GOAL

Our goal with this campaign is to attract new members, while also revitalizing the enthusiasm of existing Rotary members. As a 116-year-old organization, those on the outside looking in may not realize the evolving nature of Rotary and what it has to offer. We want to show that Rotary today is not the Rotary of yesterday. It has grown with the changing needs, trends, and passions of its members. Its focus is not self-serving, but self-fulfilling—allowing members to come together, pool resources, and create positive change in local communities or around the world. Rotary connects people with purpose.

KEY MESSAGE: CONNECTING PEOPLE WITH PURPOSE.

SUPPORTING MESSAGES

- For personal growth
- For building relationships
- For transforming communities

MESSAGING CONCEPTS

The messaging in this campaign should focus on how Rotary helps individuals connect with others to fulfill their purpose—whether that's supporting a local community project or making an impact through life-saving projects around the globe. Perhaps it's as simple as building networks, or friendships that bring like-minded people together where they can support one another. Rotary is different things to different people, but it is achieved through one united organization, with one overarching goal – to connect people with their purpose.

MESSAGING TIPS

Keep messages short and focus on one topic in each separate post or ad. Let advertisements work together to tell the whole story. Let members tell how Rotary connects them with their purpose. Make sure each message contains a call to action—Join today! Learn more! Contact a Rotarian! Find a club!

AUDIENCE CONSIDERATIONS

Assume you are talking to people who are completely unfamiliar with Rotary and unaware of the activities Rotary is involved with in your community. Highlight small projects and activities as well as major initiatives, i.e. Pinochle club, book club, happy hour, park construction, literacy projects, world peace initiative, etc.

SAMPLE LAYOUTS

FOR PERSONAL GROWTH

Rotary
District 5060

CONNECTING PEOPLE WITH PURPOSE

Headline goes here.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et .

Contact us today!

CONNECTING PEOPLE WITH PURPOSE

Rotary
District 5060

IT FEELS GOOD TO FEED THOSE IN NEED IN MY COMMUNITY.

First Last Name
Rotary member since 2008

Join us today!

Rotary
District 5060

IMAGERY

Choose images that showcase action, engagement, and connection. Select images that focus on one individual, a couple, or small group. Avoid images of large groups where individuals are hard to identify, and connection is hard to illustrate. Choose images that portray the types of Rotarians you are trying to attract—young or old, diverse, professional, etc. Focus on images that highlight individual purpose.

GRAPHICS

The use of angled lines illustrate the concept of upward momentum—Rotary as an organization is on the rise. Angled graphics should always move up from left to right at a 16˚ angle. Pairing the angled lines with layers of color and text shows depth and texture indicating that rotary is not a one-dimensional organization, but as varied as the members within its ranks. The use of white text, outlined against the bold blocks of color calls attention to the simplicity of the message.

The graphic style of this campaign demonstrates movement and growth. The bold color blocks can vary in size and shape as long at the top remains angled. Block of one-colored angled lines should be used sparingly to break up the design and add contrast.
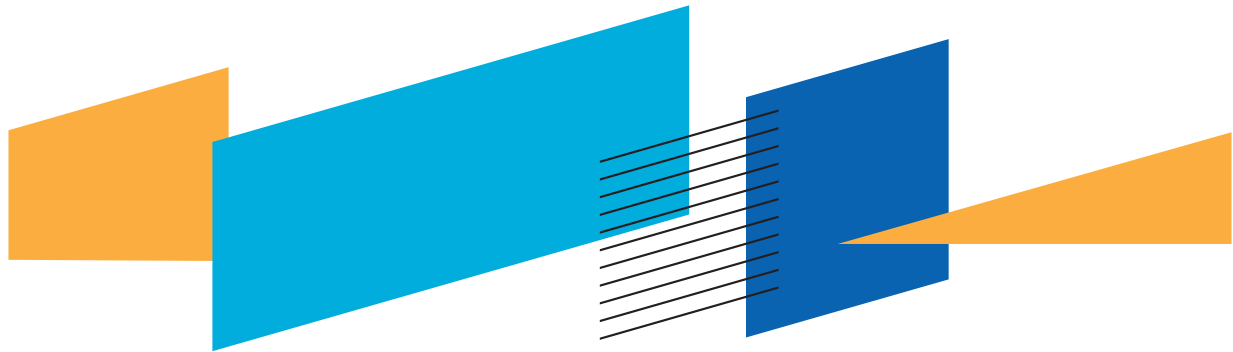
BIG FONTS & BRAND COLORS

While the primary colors reflect the signature Rotary blue and gold, hinting at the familiar and trusted Rotary identity, the splash of vibrant blue calls attention to the message and makes the overall design more energetic, youthful, and attention-grabbing. Text should be in white over bold splashes of color.

