

CREATING A ROTARY CLUB LOGO

A step-by-step guide

PDG GINA GROWDEN
District 9685
Public Image Chair 2020-22

Updated September 2021



Creating a compliant Club Logo

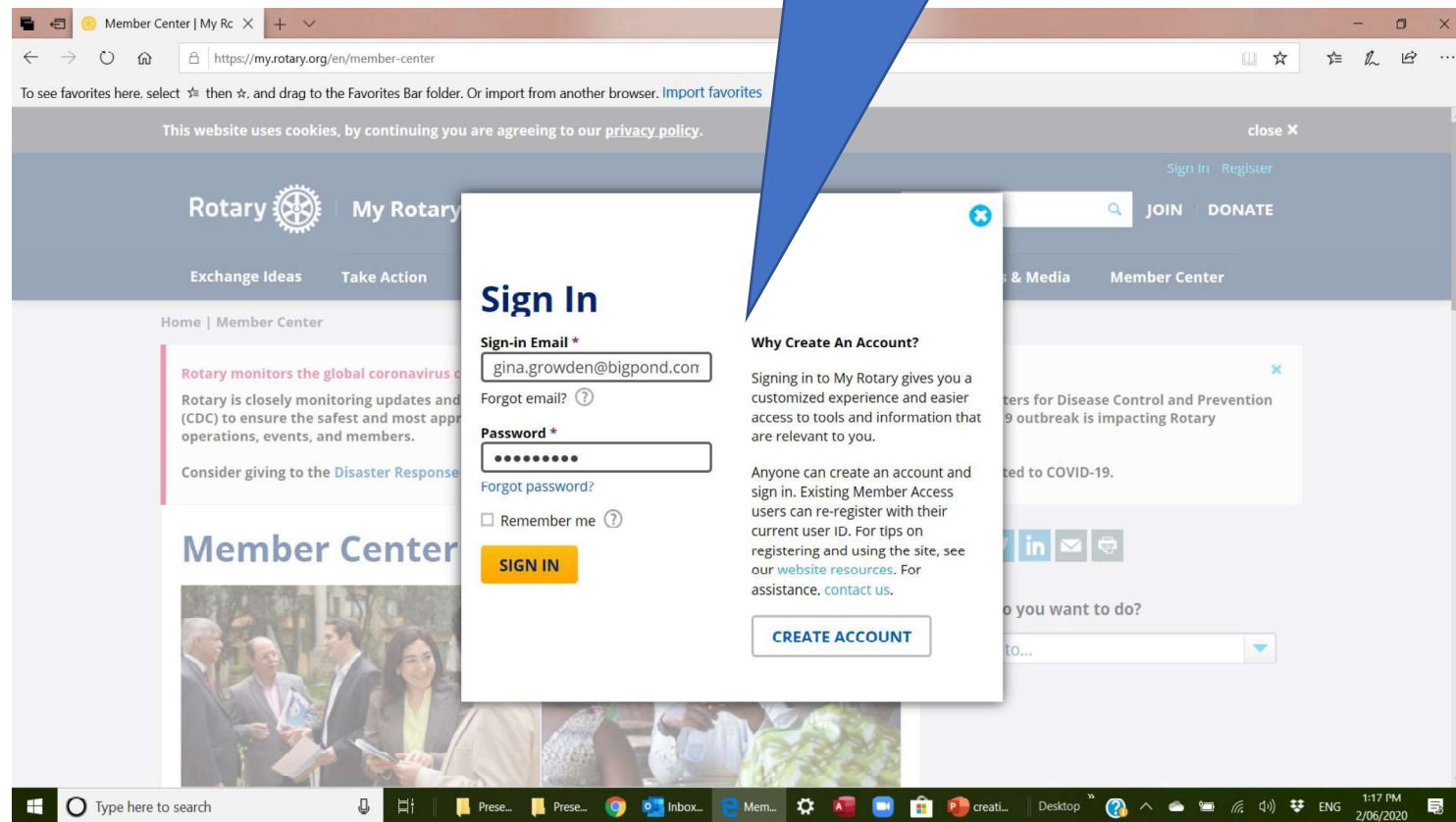
An easy step by step guide to creating a **compliant** Rotary Club logo using the templates in the Brand Centre

at www.rotary.org



Step 1: Go to the RI Website
www.rotary.org

- Go to **Member Centre**
 - Sign in or create an account if you don't have one



The screenshot shows the Rotary Member Center website. A modal window titled "Sign In" is open in the center. The modal contains the following elements:

- Sign In Email ***: A text input field containing "gina.growden@bigpond.com".
- Forgot email?**: A link with a question mark icon.
- Password ***: A password input field with masked characters.
- Forgot password?**: A link.
- Remember me**: A checkbox with a question mark icon.
- SIGN IN**: An orange button.
- Why Create An Account?**: A section with text explaining the benefits of signing in.
- CREATE ACCOUNT**: A button.

