Europe
Rotaract

Brand Book

E.R.I.C - Rotaract Europe

Version 3.1

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This document aims to provide rules for the application of brand logo according to the existing rules by Rotary International to Rotaract programs.

The European Rotaract Information Centre is a Multi- District Information Organisation (MDIO) serving Rotaractors all over Europe.
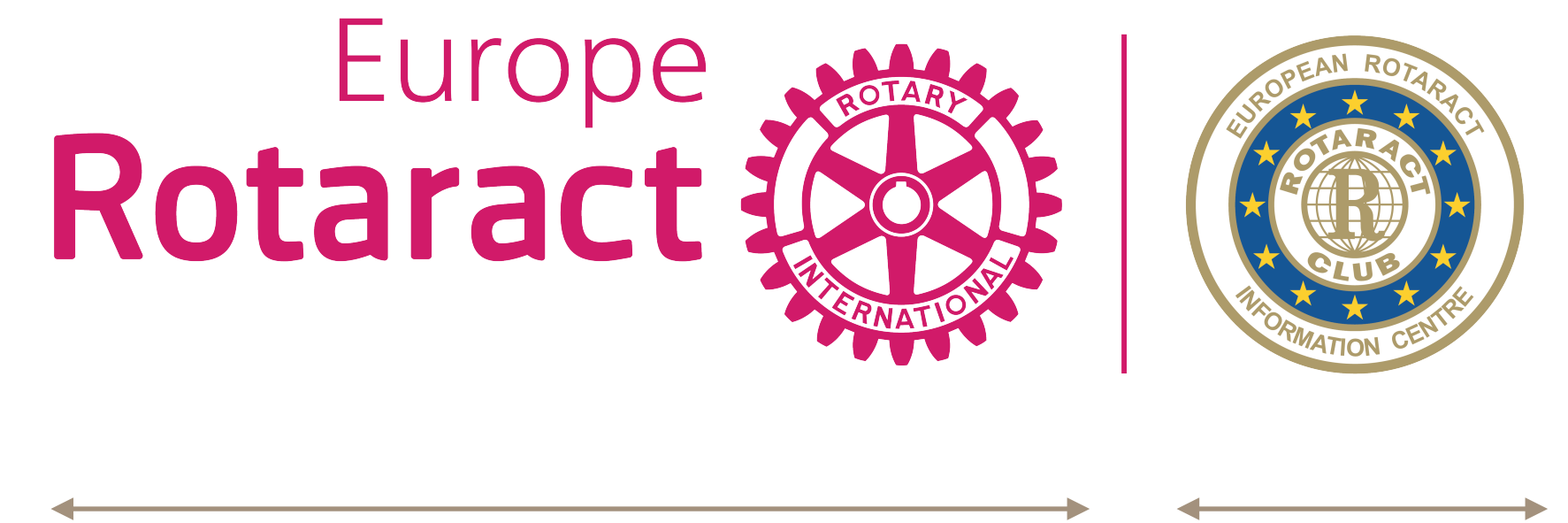
LOGO - Brand Assets

Rotaract Europe logo is composed by 2 parts:

1. Europe line + Rotaract wordmark [Rotaract + the Mark of Excellence (Rotary wheel) in Cranberry]

2. Old ERIC logo.

This logo will be kept during a transition period of the new Rotary International guidelines for New Generations program.

After the transition period, the old ERIC logo will disappear and the full ERIC name will show under the Rotaract word (see: simplified version).

NAMING - Brand Assets

Official name:

European Rotaract Information Centre

Simplified Version:

Rotaract Europe

Acronym:

ERIC

Simplified Version must be used together with Acronym.

