ROUNDTABLE

INTERNATIONAL

BRAND MANUAL
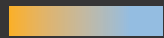
BRANDING AND VISUAL GUIDELINES

ABOUT ROUND TABLE

The first Round Table was formed in Norwich, England in 1927. The founder, Louis Marchesi, was a young member of Norwich Rotary Club who felt a need existed for a club where the young business men of the town could gather on a regular basis. In a speech in front of Rotarian he stated:

> There are things we must do,
> there are things we can do
> and there are things we should do.

And he pointed out the problem of change, which can only be achieved with young people.
He realised, that this kind of change needs a new form of organisation – "Round Table"

Through their meeting they could exchange ideas, learn from the experiences of their colleagues and play a collective part in the civic life of Norwich. From a very early stage it was agreed that Round Table would be a non-religious, non-political club and this has continued to this day.

Membership of Round Table is open to young men between the ages of 18 and 40 or 45 depending on your country of residence irrespective of their religious beliefs or political opinions.

ROUND TABLE MAXIM

Round Table motto or a maxim comes from a speech made at the British Industries Fair in 1927 by the then HRH Prince Edward, Prince of Wales 'The young business and professional men of this country must get together **round** the **table**, **adopt** methods that have proved so sound in the past, **adapt** them to the changing needs of the time, and wherever possible, **improve** them'. This speech increased Marchesi's enthusiasm, and led to a meeting at Suckling House in Norwich on 14th March 1927 at which "Round Table" was formed.

ADOPT

ADAPT

IMPROVE

IMPLEMENTING OUR BRAND IN COMMUNICATION

Round Table International (RTI), Round Table assocations and individual local Round Table clubs communicate all around the world. It is key that we continue to build a strong, cohesive and recognizable brand. These guidelines should serve both as an inspiration as well as respected structure for planning and designing Round Table communications.

We encourage Round Table clubs and members to adopt the Round Table symbol and communicate and share it, even create new designs and personal variations of it. This is one of the many ways in which our brand grows and adapts!

Official Round Table visuals and logo should always be represented in a positive manner and appropriate context. And in building our brand, we try to communicatie from 'why' we do what we do and not so much 'what' we do. It is our believes and our passion that makes us Tablers, regardless of we are from.
One world, one brand, one Table.

GOLDEN CIRCLE

WHY

We believe in bringing about change and excellence in ourselves and our community!

HOW

Our motto is Adopt, Adapt, Improve. We bring together talented guys between 18-40 years of age, to challenge, inspire and learn from each other. We share ideas openly with trust, and empower each individual to make a positive impact at home, work and in his community.

WHAT

We call it tabling. Tables are local. We meet regularly. We plan and organize meetings and events for ourselves and others that focus on personal development, fun & fellowship and community service. Together we form an international network of bright young men.

GENERAL MARKETING COMMUNICATION GOALS

Position Round Table as a professional world wide brand for international friendship, knowledge and service

Stimulate the awareness and feeling among local Tablers that they are part of a large international organisation

Connect local Tablers world wide to encourage them to discover the world of Round Table and stimulate collaboration and friendship.

