END POLIO NOW LOGO
VISUAL GUIDELINES

Rotary

PRIMARY LOGO

The primary logo is the original logo created to represent Rotary's End Polio Now effort. The Mark of Excellence (wheel) cannot be replaced with the simplified version because it does not contain the words "Rotary International."

LAYOUT EXAMPLES

This logo can only be used along with your club, district, or zone logo or name present in the layout. You can use either the Masterbrand Signature or the Masterbrand Signature Simplified logo.

CLEAR SPACE

The space of the "P" in "POLIO" around the logo should be kept clear.

1-COLOR

Use the 1-color option when you are using 1-color black printing.

SECONDARY LOGO

The secondary logo was created to work with Rotary's branding system.

LAYOUT EXAMPLES

This logo can be used only if your club, district, or zone logo is also present in the layout. You can use either the the Masterbrand Signature or the Masterbrand Signature Simplified logo and can be used as a separate element or within a lockup, see page 4.

CLEAR SPACE

The space of the "P" in "POLIO" around the logo should be kept clear.

1-COLOR

Use the 1-color option when you are using 1-color black printing.

LOGO LOCKUP FOR CLUBS, DISTRICTS, AND ZONES

Use the logo lockup in a layout when you want to represent your club, district, or zone affiliation to the End Polio Now effort at an event, fundraiser, or an annoucement. The logo lockup can include either the Masterbrand Signature or the Masterbrand Signature Simplified.
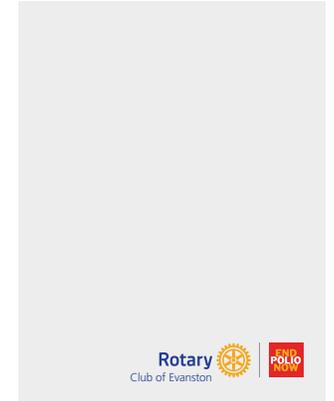
Masterbrand Signature

Rotary
Club of Evanston

END POLIO NOW

Rotary
Distrcit 1239

END POLIO NOW

Rotary
Zone 33

END POLIO NOW

Masterbrand Signature Simplified

Rotary
Club of Evanston

END POLIO NOW

Rotary
Distrcit 1239

END POLIO NOW

Rotary
Zone 33

END POLIO NOW

LAYOUT EXAMPLES

The logo lockup can appear at the top or bottom of your layout.

Rotary
Club of Evanston

END POLIO NOW

Rotary
Club of Evanston

END POLIO NOW

CLEAR SPACE

The space of the "R" in "Rotary" around the logo should be kept clear.

Rotary
Club of Evanston

END POLIO NOW

Rotary
Club of Evanston

END POLIO NOW

1-COLOR

Use the 1-color option when you are using 1-color black printing.

Rotary
Club of Evanston

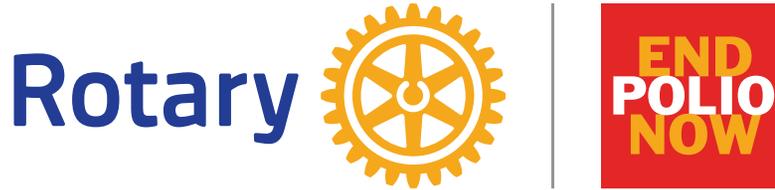END POLIO NOW

Rotary
Club of Evanston

END POLIO NOW

FOR ROTARY INTERNATIONAL STAFF USE ONLY – LOGO LOCKUP

Use the logo lockup in a layout when you want to represent Rotary and the End Polio Now effort. The logo lockup can include either the Masterbrand Signature or the Masterbrand Signature Simplified.
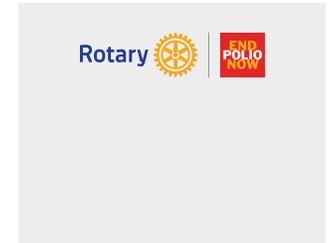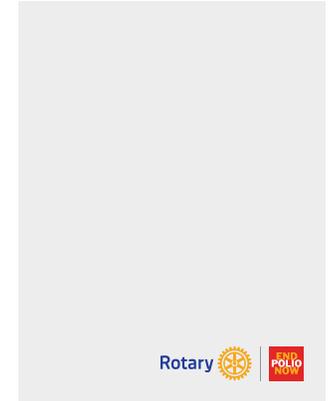
Masterbrand Signature

Masterbrand Signature Simplified

LAYOUT EXAMPLES

The logo lockup can appear at the top or bottom of your layout.

