Overview

The People of Action campaign displays the true essence of who Rotarians are: leaders who work together in communities to inspire, transform, connect, and celebrate what’s possible. People who get things done and have a great time working, growing, and learning together.

People of Action comes to life through inspiring imagery and simple, compelling type treatment. This quick guide will help you give your People of Action materials the right look to show your community all of the good that your club does.

For more information about People of Action design, write to graphicdesign@rotary.org.

Graphic Elements

People of Action Lockup – Horizontal

People of Action Lockup – Stacked

People of Action Headline Graphics

The headline graphics for this campaign contain “Together, We” plus a predetermined verb, which cannot be changed. The headline graphics below are to be used only within a layout from the campaign.

Colors

When using our color palette, be sure to apply the appropriate formulations listed on this page. Our colors should not be screened or adjusted.

Typography

Fonts are licensed and available for purchase.

Primary Font

Use all caps in bold style for “Together, We.”

Use medium style for body copy and calls to action.

Sentinel

ABCDŒFHJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Regular

Medium

Bold

Secondary Font

Use strictly for action verb. For adjustment guidelines and instructions, contact graphicdesign@rotary.org.

Frutiger

ABCDŒFHJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Black Italic

Logo Formats

Print .eps spot or cmyk

Word doc (print) .png rgb

PowerPoint .png rgb

Digital (web, email, mobile) .png rgb

Photography

Use photos that capture action. Feature the people who benefit from the work you do in your communities.

Style Checklist

Photos must:

• Represent real-life, everyday moments
• Show a clear visual narrative that pertains to the headline
• Be inspiring and aspirational
• Have warm lighting and natural colors

Photos should:

• Represent the diversity of the club and its community
• Include two or more people
• Use interesting camera angles or cropping
• Have a sense of motion