GENERAL TAGLINES

- Believe in bringing out change and excellence -

- Share ideas and experience new things -

- Combine strengths to achieve the impossible -

- Locally united but part of a world wide group of friends -

DO

- Communicate the tag-lines in this document.
- Communicatie quote's from our Golden Circle.
- Use quote's of board members of RTI or National boards.
- Use the hashtags #discoverroundtable, #roundtable, #rti, #rtinternational, #tablers.
- Call for discovering Round Table, international friends, international events, community service projects.
- Post updates, announcements and information on (inter)national events, changes and progress.
- Stimulate international friendship and cheer for collaboration is our main task.
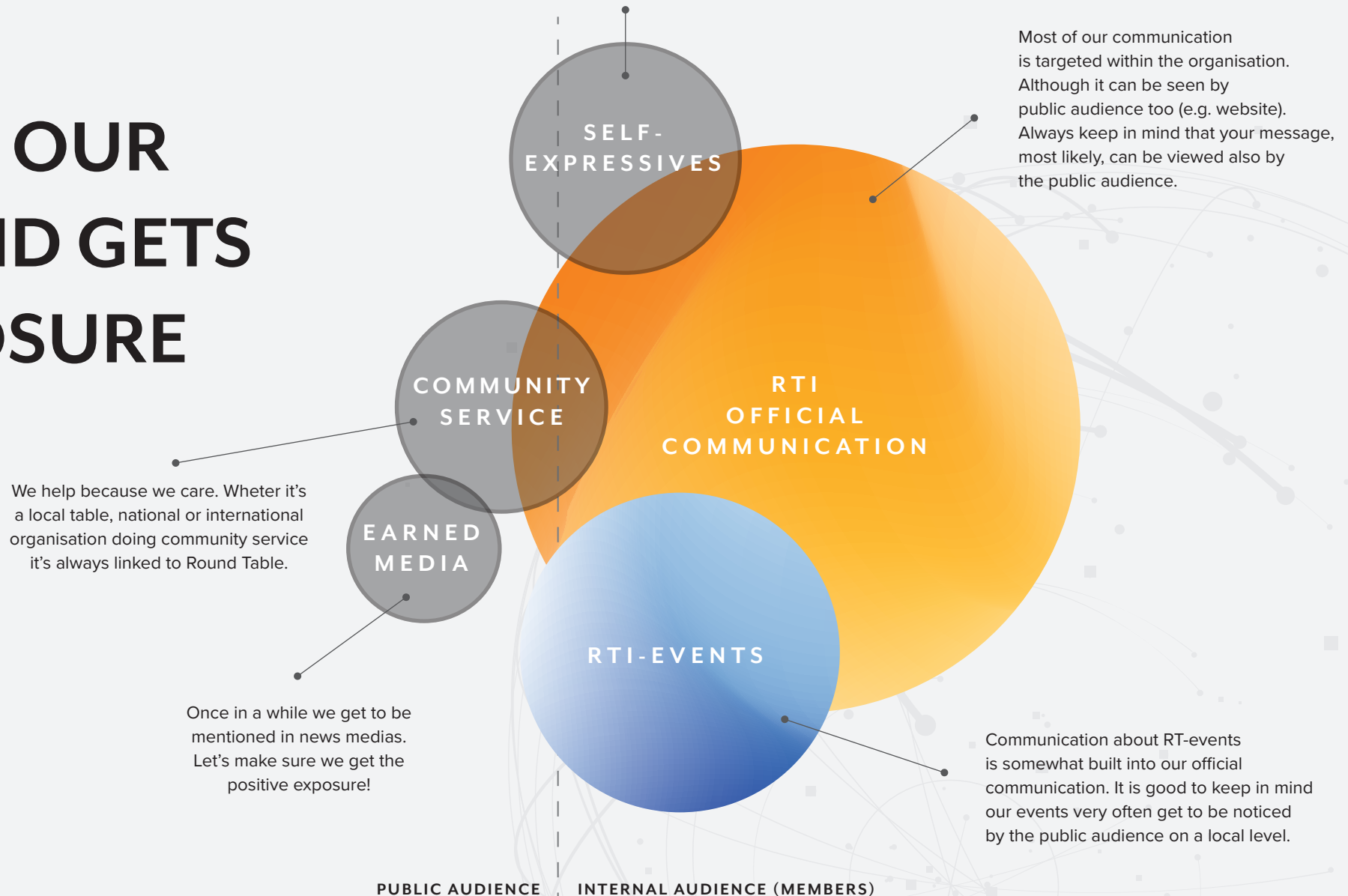
DONT

- Use images or quotes that refer to religious believes
- Use images or quotes that refer to political believes
- Use images or quotes that are sexually tinted
- Call for signing up with Round Table when communicating as RTI. Only local clubs and national Round Table organisations can call for members publicly if they want to.
- Post updates for local events. We are Round Table International and only inform about international or national events, changes and progress. Never information of a local chapter or Tabler.

BRAND EQUITY

HOW OUR BRAND GETS EXPOSURE

As Tablers we often wear Round Table -symbols, t-shirts or other branded merchandise. That is always open for public eyes too. Let's keep in mind it's not only our personality or values we're expressing, it's also our organisation's.

Most of our communication is targeted within the organisation. Although it can be seen by public audience too (e.g. website). Always keep in mind that your message, most likely, can be viewed also by the public audience.

