



Rotaract in Great Britain & Ireland

A Multi-District Information Organisation for RI Districts 1010 – 1290
www.rotaract.org.uk



Visual Identity & Branding Guide

This Visual Identity & Branding guide has been produced to help clubs and districts throughout Rotaract in Great Britain & Ireland (RGBI) ensure that, as an organisation, we present a consistent brand image throughout Our Islands.

Rotaract clubs and districts throughout RGBI create a vast array of printed and online materials to meet a variety of needs. These materials often take the form of letterheads, business cards, posters, leaflets, club bulletins and newsletters.

Rotaract is a brand and therefore needs to be marketed consistently to build up brand recognition. No matter where someone is in Great Britain & Ireland, whenever they see the logo or name, they should instantly recognise it and associate it with the Rotaract branding statement.

Whenever documentation or web content is produced representing Rotaract, there are a few simple rules that should be followed, such as:-

1) Official Rotaract Logos & Acceptable Usage

The Rotaract logo is the one graphic element that universally identifies Rotaract clubs and their members in every part of the world. Whenever the logo appears in print or electronic communications, it should be reproduced in its complete form as shown in this guide.

The only official Rotaract logos, that we should be using, are the ones that appear here and on the Rotary International (RI) website:

<http://www.rotary.org/EN/ABOUTUS/SITETOOLS/GRAPHICS/Pages/RIProgramsLogos.aspx>

The official Rotaract logos, as available from the above website are displayed in their correct format, on the right.



Over the years, many different variations on the official logo have been created by clubs & districts

and whilst some may look very nice, they are not official and, therefore, should not be used to represent Rotaract.



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Keeping within the Rotary regulations surrounding the use of its trademarks doesn't mean that clubs & districts can't be creative - it just means following a few simple guidelines, as set out below:-

- **Do not** alter or embellish the logo in any way. e.g. The logo cannot be used in place of an "o" in a word.
- **Do not** use the logo as a watermark
- **Do not** cover any part of the logo with text or images
- **Do not** distort the logo in any way
- **Do** make sure that the official logo is on all materials you produce - both on line and printed
- **Do** make sure that the official logo is clearly displayed on your club and district websites
- The Rotaract Logo can be incorporated into other logos as long as it is not obstructed from view, altered or distorted in any way.
- The word Rotaract and the Rotaract Logo must always be displayed with the corresponding club name or district number, they cannot be used on their own.

The only exception to these rules relates to changing the colour of the standard black logo (shown on page one). The colour of the logo can be changed from one single solid colour to another single solid colour.

If you have any questions regarding best practice when using the Rotaract Logo, please contact the RGBI Publicity Officer by emailing publicity@rotaract.org.uk

2) The Rotaract in Great Britain & Ireland Branding Statement

In addition to an easily recognisable logo, another valuable means of publicity for Rotaract is its Branding Statement. Whilst the activities that clubs and districts throughout RGBI get involved in will vary from club to club and district to district, having a single identity when promoting Rotaract, particularly to those outside of the organisation, helps people to quickly and easily identify what Rotaract is all about.

After extensive public research by Rotaract in Great Britain & Ireland, a standard branding statement was produced emphasising the qualities that attract people to the organisation. All clubs should be using this statement when describing what Rotaract is, especially on their website and in their leaflets, posters and press releases.



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The RGBI branding statement is:

“Rotaract is an opportunity to...

be part of a fun, dynamic and unique international organisation for people aged 18–30, offering a wide range of activities that will enable members to try something new, whilst having a great time and meeting others.

Rotaract offers a wide choice of social activities, actively supports the local community, raises money for charity and gives members the opportunity to develop personal skills and gain new life experiences in Great Britain & Ireland, and abroad. A Rotaract club’s activities are decided by its members.”

3) Rotaract Age Profile

The age profile for Rotaract Clubs, as set in the Constitution by Rotary International, is 18 to 30. The age profile applies to every club and district throughout the world and is not something that can be decided, set, or changed at a club or district level. When using the age profile for Rotaract in any materials, the official 18 to 30 range must be used.

4) Club and District Website Addresses (URL)

When selecting the website address (URL) for a new club or district website, Rotaract in Great Britain & Ireland recommend using a standard format.

For club sites, the address format should be **www.anytownrotaractclub.org.uk** and for district sites **www.rotaractdistrictXXXX.org.uk**.

By using the above formats, it will be easier for people to remember and subsequently find your website. In addition, having a standard format helps the RGBI Exec. Team to maintain the RGBI Website centrally.

In addition to the above advice from RGBI, another useful tip when dealing with contacts via websites is to build contact forms into the site. With more and more people using services such as Hotmail and Google Mail for their email requirements, people are not setting up regular mail clients, such as Outlook Express and so when they click a ‘Mail To’ link to send an email, they will just receive an error message.



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5) RGBI Redirect Service

With the Internet and Email making up a large part of the medium through which membership enquiries are made, it's important for clubs and districts to keep their contact details constant. To help with keeping contact details constant, every chartered club and interest group can use the redirect service provided through the RGBI website. The redirect details are as shown below:

Website: **www.rotaract.org.uk/anytown**

Email: **anytown@rotaract.org.uk**

By using the RGBI redirect details on any publicity documents produced, you will be protected against materials becoming obsolete should you have to make any changes to your own website address or hosting package.

If you would like help with, or to discuss any of the information contained within this document, please feel free to contact the RGBI Exec. Team who will be more than happy to help. The main contact relating to the Visual Identity & Branding Guide is the RGBI Publicity Officer (Email: publicity@rotaract.org.uk)

Document Control

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