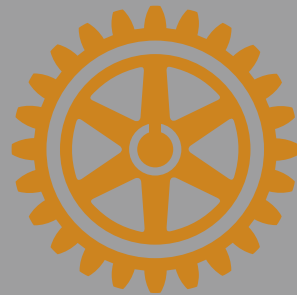


Australian
Rotary
Districts



BRAND GUIDELINES BOOK



Content

03	ABOUT US	53	Name badges
06	RAWCS LOGO TYPE	54	Media wall
09	THE LOGO LOCKUP	55	Pull-up banners
11	Rawcs	56	Certificates
12	Rare	57	Leaflets
16	Ram	61	Social media post
20	Medishare	65	Mug
24	Logotype misuses	66	Pen
27	COLOUR PALETTE	67	Website Layout
30	Logo-types colour ways	68	Email signature
36	TYPOGRAPHY	69	Zoom background
37	Overview	70	Badges
43	APPLICATION SAMPLES	71	Small pin
45	Iconography	72	PPT
46	Business Cards	73	IMAGES & VIDEO
47	Letterhead	76	Rules on clicking pictures
48	Envelopes	81	Rules on clicking videos
49	Caps	84	TONE OF VOICE
50	T-shirt, Polo T-shirt, Jumpers	86	Guidelines for application



ABOUT US

Rotary Australia World Community Services (RAWCS) was established in 1966 by Australian Rotarians to support Australian Rotary Clubs undertaking humanitarian aid projects. We provide valuable assistance in the form of project management, administration, logistic coordination and also offer tax deductibility for charitable donations.

In the past 58 years, we have implemented thousands of projects overseas and in Australia addressing poverty, providing disaster relief, fighting disease and promoting education.



RAWCS LOGOTYPE



The RAWCS logotype is the primary representation of the brand identity, and should be used as the main identifying device. All the elements within the RAWCS logotype have been carefully considered and crafted and cannot be recreated by typesetting.

The RAWCS logotype is the most valuable asset and it is of utmost importance that its construction and proportions are never altered or distorted in any way.

The RAWCS logotype should be applied to all communications when the context of RAWCS is known, when collectively talking about RAWCS, and when referring to more than one property or product.

For reproduction, please always use the original digital artwork files.

Always ensure that the correct version (shown below) is being used.

THE MAIN LOGO



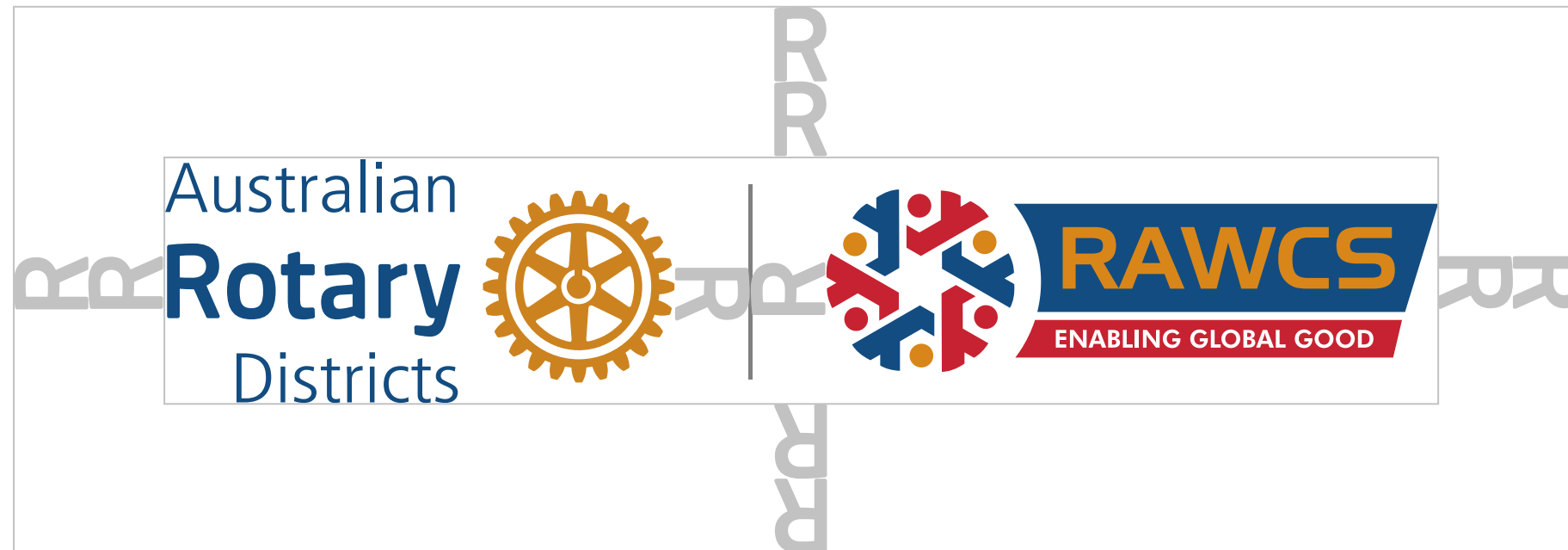
THE LOGO LOCKUP: (WITH ROTARY WHEEL)



The RAWCS logotype is the cornerstone of our brand identity.

The Rotary wheel must always be positioned to the left of the RAWCS logo & must not be altered. Consistent usage of this configuration is crucial to maintaining brand integrity.

THE MAIN LOGO



RARE



The Rotary Australia Repurposing Equipment (RARE) brand mark must always be used as a lock-up with the Rotary wheel Masterbrand and the RAWCS logo lock-up.

This combined configuration is essential for preserving the cohesive visual identity of our brand.

Consistent application of this lock-up reinforces our brand's recognition and integrity.

THE MAIN LOGO



THE LOCK-UP



ARAM



Australian Rotarians Against Malaria (ARAM) brand mark must always be used as a lock-up with the Rotary wheel Masterbrand and the RAWCS logo lock-up.

This combined configuration is essential for preserving the cohesive visual identity of our brand.

Consistent application of this lock-up reinforces our brand's recognition and integrity

THE MAIN LOGO



**Australian Rotarians
Against Malaria**

THE LOCK-UP



MEDISHARE



The Medisahre brand mark must always be used as a lock-up with the Rotary wheel Masterbrand and the RAWCS logo lock-up.

This combined configuration is essential for preserving the cohesive visual identity of our brand.

Consistent application of this lock-up reinforces our brand's recognition and integrity.

THE LOCK-UP



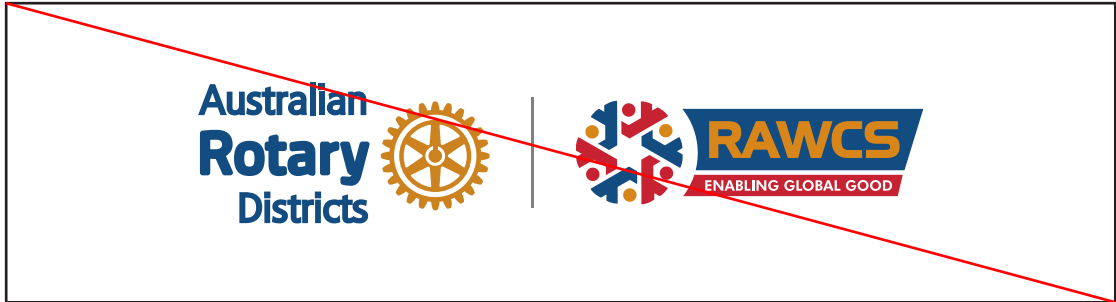
LOGO TYPE MISUSES



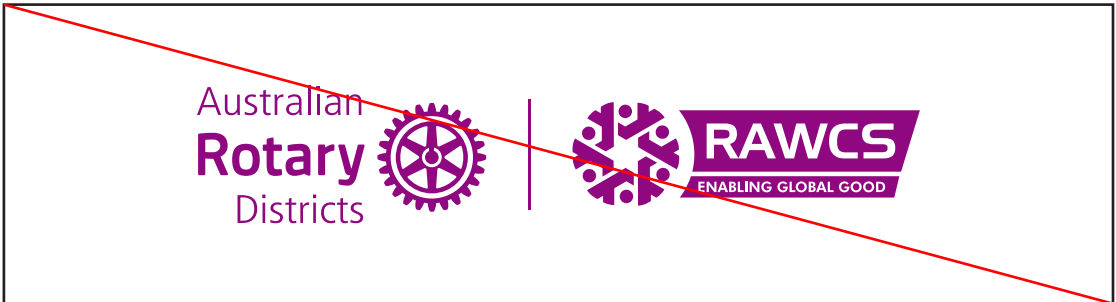
The examples shown below illustrate serious misuse of the logotype, although this is not intended to be a definitive list. Always use approved master digital artwork and never modify or alter the logotype in any way.

