

# Flag and Banner of Rotary International

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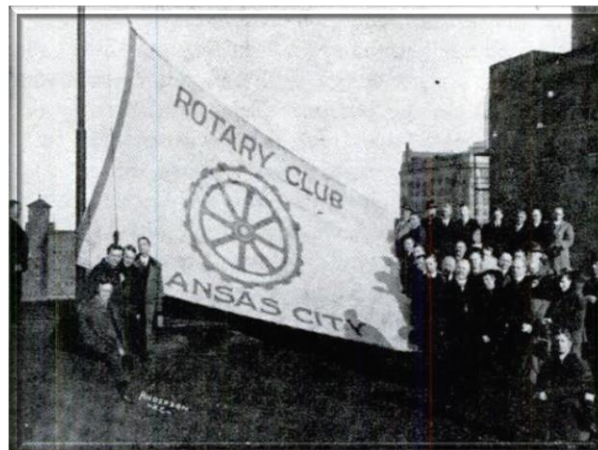
1 September 2013

## The Old Fashion

An official flag was formally adopted by Rotary International at the 1929 International Convention in Dallas, Texas, United States. The Rotary flag consists of white field with the official wheel emblem emblazoned in gold in the center of the field. The four depressed spaces on the rim of the Rotary wheel are colored royal blue. The name *Rotary International* printed at the top and bottom depressions on the wheel rim are also gold. The shaft in the hub and the keyway of the wheel are white.



Rotary's official flag, designed by a commercial artist named Alvin Schepp, was first flown in Kansas City, Missouri, U.S.A., at 11 o'clock on the early morning of 14 January 1915, from the roof of the Baltimore Hotel as a group of Rotarians and their wives looked on. (*see photo below*) Why Kansas City? This was the home Club of the late Russell F. Greiner, fourth President of the International Association of Rotary Clubs (1913-1914) and chairman of a special Flag Committee which selected the design.



In the same year, 1915, the Rotary flag was raised at the International Convention in San Francisco, California, U.S.A. On Rotary Day at the Panama-Pacific International Exposition, also in San Francisco, the flag was attached to a huge kite and sent aloft. At night, it was plainly visible around the Golden Gate city as searchlights played on it.

Some Rotary clubs use the official Rotary flag as a banner at clubs meetings. In these instances, it is appropriate to print the words *Rotary Club* above the wheel symbol and the club's name below the emblem. The photo below shows a good example in China:



*1954 -- The club banner is displayed prominently at the venue of Taipei Rotary Club, Taiwan, where is the Inter-City Forum with overseas delegates from Hong Kong, Kowloon and Macau Rotary clubs.*

