

# Public Image

**A BRAND IS MORE  
THAN A LOGO.**

**ROTARY'S BRAND**

**IS MUCH BIGGER THAN ITS LOGO.**

**IT'S A PERCEPTION.**

**IT'S HOW OTHERS THINK ABOUT US,**

**NOT JUST HOW WE SEE OURSELVES.**

# ROTARY'S BRAND

*Rotary brings together leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.*



# PEOPLE OF ACTION



# CONSISTENT BRANDING

Expand Our Reach

Enhance Participant Engagement

**WHO IS RESPONSIBLE FOR  
ROTARY'S BRAND?**

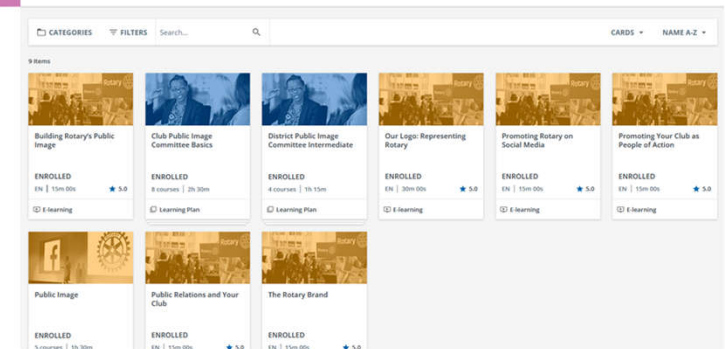


# **5 ACTIONS TO IMPACT OUR PUBLIC IMAGE**

# ACTION 1: LEARNING CENTER

## Rotary's Learning Center Public Image Courses

- Building Rotary's Public Image
- Our Logo: Representing Rotary
- Promoting Rotary on Social Media
- Promoting Your Club as People of Action
- Public Image
- Public Relations and Your Club
- The Rotary Brand
- Using Rotary's Trademarks

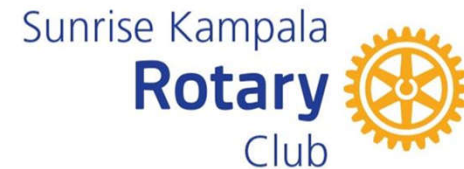


# ACTION 2: USE OUR BRAND CENTER



# ACTION 3: CORRECT LOGOS

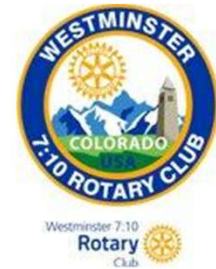
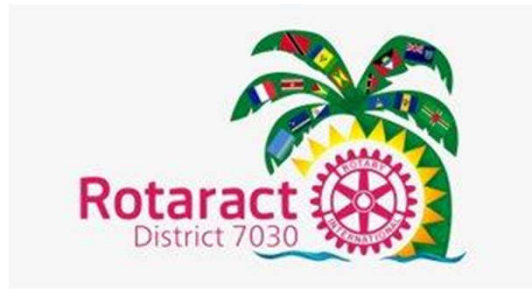
Examples



Examples

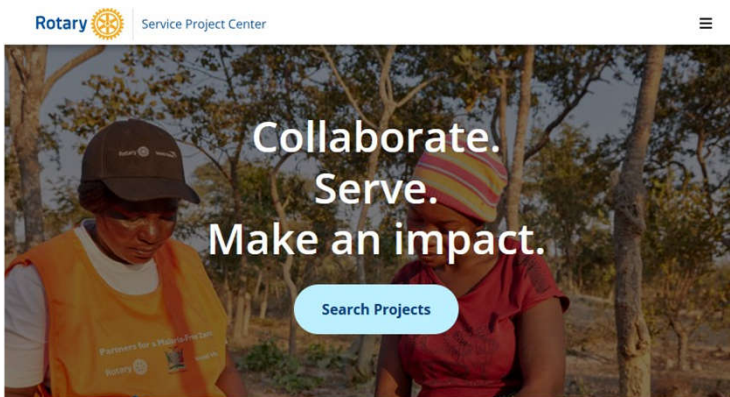


# INCORRECT USAGE



# ACTION 3: EXPLORE OUR OTHER RESOURCES

- Rotary Press Center
- PSA Download Center
- Rotary Service Center
- End Polio Now Website



