

Rotary
District 3490



**ROTARY
CONNECTS
THE WORLD**
扶輪連結世界



District Public Image Seminar

2019-20年度地區公共形象研習會

May. 19, 2019



公共形象專題演講

用影像說故事

樹林扶輪社 P Dennis



扶輪標誌的規範

Rotary



Logos Configurations

OUR LOOK

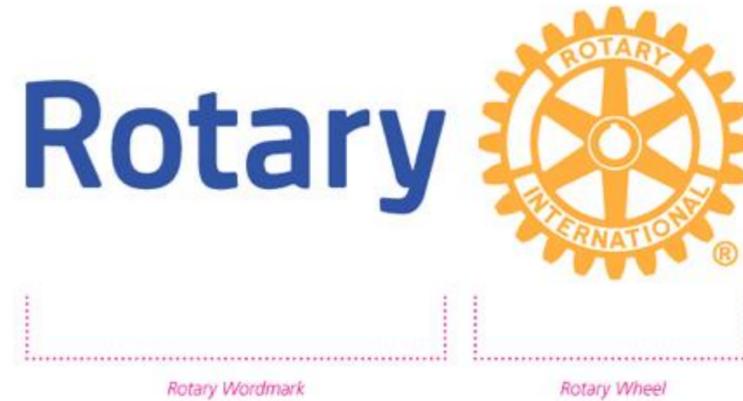
For many years, our Rotary wheel stood alone as our logo on signage and communications materials. Although the words Rotary International were embedded in the wheel, they were hard to read from a distance. As a result, the general public did not always recognize Rotary's involvement in a project or activity.

That's why we decided to expand our official logo to include the word "Rotary" next to the wheel. This is our official logo and our masterbrand signature, which should be used whenever possible.

The Rotary wheel is our mark of excellence. In addition to being a component of our official logo, it may be scaled up for greater impact and used separately but in close proximity to the masterbrand signature.

For example, you could display a large Rotary wheel on the front of the podium at an event with the official logo showing above on a screen. Or you could use the scaled-up mark of excellence on the front of a brochure and the logo on the back. The design examples on pages 16, 35, and 40 show some easy ways to follow this guideline.

Masterbrand Signature (Our Official Logo)



Mark of Excellence (Our Wheel)



What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital:		
Web/Email	.png	rgb
Tablet/Mobile		

Logos

Color Variations, Masterbrand

The full-color Rotary signature is our preferred version for use in digital environments and whenever printing with at least two colors. The word "Rotary" should appear in Rotary Royal Blue or white followed by our wheel in Rotary Gold, unless two-color printing is not possible or the background renders the gold illegible.

One-color variations of the Rotary signatures are supplied in black, Rotary Azure, and white for reverse type. These can be applied for one-color printing or on very complex backgrounds that may hinder legibility or appearance of colors.

Use the appropriate color version to maintain the best contrast and legibility: positive for light or white backgrounds and reversed for dark backgrounds.

Comparable metallic versions of Rotary colors may also be used for special circumstances.

For more details regarding our color palette, see pages 23-24.

What logo format do I use for:

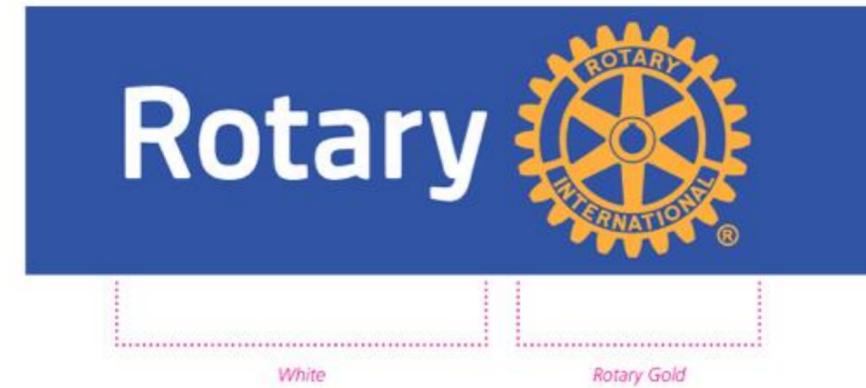
Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital:		
Web/Email	.png	rgb
Tablet/Mobile		

Full Color

Positive (for light or white backgrounds)



Reversed (for dark backgrounds)