SELF-EXPRESSIVES

COMMUNITY SERVICE

RTI OFFICIAL COMMUNICATION

We help because we care. Wheter it's a local table, national or international organisation doing community service it's always linked to Round Table.

EARNED MEDIA

RTI-EVENTS

Once in a while we get to be mentioned in news medias. Let's make sure we get the positive exposure!

Communication about RT-events is somewhat built into our official communication. It is good to keep in mind our events very often get to be noticed by the public audience on a local level.
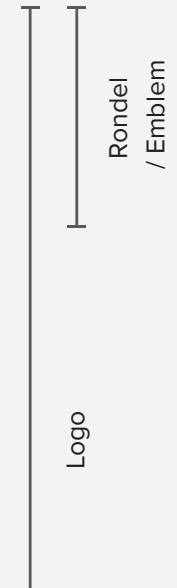
PUBLIC AUDIENCE | **INTERNAL AUDIENCE (MEMBERS)**

RONDEL AND LOGO

The Round Table rondel or emblem and logo are the most immediate representations of our organisation, our members, and our brand to the world. It is a respected organisational asset that must be used consistently in the proper, approved forms.

ROUNDTABLE

INTERNATIONAL

Rondel / Emblem

Logo

RTI LOGO UPDATE

update of RTI logo as approved at
the World Meeting 2022 in
Copenhagen Denmark.

Our logo/rondel should be
optimized for both print, pins and
digital platforms. To reflect our motto -
adopt, adapt, improve.
This was the time for an improvement.

GLOBE GRIDLINES
The globe gridlines arefixed
and the gradient is removed.

KING DESIGN
A simplified design
reminiscent of the
Winchester Table design.

SECTION PROPORTIONS
All sections are now
symmetrical and the center
line is vertical.

OUTER SHAPE
The rondel is now
proportionate and a
perfect circle.

MAIN LOGOS

positive, colour

horizontal / vertical

Always make sure logotype doesn't get printed too small to ensure readability.

See small size versions for special use.

ROUNDTABLE

INTERNATIONAL

ROUNDTABLE

INTERNATIONAL

LOGO VARIATIONS

positive / colour

ROUNDTABLE
INTERNATIONAL

SMALL VERSIONS

positive / colour

To be used in special cases where main versions' readability is at risk.

ROUNDTABLE
INTERNATIONAL

ROUNDTABLE
INTERNATIONAL

MAIN LOGOS

negative, colour
horizontal / vertical

Always make sure logotype
doesn't get printed too small
to ensure readability.

See small size versions for
special use.

ROUNDTABLE

INTERNATIONAL

ROUNDTABLE

INTERNATIONAL

ROUNDTABLE

INTERNATIONAL

**LOGO

VARIATIONS**

negative / colour

ROUNDTABLE

INTERNATIONAL

**SMALL

VERSIONS**

negative / colour

To be used in special
cases where main versions'
readability is at risk.

ROUNDTABLE

INTERNATIONAL

ROUNDTABLE

INTERNATIONAL

CLEAR SPACE

Clear space is always defined
by the height of the logotype (X).

MAIN LOGOS

positive, single color (black)
horizontal / vertical

Always make sure logotype
doesn't get printed too small
to ensure readability.

See small size versions for
special use.

ROUNDTABLE

INTERNATIONAL

ROUNDTABLE

INTERNATIONAL

ROUNDTABLE
INTERNATIONAL

LOGO
VARIATIONS

positive / single color (black)

ROUNDTABLE
INTERNATIONAL

SMALL
VERSIONS

positive / single color (black)

To be used in special
cases where main versions'
readability is at risk.

ROUNDTABLE
INTERNATIONAL

ROUNDTABLE
INTERNATIONAL

MAIN LOGOS

negative, single color (white)
horizontal / vertical

Always make sure logotype
doesn't get printed too small
to ensure readability.

See small size versions for
special use.

ROUNDTABLE
INTERNATIONAL

ROUNDTABLE
INTERNATIONAL

ROUNDTABLE

INTERNATIONAL

**LOGO
VARIATIONS**

negative / single color (white)

ROUNDTABLE

INTERNATIONAL

**SMALL
VERSIONS**

negative / single color (white)

To be used in special
cases where main versions'
readability is at risk.

