

Hawai'i
Rotary
District 5000



District Public Image Committee

Making Public Image Work for
Hawai'i Rotary District 5000



Hawai'i
Rotary
District 5000



2023-2024 Co-Chairs

Joshua Laguana (Hickam Pearl Harbor)
Scott Wishart (Ala Moana)

Hawai'i
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District 5000



What is Rotary's Public Image?

What is Rotary's Public Image?

Rotary's public image is how the world perceives Rotary. It is shaped by the actions of every member, from how we conduct ourselves in meetings to how we represent Rotary at events and respond to needs in our communities.

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What's the purpose of the District Public Image Committee?

Our purpose is to:

- **Increase public awareness** of Rotary by **informing the public** of Rotary activities
- **Educate the public** about Rotary as a community organization by **promoting and communicating** what is happening within the district and at the club levels;

Our purpose is to:

- **Support clubs** in their Public Image efforts to promote their activities and events;
- **Educate clubs** on Public Image best practices with clubs

Our purpose is to:

- **Grow Rotary** in Hawaii with new members
- **Influence the greater community** to become involved in Rotary projects

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How will it get done?

What we do...

- **Act as a resource to club and district committees** to support the Public Image Committee mission;
- **Facilitate training** sessions at District Assemblies and support clubs in preparation for District Conference;

What we do...

- **Define objective differences** between *internal communications* (Rotarians) and *external communications* (non-Rotarians).

What we do...

- Establish a consistent and coordinated message to both Rotarians (internal) and Non-Rotarians (external) using **multimedia platforms** to;
- **Grow traffic & engagement** on each media platform (website, social media, newsletter, etc);

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Getting it done...

Getting it done: Web Masters

One of the most common ways people in a community learn about Rotary and the good we do is through a **club or district website**.

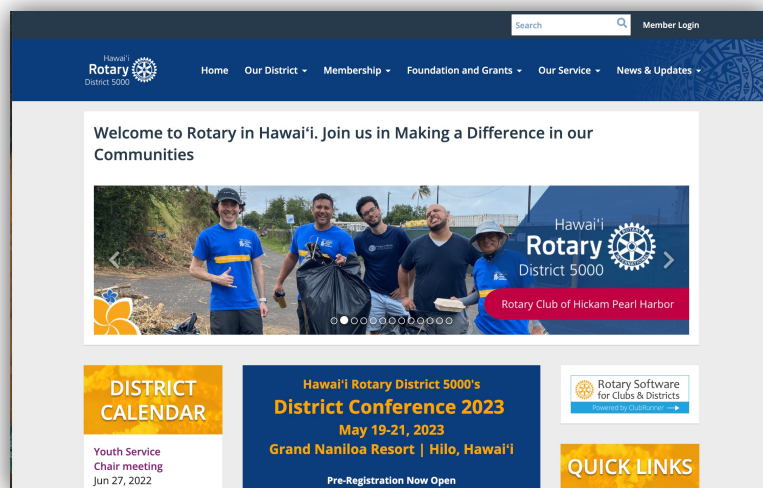
Our websites must *inspire*, be *simple*, and have a clear *call to action*.

Getting it done: Web Masters

The District manages two websites, one for Rotarians (internal audiences) and one for Non-Rotarians (external audiences).

For **internal** audiences: RotaryD5000.org.

For **external** audiences: RotaryInHawaii.org



Getting it done: **Communications**

District Committees and Clubs are encouraged to share their activities, events, and news on a larger and more coordinated effort through the District's newsletter.

Have something to send out? Tell us your message and your targeted audience and we'll guide you on the best avenue!





Getting it done: Using Social Media

We use social Media to **promote activities** of the district and individual clubs on multimedia platforms such as Facebook, Instagram, and YouTube.

The goal is to gain new followers, increase interactions with posts, and identify leads for new membership (Rotary, Interact, Rotaract, Donors, Partners, Volunteers).

