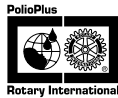

Part Five

Rotary Marks

17 Use and Protection of the Rotary Marks

The RI Bylaws specifically provide: “Preservation of RI’s Intellectual Property. The board shall maintain and preserve an emblem, badge, and other insignia of RI for the exclusive use and benefit of all Rotarians.” (RIB 18.010.) Therefore, by the authority given to RI by the clubs in the bylaws, the RI Board is entrusted with plenary authority to maintain, preserve and otherwise protect the use of RI’s intellectual property. To fulfill this responsibility, the RI Board owns, protects and oversees the use of Rotary’s intellectual property, including the trademarks and service marks, collectively referred to as the “Rotary Marks.”

The Rotary Marks include the word “Rotary,” the Rotary emblem, and many others, some of which are shown below:



- Annual Programs Fund for Support Today®
- Freedom from Hunger®
- Every Rotarian, Every Year
- A Global Network of Community Volunteers
- Humanity in Motion
- Interact®
- Interact Club®
- Interactive®
- Interota®
- Paul Harris
- Paul Harris Fellow®
- The Permanent Fund to Secure Tomorrow®
- PolioPlus®
- Preserve Planet Earth
- RCC
- *Revista Rotaria*®
- RI®
- RITS®
- Rotaract®
- Rotaract Club®
- *Rotaria*®
- Rotarian®
- *The Rotarian*®
- Rotary®
- Rotary Club®
- Rotary Community Corps
- The Rotary Foundation®
- The Rotary Foundation of Rotary International®
- Rotary International®
- Rotary International Travel Service®
- Rotary.org
- *Rotary World*®
- Rotary World Magazine Press
- Rotary Youth Exchange
- Rotary Youth Leadership Awards
- RWMP
- RYLA
- Service Above Self®
- They Profit Most Who Serve Best
- TRF
- WCS
- World Community Service

The Rotary Marks also include all RI presidential themes and theme logos, all RI Convention logos, and new marks created to meet current membership needs. Rotary clubs, Rotary districts, and other Rotary Entities may use the Rotary Marks under RI Board guidelines. (RCP 33.005.) However, this right does

not convey any ownership rights in the Rotary Marks to the membership. Such global ownership rights remain with RI in accordance with the bylaws, in order to maintain the integrity and exclusivity of the Rotary Marks and to preserve and protect them for use by Rotarians throughout the world. (RIB 18.010.) The Rotary Marks are available as downloadable files at www.rotary.org.

The word “Rotary” and the Rotary emblem are registered in over 50 countries, and that number grows each year. Other Rotary Marks are also registered on a more limited basis, although RI claims ownership rights based on use in each of the Rotary Marks worldwide. The registration of RI’s intellectual property enhances the association’s exclusive use of the marks and strengthens RI’s position to prevent misuse by other individuals and entities. (RCP 34.010.7.) In addition to registrations, various national laws and judicial decisions enhance RI’s protection of the Rotary Marks.

Use of the Rotary Marks by Rotary Clubs, Rotary Districts, and Other Rotary Entities

On its own, the word “Rotary” normally refers to the entire organization, Rotary International. It also means the ideals and principles of the organization. Use of the word “Rotary” by itself is limited to those uses approved in the RI constitutional documents or authorized by the RI Board. No club or group of clubs should adopt or operate under any name other than the name under which it was organized by RI. (RCP 33.010.4., 33.020.6., 33.020.10., 34.050.4.)

The term “Rotarian” is used exclusively to designate a member of a Rotary club and in the name of the official magazine, *The Rotarian*. (80-102; RIC 13; RCP 33.020.12.)

Project and Program Names and Materials

When used in connection with or in the name of an activity of Rotary clubs, Rotary districts, and other Rotary Entities, the word “Rotary” must relate the activity directly to the club, district, or other Rotary Entity and neither directly nor indirectly to RI. Identifying a project or program only with “Rotary” or the Rotary emblem could mean that it is an RI project or program, especially since the Rotary emblem includes the words “Rotary International.” Therefore, RI Board guidelines require the use of the name of the Rotary Entity and not just the word “Rotary” in the name of any activity, such as a project or program. Similarly, RI Board guidelines require the use of the name of the Rotary Entity or other Rotary Marks to be used together with the Rotary emblem in materials used in conjunction with these types of activities. The name of the Rotary Entity should be placed in close proximity to and in equal prominence with the Rotary emblem or other Rotary Marks on all materials used for the activity. (If the activity is a district or multidistrict project or program, it must be approved under the RI Board guidelines for these activities.) The use of such further identifiers will ensure recognition is given to the proper Rotary Entity. For example:

Correct

Rotary District 0000 Tree Planting Program
Rotary Club of Anytown Village

Incorrect

Rotary Tree Planting Program
Rotary Village

The Rotary Marks must always be reproduced in their entirety. No abbreviations, prefixes, or suffixes such as “Rota” are permitted. No alterations, obstructions, or modifications of the Rotary Marks are permitted.

