

Quick Guide to People of Action Resources In the Rotary Brand Center

Updated March 2019



Accessing the Brand Center

- To access the Brand Center, Log in to **Rotary.org** and follow the path:

My Rotary > News and Media > Brand Center > (scroll down to) People of Action > Learn More > Toolkits > View Resources

Here's an Inventory of the Resources You'll Find in the Brand Center:

1. People of Action Logos ("Lockups")

- Lockups are available in black and white, reverse and color
- Lockups come in a stacked (vertical) or horizontal layout

2. People of Action Videos

- **What We See video** (the original video for the People of Action Campaign)
 - Duration: The video is formatted in 10, 30 and 90 second versions
- **Power in Our Connections video**
 - Versions: three videos are available, shot in Austria, India and Taipei
 - Duration: Each video is formatted in 30 and 70 second versions
- **Voiceovers: What We See and Power of Our Connection** videos
 - Voiceover in English with images and music
 - Images and music only; you can create a customized voiceover for local use
 - Radio Ad with music only; you can create a customized voiceover for local use
 - Script you can customize to create your own voiceover

3. People of Action Images/Messages: Digital Resources

- Together We Connect
- Together We Inspire
- Together We Transform
- Together We End Polio

The following resources are available with these images/messages:

- **Digital Banners**
 - Digital Skyscraper Banner – vertical banner for use on websites
 - Digital Horizontal Banner – for use on websites
 - Digital Horizontal Banner (narrow) – for use on websites
- **Outdoor Digital Billboards**
- **Social Media Images/Messages**
 - Facebook posts
 - Instagram posts
 - Twitter posts
 - Facebook covers



4. People of Action Images/Messages: Print Resources

- Letter – formatted to fit an 8/12 x 11 sheet of paper
- A4- for use in ads for publications, such as newspapers and magazines, or for posters
- Rollup Banner – formatted vertically for use at events
- Outdoor transit shelter – for use at bus stops

5. Customizable People of Action Images/Messages

To access the customizable resources from the Brand Center:

- Hover your mouse over “**Materials**” in the navy blue navigation bar at the top of your screen
- Click “**Create Your Own**”

Facebook Ads and Print Ads images can be customized using the following messages:

- Together We Connect
- Together We Transform
- Together We Inspire
- Together, We End Polio
- Together, We Mentor
- Together, We Empower
- Together, We Learn
- Together, We Save Lives
- Together, We Fight Hunger
- Together, We Promote Peace

6. People of Action Images

- 20 high-quality, high-resolution photos of Rotarians in action – can be used if you don’t have photos of your own.

People of Action Campaign Guides

- **People of Action Campaign Overview** –a brief summary of the campaign’s purpose
- **People of Action FAQ**
- **People of Action Campaign Guidelines** – a detailed overview of how to use the campaign
- **People of Action Examples** – a guide to using the People of Action campaign based on how 2 clubs have used the resources
- **People of Action Style Guide** - for use in working with marketing and advertising professionals to create People of Action materials
- **People of Action Style Guide at a Glance** – a summary version of the style guide
- **Using the People of Action Campaign: Television Ads**
- **Using the People of Action Campaign: Radio Ads**

