

Brand News

June 2020





Virtual Convention breakout – The Rotary Brand

No one takes more pride in the Rotary brand than our members! Be sure to join *The Rotary Brand* breakout on 26 June at 12:00pm Chicago time (UTC-5) for an in-depth discussion on how clubs can strengthen and protect our brand.

VISIT THE CONVENTION SITE

New! Virtual Meeting Backgrounds Available

Do you want to show your Rotary pride in virtual meetings and conferences? Find and download twelve new digital Rotary and Rotaract-branded backgrounds from the Materials section of the Brand Center.

RotaryResponds PeopleofAction

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New! PowerPoint Templates Available

You can now download a new PowerPoint template from for club presentations, giving you an updated tool to promote Rotary service, share your stories, and conduct trainings.

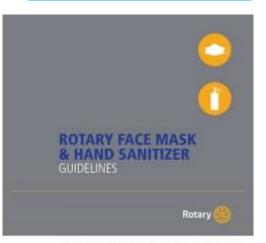
Consistently using Rotary's correct visual identity in presentations, and all communications, increases recognition of Rotary in the community.

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New! Rotary Guidelines on Face Masks and Hand Sanitizer

As more clubs create and distribute face masks and hand sanitizer in the wake of the COVID-19 pandemic, Rotary has developed guidelines to properly brand, sell, or donate these items. This guide can be found under the Guidelines section of the Brand Center.

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<u>Tell us</u> how your club takes action. We might feature your club's story in an ad at the next Rotary Convention, or in a future issue of Brand News!

Rotary International

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