

Rotaract Club of University of Wollongong

Style Guide



Rotaract Club of University of Wollongong Inc. Style Guide

Introduction

The Rotaract Club of University of Wollongong is a group of young, active people who want to make a difference in their local community. Sponsored by Rotary International, the club organises several activities with the following aims: to develop members' professional leadership qualities, to raise funds for or provide services to the community, to encourage fellowship and to enhance international understanding.

Rotaract Brand

It is important the Rotaract brand reflects the four focus areas of the Club's goals and objectives: community service, professional development, international understanding and fellowship.

These guidelines are designed to provide a consistent brand specific to the Rotaract Club of University of Wollongong. The objective is to create an identifiable brand both on and off campus as a means of increasing membership and building the image of Rotaract in the local community.

A creative, inspiring brand underpins the Club's philosophy of helping others while having fun. A fundamental component of the Club's objectives is expanding one's horizons. Opportunities are endless. These guidelines provide a starting point for developing and implementing a powerful and original brand. This document highlights internal and external examples of documents for use by members of UOW Rotaract.

Our Club's brand is about how we express ourselves and the way we are perceived.

The Objectives of Rotaract

- To develop professional leadership qualities.
- To serve the community.
- To promote international understanding and goodwill toward all people.
- To encourage fellowship.

Brand Elements - Logo

Specifications for Rotaract Emblem – According to Rotaract Handbook (38)

The emblem of Rotaract is a circle with a capital R superimposed over five horizontal and six vertical curved lines in the center circular space. These elements are designed in accordance with the proportions given in the table.

With the R placed vertically, the word "ROTARACT" is centered directly above and is contained within the exterior ring. The word "CLUB" is centered directly beneath the R and is contained within the exterior ring. This lettering is raised from depressed space. The outside edge is a perfectly round, raised wall to contain all the elements.

The official Rotaract colors are deep red and gold and should be worked into the emblem as follows: the depressed space in the exterior ring is deep red, and all raised lettering and detail are gold. Gold can be represented as a metallic color or as a yellow.



colour logo



black and white



embossed/angle

Brand Elements – Colour Balance

The following specific PMS colors should be used: PMS 201 Red; PMS 871 Metallic Gold, or PMS 129 Gold (yellow). These colours should be used in the Club's logo, official letterhead and banner.



Gold (metallic gold), Red

Brand Elements – Associated Logos



UniCentre – burst



University of Wollongong – logo (*permission required*)



Rotary International - logo

Brand Elements – Footer

The Club's relationship with the University of Wollongong, Corrimal Rotary and its affiliation with UniCentre need to be considered in all marketing and communication tools.




The Rotaract Club of University of Wollongong
P.O. Box U100 Wollongong University NSW 2500



Affiliated with
unicentre
and Proudly sponsored by Corrimal Rotary

The standard club – footer

Brand Elements – Letterhead

	<p>ROTARACT CLUB OF UNIVERSITY OF WOLLONGONG INC. www.uowrotaract.org ~ info@uowrotaract.org President: Emily Davis ~ Secretary: Levi Garry Proudly sponsored by Rotary Club of Corrimal</p>
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Brand Elements – Font

Information Font

ABC abcde 01234 **ABC abcde 01234**

Verdana Ref

The information font is to be used for general correspondence. The standard size is 10pt. The entire suite of Verdana Ref is acceptable.

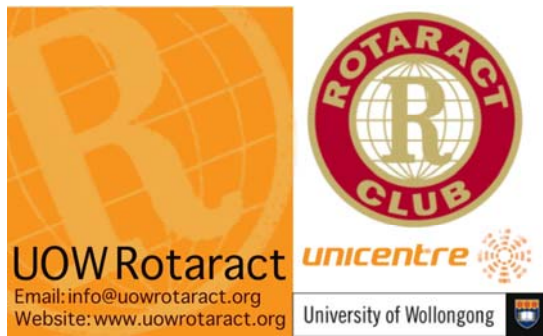
Brand Elements – Graphic Devices

The Rotaract logo can be used as a visual aid for various publications. It is important to utilise the logo in every promotional tool to establish a consistent brand eg. posters, flyers, website, business card, banner etc. A simple media release template can be enhanced with a watermark Rotaract logo (see below).



