



Holger Knaack
President, 2020-21

Dear Railroads Fellowship Officers,

I am pleased to see that your Rotary Fellowship logo aligns with Rotary's visual brand standards. Your fellowship will be recognized for this at an upcoming RI Board of Directors meeting.

The Rotary logo means so much to us. It's the visual representation of our identity and values. It communicates instantly who we are and, with repeated and consistent use, builds global recognition of what we do.

Rotary Fellowships are a perfect example of the Rotary spirit in action. In order to project a unified image, all Rotary Fellowships should follow Rotary's visual brand standards by 31 December. As the leader of a Rotary Fellowship, you can support our efforts by making sure your members and country or regional chapters (if applicable) use only correct versions of your fellowship's logo on websites, social media accounts, and in all printed materials. For more information, see the Visual Identity Guidelines for Rotary Fellowships (also available on www.rotary.org/fellowships)

On behalf of all of us, thank you for all you do through Rotary — and for correctly using Rotary's visual identity, helping to ensure that Rotary's image is stronger than ever.

Sincerely,

Holger Knaack
RI President, 2020-21