BRAND MANUAL 2026

SECOND EDITION

ROUNDTABLE
INTERNATIONAL

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

BRAND EQUITY

01

ADOPT
ADAPT
IMPROVE

THE 2023 UPDATE

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

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

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

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

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!

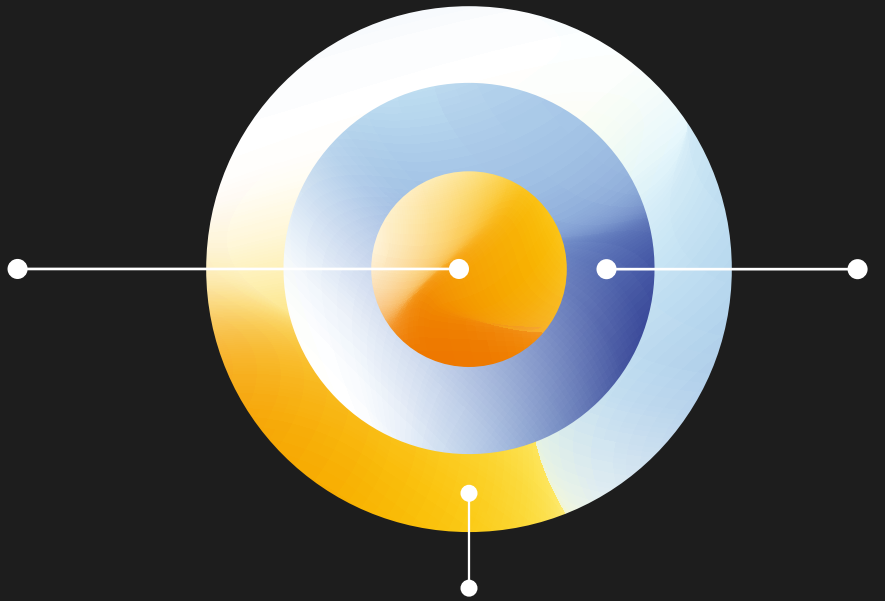
Official Round Table visuals and logo should always be represented in a positive manner and appropriate context. And in building our brand, we try to communicatie from ‘why’ we do what we do and not so much ‘what’ we do. It is our believes and our passion that makes us Tablers, regardless of we are from.

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 worldwide group of friends

- 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.

- 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.

VISUAL IDENTITY

02

PRIMARY LOGOS

The Round Table International primary logo* is the most important symbol of our organisation's identity. It should be used as the default logo across all official RTI communications, from documents and presentations to banners, digital platforms, and merchandise**.

There are two main formats shown here:

- A stacked version for square or portrait layouts
- A horizontal version for banners, web headers, and landscape uses

*The RTI Rondel is a globally recognised trademark and is not to be altered in any way. This includes; Changing colours, stretching or warping the shape, adding shadows, effects, or outlines.
**Any use of the official RTI Rondel for merchandise intended for resale or profit is strictly limited to the RTI Board or those with written permission. This protects the brand and ensures consistent, fair use across all associations.

SECONDARY LOGOS

This set of logo variations gives flexibility while preserving the core identity of Round Table International.

1. Prominent Rondel Format
This version places greater visual focus on the RTI Rondel, ideal for use in contexts where the emblem itself plays a central role, such as printed backdrops, event screens, and promotional displays.

2. Responsive Small-Scale Logo
At smaller sizes, the full RTI Rondel *(see page 21)* can become hard to reproduce clearly. This responsive version simplifies the Rondel while maintaining its recognisable shape and colour palette.

It's optimised for:

- Embroidery or small merchandise (e.g. lapel pins, keyrings)
- Favicons and social media profile icons
- Mobile applications or web components

These secondary logos allow the brand to adapt to different environments, sizes, and media, while staying true to the RTI identity. Use them thoughtfully and only when scale or legibility demands it.

1

2

INVERSE LOGOS

Inverse logos are designed for use on dark or non-traditional backgrounds, where the standard logo would lose visibility.

These variations maintain brand integrity across a variety of surfaces and formats. However, it's crucial to note that the solid black and white version uses a specially prepared inverse, the King Aurthur figure in the Rondel is not simply "colour-flipped." Using a direct invert can cause the design to look inverted.

Use inverse logos only when background contrast requires it, and always choose the correct file.

As with all brand elements, use the correct file, and ***improve*** clarity with careful use.

GOOD TO KNOW

As an international association, the RTI Rondel represents all of us. Local associations are encouraged to ***adopt*** the visual identity, ***adapt*** it for national use with their own rondel where appropriate, and ***improve*** upon their own branding consistency using this document as a guide.

