

# Specifications for Youth Exchange Emblem and Use of Rotary Name



## Specifications for Youth Exchange Emblem

The Youth Exchange emblem is a simplified globe showing three lines of longitude, an equator, three lines of latitude and no land masses. The globe is encircled at the equator with a broad band, the ends of which meet in front of the globe, terminating with the heads of arrows whose points do not touch. The point of the eastbound arrow is on the equator at approximately the center of the design. The point of the westbound arrow is above and slightly to the west of the eastbound arrow's point so that the top edge of the one arrow's point is approximately parallel to the bottom edge of the other.

Superimposed on the eastbound arrow are two stylized male figures and on the westbound arrow two stylized female figures. The two sets of figures appear to be striding toward one another.

A Rotary International emblem approximately 1/3 the diameter of the globe, is superimposed on the design directly beneath the head of the westbound arrow, positioned so that its axis is vertical and so that six of its teeth cross the outline of the globe, slightly to the viewer's right of center. Where appropriate, lines of latitude and longitude may be visible between the spokes of the Rotary emblem or through the center opening.

The words "YOUTH EXCHANGE" are printed below the southern rim of the globe in English, the X in "EXCHANGE" occupying the space from the R to the second I in "INTERNATIONAL". The word "ROTARY" appears above the globe, centered on the same axis as the words "YOUTH EXCHANGE".

The colors are royal blue and gold. You may wish to use the following PANTONE® colors. For Rotary blue use Pantone® 286 and for Rotary gold use Pantone® 129. All the outlines are royal blue, as are the figures and the "depressed areas" in the Rotary emblem wherein the words "ROTARY INTERNATIONAL" appear. The band circling the globe, and the remainder of the Rotary emblem (including the letters) are gold.

The correct proportions are:

diameter of globe	17.5 units
height of taller female figure (to right foot)	7.5 units
height of shorter female figure	7 units
width of band of arrow	5 units
width of arrows across points	8.5 units
height of taller male figure	8 units
height of shorter male figure	7 units
diameter of Rotary wheel	5.5 units
height of Youth Exchange letters	1.2 units
height of Rotary letters	1.2 units

You may obtain the Youth Exchange logo by purchasing the Rotary logos on disk (234) or by purchasing the Rotary Omnibus Emblem sheet (240).

## **Guidelines on the Use of the Rotary Name**

The following guidelines on the use of the “Rotary” name and emblem are RI policy.

Please follow them when naming your program and in any materials you may develop for your Youth Exchange program.

### **Rotary Name**

- The RI Board has determined that any use of the “Rotary” name without a further qualifier, such as the name of a Rotary club or a Rotary district, refers to the international association, RI.
- New project names or programs not under the exclusive control of RI and not conforming to these guidelines should be renamed to provide this additional identifying information (i.e., the name of the participating Rotary club(s) or district(s) must be included when using the name “Rotary”).
- The naming of any project that does not conform to the guidelines must receive specific RI Board approval.

### **Rotary Emblem**

- The Rotary Emblem, like the Rotary Name, represents the international association, RI.
- Whenever the Rotary Emblem is used for a project, program or activity not under the exclusive control of RI, the name of the participating club(s) or district(s) should also be used in addition to the emblem; should appear directly adjacent to the emblem; and be of a size of equal prominence to the emblem.
- The RI Bylaws discourage any joint use of the RI Emblem with the emblem or logo of another organization (“The use of such name, emblem, badge or other insignia in combination with any other name or emblem is not recognized by RI.” RI Bylaws, Article XVIII, 18.020.)

Questions or concerns about these guidelines can be directed to Membership Services at Rotary International, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201, USA. Telephone: (847) 866-3000, Fax: (847) 328-8554.