

## Visual Identity Style Guide

### RotaKids Story

RotaKids was born from a simple conviction: that service has no minimum age. Jane M. Mills (a retired teacher and Rotarian in Stuart, Florida) walked into Jensen Beach Elementary School and gave children aged 7 to 12 their first experience of what it means to make a difference. The program she created spread quietly but persistently across continents, carried not by institutions but by individual Rotarians who believed that the Rotary wheel could turn earlier than anyone had officially allowed.

The movement found its first major institutional home in Great Britain and Ireland, where Rotary GB&I embraced RotaKids and built the largest and most established network of clubs in the world - proving that the program could scale beyond its Florida origins and thrive within a structured Rotary environment. From RIBI, RotaKids crossed oceans: to Brazil and across South America, where communities found in it a natural expression of Rotary's service values, and to Continental Europe, where District 2241 became the pioneering force - establishing the first clubs, building the digital infrastructure, and ultimately authoring the 2026 Resolution Package that now seeks official recognition from Rotary International.

Every journey in RotaKids begins with three simple words - a pledge that every child speaks upon joining, and carries for life:

*To be fair to all. To serve my community. To show respect for others.*

These three lines are the soul of the programme. Everything in this visual identity guide - every color, every logo, every certificate - exists to give those words a face.

The RotaKids visual identity reflects that same spirit. The wheel - Rotary's most enduring symbol - remains at the center, because RotaKids is not separate from Rotary: it is Rotary's earliest expression. The Turquoise color was chosen deliberately: unique within the Rotary family, it signals a fresh beginning while remaining unmistakably part of the same heritage. It is the color of possibility - of a child who has just taken a pledge, pinned on a badge, and decided that the world is worth improving.

This is the spirit that every element of the RotaKids brand must communicate - captured in two lines that say everything:

*Small Hands. Big Change.  
Children Who Serve. Adults Who Lead.*

Every logo, every badge, every certificate in this guide carries that origin. Design with it in mind.

## 2. Logo

### 2.1 Official Logo



The Official Logo is the primary visual identifier of the RotaKids programme worldwide. It consists of the Rotary wheel, the wordmark "RotaKids" and the name of the club, rendered in Turquoise (PMS 7466C / Hex #00adbb). The Official Logo must always appear on a white or light background. No colors, gradients, or effects may be applied to the Official Logo.

### 2.2 Official Logo - White version



For use on dark or Turquoise backgrounds only. The white version is the only permitted alternative to the primary Turquoise logo. No other color variations are authorized.

### 2.3 Clear space

The Official Logo must always be surrounded by a clear space equal to the height of the letter "R" in the wordmark "RotaKids" on all sides. No text, images, or graphic elements may appear within this clear space.

## 2.4 Logo Don'ts

The following uses of the Official Logo are strictly prohibited:

- Do not stretch or distort the logo in any direction.
- Do not change the logo color to anything other than Turquoise or white.
- Do not place the Turquoise logo on a dark or colored background.
- Do not add shadows, outlines, or graphic effects.
- Do not rotate the logo.
- Do not separate the wheel from the wordmark.
- Do not use the logo at a size smaller than 25mm in width in print, or 72px in digital applications.
- Do not place the logo on a busy or photographic background without sufficient contrast.

## 2.5 Heritage Logo



*Originally created by Rotary in Great Britain & Ireland  
for the RotaKids programme.*

The Heritage Logo is the original RotaKids design, created by Rotary in Great Britain & Ireland for the RotaKids programme. Upon official recognition of RotaKids by Rotary International, this design may be adopted as the secondary or heritage logo of the global RotaKids programme, subject to RI brand approval and in recognition of RIBI's foundational role in developing and expanding the movement.

The Heritage Logo may be used on promotional materials, apparel, and community-facing communications, in accordance with the guidelines set out in this document.

## 3. Official Colors

The RotaKids Turquoise (PMS 7466C) is the only color in the Rotary brand palette exclusively associated with RotaKids - unique within the entire Rotary family of programs.



