



ROTARY MEANS
BUSINESS
FELLOWSHIP

BRAND IDENTITY **GUIDELINES**

RMB V.03
January 2025

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INTRO



Welcome to the Brand Identity Guideline of the Rotary Means Business Fellowship.

A strong brand is the most valuable asset of an organisation and this brand identity guideline has been developed to bring a greater consistency, cohesion & professionalism to our appearance, as the Fellowship is experiencing exponential growth globally.

This guide is aimed at chapter leadership teams, designers, public image chairs, members, printers, suppliers and anyone responsible for producing & commissioning any form of visual communication whether online or offline for their respective RMB Chapter.

It provides guidance on the most used brand applications and if in doubt on any particular point, please contact the communication team of the RMB Fellowship.

ABOUT RMB

Rotary Means Business is a Fellowship of Rotary International.

Rotary Means Business encourages Rotarians to support the success of their fellow Rotarians by doing business with them, and by referring others to them.

This fellowship operates in accordance with Rotary International policy, but is not an agency of, or controlled by, Rotary International.

However, being a fellowship of Rotary International, it is essential that we adhere to the general brand requirements of Rotary International as specified in the brand center of RI and in following pages of this document.



OUR CORE IDEA



Purpose

Rotary Means Business encourages Rotarians to support the success of their fellow Rotarians by doing business with them and by referring others to them.



Fellowship Meetings

Business Networking is the way forward and the future to build stronger relationships and acquire great customers.



Benefits

Connect to Rotarians across cities, countries & continents.

Grow your business. Learn and adopt new technologies and SOPs for your business by networking with the great Rotary Leaders.

Rotarians supporting the success of fellow rotarians in business.



RI APPROVED RMBF LOGO

The logo on the right is the approved Rotary International logo for the RMB Fellowship.

There are however 2 versions, with the only difference between both versions is the simplified Rotary Wheel in the bottom right version.

The official RMB logo comprises of 3 main graphic elements:

1. The MASTERBRAND SIGNATURE of Rotary International,
2. The RMB icon,
3. A detailed, clearer and simplified version of the logotype with the wordings 'Rotary Means Business Fellowship',

Together these 3 elements form a logo LOCKUP for the RMBF as per brand guidelines of RI.



LOCKUP RMBF logo



LOCKUP RMBF logo with simplified Rotary Wheel

Important note:
This logo version can be used by the RMB Fellowship only and not local Chapters.



RI APPROVED RMB CHAPTER LOGO



The above logo is the approved Rotary International logo for RMB Local Chapters.

The LOCKUP RMB Chapter logo has the Chapter name written just underneath, in a blue stripe with the Chapter name written in capital bold italics.

Important note:
This RI approved logo version has to be used by all RMB local Chapters with the Chapter name to appear in the blue stripe at the bottom.



TYPEFACE FOR CHAPTER NAME IN THE LOGO



Font used for Chapter Names:
Myriad Pro, Bold Italics

The RMB Chapter name in the logo has to be written using the typeface: Myriad Pro, Bold Italics, which is an easily available font in all main design softwares.

For easy readability, tracking can be set at 100pt if Chapter name consist of only 1 word.

ACCURATE POSITIONING OF CHAPTER NAME IN THE LOGO



ROTARY MEANS
BUSINESS
FELLOWSHIP
MAURITIUS

The blue stripe, referred to as 'X' is of the same height as the word 'BUSINESS'.



ROTARY MEANS
BUSINESS
FELLOWSHIP
MIDDLE NORTH MATO GROSSO

In the case of a long Chapter name, the font size can be reduced and tracking set to '0'.

No adjustments are permissible in terms of height or width of the blue stripe as it would disturb the visual harmony of the block text.

THE RMB ICON & ITS POSSIBLE USAGES.

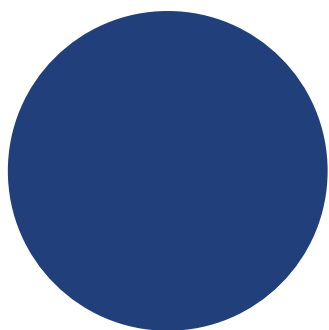


The RMB Icon can be used in cases where the RMB LOCKUP logo will be too small and not easily readable.

Possible usages of the RMB Icon are:

- Lapel pins
- Social media cover photo.

