

Don't Mess With Our Logo

After three years as Rotary Public Image Coordinator constantly stressing the importance of compliant branding, my eyes automatically focus on Rotary publicity circulated by clubs and districts to 'check out' whether the Rotary logo is displayed correctly.

Our District is probably number 1 in Zone 8 (and possibly wider!) in using the logo correctly—and I congratulate you all on that—but I'm still concerned that some clubs / Rotarians don't take our public image seriously and persist on using a non-compliant logo. Possibly they don't understand the importance of consistency and clarity (ie always using a complaint logo) in achieving the public image we desire. After all, a great public image benefits all of us, so we ALL need to be diligent ALL of the time. But more than likely, its that the person within the club designing the new flyer or producing the weekly newsletter doesn't like the colour or the design of our official logo ("it doesn't look balanced" or "the colour doesn't stand out") or doesn't recognise the importance of including the club name and decides to 'do his/her own thing'.

As DG Lindsay said recently: "I understand why designers create imagery that appeals to them but just as McDonalds won't allow a franchisee to have a blue big M or Qantas advertising a yellow aircraft tail, RI have set standards that are, worldwide ever so slowly being adopted but D9685 has done really well."

We still can do better!

Rotary International have very detailed guidelines of what you can and can't do with the logo ([voice & visual identity guidelines](#)) and as Rotarians it's our responsibility to adhere to these, regardless of our opinion of the logo.

So the take home message: **DON'T MESS WITH OUR LOGO**. Don't add tag lines, additional graphics, use the wheel on its own, or put your club name to the right of the wheel.

Only by ALL of us using a compliant logo ALL the time will we achieve the public image we desire and deserve.

Remember, if you are not sure ASK. (gina.growden@bigpond.com)

Gina Growden
Public Image Chair 2021-22

Rotary
Club of (your club name) 

IMPORTANT ! Rotary and Social Media

The recent decision in the High Court regarding liability for comments on social media has potential impacts for all Rotary Clubs and Rotarians.

Paul Rogers, our District 9685 lawyer has given permission for his thoughts on the case to be shared with members, which are available [here](#).

In summary, his opinion is that we should all turn off comments on social media to prevent any potential issues.

We strongly recommend all members have a read of the decision notes, and consider updating the settings on your Club pages and personal social media pages to help protect your Clubs and yourselves from potential liability.

If you have any questions or concerns please direct them to

Paul on
p.rogers54@internode.on.net

Or 0410 531 314.

Branding: Consistency is Paramount for Raising Your Club's Public Image

I recently received a weekly bulletin from a club (in another district) who had invited me to give a ROMAC (my other hat!) presentation to their members via Zoom. In reading the newsletter which was full of interesting and useful information on what the club had been doing, news from the district and Rotary International, and details of upcoming events that were planned, I was a bit concerned about the inconsistency of the Rotary branding throughout the document. There were seven different articles in the newsletter each displaying a Rotary logo—but all different! Not all logos were non-compliant but I felt the newsletter would have had a far greater public image impact, and more powerfully brand the club, if a consistent logo (ie just one compliant logo) had been used throughout.

I appreciate that different members of clubs have different roles and often choose to create a new logo from the Brand Centre themselves rather than chasing one up from the Public Image director (if there is one) or from a hidden file somewhere on their computer, but I strongly recommend that the club board members decide which format of the logo they want to use during the year and then use it on all publicity—including websites, newsletter, club brochures, event flyers etc. Consistent branding creates a far greater impact and readily identifies a club as a professional, well managed entity.

So, decide on your logo and use it across all your promotional material.

Public Image Courses available in [The Leaning Centre](http://www.rotary.org)— www.rotary.org

- Building Rotary's Public Image
- Our Logo—Representing Rotary
- Promoting your Club as People of Action
- Public Relations and Your Club
- The Rotary Brand

Are you planning a joint function with your neighbouring club(s) but don't know how to brand it correctly?

Ideally, each club should display a personalized club logo to identify their involvement in the activity.

However, it is acceptable for a single logo to be developed depicting the clubs in the region that are involved. Rather than using a 'lock-up' logo—which are reserved for partners or projects of Rotary,—we suggest you use words like "Central Coast Clubs" or "Hawkesbury Region Clubs", or "Blue Mountains Clubs" as the identifier.

