Rotary | ESRAG
ENVIRONMENTAL SUSTAINABILITY ROTARY ACTION GROUP

Brand Standards

Maintaining quality and consistency across all Rotary and ESRAG communications is pivitol in the success of our messaging.

These brand standards offer the information and tools to ensure all content is on brand and in line with our core.

How to use Brand Standards

Tools & Tips

Brand Hiearchy

Tools & Tips

Help bring the ESRAG brand to life around the world. A consistent voice and unified visual identity are essential components of a strong brand. Learn how to use ESRAG's communication and design elements to build awareness and recognition.

Important Links:

ESRAG Brand Centre

Access brand elements and assets for use in creating branded ESRAG communications.

Rotary International Brand Centre

You'll find many Rotary International resources such as guidelines, assets, templates, and promotional materials.

- Always refer to and respect the brand standards when creating promotional materials and communications for ESRAG.
- If in doubt, keep it simple. If you require additional assistance, work with a design professional and direct them to these guidelines.
- Our brand is more than a logo — it's how people think about us. It's important that we represent ESRAG to the global community in a cohesive and easily recognisable way.

Brand Hierarchy

You'll strengthen people's recognition of Rortary, ESRAG, and Regional Chapters by using the brand correctly in your communications and promotions. So, what's the difference when it comes to brand standards and who follows which rules?

Rotary International

Rotary International Brand Standards are the overarching standards by which all Rotary subsidaries abide.

ESRAG

Adhere to the Rotary International Brand Standards whilst creating their own brand standards.

ESRAG Regional Chapters

Adhere to BOTH the Rotary International Brand Standards and the ESRAG Brand Standards, whilst referencing their regional chapter in their logo lockup.

Who We Are

Vision & Mission

Action Plan

Voice

Messaging

Our Vision

A world where people unite and take action to protect the environment for a sustainable future.

Our Mission

Inspire and empower the Rotary Family with extensive expertise, networks, education and best practices to implement sustainable and impactful environmental projects.

Our Action Plan

ESRAG's Action Plan builds on the successes of Rotary's environmental projects. It sets our future direction to ensure that we continue to grow and make a lasting difference. Our scope covers the following areas:

- **Protect, preserve, & conserve natural resources**
- **Implement climate solutions**
- **Implement pollution solutions**
- **Foster circular economies that eliminate waste**
- **Avert biodiversity & ecosystem loss**
- **Support sustainable living & responsible consumption**
- **Support sustainable & resilient food systems**
- **Promote ecosystem & community resilience**
- **Promote clean, affordable energy & energy efficiency**
- **Advocate for environmental equity & public health**

Voice

Our voice — the unique tone and style we use to communicate — focuses on four attributes that describe ESRAG and our members: persevering, inspiring, compassionate, and smart. These attributes set the tone for how we talk about ESRAG. Think of them as ESRAG's personality. ESRAG's voice is clear, persuasive, and reliable. It's personal and sincere. ESRAG shares these attributes with the Rotary International brand.

ESRAG's tone & style is:

Perservering
Inspiring
Compassionate
Smart

ESRAG's voice is:

Clear
Persuasive
Reliable
Personal
Sincere

Messaging

Using the ESRAG voice consistently in all of our messaging will ensure that our communications sound and read unmistakably like ESRAG and in turn, that we are part of Rotary International.

How to use ESRAG's voice:

Inspire our audience and give them reasons to believe in our message by offering proof. You can do this by including:

- Stories that show ESRAG members and participants as people of action making a difference in the community.
- Descriptions of how members benefited or grew personally or professionally from their ESRAG experience.
- Clear, compelling facts and data that demonstrate how ESRAG contributes to solving problems.
- Testimonials from community members or partners that articulate the benefits ESRAG has brought to those you served or reached.
- Stories about moments when you or fellow members of ESRAG created positive change as people of action.
- Notable programs, projects, press coverage, recognition, or partnerships that reinforce ESRAG's credibility.

Logo

Primary Logos

Regional Chapters

Incorrect Usage

Examples

Primary Logos

Our Primary logo is the Masterbrand Signature Logo Lockup. It is comprised of the official logo for Rotary combined with the ESRAG logo. Both the Masterbrand Signature and Masterbrand Signature Simplified Logo Lockups can be used on all print and digital applications.

Masterbrand Signature logo lockup:

Masterbrand Signature Simplified logo lockup:

Clear space surrounding Masterbrand Signature

The ESRAG logo must always be shown in the Rotary logo lockup to show affiliation to the Rotary brand. Use the Masterbrand Signature when the scale allows for legibility.

When scale renders the Masterbrand Signature illegible, use the simplified logo lockup. The ESRAG logo must always be shown in the Rotary logo lockup to show affiliation to the Rotary brand.