LOGO VARIATIONS - Different uses

The logo can be applied in the following variations:

On solid backgrounds:

On images or photos:

LOGO VARIATIONS - Different uses

When it is not possible to use the full logo
(example: social networks avatar), you
can use the simplified version:

OFFICIAL EVENTS - Different uses

In every Rotaract European Meeting, European Conventions or other events that only happen because of E.R.I.C., the logo of Rotaract Europe must be part of the event logo.
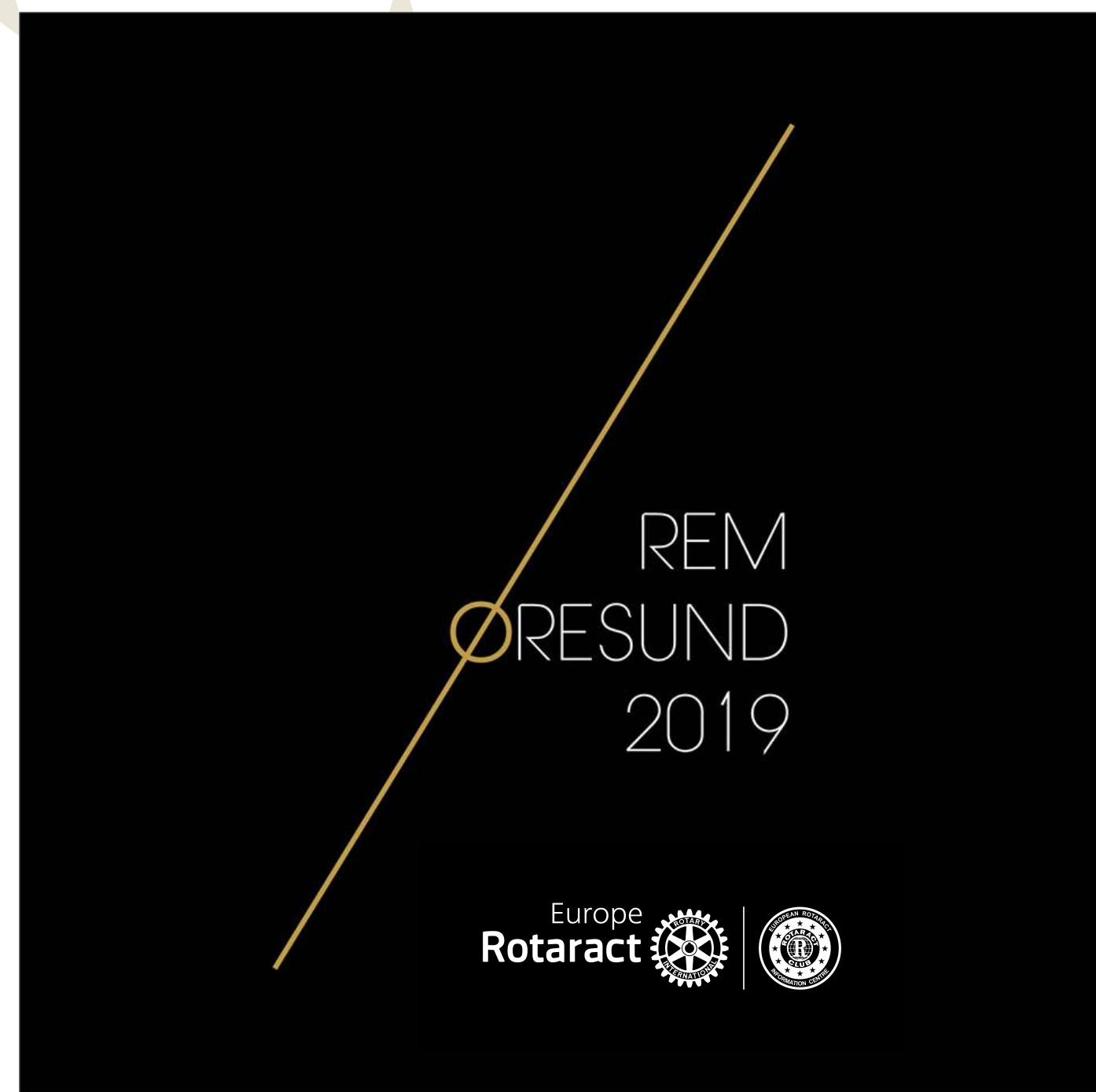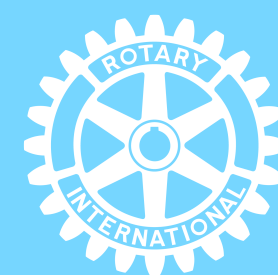
ENDORSEMENT - Different uses

To use ERIC - Rotaract Europe as an endorsement for a project, activity or other initiative, you need to:

1. Use a background color (except brand colors);
2. Use the logo white version;
3. Use font "Avenir Next", color white (different styles of the same font are allowed);
4. Use a white icon (optional).

