

## Overview

The People of Action campaign displays the true essence of who Rotarians are: leaders who work together in communities to inspire, transform, connect, and celebrate what’s possible. People who get things done and have a great time working, growing, and learning together.

People of Action comes to life through inspiring imagery and simple, compelling type treatment. This quick guide will help you give your People of Action materials the right look to show your community all of the good that your club does.

For more information about People of Action design, write to [graphicdesign@rotary.org](mailto:graphicdesign@rotary.org).



## Graphic Elements

People of Action Lockup – Horizontal



People of Action Lockup – Stacked



## Typography

Fonts are licensed and available for purchase.

### Primary Font

Use all caps in bold style for “Together, We.”  
Use medium style for body copy and calls to action.

### Sentinel

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz1234567890  
Book  
Medium  
**Bold**

## People of Action Headline Graphics

The headline graphics for this campaign contain “Together, We” plus a predetermined verb, which cannot be changed. The headline graphics below are to be used only within a layout from the campaign.



## Colors

When using our color palette, be sure to apply the appropriate formulations listed on this page. Our colors should not be screened or adjusted.

<p><b>Royal Blue</b> PMS 286C C100 M80 Y9 K2 PMS 286U C100 M92 Y9 K2 Hex #17458f R23 G69 B143</p>	<p><b>Gold</b> PMS 130C C0 M41 Y100 K0 PMS 129U C0 M35 Y100 K0 Hex #f7a81b R247 G168 B27</p>
<p><b>Azure</b> PMS 2175C C99 M47 Y0 K0 PMS 2175U C99 M53 Y0 K0 Hex #005daa R0 G93 B170</p>	<p><b>White</b> C0 M0 Y0 K0 Hex #ffffff R255 G255 B255</p>

## Secondary Font

Use strictly for action verb. For adjustment guidelines and instructions, contact [graphicdesign@rotary.org](mailto:graphicdesign@rotary.org).

### PERMANENT MARKER

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTU  
VWXYZ1234567890  
REGULAR

## Tertiary Font

Use altered all caps in black italic style for the People of Action lockup only.

### Frutiger

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz1234567890  
Black Italic

## Photography

Use photos that capture action. Feature the people who benefit from the work you do in your communities.

### Style Checklist

- Photos must:
- Represent real-life, everyday moments
  - Show a clear visual narrative that pertains to the headline
  - Be inspiring and aspirational
  - Have warm lighting and natural colors
- Photos should:
- Represent the diversity of the club and its community
  - Include two or more people
  - Use interesting camera angles or cropping
  - Have a sense of motion



## Logo Formats

Print	.eps	spot or cmyk
Word doc (print)	.png	rgb
PowerPoint	.png	rgb
Digital (web, email, mobile)	.png	rgb