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 Transform
   - Together We Inspire
   - 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