## Turquoise

PMS 7466C

C96 M1 Y31 K0

Hex #00adbb

R0 G173 B187

The Turquoise color is mandatory for the Official Logo. Its use is recommended but not mandatory for banners, apparel, and other promotional materials.

### 4. Typography

#### 4.1 Official Fonts - RotaKids Typography

**OPEN SANS**  
Light  
Regular  
*Italic*  
**Bold**

**Georgia**  
Regular  
*Italic*  
**Bold**  
***Bold Italic***

RotaKids follows Rotary International's official brand typography standards. The following fonts are authorized:

Primary Fonts - for headlines, titles, and navigation labels:

- Open Sans (*Free - recommended for all RotaKids documents and digital materials*)
- Frutiger (*Licensed - for clubs and districts with access*)
- Arial (*Free - system font fallback*)

Secondary Fonts - for body text, secondary headlines, and captions:

- Georgia (*Free - recommended secondary option*)
- Sentinel (*Licensed - for clubs and districts with access*)

#### 4.2 Usage Guidelines

Context	Font	Weight	Size
Document titles	Open Sans	ExtraBold	28–32pt
Section headings	Open Sans	Bold	18–22pt
Subheadings	Open Sans	SemiBold	14–16pt
Body text	Open Sans / Georgia	Regular	10–12pt
Captions / footnotes	Open Sans / Georgia	Light / Regular	8–9pt
Certificate recipient name	Open Sans	Bold or ExtraBold	20–28pt

For clubs and districts without access to licensed fonts, Open Sans and Georgia cover all use cases completely and are available free of charge via Google Fonts.

No typeface other than those listed in section 4.1 is authorized for official RotaKids documents and certificates. For digital applications, Open Sans may be substituted with the system font Arial where technical constraints apply.

## 5. Badge

### 5.1 Technical Specifications



Badge dimensions are at the discretion of each club. The minimum size shall ensure that all text and graphic elements (including the wordmark, location name, level markers, and service hours markers) remain clearly legible. As a general guideline, a diameter of 38mm is recommended for everyday wear and 58mm for outdoor activities and events where visibility at a distance is desirable. Attachment: Safety pin (standard) or Magnetic clasp (optional). Magnetic clasp is strongly recommended for members under age 9 or where local safety regulations advise.

### 5.2 Badge Layout

The badge carries the following elements, all printed in Turquoise (PMS 7466C) on a white background:

Center: Official Rotary wheel, printed in Turquoise (PMS 7466C)

12 o'clock: Wordmark "RotaKids"

3 o'clock: Three small empty circles = Progress Markers

6 o'clock: Club location name (e.g. "Club of Pitesti")

9 o'clock: Three small empty circles = Level Markers

The badge is read naturally left to right: Level (9 o'clock) to Progress (3 o'clock).

### 5.3 The Two Marker Systems

Level Markers (9 o'clock): Three small circles indicating the member's current Gear of Service level.

Progress Markers (3 o'clock): Three small circles indicating the member's progress within the current level.

Color: The recommended color for circle filling is the club's uniform color, consistent with the guidelines in Section 6. Clubs may use any alternative color subject to approval by the sponsoring Rotary Club.

This annex explains the visual reading of the badge only. Progression mechanics, advancement criteria, and ceremonial use are defined in the Constitution, Bylaws, and Handbook.

### 5.4 Board Ribbon



Members elected to the RotaKids Club Board are identified by a small ribbon attached beneath the standard badge, secured to the same safety pin:

Specification	Value
Length	2-3cm for 38mm badge / 3-4cm for 58mm badge
Material	Any simple fabric
Color	The club's uniform color
Text	None
Symbols	None
Ornaments	None

The ribbon indicates temporary service responsibility within the club. It carries no indication of the specific office held - all Board members wear the same ribbon, reflecting the RotaKids principle that leadership is shared responsibility, not hierarchy. Upon completion of the term of office, the ribbon is removed.