ROUNDTABLE

INTERNATIONAL

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INTERNATIONAL

RONDEL

Round Table has no direct connection to Arthurian Round Table. The design of the Round Table emblem or rondel is, however, an adaptation of the one which hangs in the Great Hall in Winchester Castle.

color

negative / single color (gold)

positive / single color (black)

negative / single color (white)

RONDEL + MOTTO

Round Table branded visuals can include our motto. It should be used as a stylish closing statement or as a slogan, but always as an independent element.

If there is already a rondel in the same space, do not use the motto with rondel or try to attach the motto to our logo or logotype.

ADOPT. ADAPT. IMPROVE.

ADOPT. ADAPT. IMPROVE.

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ADOPT. ADAPT. IMPROVE.

ADOPT. ADAPT. IMPROVE.

REGIONAL LOGOS

positive, colour
horizontal / vertical

ROUNDTABLE

AFRICA, MIDDLE EAST AND
INDIAN OCEAN REGION

ROUNDTABLE

AFRICA, MIDDLE EAST AND
INDIAN OCEAN REGION

ROUNDTABLE

ASIA PACIFIC REGION

ROUNDTABLE

ASIA PACIFIC REGION

REGIONAL LOGOS

positive, colour

horizontal / vertical

ROUNDTABLE

CENTRAL AND EASTERN
EUROPEAN REGION

ROUNDTABLE

CENTRAL AND EASTERN
EUROPEAN REGION

ROUNDTABLE

NORTHERN EUROPA AND
AMERICAS REGION

ROUNDTABLE

NORTHERN EUROPA AND
AMERICAS REGION

ROUNDTABLE

SOUTHERN EUROPEAN MEDI-
TERRANEAN REGION

ROUNDTABLE

SOUTHERN EUROPEAN MEDI-
TERRANEAN REGION

FAMILY LOGOS

positive, colour
horizontal / vertical

The Family member that is
brining the logo forward
can choose to turn the
logo so there logo is on
top.

ROUND**TABLE**

FAMILY

ROUND**TABLE**

FAMILY

TYPOGRAPHY IN DESIGN

MR EAVES SANS

Mr Eaves Mod OT / Bold / All caps
Adobe Typekit font
Font foundry: Emigre Fonts

BIG HEADLINES

Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ornare mi nec volutpat sodales. In commodo auctor felis, non luctus metus accumsan at. Morbi sem velit, venenatis ut dolor ut, euismod iaculis nunc. Ut gravida diam.

PROXIMA NOVA

Regular / Adjusted leading 1,5x
Adobe Typekit font
Font foundry: Mark Simonson Studio

PROXIMA NOVA

Light / Increased left intend
Adobe Typekit font
Font foundry: Mark Simonson Studio

Quote egestas, leo quis interdum gravida. Mauris condimentum placerat.

MR EAVES SANS

Mr Eaves Mod OT / Bold / All caps /
Tracking 200
Adobe Typekit font
Font foundry: Emigre Fonts

SECOND LEVEL HEADLINES

TYPOGRAPHY IN OFFICE

DEJAVU SANS

Bold / All caps / Tracking 10

Free from:

www.fontsquirrel.com/fonts/dejavu-sans

Font foundry: Bitstream, Inc.

MUSEO SANS

500 / Adjusted leading 1,5x

Free from:

www.fontspring.com/fonts/exljbris/museo-sans

Font foundry: exljbris

MUSEO SANS

500 / Regular

Free from:

www.fontspring.com/fonts/exljbris/museo-sans

Font foundry: exljbris

DEJAVU SANS

Bold / All caps / Tracking 200

Free from:

www.fontsquirrel.com/fonts/dejavu-sans

Font foundry: Bitstream, Inc.

BIG HEADLINES

Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ornare mi nec volutpat sodales. In commodo auctor felis, non luctus metus accumsan at. Morbi sem velit, venenatis ut dolor ut, euismod iaculis nunc. Ut gravida diam.

> Quote egestas, leo quis interdum gravida. Mauris condimentum placerat.

SECOND LEVEL HEADLINES

DOWNLOAD FONTS FOR FREE!

If you are not able to install fonts to your operating system, use Myriad font family accordingly.

RONDEL PATTERN

PATTERN GIVES THE DESIGN AN ELEGANT TOUCH

RTI MESH

Color mesh is inspired from RTI official colours from our rondel. Mesh can be used to give your design more lively appearance. It also gives a nice rhythm change in page layouts or presentations.