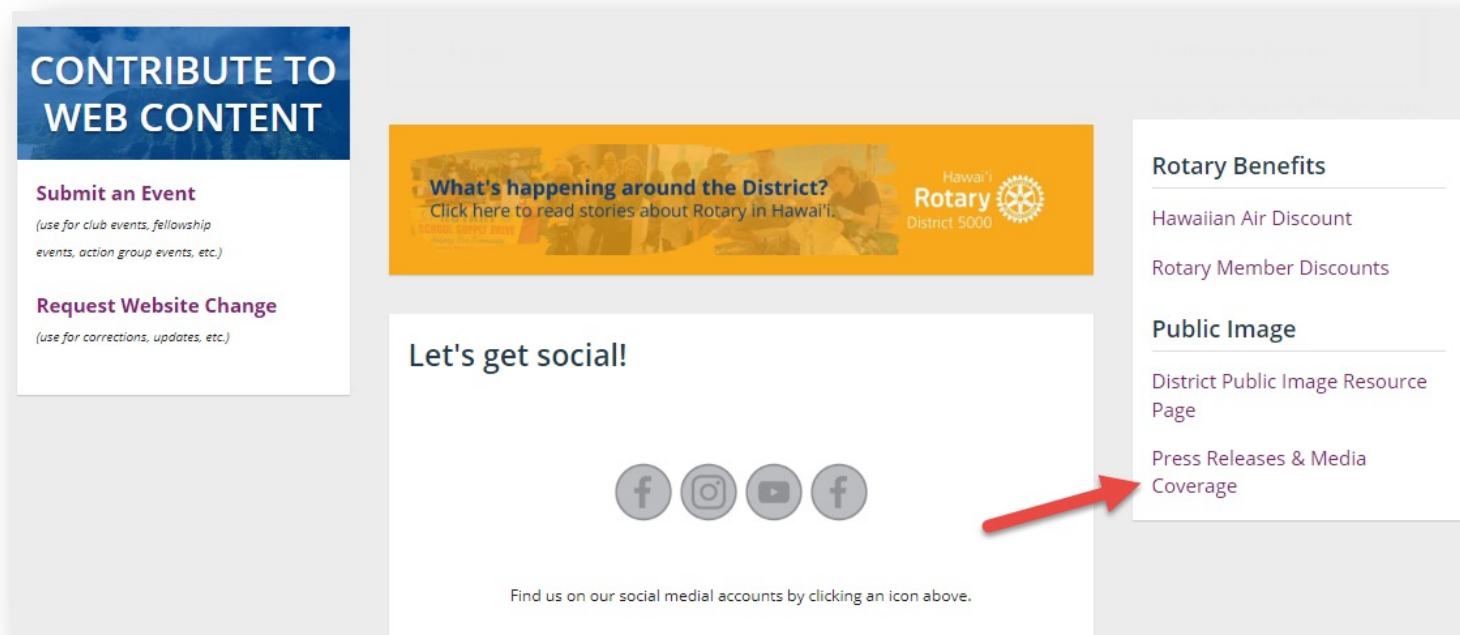
Getting it done: Using Social Media

Official District Accounts:

Facebook		@RotaryD5000 (<i>internal</i>)
Facebook		@HawaiiRotary (<i>external</i>)
Instagram		@HawaiiRotary
YouTube:		<u>@HawaiiRotary</u>

Getting it done: In the News

Let us help you in developing **Press / Media Releases** and connecting you with Hawai'i Media Contacts



Getting it done: Taking the Right Pics

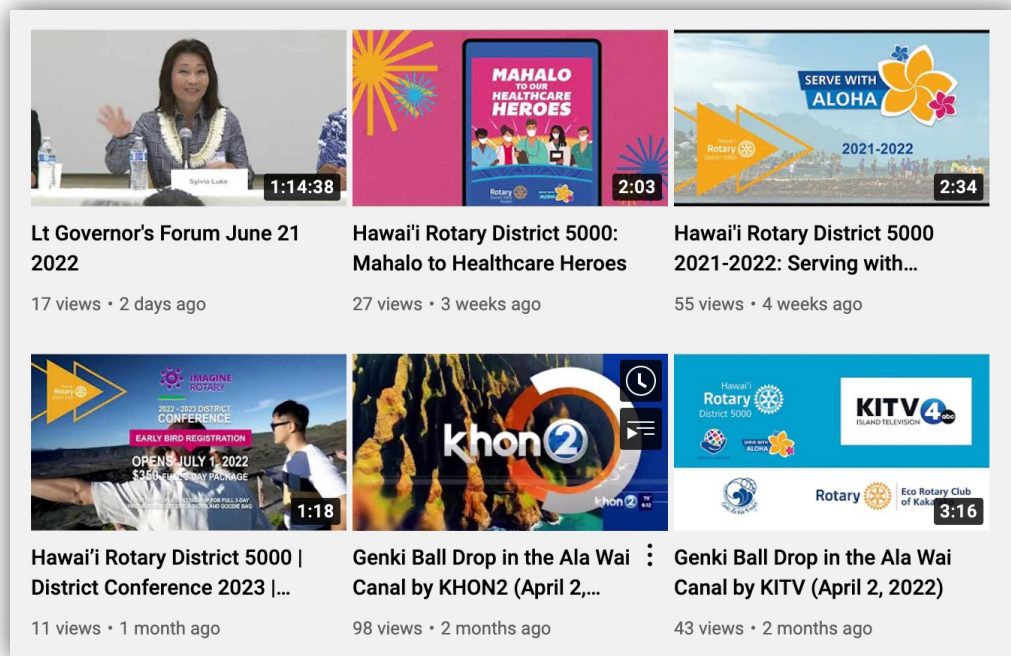
It is important to capture district and club events. Send your photos to us or tag us in a social media post.