Rotarians planning a club, district, multidistrict, or other Rotary Entity project or program who wish to include the name “Rotary,” the Rotary emblem,

or other Rotary Marks without a further identifier must first secure approval from the RI Board. Rotarians coordinating existing club, district, multidistrict, or other Rotary Entity projects and programs (including doctor banks) should review and make necessary changes to the project or program names and materials to ensure they are consistent with this policy. (RCP 16.030., 33.010.4., 33.020.6.)

Use of the word “Rotary” is not authorized in connection with or in the name of any activity that is not under full control of a club or group of clubs, or in connection with or in the name of any organization that includes non-Rotarian individuals or organizations. (RCP 33.020.7., 33.020.8., 33.020.9., 33.020.11.)

Print and Electronic Publication Names and Domain Names

The word “Rotarian” may be used only in the name of RI’s official magazine, *The Rotarian*. Rotary clubs, Rotary districts, and other Rotary Entities should not use the word “Rotarian” in the names of any of their publications. (80-102; RCP 33.020.12.)

A Rotary Entity’s Web site is a publication, just as a Rotary Entity’s newsletter is a publication. The content and design of these publications must conform to current RI policies, including those concerning the use of Rotary Marks and prohibiting circularization and solicitation. In particular, whenever the name “Rotary,” the Rotary emblem, or other of the Rotary Marks is used, Rotary Entities should use the further identifier of the name of the Rotary Entity involved. When selecting a domain name that includes the word “Rotary,” Rotary Entities must also include further identifying language of the name of the Rotary Entity and not solely the word “Rotary.” For example:

<i>Correct</i>	<i>Incorrect</i>
www.anytownrotaryvillage.org	www.rotaryvillage.org
www.anytownrotaryclub.org	www.rotarian.org
www.rotarydistrict0000.org	www.riactivity.org
	www.rotarywomen.org (RCP 52.020.1.)

Before registering domain names, Rotary Entities are encouraged to check with their RI Club and District Support representative to ensure the proposed name complies with Board policy. The RI Board has developed a detailed domain name registration and maintenance policy (for details, see RCP 52.020.1. and www.rotary.org).

Foundation Activity Names

A club or district may use the name “Rotary” in connection with club or district foundation activities, as long as such use meets the following provisions:

- 1) The use relates the activity to the club or district concerned and not RI.
- 2) The word “International” is not used in connection with or in the name of the club or district foundation activity.
- 3) The name of the club or district foundation activity begins with the club name or the district designation.
- 4) The words “Rotary” and “Foundation,” when used in connection with a club or district foundation activity, are separated in the name of the activity. (RCP 31.030.15., 33.020.5.)

Use with the Marks of Others

The Rotary Marks should not be used with any other emblem or logo in a manner that leads the viewer to conclude that a relationship exists between RI and the party or institution represented by the other emblem or logo unless there is such a recognized relationship. Where Rotary clubs, Rotary districts, or other Rotary Entities obtain the cooperation of other local organizations — commercial or otherwise — there often are requests for the Rotary emblem or other of the Rotary Marks to appear with other emblems or designs. The RI constitutional documents do not recognize such uses, except for limited sponsorship or cooperative relationship purposes (RCP 33.010.10., 34.050.8.) under RI Board guidelines. (RCP 11.040.6., 33.010.11., 35.010., 35.010.1., 35.010.2., 35.010.3.) Contact the Secretariat for up-to-date information. The RI Board has also denied permission for the Rotary emblem or other Rotary Marks to be used by other organizations or in the emblems and logos of other organizations, no matter how worthy the cause. (RCP 33.020.7., 33.020.8., 33.020.9., 33.020.11.)