CLEAR SPACE

The space of the "R" in "Rotary" around the logo should be kept clear.

1-COLOR

Use the 1-color option when you are using 1-color black printing.

OFFICIAL COLORS

The colors in the End Polio Now logo
are RED, ROTARY GOLD, and WHITE.

RED

PMS-Coated
PMS 485C

CMYK-C
C6 M98 Y100 K1

RGB
R213 G43 B30

ROTARY GOLD

PMS-Coated
PMS 130C
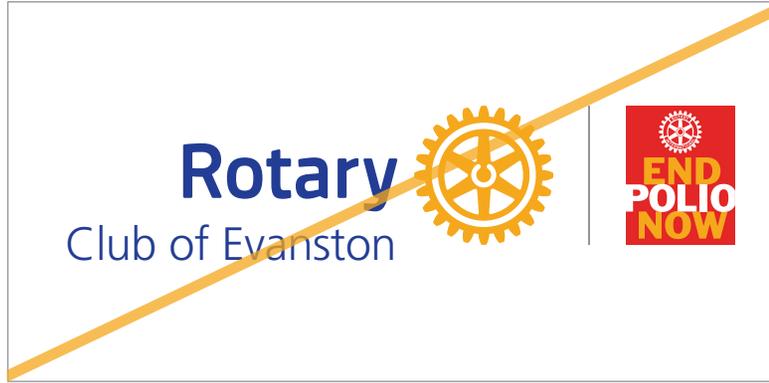
CMYK-C
C0 M41 Y100 K0

RGB
R247 G168 B27

WHITE

PMS-Coated
PMS WHITE-C

CMYK-C
C0 M0 Y0 K0
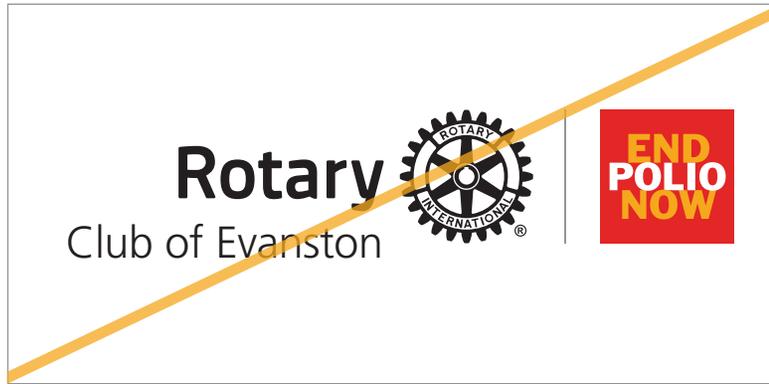
RGB
R225 G225 B225

INCORRECT USAGE

Don't use the primary logo within a lockup since the logo already contains the wheel.
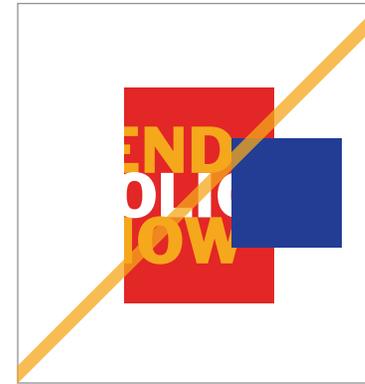

The Mark of Excellence (wheel) cannot be replaced with the simplified version because it does not contain the words "Rotary International."

Don't manipulate the logo or replace the word "POLIO" with another disease. That would weaken our brand and confuse the public.

Don't combine the Masterbrand Signature in black with a color version of the logo.

Don't cover the logo or distort it any way. Don't put anything within the clear space of the height of the "P" in "POLIO" around the logo. Don't allow the logo to get cut off. The entire logo must be visible in the design.

Don't change the colors of the logo.