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**MORE ABOUT PICTURES**

By Laura Spear



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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