The background website shows the Rotary logo, navigation links like "Exchange Ideas" and "Take Action", and a news section titled "Rotary monitors the global coronavirus". The Windows taskbar at the bottom shows the date as 2/06/2020 and the time as 1:17 PM.

Rotary International Website – rotary.org

Step 2 Go to the Brand Centre – in the member centre of rotary.org

My Rotary | My Rotary

https://my.rotary.org/en

Rotary.org | Club Finder

JOIN | GIVE

Exchange Ideas

Take Action

Learning & Reference

Manage

The Rotary Foundation

News & Media

Member Center

Join Us!

Refer a new member

Rejoin or change clubs

International Convention

Register

Rotary Global Rewards

Online tools

Rotary Club Central

Brand Center

Rotary Showcase

Rotary Ideas

Learning Center

Discussion Groups

Awards & Recognition

Awards

Donor Recognition

Products & Services

Shop.rotary.org

Licensed Vendors

Rotary Credit Card

Community Marketplace

Official Rotary Apps

The Rotarian

Regional Magazines

Resources & reference

Profile/Account Settings

Membership Materials

Club & District Administration

Calendar

Official Directory

Brand Center

Rotary District 9685

Rotary 2017 peace champions

unite and take action to create lasting change – across the globe, in our communities, and in ourselves. [Read more on our strategic plan >](#)



Our Image Matters

Guidelines

Logos

Materials

Ads

Images & Video

WELCOME TO THE BRAND CENTER

Tell the story of Rotary and how we are people of action in your community and around the world.

LEARN MORE



Join Leaders. Exchange Ideas. Take Action.

Brand Centre landing page



Our Image Matters

Guidelines

Logos

Materials

Ads

Images & Video

Step 3: On the Tool bar, click on Logos

WELCOME TO THE BRAND CENTER

Tell the story of Rotary and how we are people of action in your community and around the world.

LEARN MORE



Join Leaders. Exchange Ideas. Take Action.



Our Image Matters

Guidelines

Logos

Materials

Ads

Images & Video

TEMPLATE

PROGRAM LOGOS

FOUNDATION LOGOS

WELCOME TO THE BRAND CENTER

Tell the story of Rotary and how we are people of action in your community and around the world.

LEARN MORE



Join Leaders. Exchange Ideas. Take Action.

Step 4: from the dropdown list, select template and then Club Logo template

Step 4: from the dropdown list, select template and then Club Logo template then click "create"

Brand Center | Create Your Own

Logo Template

Back to results >

Rotary

Club (of/at) (Location)

Description

Create your own club, district, or program logo.

Last Updated

02/03/2018

Keywords

[Asset Type](#), [Logos](#)

CREATE

Brand Center

Baskets

Tools

Help

English

Search Keywords

Our Image Matters

Guidelines

Logos

Materials

Ads

Images & Video

Brand Center | Create Your Own

Select your criteria:

Step 5: from the dropdown list,
select the criteria of your logo

Logo Creator - print *

Rotary
Club (of/at) Location
Optional text here



Language: English

Club: Rotary

Logo: Normal

Color: Full color

Alignment: Below Logo

Insert Text: Club (of/at) Location
Optional text here

SAVE



Criteria to select


- Select whether its for Rotary / Rotaract / Interact
- Select if you want a normal logo (with the words “Rotary International” within the wheel or a simplified version (usually for social media and embroidery)
- Select the colour you want Full colour (blue and gold), all blue, all black or all white
- Select the alignment of your club name (preferred option is below the word “Rotary”)
- Type your club name (click on the template to type)
- Save your work (give the file a name) then press ok.

Step 6: Type your Club name

Logo Creator - print *
adrenalineus.adgistics.com/rotary/templates/15/?templateID=33&username=gina...

Logo Creator - print *
Zoom: Fit Window

Rotary
Club of Terrigal



Language: English

Club: Rotary

Logo: Normal

Color: Full color

Alignment: Below Logo

Insert Text: Club of Terrigal

SAVE

Type here to search

Logo Creator - ...

creating a club ...

Desktop

3:15 PM
2/06/2020

Logo Creator - print * x

adrenalineus.adgistics.com/rotary/templates/15/?templateID=15&callbackUrl=https://brandcenter.rotary.org/en-GB/App/Approval/AdrenalineCal

To see favorites here, select ☆ then ☆, and drag to the Favorites bar.