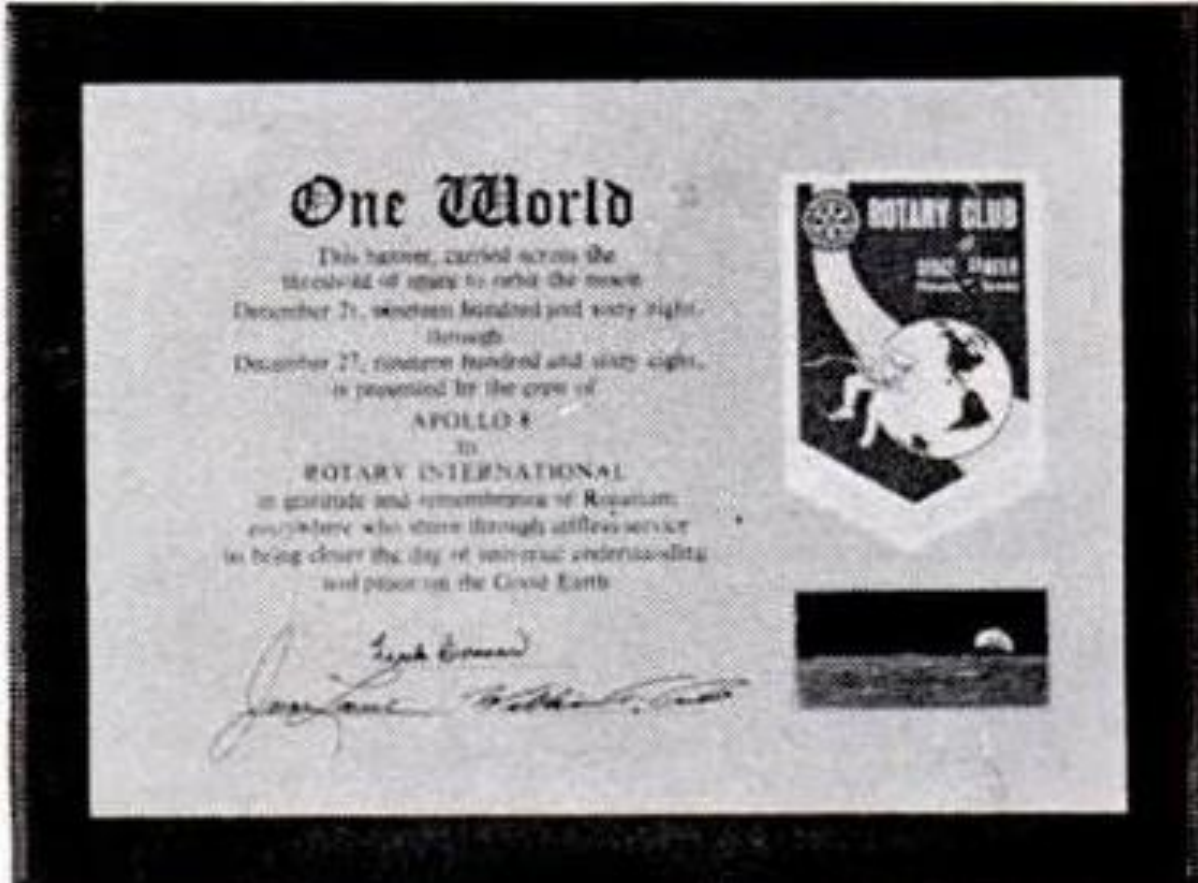
## Rallying Round the Flag, Rotarywise

In 1926, Admiral Richard E. Byrd, a member of the Rotary Club of Winchester, Virginia, U.S.A., carried a small silk Rotary flag with him on man's first flight to the North Pole. It was a gift of the late Senator Tasker L. Oddie, of Nevada, an honorary Rotarian. The flag, autographed by Byrd, was eventually presented to the Rotary Club of Reno, Nevada, U.S.A.

Three years later, Admiral Byrd was a guest of the Wellington Rotary Club, New Zealand, where he was presented a Rotary flag to carry on his flight over the South Pole. With the famed explorer present, the flag was presented to Rotary International at the 1933 Boston Convention.

The Rotary standard has been unfurled high and low. In 1932, Professor Auguste Piccard was presented a flag by the Rotary Club of Zurich, Switzerland, and he carried it on his balloon ascent 55,777 feet into the stratosphere. In 1933, the Rotary Club of Houghton, Michigan, U.S.A., took the Rotary International banner to the bottom of the shaft of the Quincy Copper Mine – 6,254 feet deep.

United States Astronaut Frank Borman, a member of the Rotary Club of Space Center (Houston), Texas, U.S.A., carried not a flag, but a club banner on the Apollo 8 flight for the first manned orbit of the moon on Christmas Eve, 1968. He presented it, framed on a plaque, to Rotary International at the Honolulu Convention in 1969.



*One World*

*This banner, carried across the threshold of space to orbit the moon 21 December 1968, through 27 December 1968, is presented by the crew of APOLLO 8 to Rotary International in gratitude and remembrance of Rotarians everywhere who strive through selfless service to bring closer the day of universal understanding and peace on the Good Earth.*

*Frank Borman (signed) James Lovell (signed) William A. Anders (signed)*

In appreciation, the President and Members of the Board of Directors of Rotary International, acting in behalf of Rotarians worldwide, presented Astronaut Borman a plaque: "recognize and desire to acknowledge the outstanding service to his fellowmen, and in particular to his fellow Rotarians, rendered by Rotarian Frank Borman of the Rotary Club of Space Center (Houston) who, in commanding the spaceship Apollo 8 in the first manned circumnavigation of the moon, not only achieved a technological triumph, but brought to his mission a demonstrable humility and a sense of the eternal values which have set an unique pattern of excellence amid a disturbed and restless society. We, your 660,000 fellow Rotarians, salute you for selfless service far beyond the call of duty."

In 2005, in commemoration of Rotary's centennial, Rotarian and Rotaract climbers carried flags to the summits of Mount McKinley and Mount Everest.

Read also on Page 7 the article *«Canadian plants Rotary flag on Everest»* (The Rotarian Magazine November 2008), the story from the Rotary Club Barrie, Ontario, Canada.

## The Modern Look

Since the Year 2013-2014, Rotary International introduced the modern corporate identity, and decided to give Rotary flag or banner a new and professional look with updated materials, available in the Brand Centre. With eight options of colors and backgrounds to choose from, members can find the design that will best strengthen the club or district brand.

The Brand Centre also offers everything needed to create communications with the Rotary look and tone. Members can download Rotary's logo -- or create their own club or district logo. Here are two of the new looks of the modern Rotary Official Flag:





*Modern design of the Club banners*

The Rotary flag is always prominently displayed at Rotary clubs, Rotary International World Headquarters and at all RI conventions and official events.