Please note: The same rules apply to the RAWCS descriptor logotype.

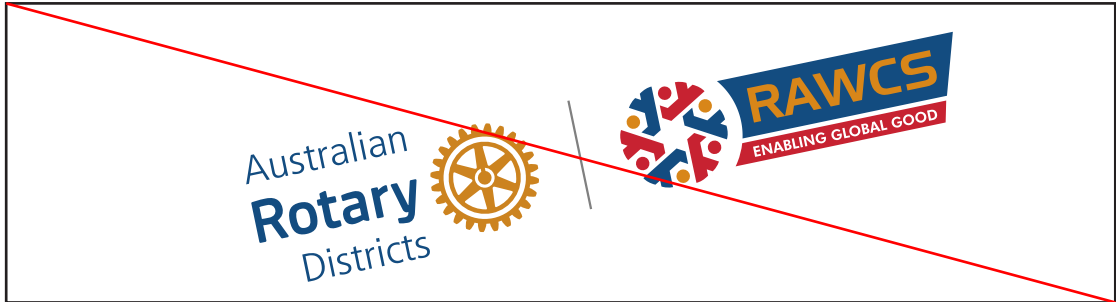
MISUSES



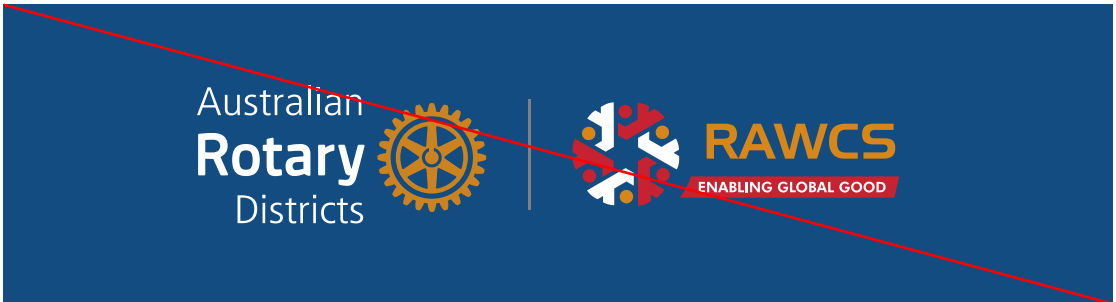
Do not try to replicate the logotype by typesetting



Do not reproduce the logotype in any other colour than those specified in these guidelines



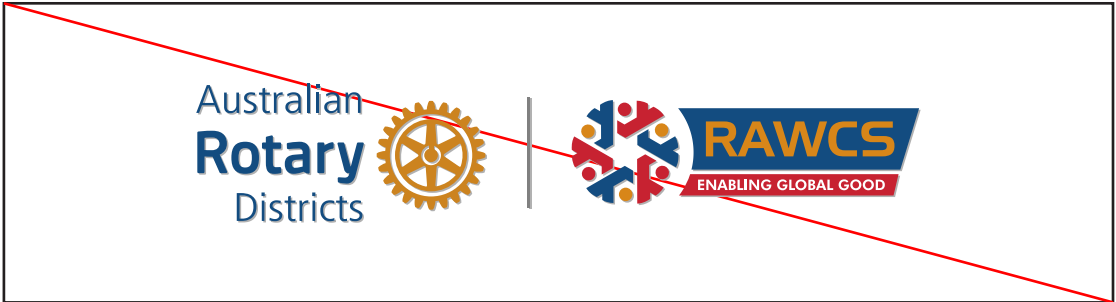
Do not rotate the logotype



Do not apply blue logotype on a Dark blue background



Do not change the logo/text position of the logotype



Do not add a drop shadow or other effects to the logotype

COLOUR PALETTE



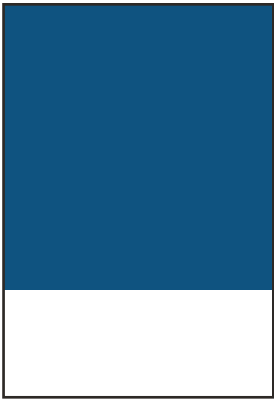
The primary colour palette for the overall brand identity is comprised of four colours: Red, Blue, Yellow and White

Please note: The PANTONE/CMYK results have not yet been print tested.

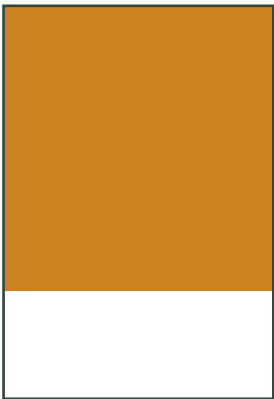
Colour is one of the primary devices used to distinguish RAWCS from other brands. The RAWCS colour palette has been carefully considered in order to communicate its natural, pure, vibrant and exclusive personality.

COLOURS

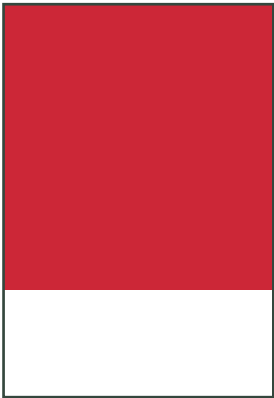
PRIMARY



PANTONE	2145 CP
CMYK	C97 M76 Y5 K0
RGB	R15 G83 B158
HTML	0F539E

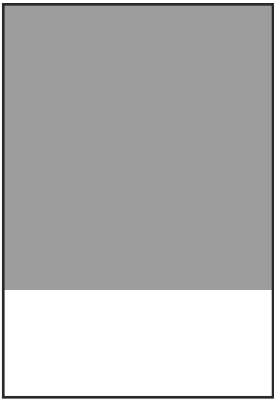


PANTONE	14-1064 TPG
CMYK	C0 M35 Y99 K0
RGB	R255 G175 B18
HTML	FFAF12

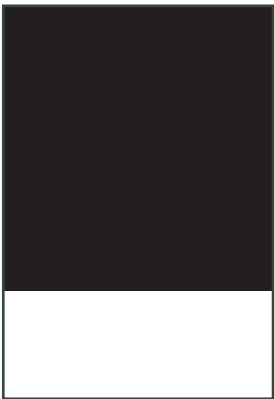


PANTONE	1788 C
CMYK	C0 M97 Y83 K0
RGB	R238 G39 B55
HTML	EE2737

SECONDARY



PANTONE	P 179-4 C
CMYK	C25 M20 Y20 K0
RGB	R191 G191 B192
HTML	BFBFC0



PANTONE	P PROCESS BLACK C
CMYK	C70 M67 Y64 K74
RGB	R35 G31 B32
HTML	231F20

LOGO-TYPES
COLOUR WAYS



Whenever possible, the RAWCS can be applied in the additional colour ways shown here.