The Masterbrand Signature logo lockups should only ever be used on a white background.

The Masterbrand Signature logo lockup should always have clear space the equivalent of the Rotary ‘R’ x-height surrounding it.

When printing in colour always use the full colour logo lockups.

Regional Chapters

Rotary has created a special signature system that allows us to identify our regional chapters in all of our communication materials. This logo lockup should be used regional chapter-level communications.

Masterbrand Signature logo lockup with Regional Chapter:

Masterbrand Signature Simplified logo lockup with Regional Chapter:

- This is the only variation of the regional chapter lockup. All brand rules for the Masterbrand Signature logo lockup apply.
- The regional chapter logo can be generated iusing the logo templates in the Brand Center then manually added to the logo lockup.
- The Masterbrand Signature logo lockups should only ever be used on a white background.
- The regional chapter portion of the lockup should never exceed the height of the ESRAG logo within the lockup.
- Always use the brand centre generator and do not attempt to create the regional chapter text with a font replacement.

Incorrect Usage

Please follow these guidelines to maintain the integrity of the Rotary and ESRAG logos. It is important that we maintain consistency of brand across all levels of communication.

Incorrect Usage:

Since the ESRAG logo is already a lockup, you can't lock up another logo with it. Do not add any other brand logos to the lock up.

Do not alter or move the Masterbrand Signature or simplified logo lockup in any way.

The Masterbrand Signature logo lockups should never be contained within a holding shape.

Do not use a font to replace any of the words within the logo lockup.

Do not use the ESRAG logo on it's own. It should always be shown within the Masterbrand SIgnature logo lockup.

Do not reorder the Masterbrand Signature lockup with regional chapters logo. Always maintain horizontal order.

Examples

If you’re in doubt about which logo to use to represent ESRAG or your regional chapter, use this guide to help make your decision.

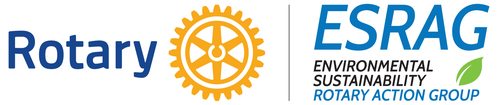
“I’m creating communications for ESRAG”

Masterbrand Signature Logo Lockup

“I’m creating communications for a Regional Chapter of ESRAG”

Masterbrand Signature Simplified logo lockup with Regional Chapter

“I’m not sure”



Masterbrand Signature Simplified Logo Lockup

Visual Identity

Colour Palette

Typography

Imagery

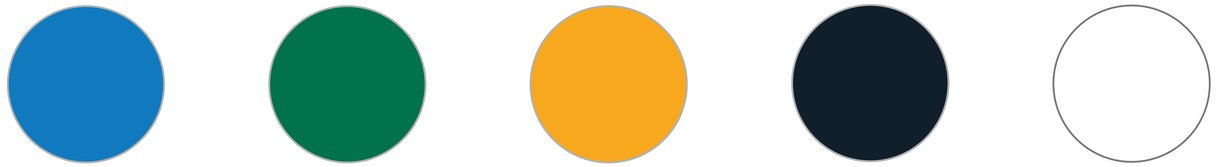
Video

Icons

Colour Palette

Our ESRAG Core Identity Palette and our extended palette are the only colours we use for communications. If you are only able to work with limited color, it is always best to select from the core identity palette

Core Identity Palette:



#117ABE
R17 G122 B190
C68 M27 Y0 K25

#00724C
R0 G114 B76
C45 M0 Y15 K55

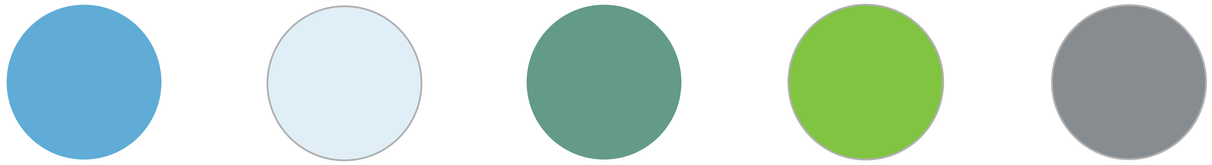
#F8A81D
R248 G168 B29
C0 M31 Y86 K3

#111F2A
R17 G31 B42
C10 M4 Y0 K84

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

When using colour, one or more of these core identity colours should be present in all ESRAG visual communications.

Extended Palette



#60ACD7
R96 G172 B215
C47 M17 Y0 K16

#E0EFF7
R224 G239 B247
C9 M3 Y0 K3

#639B88
R99 G155 B136
C22 M0 Y7 K39

#80C442
R128 G196 B66
C27 M0 Y51 K23

#878C91
R135 G140 B145
C4 M2 Y0 K43

When further detail or visual information is required, the extended palette may be used. A good example of this is within the ESRAG website design or social media templates.