Zoom: Fit Window

Language: English

Club: Rotary

Logo: Normal

Save to My Templates...

Please limit file names to 255 characters or less.

Name: Rotary Club of Terrigal

Insert Text: Club of Terrigal

OK

SAVE

Step 7: Give the file and name & then press save

Rotary Club of Terrigal

Rotary District 9685

3:16 PM 2/06/2020

Step 8: Refresh your screen

Browser address bar: <https://brandcenter.rotary.org/en-GB/App/Approval/Adaptation/Details/36b6b9af-33ff-4f70-bfba-137b8eeea1c5>


Rotary.ORG > MY ROTARY > BRAND CENTER

Rotary Our Image Matters Guidelines Logos Materials Ads Images & Video

Brand Center | Create Your Own

LOGO CREATOR - PRINT

[Back to results >](#)



Refresh your browser to continue
Bitte Browser aktualisieren
Para continuar, refresca el navegador
Rafraîchir la page pour continuer
Rinfresca il browser per continuare
続けるにはページを更新 (再読み込み) してください
계속하려면 페이지를 새로고침하세요
Atualize a página para continuar

DESCRIPTION

| | |
|---------------|------------|
| Created Date | 02/06/2020 |
| Modified Date | 02/06/2020 |
| Expires In | 29 Days |

DOWNLOAD

PDF for high-quality print materials.

DOWNLOAD

JPEG for Word documents, presentations, and web use.

DOWNLOAD

PNG outputs as transparent file

EDIT

Step 9: Decide what type of file you want

- I usually select PNG as this is a transparent file which means there is no white box around the logo when you use it on a flyer etc.
- Hint: you may need to refresh your screen more than once to bring up the PNG option.
- Press download on the appropriate box

Create Your Own | Brand Center

https://brandcenter.rotary.org/en-GB/App/Approval/Adaptation/Details/36b6b9af-33ff-4f70-bfba-137b8eeea1c5

To see favorites here, select ☆ then ☆, and drag to the Favorites Bar folder. Or import from another browser. [Import favorites](#)

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help English

Search Keywords


Rotary

Our Image Matters Guidelines Logos Materials Ads Images & Video

Brand Center | Create Your Own

LOGO CREATOR - PRINT

[Back to results >](#)



DESCRIPTION

| | |
|---------------|------------|
| Created Date | 02/06/2020 |
| Modified Date | 02/06/2020 |
| Expires In | 29 Days |

DOWNLOAD

PDF for high-quality print materials.

DOWNLOAD

JPEG for Word documents, presentations, and web use.

DOWNLOAD

PNG outputs as transparent file

EDIT

Step 9: Decide what type of file you want

Type here to search

Create Your Own...

creating a club ...

Desktop

ENG 3:21 PM 2/06/2020

Rotary

District 9685

Step 10: Tick the box to acknowledge that the template will be deleted after 30 days

en-GB/App/Approval/Adaptation/Details/36b6b9af-33ff-4f70-bfba-137b8eeea1c5

☆

☆

select ☆ then ☆, s Bar folder. Or import from another browser. [Import favorites](#)

Our image mattersGuidelinesLogosMaterialsAdsImages & video

Brand Center

LOGO C

Back to results >

Rotary Club of Terrigal

Asset Type: Logo

TEMPLATE EXPIRATION

Please note: This template will be permanently deleted from your profile 30 days after your last change.

Available Until02/07/2020

☐ I have acknowledged this message

DOWNLOAD

CANCEL

2020

2020

PDF for high-quality print materials.

DOWNLOAD

JPEG for Word documents, presentations, and web use.

DOWNLOAD

PNG outputs as transparent file

EDIT

Step 11: Click to download and then open the file or save to you computer

Create Your Own | Brand Center

https://brandcenter.rotary.org/en-GB/App/Approval/Adaptation/Details/36b6b9af-33ff-4f70-bfba-137b8eeea1c5

To see favorites here, select then , and drag to the Favorites Bar folder. Or import from another browser. [Import favorites](#)

Our image matters Guidelines Logos materials images & video

Brand Center | Create Your Own

LOGO CREATOR - PRINT

[Back to results >](#)

DESCRIPTION

Created Date

06/2020

Modified Date

2/06/2020

Expires In

29 Days

DOWNLOAD

PDF for high-quality print materials.

DOWNLOAD

JPEG for Word documents, presentations, and web use.

