

Rotaract District Council 2025-26

Rotary International District 3191

Rotaract Brand Guidelines

Club Logos

- In your club logo, use the club name as per your charter certificate.
- You don't have to use the word "club" in the logo if you don't normally use that word in your name. For example, you could use "Rotaract ABC" instead of "Rotaract Club of ABC."
- In the template, the club name always appears on the same side as the word "Rotaract."
- It should align on the right with the final "t" in "Rotaract."
- The font, colour, position, and the size relationship between the word and the wheel can't be altered. You can continue the wording onto another line for visual balance if needed.
- Your official club logo includes only the Rotaract Masterbrand Signature plus your club name.

Note: Don't add any other text or graphics or make the logo a subordinate part of a larger design.

- You can use either the regular or simplified version of the Masterbrand Signature to create your club logo. We do recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Regular Masterbrand



Simplified Masterbrand



[Create your club logo using template.](#)

PP. Rtr. Aishwarya K R

District Rotaract Secretary - Administration

PP. Rtn. Rtr. Karthik Chikmath

District Rotaract Representative

PP. Rtr. Rohan A

District Rotaract Secretary - Operations

PP. Rtr. Madhusudhan A Kallur

District Rotaract Secretary - Initiatives

PP. Rtr. Ajay Kumar S

District Joint Secretary

Rotaract District Council 2025-26

Rotary International District 3191

Rotaract Partners and Initiatives

Your club can also use lockups to show your support of Rotary initiatives such as End Polio Now and the Rotary Youth Leadership Awards.



Create your partnership lockup using the logo lockup template.

Rotary Graphics

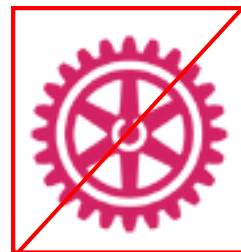
Logos

Mark of Excellence

- The Rotary wheel is the Mark of Excellence.
- This is a secondary logo that is mainly used on round items like road signs and merchandise.
- This logo also can be used as the round profile image on club, district, and zone social media pages.
- If you use it on items such as flyers or banners, you need to use it near your club logo.
- There is no simplified version of the Mark of Excellence, the words “Rotary International” always need to appear in the wheel.



Correct Usage



Incorrect Usage

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End Polio Now logo

Use the logo lockup when you want to show your club, district, or zone's affiliation with the End Polio Now effort such as at an event or fundraiser or in communications.

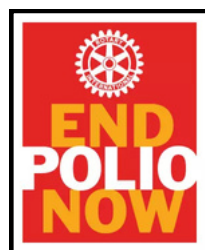


Primary End Polio Now logo

- This is the primary logo that represents Rotary's End Polio Now effort. The Mark of Excellence (the wheel) cannot be replaced with the simplified version because it needs to include the words "Rotary International."
- This logo can be used only when your materials also include your club name.

Secondary End Polio Now logo

- This secondary logo is square and doesn't include the wheel. It can be used in logo lockups (see below) and when the primary logo won't work for your promotional materials. Use it only when your club name is also present.



Primary



Secondary

[Download your End Polio Now logo](#)

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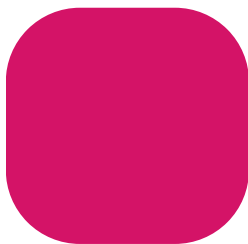
Best practices

- Use Rotaract/Rotary/Interact masterbrand as per RI standard colours or black or white.
- All Rotary wheels in the creative to be of same size (in case of more than one masterbrand).
- All masterbrands in the creative to be in single format of logos (Simplified or Regular).
- Refrain from using club logos, themes or creatives along with the rotaract club masterbrand.
- "UNITE FOR GOOD" is recommended but a non-mandatory usage with the masterbrand.
- Refrain from using club logos, themes or creatives on all official documents, name badges, banners, presentations, posters, printables and any other creatives on social media.
- "Mark of Excellence" or the "Rotary Wheel" not to be used as watermark.
- In case of more than one non Rotary/Rotaract/Interact partner for an event, their logos should not be used side by side of masterbrand.
- Refrain from using PHF, DRR, DRRE, DRRN, DG, DGE, DGN as prefixes for any name, kindly use the expanded form after the name.
- Applicable prefixes to a name are IPP/PP, IPDRR/PDRR, IPDG/PDG, Rtn, Rtr, ltr. Refrain from using these prefixes if they no longer hold active membership with Rotary International.
- Refrain from using "RAC [Club Name]", kindly use "Rotaract Club of [Club Name]."
- Refrain from using "Rota Year", kindly use "Rotary Year/Rotary International Year."
- Kindly use "Rotary International District/RI District," RID stands for Rotary International Director.

Do's & Don'ts

Note: follow the same Do's & Don'ts as Rotary for Rotaract.

Colour Formula



Cranberry

As seen in the Rotaract logo

PMS 214C

C13 M100 Y37 K0

Hex #d41367

R212 G19 B103

Rotary International Brand Center

Note: all physical/digital creatives that do not follow Rotary International brand elements may not be endorsed/promoted by Rotaract District 3191.

For any queries, reach out to your respective Zonal Rotaract Representatives or District Secretariat.

(This document is inspired from RI brand center)

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