The RI Board has made a commitment to the careful development of sponsorship, partnership, and cooperative relationship opportunities for RI. This includes development of guidelines for use by the districts, clubs, and other Rotary Entities (for guidelines, see RCP 11.040.6.). When Rotary clubs, Rotary districts, or other Rotary Entities work with non-Rotary entities on projects, the overall design of any promotional materials, including printed matter or merchandise, on which the Rotary emblem or other of the Rotary Marks appears should be such that the two emblems are not used in combination. It is best under such circumstances that the identity and duration of the project be specified. The name of the participating Rotary club(s), district(s), or other Rotary Entity(ies) must, of course, be clearly expressed. The RI Board guidelines governing these uses include specific requirements for the use of the Rotary Marks by corporate sponsors and cooperating organizations. (RCP 33.010.11.) Contact the Secretariat for the most current version of these guidelines.

Purchase of Merchandise Bearing the Rotary Marks

All Rotary clubs, Rotary districts, and other Rotary Entities are encouraged to purchase merchandise bearing the Rotary Marks only from authorized licensees of RI. RI recognizes that Rotarians may need to produce customized merchandise that bears the Rotary Marks for a specific event or purpose. All Rotarians are asked always to first seek out licensed RI vendors for this customized Rotary emblem merchandise and to seek such merchandise from a nonlicensee only when such merchandise is not reasonably available from a licensed vendor. In each case, the nonlicensed vendor must obtain the specific review and approval of the RI Licensing Section for the use of the Rotary Marks. (RCP 34.040.1., 34.010.5.)

Sale of Merchandise Bearing the Rotary Marks

Clubs, districts, and other Rotary Entities may sell merchandise bearing the Rotary Marks for event-specific fundraising activities without being licensed by RI when they are promoting projects of a limited duration. In addition to any of the Rotary Marks, merchandise sold in conjunction with such special projects that qualifies for this exception to RI's licensing system must include:

- 1) The further identifier of the name of the Rotary club, Rotary district, or other Rotary Entity, which should be displayed in close proximity to the Rotary Mark and given equal prominence,
- 2) The name of the fundraising event or project, and
- 3) The date or duration of the event or project (RCP 34.040.2.)

Any merchandise that does not meeting these criteria must be licensed by RI. The sale of merchandise, itself, does not constitute an “event” for the purpose of this exception to RI’s licensing policy.

Use of the Rotary Marks by Rotarians

The RI Constitution guarantees that “every member of a club shall be known as a Rotarian, and shall be entitled to wear the emblem, badge, or other insignia of RI.” (RIC 13) Rotarians are encouraged to use the Rotary name and emblem on personal cards and stationery; however, Rotarians may not use the emblem on business stationery or business cards of individual Rotarians, nor should they use the Rotary Marks on other business promotional materials, such as brochures, catalogs, and Web sites. (80-102; RCP 33.010.2., 33.010.3., 33.010.5., 34.050.3.)

The use by Rotarians of distinctive badges, jewels, ribbons, or similar items that indicate an official position in Rotary is not in harmony with an organization of business and professional people. Accordingly, the use of such regalia is disapproved except in those countries where local custom dictates otherwise (however, simple and temporary nameplates and ribbon badges used at Rotary conventions and conferences are permissible). (RCP 34.040.5.)

Rotarians may not use the name and emblem, Rotary club membership lists, or other lists of Rotarians for the purpose of furthering political campaigns. Any use of the fellowship of Rotary as a means of gaining political advantage is not within the spirit of Rotary. (RCP 33.020.1.)

Use of the Rotary Marks by RI Officers and Special Appointees

No officer of RI shall permit the publication of his or her title as such officer in connection with his or her official position or membership in any other organization, except with the consent of the RI Board. (80-102; RCP 33.030.2.)

Incoming, current, and past RI officers and Rotarians appointed by the president or the Board to serve in various capacities are authorized to use the Rotary Marks in printed and electronic publications, on stationery, and on Web sites developed in connection with their roles as RI leaders. However, they are not authorized to use the Rotary Marks in conjunction with the trademarks or on the letterhead of any other organization or for any commercial purpose. In each such instance, the use must include a clear indication of the capacities in which they have served and their years of RI service. In the case of a Web site, every consideration shall be made to ensure that it is clear that the Web site is that of the Rotarian and not an RI site, so as to avoid confusion among Rotarians and potential liability for RI. If necessary, the general secretary may require a disclaimer to be placed on such Web sites. Use of the Rotary Marks in domain names should comply with Board policy. (RCP 33.020.3., 33.020.4., 33.030.2., 52.020.1.)

