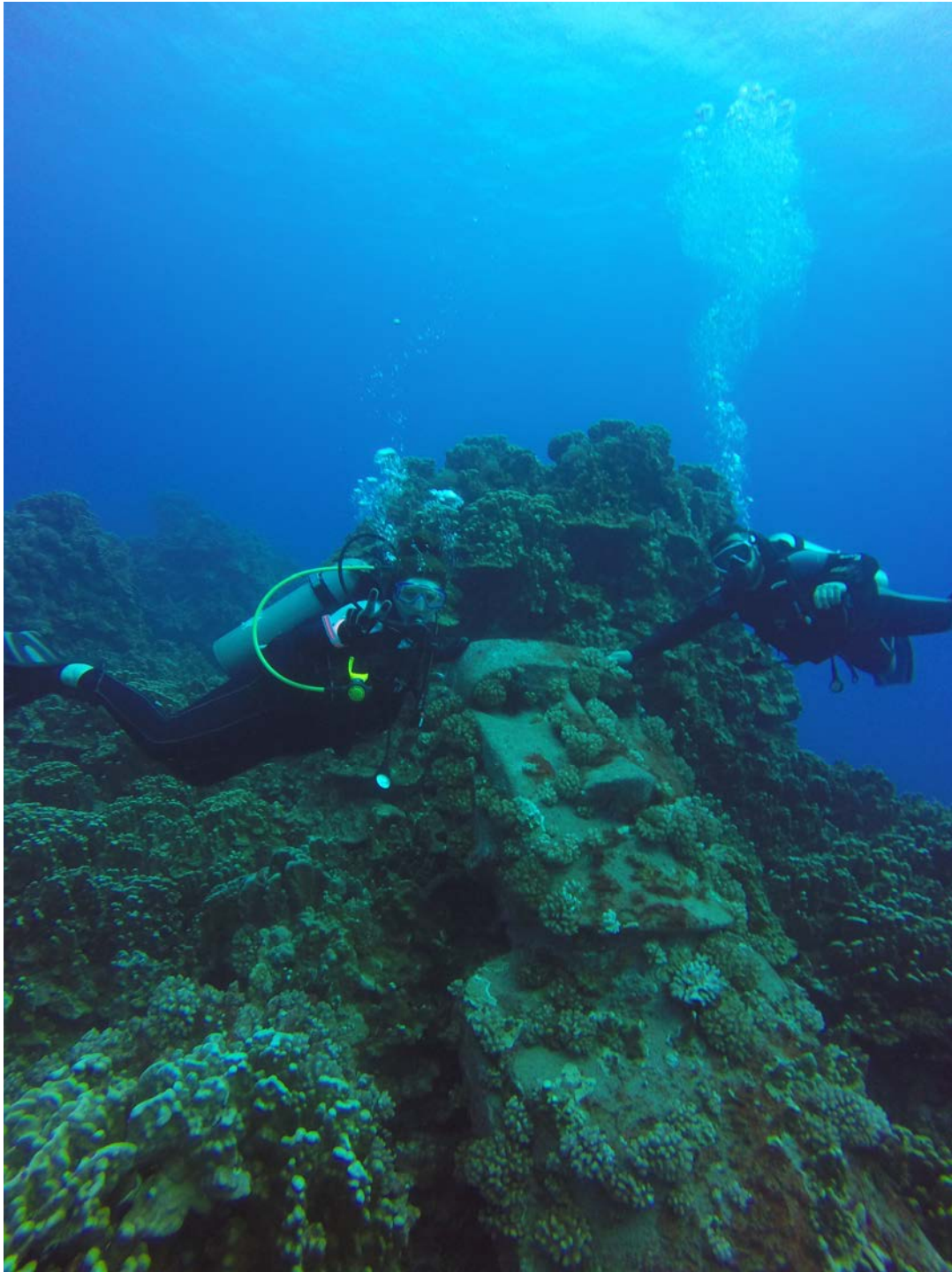# How to Make Your Club's Public Image Irresistible

Friday, March 8, 2019
Northeast PETS

Hi there.

Welcome to the Wakefield Club

We believe in service above self and the New England Patriots!

