

# Salisbury City Rotaract Club Inc.

Update: October 2023




## Visual Identity & Branding Guide

Adapted from the Rotary International (RI) Voice And Visual Identity Guide 2019-2020.



**FIND US**

 [/Salisbury Rotaract](#)

 [www.salisburycityrotaract.org](http://www.salisburycityrotaract.org)

# DOCUMENT OVERVIEW

## Purpose

A consistent voice and visual identity are essential components of a strong brand.

By using the design elements in this guide, you ensure that the Salisbury City Rotaract Club's brand is presented in a unified way. This methodology then as a result helps to build awareness and recognition of our club's brand, as well as the affiliated Rotary and Rotaract brand as a whole.

For further support, please see the Salisbury City Rotaract Club, Public Image Director:

**Damien Walker**  
Mobile: 0423 914 675  
Email: [walker.damien.1995@gmail.com](mailto:walker.damien.1995@gmail.com)

Alternatively, please peruse the Brand Center at [rotary.org/brandcenter](http://rotary.org/brandcenter).

## Contents

2 Purpose

### OUR BRAND

3 Rotaract Brand: At A Glance

4 Our Essence – why is branding important?\

6 Logos – Our Club Logo

7 Logos – Best Practice

8 Typography – Fonts

9 Colour Palette – Overview with Formulae Code

### OUR MEDIA

10 Communication Types

11 Content Guidelines

` Platforms Used – Website, Facebook etc.



## OUR ESSENCE

### Why is voice and visual identity important to our club/entire organisation?

#### ~A Rotary International Perspective~

A Club's essence originates from Rotary International's vision statement and explains who we are, what we care about, and how we communicate and make decisions. Rotary International has the following vision:

**VISION:** Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

**ESSENCE:** Rotary joins leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

Our essence summarises what Rotary is all about — current and emerging leaders who come together, form relationships, and create a positive impact in communities at home and around the world. It also reflects the values that define Rotary: fellowship, integrity, diversity, service, and leadership.

By focusing our communications on our essence, we reinforce what Rotary stands for, how we differ from other organisations, and why Rotary matters today. This approach makes it possible for each of us to develop our own powerful statement about our clubs and collectively tell a compelling and cohesive story about Rotary.

**WHITE (MASTERBRAND)**



**FULL COLOUR (MASTERBRAND)**



**WHITE (SIMPLIFIED)**



**FULL COLOUR (SIMPLIFIED)**



**THEME LOGO**



**COLOUR PALETTE**



Salisbury City Rotaract  **2023 agm**

Congratulations to our new elected club board for the YEAR 2023-2024




**CLUB PRESIDENT**  Roly Wilson (Secretary)  
**CLUB MANAGER**  Christopher Neave (Planning)  
**Treasurer**  Gillian Walker (Finance)  
**SECRETARY**  Rebecca Johnson (Publicity)  
**MEMBERSHIP**  Graham Jones (Outreach)  
**COMUNITY**  Emily Ward (Community)

**WORLD ROTARACT WEEK**  
#worldrotaractweek



Salisbury City Rotaract 

**INTERNATIONAL WOMEN'S DAY**  
EMPOWERING WOMEN FOR OUR FUTURE



Salisbury City Rotaract 

**WE ARE STEPPING UP FOR THOSE WITH CEREBRAL PALSY**

Salisbury City Rotaract 

**PLEASE SUPPORT OUR TEAM WITH DONATIONS**



**Joshua Lay's REASONS FOR GRATITUDE**

**I am grateful:**

- having the freedoms of a first world country.
- for good times spent with friends.