Mesh can also be used as a fill for shapes.
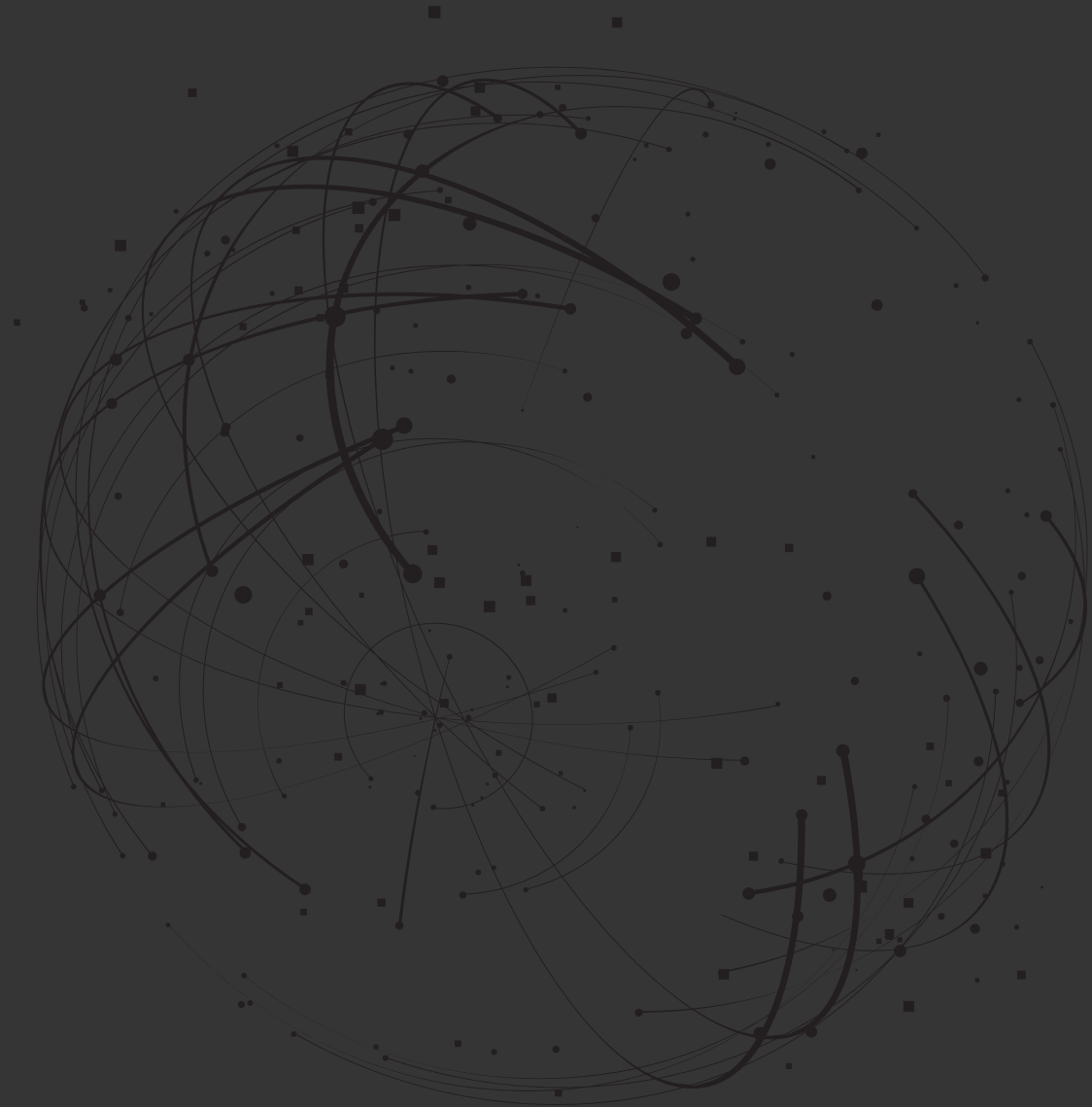
FOCUS ON
THE MESSAGE

RTI GLOBE

Globe shape symbolises our internationally
connected Round Table organisation
and our member networks. It should be used
as a subtle background when needed.

In this page the background is
95% black and the globe shape 100%.