Use of the Rotary Marks in Rotary Programs

The emblem may be incorporated in a design that includes names or other emblems descriptive of a Rotary program, provided the design is under the exclusive control of the RI Board and the emblem is in no way altered or obstructed. (RCP 31.090.12., 33.010.6., 33.040.1., 34.040.3.)

Other Authorized Uses of the Rotary Marks

License Plates

A Rotary club or district may collaborate with a government monopoly to offer a vehicle license bearing the Rotary name and emblem as a public relations and

charitable fundraising mechanism. Such projects are exempt from a licensing royalty obligation, provided the project meets the following criteria:

- 1) The plate must be issued by a government monopoly.
- 2) No commercial venture may be involved.
- 3) All governors within the designated area(s) must approve of the project.
- 4) The plate must meet all RI specifications for the reproduction of its intellectual property, and a prototype of the plate must be submitted to the general secretary for approval.
- 5) A revenue-sharing formula should be developed, under the guidance of the general secretary, to ensure that the revenue from any fundraising aspect of the project will benefit the clubs in the designated area(s) and The Rotary Foundation, subject to the approval of the governors in the designated area(s) and the general secretary. (RCP 34.070.3.)

Stamps

A Rotary club or district may collaborate with a government monopoly to offer a postage stamp, postal cancellation mark (postmark), or related postal item bearing the Rotary name and emblem as a public relations effort and, where appropriate, as a charitable fundraising mechanism. Such projects are exempt from a licensing royalty obligation, provided the project meets the following criteria:

- 1) The postage stamp, postmark, or related postal item must be issued by a government monopoly.
- 2) No commercial venture may be involved.
- 3) All governors within the designated area(s) must approve of the project.
- 4) The postal item must meet all RI specifications for the reproduction of its intellectual property, and a prototype of the postal item and any promotional materials, such as the first day cover, must be submitted to the general secretary for review and approval.
- 5) A revenue-sharing formula should be developed, under the guidance of the general secretary, to ensure that the revenue from any fundraising aspect of the project will benefit the clubs in the designated area(s) and The Rotary Foundation, subject to the approval of the governor(s) in the designated area(s) and the general secretary. (RCP 34.070.4.)

Miscellaneous

Various other uses of the Rotary emblem are permitted, including:

- 1) All stationery and printed matter issued by RI or member clubs (RCP 33.010.2.)
- 2) Official Rotary flag (RCP 33.010.2., 33.010.8.)
- 3) Badges, banners, decorations, and printed matter of RI conventions and all other official Rotary functions, and on furniture or furnishings (including rugs and carpets) of RI or member clubs (RCP 33.010.2.)
- 4) Road signs of member clubs (RCP 33.010.2.)
- 5) A lapel button to be worn by Rotarians (80-102; RCP 33.010.2.)
- 6) Articles for personal use of or greetings from Rotarians and their families (80-102; RCP 33.010.2., 33.010.3.)

Purchase of these goods must otherwise comply with the licensing requirements below.

Interact and Rotaract Names and Emblems

Use by Interact and Rotaract Clubs and Districts

The Interact and Rotaract names and emblems (as part of the family of Rotary Marks) are for the exclusive use of the respective clubs bearing those names and the members of those clubs. When these emblems are used to represent a particular club, the name of that club should be used together with the emblem, in close proximity thereto and given equal prominence. Similarly, where an Interact or Rotaract district may exist, it may use the respective emblem but only together with a reference to the district number and/or name. (RCP 34.070.7.)

Naming Publications

No publication (including electronic publications) may bear the Interact or Rotaract emblem without the name of the club or number of the district except those published by or under the authority of Rotary International for the use of Rotary, Interact, or Rotaract clubs in establishing or carrying out the affairs of one of the sponsored clubs. No other use of these emblems is permitted by Rotary International, which has legal control of these emblems. (RCP 34.070.7.)

Other Uses

In all other instances, the guidelines governing the use of the Rotary Marks apply to the Interact and Rotaract names and emblems, including the requirements of RI's licensing system. (RCP 33.005., 34.010.)

