

# How should we use the 23—24 Presidential Theme?

In order to maintain a consistent public image and visual identity, **Rotary International has asked all Clubs to use the Presidential Theme only when communicating with other Rotary members;** (e.g. in an email signature, PowerPoint presentation, on the District web site, etc) and refrain from using it when promoting Rotary on any media, particularly web sites and social media, to anyone outside of Rotary.

**There are two versions of the Theme, horizontal and vertical. RI wants clubs to create a lockup using the Rotary logo lockup template in the Brand Centre, to combine the horizontal version with a simplified Club logo that meets their visual identity requirements. This is their preferred use of the Theme.**

The horizontal version can only be used in a lockup (as shown below left for D9510) and never on its own. (the D9510 lockup PNG file is available for download at the bottom of this article)

RI prefers clubs and Districts to use the full colour version of the Theme lockup, but all Black and all White versions are also available, just ask the Public Image team.



The vertical version cannot be used in a lockup, but it can be used on its own, as shown above (right), when the lockup is not feasible; so long as a Club, District or Zone logo is in the same field of view. (i.e. close by)

## How to make a lockup of the Theme with your club logo

- STEP 1** Download the horizontal Theme in PNG format (attached) and remember where you put it. You will need it in step 3.
- STEP 2** Download and read the 2023-24 Presidential Theme Branding Guidelines (attached) which explains in more detail how RI wants us to use the Theme; and shows some examples.
- STEP 3** **Use the Rotary logo lockup template in the Brand Centre** to create a lockup of your simplified club logo with the horizontal theme that you downloaded in step 1. If you are not familiar with this template, these are the steps to follow:

<https://brandcenter.rotary.org/en-us/>

Scroll down to **templates** and select **view**.

Select **logo lockups** in **logo systems**.

Select **Rotary logo lockup template**

Select **create** and wait for the template to load

In the template, under *choose logo arrangement*: **choose simplified logo, full colour, and insert your club name.**

Then, under *Add text or logo / Type*: choose **upload partner logo**, click the tiny blue icon that appears, browse for the Theme that you saved in step 1, and select it.

Then, under *Download file*: **select the file format that you want**. PNG is best for desktop publishing. Professional printers will need it in PDF, together with a copy of the Theme Branding Guidelines which contains the colour palette.

The Theme lockup with your club logo should automatically download when you confirm the file format.

**REMEMBER....** If you need any assistance, ask the Public Image Team: **PublicImage@Rotary9510.org**

## **DOWNLOADS**

- [2023-24 Presidential Theme Branding Guidelines](#)