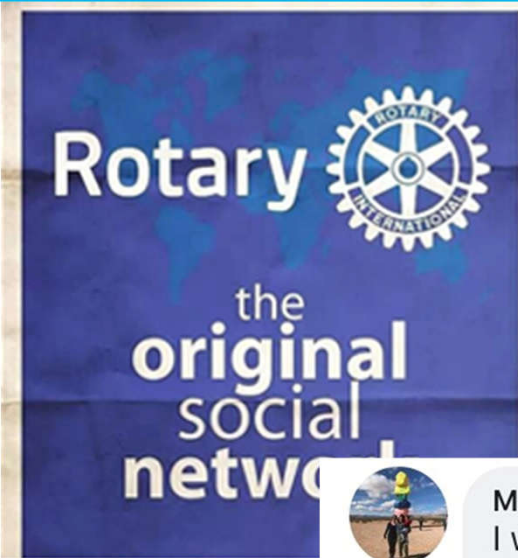


# ACTION 4: SHARE YOUR IMPACT AS PEOPLE OF ACTION



# STORYTELLING AT THE HEART OF ROTARY BRAND BUILDING

# ACTION 5: Share Your Rotary Story



Dinesh Sharma and 20 others

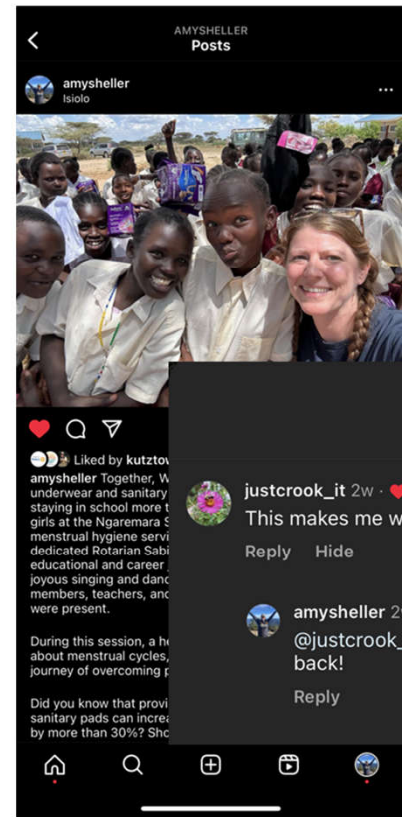
Like Comment

Melanie M. I wouldn't mind being in so many adventures hel

Linda B. Melanie I'll give you a call!

Melanie M. I wouldn't mind being involved...you have so many adventures helping people ❤️

Linda B. Melanie I'll give you a call!



Liked by kutzov  
amysheller Together, W  
underwear and sanitary  
staying in school more t  
girls at the Ngaremara S  
menstrual hygiene servi  
dedicated Rotarian Sabi  
educational and career  
joyous singing and danc  
members, teachers, and  
were present.  
During this session, a h  
about menstrual cycles,  
journey of overcoming p  
Did you know that provi  
sanitary pads can increa  
by more than 30%? She

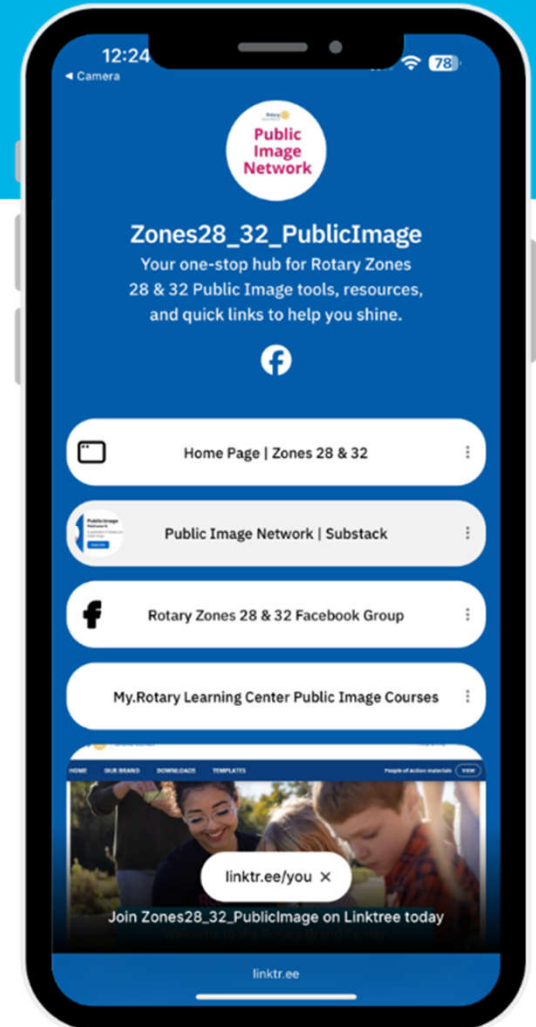
Comments

justcrook\_it 2w · ❤️ by author  
This makes me want to join Rotary so bad. 1

amysheller 2w  
@justcrook\_it ❤️ Yes!!! Let's chat when I get back!

# Public Image Quick Links

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**Questions**