

**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/).

Laura Spear, chair of District 7910's Public Relations Committee, may be reached at laura@spear.net.

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

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

[Visit our website](http://www.rotary7910.org/)

['Like' our Facebook page](https://www.facebook.com/RotaryDistrict7910?fref=ts)

['Follow' us on Twitter](https://twitter.com/rotary7910)