## NEXT BIG ADVENTURE

# Canadian plants Rotary flag on Everest

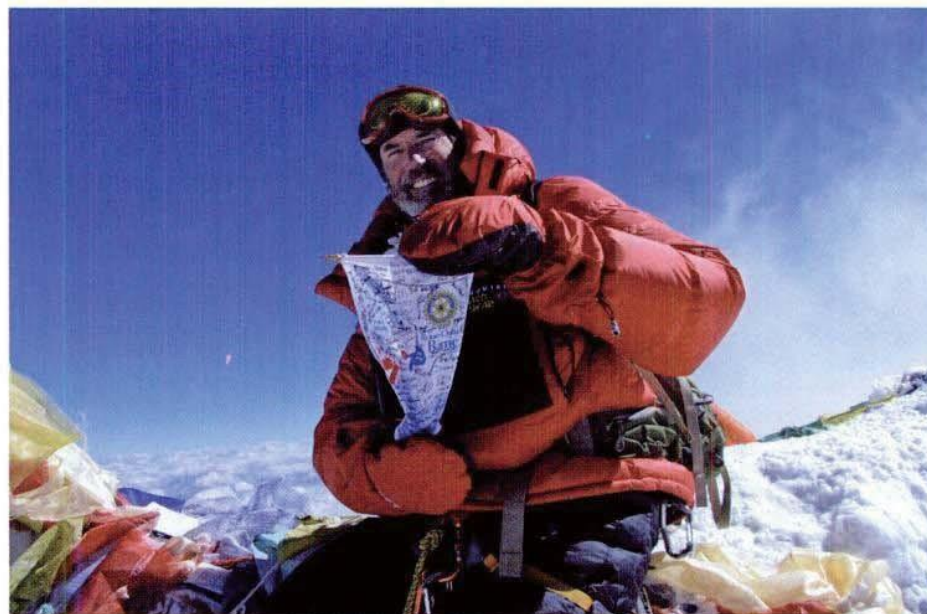
**D**an Mallory's love affair with mountains, which began 22 years ago with a climb up Pico Bolívar, Venezuela's highest peak, led him to the top of Mt. Everest on 25 May. His sons, Adam and Alan, were with him; his daughter, Laura, summited the next day.

In 2001, the member of the Rotary Club of Barrie, Ont., Canada, decided to challenge himself by climbing the seven summits, the highest mountains on each of the seven continents. As an added twist, he planned to do each with at least one member of his family.

After summiting Mt. Aconcagua in Argentina with Adam, Mt. McKinley (Denali) in Alaska with Alan, Mt. Kosciuszko in Australia with his wife, Barbara, Mt. Elbrus in Russia with Laura, and Mt. Kilimanjaro in Tanzania with Barbara and Laura, Mallory decided it was time to tackle Everest.

Mallory, 57, along with Adam, 25, and Alan, 23, reached the summit first, completing the climb with their Sherpa guides on the morning of 25 May. Laura, 20, was held up by acute mountain sickness but reached the top the next day. Barbara started the climb but had to drop out after tearing her Achilles tendon.

On the Web  
[www.malloryexpedition.com](http://www.malloryexpedition.com)



Sitting on top of the world, Dan Mallory shows off a banner signed by members of his club.

The summit is a small space, a rectangle measuring about 6½ by 23 feet, with sharp drop-offs on three sides and a steep area leading from the Hillary Step, an abrupt spur of rock and ice. A Buddha statue sits at the top, draped in prayer flags and other mementos from climbers – now including a banner from the Rotary Club of Barrie.

The Mallorys' climb is the first time a family of five has attempted to summit together. Laura is now the youngest

Canadian and youngest woman, and Alan the second-youngest Canadian man, to reach the top of Everest.

What's next for this adventurous family? "There's still one more," says Mallory, referring to Vinson Massif in Antarctica. He hopes to complete his quest in 2010. But for now, he has returned to his insurance business in Barrie with a wealth of stories to be told. "You don't ever want to get to a point in life where you look back and say I wish I had, but now it is too late." – DAVID MILLS

[WWW.ROTARY.ORG](http://WWW.ROTARY.ORG)

## The Foundation at your fingertips

**N**ovember is Rotary Foundation Month, and [www.rotary.org](http://www.rotary.org) is the place to find information about the Foundation's programs and services.

The Foundation provides a variety of humanitarian and

district-level grants. Find information, guidelines, and applications at [www.rotary.org/projectfundingguide](http://www.rotary.org/projectfundingguide).

Looking for a way to get involved with the Foundation's polio eradication efforts? Get the facts and latest news at

[www.rotary.org/en/serviceandfellowship/polio](http://www.rotary.org/en/serviceandfellowship/polio). You'll also find information on how to raise public awareness or volunteer for this important cause.

In addition, Web visitors who want to contribute to the Foundation can do so at

[www.rotary.org/contribute](http://www.rotary.org/contribute). This page offers many ideas of how to give back and have a positive impact on people's lives.

The Foundation also supports educational programs, scholarships, and fellowships. Explore it all online at [www.rotary.org](http://www.rotary.org).