RTI GLOBE

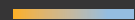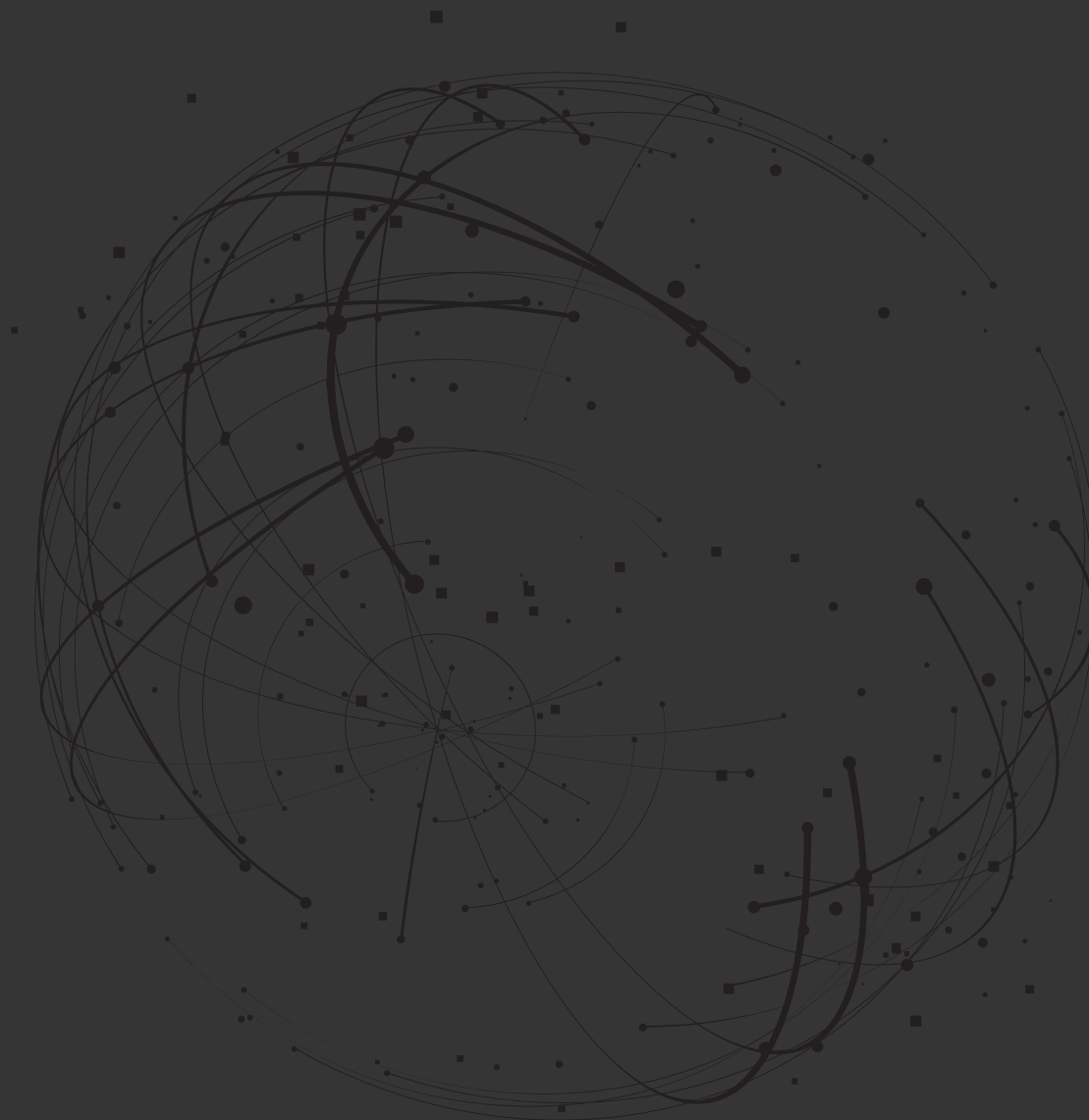Globe shape symbolises our internationally
connected Round Table organisation
and our member networks. It should be used
as a subtle background when needed.

In this page the background is
5% black and the globe shape 10%.

VERSION

Initial version by Tom Mulder RT The Netherlands

Updated 28-7-2023 by Ben Kin RT The Netherlands RTI IT-Manager 2022-2023