Educate members on proper use of the **People of Action** campaign



Getting it done: Using Videos

Create district wide videos that promote Rotary in Hawaii. Contact us to **advise**, **assist** and **review video projects**. Want to add a video to the Hawaii Rotary library? Send us your files!



Getting it done: Does it Look Right?

We **ensure consistency in the Hawaii Rotary brand**. Contact us if you would like for us to advise on or review design ideas.

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CREATE HOPE
in the **WORLD**

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Things to know before you go

The District Logo

Hawai'i with 'okina

Hawai'i
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District 5000



Use of proper logo.

RI Theme 2023-2024



**CREATE HOPE
in the WORLD**

Vertical



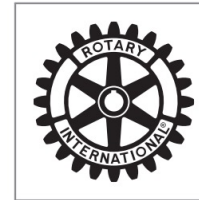
**CREATE HOPE
in the WORLD**

Horizontal

What's the difference with the wheels?

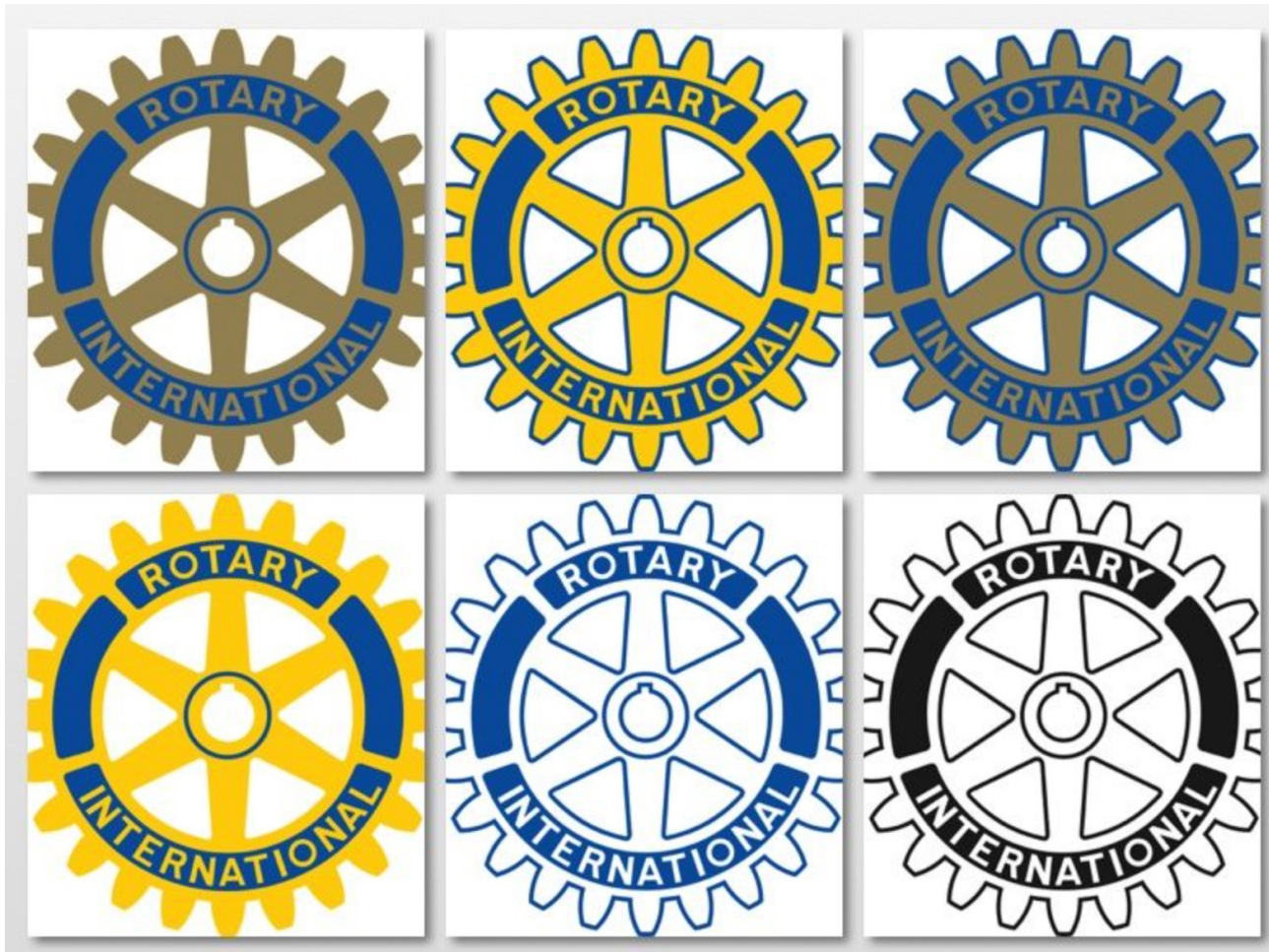
MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence (MOE) and should be considered the secondary logo. When you use the it, we encourage you to position your club, district, or zone logo nearby for clarity and recognition. There is no simplified version of the MOE — the words “Rotary International” must always appear in the wheel.