Licensing of the Rotary Marks

Because the Rotary Marks are trademarks and service marks owned by RI, only those companies or individuals licensed or otherwise given permission by RI are authorized to reproduce the Rotary Marks. Numerous individuals and corporations have applied to RI for authorization to manufacture and sell products bearing the Rotary emblem and other Rotary Marks. These products include lapel buttons, badges, decorations, mugs, and road signs, among many others. In light of the RI Board's responsibility to maintain and preserve the Rotary emblem and with a view to strengthening the marks in terms of legal protection, the RI Board established and maintains a licensing system. The licensing system, administered by RI from the World Headquarters, currently maintains over 300 individuals, Rotary clubs, Rotary districts, and corporations as licensees for this array of products. (RCP 34.010.)

The Rotary Marks shall not be licensed for use on or with any product that, in the opinion of RI, comprises immoral, deceptive, or scandalous matters. Further, the Rotary Marks may not be licensed in a way that disparages or falsely suggests a connection with persons, institutions, beliefs, or national symbols, or brings them into contempt or disrepute. (RCP 34.050.9., 34.070.6.)

Licensees are not authorized to sell recognition items using the likeness of Paul Harris or the terms "Paul Harris Fellow," "Rotary Foundation Sustaining Member," or "Benefactor." (RCP 34.050.11.)

All vendors who seek to sell merchandise through advertising in *The Rotarian* or any Rotary regional magazine must become officially licensed by RI, where the merchandise is intended to be customized to contain the Rotary Marks. (RCP 34.060.1.)

Lapel pins may be licensed regardless of size as long as the emblem is reproduced correctly. (RCP 34.050.2.)

RI recognizes that Rotarians may need to produce customized merchandise that bears the Rotary Marks for a specific event or purpose. All Rotarians are

asked always to first seek out licensed RI vendors for this customized merchandise and to seek such merchandise from a nonlicensee only when such merchandise is not reasonably available from a licensed vendor. In each case, the nonlicensed vendor must obtain the specific review and approval of the RI Licensing Section. (RCP 34.010.5.)

Prohibition of Solicitation of Districts, Clubs, and Rotarians

Only companies that are licensed to sell merchandise bearing the Rotary Marks may solicit districts, clubs, or Rotarians for the purchase of merchandise bearing the Rotary Marks under the specific terms set out in their license agreements. No such solicitation is permitted by nonlicensed vendors. (RCP 34.010.5.)

Prohibited Uses of the Rotary Marks

Combination with Other Marks

Section 18.020. of the RI Bylaws provides: "The use of such name, emblem, badge, or other insignia in combination with any other name or emblem is not recognized by RI." This rule does not apply to Rotary programs discussed above, nor does it apply in the cases of corporate sponsorship, partnership, or cooperative relationships. (RIB 18.020., RCP 33.010.10.)

Historically, many Rotary clubs have shown an interest in and have sponsored different organizations, such as clubs for youth. Those that run clubs have requested to use the Rotary emblem or other insignia to identify other groups and their members as associated with Rotary. Rotarians are encouraged to assist and encourage any group seeking to emulate the Rotary example. However, no matter how worthy the purposes of the organization, RI does not permit such groups to use the Rotary Marks. This position is not intended to discourage these organizations, but it is believed that suitable names and insignia can be devised without infringing on RI's terminology and emblems. (RCP 33.020.9.)

Commercialization of Rotary Marks

Section 18.020. of the RI Bylaws provides the following statement pertaining to the use of the name and emblem: "*Restrictions on the Use of RI's Intellectual Property.* Neither the name, emblem, badge, or other insignia of RI nor of any club shall be used by any club or by any member of a club as a trademark, special brand of merchandise, or for any commercial purpose." Rotary clubs and individuals are not entitled to use the Rotary emblem or other Rotary Marks as marks for the sale of merchandise. (80-102; RIB 18.020.; RCP 33.010.2., 33.010.5., 34.050.5.)

Because the Rotary Marks are symbols of service and high ethical standards, they are very attractive to those who would like to use them for commercial purposes. Commercial use of the Rotary Marks would imply a certain level of quality for products bearing the Rotary Marks. The Rotary emblem and other Rotary Marks are the symbols of the clubs and the service they provide and should not be used for purposes other than identifying clubs and their members.

The Rotary Marks may not be used for commercial purposes except as permitted under RI's licensing procedures. (RCP 34.010.) Examples of commercialization include the following:

- 1) Use as a trademark, service mark, collective membership mark, or special brand of merchandise
- 2) Use in combination with other non-Rotary marks except as noted with Rotary programs

3) Inclusion on business stationery or business cards of individual Rotarians
Rotarians are discouraged from placing the emblem on doors and windows of their business premises. (80-102; RCP 33.010.2.)

