

# Color Palette Overview

Rotary's official colors are intended to express who we are: smart, compassionate, persevering, and inspiring. Three shades of blue and one of gold are our main colors. To create a consistent look and feel, we encourage you to use these colors more than the other colors in our palette.

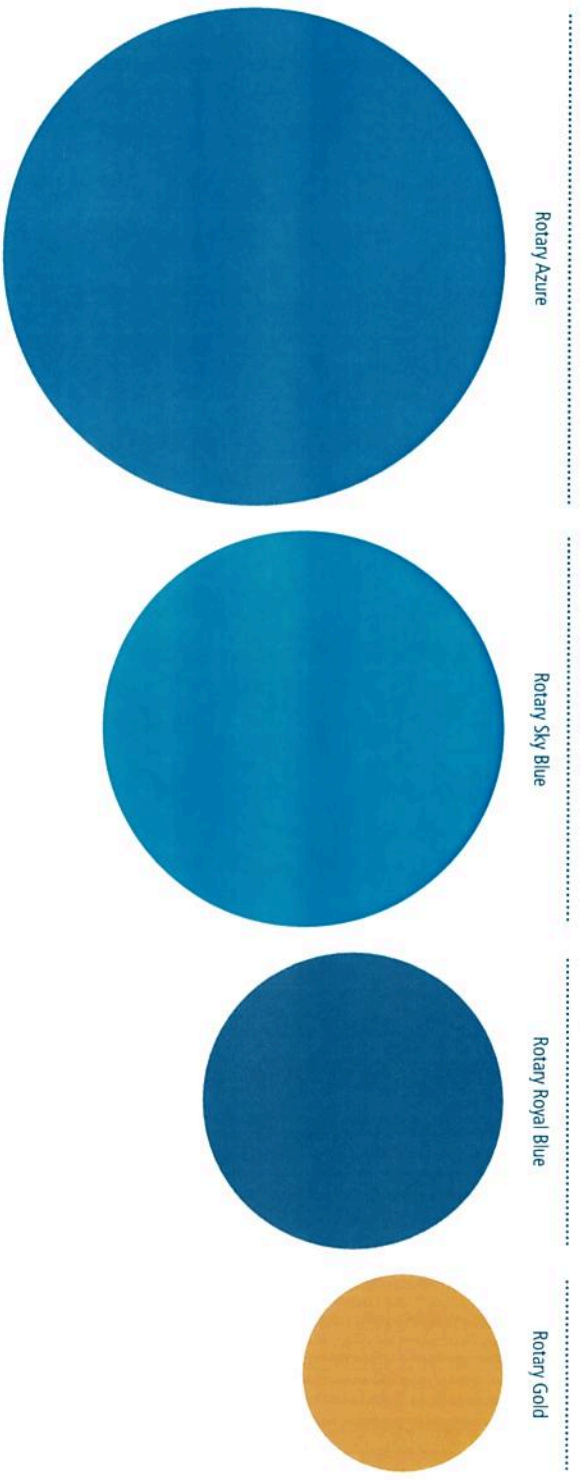
Use Rotary Azure most often, and reserve Rotary Sky Blue and Rotary Royal Blue to complement and highlight. Rotary Gold should be used as the "jewel" on a page.

Use secondary colors sparingly to create emphasis or to differentiate within a series.

Pastels and neutrals provide the flexibility that may be needed when you're working with backgrounds, layouts, and hierarchy of information, without being overbearing.

All of the colors have been chosen carefully to complement one another in most situations. They should be used in their pure forms, never altered.

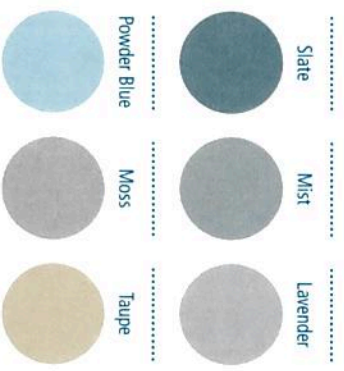
## Rotary Leadership Colors



## Secondary Colors



## Pastels



## Neutrals

