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) + the Mark of Excellence (Rotary wheel) in Sky Blue.

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:

<table>
<thead>
<tr>
<th>Format</th>
<th>EPS</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Embroidery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silkscreen</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word Doc (Print)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PowerPoint</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web/Email</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tablet/Mobile</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Full Color

Positive (for light or white backgrounds)

One Color

100% white (reversed)

Sky Blue

100% black
Signature System
Interact

The signature system allows you to identify your school or club name on all your communications materials. We’ve provided a tool for every club to create its own signature in the Brand Center at rotary.org/brandcenter. Rotary licensees may also 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 + the wheel are fixed and should not be altered.

INTERACT CLUBS

<table>
<thead>
<tr>
<th>Preferred</th>
<th>Acceptable alternates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interact</td>
<td>Welsh High School</td>
</tr>
<tr>
<td>Welsh High School</td>
<td>Interact</td>
</tr>
<tr>
<td>[Name]</td>
<td>[Name]</td>
</tr>
<tr>
<td>0.25&quot; / 6.4mm</td>
<td>0.22&quot; / 5.6mm</td>
</tr>
</tbody>
</table>

Examples

- Interact
- Welsh High School
- Club of Lee High School

Copy above or below:
Frutiger LT STD 45 Light, 12pt, Rotary Sky Blue
right aligned to Interact wordmark
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 + the Mark of Excellence (Rotary wheel) in Cranberry.

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:
- 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

Full Color
Positive (for light or white backgrounds)

One Color
100% white (reversed)

100% black
Signature System
Rotaract

The signature system allows you to identify your club or university name on all your communications materials. We’ve provided a tool for every club to create its own signature in the Brand Center at rotary.org/brandcenter. Rotary licensees may also 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 + 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>Rotaract</td>
<td>Westminster Rotaract</td>
</tr>
<tr>
<td>University of Chicago</td>
<td>Club of Chicago</td>
</tr>
</tbody>
</table>

Examples

- Rotaract
- University of Chicago
- Westminster Rotaract
- Club of Chicago
- Northwestern University
### Visual Identity Guidelines: Rotary’s Programs for Young Leaders

#### Logos

**Clear Space and Minimum Sizes for Print**

<table>
<thead>
<tr>
<th>LOGO</th>
<th>MINIMUM SIZE FOR PRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interact signature</strong></td>
<td></td>
</tr>
<tr>
<td>Minimum size is 13 mm / 0.5&quot;</td>
<td>![Interact Logo]</td>
</tr>
<tr>
<td>No restriction on maximum height</td>
<td></td>
</tr>
<tr>
<td><strong>Rotaract signature</strong></td>
<td></td>
</tr>
<tr>
<td>Minimum size is 13 mm / 0.5&quot;</td>
<td>![Rotaract Logo]</td>
</tr>
<tr>
<td>No restriction on maximum height</td>
<td></td>
</tr>
</tbody>
</table>

**What logo format do I use for:**

<table>
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<tr>
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<th></th>
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</tbody>
</table>

**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.
### Visual Identity Guidelines: Rotary’s Programs for Young Leaders

#### 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 signature</strong>&lt;br&gt;Minimum size is 60px&lt;br&gt;No restriction on maximum height</td>
<td><img src="image" alt="Interact Logo 60px" /></td>
<td><img src="image" alt="Interact Logo 80px" /></td>
</tr>
<tr>
<td><strong>Rotaract signature</strong>&lt;br&gt;Minimum size is 60px&lt;br&gt;No restriction on maximum height</td>
<td><img src="image" alt="Rotaract Logo 60px" /></td>
<td><img src="image" alt="Rotaract Logo 80px" /></td>
</tr>
<tr>
<td><strong>Simplified signature</strong>&lt;br&gt;For digital small use and confined spaces&lt;br&gt;Maximum height is under 60px for desktop/laptop&lt;br&gt;80px for mobile/tablet&lt;br&gt;Minimum size is 30px for desktop/laptop&lt;br&gt;40px for mobile/tablet</td>
<td><img src="image" alt="Simplified Interact Logo 30px" /></td>
<td><img src="image" alt="Simplified Rotaract Logo 40px" /></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.
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