DOWNLOAD

PNG outputs as transparent file

EDIT

Key

What do you want to do with Logo_Creator__print.png (73.8 KB)?
From: rotary.blob.core.windows.net

Open

Save

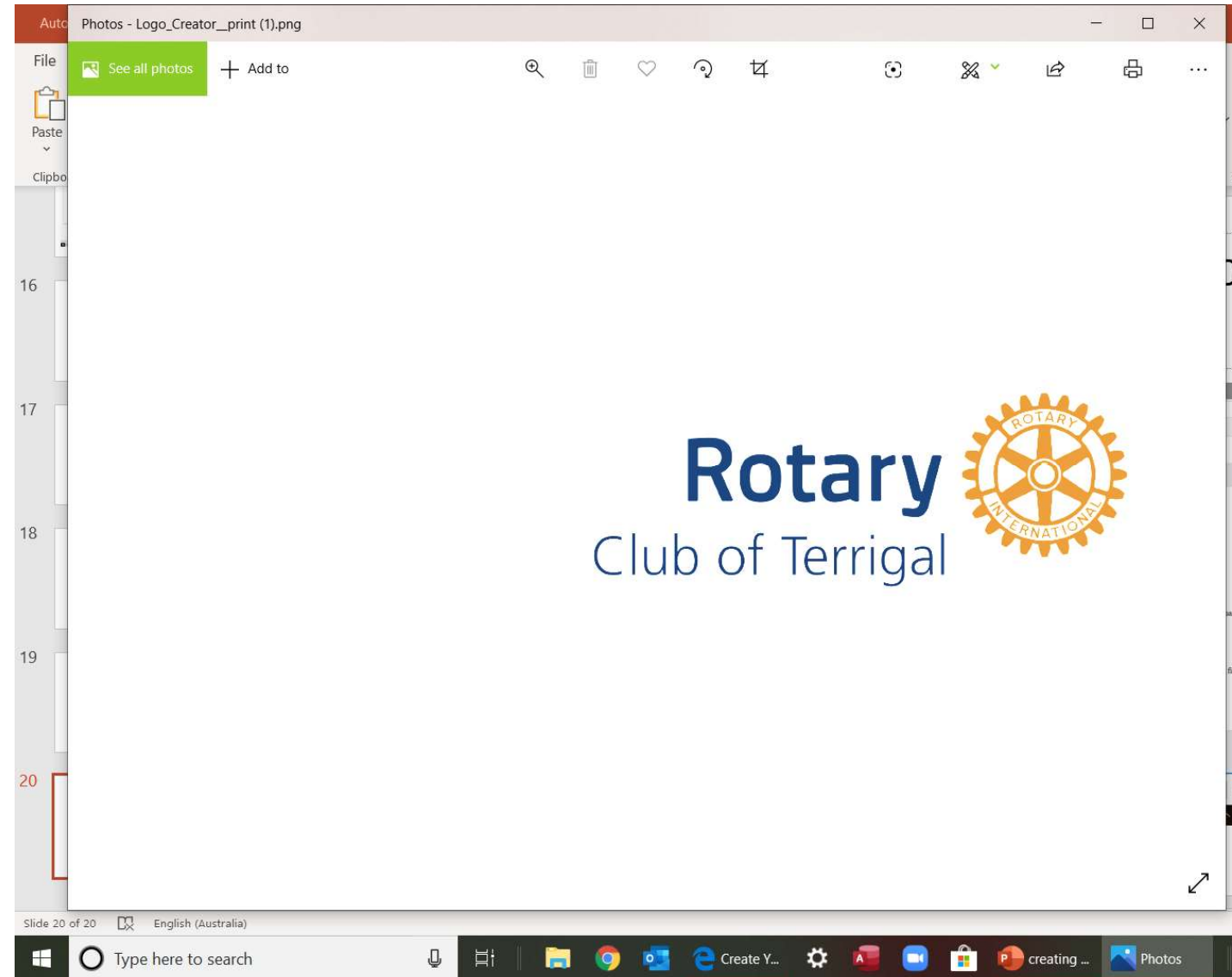
Cancel

Type here to search

Create Your Ow... creating a club ... Desktop

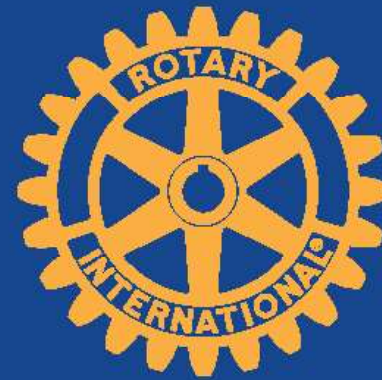
3:25 PM 2/06/2020

- The result



Your Reference Guide

[Asset Details](#) | [Brand Center \(rotary.org\)](#)



VOICE AND VISUAL IDENTITY GUIDELINES

2019-2020