End Plastic **Now**

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SOCIAL PROJECT - Different uses

ERIC Social Project, together with the endorsement logo will have another one:

End Plastic Now

LETTERING - Applications

ERIC - Rotaract Europe has 4 main fonts.

- **Main font - Avenir Next**

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- **Titles (formal)- Didot**

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- **Titles (alternative) - American Typewriter**

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- **Elegant - Zapfino**

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
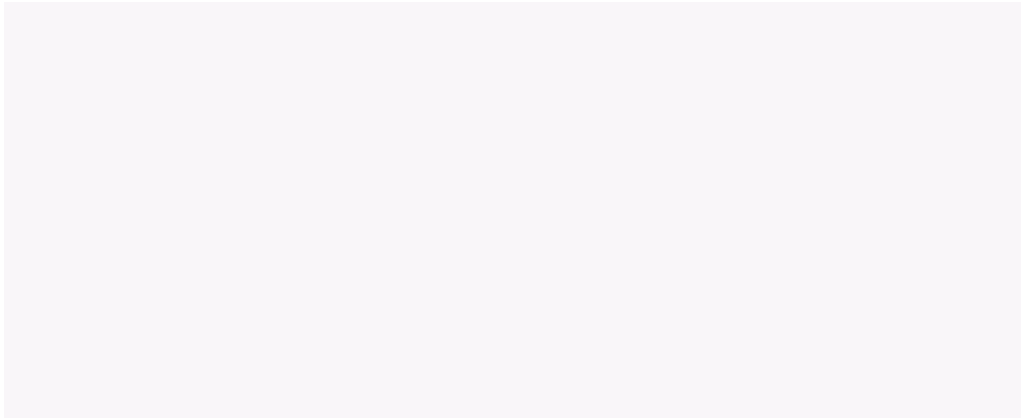
COLORS- Applications

Main Colors:

