



Eric A. Collings, MSITM, CAPM®, CSIS® | TEAM LEAD 2022-2023

DGN Yasser Murga | AG Arturo Barrio | AG Gordon Cox | AG Sandy Rausch | TBD | TBD

District 5520 Rotarians,

It is an honor and privilege to be allowed to serve as the District 5520 Public Image Team Lead for 2022-2023. I greatly appreciate the trust that the District Leadership has placed in me.

I am excited to support District Governor John Drusedum's Blood Drive Challenge for 2022-2023. A Thousand Pints of Life is a fantastic opportunity to live by the words "Service Above Self".

At Governor John's direction, I created a media campaign to help promote this great service opportunity in each club and in each community in our District. There are two videos that will be posted on the District Youtube Page. The first video is for club use and has Governor John explaining the Thousand Pints of Life challenge and contains the advertising video that we encourage clubs and club members to share on their various social media platforms. The second video is just the advertising video.

I have also created ready to use templates for print and social media advertising for this campaign. If you have someone in your club who can use Adobe Illustrator, the original AI files are in a google drive folder that I will list below. If your club does not have anyone familiar with using Illustrator, please reach out to me at eric@zipprintdesign.com or rotary5520publicimage@gmail.com with the time, date, and location of your event. Within 48 hours, I will have your customized advertising returned to you ready to be printed or shared through social media.

I encourage you to use the hashtag **#athousandpintsoflife** on all social media posts so that we can build a repository of Rotarians doing great things. Attached to this letter is the brand guide and samples of all materials available for customization.

Please use the approved advertising materials when you promote your event. We are partnered with Vitalant and want to ensure we also follow their branding rules.

If you have any questions, please do not hesitate to reach out.

Service Above Self,
Eric A. Collings, MSITM, CAPM®, CSIS®

Google Drive Link: tinyurl.com/2kc5fdcj



ROTARY DISTRICT 5520 GOVERNOR'S CHALLENGE BRAND SHEET

PRIMARY LOGO (On White or Gray Background)

A THOUSAND PINTS OF LIFE

PRIMARY LOGO (On Color Background)

A THOUSAND PINTS OF LIFE

PRIMARY FONT

BISON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

SECONDARY FONT

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789



ROTARY INTERNATIONAL LOGO



VITALANT LOGO



Rotary
Club of Albuquerque
Sandia



A THOUSAND PINTS F LIFE BLOOD DRIVE

**123 MAIN ST.
ALBUQUERQUE, NM
AUGUST 27, 2022
1 PM - 3 PM**

#athousandpintsoflife

partnered with **vitalant** 

A THOUSAND PINTS F LIFE BLOOD DRIVE

123 MAIN ST.
ALBUQUERQUE, NM
AUGUST 27, 2022
1 PM - 3PM

Rotary 
Club of Albuquerque
Sandia

partnered with  vitalant™

Facebook

Rotary 
Club of Albuquerque
Sandia

partnered with  vitalant™

A THOUSAND PINTS F LIFE BLOOD DRIVE

123 MAIN ST.
ALBUQUERQUE, NM
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Instagram