Please note: In all instances the monogram must have a clear contrast and good legibility against the background

RAWCS COLOUR WAYS



RARE COLOUR WAYS



ARAM COLOUR WAYS

Australian Rotary Districts





 Australian Rotarians Against Malaria

Australian Rotary Districts





 Australian Rotarians Against Malaria

Australian Rotary Districts





 Australian Rotarians Against Malaria

Australian Rotary Districts





 Australian Rotarians Against Malaria

Australian Rotary Districts





 Australian Rotarians Against Malaria

Australian Rotary Districts





 Australian Rotarians Against Malaria

Australian Rotary Districts





 Australian Rotarians Against Malaria

Australian Rotary Districts





 Australian Rotarians Against Malaria

MEDISHARE COLOUR WAYS



TYPOGRAPHY



The RAWCS typographic palette is comprised of two main font families: **Helvetica and Calibri.**

Helvetica is the primary typography family for the overall brand identity. Correct and consistent use of typography is essential in establishing a strong brand identity, whilst expressing the spirit of the brand. Special care should be used to ensure the right balance between the typographic families. Furthermore, the typographic palettes provided are free to download and readily accessible. Please refer to recommendations and rules shown in the following pages.

HELVETICA

HELVETICA LIGHT

A B C D E F G H I J K L M N O P Q R S T U V 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 x y z
0 1 2 3 4 5 6 7 8 9 # \$ % ! ? &

HELVETICA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V 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 x y z
0 1 2 3 4 5 6 7 8 9 # \$ % ! ? &

HELVETICA BOLD

A B C D E F G H I J K L M N O P Q R S T U V 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 x y z
0 1 2 3 4 5 6 7 8 9 # \$ % ! ?

CALIBRI

CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#\$\$%!?&

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#\$\$%!?&

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#\$\$%!?&

Embodying the spirit and the style of the RAWCS, Helvetica is the primary typographic family for the overall brand identity. This elegant Helvetica, typeface should be used for all primary brand messaging (including large headings, statements and body copy). Moreover, the other font styles can be adapted to various subjects as required.

Depending on the context, any typographic style can be presented in either capitalised or sentence case (italicised) for special instances such as awards, footers, or notes. Line and letter spacing will be determined by the nature of the text.

DIN

DIN MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V 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 x y z

0 1 2 3 4 5 6 7 8 9 # \$ % ! ? &

DIN BOLD

A B C D E F G H I J K L M N O P Q R S T U V 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 x y z

0 1 2 3 4 5 6 7 8 9 # \$ % ! ? &

BASKERVILLE MT STD

BASKERVILLE MT STD REGULAR

A B C D E F G H I J K L M N O P Q R S T U V 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 x y z
0 1 2 3 4 5 6 7 8 9 # \$ % ! ? &

BASKERVILLE MT STD REGULAR ITALIC

A B C D E F G H I J K L M N O P Q R S T U V 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 x y z
0 1 2 3 4 5 6 7 8 9 # \$ % ! ? &

APPLICATION SAMPLES



Depending on the desired placement of the logo in different formats, a structure has been created to keep the logo optically balanced in all the application- left right or center.

