PEOPLE OF ACTION STYLE GUIDE AT A GLANCE

Rotary

Overview

The People of Action campaign displays the true essence of who Rotarians are: leaders who work together in communities to inspire, transform, connect, and celebrate what's possible. People who get things done and have a great time working, growing, and learning together.

People of Action comes to life through inspiring imagery and simple, compelling type treatment. This quick guide will help you give your People of Action materials the right look to show your community all of the good that your club does.

For more information about People of Action design, write to graphicdesign@rotary.org.

Graphic Elements

People of Action Lockup – Horizontal

Rotary PEOPLE OF ACTION

Rotary PEOPLE OF ACTION

People of Action Lockup – Stacked

Rotary PEOPLE OF ACTION

Rotary PEOPLE OF ACTION

People of Action Headline Graphics

The headline graphics for this campaign contain "Together, We" plus a predetermined verb, which cannot be changed. The headline graphics below are to be used only within a layout from the campaign.

TOGETHER, WE
INSPIRE

TOGETHER, WE
CONNECT

TOGETHER, WE
TRANSFORM

TOGETHER, WE
END POLIO

Colors

When using our color palette, be sure to apply the appropriate formulations listed on this page. Our colors should not be screened or adjusted.

Royal Blue
PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #17458f
R23 G69 B143

Gold
PMS 130C
C0 M41 Y100 K0
PMS 129U
C0 M35 Y100 K0
Hex #f7a81b
R247 G168 B27

Azure
PMS 2175C
C99 M47 Y0 K0
PMS 2175U
C99 M53 Y0 K0
Hex #005daa
R0 G93 B170

White
C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255

Photography

Use photos that capture action. Feature the people who benefit from the work you do in your communities.

Style Checklist

Photos must:
• Represent real-life, everyday moments
• Show a clear visual narrative that pertains to the headline
• Be inspiring and aspirational
• Have warm lighting and natural colors

Photos should:
• Represent the diversity of the club and its community
• Include two or more people
• Use interesting camera angles or cropping
• Have a sense of motion

Typography

Fonts are licensed and available for purchase.

Primary Font

Use all caps in bold style for "Together, We." Use medium style for body copy and calls to action.

Sentinel
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890
Book
Medium
Bold

Secondary Font

Use strictly for action verb. For adjustment guidelines and instructions, contact graphicdesign@rotary.org.

PERMANENT MARKER
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890
Regular

Tertiary Font

Use altered all caps in black italic style for the People of Action lockup only.

Frutiger
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890
Black Italic

Logo Formats

Print	.eps	spot or cmyk
Word doc (print)	.png	rgb
PowerPoint	.png	rgb
Digital (web, email, mobile)	.png	rgb