



ROTARACT DISTRICT ORGANISATION 2024-2025  
ROTARY INTERNATIONAL DISTRICT 3201

EDITORIAL MANUAL

# JAADE- DEWS 2024

# **T A B L E O F C O N T E N T S**



- The Importance of Editorial Session
- Exploring Prefixes and Suffixes
- Understanding Abbreviations
- The Significance of Brand Logos
- Symbolism in Logo Elements
- Structuring Logo Placement in Designs
- Crafting a Club Logo using RI Brand Center Templates
- Crafting an Effective Letterhead
- Designing an Eye-catching Poster
- How to design a standee/ Club banner ??
- Creating Compelling Newsletters / Bulletins
- Size for social media & poster usage.

# Importance of editorial session:

---

This initiative offers a unique and enriching opportunity that goes beyond the surface. This editorial session isn't just an event; it's a gateway to honing your communication skills, fostering creativity, and developing a sharp editorial eye. It emphasizes maintaining professionalism in everything you do while teaching the fundamentals of editing.

## Prefix and Suffix:

---

Prefixes and suffixes play a significant role when addressing a person's name in relation to their professional qualifications.

**For example:**

- Dr. Thanghapantieyaan
- Thanghapantieyaan, Ph.D.,

Similarly, when addressing a Rotaractor or Rotarian, it is essential to use the appropriate prefix, such as Rtr. or Rtn., before a person's name.

**For example:**

**Do's:**

- Rtr. Thanghapantieyaan
- Rtn. Thanghapantieyaan
- Rtr. PP. Thanghapantieyaan
- Rtn. Rtr. Thanghapantieyaan
- Rtr. PHF. Thanghapantieyaan
- DRR Rtr. PHF. Thanghapantieyaan
- Rtr. PHF. Dr. Thanghapantieyaan

**Don'ts:**

- Rtr. Thanghapantieyaan. PHF
- Dr. Rtr. PHF. Thanghapantieyaan

# Abbreviation:

---

When using abbreviations, it's important to be precise with case sensitivity, which involves correctly using capital and lowercase letters. The way we apply abbreviations and maintain case sensitivity is crucial, so we must strive for accuracy.

## **For example:**

### **Do's:**

- Rtr- Rotaractor
- IPP- Immediate Past President
- PP- Past President
- DRR- District Rotaract Representative
- IPDRR- Immediate Past District Rotaract Representative
- Rtn- Rotarian
- RC-Rotary Club
- PHF- Paul Harris Fellow
- MPHF- Multiple Paul Harris Fellow
- MD-Major Donor
- AKS- Arch Klumph Society member

### **Don'ts:**

- RTR
- RTr
- RTN
- Rtn
- RaC
- Phf
- Mphf
- Rc
- Aks
- Drr
- Ipdrr

# Every brand has a logo to represent itself and establish its unique identity:

Similarly, Rotary and Rotaract have their own logos to represent their identities.

- The colors in the logos help us identify the brand, and we should never alter these colors to suit our preferences.
- Only the color combinations provided in the Editorial Kit should be used.
- Any other customized colors used at our discretion will not be accepted.

The official colors of the logos are:



**Rotaract  
District  
Organisation**

COIMBATORE | KOCHI | PALAKKAD | IDUKKI | THRISSUR



# We adhere to a specific order when placing logos:

---

1. Rotary Logo.
2. Rotary Theme: The magic of Rotary
3. Rotaract District 3201 Logo
4. Rotaract District 3201 Theme: ROAR-Revel On As Radiant
5. Club Logo