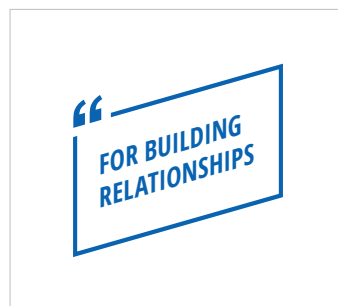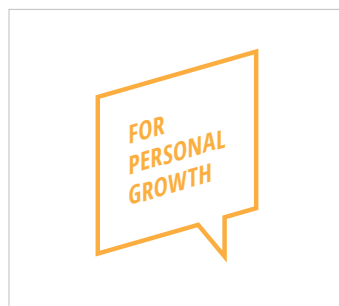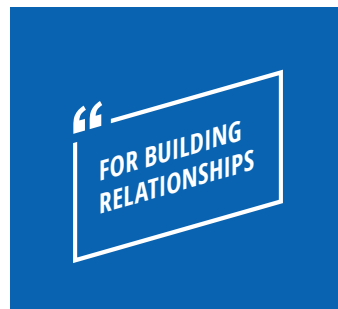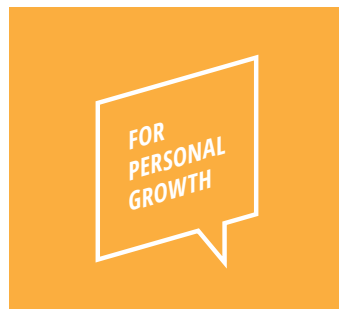**PRIMARY FONTS:**
OPEN SANS CONDENSED
OPEN SANS

ALTERNATIVE FONTS:
ARIAL NARROW
OPEN REGULAR

Sky Blue - PMS 2202 C
CMYK 96/0/6/0
RGB 1/180/231
WEB 019FCB

Gold - PMS 130 C
CMYK 0/41/100/0
RGB 247/168/27
WEB F7A81B

Royal Blue - PMS 286 C
CMYK 100/92/9/2
RGB 23/69/143
WEB 0C3C7C

Gold - PMS 130 C
CMYK 0/41/100/0
RGB 247/168/27
WEB F7A81B

CONNECTING PEOPLE WITH PURPOSE

FOR PERSONAL GROWTH

FOR BUILDING RELATIONSHIPS

FOR TRANSFORMING COMMUNITIES

CONNECTING PEOPLE WITH PURPOSE

FOR PERSONAL GROWTH

FOR BUILDING RELATIONSHIPS

FOR TRANSFORMING COMMUNITIES

DIGITAL AD LAYOUTS

The goal of online ads is to capture someone's interest and encourage them to click. You don't need to explain everything in the ad itself; the website landing page will provide additional information once the person has clicked on your ad. When creating digital ads, it's important to limit the amount of text—especially for mobile sizes:

- Focus on a single message in each ad
- Express the message in as few words as possible - aim for 6 words or less
- The message needs to be clear and not require too much thought to understand - clarity is more important than cleverness
- Include a clear and simple call-to-action - what do you want people to do? "Join us" or "Learn more" are easy examples

IMAGES

Choose one image that has a clear focus. Images that are zoomed out, busy, blurry, or unrelated to the message will result in ads that don't get clicked.
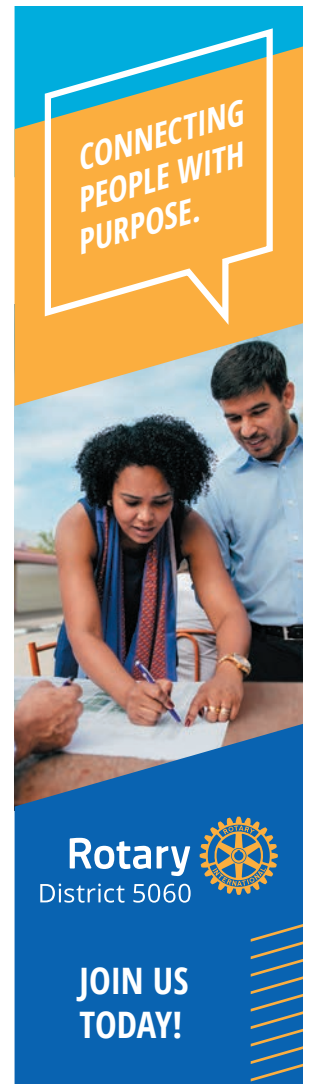
TECHNICAL DETAILS

Choose a PNG or JPG file type. Keep the file size under 150 KB. Recommended sizes (all sizes are in pixels):

- 160 x 600
- 300 x 600
- 728 x 90
- 300 x 250
- 320 x 50

RESOURCES

There are free design tools available online, like Canva.com.

160 x 600

320 x 50

300 x 250

728 x 90

MATERIALS AVAILABLE:

Rotary 5060 has developed the following tools. Please use the materials as designed or create your own materials using the graphic elements and template provided on the Rotary 5060 website.

SAMPLES

- Sample Facebook ads
- Sample Google display ads (previous page)
- iContact Newsletter
- Club Runner Newsletter (access is required)

RAW MATERIALS

- Graphics - including angled talk bubbles, boxes, lines, and Rotary Logos in a variety of colors
- Video intro and outro
- Free alternative fonts consistent with brand guidelines
- Photos with and without graphics
- Rotary International simplified brand guidelines
- Social media graphics
- Web banners
- Newsletter header graphic
- :30 Video/TV spot

Rotary
District 5060