## 5.5 President's Ceremonial Collar

The RotaKids Club President may wear a lightweight ceremonial collar during official club meetings, charter ceremonies, induction ceremonies, citation ceremonies, handover ceremonies, and formal public events.

The President's Collar represents temporary service responsibility and club representation during the elected term. It does not represent personal rank or superiority over other members.

The collar shall be simple, child-safe, lightweight, and appropriate for children aged 7 to 12. It may consist of a turquoise or club-color ribbon, a child-safe breakaway clasp, and a central RotaKids or Rotary-family emblem approved by the sponsoring Rotary Club and District.

The collar is transferred annually from the outgoing President to the incoming President, symbolizing continuity of service, responsibility, and leadership within the RotaKids Club. The President's Collar is optional but recommended for clubs that wish to maintain ceremonial continuity with Interact, Rotaract, and Rotary practice.

## 5.6 Club Pennant

The RotaKids Club Pennant is an optional but recommended ceremonial and friendship item, consistent with Rotary-family tradition. It may be used during club meetings, charter ceremonies, inter-club visits, district events, school partnerships, and exchanges with other RotaKids, Interact, Rotaract, and Rotary clubs.

The Club Pennant represents the identity of the local RotaKids club and serves as a symbol of friendship, continuity, and connection within the Rotary family.

Recommended elements of the Club Pennant:

- Official RotaKids logo or approved heritage logo
- Club name
- City / locality
- District number
- Sponsoring Rotary Club name (optional)
- Year of club chartering or year of pennant issue (optional)

Recommended format: small fabric pennant or banner, vertical or triangular, suitable for indoor display or ceremonial exchange.

Recommended colors: Turquoise (PMS 7466C) and white as the primary identity colors. Clubs may also use their approved local club color, provided that the RotaKids logo remains compliant with the brand rules in this guide.

The Club Pennant may be displayed at official meetings and ceremonies, and may be exchanged with visiting clubs or partner clubs as a sign of friendship and shared service. The use of the Club Pennant is optional and does not replace the badge, board ribbon, or President's Ceremonial Collar.

In the RotaKids context, the pennant helps children experience Rotary-family tradition in a form that is visual, memorable, and appropriate to their age. Club Pennants may also be displayed in classrooms, meeting rooms, school halls, or Rotary event spaces, and may be exchanged with other clubs as part of inter-club friendship and district fellowship.

## 5.7 Club Bell

The RotaKids Club Bell is an optional ceremonial meeting item, consistent with Rotary-family tradition. It may be used by the RotaKids Club President or presiding child officer to open and close official club meetings, charter ceremonies, induction ceremonies, Wheel Loading Ceremonies, handover ceremonies, and formal public events.

The Club Bell represents order, attention, and respect for the meeting. It does not represent authority over other members, but the responsibility to guide the club's proceedings in a fair and respectful manner.

The bell shall be simple, safe, lightweight, and appropriate for children aged 7 to 12. It may be placed on the President's table or ceremonial table together with the Club Pennant, President's Ceremonial Collar, attendance register, and other official club items. The bell may include the RotaKids logo, the club name, the District number, or the name of the sponsoring Rotary Club, provided that all branding remains consistent with this guide.

The use of the Club Bell is optional but recommended for clubs that wish to maintain ceremonial continuity with Rotary, Rotaract, and Interact practice.

## 6. Uniform

### 6.1 Uniform Components

The official RotaKids uniform consists of the following authorized items, which may be combined or used individually according to the resources available to each club:

Item	Description
T-Shirt	Short-sleeve or polo, official color
Cap	Baseball-style cap, official color
Tabard	Lightweight sleeveless vest, official color - recommended for project activities and as a cost-effective alternative to the t-shirt




Combinations:

- ✓ T-shirt + Cap (*full uniform*)
- ✓ T-shirt only
- ✓ Cap only
- ✓ Tabard only
- ✓ Tabard + Cap
- ✓ T-shirt + Cap + Tabard (*for project activities*)





The tabard is particularly recommended for clubs in developing communities, as it is cost-effective, easily adjustable, and accommodates children's growth over time - an important practical consideration for the 7-12 age group. It may also be used as a project-specific item by clubs that already have the standard uniform.