COLOUR PALETTES

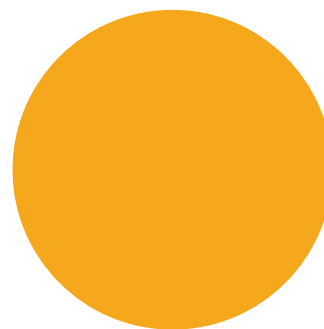


ROTARY ROYAL BLUE

PMS 286C
C100 M80 Y9 K2

PMS 286U
C100 M92 Y9 K2

Hex #0c3c7c
R23 G69 B143



ROTARY GOLD

PMS 130C
C0 M41 Y100 K0

PMS 129U
C0 M35 Y100 K0

Hex #f7a81b
R247 G168 B27

THE ONLY PERMISSIBLE RMB LOGO VERSION



RMB only permissible Chapter Logo
LOCKUP with Rotary MASTERBRAND SIGNATURE

Important note:

This is the only permissible logo version to be used by all Chapters.

All elements in this logo, including the Rotary Masterbrand has to appear exactly as illustrated on this page.

It is strictly forbidden to use any Chapter logo without the Rotary Master Brand.



THE MONOCHROME LOGO VERSION



RECOMMENDED BACKGROUND & PREFERRED LOGO VERSION

Whenever possible, the preferred RMB colour LOCKUP version with Rotary Masterbrand Signature should be used.

It is recommended to always place the RMB logo on a clear white background (with 100% opacity) for clear brand visibility and to build an efficient brand recognition.



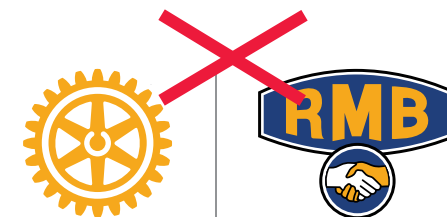
NON PERMISSIBLE RMB LOGO USAGES



NEVER use logo without Rotary Masterbrand



NEVER use logo without Chapter name.



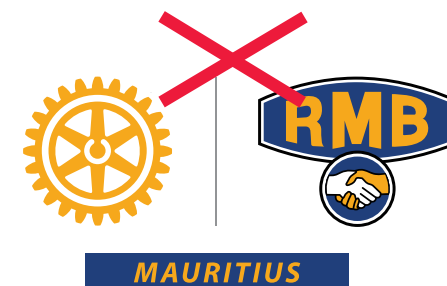
NEVER use logo with icons only.



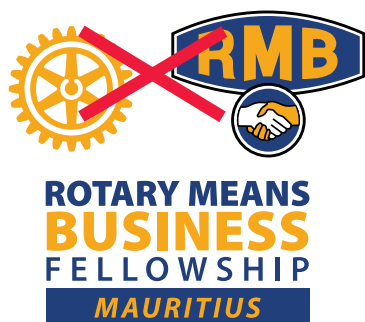
NEVER use logo with Chapter name disproportionate.



NEVER use logo with Chapter name disproportionate & without the full RMB wordings.



NEVER use logo with Chapter name disproportionate & without the full Rotary & RMB wordings.



NEVER distort logo or move the graphic elements

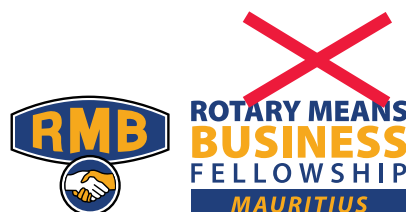


NEVER use logo without RMB icon & Rotary Masterbrand

NON PERMISSIBLE RMB LOGO USAGES



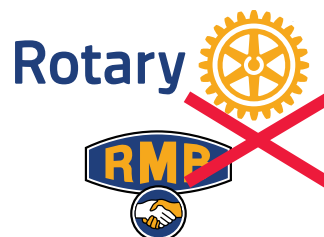
NEVER use logo without RMB Wordings & Chapter name



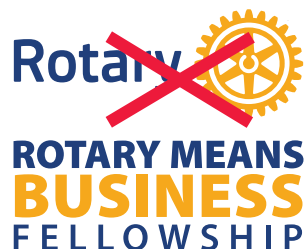
NEVER use logo without Rotary Masterbrand



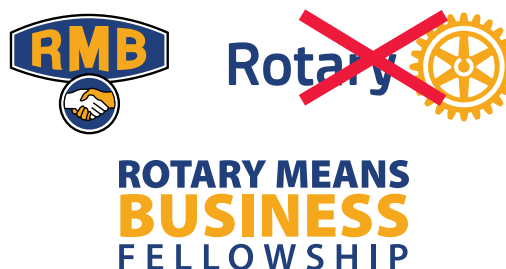
NEVER distort logo or move the graphic elements



NEVER distort logo or move the graphic elements



NEVER distort logo or move the graphic elements



NEVER distort logo or move the graphic elements



NEVER use logo without RMB icon & Rotary Masterbrand

PREVIOUS RMB LOGO VERSIONS, NO LONGER IN USE.

According to new RI Brand guidelines, we are not allowed to use the Wheel in any other branding.