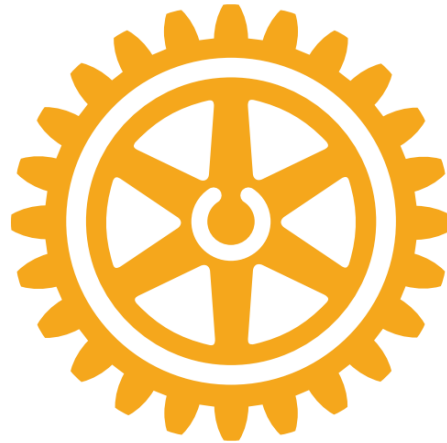


The MOE should appear in Rotary Gold. If you're printing one-color, azure or black can be used. It cannot appear in colors other than those shown here. Information about Rotary's color palette can be found on the Brand Center.

Using the Right Logo



Is this an appropriate use of the MOE?



Is this an appropriate use of the MOE?



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Club Resources

ROTARY.ORG > MY ROTARY > BRAND CENTER

[Baskets](#) [Tools](#) [Help](#)

[English](#)



[Our brand](#)

[Logos](#)

[Materials](#)

[Ads](#)

[Images & Video](#)

WELCOME TO THE BRAND CENTER

Tell the story of Rotary and how we are people of action in your community and around the world.

[LEARN MORE](#)



Join Leaders. Exchange Ideas. Take Action.



Club Resources

Brand Center | Asset Details

Actions >

YOUR LOGOS AT A GLANCE

Your Logos at a Glance DECEMBER 2020

A consistent voice and visual identity are essential components of a strong brand. By using the design elements in this guide you ensure that our brand is presented in a unified way, helping to build awareness and recognition of Rotary and Rotaract. You can find more information on the Brand Center at rotary.org/brandcenter.

Your club, district, or zone logo is made up of the Masterbrand Signature (MBS) plus the club name, or the district or zone number. Multiple district or zone numbers can also be listed. This logo must be used instead of the MBS alone. No other words should appear above or below the MBS.

You can use either the MBS or the simplified version in your club, district, or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embossed.

Find templates for creating your logo on the Brand Center at rotary.org/brandcenter.

CLUB, DISTRICT, OR ZONE LOGOS

Masterbrand Signature

Club Name above or
Rotary
Club Name, District, or Zone below

Masterbrand Signature Simplified

Club Name above or
Rotary
Club Name, District, or Zone below

Layout Examples

Examples

Rotary
Club of Evanston

Rotary
District 3310

Sunrise Kampala
Rotary
Club

Rotary
Zone 8

Rotaract Masterbrand Signature

Club Name above or
Rotaract
Club Name, District, or Zone below

Rotaract Masterbrand Signature Simplified

Club Name above or
Rotaract
Club Name, District, or Zone below

Examples

Rotaract
Club of University of Chicago

Rotaract
District 3310

Toronto
Rotaract
Club

Rotaract
Zone 8

Clear Space

Clear space in the space surrounding the club, district, or zone logo that needs to remain empty. It is equal to the height of the capital "R" in "Rotary" or "Rotaract."