Typography

Using ESRAG's typography helps keep our communication cohesive and build recognition. Helvetica Neue is ideally the only font that should be used when creating any ESRAG material or communications. Helvetica Neue can be downloaded from the ESRAG Brand Folder.

ESRAG Primary Font:

Headlines & Titles: Helvetica Neue, Bold

Body copy & details:
Helvetica Neue, Regular

BUTTONS AND LINKS:
HELVETICA NEUE, BOLD, UPPER CASE

Helvetica Neue is our primary brand font. Please use this typography hierarchy for ESRAG communications.

When Helvetica Neue is not available:

Helvetica
Arial

If Helvetica Neue is unavailable for use, you may use Helvetica or Arial.

Imagery

Our photography focuses on relationships, community impact, and action and engagement. The photos should always tell a genuine story. They should be powerful and evocative images that inspire and motivate the public to support ESRAG. Photography that uses a documentary style (meaning that the subjects of the image are not posed) usually accomplishes this best. Imagery can be downloaded here.

Examples of good imagery:

- When selecting imagery, ensure it is high resolution and suitable for use.
- For print, images must be 300dpi and in CMYK colour format.
- Choose images that are vibrant and colourful over images that have a filter or have been altered.
- Ensure you have the correct permissions and licenses to use an image and credit the photographer appropriately. For more information on permissions visit the Rotary Brand Centre here.
- If you are including head shots of speakers or members, make sure these are recent, high quality, colour photos.

Video

Videos are an effective way to increase people’s awareness and understanding of what ESRAG accomplishes and how we are people of action. You can download professionally produced and ready-to-use Rotary videos from the brand centre or create your own.

Examples of good imagery:

- Be upbeat. Show how ESRAG members are people of action.
- Identify local needs and demonstrate how the ESRAG worked with the community to learn more about those needs and find solutions.
- Show, don’t tell. Film ESRAG working together as partners with community residents to create positive change.
- Make sure you have permission or the correct licensing to use footage recorded by someone other than yourself. Credit the videographer accordingly.

Website

User Interface Palette

User Interface Fonts

Navigation

Regional Chapters

User Interface Palette

All Regional Chapters of ESRAG must use the ESRAG brand standard user interface (UI) for their website. This includes the brand colour palette, fonts, and navigation.

ESRAG UI Colour Palette:

#117ABE
R17 G122 B190

#00724C
R0 G114 B76

#F8A81D
R248 G168 B29

#60ACD7
R96 G172 B215

#80C442
R128 G196 B66

#111F2A
R17 G31 B42

#FFFFFF
R255 G255 B255

#E0EFF7
R224 G239 B247

#639B88
R99 G155 B136

These are the core colours to be used for ESRAG and regional chapter websites.

Functional UI Palette

#878C91
R135 G140 B145

#D6D6D6
R214 G214 B214

#F24C15
R242 G76 B21

These colours are for functional use only. For example, the grey should only be used for keylines, text and to show deactivated buttons or links. The grey should never be used as a background colour or for illustrative elements. The red should only ever be used for alerts.

User Interface Fonts

The only ESRAG brand font is Helvetica Neue. If possible this is the only font that should be used when creating any ESRAG material or communications, including on the website. When this is not possible, use the ESRAG Font Stack.

ESRAG Primary Font:

Headlines & Titles: Helvetica Neue, Bold

Body copy & details:
Helvetica Neue, Regular

BUTTONS AND LINKS:
HELVETICA NEUE, BOLD, UPPER CASE

Helvetica Neue is our primary brand font. Please use this typography hierarchy for ESRAG communications.

Font Stack

Helvetica Neue
Helvetica
Arial

If Helvetica Neue is unavailable for use, you may use Helvetica or Arial.

Regional Chapters

A website is an effective way to share information about your regional chapter and the work you're doing to improve lives in your community. Use your website to engage the public, keep visitors informed about your projects and events, and invite people to learn more about ESRAG or get involved.

Tips for an engaging Regional Chapter Website:

These tips can help you design a website that's consistent with ESRAG's brand and showcase how you are taking action to improve communities around the world:

Show your work

Use images and videos that feature ESRAG members actively working together and having fun while making a positive change.

Use ESRAG branding

Strengthen ESRAG's brand recognition by using our official colors, font and website template.

Keep it simple

People usually scan websites. Bullet points and clear, simple language will help them see the most important information.

Use the correct logo lockup

Make sure to use the official logo lockup with your regional chapter to represent ESRAG.