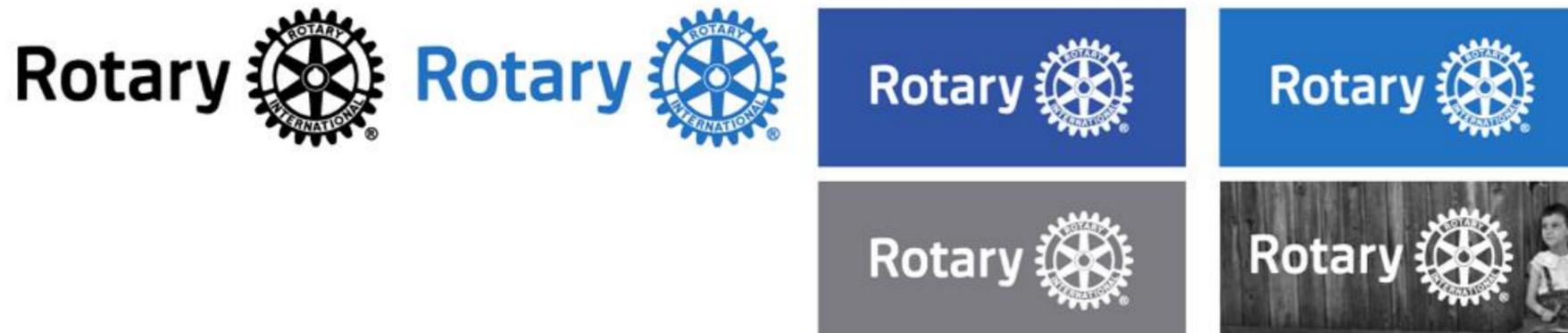


One Color

100% black

100% Rotary Azure

100% white (for dark backgrounds)



Logos Signature System for Clubs, Districts, and Zones

We have created special signature systems that allow you to identify your club, district, or zone on all your communications materials. In the coming months, we will provide a tool for every club to create its own signature. Rotary licensees will also be able to feature these signatures on merchandise.

Rotary Clubs

The Rotary club signature consists of the masterbrand signature plus the club name and should be used instead of the masterbrand signature on club-level communications.

The preferred configuration is Rotary Club [of/at] [Location], with the word Rotary coming first.

Two acceptable alternatives have been provided to cover variations of club names.

The positioning and size relationship between the Rotary wordmark and the wheel are fixed and should not be altered.

Districts and Zones

District and zone signatures consist of the masterbrand signature plus the district or zone number and should replace the masterbrand signature on district and zone communications.

When creating, use the same specifications as the club signatures above.

ROTARY CLUBS

Preferred



Acceptable alternates



Example of long club name



DISTRICTS AND ZONES

Districts



Zones



Logos Signature System Partners

Partners are external organizations that collaborate with Rotary to develop, support, and execute programs and service projects.

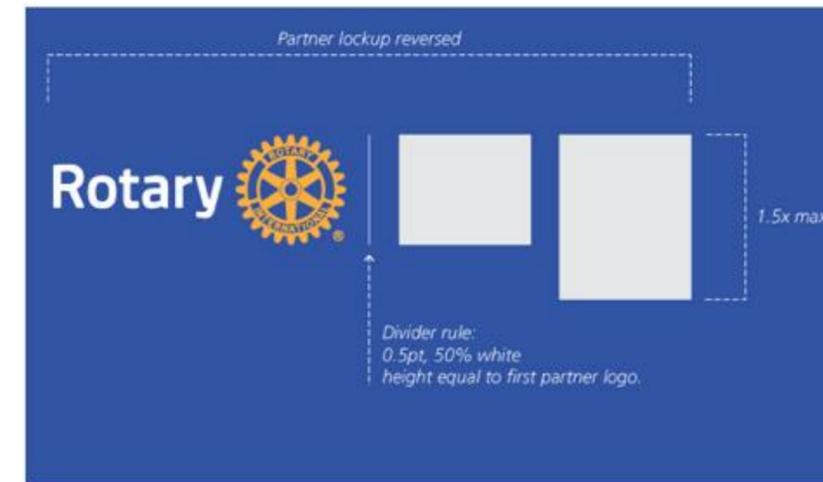
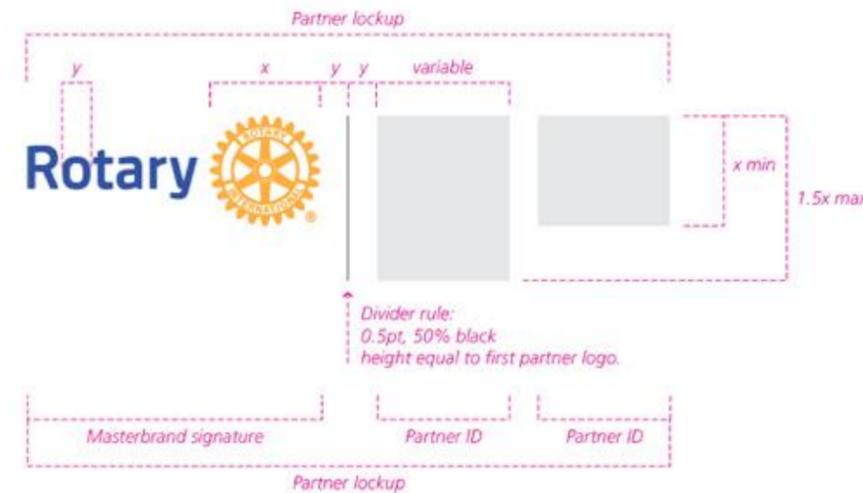
To create partnership lockups, follow the guidelines illustrated on this page.

