

ROTAKIDS BRANDING & MERIT GUIDE

1. Core Visual Identity

The RotaKids brand is the bridge between childhood and community service. Its visual identity must be approachable and distinctive, while remaining firmly rooted in the Rotary heritage.

a) Brand Color: Turquoise (PMS 7466C / Hex #00adbb / R0 G173 B187). This color is unique within the Rotary family - it is not used in the Rotary, Interact, or Rotaract logos - symbolizing freshness, energy, and the clarity of purpose that defines every RotaKid.

b) Typography: Open Sans is the official RotaKids typeface, consistent with Rotary International's digital brand standards. For full typography guidelines, refer to Annex A - Visual Identity Style Guide.

2. The Gear of Service Merit System

The Three Wheels system represents the developmental journey of the RotaKids member. Progress is not from "small to large", but from "belonging" to "acting" and, ultimately, to "setting others in motion".

The Gear of Service is reflected through a single badge format using two marker systems: Level Markers and Progress Markers. The color used to fill the circles is at the discretion of the RotaKids club, subject to approval by the sponsoring Rotary Club, consistent with the uniform color guidelines in Annex A.

LEVEL I - THE SOLID WHEEL Philosophy: "You are in the circle" (TO BE / BELONGING)

Significance: The stage of values assimilation. The child learns what it means to belong to a team, to make a pledge, and to show up for others.

Progress Markers (3):

- 1) First Progress Marker: Awarded upon meeting the first milestone defined by the District RotaKids Committee (example: recitation of the RotaKids Pledge and active participation in the first group activity or accumulation of the minimum volunteer hours defined by the District for this milestone).
- 2) Second Progress Marker: Awarded upon meeting the second milestone defined by the District RotaKids Committee (example: completion of an individual contribution to a club project or accumulation of the minimum volunteer hours defined by the District for this milestone).
- 3) Third Progress Marker: Awarded upon meeting the third milestone defined by the District RotaKids Committee (example: demonstrated consistency - sustained attendance and participation over the defined period or accumulation of the minimum volunteer hours defined by the District for this milestone).

LEVEL II - THE SPOKED WHEEL Philosophy: "You are a spoke" (TO DO / DIRECTION)

Significance: The child now holds a specific role within the mechanism. They learn individual responsibility and the value of coordinated effort.

Progress Markers (3):

- 1) First Progress Marker: Awarded upon meeting the first milestone defined by the District RotaKids Committee (example: completion of an individual task within a project or accumulation of the minimum volunteer hours defined by the District for this milestone).
- 2) Second Progress Marker: Awarded upon meeting the second milestone defined by the District RotaKids Committee (example: coordination of a small team within a project or accumulation of the minimum volunteer hours defined by the District for this milestone).
- 3) Third Progress Marker: Awarded upon meeting the third milestone defined by the District RotaKids Committee (example: mentoring a new Level I member or accumulation of the minimum volunteer hours defined by the District for this milestone).

LEVEL III - THE COGWHEEL Philosophy: "You are in the gear" (TO MULTIPLY / LEADERSHIP)

Significance: The capacity to move other mechanisms. Final preparation for transition to Interact and lifelong service within the Rotary family.

Progress Markers (3):

- 1) First Progress Marker: Awarded upon meeting the first milestone defined by the District RotaKids Committee (example: initiating and planning a new project or accumulation of the minimum volunteer hours defined by the District for this milestone).
- 2) Second Progress Marker: Awarded upon meeting the second milestone defined by the District RotaKids Committee (example: collaboration with the sponsoring Rotary Club or local authorities on a project or accumulation of the minimum volunteer hours defined by the District for this milestone).
- 3) Third Progress Marker: Awarded upon meeting the third milestone defined by the District RotaKids Committee (example: full completion of Level III requirements - the Master Gear milestone or accumulation of the minimum volunteer hours defined by the District for this milestone).

Each District RotaKids Committee is responsible for establishing the specific requirements for each Progress Marker within its jurisdiction, whether defined as a minimum number of volunteer hours, a specific type of activity, or a combination of both. These requirements shall be documented in the District's supplementary internal regulations and communicated clearly to all sponsoring clubs.

Within the framework established by the District, each RotaKids club retains the flexibility to adapt the path to each milestone to its local context. If a member has not had the opportunity to complete a specific type of activity required for a milestone, due to

circumstances beyond their control, the club, with the approval of the Rotarian Advisor and the sponsoring Rotary Club, may substitute an equivalent activity or volunteer hours, provided the spirit and educational objectives of the level are maintained.

No member shall be permanently blocked from advancing due to the unavailability of a specific activity type. The Gear of Service is a developmental framework, not a rigid checklist. The Gear of Service is a developmental framework designed to encourage steady growth through service; it must never be applied as a rigid or punitive competition between children.

3. Physical Badge Specifications

To ensure global accessibility and a zero cost barrier, this guide encourages local production of badges using readily available materials:

- Badge Format: Circular disc, diameter at the discretion of the club, ensuring all graphic elements remain clearly legible. As a general guideline, 38mm is recommended for everyday wear and 58mm for outdoor activities and events.
- Fastening System: Safety pin (standard) or magnetic clasp (optional, recommended where pin safety is a concern for younger members).
- Marker Systems: Each badge contains two sets of circle positions: three Level Markers at 9 o'clock and three Progress Markers at 3 o'clock. Clubs are encouraged to use any locally available, low-cost material to fill the circle positions on the badge - including self-adhesive rhinestone crystals, colored stickers, enamel paint, or equivalent materials. No specific material is mandated globally. The estimated cost per badge unit should remain under USD 0.50, allowing any club in the world to implement the system without subsidies.
- Design Files: Digital templates for badge production are available for download at rotakids.org following the adoption of this resolution.

4. Brand Protection & Digital Assets

The transfer of digital assets to Rotary International ensures that:

1. rotakids.net - Remains the official global registry of verified RotaKids clubs.
2. rotakids.org - Serves as the central library for this guide and all programme handbooks and templates.
3. rotakids.com - Provides the global fundraising and awareness platform for projects, materials, and resources.
4. rotakids.club - Provides each new club with a standardized digital identity, protecting the brand from unauthorized use on external platforms.