ICONOGRAPHY



Peace building and
Conflict Prevention



Disease Prevention
and Treatment



Water, Sanitation
and Hygiene



Maternal and
Child Health



Basic Education
and Literacy



Community Economic
Development



Environment



Peace building and
Conflict Prevention



Disease Prevention
and Treatment



Water, Sanitation
and Hygiene



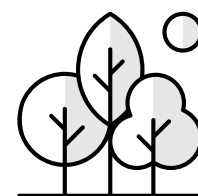
Maternal and
Child Health



Basic Education
and Literacy



Community Economic
Development



Environment

BUSINESS CARDS



LETTERHEAD



ENVELOPES



CAP



T-SHIRT



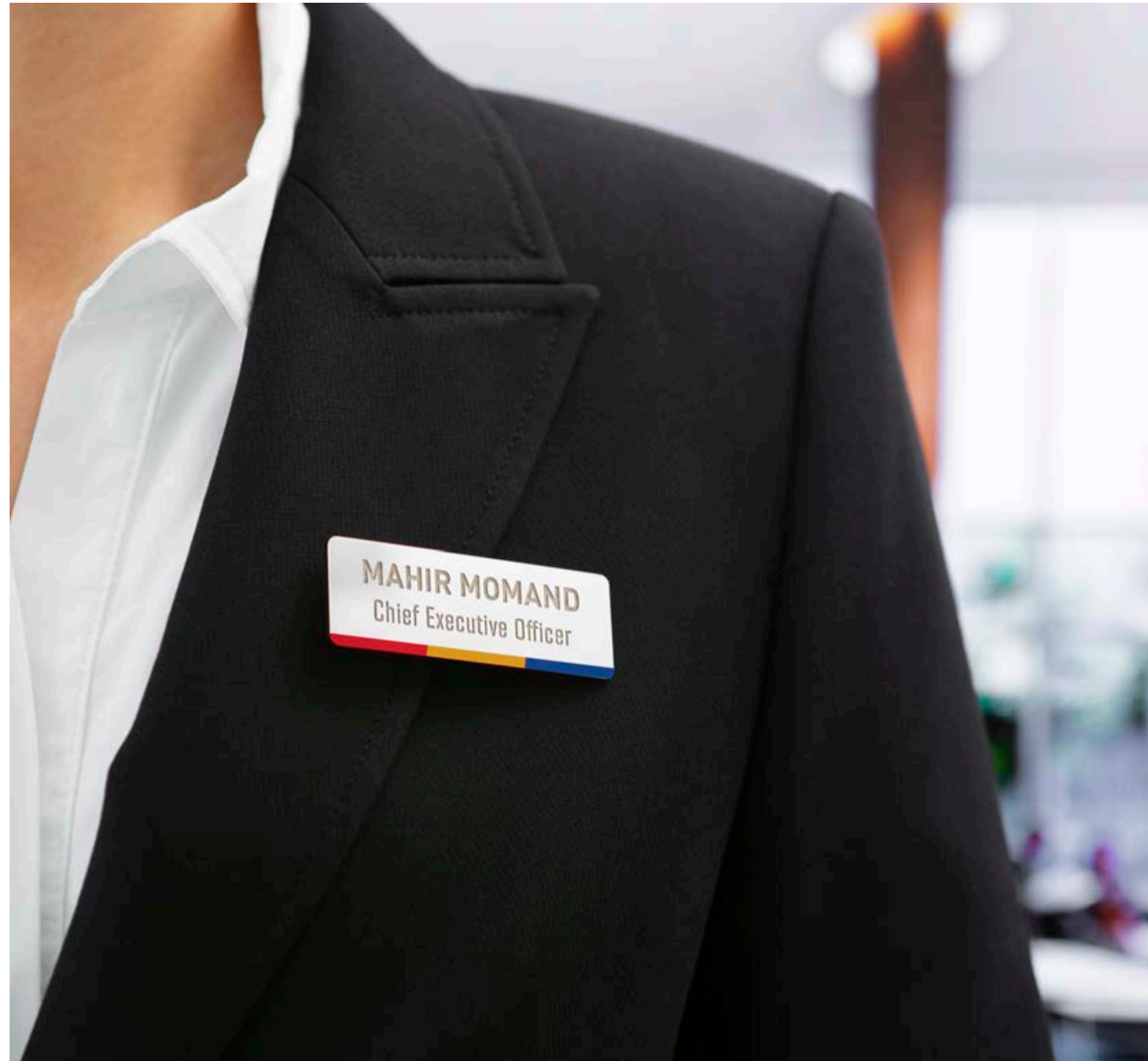
POLO T-SHIRT



JUMPERS



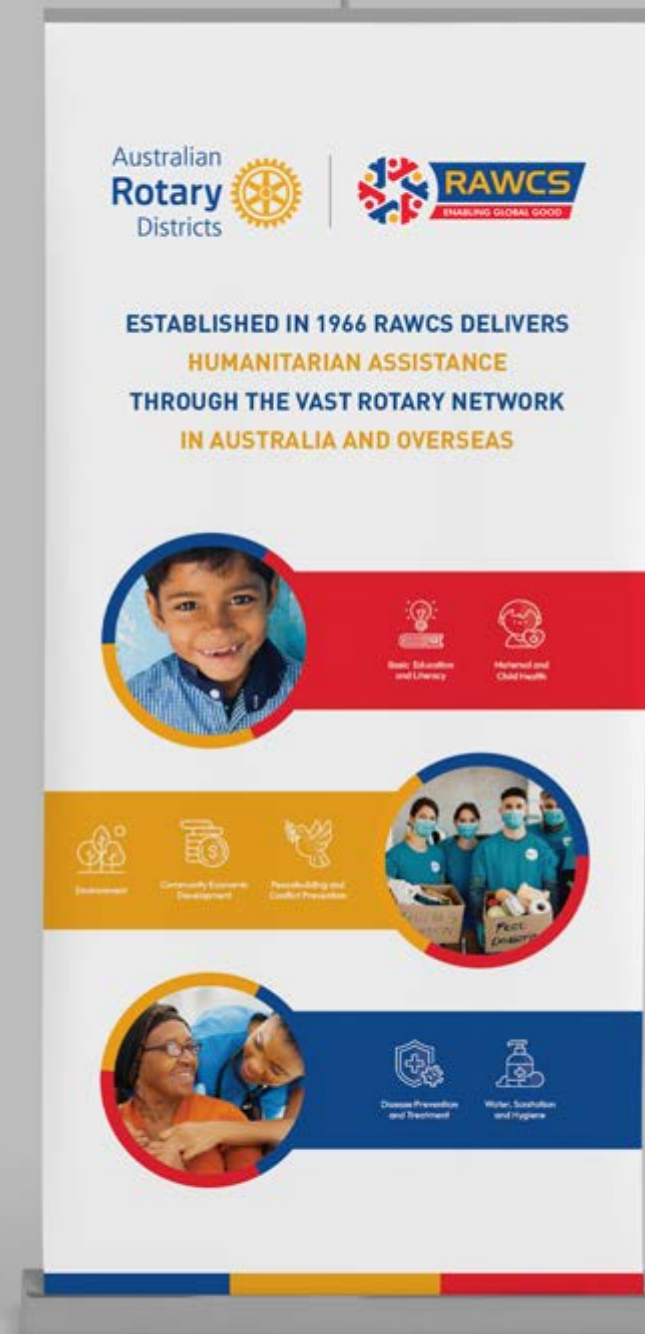
NAME BADGES



MEDIA WALL



PULL-UP BANNERS



CERTIFICATES

Australian
Rotary
Districts



**RAWCS**
ENABLING GLOBAL GOOD

CERTIFICATE

Of Achievement

PROUDLY PRESENTED TO

This is to certify that _____

has demonstrated exceptional (performance/achievement/contribution of)

With gratitude and recognition of their dedication and excellence,

we hereby present this certificate on this _____ date _____

Signature

Signature

LEAFLET (RACG)

Rotary Australia Compassionate Grants (RACG) Program

RACG Projects were initially made possible by a \$2,000,000 donation to Rotary Australia World Community Service (RAWCS) by philanthropist, Dick Smith. The success of the program has seen every donated dollar converted to \$2.57, meaning over \$5.5 million in project aid provided.

Donations are continuing to be requested to enable this program to be sustained for years to come.

RACG Projects are registered under the entity of Rotary Australia Benevolent Society (RABS). All RABS Projects have DGR status with the ATO. i.e. donations are tax deductible.

Australian Rotary Districts

rawcs.org.au

Rotary Australia World Community Service Ltd.
ABN 37 729 341 003

RAWCS administers four registered charities and is the Corporate Trustee for:

Rotary Australia Overseas Aid Fund:
ABN 21388 376 554

Rotary Australia Benevolent Society:
ABN 54 563 288 318

Rotary Australia Rot of Fund

Australian Rotary Districts

RAWCS

Rotary Australia Compassionate Grants (RACG)





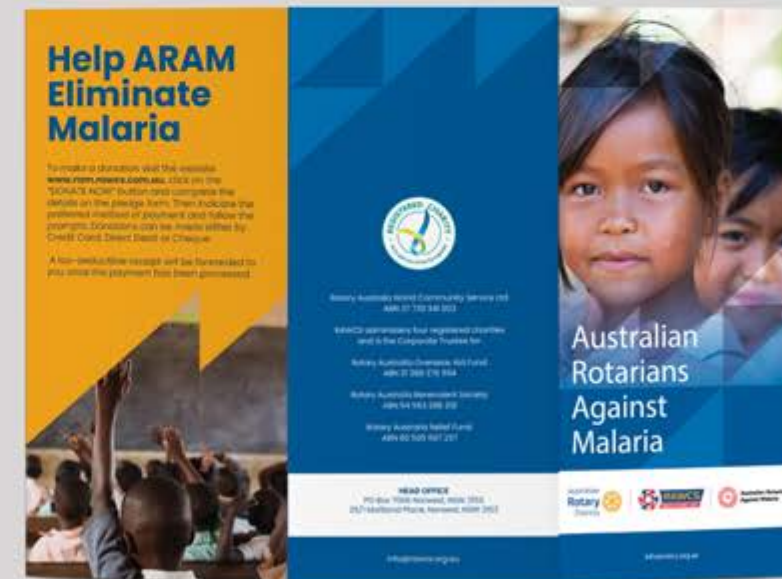
What are the Key Project Criteria?

1. RACG online Project Applications may be submitted by a Rotary Club or a Rotary District.
2. RACG Projects must provide specific, direct relief to people in need and not be simply a general funding donation to an organisation even though that organisation may provide assistance to people in need.
3. The funding must satisfy a specific need and may be provided directly to a person or a small group of people. Alternatively, the funding may be to an organisation that will satisfy the needs of a disadvantaged section of the community.
4. The funding must satisfy the needs of disadvantaged people or a small disadvantaged section of the community and not be simply to provide a benefit to the whole community.
5. The project should be such as to arouse the compassion of the community.
6. The project should define and target the disadvantage or need of the people or group of people for whom it is intended.



LEAFLET (RARE)





LEAFLET (RAWCS)

What is RAWCS?

RAWCS is the organisation that facilitates projects.

We back "doing good"

Our position is to help and strengthen communities and individuals in need through humanitarian projects.

RAWCS operates four registered charities and supports over 500 current Rotary projects.

RAWCS provides:

- Integrity, structure, know-how and processes
- Compliance with AICMC, DRII and ATO
- Online project registering, reporting, management and audit
- Funding support and tax deductibility
- Partnerships to amplify impact
- Volunteer training and support
- Funds management and transfers



RAWCS areas of activity

Projects and volunteers

Focused on project facilitation including support, funding, reporting and audit, registration and oversight of volunteer teams overseas and in Australia. Overseas aid directed to sustainable development and in-country capacity building in health, education and community development. In Australia our projects focus on benevolent need and assistance to individuals and communities facing adversity.

Rotarians Against Malaria (RAM)

Projects and partnerships aimed at eliminating malaria in our region. RAM works with partners in Indonesia, Papua New Guinea, Timor-Leste, Solomon Islands and Vanuatu. Projects include malaria control, community disease awareness and education.

Rotary Australia Empowering Engagement (RAEE)

Collecting, creating and sharing related material and educational resources and supported by over 100 community events, supporting diverse projects communities in Australia and overseas and contributing insight.

Communications

Increasing awareness of Rotary programs in the public, corporate and government sectors and opening RAEE's channels with Rotary. Developed assets include training and information presentations, video stories, social media posts, posters and banners all open.



Rotary Australia World Community Service Ltd

Empowering Australian Rotary aid projects in communities here and overseas



Rotary Australia World Community Service Ltd
ABN 27 779 341 000
RAEE's support for registered charities and in the Corporate Trustee role
Rotary Australia Overseas and Fund
ABN 27 343 249 715
Rotary Australia Benevolent Society
ABN 24 343 249 715
Rotary Australia Relief Fund
ABN 40 343 249 717
HEAD OFFICE
PO Box 1088 Newcastle NSW 2111
251 Macdonald Place, Newcastle NSW 2111



Our network

Our network of Australian Rotary Clubs - Leaders in their communities

RAWCS Manifesto

We back "doing good"

You want to do good in the community, whether its large or small, you see a need to help but not sure where to start. You need the expertise, guidance and resources to bring your vision to life.