Single or multiple partners may be displayed within the lockup, as long as consistent spacing of elements is maintained.

The minimum height for partner logos is equal to the Rotary logo, while the maximum height cannot exceed 1.5 times the Rotary logo. The width of partner logos may vary, but should not visually overpower the masterbrand signature.

PARTNERS

Construction



Examples: Strategic, Project, or Service Partners



Things to Avoid



Make sure the Rotary logo is as prominent as the partner logo. Keep the spacing equal between the partner logos and make sure the partner logo is no higher than the Rotary logo.

Example: Centers for Peace



Example: Fellowships



表示扶輪社名、地區號碼、地帶號碼及計畫專案名稱的方法

Rotary 
(名稱/所在地)扶輪社

Rotary 
第1239地區

Rotary 
第33地帶

Rotary  | 
Evanston扶輪社 服務日

中文字型

第一級字型

用於標題

黑體 (SimHei)

第二級字型

用於正文

新宋體 (SimSun)

或者

第一級字型

型用於標題

思源黑體 (Source Han Sans)
(現在可自Google 免費下載)

第二級字型

宋體 (Song Ti)

Masterbrand signature



Use the masterbrand signature on a background that has sufficient contrast.



Use a two-color masterbrand signature when printing in full color.



Keep the masterbrand signature clear of outlines, special effects, or other graphic elements.



Keep the masterbrand signature free of a holding shape and use the correct typeface.



Keep all elements undistorted and in the right order.

Mark of excellence



Keep the mark of excellence whole — never cropped.



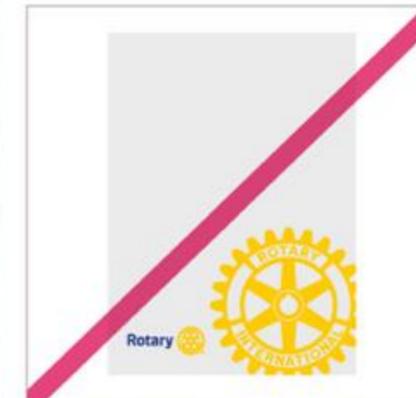
Use Rotary colors specified on page 15 for the mark of excellence.



Size the mark of excellence correctly when using it with the logo, as shown on page 13.



Make sure the mark of excellence is completely legible.



Place the mark of excellence away from the logo.



您是否碰過這種狀況？

您的○○○會最近忙嗎？

您的○○○會常開會嗎？

以公眾為表達的對象：建立認知 訴求的對象：公眾

公眾是誰

- 公眾包括對扶輪所知有限或全然無知，或被不正確的觀念與訊息誤導的人士
- 媒體

促使公眾想參與的動機

- 想要瞭解扶輪是什麼樣的組織，扶輪社員是什麼樣的人士，我們因應社區需求的方法如何與眾不同
- 想要感受到與個人的聯繫
- 想要受到邀請付出或參加扶輪
- 想要目睹清晰且具有說服力的成果