PRO Team
Round Table International

TYPOGRAPHY

For consistency and simplicity, Round Table International uses Nunito Sans as its primary font. It's clean, modern, and available for free via Google Fonts. As a secondary option, Myriad is recommended, a widely available system font found on both Mac and Windows.

This approach ensures that all associations, regardless of design budget or tools, can easily ***adapt*** the RTI brand without needing to license paid fonts.

Primary

Nunito Sans

Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Semi Bold
Semi Bold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic
Black
Black Italic

https://fonts.google.com/specimen/Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()¡€#¢∞§

Secondary Font

Myriad

STYLING

The RTI visual style is clean, modern, and easy to read. Use bold headlines, structured text hierarchies, and simple body copy to maintain clarity across print and digital formats.

The responsive Rondel works well when paired with a phrase of tagline, to help bring emphasis on key messaging. Especially in social posts, banners, and presentations.

Quotes, highlights, and subheadings can use colour or spacing to create emphasis, just avoid clutter. Good styling isn't about being flashy; it's about being clear and consistent.

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

ADOPT. ADAPT. IMPROVE.

CLEAR SPACE

Clear space protects the logo's impact. It ensures Round Table International's identity remains strong, legible, and respected, whether on a global stage or at a local event.

This space helps the logo breathe, avoiding distractions from nearby text, graphics, or edges. It's what makes a brand look intentional, not accidental.

Use the height of the "O" in ROUND as the base unit (X).

Maintain at least:

- 1X above and below
- 2X on each side

Apply this to all logo versions. Associations are encouraged to adopt this standard for their own visual consistency.

ASSOCIATION LOGO

This format places greater emphasis on the country or club name, helping associations stand out while still aligning with RTI's identity system.

Ideal for multi-association events, community campaigns, or regional visibility, this variation brings focus to the nation or group behind the effort, without needing to reinvent the brand.

Associations may ***adapt*** their own Rondel with this layout, ensuring recognition at both international and national levels. The format also works well for joint project and initiatives where the name of the associations deserves primary attention.

RESPONSIVE LOGO

With the expansion of RTI's digital platforms and initiatives *(see page 24)*, a responsive logo system has been introduced to ensure brand consistency across all screen sizes and formats.

As the available space shrinks, the logo simplifies, from the full version, to the RTI abbreviation, and finally to a clean, recognisable Rondel icon.

This maintains legibility and visual impact whether used on social media, favicons, apps, or small-format merchandise.

This system is modern, flexible, and scalable. Associations are encouraged to ***adapt*** the approach to their own digital tools while keeping brand clarity intact.

ACRONYM LOGO

Acronym logos reflect how Tablers naturally refer to each other, “RTI,” “RTSA,” “RTBI,” and so on. These abbreviated logos bring that language into the brand system, offering a clean, bold way to represent associations across digital, print, and event materials.

While some countries still use classic 3 letter codes, Round Table International encourages the use of unique four-letter acronyms to avoid confusion and improve clarity, especially in international collaboration.

This system also aligns with the naming standards used on Tabler.Wiki, ensuring visual and verbal consistency in communication, project tracking, and documentation.

These acronym logos are an easy way to ***adopt*** the RTI branding for clubs, national boards, and Area-wide efforts while keeping the visual identity instantly recognisable.