Hence all previous logo versions of RMB with the Rotary Wheel should be discontinued & replaced with immediate effect.



The previously approved LOCKUP logo but no longer relevant as the RMBF icon has been changed to a more simplified version.



Important note:
All of the previous logo versions have been discontinued with immediate effect.



RMB Supporting Graphic *Elements*



THE RMB HANDSHAKE

SUPPORTING GRAPHIC ELEMENTS



The RMB Handshake, extracted from the RMB Icon can be used as supportive graphic elements in chapter communications as illustrated in this identity guideline document.

RMB Brand *Applications*



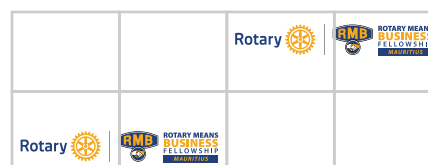
SOCIAL MEDIA

RECOMMENDED BRAND USAGE

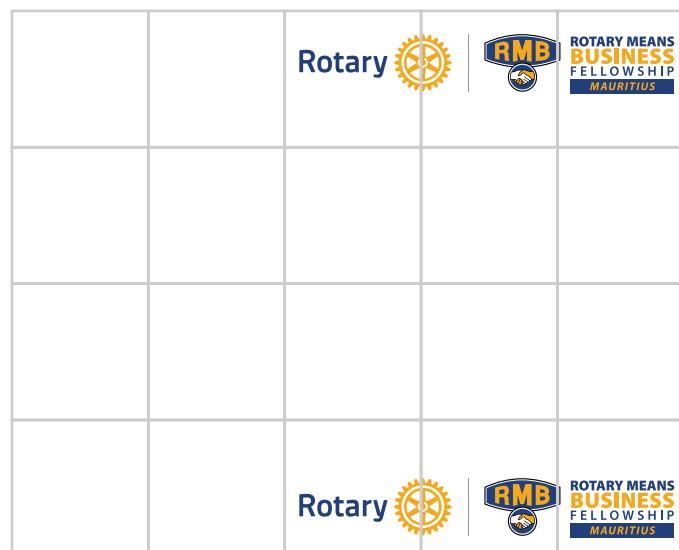
RMB chapter logo can be placed in either of the 4 corners of both cover images and image posts for social media as long as guidelines on background images are being respected.

There is no limitations in terms of logo sizes, although the grid system is always a good approach to determine same.

FACEBOOK DIMENSIONS



COVER IMAGE SIZE:
851 x 315 px

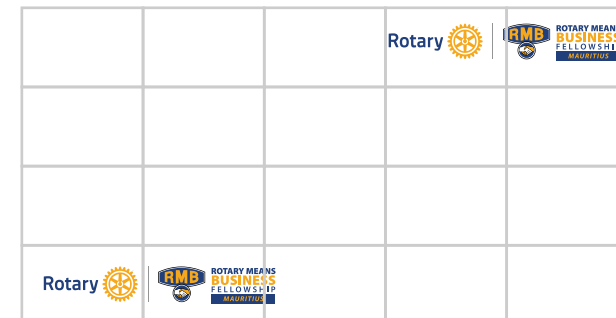


POST IMAGE SIZE:
1080 x 1350 px

LINKEDIN DIMENSIONS



COVER IMAGE SIZE:
1128 x 191 px



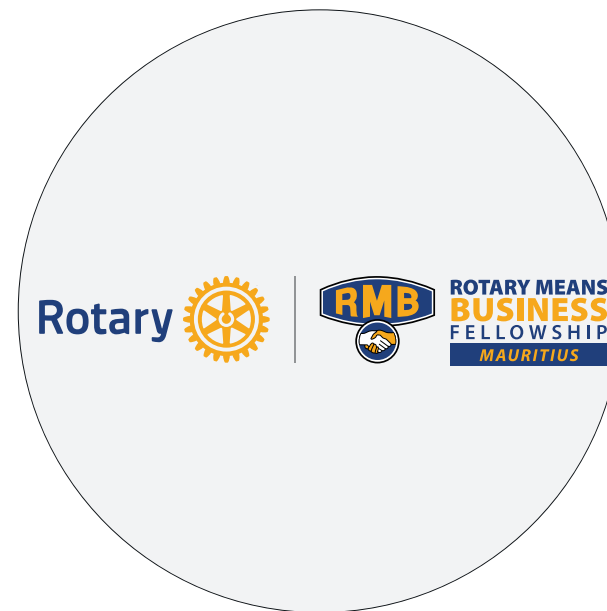
POST IMAGE SIZE:
 LinkedIn post image size: 1200 x 627px
 LinkedIn link post size: 1200 x 627px
 LinkedIn Stories image size: 1080 x 1920px

