

# 國際扶輪3490地區2019-2020年度 地區公共形象研習會

## 扶輪品牌中心

專題演講人：董金偉 CP. Roger ( 林口幸福社 )

日期：2019年05月19日 星期日

地點：新莊典華



Rotary

# 林口幸福扶輪社

Rotary Club of Formosa Happiness

創社社長

董金偉 C.P. Roger

0955-980-647



國際交流服務業

**例會時間** 每月兩次例會▶第二、四週星期二晚上6:28例會聯誼

**例會地點** 林口好日子餐廳▶新北市林口區文化一路二段131號

**網址** [www.formosahappiness.org](http://www.formosahappiness.org) **信箱** [rotary@formosahappiness.org](mailto:rotary@formosahappiness.org)

本社創立於2014年4月18日，隸屬於3490地區新北市第六分區

扶輪  
幸福團

寒暑假  
遊學團

專業  
留學代辦

**董金偉** Roger 0955-980647 rogertung88

rogertung88@gmail.com

龍華科技大學工業管理系 / 副教授

桃園市龜山區萬壽路一段300號K208-3室 02-82093211#6121

瀚斯國際交流中心 / 執行長

龍華科技大學創新育成中心 D305室 02-26009818

謙誠留學教育機構 / 執行長

新北市林口區文化三路一段408號2樓 02-26009818





# 先談五大

➤ 行政管理

➤ 服務計劃

➤ 社員發展

➤ 扶輪基金

➤ **公共關係**