Want to know more? TABLER.WIKI **/rti-acronyms**

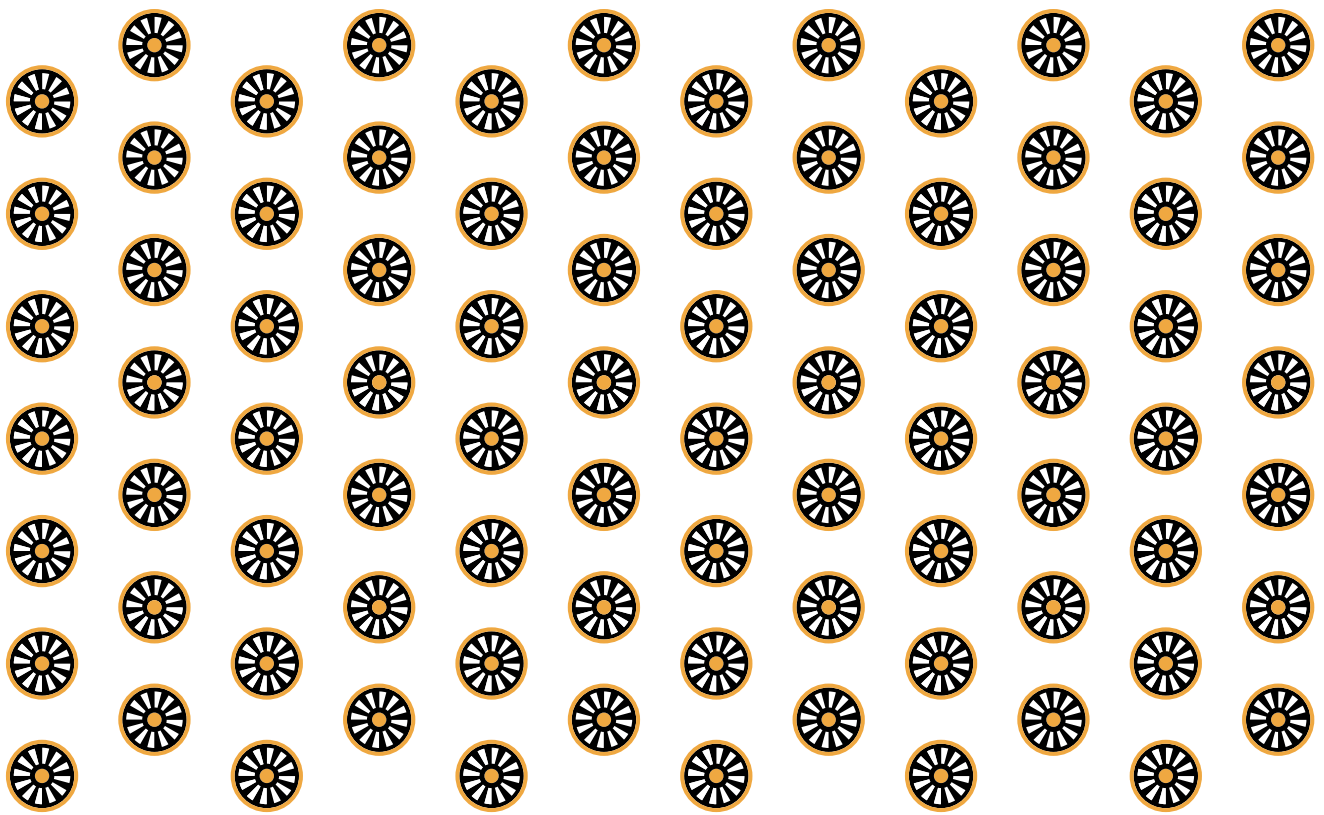
3 LETTER CLASSIC

4 LETTER UNIQUE
Encouraged

RTI PATTERN

The responsive RTI Rondel can also be used as a repeating pattern, offering a subtle yet consistent visual tool. Ideal for banners, fabric, regalia, digital frames, or event branding, it brings cohesion without dominating the design.

This pattern is especially useful when branding needs to be present, but not front and centre. However, if the full RTI Rondel is already featured prominently on the material, the pattern should be used sparingly, to avoid visual repetition or brand fatigue.



OUR SUB BRANDS

These sub-brands represent the expanding digital and programmatic footprint of Round Table International, from education and archives to outreach, merchandise, and internal tools.

Each identity follows a unified format: the parent brand (TABLER. or RTI.) paired with the function. The responsive rondel is used consistently in the iconography to visually connect every initiative back to the core RTI brand.

This system brings cohesion across platforms while giving each initiative its own clear space. Associations are welcome to adopt this naming style for their own evolving platforms.

TABLER.WORLD

TABLER.WIKI

RTI.MUSEUM

RTI.UNIVERSITY

RTI.EXPANSION

RTISHOP.COM

OUR COLOURS

These colours represent the core RTI palette, striking, modern, and instantly recognisable across print and digital. They form the base identity of the international brand and are seen throughout the RTI rondel and initiatives.

This palette is not restrictive.

Associations are encouraged to adapt and incorporate colours that reflect their own local culture, identity, or country. The aim is coherence, not uniformity, so long as the core brand elements remain respected and clearly visible.

hex #efa841
rgb 239 168 65
cmyk 0 40 100 0
pantone® 137 C

hex #f7c546
rgb 247 197 70
cmyk 0 24 98 0
pantone® 7408C

hex #accaeb
rgb 172 202 235
cmyk 33 11 0 0
pantone® 291 C

hex #000000
rgb 0 0 0
***cmyk: 60 40 40 100**
pantone® black c

*Rich Black for solid prints

THE RTI GLOBE

The RTI Globe is a supporting brand element that symbolises our internationally connected Round Table organisation and member networks. It draws conceptual inspiration from the centre of the RTI Rondel, the globe, which represents unity, reach, and global brotherhood.

This visual can be used subtly as a background element across digital, print, or presentation formats to reinforce our international presence without overpowering primary brand elements.

Associations are encouraged to adapt this pattern where appropriate to align with the broader RTI identity and to adopt it for regional materials when reinforcing their link to the international movement.

THE RTI MESH

The RTI Mesh is a secondary design element built from the official RTI colour palette, extracted from the RTI Rondel. It adds a modern, organic layer of visual interest without overwhelming the core brand elements.