Rotary
Club of Wakefield, MA

Give your neighbor a High-5 if...

you think your club could improve its **story in the community**

you think your club could do more to tell people about **what you do**

you think your club could do more to tell people about **who you are**

you think that public image and membership are **connected**

Rotary
Club of Wakefield, MA
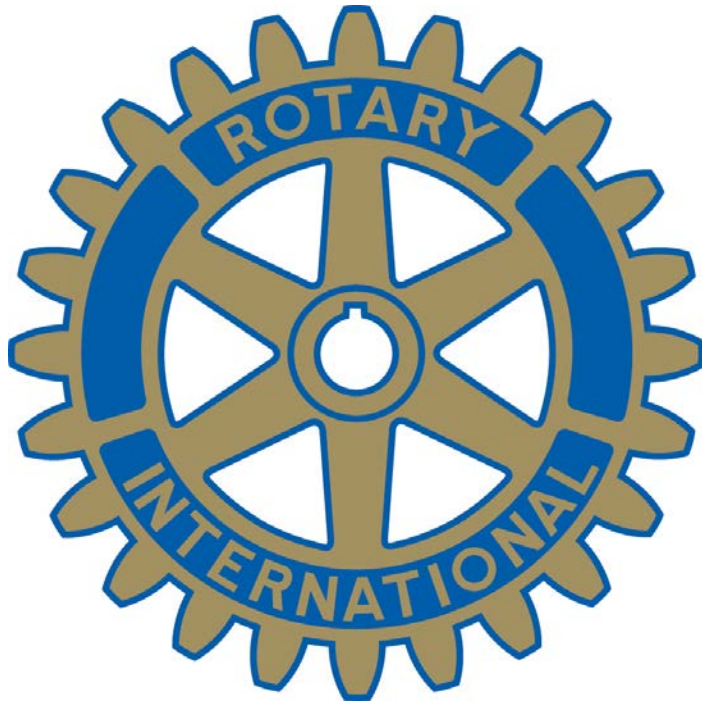
Today we'll cover…

Master Branding
People of Action Campaign
Social Media Made Easy
2 Biggest Social Media Mistakes
Amy's Top 5 Things to Do NOW

Make some commitments

Rotary
Club of Wakefield, MA

Focus on...

Rotary
Master Branding

Rotary
Club of Wakefield, MA

Master Branding: Fresh Logos

Rotary
Club of Wakefield, MA

Master Branding: Fresh Logos

Master Branding: The Book

TELL ROTARY'S STORY
VOICE AND VISUAL
IDENTITY GUIDELINES

547A-EN—(715)
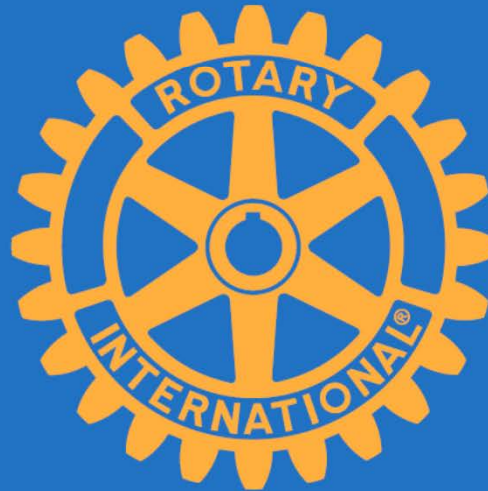
Rotary

I'm your new best friend!

Google:
Tell Rotary's
Story

Rotary
Club of Wakefield, MA

Color Palette
Formula Codes

When using our color palette, be sure to apply the appropriate formulations listed on this page.

Our colors should not be screened or adjusted.

Coated and uncoated formulas are shown here for the following:

Pantone™ colors
CMYK for 4-color process
RGB for digital
Hexadecimal for web

To obtain ASE files for latest palette swatches, please contact graphics@rotary.org.

Rotary Leadership Colors

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

Sky Blue
PMS 2202C
C96 M0 Y6 K0
PMS 2202U
C94 M0 Y6 K0
Hex #01b4e7
R1 G180 B231

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

Secondary Colors

Cranberry
PMS 214C
C0 M100 Y22 K0
Rubine RedU
C0 M100 Y22 K0
Hex #d91b5c
R217 G27 B92

Turquoise
PMS 7466C
C90 M0 Y38 K0
PMS 7466U
C88 M0 Y27 K0
Hex #009999
R0 G153 B153

Violet
PMS 2070C
C57 M91 Y0 K0
PMS 2070U
C54 M99 Y0 K0
Hex #872175
R135 G33 B117

Orange
PMS 2018C
C0 M68 Y95 K0
PMS 2018U
C0 M58 Y95 K0
Hex #ff7600
R255 G118 B0

Moss
PMS 7537C
C36 M23 Y34 K0
PMS 7537U
C36 M23 Y30 K0
Hex #a7aca2
R167 G172 B162