- We are experts in humanitarian projects
- We believe that you can accomplish more together than you can alone
- We are part of the local community leadership network. We are your neighbour, friend or colleague. Whether your cause is far here, there or way over there.
- We partner for enhanced outcomes, because it's the right thing to do.
- We back those who want to do good.



Rotary Australia World Community Service Ltd
ABN 27 779 341 000
RAWCS administers four registered charities and in the Corporate Trustee role
Rotary Australia Overseas and Fund
ABN 27 343 249 715
Rotary Australia Benevolent Society
ABN 24 343 249 715
Rotary Australia Relief Fund
ABN 40 343 249 717
HEAD OFFICE
PO Box 1088 Newcastle NSW 2111
251 Macdonald Place, Newcastle NSW 2111





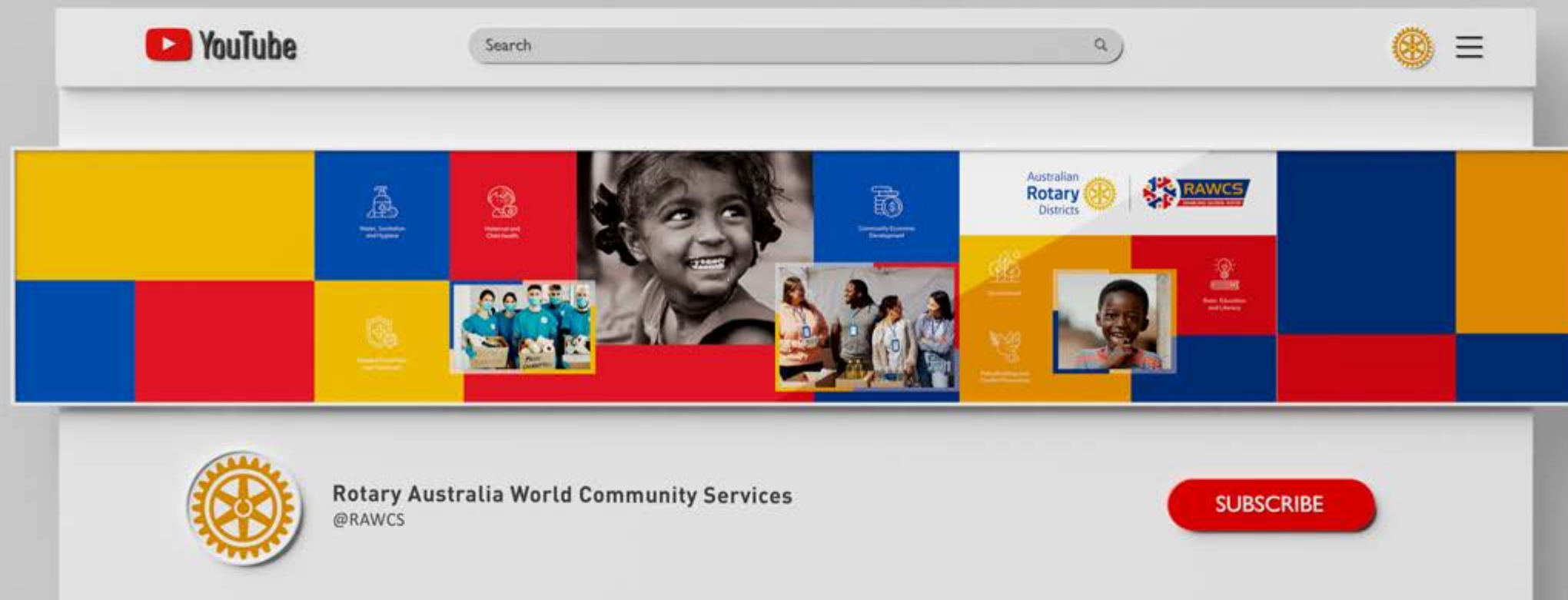
Rotary Australia World Community Service Ltd

Empowering Australian Rotary aid projects in communities here and overseas

SOCIAL MEDIA BANNERS (FACEBOOK)



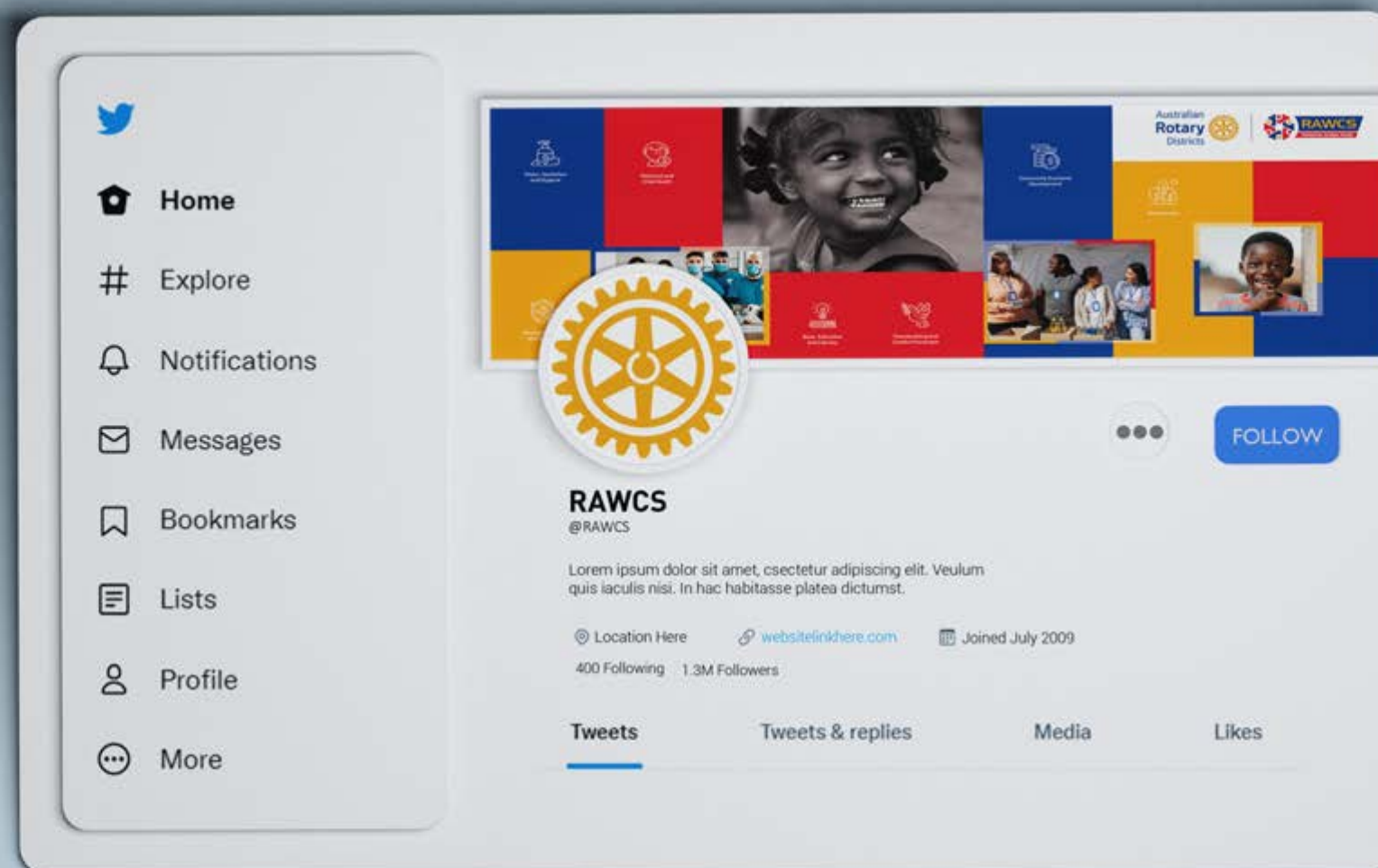
SOCIAL MEDIA BANNERS (YOUTUBE)



SOCIAL MEDIA BANNERS (LINKEDIN)



