



表達屬於扶輪的故事

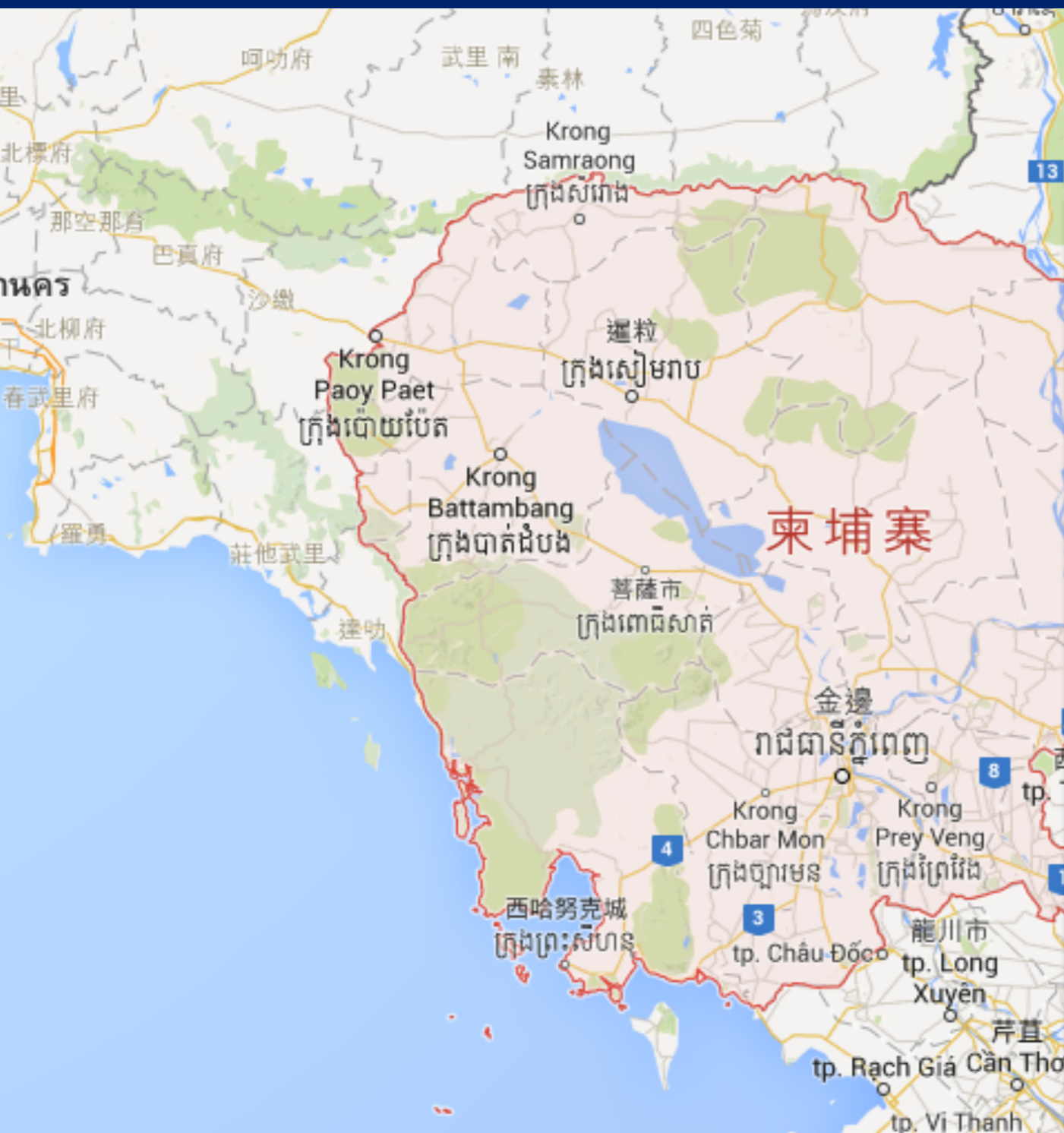
公共形象暨扶輪視覺標示準則

PUBLIC IMAGES & VISUAL IDENTITY GUIDELINES

開始之前，我想先說個故事！一個，在柬埔寨發生的故事。



這個故事由來以久，只是該怎麼協助解決？



蘆洲扶輪社 × LIKAS BAY ROTARY CLUB × OPERATION SMILE



蘆洲扶輪社 × LIKAS BAY ROTARY CLUB × OPERATION SMILE



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蘆洲扶輪社 × LIKAS BAY ROTARY CLUB × OPERATION SMILE



讓更多人因為了解這項計畫的意義，因而加入共襄盛舉



Operation  Smile
Cambodia Smile
Center


6th Rotary Club Friendship Mission
SIEM REAP, CAMBODIA
29 January - 1 February, 2015

Your dedication and commitment
have ensured the continuing success of our
volunteer medical services to provide new lives
for the beautiful children of Cambodia.

