**[](http://rotary7910.org/page/rotary-district-7910-newsletter-october-17-2016/)**

**MORE ABOUT PICTURES**

By Laura Spear

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Make sure your photos reflect connections and community and are not staged.

From the 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)

Learn more in the Rotary Voice and Visual Identity Guidelines at [rotary.org/brandcenter.](http://rotary.org/brandcenter)

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

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[Return to October 17 Newsletter](http://rotary7910.org/page/rotary-district-7910-newsletter-october-17-2016/)

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