Taupe
PMS 7501C
C13 M16 Y35 K0
PMS 7501U
C13 M16 Y35 K0
Hex #d9c89e
R217 G200 B158

Pastels

Slate
PMS 2165C
C68 M43 Y30 K9
PMS 2166U
C68 M46 Y30 K13
Hex #687d90
R104 G125 B144

Mist
PMS 2162C
C40 M23 Y18 K1
PMS 2162U
C42 M26 Y18 K4
Hex #9ea6b4
R158 G166 B180

Lavender
PMS 665C
C17 M20 Y0 K8
PMS 665U
C17 M20 Y0 K8
Hex #c6bcd0
R198 G188 B208

Powder Blue
PMS 290C
C25 M4 Y5 K0
PMS 545U
C28 M4 Y0 K0
Hex #c9dee9
R201 G222 B233

Neutrals

Charcoal
Cool Gray 11C
C48 M22 Y24 K66
Cool Gray 11U
C15 M0 Y0 K60
Hex #58585a
R88 G88 B90

Pewter
Cool Gray 8C
C23 M11 Y13 K41
Cool Gray 8U
C10 M0 Y0 K50
Hex #919295
R145 G146 B149

Smoke
Cool Gray 5C
C0 M0 Y0 K33
Cool Gray 5U
C0 M0 Y0 K33
Hex #bcbdc0
R188 G189 B192

Silver
Cool Gray 2C
C14 M10 Y13 K0
Cool Gray 2U
C14 M10 Y16 K0
Hex #e7e7e8
R231 G231 B232

Storm
Warm Gray 10C
C51 M46 Y55 K19
Warm Gray 10U
C51 M46 Y45 K19
Hex #675d58
R103 G93 B88

Ash
Warm Gray 7C
C41 M34 Y44 K4
Warm Gray 7U
C41 M38 Y37 K8
Hex #958d85
R149 G141 B133

Platinum
Warm Gray 3C
C25 M22 Y32 K0
Warm Gray 3U
C25 M22 Y28 K2
Hex #c5c1bb
R197 G193 B187

Cloud
Warm Gray 1C
C15 M12 Y17 K0
Warm Gray 1U
C15 M12 Y17 K0
Hex #e6e5d8
R230 G229 B216

Black
C0 M0 Y0 K100
Hex #000000
R0 G0 B0

White
C0 M0 Y0 K0
Hex #ffffff
R255 G255 B255

Typography
Licensed and
Free fonts

OUR LOOK

**Voice and Visual
Rotary Guidelines**

17 January 2014

26

Licensed option - fonts for purchase

Free option - when Frutiger and Sentinel fonts are not available or are cost prohibitive

Primary*, use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, info graphics, lockups, identifiers, or dense body copy.

Secondary*, use for body text, secondary headlines, captions, callouts, or identifiers.

Primary, for digital (web) applications or when Frutiger LT STD is not available

Primary, for Microsoft Office applications or when Open Sans Condensed is not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.

Secondary, for digital (web) applications and Microsoft Office applications, or when Sentinel is not available. Font should be used similarly to Sentinel for body text, secondary headlines, etc.

FRUTIGER LT STD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

OPEN SANS CONDENSED

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Light Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic

ARIAL NARROW

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Italic
Bold
Bold Italic

Georgia

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

* For information on purchasing these typefaces, contact graphics@rotary.org.

Master Branding: The Brand Center

Rotary.org – My Rotary – News & Media – Brand Center

Give your neighbor a High-5 if...

you promise to flip through the Master Branding guide or visit the Brand Center

you'll provide a copy or link of the Master Branding to your PI Chair

you will commit to updating your club's logo to match Master Branding

Rotary
Club of Wakefield, MA

People of Action Campaigns

Rotary
Club of Wakefield, MA

People of Action

Use the People of Action toolkit to download:
- Video
- Radio ads
- Outdoor ads
- Print ads
- Social media

CUSTOMIZABLE!