## 6.2 Colors







Recommended color: Turquoise (PMS 7466C) - the primary and strongly recommended color for the official RotaKids t-shirt. The Official Logo is printed on the left chest in white. The back may display the club name, district, or a project slogan, at the discretion of the sponsoring Rotary Club.

Color	PMS	Hex	
Turquoise	PMS 7466C	#00adbb	

Also permitted: The following colors from the Rotary International brand palette are authorized alternatives, as they are not exclusively associated with any other Rotary family program:

Color	PMS	Hex	
Orange	PMS 2018C	#ff7600	
Violet	PMS 2070C	#901f93	
Grass	PMS 355C	#009739	
Powder Blue	PMS 290C	#b9d9eb	
White	-	#ffffff	

Not recommended, but permitted: The following colors are part of the Rotary brand palette but are already associated with other programs or elements within the Rotary family. Their use is not prohibited, but may create visual confusion:

Color	Associated with	PMS	Hex	
Rotary Royal Blue	Rotary wordmark	PMS 286C	#17458f	
Rotary Gold	Rotary wheel	PMS 130C	#f7a81b	
Azure	Rotary one-color logo	PMS 2175C	#0067c8	
Sky Blue	Interact	PMS 2202C	#00a2e0	
Cranberry	Rotaract	PMS 214C	#d41367	
Cardinal	End Polio Now	PMS 485C	#e02927	

## 6.3 Logo Placement

- T-shirt: Official Logo on the left chest. Back may display club name, district, or project slogan.
- Cap: Official Logo embroidered or printed on the front panel.
- Tabard: Official Logo on the left chest or centered on the front panel.
- On dark or Turquoise items: Logo in white version.
- On white or Powder Blue items: Logo in Turquoise version.
- The Heritage Logo may be used on any uniform item as an alternative, consistent with local tradition.
- No other logos, wordmarks, or competing brand identifiers may appear on the uniform.

## 7. Certificates and Official Documents

### 7.1 Design Principles

All certificates and official documents in the RotaKids programme (Documents 11–26) shall be formatted in A4 landscape orientation, suitable for framing. The following principles apply to all documents in the series:

- White or cream background.
- Turquoise as the accent color for borders, headers, and graphic elements.
- Open Sans as the primary typeface.
- The Official Logo in the Turquoise version, positioned in the upper left or upper center.

### 7.2 Visual Character by Document Type

Document	Visual Character
11 - Club Charter	Most official - consistent with a standard Rotary Charter. Formal, institutional.
15 - Club Citation	Institutional, consistent with Rotary Citation standards.
16 - Jane Mills Award	The most elegant and sober document in the package - designed for adults.
17 - RotaKids Fellow	Modeled after Paul Harris Fellow - formal, with weight.
18–22 - Member certificates	Warm, approachable, Rotary wheel as decorative element, optional photo space.
23–26 - Officer certificates	More formal, closer to adult Rotary style.

## 8. Don'ts - Brand Protection

Upon official recognition, the RotaKids brand will represent a global programme endorsed by Rotary International. The following uses are strictly prohibited in all official and promotional materials:

- Do not use clipart, cartoon children, balloons, stars etc. in official documents.
- Do not use Comic Sans, Arial Rounded, or any informal or decorative typeface.
- Do not use colors outside the official RotaKids palette as a primary color in official documents and certificates.
- Do not use 3D effects, shadows, gradients etc. on the logo or official graphic elements.
- Do not reproduce the logo in any color other than Turquoise or white.
- Do not use the Heritage Logo as a replacement for the Official Logo on institutional documents.
- Do not place any RotaKids logo on a background that reduces legibility or contrast.
- Do not use the RotaKids brand in a context that implies a legal or financial partnership with Rotary International, the District or the sponsoring Rotary Club, beyond the authorized programme framework.