[](http://rotary7910.org/page/rotary-district-7910-newsletter-january-2-2017)

**Rotary Blue is not just any blue**

By Laura Spear



Rotarians are smart, compassionate, persevering, and inspiring. As a result, Rotary International has chosen a set of colors to express those attributes.

A few specific shades of blue and a touch of gold are our predominant colors. To create a unified look and feel, these leadership colors should be used more often than other colors in our palette.

Use **Rotary Azure** most often, and reserve **Rotary Sky Blue** and **Rotary Royal Blue** to complement and highlight. **Rotary Gold** should be used as the “jewel” on a page.

To find out the **exact RGB specifications**, in the **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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[](http://youtu.be/R-SKt78vYiM)[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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