Salisbury City Rotaract 

Salisbury City Rotaract  **2021 Christmas Present Appeal**

**THANK YOU**

We collected **OVER \$1000** WORTH of children's toys



Salisbury City Rotaract 

**Strength IN OUR DIVERSITY**




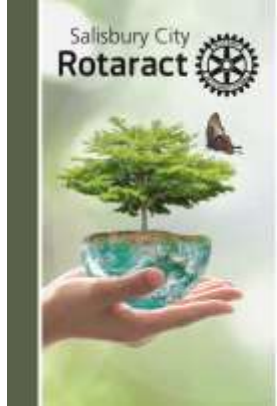
**Come As YOU Are & Give What YOU Can!**

Salisbury City Rotaract 

**CONNECT** to Community  
**LEARN** Continuously  
**ENJOY** Volunteering  
**GROW** as Leaders  
**DEVELOP** Personally  
**PROGRESS** Professionally  
**MAKE** Lasting Friends  
**HAVE** Fun

[www.salisburycityrotaract.org](http://www.salisburycityrotaract.org)  
[SalisburyCity@rotaract.org.uk](mailto:SalisburyCity@rotaract.org.uk)  
[facebook.com/SalisburyRotaract](https://facebook.com/SalisburyRotaract)  
[@salisburycityrotaract](https://twitter.com/salisburycityrotaract)

Salisbury City Rotaract 



Let's talk about...

**CLIMATE CHANGE**

THE EVENT IS SUPPORTED BY:  **8 December, 8pm-9pm @ Tynes25 Salisbury**

**EVENT PLANNING**



Salisbury City Rotaract 

FIND US 

Salisbury City Rotaract  **STRATEGIC PLAN 2023-2025**

**OUR MEMBERS ARE**

- Working hard (volunteer)
- Working to better leaders
- Young Professionals
- Working to build professional
- Community focused
- Successful

VISION	MISSION
Salisbury City Rotaract Club is a strong social, collaborative, and inclusive community of empowered young leaders.	As a social service club, Salisbury City Rotaract Club helps its members to develop knowledge and skills that assist them in their personal and professional lives.
As passionate change-makers with a commitment to diversity, equity and inclusion, we aspire to inspire inclusive individuals, who are the next generation of leaders, who work tirelessly to uplift our Salisbury community.	Members have an impact on issues that matter to themselves by supporting projects that address the social issues and health in their community. Members collaborate and listen to community to deliver meaningful service projects to support a thriving Salisbury Community.

**MEETING OUR VISION**

<b>SOCIAL</b> <ul style="list-style-type: none"> <li>• Inspire the emotional, social life of our club.</li> </ul>	<b>UPSKILL</b> <ul style="list-style-type: none"> <li>• Increase confidence and capability of our members to support project/club running.</li> <li>• Provide professional development.</li> <li>• Membership recruitment.</li> </ul>
<b>STRUCTURE</b> <ul style="list-style-type: none"> <li>• Build consistency of resources to better the member experience.</li> </ul>	<b>FUTURE</b> <ul style="list-style-type: none"> <li>• Create a vision that is future proof and prepares for members and the needs of the club.</li> </ul>
<b>WELLBEING</b> <ul style="list-style-type: none"> <li>• Increase member wellbeing.</li> <li>• Build wellbeing into our club strategy.</li> </ul>	<b>SERVICE</b> <ul style="list-style-type: none"> <li>• Identify projects that members can lead.</li> <li>• Increase the capabilities and capacity of our club.</li> </ul>

CONNECT  [www.salisburycityrotaract.org.uk](http://www.salisburycityrotaract.org.uk) [facebook.com/salisburycityrotaract](https://facebook.com/salisburycityrotaract) [twitter.com/salisburycityrotaract](https://twitter.com/salisburycityrotaract)

## LOGOS

# Our Club Logo

## Signature System for Clubs

The Rotaract Club Signature comprises the Masterbrand Signature plus the club's name. The club's name always appears on the same side as the wordmark, it should right-align with the "t" in Rotaract. The positioning and the size relationship between the wordmark and the wheel can't be altered. Additionally, the text type and colour can not be altered outside the options listed below either.

- Versions of these logo for use with Microsoft Software can be found at [www.salisburycityrotaract.org/docs](http://www.salisburycityrotaract.org/docs)
- For versions used for large scale media and merchandising, please contact the Public Image Director. They will provide the correct image files.