Rotaract  
District 3201



Rotaract  
District 3201



Rotaract  
District 3201



## Conditions:

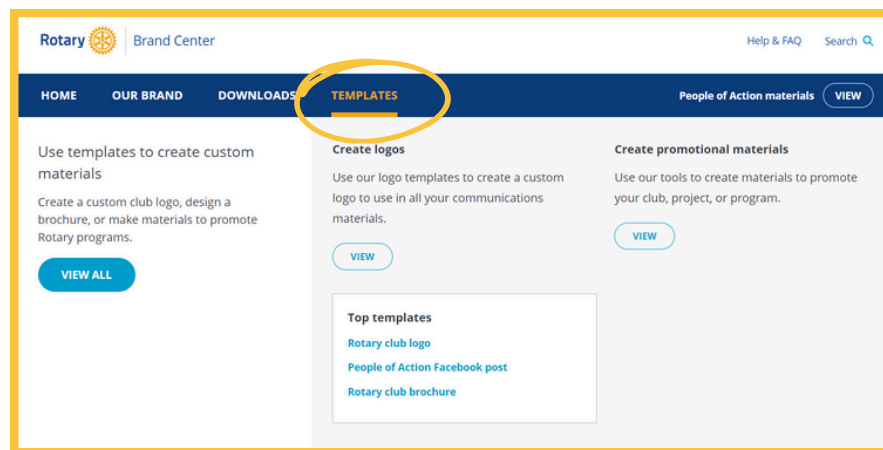
---

- Use the lockup template to add the names or logos of partners, sponsors, events, or programs.
- Don't use colors in your logo that aren't part of the template.
- Avoid placing club names around the Rotary/ Rotaract logo or combining it with other images on your own. The logo can be designed in official website.
- Don't move around or manipulate the components of the Rotary, Rotaract logo.
- Each Rotary wheel should be in the same size, deforming of the logo should not be done.

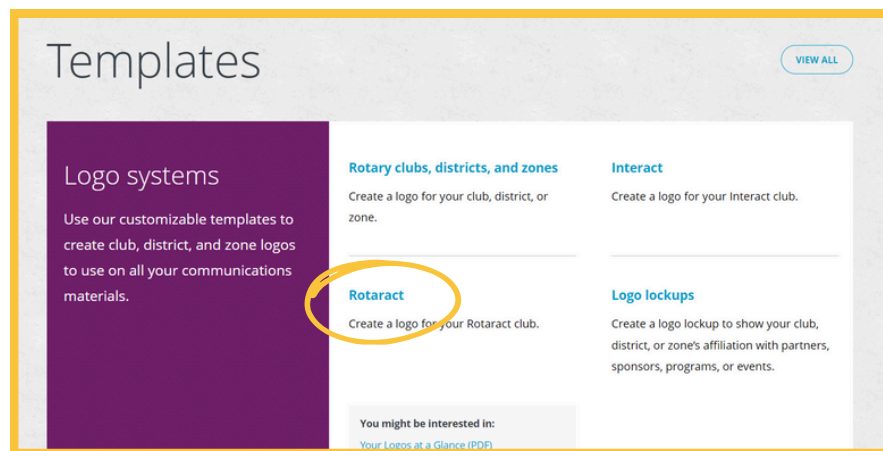
# How to Use Templates from the RI Brand Center to Create a Club Logo?

Website: <https://brandcenter.rotary.org>

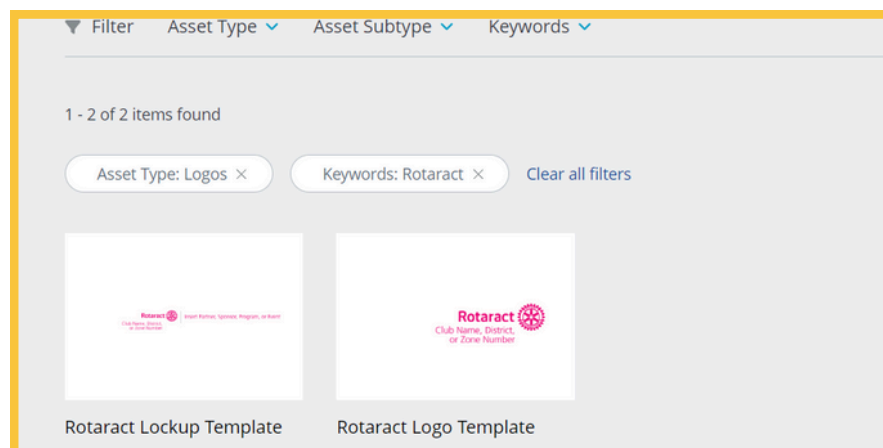
1.



2.



3.



## Examples of Club's standard logo:

---



\*These are some examples of standard logo for the club which can be created with the help of Rotary brand center\*

## Examples of club logo:

---

### Checklist:

Rotary wheel or Rotaract logo along with the club name - Club theme - President name.

