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 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

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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