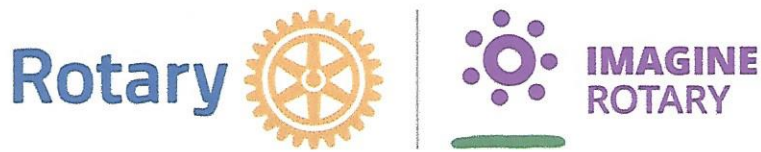


The Story behind the Theme



Imagine Rotary—the theme for 2022-2023 explained by incoming President Jennifer Jones.

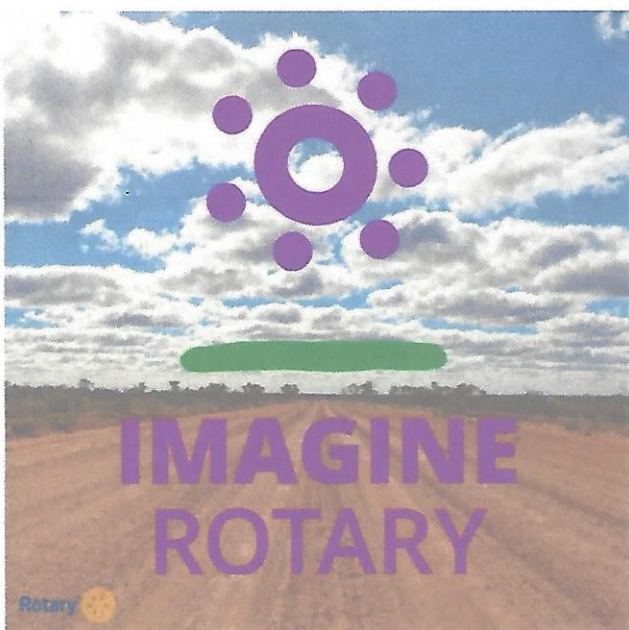
The theme graphic was designed by an Australian indigenous artist, Riki Salam, who is a graphic designer specialising in contemporary Indigenous art, design, and communications. He also created the 2023 Rotary International Convention logo which will be held in Melbourne, Australia in 2023 thus connecting the two by a shared visual language.



RI President Elect, Jennifer Jones

- Circle - connections to one another
- Dots around it - Our People
 - There are 7 Dots because of our Rotary's 7 areas of focus**
- Circle + dots around it - Navigation star, our guiding light
- Green solid line - digging stick (used when doing hard work);
for us it's People of Action, represents the tools for getting things done
- Colours: **Purple, Green & White** -
- Celebrate DEI- Diversity, Equity and Inclusion.
- Freedom to express ourselves differently but still with a special connection.
 - **Purple- Polio**
 - **Green- the Environment**
 - **White - Peace**

Represents Empowerment and Newness and also the colours were utilised for the women's movement giving us the opportunity to grow our female membership.



On July 1, 2022, we welcome a new RI president with a new RI theme. But until then all theme collateral is **embargoed**.

It has been released so that district teams-elect and club officers-elect can plan for the year ahead.

**SO PLEASE DO NOT USE THE
IMAGINE ROTARY THEME UNTIL**

1ST JULY.