SOCIAL MEDIA BANNERS (TWITTER)



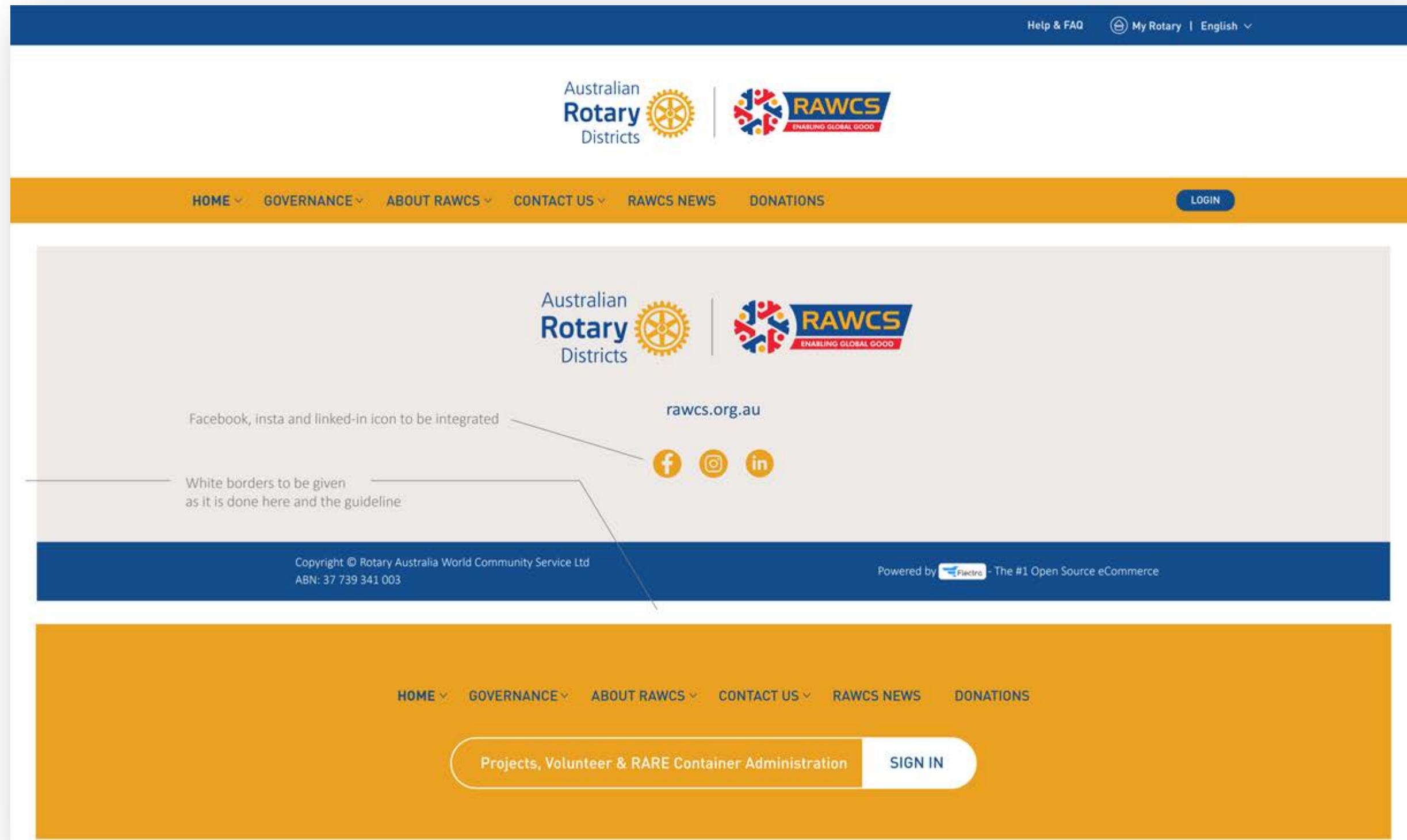
MUGS



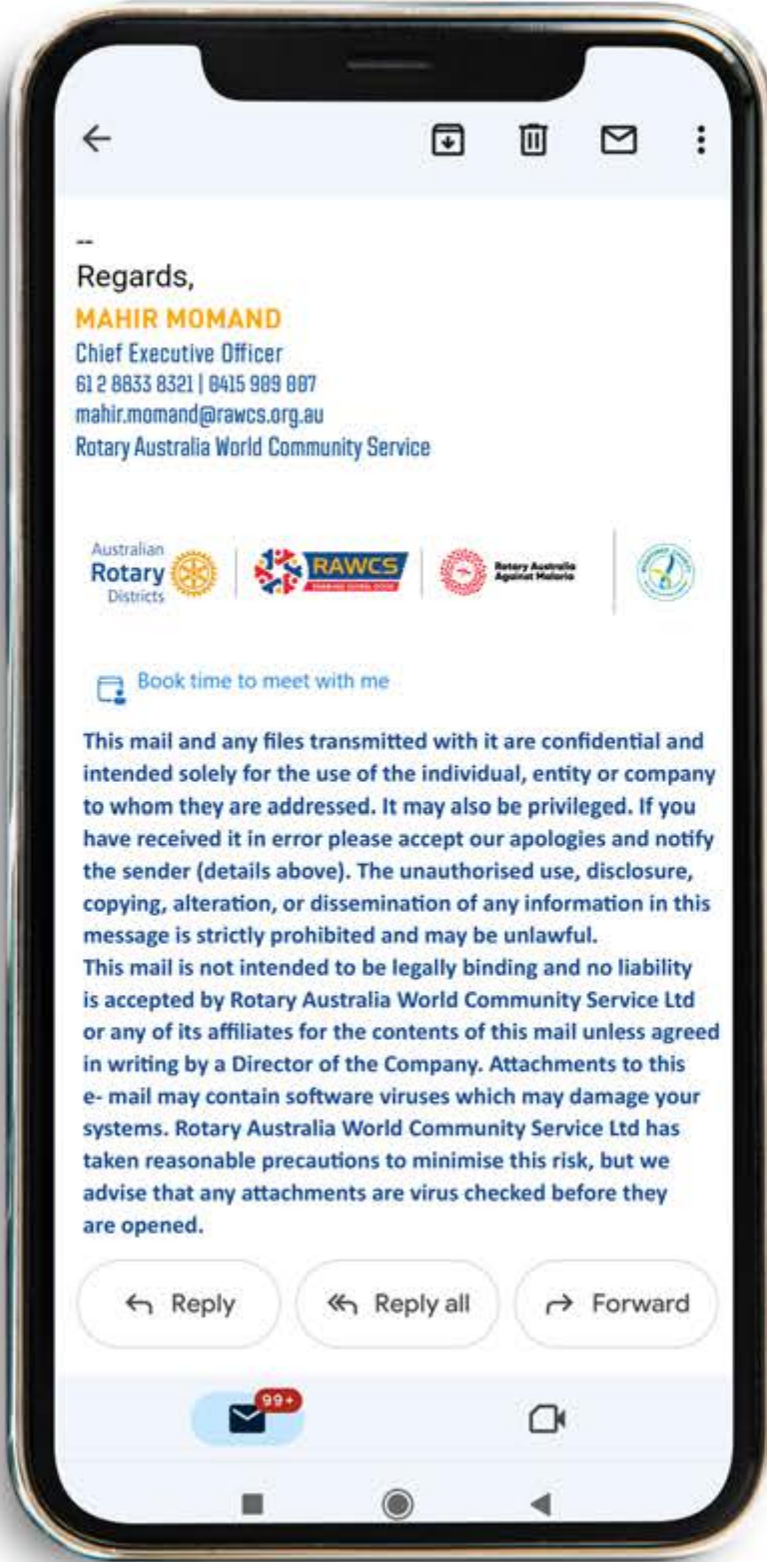
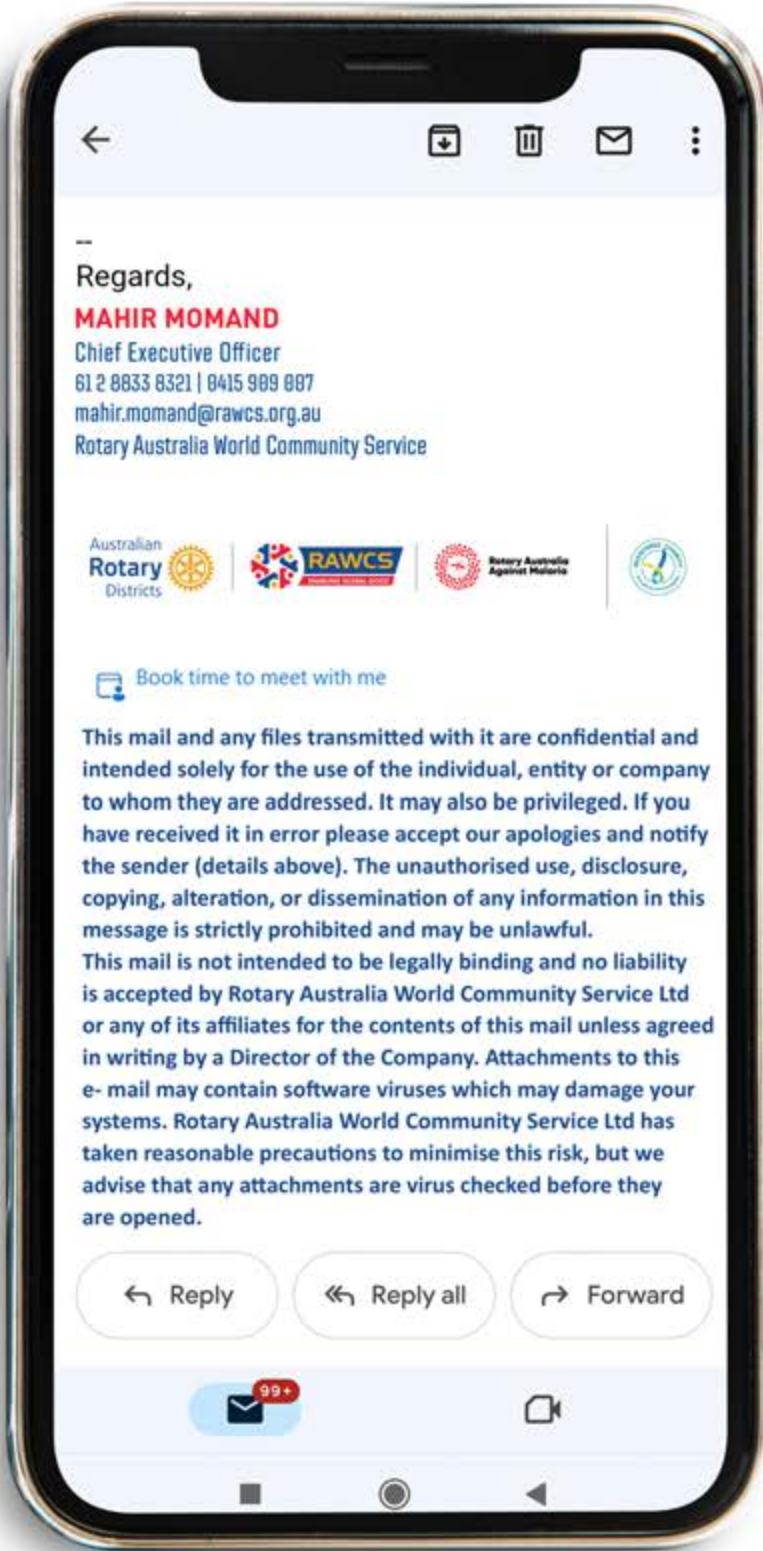
PENS