### OPTION 1 – WHITE (DARK BACKGROUNDS)



**Option 1** is for use on a solid background as per example. This is to be one of the colours specified in the colour guide.

As a rule, we use the Masterbrand lock-up for all media, unless it is super small. The simplified version is used, if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

**The must be at least 1cm space on all sides of this logo.**

### OPTION 2 - CRANBERRY (FULL COLOUR)

**Option 2** is for use with light backgrounds as per example. Ensure the logo is clear enough to still be visible on top of this chosen color.

As a rule, we use the Masterbrand lock-up for all media, unless it is super small. The simplified version is used, if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

**The must be at least 1cm space on all sides of this logo.**



# LOGOS

# Best Practice

## Incorrect ways to use the Club Logo...

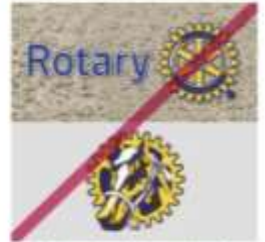
### INCORRECT USAGE — Masterbrand Signature



Use the Masterbrand Signature on a background that has sufficient contrast.



Use a color version of the Masterbrand Signature when printing in full color.



Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.



Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.



Keep all elements undistorted and in the right order.

## Best ways to use the Club Logo...

### CORRECT USAGE — Masterbrand Signature



Use the Masterbrand Signature on a background that has sufficient contrast.



Use a color version of the Masterbrand Signature when printing in full color.



Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.



Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.



Keep all elements undistorted and in the right order.

Although these are for the Rotary Logo, the exact rules apply for the Rotaract Club Logo.

Please consult the Salisbury City Rotaract's Public Image Director about logo placement, flyer design, signage and graphic design matters.

Refer to Page 27 of the RI Voice And Visual Identity Guide 2019-2020 for further details.

# TYPOGRAPHY

## Fonts

Using Rotary's typography, or fonts, helps keep our communication cohesive and distinctive. Using these help build recognition for our club and the Rotary brand.

### DOWNLOAD & INSTALL FONTS

<https://fonts.google.com/specimen/Open+Sans#glyphs>

Headings/Titles

## OPEN SANS CONDENSED

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstu

vwxyz1234567890

Condensed Light

*Condensed Light Italic*

**Condensed Bold**

Main Body

## OPEN SANS

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstu

vwxyz1234567890

Light

Regular

*Italic*

**Bold**



## Overview

Rotaract official colours are intended to express who we are: contemporary, compassionate, persevering, and inspiring.

Three shades of blue and one of gold are our main colours. To create a consistent look and feel, we encourage you to use these colours more than the other colours in our palette.

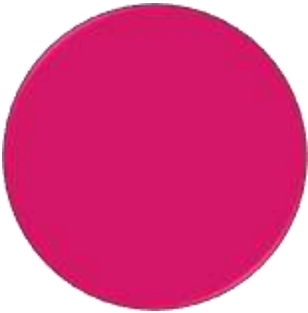
Use **Rotaract Cranberry** most often, and reserve **White** and **Orange** to complement and highlight.

**Rotary Gold** should be used as the “jewel” on a page.

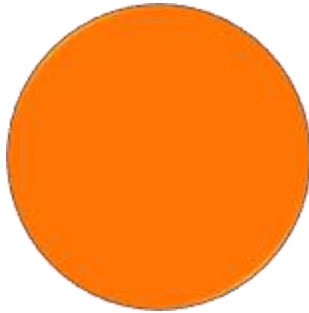
Use secondary colours sparingly to create emphasis or to differentiate within a series.

Cranberry, Charcoal and White are generally used as the background options.

All of the colours have been chosen carefully to complement one another in most situations. They should be used in their pure forms, never altered.