Use of Rotary Marks by Other Groups

Except as concerns provisional Rotary clubs, the use of the word “Rotary” by any group in a manner to indicate or imply status as a club or as an affiliate of a club or of RI is not authorized. RI will take such steps as may be practicable or necessary to stop any such unauthorized use of the word “Rotary” or other of the Rotary Marks. (RCP 33.020.7., 33.020.8.) It is improper for the Rotary Marks to be used on a pamphlet issued by anyone other than RI or another Rotary Entity. (RCP 33.010.12.)

In no instance may the design be displayed or used as a lapel pin that incorporates in any way the Rotary emblem if it is not under the exclusive control of the RI Board. (RCP 33.010.6., 34.050.8.)

Use of Rotary Marks on or in Connection with Buildings and Other Permanent Structures

In order to avoid mistaken identification with RI, either direct or implied, any Rotary club, Rotary district, or other Rotary Entity that contemplates the construction or acquisition of a building or other permanent structure

- 1) Should ensure that neither the name of the venture nor any legal documents in connection therewith reference either the name “Rotary” without the further identifying language of the Rotary club, Rotary district, or other Rotary Entity involved, or the name “Rotary International”
- 2) Should not affix any of the Rotary Marks to the building or structure in any permanent manner, such as etching the Rotary name or emblem into the façade of a building or inlaying the Rotary name or emblem into a floor. The Board will not require the removal of any Rotary Marks that have been permanently affixed to a building before 2001 if removing them would cause permanent and irreparable damage to the building or incur unreasonable costs to a Rotary Entity. (RCP 33.020.2.)

Affinity Credit Cards

RI does not license the use of the Rotary Marks on affinity cards, nor does it permit the use of the Rotary Marks for affinity credit card programs of Rotary clubs, Rotary districts, or other Rotary Entities, other than RI. Rotary Entities are not authorized to offer affinity cards bearing the Rotary Marks as a fund-raising activity. (RCP 9.030.3., 34.070.2.)

Phone Calling Cards

RI does not permit the use or licensing of phone calling cards using any of the Rotary Marks, including the words “Rotary,” “Rotarian,” “Rotary International,” “Rotary District,” or the Rotary emblem. Rotary Entities are not authorized to offer prepaid phone cards bearing the Rotary Marks as a fund-raising activity. (RCP 9.030.2., 34.070.1.)

Information Cards

RI does not approve information cards for Rotary clubs, Rotary districts, or other Rotary Entities or as licensed products (as defined in the RI license agreement) to be sold by RI licensees, whether or not they bear the Rotary Marks. (RCP 34.070.5.)

E-Mail

Rotary Entities should exercise caution to comply with both RI circularization and solicitation policies in their use of e-mail communications and with RI policy on the use of the Rotary Marks, including use of properly identifying language of the Rotary Entity to be represented. (RCP 11.040.1., 11.040.3., 11.040.4., 33.020.6.)

Miscellaneous

The Rotary emblem shall not be used by any person, firm, or corporation as a trademark, nor shall the word "Rotary" or "Rotarian" be used by any person, firm, or corporation as its trade name, brand name, or as a description of any article of merchandise manufactured or sold. (RIB 18.020.; RCP 33.010.2., 33.010.5., 34.050.5.)

The use of the words "Rotary Club," "Rotary International," "Rotary," and "Rotarian" in any manner not authorized by the RI Constitution, RI Bylaws, or action of the RI Board is prohibited. (80-102; RCP 33.005.)

Reproducing the Rotary Emblem**Design Description**

The official emblem of RI (the Rotary emblem) is a gearwheel of 6 spokes or arms, 24 teeth or cogs, and a keyway. One tooth is placed on the center line of each arm and three in between the center lines of the arms. The words "Rotary International" appear in depressed spaces in the rim. With the wheel standing on edge, the word "Rotary" appears in the depression at the top that occupies a space of about 5 teeth, and the word "International" appears in the depression at the bottom that occupies the space of about 9 1/2 teeth. On each side and between these two depressions are two other depressions without lettering. The space between any two of these four depressions is about 2 units (in accordance with the proportions given below), and the space between the depressions and either edge of the rim is 1 1/2 units. The arms are tapered and elliptical in cross-section. When the wheel is standing on edge with the word "Rotary" at the top, the center lines of two opposing arms form a vertical diameter of the wheel and bisect the keyway, which has reached the highest point in its revolution. The sides of the teeth are slightly convexed outward, so that the space left between teeth is approximately mechanically correct.