公眾不想參與扶輪的原因

- 過於耗費並分散時間、錢財和精力於社區的需求
- 缺乏資訊：全球35%的人士對扶輪的任何計劃毫無所知，只有41%的人士熟悉扶輪社
- 對扶輪的認識有限：可能認為扶輪社員的教育與職業背景與自己不同，且為男性年長者，因此不適合自己
- 認為扶輪是有資格限定的組織

我們的目標

- 幫助公眾瞭解我們是誰，我們的組織有何不同，以及扶輪為什麼重要
- 引起公眾對扶輪感興趣，促使他們更瞭解扶輪
- 說服公眾扶輪是值得他們花費時間、錢財或關心來支持的組織

評估訊息內容： 核對用清單

強調我們的本質

- 您是否闡明了何謂扶輪，扶輪社員是什麼樣的人士，以及我們解決社區面臨的挑戰時所採取的獨特方法？

強調我們的內涵

- 我們使用的詞句是否確切的表現扶輪的特徵（明智、同理心、堅毅及啟發）？

重塑訊息加強效果

- 您是否將訊息的重點從「我們所做的事」轉移到「扶輪為什麼重要」？
- 您是否表達了扶輪社員是「採取行動的人」
- 您是否說明了扶輪的影響力？是否提及有意義的計劃活動，或促進和平等的焦點領域？

深入參與，激勵行動

- 您是否說明了激發與妨礙公眾或潛在社員採取行動的具體事項？
 - 您是否明確的說明了聽眾應採取的行動？
 - 您是否提供了具有說服力的理由，以使聽眾採取行動？
-

JOIN LEADERS,
EXCHANGE
IDEAS
AND TAKE
ACTION
FOR COMMUNITY



ROTARY LEADER



Rotary



SPREAD THE WORD

Learn how new tools will help you tell Rotary's story

TOP PRIORITY

Help make history: End polio with Rotary, Gates Foundation

NEW GENERATIONS

Engage Rotary's future leaders

STRENGTH IN NUMBERS

Find tips for recruiting new members

MY ROTARY.ORG

Five things to know about our new website

At the 2013 Youth Exchange Officers Preconvention Meeting in Lisbon, Portugal, Vanessa Lee tells what she learned from living with a host family. [Learn more](#) about our Rotary Youth Exchange program.



NO ONE IN OUR
COMMUNITY
SHOULD GO
HUNGRY.
WITH OUR HELP,
NO ONE WILL.

Rotary
Club [of/at] [Location]

TAKE ACTION: www.rotary.org

Rotary Club of [Location] Food Drive

All residents can give by placing non-perishable food at their doors.

Pick-up begins at 10:00 a.m. Saturday, October 6th.

Pre-packaged bags of items are available at the local IGA in varying dollar amounts.

Volunteers will check every front door in your town.

CELEBRATE DIVERSE
PERSPECTIVES.
DISCOVER SHARED
INTERESTS.

LISBOA
2013



Lisbon 2013

Ea commodo consequat
duis autem vel eum irire
dolor in hendrerit in
vulpue velit esse molestie
consequat, vel illum doe
eu feugiat nulla facilisis
te feugait nulla facilisi.

eum iriure dolor in hrerit
in vulputate velit esses
molestie consequat, velo
illum dolore eu feugiat
augue duis dolore te estre
feugait nulla facilisi.



EXCHANGE IDEAS: www.rotary.org



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Rotary
Club [of] [Location]

TAKE ACTION: www.rotary.org



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front door in your town.



Rotary
Club [of] [Location]

TAKE ACTION: www.rotary.org



**NO ONE IN OUR
COMMUNITY
SHOULD BE COLD
THIS WINTER.
WITH OUR HELP,
NO ONE WILL.**

**Rotary Club
of [Location]
Coat Drive**

All residents can give by
placing coats at their doors.
Pick-up begins at 10:00 a.m.
Saturday, October 6th.
Volunteers will check every
front door in your town.



Rotary
Club [of] [Location]

TAKE ACTION: www.rotary.org



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COMMUNITY
SHOULD BE COLD
THIS WINTER.
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NO ONE WILL.**

**Rotary Club
of [Location]
Coat Drive**

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placing coats at their doors.
Pick-up begins at 10:00 a.m.
Saturday, October 6th.
Volunteers will check every
front door in your town.



