

ROTARY INTERNATIONAL BRAND ELEMENTS

FONTS

When you use Rotary's typography, or fonts, you help keep our communications cohesive and distinctive. Build recognition for your club and Rotary by using these fonts. You can use the free options when the licensed options aren't available or are cost-prohibitive.

Primary Fonts

Use the primary fonts for headlines and navigation labels.

- Frutiger (Licensed)
- Open Sans (Free)
- Arial (Free)

Secondary Fonts

Use the secondary fonts for body text, secondary headlines, and captions.

- Sentinel (Licensed)
- Georgia (Free)

COLOURS

Rotary's brand colors should be used to create a consistent look across all Rotary communications. Our colors have been carefully chosen to complement one another in most situations and should be used in their pure forms, never altered nor screened. Each color includes formulations for the following uses:

- Pantone™ colors for print
- CMYK for 4-color process print
- Hexadecimal for web
- RGB for digital

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COLOUR FORMULAS

Rotary Royal Blue

As seen in the word "Rotary" in the Masterbrand Signature

PMS 286C

C100 M84 Y12 K3

Hex #17458f

R23 G69 B143

Rotary Gold

As seen in the wheel in the Masterbrand Signature and the Mark of Excellence

PMS 130C

C0 M41 Y100 K0

Hex #f7a81b

R247 G168 B27

Azure

As seen in the one-color version of the Masterbrand Signature and the Mark of Excellence

PMS 2175C

C100 M56 Y0 K0

Hex #0067c8

R0 G105 B200

White

C0 M0 Y0 K0

Hex #ffffff

R255 G255 B255