Design Specifications

Part	Units
Overall diameter	61
Center to base or root of teeth	26
Width of rim (inside edge to base of teeth)	8½
Hub diameter	12
Shaft diameter	7
Arms/spokes	
Width where they join the rim (sides projected)	5
Width at center of shaft (sides projected)	7
Vertical section of keyway	
Width	1¾
Depth	7⁄8

Teeth/cogs

Width at base	4¼
Width at tip	2¼
Height	4½

Lettering

Width of depressed space	5½
Height of letters	4

Note: In order to make the wheel more emblematic of service, a keyway has been added to the above description. In a one-dimensional reproduction, the hub should be demarcated by a circle surrounding the keyway and furthermore, the position of the spokes has been established.

Color

The Rotary emblem may be reproduced in any one color. If reproduced in more than one color, it should be reproduced in its official colors of royal blue and gold. Gold may be represented as a metallic color or as a yellow. The following PANTONE® colors should be used: PANTONE® 286 Blue; PANTONE® 871 Metallic Gold or PANTONE® 123C or PANTONE® 115U Gold (yellow).

Gold should be used for the entire wheel and the words “Rotary” and “International.” Royal blue should be used for the four depressed spaces in the rim and, in one-dimensional reproductions, for the circle demarcating the hub. The shaft opening, keyway, and areas between the arms/spokes should be left blank.

To allow for more clarity of the emblem against certain backgrounds, an outline around the outer perimeter of the emblem may be added. In a two-color reproduction, royal blue should be used for this purpose. (In a black reproduction, a black line around the outer perimeter is a necessary feature of the mark.) (80-102; RCP 33.010.1)

No deviation from the official Rotary emblem shall be authorized (RCP 33.010.7, 34.010.2.)

Alteration, Modification, or Obstruction of the Rotary Marks

The name, emblem and other marks of RI should not be altered, modified, or obstructed in any way, nor reproduced other than in their complete form. When printed in more than one color, the Rotary emblem may be printed only in the official Rotary colors. No deviation from the official Rotary emblem shall be authorized. (RCP 33.010.1., 33.010.7., 34.010.2.) The Rotary emblem or any other Rotary Mark may be overwritten (watermarked, printed, screened, or embossed) provided the Mark is not otherwise partially covered or obstructed. (RCP 11.040.6., 33.010.11.)

Rotary Colors

The official colors of RI are royal blue and gold. (80-102)

Note: Gold can be represented as a metallic color or as a yellow. The following PANTONE® colors are used when printing the Rotary emblem, The Rotary Foundation logo, and the Interact emblem: PANTONE® 286 Blue and PANTONE® 871 Metallic Gold or PANTONE® 123C or PANTONE® 115U Gold (yellow). The following PANTONE® colors are used when printing the Rotaract emblem: PANTONE® 201 Red and PANTONE® 871 Metallic Gold or PANTONE® 123C or PANTONE® 115U Gold (yellow). (RCP 33.010.1., 33.010.9.) PANTONE® is a product of Pantone, Inc.

The *RI Brand Identity Guide* (547-EN) gives further specifications for reproducing the Rotary emblem and guidelines for maintaining a standardized, coordinated brand identity for all Rotary publications.

Rotary Flag

The official flag of Rotary consists of a white field with the Rotary emblem emblazoned in the center. The entire wheel should be of gold, with the four depressed spaces in the rim of royal blue. The words “Rotary” and “International” in the depressions should be of gold. The shaft opening in the hub and the keyway are white. (80-102; RCP 33.010.8.)

A club displaying this flag as a club flag may use in large blue letters above the wheel the words “Rotary Club” and below the wheel the names of the city and state, province or country. (80-102; RCP 33.010.8.)

Mottos

Service Above Self and They Profit Most Who Serve Best are the official Rotary mottos. The former is the principal motto of Rotary. (50-11, 51-9, 89-145, 01-678, 04-271) The latter was modified by the 2004 Council on Legislation, which replaced the word *he* with *they*.

Fellowship Through Service is the Rotaract motto. (RCP 41.020.12.)

Rotary Anthem

The official Rotary anthem (030-MU) is an arranged excerpt of the march from Beethoven’s *Egmont* Overture, op. 84. It may be played at appropriate occasions, such as flag ceremonies. (RCP 26.070.)