WEBSITE



EMAIL SIGNATURE



ZOOM BACKGROUND



BADGES



SMALL PIN



PPT





IMAGES & VIDEOS

PERMISSION

Before posting any images or recordings to your website or social media, ensure you have obtained permission from everyone visible in the content. This includes members of your club, participants in service projects, and even passersby in the background. Written consent should include the subject's name and a statement of agreement to be recorded and have the recording used. Avoid featuring individuals under 18; if necessary, obtain permission from their parents or guardians. If the video is recorded by someone else, ensure they license its use to your club and verify that all subjects have consented to the use of their images or voices.

OUR PHOTOGRAPHY STYLE



Our photography emphasises relationships, community impact, action, and engagement. The photos should always convey a genuine story, featuring powerful and evocative images that inspire and motivate the public, demonstrating that we are people of action. A documentary style, where the subjects are not posed, typically best achieves this.

RULES ON CLICKING PICTURES



FOR ANDROID

Step 1: Clean the Lens: Use a microfiber cloth to gently wipe the camera lens.

Step 2: Open the Camera App

Step 3: Go to the camera settings and select the highest resolution available.

Step 4: Enable Grid Lines. In the camera settings, turn on grid lines to help with composition.

Step 5: Find Good Lighting. Look for natural light. Avoid using the flash if possible. Position your subject so they are well-lit, preferably facing the light source.

Step 6: Frame Your Shot. Use the grid lines to position your subject following the rule of thirds. Keep the horizon level if you're shooting landscapes.

Step 7: Focus and Adjust Exposure. Tap on the screen to focus on your subject.

Slide your finger up or down to adjust the exposure (brightness).

Step 8: Steady Your Shot. Hold your phone with both hands, keep your elbows close to your body to minimise shaking. Rest your phone on a stable surface if needed.

Step 9: Use Portrait Mode for People. Switch to portrait mode if your phone has it.

Ensure your subject is well-lit and positioned correctly.

Step 10: Take Multiple Shots, Take several photos from different angles and settings.

Please note: 1. Do not use any filters on the clicked photographs.

2. Make sure the subjects are in focus and not cut.

FOR IOS

Step 1: Clean the Lens: Use a microfiber cloth to gently wipe the camera lens.

Step 2: Open the Camera App

Step 3: Set High Resolution, Open Settings on your iPhone > Go to Camera > Formats > Select High Efficiency for better quality.

Step 4: Enable Grid Lines, Open Settings > Go to Camera > Grid Toggle the Grid switch to on

Step 5: Find Good Lighting Look for natural light. Avoid using the flash if possible.

Position your subject so they are well-lit, preferably facing the light source.

Step 6: Frame Your Shot: Use the grid lines to position your subject following the rule of thirds.

Keep the horizon level if you're shooting landscapes.

Step 7: Focus and Adjust Exposure: Tap on the screen to focus on your subject. Swipe up or down to adjust the exposure (brightness).