Rotaract Cramberry
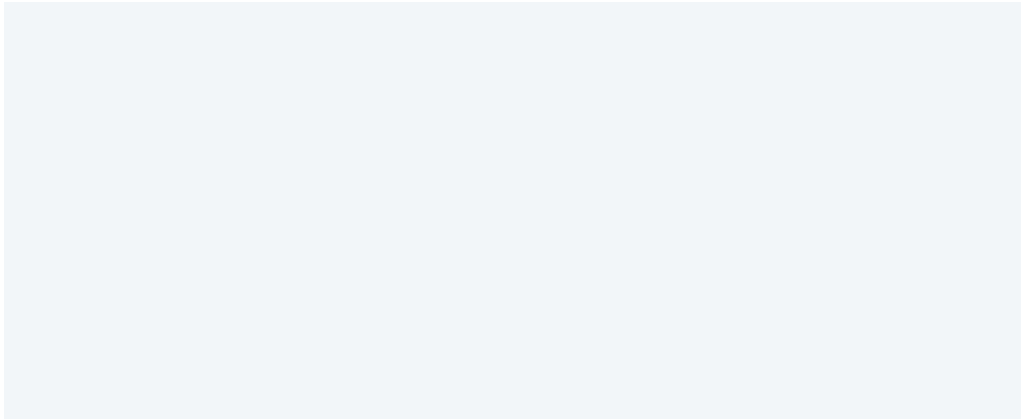Code #D51067

European Gold
Code #AD9B6A

European Blue
Code #1E6BB5

Light Pink
Code #F9F6F9

Dark Blue
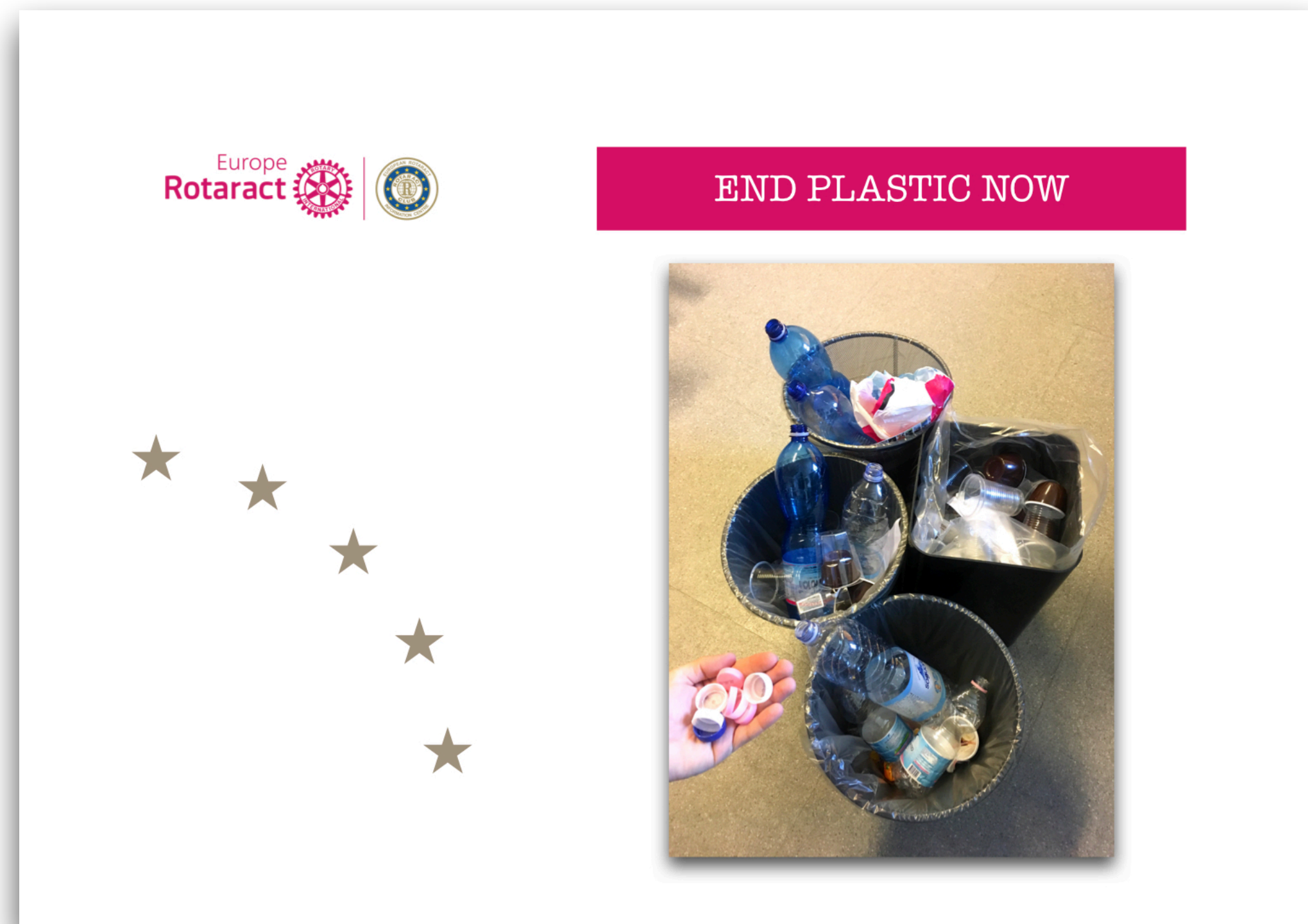Code #0B5395

Light Blue
Code #F2F6F9

TEXT SUPPORT - Applications

To give visibility to titles and subtitles it can be used a square form using the main colors:

For Example:

EXAMPLES - Applications

EXAMPLES - Applications

Bulgaria

CR : Dorina Kostadinova - Rotaract Club Sofia-Vitosha D2482

Kind / Driven / Wanderlust

Finland

D1380, D1390, D1400, D1410, D1420, D1430

#Clubs: 11

EXAMPLES - Applications

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Maria Vittoria (Mavi) Gargiulo

