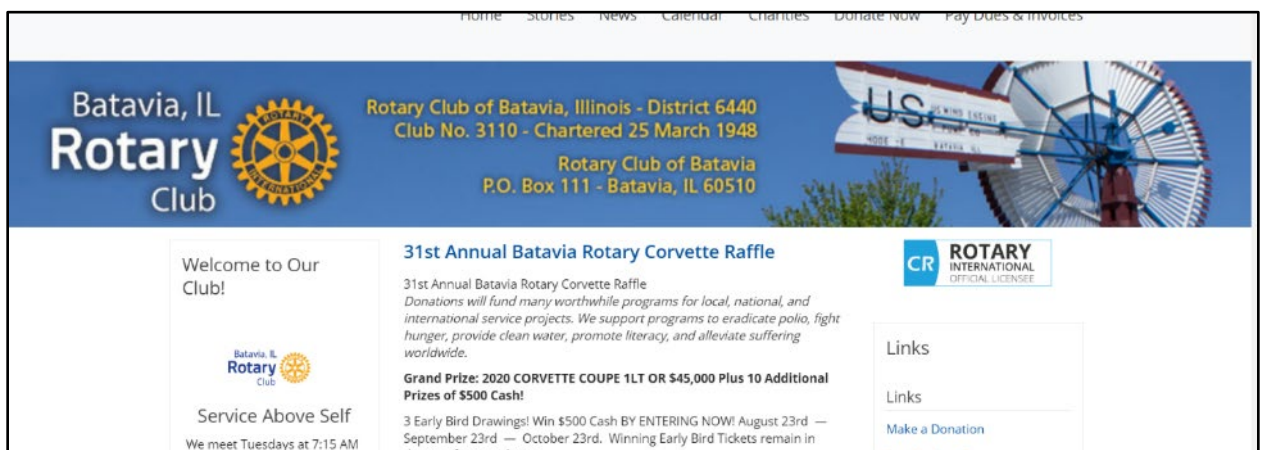
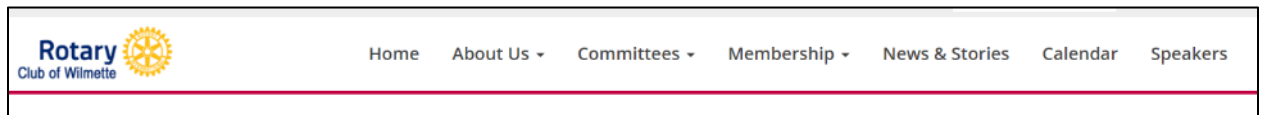
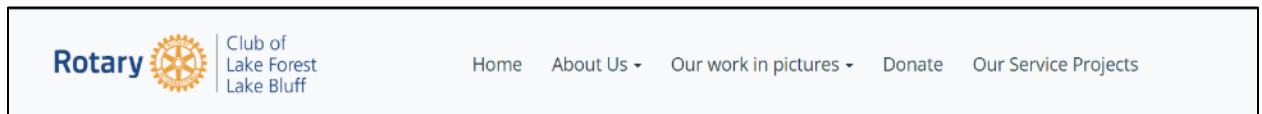


