

Rotary Australia & New Zealand



Presenting the R100 Centenary Logo

It's a special time. In 2021, Rotary in Australia and NZ celebrates the First 100 years of Service. In 1921, four Rotary Clubs were created in Melbourne, Wellington, Auckland and Sydney. From there, Rotary and Rotaract clubs were created everywhere across Australia and NZ. We all share a centenary in 2021. We can come together and create a common legacy. Think about the impact we can make!

It's the time to discover what is the best way to mark the occasion! And create a legacy that propels Rotary into the next century of service. This is so important – we will not have another chance in our lifetime!

We have a plan to make people aware, capture ideas of what we can do and enlist willing players be a part of history. A bespoke logo will help build that story; help raise awareness plus engage Rotarians more fully in the centenary activities.

What should a R100 centenary logo do?

- Create awareness of the centenary
- Be symbolic of our heritage and our future
- Applicable for media, letterhead, banners/batons, jewellery and merchandise design
- Target an audience that is principally Rotarians/Rotaractors but also the general public
- Create pride about Rotary and 100 years of making a difference
- Regenerate our purpose and relevance in a modern world
- Incorporate progressive values such as diversity and inclusiveness
- Enhance Rotary International branding.

Rotary presents itself to the world in a wonderful array of cultures, locations, interests and areas of focus. It is also appropriate that our logo presents a compelling story line. When we align with the wider world, the palette of colours in the logo we have chosen to reflect our global branding, predominantly blue and gold.

The features of our logo are based on a “**mobilis**”. It represents important features of who we are and what we aspire to be

- Connected in many dimensions
- Exploring infinite possibilities
- Fresh and ready for regeneration
- Enveloping and embracing

But of course, there are many other situations where local identity, diversity and inclusion are important. Many Rotary leaders will want to “glocalise” mixing images with local themes.

The text linked to the Rotary Wheel can be changed to identify the Region, Club, District, RAG or Rotaract. This is common practice already when creating local banners. The Rotary Brand centre provides protocols for those variations. <https://my.rotary.org/en/rotary-identity-guidelines> and <https://brandcenter.rotary.org/en-GB/Logos>



The design team

The core design was sponsored by DGE Philip Archer and provided by Alan Jane, the Managing Director of the design studio Disegno. They're not a brand consultancy, a packaging design studio or even a communications agency. They're a creative business that doesn't limit itself by what we can do, but rather what they can achieve.

Since opening their doors in 1995, they've partnered with some of Australia's most recognisable brands to understand their vision (or challenge) and develop commercially focused, creative solutions across a number of disciplines. This time, Rotary's centenary is the beneficiary!

For more, click on <http://www.disegno.com.au/>