A4 – embossed/angle

Brand Elements – Stationary



Business card - Front



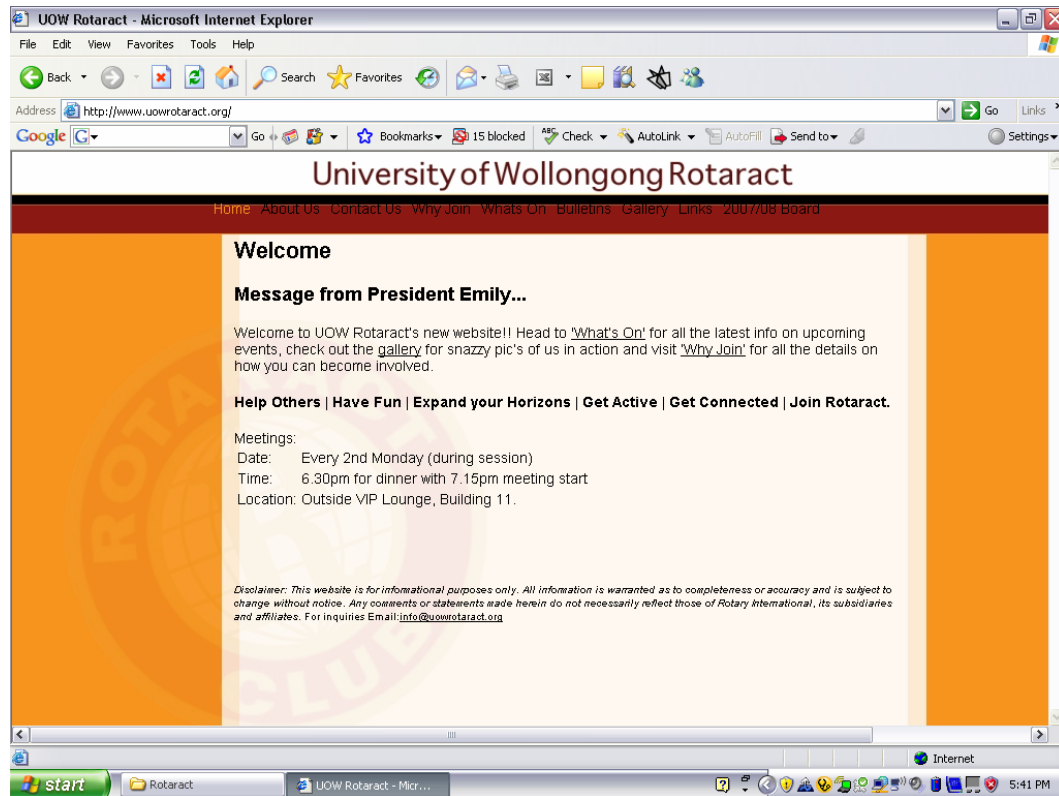
Business Card – back

Brand Elements – Website

The website design reflects the Club’s image: fun, inspiring, active and connected. The use of orange is unique to the Club itself and it is a reflection of the Club’s diverse, innovative and pro-active qualities. The colour orange exists between red and yellow (gold) – the two primary colours of Rotaract.



Base colour – orange
 Secondary colour - red



Website – homepage 02/08/07

Brand Elements – Promotional Text

Want to...

Help your local community?
Promote peace and goodwill?
Meet other cool young people?
Develop event management skills?

Then YOU Should Join UOW Rotaract Club!

Help Others | Have Fun | Expand Your Horizons | Get Active | Get Connected | Join Rotaract

info@uowrotaract.org
www.uowrotaract.org

Brand Elements – Promotional ‘About Us’ text

The following text is to be used in promotional material that provides a detailed description of the Club. It is consistent with the Rotary International District 9750 Directory 2007-2008.

Rotaract is a Rotary sponsored service club for young men and women aged 18 to 30. Through the Rotaract program, young adults augment their knowledge and skills and address the physical and social needs of their communities while promoting international understanding and peace through a framework of friendship and service.

Brand Elements – Keywords

These keywords are included in the Rotaract pages of the Rotary International District 9750 Directory 2007-2008, to be used as an additional marketing tool.

Networking | Friendship | Motivate | Leaders | Community | Professional Development | Fun | Inspire

Conclusion

This Style Guide is not conclusive. It is the basis for development of a key marketing and communication strategy unique to the Rotaract Club of University of Wollongong Inc.