



PR/PI Quick Reference Guide

Rotary Zone 33-34 Public Image Toolkit

<https://www.rizones33-34.org/toolkit/>

**Zonal Citation links and other useful Resources below can be found on this site*

Templates and Examples:

Sample Public Image Plan - <https://www.rizones33-34.org/wp-content/uploads/2021/04/Sample-Public-Image-Plan-2020-2021.pdf>

Sample Content Calendar- <https://www.rizones33-34.org/wp-content/uploads/2021/04/SAMPLE-CONTENT-CALENDAR-PLAN.pdf>

Logos, Graphics, Photos and Guidelines

Rotary Logos:

<https://brandcenter.rotary.org/en-GB/Logos>

Brand Guide:

<https://my-cms.rotary.org/en/document/tell-rotarys-story-voice-and-visual-identity-guidelines-rotarians>

People of Action Photo Editor

<https://www.poaphotos.com/>

People of Action Campaign Guidelines

https://www.rizones33-34.org/wp-content/uploads/2021/04/POA_CampaignGuide_EN17_ia.pdf

Logo Creator

<https://brandcenter.rotary.org/en-GB/App/Approval>

Rotary Fact Sheet:

https://www.dropbox.com/s/akagmkqyt4i5jsr/pr_rotary_at_a_glance_en.pdf?dl=0

Event Planning Guide – <https://www.dropbox.com/s/povyyk8l6cyfh9b/RI%20Event%20Planning%20Guide.pdf?dl=0>

The Zone 34 Public Image Team Webinar Resources:

<https://vimeo.com/showcase/z34webinars>

Zone 34 Public Image Group on Canva:

<https://www.rotaryshares.org/canva>

District 6910 Public Image Resource Page:

<http://www.rotarydistrict6910.org/public-image.php>