Include calls to action

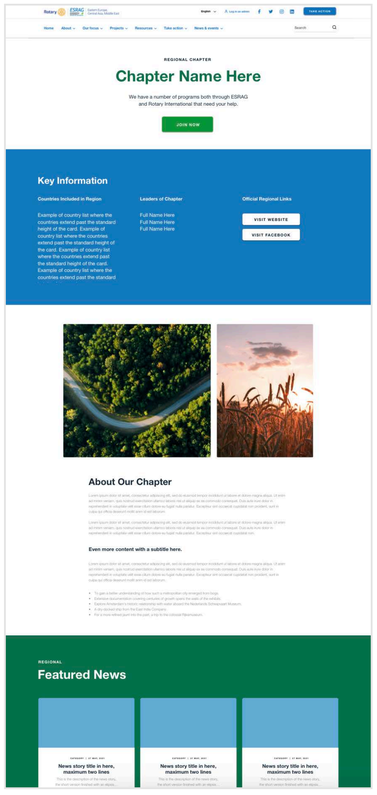
Make it easy for nonmembers to get involved, whether it's by donating, volunteering, or joining. Buttons and other clear calls to action can help.

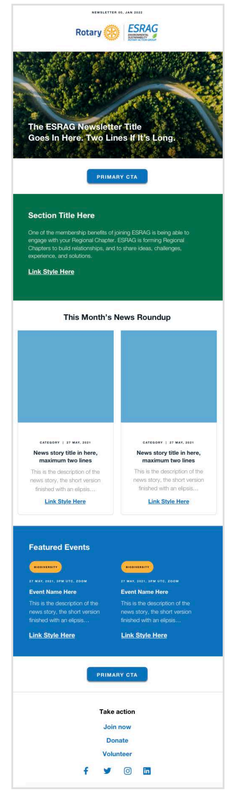
Stay upto date

Provide the latest news and share photos and stories about the work your members are doing. Keep things fresh and upto date.

Top Tip

A website and newsletter template for regional chapters has been created to ensure your chapter is set up for success and on brand. To access your templates, please visit the ESRAG Brand Centre.





Templates & Guides

Social Media

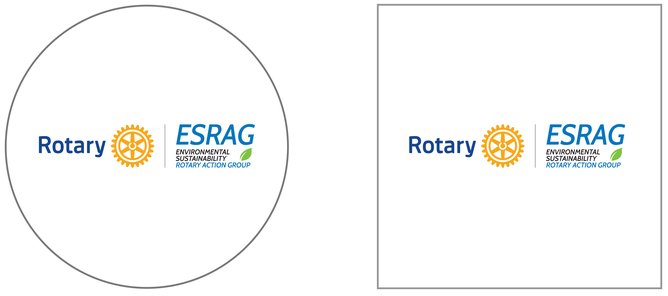
Email

Creating Content

Social Media

Social media a part of our communications toolkit, along with email, newsletters, and our website. Social media can connect ESRAG with current and past members, prospective members, donors, and friends. Using it is also an effective way to increase awareness of ESRAG and our activities.

Profile Images



The primary logo colour for ESRAG should be used as any regional chapter's profile image across all social platforms. Do not add any additional information or regional names to this logo. Include the regional chapter in the name of the account. Include the regional chapter logo lockup on social post imagery.

The logo file to be uploaded should always be in a white square so that it sits centrally in any container.

Profile Images

Should the social platform offer it, choose a cover image that is representative of the regional chapter. The Rotary International mark may be placed centrally on this image as seen in the example. The logo should be legible. If this is not possible, do not add the logo. Do not add text over the cover image.

Social Media Top Tips

- Create a social media plan to help you determine what you want to achieve through social media, which platforms are right for ESRAG, and what you want to communicate to your online community.
- Set specific and measurable goals to track your progress on social media. When you're writing or sharing a post, ask yourself, "Will this help us reach our goals?"
- Start small and focus your efforts. You don't need an account on every social media platform. Think about who you want to reach and where those people spend their social media time.
- Make sure to use the correct ESRAG logo lockup or Regional Chapter logo lockup. By consistently and correctly using our logo, you strengthen ESRAG's brand recognition and build awareness of our mission.

Creating Content

Follow these tips to keep your content engaging. Coordinate communication across all of your promotional channels, including email, social media, websites, and newsletters, making sure it’s fresh and timely. A content calendar can help to keep things organized.

Keep it simple

Have a clear title that is the single focal point in your image and make sure your visual is easy to understand.

Can I scan?

How quickly can find information like the date or time? If it’s not instant, there’s too much going on.

Use the brand colours and font

The brand colours and font have been selected to make content easy to read and more accessible.

Use the caption to add details

Don’t put all of the information into the visual if you can add further details in the caption.

Consider small screens

Make sure it looks good and is easy to read on all devices.

Include calls to action

Buttons and other clear calls to action create clear next steps.

Good Example:

Rotary | ESRAG
ENVIRONMENTAL SUSTAINABILITY ROTARY ACTION GROUP

Brand Standards

esrag.org

Thanks to Moxie Marketing at moxiemarketing.ca
for the collation of these brand standards.