Rotary believes in developing leaders within the community. Through professional workshops and interactive online learning, Rotary volunteers prepare to lead their communities towards a better tomorrow. Learn more at Rotary.org

Rotary | PEOPLE OF ACTION

Brand Center – Materials – Toolkits – People of Action

Rotary
Club of Wakefield, MA

Slide 17

AL1   Amy Luckiewicz, 2/19/2019

Brand Center – Materials – Toolkits – People of Action

AL1   Amy Luckiewicz, 2/19/2019

People of Action

TOGETHER, WE
INSPIRE

Rotary **PEOPLE OF ACTION**

www.rotary7930.org

Brand Center – Materials – Toolkits – People of Action

Rotary
Club of Wakefield, MA

Give your neighbor a High-5 if...

you commit to logging into the Brand Center and look through the People of Action toolkit

you commit to downloading 1 People of Action image

you commit to making 1 custom People of Action ad

Rotary
Club of Wakefield, MA

Social Media Made Easy

Rotary
Club of Wakefield, MA

Get Social

social media

moblog splogs Flickr
Wikipedia
OpenID civic GPS GPL NGO wiki mob phone
return video trade tweetup domain hashtag remix widget feed
Creative steward NGO wiki Facebook tag cloud podsafe networking
podcast copyleft hosting Commons technology digital MySpace
use fair Digg mashup marketing sourceunconference
Twitterverse cause news ebooks
sustainability crowdsourcing world-of-mouth double of optimization on platform media
bottom RT computing neutrality flash embedding troll public triple
world microblogging SEO campaign webinar terms webcasting personal astroturfing search
conferencing Gov Web open newsroom videoblog lifestreaming entrepreneurship
UGC line crowdfunding Internet smart YouTube short analytics lifecasting geotagging
CSR bookmarking paid capital blog code tags RSS story engine inclusion permalink
streaming enterprise screencast Drupal wi-fi SMS reader web
net WordPress tweet metadata virtual Corp api nptech
Twitter

Rotary
Club of Wakefield, MA

Get Social

Rotary
Club of Wakefield, MA

Rotary District 7930
Published by Amy Luckiewicz [?] · February

Shout out to Catch Direct of Gloucester! They
plungers with fresh fish after the plunge! THAI
https://catchdirect.net/

Rotary District 7930
Published by Amy Luckiewicz [?] · February 9 at 8:16 AM · 🌐

It's plunge day! Air temp at plunge expected at 32, water temp at 39! Click
donate! https://app.mobilecause.com/vf/polio

Today's the day! We're taking the plunge to end polic

90	11	
People Reached	Engagements	Boost Pos

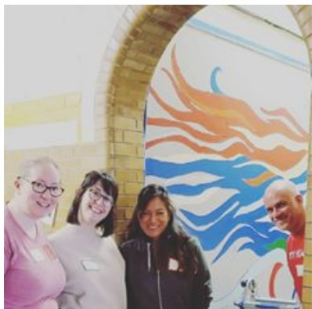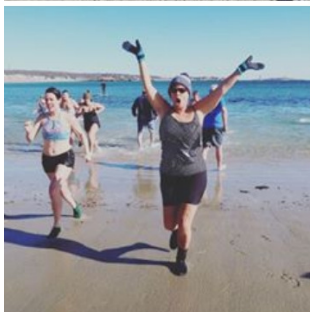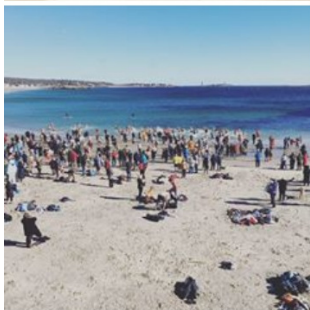Alexander Falk and 4 others

Rotary District 7930
Sponsored · 🌐

Connect with Rotary and transform lives! Find a
club near you or contact us at
rotary7930membership@yahoo.com today!

TOGETHER, WE
TRANSFORM

ROTARY7930.ORG

Rotary District 7930

CONTACT US

❤️ 💬 ✈️

👥 Liked by **the**

rotary7930 Polar Plug
shared a joke with Pol
planning meeting. We

underwateramy So fu
@tomhankard

NOVEMBER 6, 2018

❤️ 💬 ✈️

👥 Liked by **theregoesholi** a

rotary7930 Rotary Youth Leadship
amazing weekend of student lead
development. Clubs sponsor the $
more, visit www.rotary7930.org. #

ohmygoditslexi 😍

NOVEMBER 5, 2018

❤️ 💬 ✈️ 🔖

👥 Liked by **theregoesholi** and **18 others**

rotary7930 Saugus Rotary is extremely proud to
sponsor the annual Christmas Party event at the
Saugus Senior Center. Another year filled with pure
joy, holiday spirit and fun...that's what it's all about!
Taking the time to appreciate each other's company
and live in the moment!

