

We are smart, compassionate, persevering, and inspiring, and we've chosen a set of colors to express those attributes.

A few 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.

Use secondary colors sparingly to create occasional emphasis or differentiation within a series, if applicable.

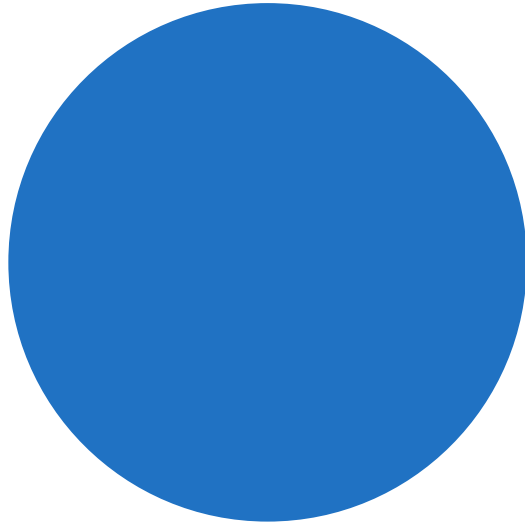
Pastels and neutrals provide the necessary flexibility when working with backgrounds, layouts, and hierarchy of information, without being overbearing.

All colors have been carefully chosen to complement one another in most situations. They should be used in their pure format, never screened.

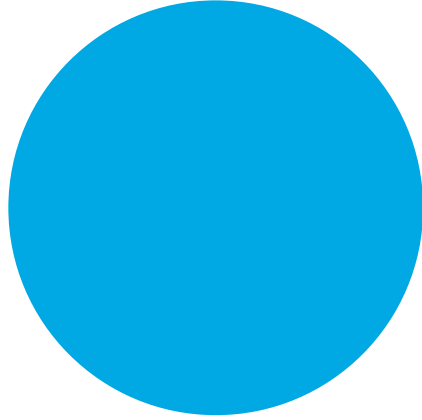
Comparable metallic versions of these colors may be used for special circumstances, such as signage or pins or when using foils for awards and certificates.

Rotary Leadership Colors

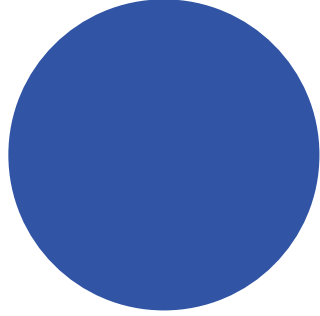
Rotary Azure



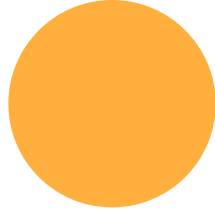
Rotary Sky Blue



Rotary Royal Blue



Rotary Gold



Secondary Colors

Cranberry



Turquoise



Violet



Orange



Pastels

Slate



Mist



Lavender



Powder Blue



Moss



Taupe



Neutrals

Charcoal



Pewter



Smoke



Silver



Black



Storm



Ash



Platinum



Cloud



White



Color Palette

Formula Codes

OUR LOOK

Voice and Visual
Rotary Guidelines

September 2016

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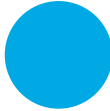
When using our color palette, be sure to apply the appropriate formulations listed on this page.

Our colors should not be screened or adjusted.

Coated and uncoated formulas are shown here for the following:

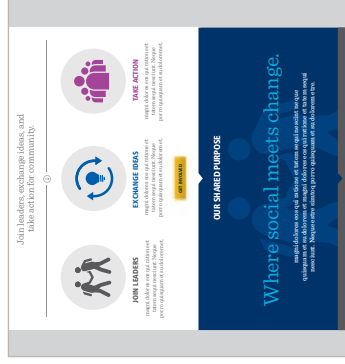
Pantone™ colors
CMYK for 4-color process
RGB for digital
Hexadecimal for web

To obtain ASE files for latest palette swatches, please contact graphics@rotary.org.