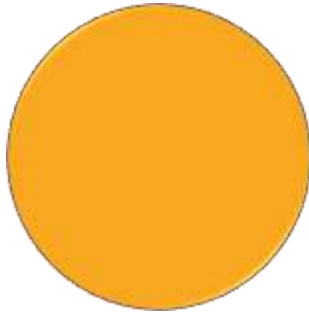
**Cranberry**  
Hex #f7a81b  
R247 G168 B27



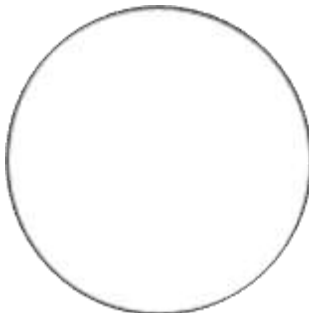
**Orange**  
Hex #ff7600  
R255 G118 B0



**Charcoal**  
Hex #54565a  
R84 G86 B90



**Rotary Gold**  
Hex #f7a81b  
R247 G168 B27



**White**  
Hex #ffffff  
R255 G255 B255

... RGB for digital  
... Hexadecimal for web



## MEDIA (ELECTRONIC & PRINTED) Communication Types

The Rotary Club of Salisbury (SA) aims to have an active presence in our community – supporting and serving those in our community. Our print and electronic media make this possible. These include:

- Rotarecall
- Website
- Facebook

Use of print and social media is to increase the reach of our club to the community and prospective members. This means that we must consider who our content is going to and the perception the content has for potential members and community members who read this.

In order to engage potential members, we now need to use web, print and social media actively and appropriately. We aim to display that the Salisbury City Rotaract as Diverse Inclusive, People of Action



# MEDIA (ELECTRONIC & PRINTED)

## Content Guidelines

**THE FOLLOWING GUIDELINES ARE TO BE ADHERED TO BY CREATING CONTENT TO BE VIEWED BY THE SALISBURY CITY ROTARACT COMMUNITY.**

### When & How:

Social media / print media should be used throughout the entirety of an event and throughout the whole year, even when the club may not have any events on or may be on break.

There are five stages when we can use these media tools:

Pre-Event / When promoting events and activities – good quality photos and images are important. Create an Event Page, flyers etc.

During the Event / Twitter and Facebook are 'current' media – post during the event / activity – while it's on.

Post Event / Photos and story after an event – pictures are critical, must be posted within 24 hours to have impact. This is often the stage we miss. Certificates of appreciation to sponsors are also good media.

Membership / Invitations to our audience to engage and participate in the club through events and membership. Facebook, website, brochure, signage are examples of these.

General Rotary/Rotaract Profile & Brand Raising / Reposting rotary.org, RDU, D9510 content or content from other Area 6 clubs posts and raising the profile of Rotary programs. These might be when we don't have a lot of event/projects going on.

### Content:

- Should not be party political.
- Should not be religious in nature.
- Should not be offensive in any way.
- Should not result in personal financial gain to members.
- Should not mention and support commercial firms unless they are actively sponsoring a club activity.
- Should not leave members in a bad light.
- Should not breach copyright.
- Should not have spelling or grammar errors or use slang.
- Should not be random posts with no relevance to Rotary (e.g. football scores, reposting police reports, motivational pictures).

# Platforms Used

## FACEBOOK

 [/Salisbury Rotaract](#)

 [@SalisburyCityRotaract](#)

 [linkedin.com/company/salisbury-city-rotaract-club-inc](https://www.linkedin.com/company/salisbury-city-rotaract-club-inc)

Our Facebook, LinkedIn and Instagram pages are the primary method of posting updates about our club for the community we serve to see. This is where we display news updates about events that have occurred and or will occur. It is also a page used to celebrate and document what occurs in our Club Meetings.

Please contact the Public Image Director for access to posting on this page.  
Please send the Public Image Director content for posting on this page.

## WEBSITE

 [salisburycityrotaract.org](https://salisburycityrotaract.org)

This is a general landing page for all things related to our club. This means it contains information that isn't going out of date on a regular basis and links to other content like Facebook. Therefore, it is important for the Facebook page to be updated frequently.

Should you wish anything to be displayed on this page, please contact the Public Image Director.