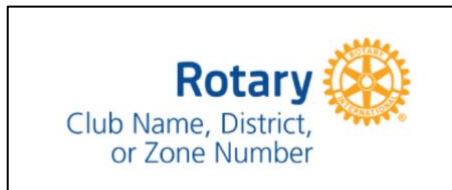


Branding



Why is branding important?

1. Branding helps you stand out in a saturated market.

There are many service organisations and charities, so it is important that people recognise Rotary and don't confuse us with anyone else.

2. Branding gives you credibility.

Having an established and clear brand will make you look like an expert. If you appear to know what you're talking about and come across as a professional, people will be more likely to gravitate towards you.

3. With a clear brand, you can prove your worth.

If people are aware of, and have knowledge of the Rotary brand, they are more likely to donate / participate in events as they know we are a brand with integrity.

4. Branding leads to customer loyalty.

We all see it in our annual events – the same people return year after year.

5. Branding leads to recruitment

If you deliver what your brand promises, potential members will remember you, then in the future, when the time is right for them (when looking to be active in a service organisation) they will consider Rotary first. People connect with brands that share the same values; hence instant recognition is crucial.

6. Branding = Consistency.

You just have to think of well-known brands: Kellogg's, Coca Cola, BMW, Barclays Bank etc and their logos and you can recognise them anywhere in the world, and instantly know what they stand for. These companies would be significantly less successful if they all had different brand names, logos, livery (packaging and colours) etc. Also, they don't have to waste time thinking what colour it should be, what font should they should use and so on, because there is a set logo, a set colour, a set font.

7. Branding your organisation will save you money and time in the long run.

Once a brand, and the values associated with it are established, things such as the logo, colours etc become an instant shorthand for what the brand stands for.

8. Branding will give you confidence in your business.

Beautiful branding will make you proud to share and promote your business / organisation. If people see that you're confident in what you do, they'll be more likely to trust you and your expertise.

9. Credibility and Trust

In this world of fake brands, copy-cat brands that can potentially undermine the real brand, it is important for the real brand to rigidly stick to the branding guidelines. (So, for example, as most clubs use the new Rotary logos, it starts to make those using the old ones look like fakes / not the proper brand.)

Rotary Logo.

It is therefore extremely important that all clubs use the correct logos on all communications: websites, leaflets, letter heads etc.

Logos for your club can be made online in Brand Centre.

<https://brandcenter.rotary.org/en-us/templates#logo-systems>

FAQ's

Q. *"Rotary always seem to be changing the logo"*

A. Branding should be reviewed periodically to ensure that it is modern, up to date, clear. However, this is something that should only be reviewed every 5-10 years, and I'd like to think (hope!) that those at Rotary International realise this, and don't change the branding now for some time.

Q. *"I prefer the old logo"*

A. Although likes / dislikes of logos is largely subjective, in most cases, there will have been a lot of meetings / discussions / alternative logos explored / market research conducted etc. before they reached the final artwork. To my mind it is younger, more modern, cleaner, more clearly branded than the old one, which to me looks dated, old fashioned, austere, male, for wealthy people. It doesn't matter whether I or anyone else "like" it or not, it is moving Rotary in the right direction, and that is what is important.

Q. "I don't know where to get the current logo and artwork"

A. <https://brandcenter.rotary.org/en-us/templates#logo-systems>