DECEMBER 13, 2018

Public Image Coaching: Sample Social Media Monthly Calendar

These are just a sample of some things your club can promote or post on social media. Choose your frequency of how often you post, but we recommend no less than once per week. For this sample, the regular meeting is held each Tuesday with a special event on the last Friday of the month.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Invite to "like" us	2 Join us tomorrow as we welcome speaker….	3 Photo from the meeting w/ caption Members "check in" at meeting.	4 Featured member photo & why they love Rotary	5. Throwback Thursday photo from older project or retired members	6 Foundation Friday focus on 1 of the 6 Areas of Focus	7 Link to new content on club's website
8 Shout out to another club with link	9 We can't wait for our meeting tomorrow…	10 Photo from the meeting w/ caption Members "check in" at meeting.	11 Event promo	12 Interested in joining Rotary? Join us on Tuesdays at noon at…	13 Foundation Friday focus on Rotary partners worldwide	14 Meet our newest member…
15 Change cover photo	16 Join us tomorrow as we welcome speaker….	17 Photo from the meeting w/ caption Members "check in" at meeting.	18 Link to District news story	19 Throwback Thursday photo from older project or retired members	20 Foundation Friday focus on 1 of the 6 Areas of Focus	21 Event promo
22 Change profile photo	23 Interested in joining us tomorrow for lunch? Our speaker is…	24 Photo from the meeting w/ caption Members "check in" at meeting.	25 Event reminder	26 Curious about what we do? Check out our website…	27 Today's the day for our event…	28 Upload photo album from event and tag photos
29 Thank you to event sponsors	30 Thank you to event attendees and results	31 Photo from the meeting w/ caption Members "check in" at meeting.				

Questions? Contact us:

rotary7930publicimage@yahoo.com

Rotary
District 7930

On Trend

#WakefieldRotary
#EndPolio
#NEPETS2019
#Rotary7930

Memes

memegenerator.net
memedad.com
makeameme.org

JOINED LOCAL ROTARY CLUB

HELPED RID THE PLANET OF POLIO
memegenerator.net

Rotary
Club of Wakefield, MA

Biggest Mistakes

USE EXTERNAL VOICE

BE CONSISTENT

Rotary
Club of Wakefield, MA

Give your neighbor a High-5 if...

you commit to updating your club's social media at least once a month

you commit to meeting with your social media person/team to develop a calendar

you commit to creating a unique hashtag for your club and using it

you commit to using external voice on social media

Rotary
Club of Wakefield, MA

Amy's Top 5 Things To Do RIGHT NOW

Amy Recommends

Action Step: Create a Public Image Budget

Why?
It's fiscally
responsible

Indicates to club that
PI is important

Can help clubs stay
on track

Amy Recommends

Action Step: Create a list of your active members

Why?
Shows who within your community is in Rotary

Makes members feel appreciated

Can show diversity

Date			
Type			
Project			
Member			
Adams, Paul (S)			
Bowering, Suzanne			
Boyle, Kathryn			
Brownson, Michael (H)			
Curley, Jay			
Curley, Mark			
Daniels, Margie			
Dhingra, Catherine (S)			
Donovan, Bruce			

Rotary
Club of Wakefield, MA

Amy Recommends

Action Step: Buy something for your members

Why?
Begins members'
involvement in PI

Unifies your
"people" image

Invests in
membership

Amy Recommends

Action Step: Create a list of things you will submit press releases about (and submit across multiple platforms)

Why?
Saves time

Recognizes achievements

Builds awareness

press release

Rotary
District 7930

For Immediate Release

_____ **Rotary Club Announces New Member**

Date

The _____ Rotary Club is pleased to announce that _____ has been inducted as the newest member of the service club. (Last name of the new member) is (new member's occupation and title). A native of _____, s/he resides in _____ with (any family, note here). (insert quote from new member about why s/he joined or what s/he is looking forward to). _____ Rotary Club President_____ added, "(insert quote from club President here about the new

Rotary
Club of Wakefield, MA

So What Can We Announce?

New Members
Perfect Attendance Achievements
Events
Scholarship Opportunities
Member Anniversaries
Election of New Officers
Installation of New Officers
Total Volunteer Hours (track in goals)
RLI/Training Participation
Awards/Citations (local, RI, international)
New Partnerships
Polio/Gates Match

Rotary
Club of Wakefield, MA

Amy Recommends

Action Step: Create a plan THIS WEEKEND on how you'll keep your commitments

Why?
Your club and members deserve it!

Rotary
Club of Wakefield, MA

Hi There District Leaders

Invest in 1 printed Master Brand guide per club

Create a library of press release templates for District and/or RI initiatives

Offer Public Image matching mini grants to help clubs out

Rotary
Club of Wakefield, MA

Questions?

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(781)588-0257
Twitter @underwateramy37
Instagram: underwateramy