS FOR YOUNG LEADERS
Aligning our visual guidelines to bring our programs for young leaders closer to Rotary.
Interact is a club for youth ages 12-18 sponsored by Rotary clubs that promotes leadership and service.

The Interact signature consists of the Interact wordmark (Interact name above Rotary endorsement line) + Rotary endorsement line + the Mark of Excellence (Rotary wheel) in Sky Blue.

Always use the Rotary endorsement line to link the Interact identity back to Rotary.

**Sky Blue - color formulas:**
PMS 2202C
C96 M0 Y6 K0
PMS 2202U
C94 M0 Y6 K0
Hex #01b4e7
R1 G180 B231

What logo format do I use for:
- **Print**
  - .eps: spot or cmyk
- **Embroidery**
  - .eps: spot or cmyk
- **Silkscreen**
  - .eps: spot or cmyk
- **Word Doc (Print)**
  - .png: rgb
- **PowerPoint**
  - .png: rgb
- **Digital:**
  - Web/Email: .png: rgb
  - Tablet/Mobile: .png: rgb

**Interact Signature**

<table>
<thead>
<tr>
<th>Color Format</th>
<th>Description</th>
<th>Logo Format</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One Color</strong></td>
<td>100% white (reversed)</td>
<td>.png: rgb</td>
</tr>
<tr>
<td><strong>Full Color</strong></td>
<td>Positive (for light or white backgrounds)</td>
<td>.png: rgb</td>
</tr>
</tbody>
</table>

**Interact Simplified Signature**

<table>
<thead>
<tr>
<th>Color Format</th>
<th>Description</th>
<th>Logo Format</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sky Blue</strong></td>
<td>100% black</td>
<td>.png: rgb</td>
</tr>
</tbody>
</table>
The signature system allows you to identify your school or club name on all your communications materials. In the coming months, we’ll provide a tool for every club to create its own signature. Rotary licensees will also be able to feature these signatures on merchandise.

The preferred configuration is Interact signature followed by [School Name] or [Club Name].

We’ve provided an alternative to cover variations of club names.

The positioning and size relationship between the Interact wordmark + Rotary endorsement line + the wheel are fixed and should not be altered.

## INTERACT CLUBS

### Preferred

- Interact
  - Rotary Sponsored Club
  - Welsh High School

### Acceptable alternates

- Welsh High School Interact
  - Rotary Sponsored Club

- Interact
  - Rotary Sponsored Club
  - Club of Lee High School

**Examples**

- White t-shirt: Interact
  - Rotary Sponsored Club

- Blue t-shirt: Welsh High School

- Turquoise t-shirt: Club of Lee High School

Copy above or below:
- Frutiger LT STD 45 Light, 12pt, Rotary Sky Blue
- right aligned to Interact wordmark

- 0.25” / 6.4mm
- 0.16” / 4.0mm
- 0.20” / 5.0mm

- [Name]
Rotaract is a Rotary club partner for young leaders ages 18-30 that promotes leadership and service.

The Rotaract signature consists of the Rotaract wordmark (Rotaract name above Rotary endorsement line) + Rotary endorsement line + the Mark of Excellence (Rotary wheel) in Cranberry.

Always use the Rotary endorsement line to link the Rotaract identity back to Rotary.

**Cranberry** - color formulas:
PMS 214C  
C0 M100 Y22 K0  
Rubine RedU  
C0 M100 Y22 K0  
Hex #d91b5c  
R217 G27 B92

What logo format do I use for:

<table>
<thead>
<tr>
<th>Format</th>
<th>Print</th>
<th>Embroidery</th>
<th>Silkscreen</th>
<th>Word Doc (Print)</th>
<th>PowerPoint</th>
<th>Digital:</th>
<th>Tablet/Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.eps</td>
<td>.eps</td>
<td>.eps</td>
<td>.png</td>
<td>.png</td>
<td>png</td>
<td>png</td>
</tr>
</tbody>
</table>

**Rotaract Signature**

Rotary Endorsement Line

**Rotaract Simplified Signature**

Rotaract Wordmark  | Rotary Wheel

**Rotaract Wordmark**

Rotary Endorsement Line

**Rotaract Simplified Signature**

Rotaract Wordmark  | Rotary Wheel

**Rotaract Wordmark**

Rotary Endorsement Line

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Rotary Endorsement Line

**Rotaract Simplified Signature**

Rotaract Wordmark  | Rotary Wheel

**Rotaract Wordmark**

Rotary Endorsement Line

**Rotaract Simplified Signature**

Rotaract Wordmark  | Rotary Wheel
Signature System
Rotaract

The signature system allows you to identify your club or university name on all your communications materials. In the coming months, we’ll provide a tool for every club to create its own signature. Rotary licensees will also be able to feature these signatures on merchandise.

The preferred configuration is Rotaract signature followed by [Club Name] or [University Name].

We’ve provided an alternative to cover variations of club names.

The positioning and size relationship between the Rotaract wordmark + Rotary endorsement line + the wheel are fixed and should not be altered.

