

USING THE ROTARY BRAND CENTER

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

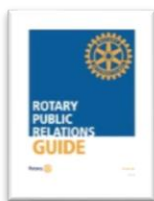
Here are five reasons you should use the Brand Center:



1. **LOGOS.** You can create your own club and district logos featuring Rotary's masterbrand signature and see your edits in real time.



2. **TEMPLATES.** You can develop professional-looking PowerPoint presentations, press releases, brochures, newsletters, banners and other materials to promote your club, project, or event. Create your own "People of Action" posters and social media images. Templates can be customized as much -- or as little -- as you want.



3. **GUIDES & GUIDELINES.** You can find guidelines for using Rotary's logos and answers to frequently asked questions about our visual identity. You can also find guides for event planning, branding your website or launching a social media account for your club.



4. **MEMBER MATERIALS.** You can create club membership cards and certificates of membership to make member inductions extra special. Create club stationery and business cards that reflect our visual identity.



5. **VIDEOS & PHOTOS.** You can download broadcast-quality public service announcements, videos, graphics and images to help tell Rotary's story. Choose from a variety of topics, including promoting membership, Rotary's areas of focus, polio eradication and more.

Get Started: brandcenter.rotary.org