The mesh works well as a background in presentations, social content, or print materials to add depth, energy, and variation to layouts. It can also be applied as a subtle fill for shapes, banners, or section dividers.

Associations can adapt this mesh to suit their own visual identity while maintaining a soft connection to the international brand. ***Adapt*** where needed, always with consistency in mind.

THE FAMILY

03

REGIONAL RONDELS

Round Table International is made up of five active regions, each with its own unique identity, geography, and energy. The use of regional rondels helps celebrate and unify these distinct parts of the RTI family while maintaining a strong visual link to the core brand.

- **AMI – Africa, Middle East & Indian Ocean**
- **ASPA – Asia Pacific**
- **CEE – Central & Eastern Europe**
- **NEA – Northern Europe & Americas**
- **SEM – Southern Europe & Mediterranean**

These abbreviations are widely recognized among Tablers and are often used in events, meetings, and communication. Having a clear and proud regional identity strengthens representation at both international and national levels.

Each regional rondel uses the core RTI rondel as a base and adds regionally inspired symbolism and color. This allows associations within each region to rally around a shared visual identity.

Associations are encouraged to use their regional rondel in addition to the main RTI branding where appropriate. It reinforces our diversity, strengthens regional pride, and helps amplify the voice of each part of our global brotherhood.

REGIONAL RONDELS

These examples highlight how each Round Table International region can maintain a strong individual identity by pairing its custom regional rondel with the full written name of the region.

This approach ensures visual consistency while allowing each region to stand out clearly. The full region name reinforces clarity, especially in cross-regional communication, formal documentation, or collaborative initiatives.

Each regional rondel carries distinct symbolism or colours, yet remains aligned with the RTI identity system.

For global RTI events such as the HYMs or World Meetings, the main RTI logo remains the primary brand mark.

AFRICA, MIDDLE EAST & INDIAN OCEAN REGION
ROUNDTABLE

CENTRAL & EASTERN EUROPE
ROUNDTABLE

CO-BRANDED REGIONAL RONDELS

These examples illustrate how co-branded Rondels can be used to visually represent alignment between associations, regions, and Round Table International as a whole.

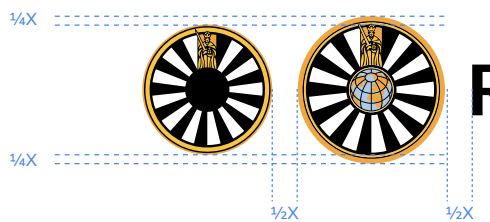
There are two configurations shown:

1. RTI + Association Logo
This configuration combines the main RTI rondel with an association rondel. It reflects direct collaboration or endorsement at the international level.
Use of this version is limited and must be approved by the RTI Board.

2. Region + Association Logo
This layout gives presence to both the association and its RTI region. It reinforces not only the club's national identity, but also its place in the global RTI framework.

This system is ideal for regional events, communications, and educational use, helping promote regional pride and global brand alignment at once.

1



ROUNDTABLE
INTERNATIONAL

2

ROUNDTABLE
CYPRUS

FAMILY CREST

The Round Table Family Crest visually brings together all five official associations in the Round Table movement , Round Table, 41 Club, Tangent, Ladies Circle, and Agora Club, into a unified emblem.

This crest serves as a symbol of shared heritage and collaboration, reinforcing the values and global reach of the Round Table Family.

Its use is encouraged in contexts where all five associations are jointly represented, such as:

- Inter-family events
- Joint communications or #sidebyside campaigns
- Collaborative projects and promotional materials

The crest respects each association's unique identity while emphasizing unity and mutual support across generations and genders.

It should be used thoughtfully, preserving its integrity as a representation of the broader Round Table movement.

ROUNDTABLE
FAMILY.

FROM THE BOARD

At Round Table International, we believe that our brand is more than just logos and colours, it's a shared identity that connects us across borders while celebrating our unique local cultures.

This brand manual sets a foundation for global brand recognition, ensuring consistency where it matters most. But it is not here to restrict, it is here to empower.

We encourage each association to bring its own flavour and creativity into how the brand is expressed, but never limited, by these standards. Your regional identities, your cultural cues, your local pride, they all matter.

The PRO Team is here to support you. Whether you're designing your own materials, launching a new initiative, or co-branding with RTI, consider us your creative partners.

Let's keep building a brand that's bold, united, and unmistakably Round Table.

ADOPT. ADAPT. IMPROVE.

SECOND EDITION
Redesigned by Andrew Palmyre – RT Seychelles, RTI Branding Manager 2025/26
7 December 2025

First Edition by Tom Mulder – RT The Netherlands
Updated by Ben Kin – RT The Netherlands, RTI IT Manager 2022/23 - 28 July 2023