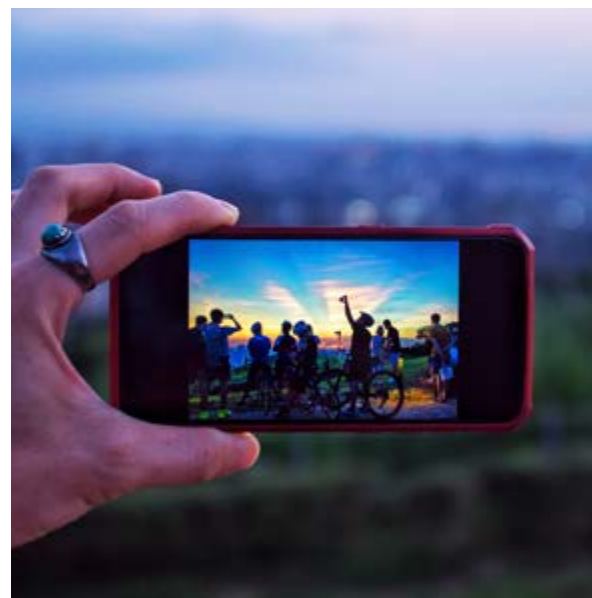
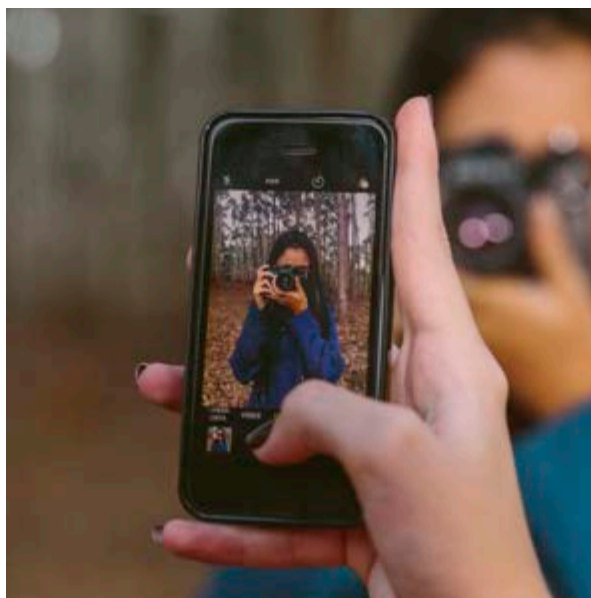
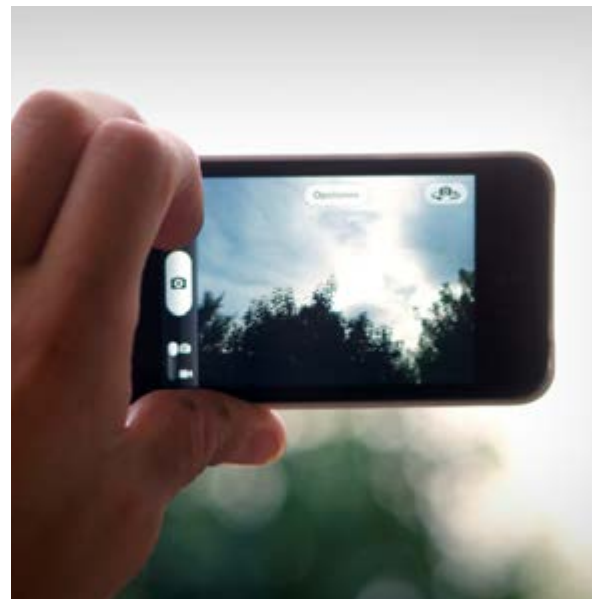
Step 8: Steady Your Shot, Hold your phone with both hands, Keep your elbows close to your body to minimise shaking.

Step 09: Use Portrait Mode for People, Switch to portrait mode ensure your subject is well-lit and positioned correctly.

Step 10: Take Multiple Shots. Take several photos from different angles and settings.

Please note: 1. Do not use any filters on the clicked photographs.
2. Make sure the subjects are in focus and not cut.

These pictures is for your reference.
We need to provide them how the
picture's subject will look like in:
Wide angle, Mid angle, Close up



OUR VIDEOGRAPHY STYLE



Videos effectively enhance awareness and understanding of our community achievements. When creating video content, consider the following tips:

- Maintain an upbeat tone to highlight your members as proactive individuals.
- Identify local needs and demonstrate how the club collaborates with the community to address these needs and find solutions.
- Use visual storytelling. Capture footage of members working alongside community residents to create positive change.

RULES ON MAKING VIDEOS



FOR ANDROID

Step 1: Clean the lens: use a microfiber cloth to gently wipe the camera lens.

Step 2: Open the camera app: unlock your phone > open the camera app

Step 3: Set the video resolution: go to the camera settings > select the highest resolution available (e.G., 1080p or 4k) for better video quality.

Step 4: Enable grid lines in the camera settings: turn on grid lines to help with composition.

Step 5: Stabilize your shot: hold your phone with both hands > keep your elbows close to your body > Use a tripod or a gimbal for smoother, more stable shots.

Step 6: Frame your shot: use the grid lines to position your subject > keep the horizon level if you're shooting landscapes.

Step 7: Adjust focus and exposure: tap on the screen to focus on your subject, Slide your finger up or down to adjust the exposure (brightness).

Step 8: Use natural light: look for natural light > Avoid using the flash if possible > Position your subject so they are well-lit > preferably facing the light source.

Step 9: experiment with angles and movement try different angles. Shoot from above, below, and the sides to find the best perspective. Move smoothly if you're panning or tracking your subject.

Step 10: Use manual controls (if available) switch to manual mode in the camera app > Adjust settings like ISO, shutter speed, and white balance for better control over your video quality.

Step 11: Record audio clearly: ensure a quiet environment or use an external microphone for better sound quality.

Please note:

1) Do not use any filters.

2) Make sure the subjects are in focus and not cut.

FOR IOS

Step 1: Clean the Lens: use a microfiber cloth to gently wipe the camera lens.

Step 2: Unlock your iPhone > open the Camera app

Step 3: Set the video resolution: open settings > Go to camera > Record video. Select the highest resolution (e.g., 1080p HD at 60 fps or 4K at 30 fps or 60 fps) for better video quality.

Step 4: Enable Grid Lines: Open Settings > Go to Camera > Grid > toggle the Grid switch to on

Step 5: Stabilize Your Shot: Hold your iPhone with both hands > Keep your elbows close to your body > Use a tripod or a gimbal for smoother, more stable shots.

Step 6: Frame Your Shot: Use the grid lines to position your subject > Keep the horizon level if you're shooting landscapes.

Step 7: Adjust Focus and Exposure: Tap on the screen to focus on your subject > Swipe up or down to adjust the exposure (brightness).

Step 8: Use Natural Light: Look for natural light > Avoid using the flash for videos > Position your subject so they are well-lit, preferably facing the light source.

Step 9: Experiment with Angles and Movement: Try different angles. Shoot from above, below, and the sides to find the best perspective. Move smoothly if you're panning or tracking your subject. Try to use slow, deliberate movements.

Step 10: Take Multiple Shots: Record several takes from different angles and perspectives to ensure you get the best footage.

Please note:

1) Do not use any filters.

2) Make sure the subjects are in focus and not cut.



TONE OF VOICE

Empowering:

Language that motivates and encourages action.
Example: "Together, we can create lasting change and uplift communities."

Professional:

Maintain a formal and respectful tone.
Example: "Our commitment to integrity and excellence ensures effective and transparent project management."

Collaborative:

Highlight partnerships and teamwork.
Example: "By working together, we amplify our impact and reach more people in need."

Inclusive:

Ensure language is welcoming and inclusive.
Example: "We welcome everyone to join us in our mission to support communities worldwide."

Compassionate:

Emphasise care, empathy, and understanding.
Example: "We stand by those in need, offering support and hope through our projects."

Inspirational:

Inspire with stories of impact and success.
Example: "Every contribution makes a difference. Be a part of a global effort to build a better world."

Trustworthy:

Build confidence with clear and honest communication.
Example: "With comprehensive oversight and regulatory compliance, you can trust your contributions are making a real difference."

Optimistic:

Convey hope and positive outcomes.
Example: "With your help, we can achieve our goal of a malaria-free world by 2030."

GUIDELINES FOR APPLICATION



- Use active voice to create a sense of immediacy and action.
- Avoid jargon and technical language; keep it accessible to a wide audience.
- Use personal pronouns like "we" and "you" to foster connection and engagement
- Highlight success stories and positive impacts to inspire and motivate.
- Maintain consistency across all communications to reinforce the brand's identity and values.

EXAMPLES OF TONE IN USE:

- **Website Content:** "Join us in making a tangible difference. Your support empowers communities and transforms lives."
- **Social Media Posts:** "We're excited to share the incredible impact of our latest project. Thanks to our volunteers and donors, we're changing lives together."
- **Emails and Newsletters:** "Thank you for your unwavering support. Together, we're building a brighter future for communities in need."
- **Fundraising Campaigns:** "Every dollar you donate helps us provide critical aid and resources. Be part of the change today."
- **Annual Reports:** "This year, we've achieved remarkable milestones thanks to your dedication and generosity. Here's how we've made a difference together."

By consistently applying this tone of voice, RAWCS will effectively communicate its mission, values, and impact, fostering a strong connection with supporters and stakeholders.