Marketing Director

From
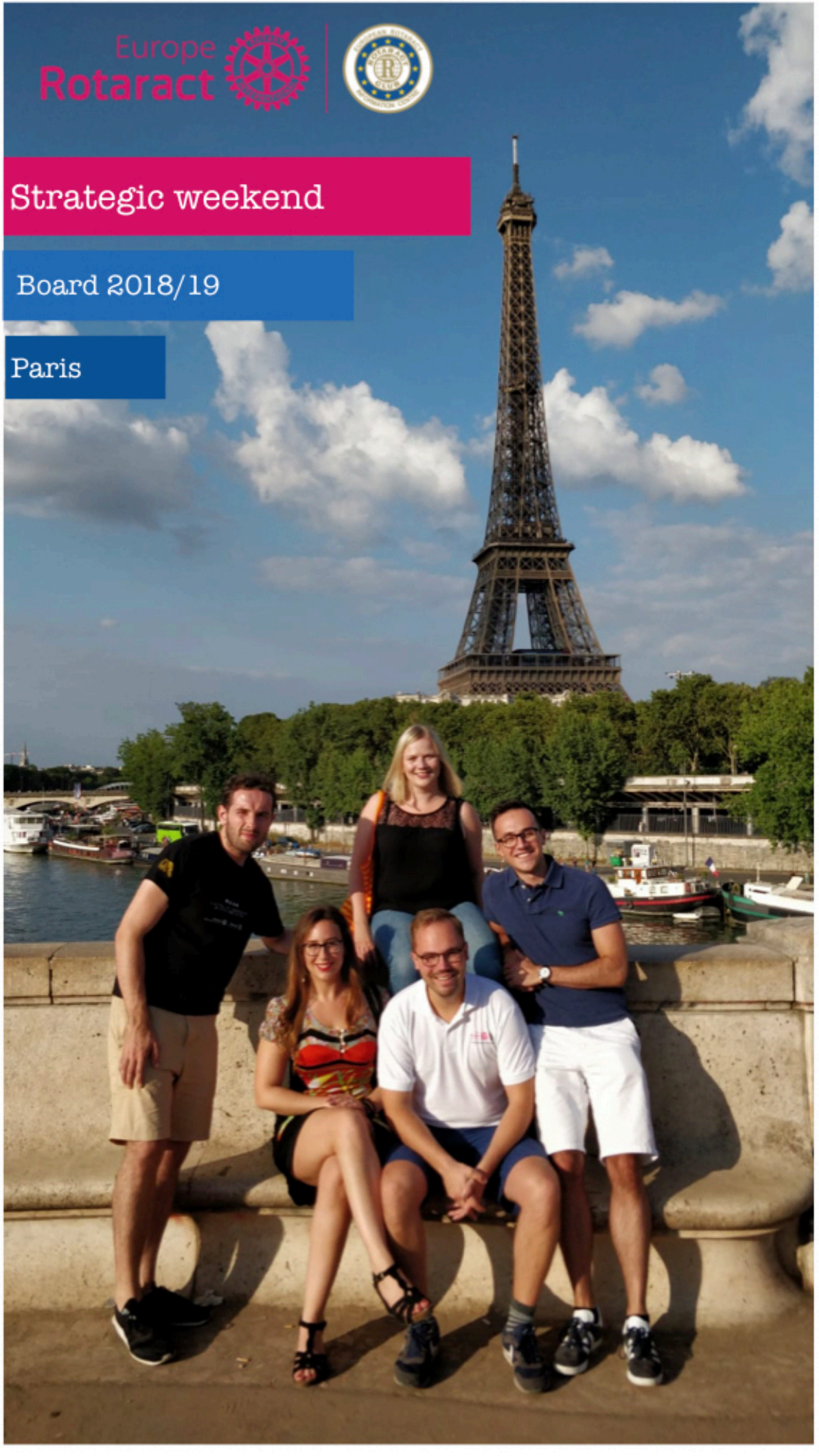RAC Campus Salerno dei
Due Principati
D2100

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Strategic weekend

Board 2018/19

Paris

Thank you