SOCIAL MEDIA

RECOMMENDED BRAND USAGE

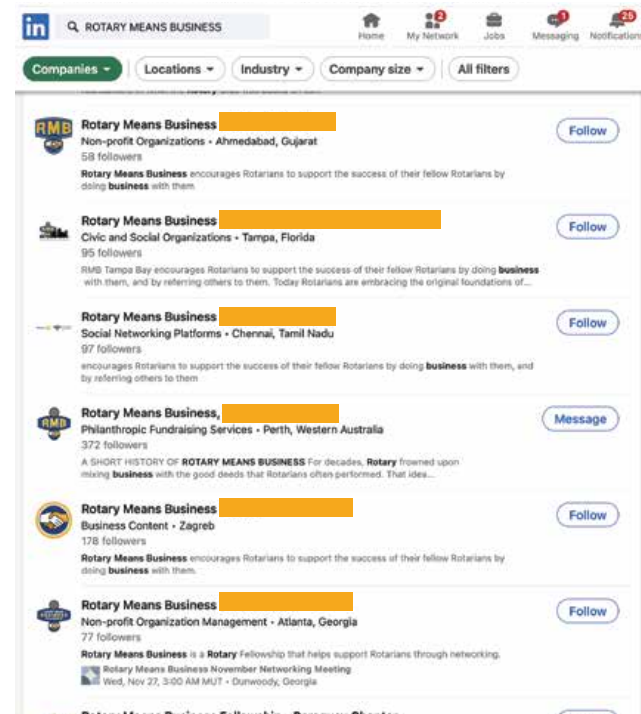
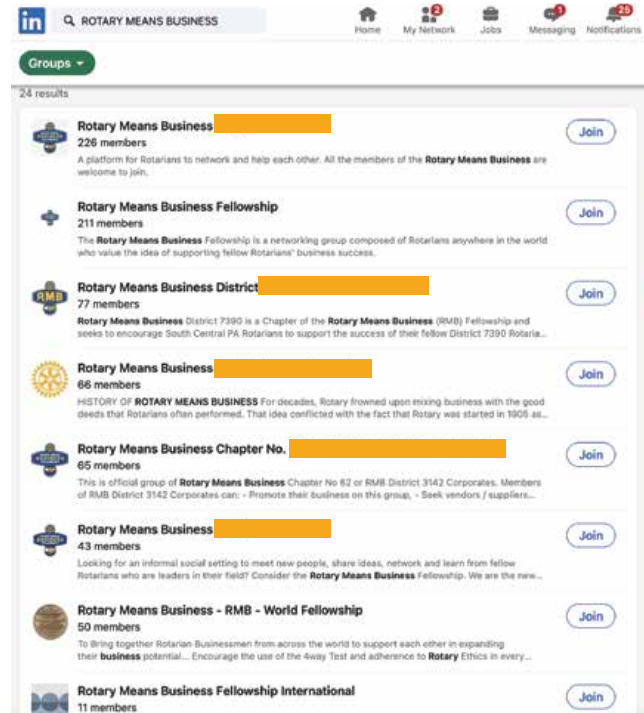
The full RMB Lockup logo is acceptable for profile pictures, however its readability & recognition will be low.

ACCEPTABLE PROFILE PICTURE



SOCIAL MEDIA

LINKEDIN SEARCH RESULTS (NOV 2024)



We appreciate the efforts of all chapters to have a growing social media presence.

However, in the absence of RMB Brand Guidelines, all chapters have been using several versions and formats of previous RMB logos. Therefore the following pages provides recommendations that will reinforce our brand recognition online.

ROLL UP

RECOMMENDED BRAND USAGE

The roll-up on the right is a good example where both logo options can be used.

However, for greater brand visibility and recognition, it is recommended to always place the RMB logo on a white background.

Important note:
The Rotary Masterbrand is an integral part of the RMB Chapter logo and cannot be used without it.



POLO SHIRT

RECOMMENDED BRAND USAGE

For polo shirts, 2 versions are recommended for RMB chapters.

Blue and gold colour version of RMB chapter logo on white polos and monochrome gold version logo on blue polo shirts, as illustrated on this page.



SHIELD

RECOMMENDED BRAND USAGE



CHAPTER BADGE

RECOMMENDED BRAND USAGE



Important note:
Since it will be difficult to do embroidery of the logo, it is therefore recommended to use customised Chapter logo pins on fabric.



Chapter Logo Pin Badge

CONTACT



ROTARY MEANS
BUSINESS
FELLOWSHIP

*Any queries please contact
the secretary of the RMB Fellowship*
E: secretary@rotarymeansbusiness.org

www.rotarymeansbusiness.org