

**More about Pictures**

By Laura Spear

Make sure your photos reflect connections and community and are not staged.
From **Rotary Voice and Visual Identity Guidelines**, "When choosing or
shooting new photography, aim for the following:

* Editorial or reportage style (fly on the wall)
* Candid poses or natural portraits
* Real, natural, sincere, endearing expressions
* Demonstrations of active leadership and impact
* Special moments of camaraderie, friendship, warmth, and

celebration

* Movement and momentum
* Rich, full color, or black-and-white
* Short depth of field with selective focus (people shot through crowds)
* Wide angles
* Natural backgrounds and real context (not solid portraiture backdrops or studio photography)”

To **learn more**, in **Rotary Voice and Visual Identity Guidelines**, [click here](http://rotary.org/brandcenter).

To **learn more** about **PR** for your club, click on the **"Public Relations"** section of the **navigation bar** of the [District 7910 website](http://rotary7910.org/).

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[Click here](http://youtu.be/R-SKt78vYiM)for an **excellent example** of a **club-event promotional video** by Concord President **Steve Kirk**.

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