



R100 Centenary Logo Competition

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. And a logo competition will 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 for (1) New Zealand, (2) Australia or (3) both
- 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
- Enhance Rotary International branding.

Timing and submission

- The submission deadline is 15th December 2019 by email to
 - Australia: Hugh Bucknall hbucknal@bigpond.net.au
 - New Zealand: Mark Wheeler mark.rotary9940@gmail.com
- A small group of Rotary leaders will be involved in the selection process.
- The key selection criteria include
 - Visual impact capturing the heart and soul of our centenary
 - Suitability in either/both NZ and Australia
 - Applicability across a variety of media and uses
- Compliance with RI protocols will be part of the design process. Any worthy design that is not exactly compliant will be professionally adapted to reflect Rotary brand guidelines.

Design guidelines and outputs

- Our identity at a glance contains the basic elements in our visual system: our logos, colour palette, typography, iconography, and information graphic styles, along with photography style and merchandise. Each element is designed to work in harmony with the others, while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion.
- RI design guidelines are detailed in the [Rotary Brand Centre – Asset Details](#)
- Designs suitable for New Zealand or Australia or both will be welcome
- It will be useful to know the background of the design team and their relationship with Rotary. There is a story to be told of the creative folk and their journey.
- A brief description of the design idea should be submitted addressing the key criteria along with 3 illustrations. This also becomes part of the story to be told.
- The key element of the logo competition is **a unique core design that does not include the Rotary Wheel**

- Sample core design image



- It will help the judges if at least 2 samples are provided where the logo core design is presented as a banner and letter head with appropriate text. **The Rotary Wheel can be used in conjunction with the core design**

o Sample banner



o Sample letter head



- Additional samples and multi-media material can be submitted to enhance the strength of the design e.g. broach, pin, tie, video banner. Feel free to be creative beyond the minimum
- Professional graphic designers will be familiar with a vector file format (.ai, .eps, .svg) but we are happy to receive different formats (.pdf, .jpg, ppt or .doc) with the intention to create a vector format after selection
- Colours must be vibrant and fresh, conveying a sense of energy and excitement and using the preferred palette of Rotary Leadership Colours.

Rotary Leadership Colors		Secondary Colors		Pastels		Neutrals			
Azure PMS 2175C C99 M47 Y0 K0 PMS 2175U C99 M53 Y0 K0 Hex #0050a2 R0 G93 B170	Sky Blue PMS 2202C C96 M0 Y6 K0 PMS 2202U C94 M0 Y6 K0 Hex #0191cb R1 G180 B231	Cranberry PMS 214C C0 M100 Y22 K0 Rubine RedU C0 M100 Y22 K0 Hex #c10042 R217 G27 B92	Turquoise PMS 7466C C90 M0 Y38 K0 PMS 7466U C88 M0 Y27 K0 Hex #018d8d R0 G153 B153	Slate PMS 2165C C68 M43 Y30 K9 PMS 2166U C68 M46 Y30 K13 Hex #687d90 R104 G125 B144	Mist PMS 2162C C40 M23 Y18 K1 PMS 2162U C42 M26 Y18 K4 Hex #9ea6b4 R158 G166 B180	Charcoal Cool Gray 11C C48 M22 Y24 K66 Cool Gray 11U C15 M0 Y0 K60 Hex #58585a R88 G88 B90	Pewter Cool Gray 8C C23 M11 Y13 K41 Cool Gray 8U C10 M0 Y0 K50 Hex #919295 R145 G146 B149	Smoke Cool Gray 5C C0 M0 Y0 K33 Cool Gray 5U C0 M0 Y0 K33 Hex #cbcdcd R188 G189 B192	Silver Cool Gray 2C C14 M10 Y13 K0 Cool Gray 2U C14 M10 Y16 K0 Hex #e7e7e8 R231 G231 B232
Royal Blue PMS 286C C100 M80 Y9 K2 PMS 286U C100 M92 Y9 K2 Hex #003c7c R23 G69 B143	Gold PMS 130C C0 M41 Y100 K0 PMS 129U C0 M35 Y100 K0 Hex #f7a81b R247 G168 B27	Violet PMS 2070C C57 M91 Y0 K0 PMS 2070U C54 M99 Y0 K0 Hex #872175 R135 G33 B117	Orange PMS 2018C C0 M68 Y95 K0 PMS 2018U C0 M58 Y95 K0 Hex #ff7600 R255 G118 B0	Lavender PMS 665C C17 M20 Y0 K8 PMS 665U C17 M20 Y0 K8 Hex #c6bcd0 R198 G188 B208	Powder Blue PMS 290C C25 M4 Y5 K0 PMS 545U C28 M4 Y0 K0 Hex #c9dee9 R201 G222 B233	Storm Warm Gray 10C C51 M46 Y55 K19 Warm Gray 10U C51 M46 Y45 K19 Hex #675d58 R103 G93 B88	Ash Warm Gray 7C C41 M34 Y44 K4 Warm Gray 7U C41 M38 Y37 K8 Hex #958d85 R149 G141 B133	Platinum Warm Gray 3C C25 M22 Y32 K0 Warm Gray 3U C25 M22 Y28 K2 Hex #c5c1bb R197 G193 B187	Cloud Warm Gray 1C C15 M12 Y17 K0 Warm Gray 1U C15 M12 Y17 K0 Hex #e6e5d8 R230 G229 B216

The fine print

- Designers of the selected logo will be acknowledged for their generous work in contributing to Rotary's Centenary celebrations. This acknowledgement will likely take the form of an article in RDU, social media and podium acknowledgement, but will not include financial compensation. As Rotarians, we rely on volunteers.
- We would like the story of the designers to be part of the announcement and launch of the logo. If you are a professional designer, we are happy to acknowledge your business appropriately.
- Yes, designers can submit many designs and are not limited to a single offer
- Yes, designers can prepare a design for New Zealand, a different one for Australia and/or one that is appropriate for either country
- Yes, designers can ask for clarification. But please do not bombard us.
- Rotary International retain the right to change and adapt any selected logo.
- Submissions must be made no later than 15th December.
- A design will be selected in January 2020.
- There is no obligation to select a design if it is considered that none of the submissions sufficiently meet the specification.
- The design selected may require subsequent modification to comply with RI standards.
- The designer of the recommended design shall grant all rights of the design to Rotary International.
- We may choose to work with one or more selected designers to produce an alternative design, still in accordance with the specification described in this document. For example, adaption of the palette may be required. This option will only be pursued where selected designers agree to work free of charge
- The specifications are designed to focus attention on what is required and guide designers on how we will make a decision. They are minimum standards and we encourage additional creativity that will enhance to submission and create an additional wow factor.