Rotary Leadership Colors		Secondary Colors		Pastels		Neutrals													
	Azure PMS 2175C C99 M47 Y0 K0 PMS 2175U C99 M53 Y0 K0 Hex #0050a2 R0 G93 B170		Sky Blue PMS 2202C C96 M0 Y6 K0 PMS 2202U C94 M0 Y6 K0 Hex #019fcb R1 G180 B231		Cranberry PMS 214C C0 M100 Y22 K0 Rubine RedU C0 M100 Y22 K0 Hex #c10042 R217 G27 B92		Turquoise PMS 7466C C90 M0 Y38 K0 PMS 7466U C88 M0 Y27 K0 Hex #018d8d R0 G153 B153		Slate PMS 2165C C68 M43 Y30 K9 PMS 2166U C68 M46 Y30 K13 Hex #687d90 R104 G125 B144		Mist PMS 2162C C40 M23 Y18 K1 PMS 2162U C42 M26 Y18 K4 Hex #9eae64 R158 G166 B180		Charcoal Cool Gray 11C C48 M22 Y24 K66 Cool Gray 11U C15 M0 Y0 K60 Hex #58585a R88 G88 B90		Pewter Cool Gray 8C C23 M11 Y13 K41 Cool Gray 8U C10 M0 Y0 K50 Hex #919295 R145 G146 B149		Smoke Cool Gray 5C C0 M0 Y0 K33 Cool Gray 5U C0 M0 Y0 K33 Hex #bcbdc0 R188 G189 B192		Silver Cool Gray 2C C14 M10 Y13 K0 Cool Gray 2U C14 M10 Y16 K0 Hex #7e7e88 R231 G231 B232
	Royal Blue PMS 286C C100 M80 Y9 K2 PMS 286U C100 M92 Y9 K2 Hex #003c7c R23 G69 B143		Gold PMS 130C C0 M41 Y100 K0 PMS 129U C0 M35 Y100 K0 Hex #7fa81b R247 G168 B27		Violet PMS 2070C C57 M91 Y0 K0 PMS 2070U C54 M99 Y0 K0 Hex #872175 R135 G33 B117		Orange PMS 2018C C0 M68 Y95 K0 PMS 2018U C0 M58 Y95 K0 Hex #ff7600 R255 G118 B0		Lavender PMS 665C C17 M20 Y0 K8 PMS 665U C17 M20 Y0 K8 Hex #c6bcd0 R198 G188 B208		Powder Blue PMS 290C C25 M4 Y5 K0 PMS 545U C28 M4 Y0 K0 Hex #c9dee9 R201 G222 B233		Storm Warm Gray 10C C51 M46 Y55 K19 Warm Gray 10U C51 M46 Y45 K19 Hex #675d58 R103 G93 B88		Ash Warm Gray 7C C41 M34 Y44 K4 Warm Gray 7U C41 M38 Y37 K8 Hex #958d85 R149 G141 B133		Platinum Warm Gray 3C C25 M22 Y32 K0 Warm Gray 3U C25 M22 Y28 K2 Hex #c5c1bb R197 G193 B187		Cloud Warm Gray 1C C15 M12 Y17 K0 Warm Gray 1U C15 M12 Y17 K0 Hex #e6e5d8 R230 G229 B216
	Moss PMS 7537C C36 M23 Y34 K0 PMS 7537U C36 M23 Y30 K0 Hex #a7aca2 R167 G172 B162		Taupe PMS 7501C C13 M16 Y35 K0 PMS 7501U C13 M16 Y35 K0 Hex #d9c89e R217 G200 B158		Black C0 M0 Y0 K100 Hex #000000 R0 G0 B0		White C0 M0 Y0 K0 Hex #ffffff R255 G255 B255												



Reserve Rotary Gold for “pops” of color.



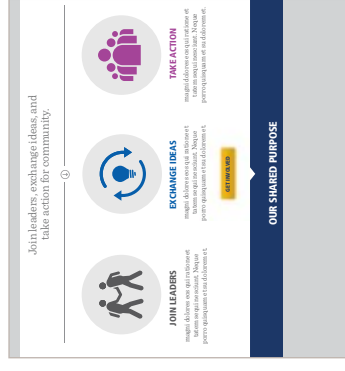
Highlight headings, subheads, icons, and buttons with colors from our palette.



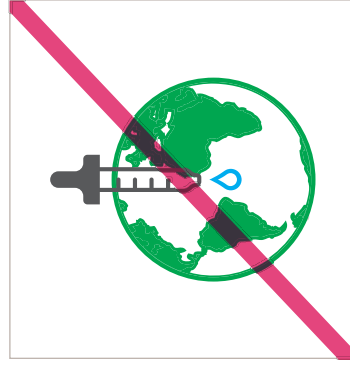
Use the blues in our leadership colors as the predominant palette.



Use the secondary colors to highlight elements, but never as a dominant color.



Use neutrals and white space to achieve balance and clarity.



Use colors in our palette.



Use colors that offer sufficient contrast for readability.



Use colors that complement one another; use leadership colors for large areas.



Keep the background the same color rather than creating gradients.



Use fully saturated rather than tints or screened colors in our palette.