Rotary
Club [of] [Location]

TAKE ACTION: www.rotary.org



公共形象能做些什麼？

為已經作的服務作宣傳



扶輪形象

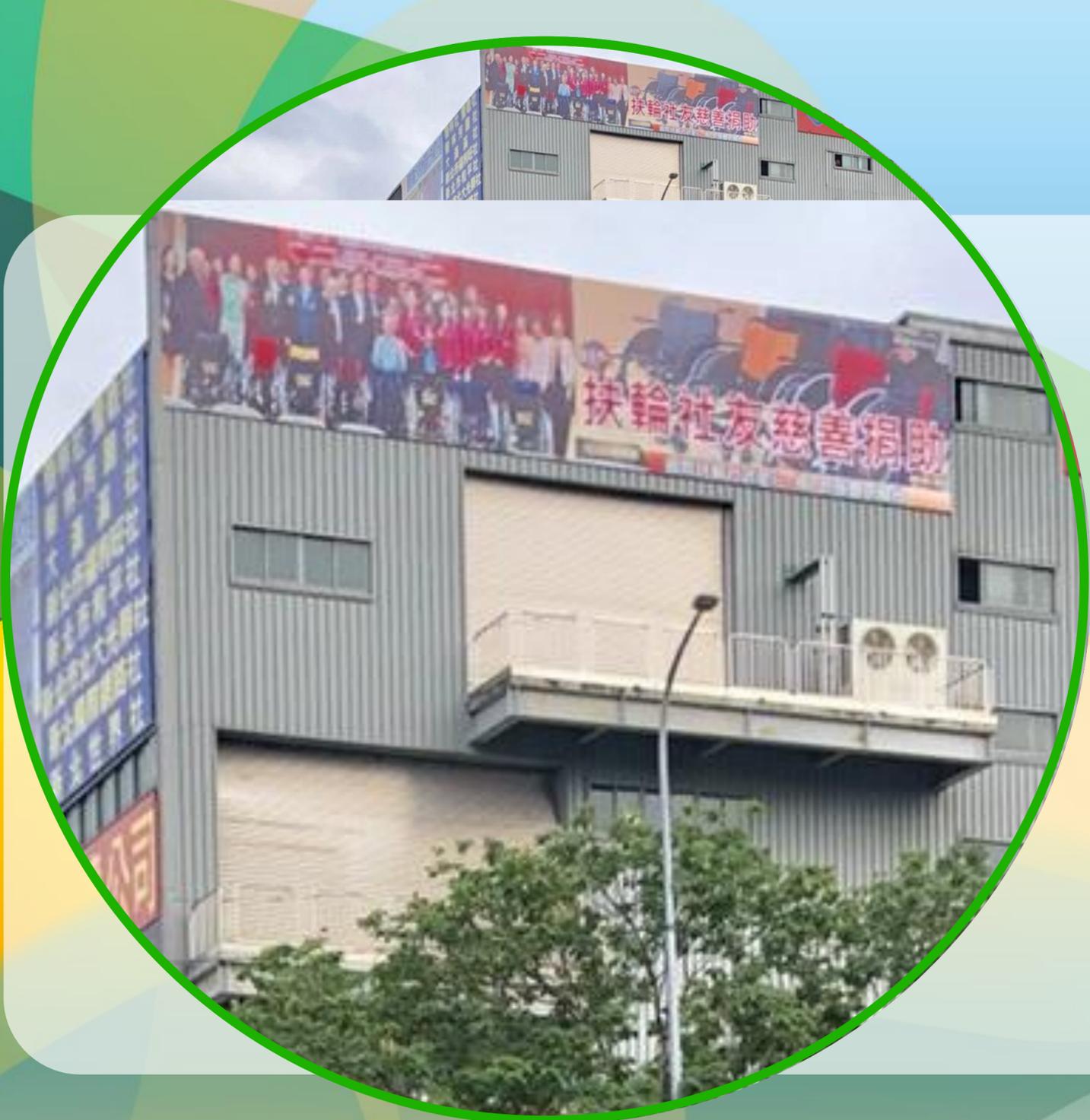
為將要做的服務做廣告



募款、徵才



公共形象以往我們都做些什麼？



◎ 2019-20年度地區公共形象研習會 District Public Image Seminar





◎ 2019-20年度地區公共形象研習會 District Public Image Seminar



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扶輪，對關懷世界的承諾



影像所表達的故事

JOIN LEADERS,
EXCHANGE
IDEAS
AND TAKE
ACTION
FOR COMMUNITY



我們透過扶輪

終結小兒麻痺

Rotary



採取行動的人



我們透過扶輪

連結

Rotary  採取行動的人



我們透過扶輪

轉化

Rotary



採取行動的人







範例影片 (1)

