



#27 – May 26, 2024

1' to discover an aspect of Rotary

The Brand Center

No other organization is quite like Rotary.

By using our voice consistently in all our messaging, we can ensure that our communications reflect our distinct character.

The Brand Center is one of the most important and useful components of the Rotary International's site for all Rotarians.

Indeed, it integrates numerous tools and recommendations relating to Rotary communication.

The home page <https://brandcenter.rotary.org/en-us/> offers several choices within very dense content.

In particular, we find:

- many visuals
- the rules for applying the Rotary brand
- official Rotary logos and how to create your own Club or District logo
- templates for PowerPoint slides, backgrounds, various documents
- tips and templates for media advertising
- photos and videos made available to us

The great richness and consistency of the Brand Center, to be applied rigorously in our Clubs, make it possible to convey a strong and unified image of Rotary.