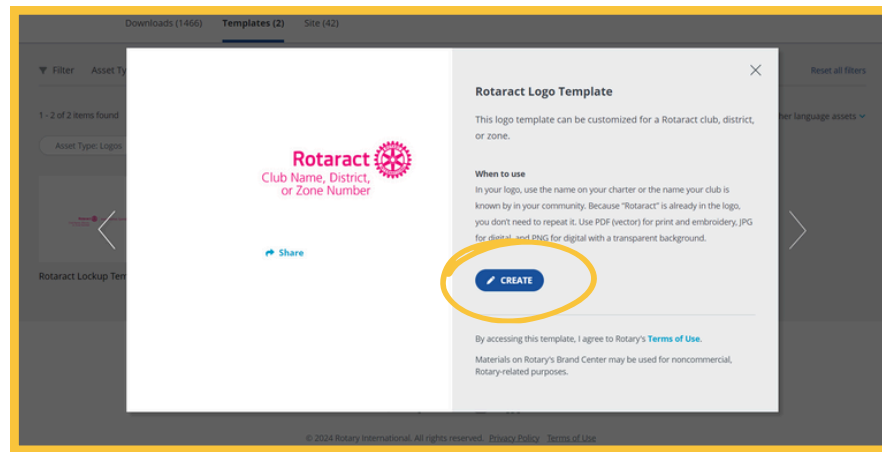


**DISCLAIMER: Rotary wheel or Rotaract logo should not be deformed or disturbed**

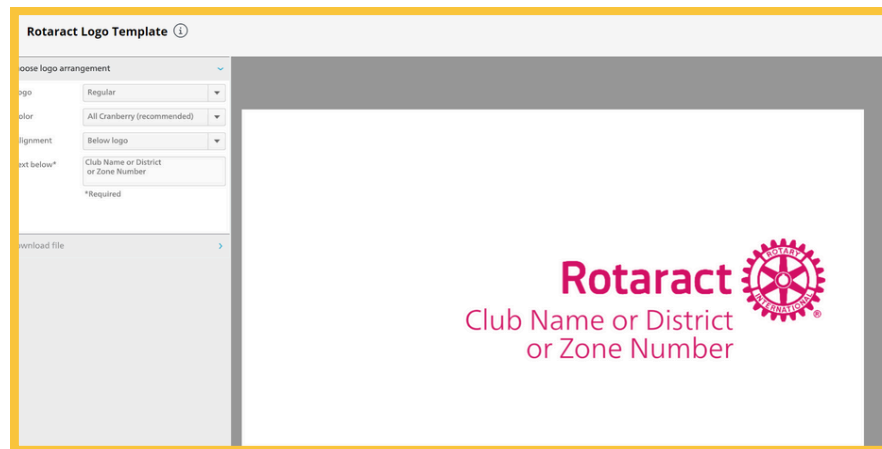
\*These are some examples of Club logo for the club which can be created with all mandatory details\*



4.



5.









1. Click the link to enter the website, and the Rotary Brand Center home page will be visible.
2. In the selection tab, go to the **Template** page.
3. On the Template page, you will find various logo templates, such as Rotary, Rotaract, Interact, etc. Select "**Rotaract.**"
4. The Rotaract templates will be displayed; choose the **Rotaract Logo template.**
5. A new tab will open. Click on the "**Create**" option.
6. You will be redirected to a page where you should fill in the details of the club in the respective fields. Select the alignment and **color** of the logo as required.
7. Complete all the necessary details and then click "**Download.**"
8. Choose the type of document, wait for a few seconds, and the logo will be downloaded.

# How to design a letter head ?

## Checklist:

Logos - Club Name - Spons, Group, District - Charter ID & Date - Officials Name with Designation - Secretariat Address - Contact Information - A4 Size

<b>CLUB LOGO</b>	<div><div>Rotary</div><div></div><div>THE MAGIC OF ROTARY</div><div>Rotaract</div><div>District 3201</div><div></div><div></div></div> <div>ROTARACT CLUB NAME SPONSORED/PARENTED BY ROTARY CLUB NAME CLUB ID 320156   GROUP 1   RID 3201 CHARTER DATE: 01.07.2015</div> <div> mailidoftheclub@gmail.com  +91 79048 11896 &amp; 63841 00866  rotaract_club</div>
<b>Rtr. ABCDEFGH</b> PRESIDENT	<b>Rtr.IJKLMNOP</b> SECRETARY
3201/1, Coimbatore, Tamilnadu-640000	

\*This a sample letterhead with all mandatory details\*

# Designing a eye-catching poster:

Posters are a powerful tool for communication and promotion, serving as the Face of the club. They effectively engage the community, raising awareness about our projects and initiatives. By using posters, we can attract attention, provide essential details at a glance, and create a lasting impression on the community. They also serve as a tangible representation of our commitment to service, encouraging public participation and support for our club activities.