2018-19新北第四分區公共形象短片





範例影片 (2)

3522大屯山扶輪社

Global Grant # GG1862426



國際扶輪3522地區 2018-19年度 [優雅老化·愛心關懷失智]
國際扶輪全球獎助金 GG1862426 社區服務計畫

2月 2019
星期六 / 16日
虎尾鎮多功能活動中心



台北大屯山扶輪社
ROTARY CLUB OF TAIPEI DATUN SHAN

一起守護 憶起愛

建構睿智·友善·關懷社區
失智症關懷計畫

主辦單位：國際扶輪3522地區 台北大屯山扶輪社 承辦單位：雲林縣虎尾鎮--天主教若瑟醫院

協辦單位：韓國國際扶輪3710地區 / 日本國際扶輪2520地區 / 菲律賓國際扶輪3820地區 / 國際扶輪3522地區-淡海扶輪社、淡水扶輪社、台北市七星扶輪社、
台北市松仁扶輪社、台北市文湖扶輪社、台北內湖扶輪社 / 國際扶輪3470地區-虎尾東區扶輪社

指導單位：國際扶輪3522地區、雲林縣政府、雲林縣虎尾鎮鎮公所、台灣失智症協會、亞東紀念醫院

合作單位：雲林縣虎尾鎮老人會、雲林縣虎尾鎮長青協會、救國團虎尾團委會



The
Rotary
Foundation



**BE THE
INSPIRATION**

國際扶輪3522地區 2018-19年度 失智症篩檢計畫
國際扶輪全球獎助金 GG1862426 社區服務計畫



台北大屯山扶輪社
ROTARY CLUB OF TAIPEI DATUN SHAN

2月 / 16日
2019
星期六
虎尾鎮多功能活動中心

一起守護 憶起愛

免費 守護失智 · 終生大事
失智症篩檢計畫

- 11:30~11:45 報到註冊 (限50歲以上長者，須提供身份證登記)
- 11:45~13:00 午餐派對 (每位長者提供2份餐點)
- 13:00~13:05 開幕及貴賓介紹
- 13:05~13:20 貴賓致詞
- 13:20~13:35 頒發感謝狀及大合照
- 13:45~16:00 篩檢活動：大家動一動 / 失智嘉年華 / 趣味闖關 (家屬照護諮詢/營養諮詢/憶起愛生活教室課程諮詢)
- 16:00~16:15 發放關懷小禮物

憶起愛關懷專線：0939605712

主辦單位：國際扶輪3522地區 台北大屯山扶輪社 承辦單位：虎尾鎮天主教若瑟醫院

協辦單位：韓國國際扶輪3710地區 / 日本國際扶輪2520地區 / 菲律賓國際扶輪3820地區 / 國際扶輪3522地區-淡海扶輪社、淡水扶輪社、台北市七星扶輪社、台北市松仁扶輪社、台北市文湖扶輪社、台北內湖扶輪社 / 國際扶輪3470地區-虎尾東區扶輪社
指導單位：國際扶輪3522地區、台灣失智症協會、亞東紀念醫院
合作單位：雲林縣虎尾鎮公所、雲林縣虎尾鎮老人會、雲林縣虎尾鎮長青協會、雲林縣虎尾鎮路跑協會

活動主持人暨失智症守護大使：許效舜







公共形象七個重點

1. 為可能不熟悉扶輪輪社的朋友，家人人和社區成員寫信。

避免使用用旋轉術語和俗語。與您的帖子子互動的粉絲和粉絲很容易易成為潛在會員！

2. 在講述您的故事時，請務必確定問題，解決方方案及其影響。（例例如：美國伊利利諾伊州）

3. 社交是——種視覺媒介，因此每張貼子子都包含——張照片。好照片包括展示示積極參

4.嘗試新功能! Facebook可以輕鬆地從您的俱樂部項目目中流式傳輸實時視頻。 Instagram

5.在帖子子中標記參參與成員和社區合作夥伴。將您的會員和合作夥伴發布的相關內容

6.在帖子子中加入#PeopleOfAction標籤，以提高高我們對公眾形象宣傳活動的認識，這

7.使用用品牌中心心，您的一一站式商店，提供徽標，創意資產，指南等。隨著新材料的



#PeopleOfAction



感謝聆聽