Rotary E-club of District 3490

*"The best way to find yourself is to
lose yourself in the service of others."*

- Mahatma Gandhi



DR. BILL MAGEE
CO-FOUNDER,
OPERATION SMILE



CHAN KOK CHOY
CHAIRMAN, BOARD OF DIRECTORS
OPERATION SMILE CAMBODIA

- ▶ 為何重新調整品牌形象策略
- ▶ 如何使用新的識別系統
- ▶ 實例說明

為什麼要強化扶輪的品牌形象



從來沒聽過扶輪



只是有聽過扶輪
但不知道在幹啥



是知道扶輪
但仍然一知半解

這代表著什麼？



扶輪將社區中的領導者聚集在一起
透過各自於不同專業領域長才的意見
進而在全球各個角落採取有效行動
以改善社區及世界的生活



JOIN LEADERS



EXCHANGE IDEAS



TAKE ACTION

品牌的演進



Mercedes-Benz

扶輪也不斷演進



Rotary



主要識別

既然是主要
就是盡可能地使用它



榮耀標誌

既然是榮耀
要放就不能放太小

各社、各地區都應該有自己的主要識別



[Our Story](#)

[Guidelines](#)

[Logos](#)

[Materials](#)

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[Images & Video](#)

[ROTARY LOGOS](#)

[CLUB LOGO TEMPLATE](#)

[PROGRAM LOGOS](#)

[FOUNDATION LOGOS](#)

[THEME LOGOS](#)

WELCOME TO THE BRAND CENTER

Strengthen Rotary's image by delivering a clear and compelling message that conveys what we do and how people can engage with us.

[LEARN MORE](#)

Join Leaders. Exchange Ideas. Take Action.



各社、各地區都應該有自己的主要識別



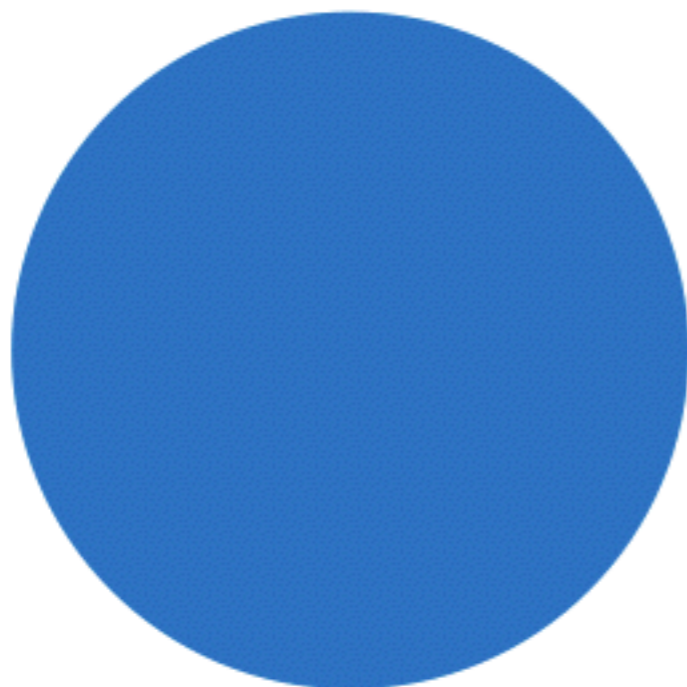
Language:

Alignment:

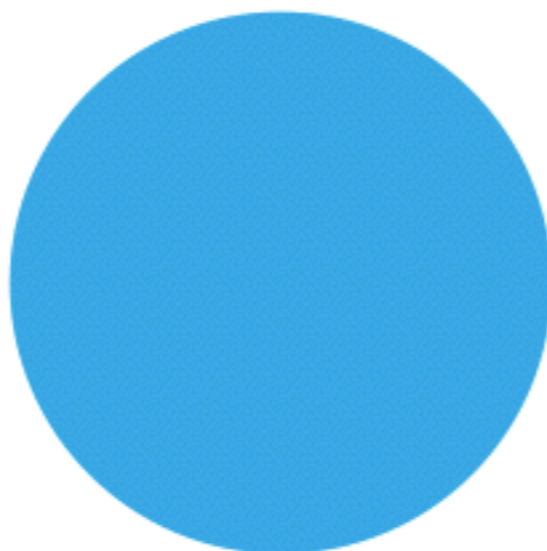
Location:

識別系統快速導覽 色彩搭配

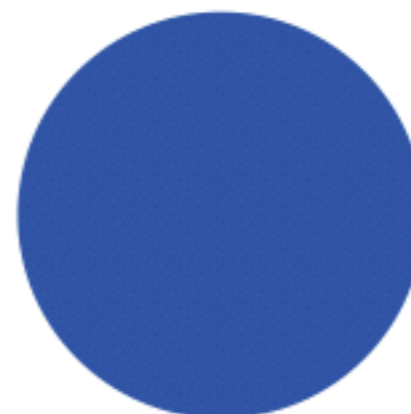
Rotary Azure



Rotary Sky Blue



Rotary Royal Blue



Rotary Gold



Secondary Colors

Cranberry



Turquoise



Violet



Orange



Pastels

Slate



Mist



Lavender



Powder Blue



Moss



Taupe



Neutrals

Charcoal



Pewter



Smoke



Silver



Black



Storm



Ash



Platinum



Cloud



White



識別系統快速導覽 字型應用

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.

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**

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

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light

Light Italic

Book

Book Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

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

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

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.

ARIAL NARROW

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular

Italic

Bold

Bold Italic

ARIAL REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Italic

Bold

Bold Italic

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.

Georgia

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular

Italic

Bold

Bold Italic

重點整理



- ▶ 是否放置簽名？
- ▶ 簽名位置是否正確？
- ▶ 榮耀標誌大小是否符合比例？
- ▶ 整體設計色彩搭配是否正確？
- ▶ 各式字型運用方式是否正確？
- ▶ 影像選擇是否貼切？

<http://blog.rid3490.org.tw>

影像選擇



影像選擇



影像選擇



影像選擇



影像選擇



影像選擇





實戰分享



Rotary
District 3490





Rotary
District 3490

孩子是我們最寶貴的資產
扶輪青少年交換
將為這些孩子們準備好
挑戰未來的愛與勇氣





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