

Club and District Project Guidelines for Rotary Name and Emblem Usage



The name “Rotary” and the  (Rotary emblem) without any further identification refer to Rotary International, the international association of all Rotary clubs. Rotary clubs and districts are required to clearly identify their participation in project titles, in promotional materials, on websites and in domain names.

With regard to project titles, Rotary clubs and districts must ensure that published materials and signage displaying the Rotary name and/or emblem clearly connects the project to the name of the specific club or district rather than to Rotary International. For example the club project title “Rotary Food Drive” would be incorrect, and should be replaced with the title “Rotary Club of [Club Name] Food Drive.”

No alterations, modifications or obstructions of “Rotary” and the Rotary emblem are permitted. The Rotary emblem must be reproduced in its entirety and any reproduction of the Rotary emblem must meet RI’s specifications for the Rotary emblem. (See *Manual of Procedure*, Chapter 17; RCP 33.010.1.) Approved electronic versions of the Rotary emblem can be obtained from the RI website, www.rotary.org/graphics.

Some common improper uses of the Rotary emblem are depicted here:

Improper Emblem Uses



Never delete the words “Rotary International” or any other elements of the gearwheel.



Never add elements within the gearwheel.



Never replace the text in the gearwheel with new text.



Never remove the keyway.



Never fill in the center of the keyway.



Never remove the circle around the keyway.



Never distort the shape or proportions of the gearwheel.



Never rotate the gearwheel.



Never cut off parts of the gearwheel.



Never obscure the wheel by adding elements or type over it.



Never reproduce the emblem in more than two colors.



Never use non-Rotary colors in two-color reproductions.



Never place over complicated graphics.



Never place over complicated photographs.



Avoid frivolous use of the emblem.

Additionally, the club or district must include its name in close proximity to and equal prominence with the Rotary emblem.

Clubs and districts should review and make necessary changes to their project names, domain names and all promotional materials to ensure that they are consistent with RI’s name and emblem usage policies.