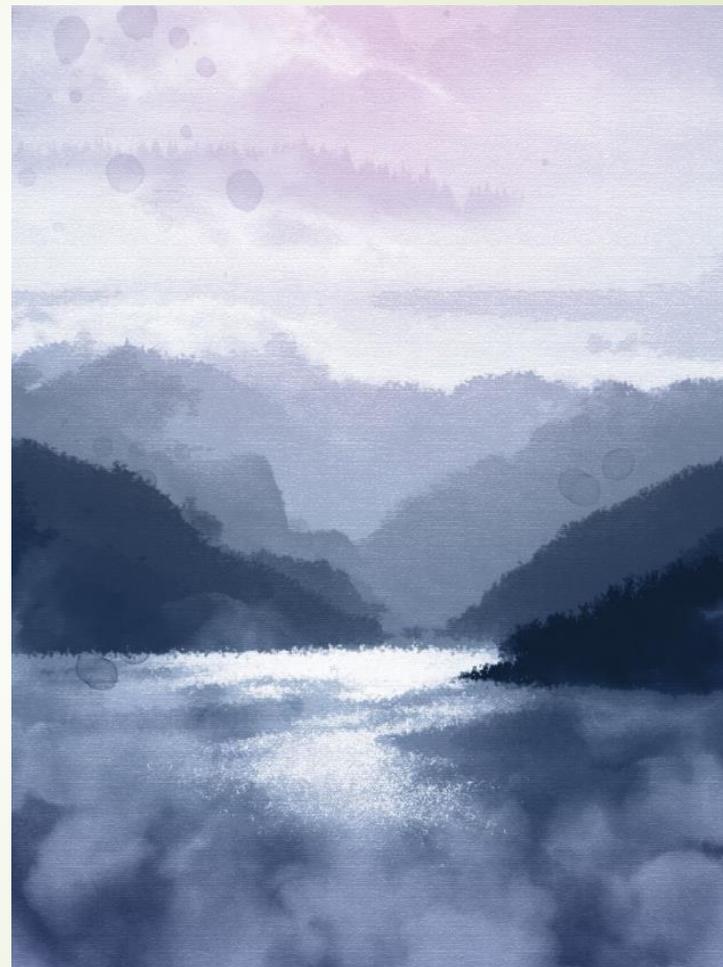
# 再說山小

近看山很大

遠看山很小

我看近山大

你在說山小





公共關係 v.s. 公共形象

企業經營 v.s. 企業形象



# 形象 v.s. 行善

沒形象 沒行善 → 小尾流氓

有形象 沒行善 → 岳不群

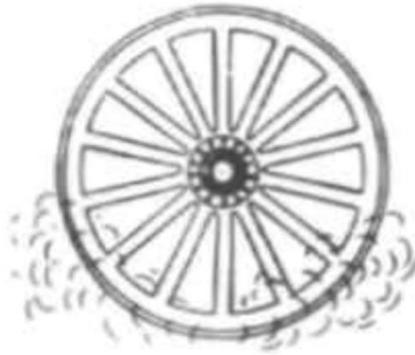
沒形象 有行善 → 濟公

有形象 有行善 → 在座各位





1906



1906-07



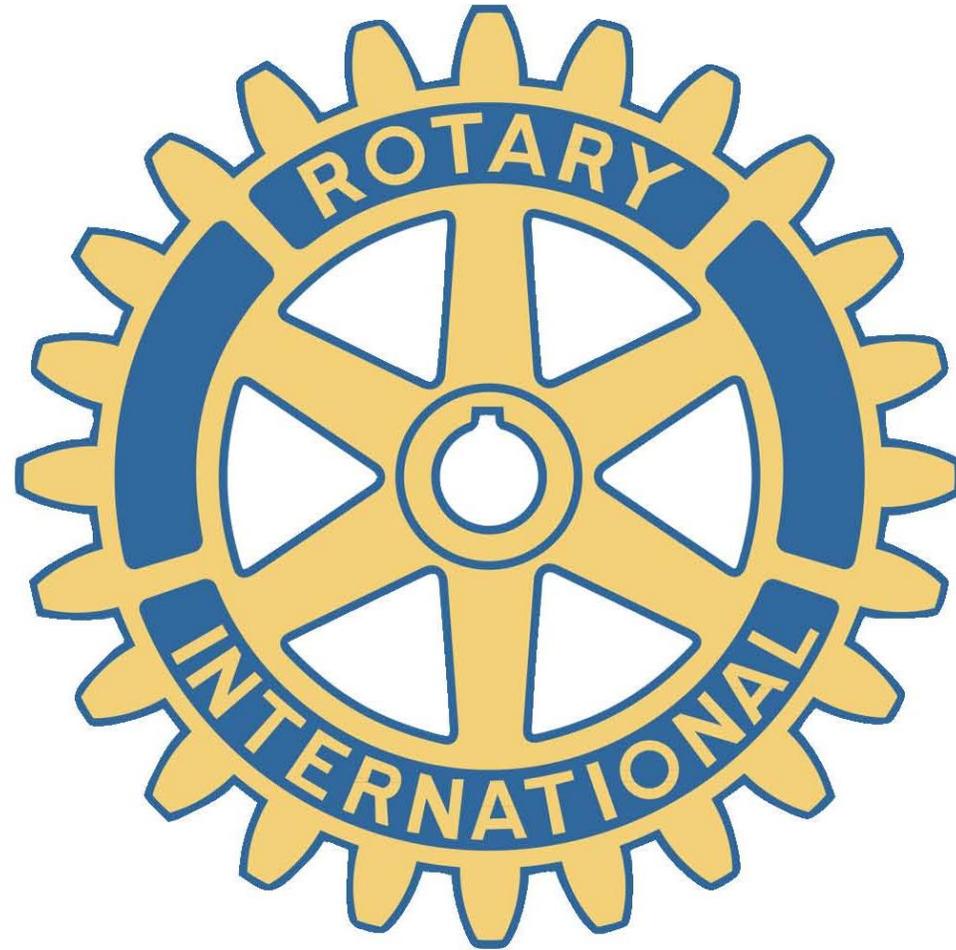
1907-09

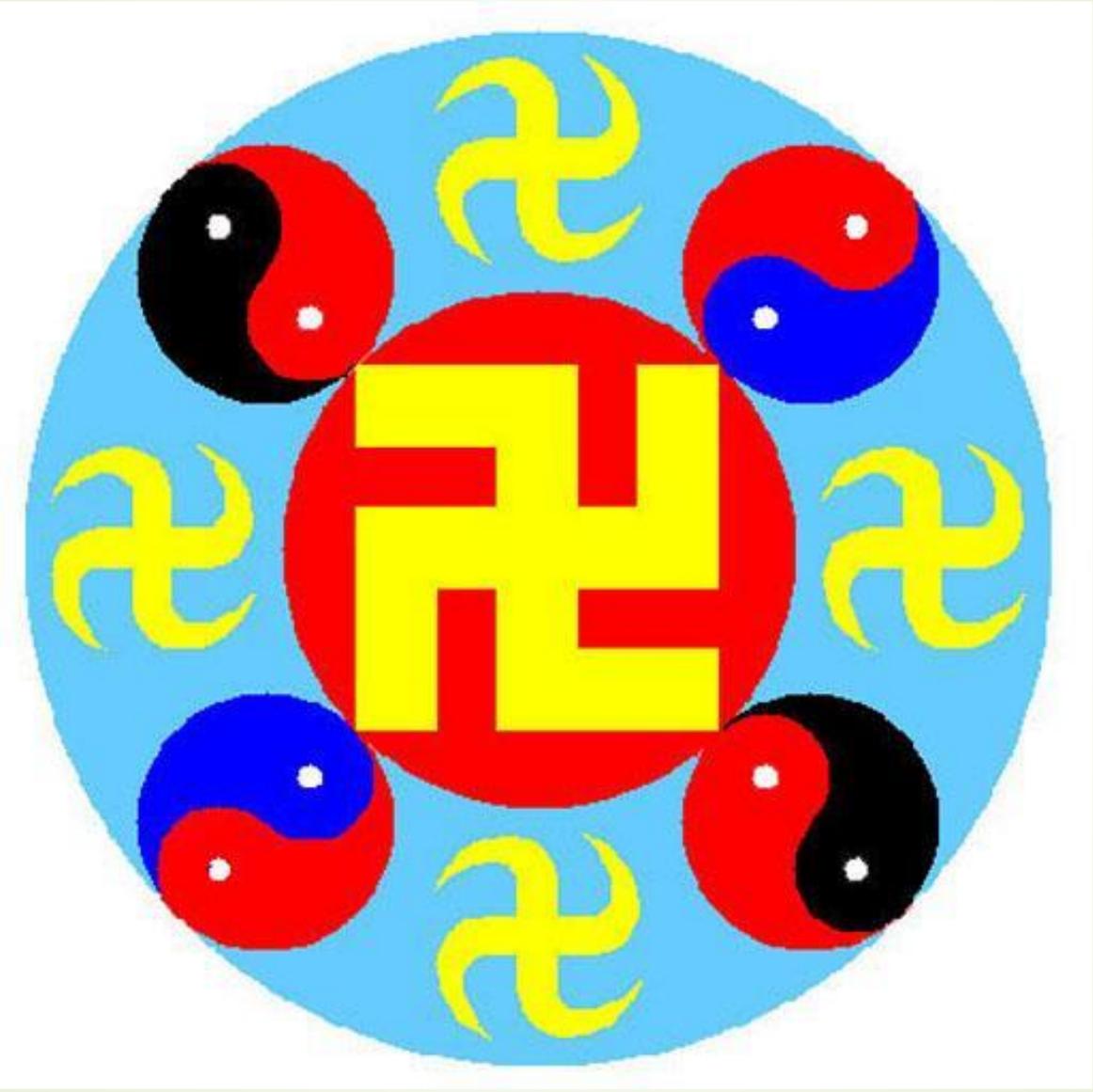


OF CHICAGO  
1910



1911-14





**Rotary**





## Full Color

Positive (for light or white backgrounds)



*Rotary Royal Blue*

*Rotary Gold*

Reversed (for dark backgrounds)



*White*

*Rotary Gold*



## One Color

100% black



100% Rotary Azure



100% white (for dark backgrounds)



## Merchandise Club Polo

BRINGING THE PIECES TOGETHER

Voice and Visual  
Rotary Guidelines

September 2016

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### Club Polo Front

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2-Color



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### Club Polo Front

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2-Color



See page 19 for club, district, zone, and e-club  
signature specs.

## Merchandise Flag

BRINGING THE PIECES TOGETHER

Voice and Visual  
Rotary Guidelines

September 2016

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Tag should include the Rotary masterbrand signature **Rotary** 

# Merchandise Name Badge

BRINGING THE PIECES TOGETHER

Voice and Visual  
Rotary Guidelines

September 2016

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## Azure Name Badge

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3"x5"x2" (7 cm. x 5 cm.)