Reverse Options

Rotary
Club of Evanston

Rotary
District 3310

Rotaract
Club

Rotaract
District 3310

DESCRIPTION

Simplified version of the Voice and Visual Identity Guidelines.

Last Updated

12/01/2021

Keywords

[Asset Type](#), [Guidelines](#), [Language](#), [English](#)

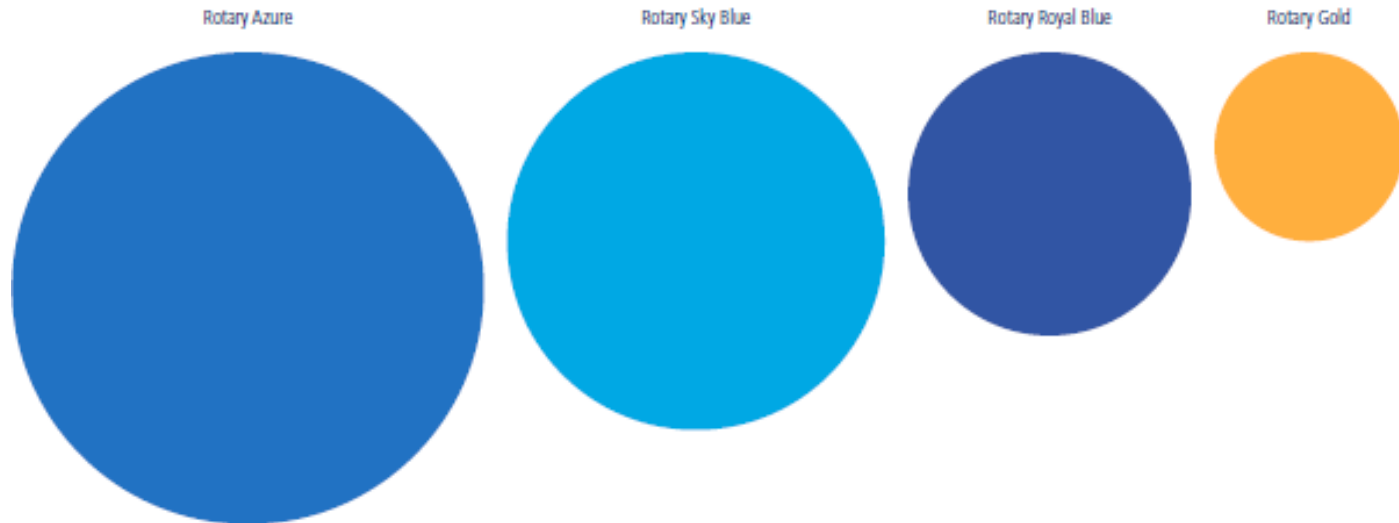
DOWNLOAD

ADD TO BASKET

QUICK SHARE VIA EMAIL

Color Palette: Use official colors

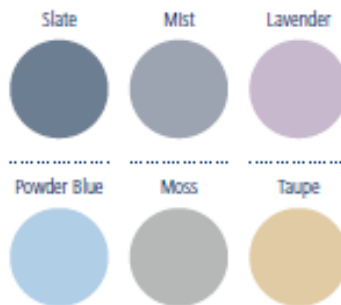
Rotary Leadership Colors



Secondary Colors



Pastels



Neutrals



Bottom Line

The District's Public Image Committee is here to **support** clubs, **elevate** the Rotary brand and **promote** Rotary in Hawaii.

Next Steps:

1. Create a **Public Image Committee**
2. Develop a strategic plan
3. Visit RotaryD5000.org/public-image
4. [Download the logos and other assets](#)
5. Brand Compliance by June 30, 2023

Our Contact Information

Hawai'i Rotary District 5000

Public Image Committee Co-Chairs 2022-2024

Joshua Laguana (Hickam Pearl Harbor)
Scott Wishart (Ala Moana)

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RotaryD5000.org/public-image