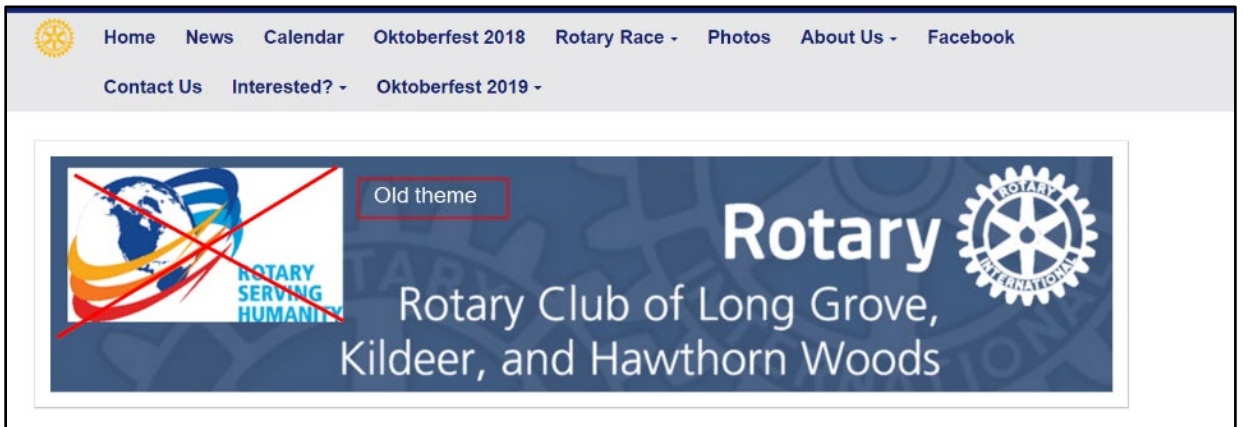
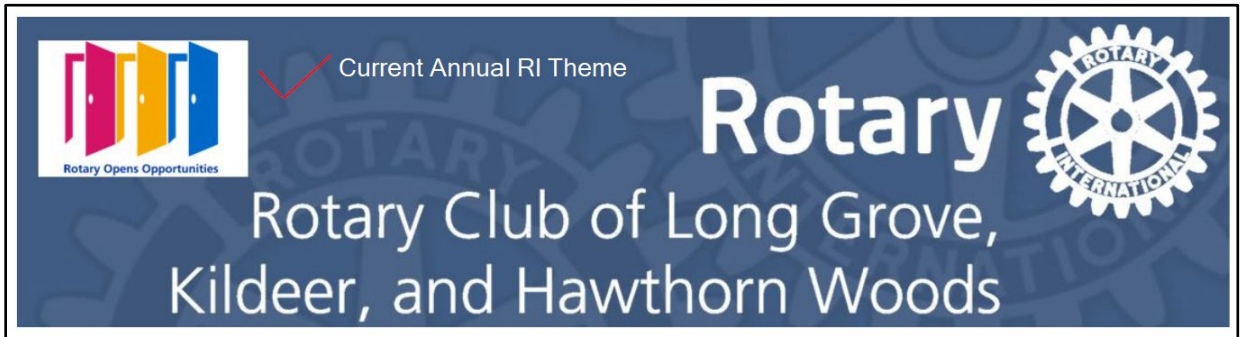
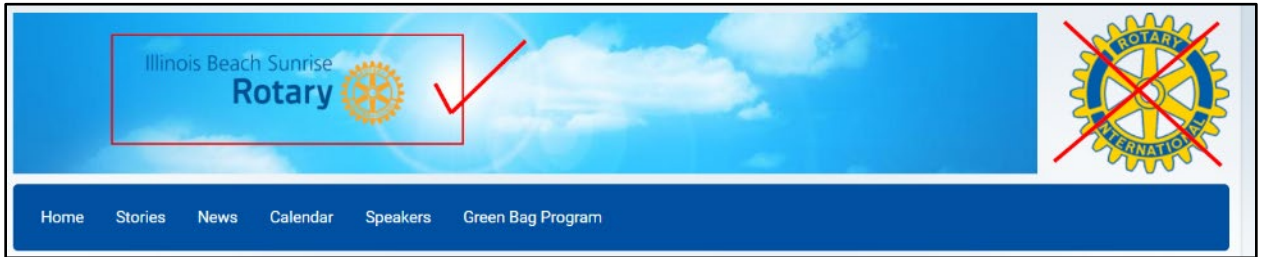


Club Website and Facebook Page Rotary Graphic Standards Checklist

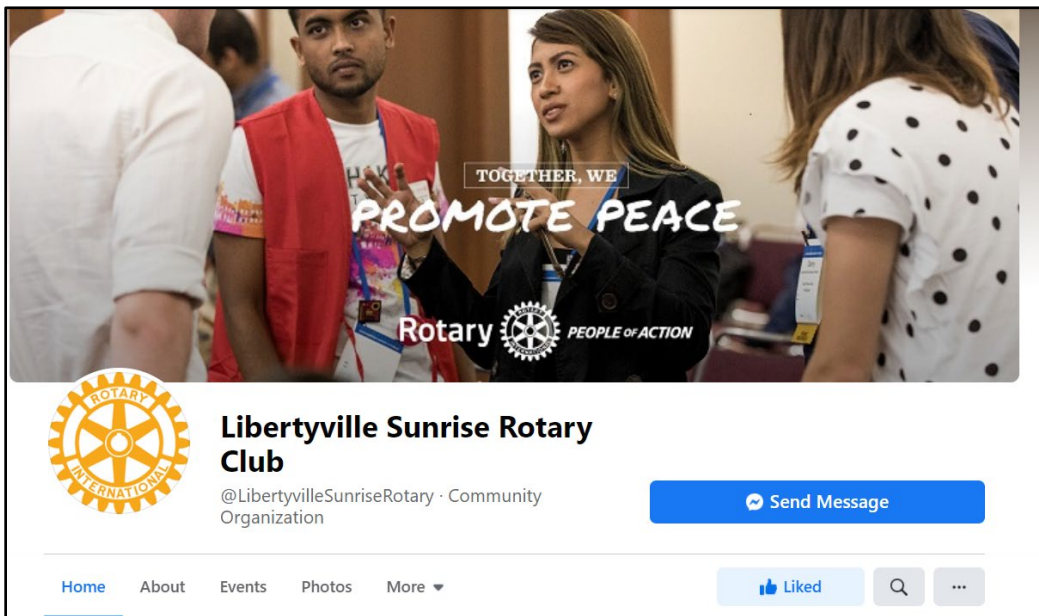
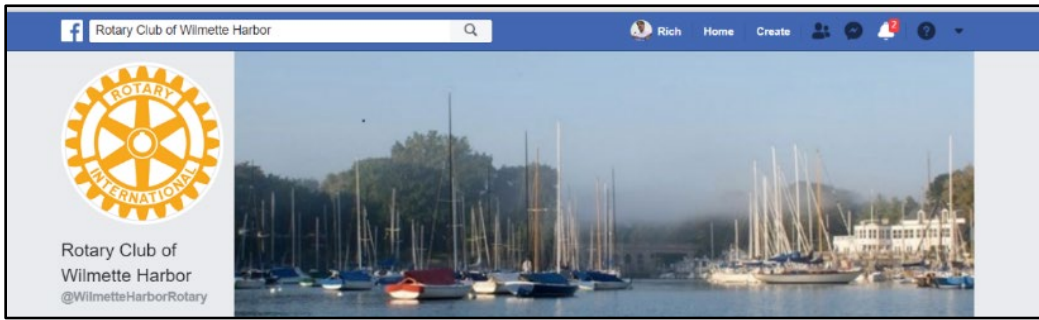
- **Are you using the up to date Rotary logo? Are you using a compliant club logo?**
 - The modern-day Rotary logo is the all-yellow wheel with blue Rotary logo type, known as the Master Brand Signature.
 - The wheel should not be used alone (without the Rotary type) unless it is used in close proximity to the Master Brand Signature.
 - Annual theme logos are current “Rotary Opens Opportunities”, not prior year themes.
 - Facebook Profile Pictures should be the Rotary wheel. Your club name will appear next to it on peoples’ Timelines. Alternatively, you can use your compliant club logo or a stylized graphic that does not use non-compliant Rotary graphics.
 - See examples below.
- **Website- Good Examples**