Avoid listing the clubs next to or beneath the signature logo—this is not compliant with RI requirements.

Central Coast
Rotary
Clubs 

Finding your club's public image

Annona Pearse—Public Image Director, Rotary Club of Erina

There is a lot of discussion in the public image channels of Rotary about how we are perceived by others through the images we project.

When we have a consistent brand – a brand that is well-recognised – it explains that our club is part of an organisation. We are often told about the importance of a brand, and how companies such as McDonalds and Apple and Nike protect and value their logo.

An advantage we have is that the Rotary brand of the wheel and the word *Rotary* allows us to include our clubs. We can add our club's name to the master brand by using the brand centre, found at www.rotary.org so we are always compliant, but unique at the same time.

Our own club image can be enhanced by using a common theme that is spread across a website, a brochure, Facebook and banners.

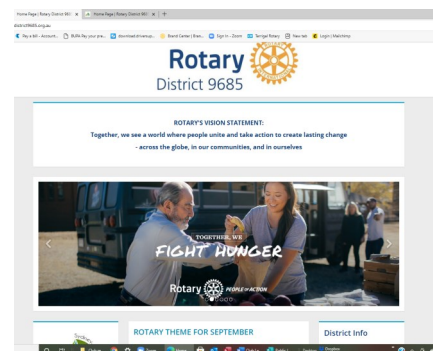
The Rotary Club of Erina decided on the theme/motto of *We Care for our Community*. The first initiative was to search for a photograph that was typical of our suburban area. The photo is

of the Erina Creek, a well-known landscape in our area. This image is now used on our banners and our website.

By using the image and the theme we are consistent across our public image products. And now that the Rotary Foundation has taken on the environment as an area of focus, our photograph of the Erina Creek reinforces our commitment to caring for the green spaces around us too.



Check out the District Website



The public Image Team (aided by Ian Cameron and Marilyn Kenny) have been busy updating the public image section of the district website. It's a 'work in progress' but there's a lot of useful and relevant material on it to help make your public image aims easier to achieve.

<https://rotarydistrict9685.org.au>

7 Tips for Creating Compelling Social Media Content

By Ashley Demma, social & digital specialist for Rotary International—Reproduced from Rotary Voices.

It's hard to believe that social media has been around for more than twenty years. From the early days of crafting the perfect AIM away message in the late '90s to the rise of sharing photography on Instagram ... social media has certainly come a long way and continues to evolve. It's important to remember why we started getting "social" in the first place: to connect with one another.

Sharing stories that show Rotarians as People of Action on social media is an easy and effective way to amplify your club's success to the world and build awareness and understanding of what we do. Below are 7 tips to create engaging social media content:

1. **Write for friends**, family, and community members that may not be familiar with Rotary. Avoid Rotary jargon and colloquialisms. Fans and followers who engage with your posts can easily become prospective members!
2. When telling your story, be sure to **identify the problem**, your solution, and its impact.
3. Social is a visual medium, so **include a photo** with every post. Good photos include showing people actively working at service projects and events more than just a group shot, try to show people getting their hands dirty, giving out supplies, etc.
4. **Try new features!** Facebook makes it easy to stream live video from your club's projects. Instagram Stories have a variety of polls, questions, gifs, music, and more to bring life to your posts. Variety keeps your posts from getting stale, so don't be afraid to think outside the box.
5. **Tag participating members** and community partners in your posts. Share relevant content posted by your members and partners to your own feeds. Like and comment on posts to help increase their engagement rate.



(We'll even share our favourites on Rotary International's channels!)

6. **Include the hashtag #PeopleOfAction** in your posts to increase awareness of our public image campaign which highlights the dedicated and compassionate individuals like you who commit themselves to creating positive change in communities around the world.

7. **Use the Brand Centre**, your one-stop shop for logos, creative assets, guidelines, and more. Be sure to visit often as new materials are added for your use.

These are just a few ideas to get you started. Jump in and get creative. Email the social media team at social@rotary.org if you have any specific questions and we'd be happy to help.



(Use photos that show people actively working on a service project) - eg Terrigal Rotary Club identified that there are over 100,000 people 'doing it tough' on the Central Coast and sleeping on the streets. Through the Club's Shelterbag project many of these are now able to spend their nights a little more comfortably—dry and warm!).

Contact Us

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