**ROTARACT CLUBS**

<table>
<thead>
<tr>
<th>Preferred</th>
<th>Acceptable alternates</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Rotaract Rotary Club Partner University of Chicago" /></td>
<td><img src="image2" alt="Westminster Rotaract Rotary Club Partner" /></td>
</tr>
<tr>
<td><img src="image3" alt="Rotaract Rotary Club Partner" /></td>
<td><img src="image4" alt="Rotaract Rotary Club Partner" /></td>
</tr>
</tbody>
</table>

**Examples**

![Rotaract Rotary Club Partner University of Chicago](image5)  
![Rotaract Rotary Club Partner](image6)  
![Rotaract Rotary Club Partner](image7)
Logos

Clear Space and Minimum Sizes for Print

Visual Identity Guidelines: Rotary’s Programs for Young Leaders

18 March 2015

LOGO

MINIMUM SIZE FOR PRINT

Interact signature

Minimum size is 13 mm / 0.5”

No restriction on maximum height

Rotaract signature

Minimum size is 13 mm / 0.5”

No restriction on maximum height

What logo format do I use for:

<table>
<thead>
<tr>
<th>Format</th>
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<tbody>
<tr>
<td>Print</td>
<td>.eps</td>
<td>.eps</td>
<td>.eps</td>
<td>.png</td>
<td>.png</td>
<td>.png</td>
<td>.png</td>
</tr>
<tr>
<td>Spot or cmyk</td>
<td>spot or cmyk</td>
<td>spot or cmyk</td>
<td>spot or cmyk</td>
<td>rgb</td>
<td>rgb</td>
<td>rgb</td>
<td>rgb</td>
</tr>
</tbody>
</table>

CLEAR SPACE

Clear space — that is, the space surrounding the logo — is equal to the height of the capital “I” for Interact and “R” for Rotaract in the wordmark.
## Logos

### Clear Space

#### and Minimum Sizes for Digital

<table>
<thead>
<tr>
<th>Logo</th>
<th>Minimum Size for Desktop/Laptop</th>
<th>Minimum Size for Mobile/Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interact</strong></td>
<td><img src="image" alt="Interact Logo" /></td>
<td><img src="image" alt="Interact Logo" /></td>
</tr>
<tr>
<td>Signature</td>
<td><img src="image" alt="Interact Logo" /></td>
<td><img src="image" alt="Interact Logo" /></td>
</tr>
<tr>
<td>Minimum size is</td>
<td>60px</td>
<td>80px</td>
</tr>
<tr>
<td>No restriction</td>
<td>on maximum height</td>
<td></td>
</tr>
<tr>
<td><strong>Rotaract</strong></td>
<td><img src="image" alt="Rotaract Logo" /></td>
<td><img src="image" alt="Rotaract Logo" /></td>
</tr>
<tr>
<td>Signature</td>
<td><img src="image" alt="Rotaract Logo" /></td>
<td><img src="image" alt="Rotaract Logo" /></td>
</tr>
<tr>
<td>Minimum size is</td>
<td>60px</td>
<td>80px</td>
</tr>
<tr>
<td>No restriction</td>
<td>on maximum height</td>
<td></td>
</tr>
<tr>
<td><strong>Simplified</strong></td>
<td><img src="image" alt="Simplified Logo" /></td>
<td><img src="image" alt="Simplified Logo" /></td>
</tr>
<tr>
<td>Signature</td>
<td><img src="image" alt="Simplified Logo" /></td>
<td><img src="image" alt="Simplified Logo" /></td>
</tr>
<tr>
<td>For digital small use and confined spaces</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maximum height is under 60px for desktop/laptop</td>
<td>30px for desktop/laptop</td>
<td></td>
</tr>
<tr>
<td>Minimum size is</td>
<td>30px for desktop/laptop</td>
<td>40px for mobile/tablet</td>
</tr>
</tbody>
</table>

### Clear Space

Clear space for logos is equal to the height of the lowercase “c” in the Interact and Rotaract wordmarks.
Signature System
Rotary Youth Exchange

Lockups may be used in smaller applications, such as digital, confined spaces, or embroidery, to show a relationship between Rotary and Youth Exchange. This consists of the district or club signature in conjunction with the program text, which can be styled in any of our official fonts.

For more details, see our complete guidelines in the Brand Center at rotary.org/brandcenter.

Examples

Use the simplified Rotary club or district signature when creating embroidery.
Signature System
Rotary Youth Exchange

You can create a unique look for your club, district, or multidistrict Rotary Youth Exchange program. This consists of the club or district signature along with a graphic or text treatment as seen in the examples to the right.

In applications such as T-shirts, pins, brochures, and other promotional materials, the graphic or text treatment of the program name should be big and bold and close to the district or club signature.

Create your club or district signature in the Brand Center at rotary.org/brandcenter.
Signature System
Rotary Youth Leadership Awards (RYLA)

Lockups may be used in smaller applications, such as digital, confined spaces, or embroidery, to show a relationship between Rotary and RYLA. This consists of the district or club signature in conjunction with the program text, which can be styled in any of our official fonts.

For more details, see our complete guidelines in the Brand Center at rotary.org/brandcenter.

Examples

Use the simplified Rotary club or district signature when creating embroidery.
Signature System
Rotary Youth Leadership Awards (RYLA)

You can create a unique look for your club or district RYLA program. This consists of the club or district signature along with a graphic or text treatment as seen in the examples to the right. Both the full name of the program (Rotary Youth Leadership Awards) and the acronym (RYLA) are acceptable for use in graphics and text treatments.

In applications such as T-shirts, pins, brochures, and other promotional materials, the graphic or text treatment of the program name should be big and bold and close to the district or club signature.

Create your club or district signature in the Brand Center at rotary.org/brandcenter.

RYLA - Rotary Youth Leadership Awards district/club use examples
CONTACT INFORMATION

Inquiries
For general questions or questions about purchasing/downloading Pantone™ color swatches or recommended typefaces:
graphics@rotary.org

Licensing inquiries
For manufacturers/distributors interested in selling or distributing Rotary emblem merchandise and Rotary clubs wishing to sell Rotary emblem merchandise for fundraising purposes:
rilicensingservices@rotary.org