## Types of poster:

- Center Alignment
- Left Alignment
- Four Corner Alignment

## Posters must have:

1. Logos
2. Club Details:

### Example:

Rotaract Club of PSGR Krishnammal College for Women

Sponsored by Rotary Club of Coimbatore East | Club ID - 8255

Charter Date: 27/09/2007 | Group 6 | Rotary International District 3201

3. Event Name:
4. Event Details: Date, Time, Venue, Tagline
5. Club Members Title
6. Title Placement in poster:

- A best practice to follow in club layouts is positioning the President name on the **LEFT** and the Secretary name on the **RIGHT**, with their designations listed below their names.

### Example:

**Rtr. Vinmitha K**

President ( 2024-2025)

**Rtr. Dev Wadhani**

Secretary (2024-2025)

If the club has two secretaries: - The President's name should be centered, with the Secretaries' names on either side. And Best practice Name to be above and Designation below their name for the club members.

### Example:

**Rtr. Shameetha**

All Avenue Chair

# How to design a poster ?

## Checklist:

Logos - Club Name - Spons, Group, District - Event name - Event location, date & time - Event Chair name - President name & secretary name - Contact Information.

Rotary





Rotaract

District 3201





CLUB  
LOGO

ROTARACT CLUB NAME  
SPONS/PARENTED ROTARY CLUB NAME  
CLUB ID | GROUP | RID 3201



EVENT NAME

EVENT DATE | TIME | LOCATION

EVENT CHAIR NAME  
Contact Details: 9876543201

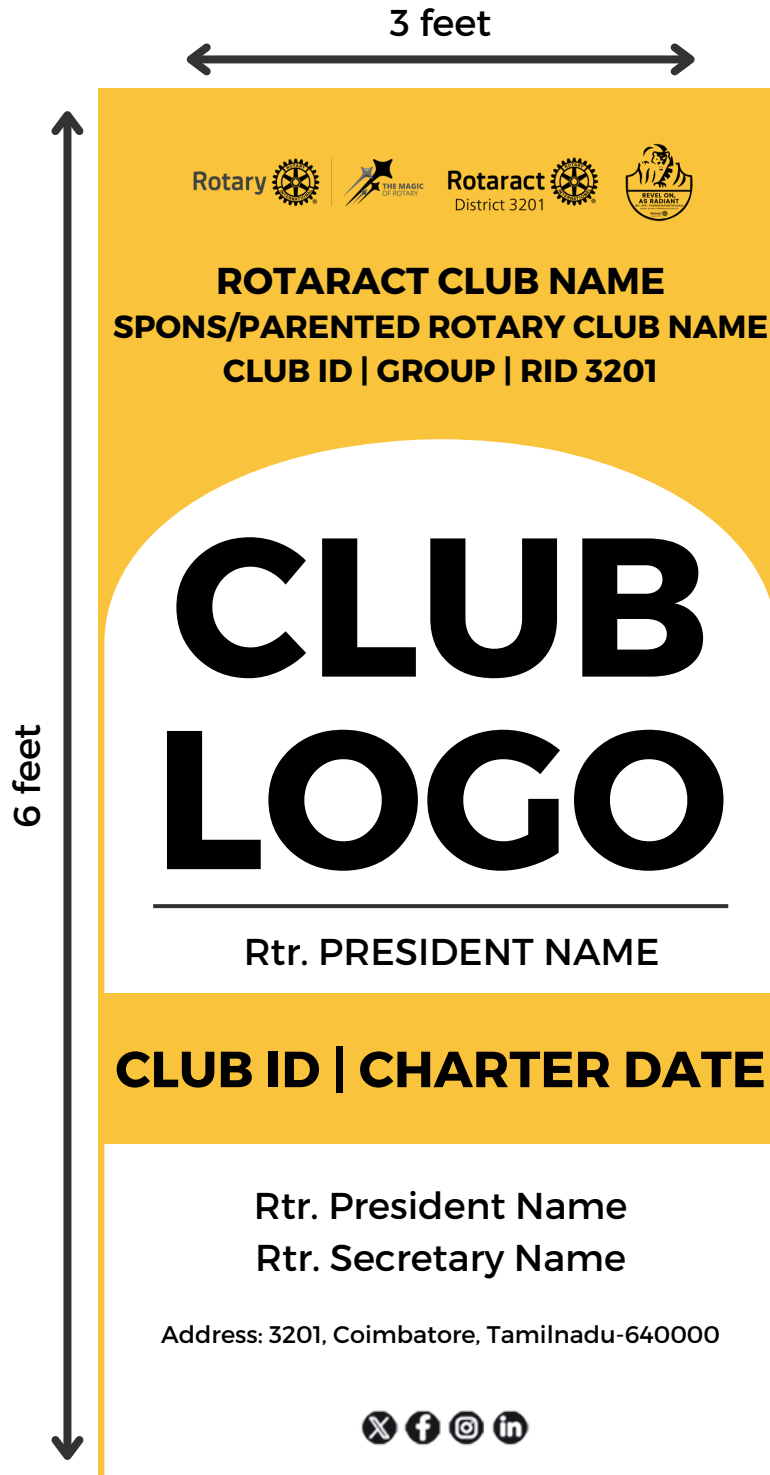
Rtr. President NameRtr. Secretary Name

\*This a sample poster with all mandatory details\*

# How to design a standee ?

## Checklist:

Logos - Club Name - Spons, Group, District - Charter ID & Date - President & Secretary - Secretariat Address - PR Link , Profile or QR code - 6X3 Ft



\*This a sample standee with all mandatory details\*

# How to design a newsletter/bulletin ?

---

A club's newsletter or bulletin serves as a magazine that promotes the club's events, shares untold stories, and provides information not typically covered in monthly reports. It acts as a platform for the entire club to showcase its talents and communicate impactful messages to the public.

The bulletin should include fun elements to entertain club members while highlighting club activities. It should also provide updates and news from Rotary International, including information from [rotary.org](http://rotary.org). Additionally, the bulletin can feature puzzles and other engaging content to encourage Rotaractors to read it regularly.

## Make sure your contents are:

### 1. Relevant

- **Audience-Centric:** Tailored to the interests, needs, and pain points of your target audience.
- **Timely:** Address current trends, events, or topics of interest.

### 2. Clear and Concise

- **Straightforward:** Get to the point quickly, avoiding unnecessary jargon.
- **Structured:** Use clear headings, bullet points, and short paragraphs to make the content easy to digest.