- Website- Non-compliant examples



- Facebook – Good Examples



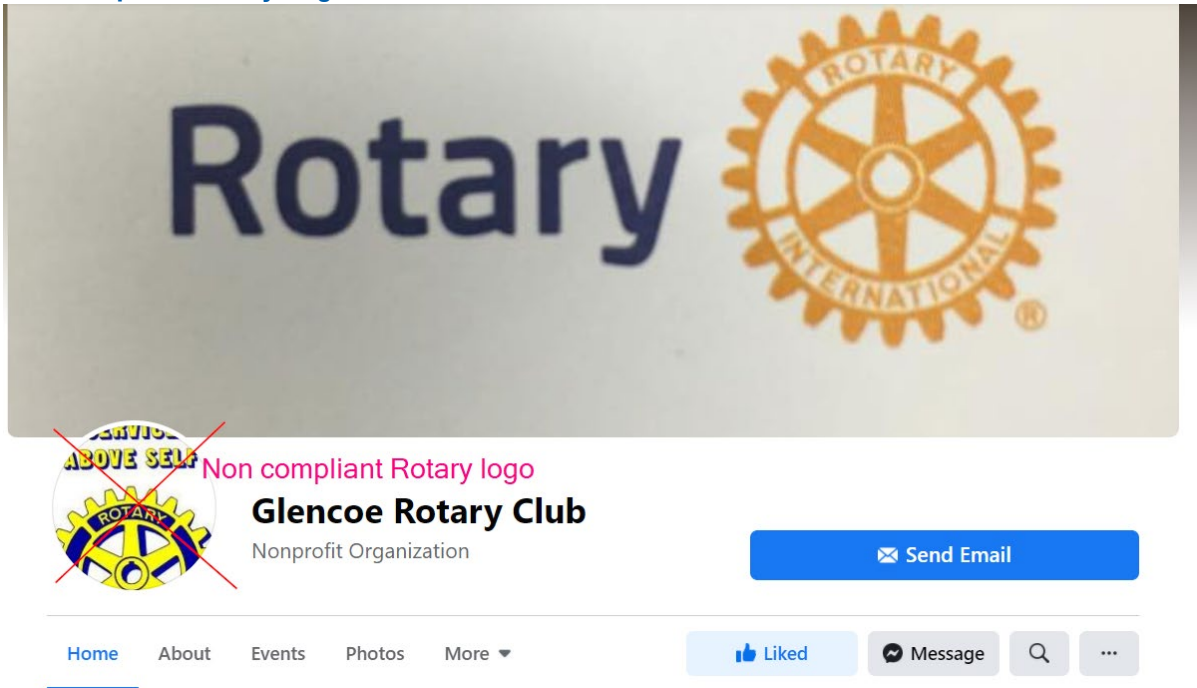


- Facebook- Non-compliant examples



This example uses the People of Action theme, but not the People of Action typography. Note, there is no need to put club name in the Profile photo, as it always appears on Non

Non-compliant Rotary Logo



This might be a more appropriate type treatment in the profile picture.



A simple logo works better than a photo for the profile picture due to the small size of profile pictures, especially in timelines.



For the Cover photo, this would be a more compliant choice



Note, you can create People of Action ads in various sizes with your own photos here:
<https://brandcenter.rotary.org/en-GB/App/Approval>

[Download the People of Action Style Guide here](#)