NEW  
MEMBER

10-YEAR  
MEMBER

PERFECT  
ATTENDANCE

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## White Name Badge

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3"x5"x2" (7 cm. x 5 cm.)



NEW  
MEMBER

10-YEAR  
MEMBER

PERFECT  
ATTENDANCE

See page 19 for club, district, zone, and e-club  
signature specs.

## Merchandise Rotary T-shirt

BRINGING THE PIECES TOGETHER

Voice and Visual  
Rotary Guidelines

September 2016

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### T-shirt Front

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2-Color



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### T-shirt Back

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2-Color



# Merchandise Hat

BRINGING THE PIECES TOGETHER

Voice and Visual Rotary Guidelines

September 2016

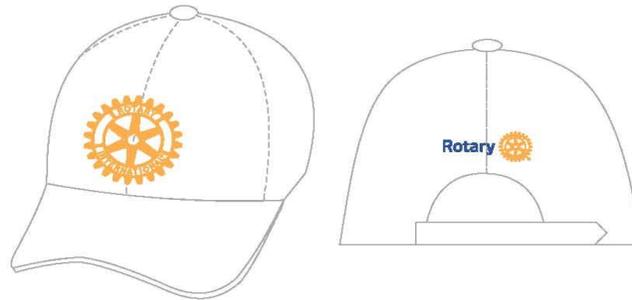
52

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## Hat - 2-Color

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Design I - White

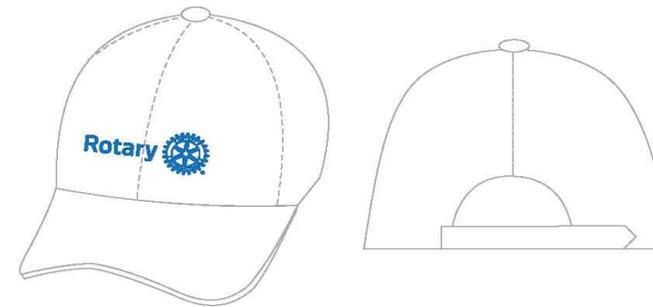


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## Hat - 1-Color

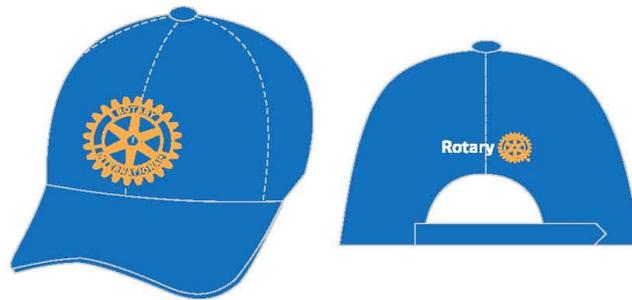
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Design II - White



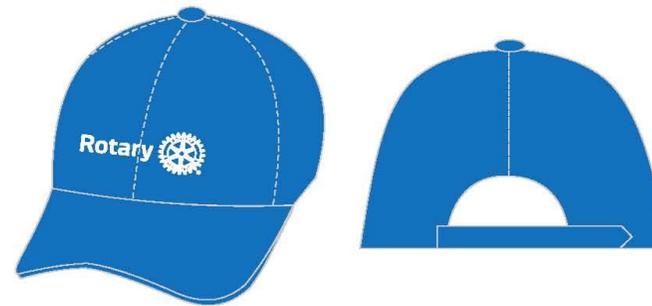
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Design I - Azure



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Design II - Azure



## Merchandise

### Coffee Mug

BRINGING THE PIECES TOGETHER

Voice and Visual  
Rotary Guidelines

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Mug - 2-Color

Design 1 - Front/Back



Mug - 1-Color

Design 1 - Front/Back



Club Design 1 - Front/Back



Club Design 1 - Front/Back



JOIN LEADERS,  
EXCHANGE  
**IDEAS**  
AND TAKE  
**ACTION**  
FOR COMMUNITY

Rotary 





# 品牌中心實作演練



老王賣瓜

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自賣自誇

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我講完了！ALOHA！3Q