### 3. Engaging

- **Compelling Headlines:** Capture attention with a strong, intriguing headline.
- **Storytelling:** Use stories or relatable examples to draw readers in and make the content more memorable.
- **Interactive:** Include elements like polls, quizzes, or CTAs to encourage reader interaction.

### 4. Informative and Valuable

- **Insightful:** Provide new information, insights, or perspectives that the audience finds valuable.
- **Actionable:** Offer practical advice, tips, or steps that readers can apply.

### 5. Authentic

- **Genuine Voice:** Write in a way that reflects your brand's personality and values.
- **Transparency:** Be honest and transparent, which helps build trust with your audience.

### 6. Well-Researched

- **Accurate:** Ensure the content is fact-checked and based on reliable sources.
- **Comprehensive:** Cover the topic thoroughly, addressing different aspects and viewpoints.

## 7. Visually Appealing

- **Images and Graphics:** Include relevant visuals to complement the text and break up large blocks of text.
- **Formatting:** Use consistent fonts, colors, and spacing for a polished look.

## 8. SEO Optimized

- **Keywords:** Include relevant keywords naturally within the content to improve search engine visibility.
- **Meta Descriptions:** Write compelling meta descriptions to enhance click-through rates.

## 9. Emotionally Resonant

- **Connect Emotionally:** Tap into the emotions of your audience, whether through humor, empathy, or inspiration.
- **Relatable Content:** Address common challenges or experiences that resonate with the audience.

## 10. Shareable

- **Social Media Friendly:** Create content that is easy to share on social platforms, with share buttons and hashtags.
- **Quotes and Snippets:** Highlight key points or quotes that are easy to share.

## 11. Call to Action

- **Clear Direction:** Guide the reader on what to do next, whether it's subscribing, contacting you, or making a purchase.
- **Strategic Placement:** Position CTAs where they naturally fit within the content flow.

## 12. Adaptable

- **Scalable:** Content should be adaptable to different formats and platforms, whether it's a blog post, video script, or social media update.
- **Flexible Tone:** Adjust the tone and style based on the platform or audience segment.

## 13. Error-Free

- **Proofread:** Ensure the content is free from spelling, grammar, and punctuation errors.
- **Consistent Style:** Maintain a consistent writing style that aligns with your brand.

# Sizes for posters and social media usage:

---

PORTRAIT  
1080\*1350

LANDSCAPE  
1350\*1080

LETTERHEAD  
or  
DOCUMENTS  
A4

SQUARE  
1080\*1080

INSTA STORY  
or  
REELS  
1080\*1920

VIDEO  
1920\*1080





# JADE

**DISTRICT EDITORIAL WORKSHOP & SEMINAR**

**CONTACT DETAILS :**

[districtbrandingcommittee3201@gmail.com](mailto:districtbrandingcommittee3201@gmail.com)



[www.rotaract3201.org](http://www.rotaract3201.org)