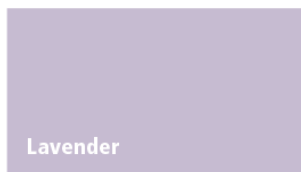
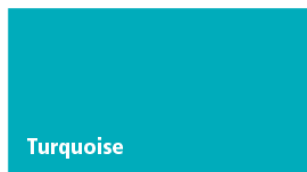
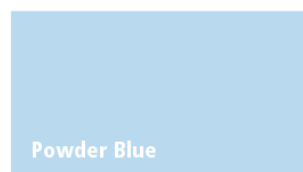


# Colors

## Colors ▾

Rotary's brand colors should be used to create a consistent look across all Rotary communications. Our colors have been carefully chosen to complement one another in most situations and should be used in their pure forms, never altered nor screened. Each color includes formulations for the following uses:

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





Orange



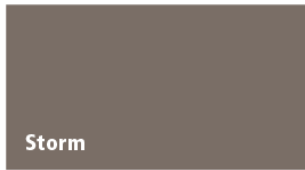
Grass



Moss



Taupe



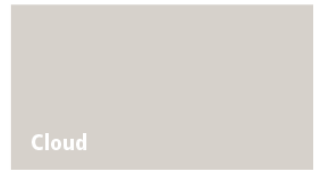
Storm



Ash



Platinum



Cloud



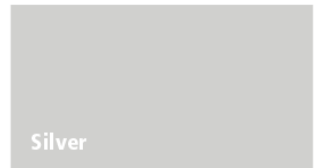
Charcoal



Pewter



Smoke



Silver

## Color Formulas



### Rotary Royal Blue

As seen in the word "Rotary" in the Masterbrand Signature

PMS 286C

C100 M84 Y12 K3

Hex #17458f

R23 G69 B143



### Rotary Gold

As seen in the wheel in the Masterbrand Signature and the Mark of Excellence

PMS 130C

C0 M41 Y100 K0

Hex #f7a81b

R247 G168 B27

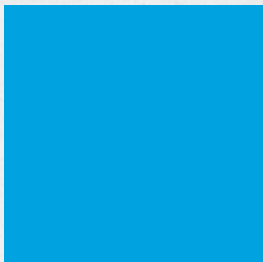


### Azure

As seen in the one-color version of the Masterbrand Signature and the Mark of Excellence

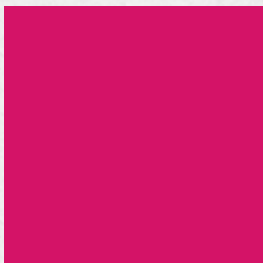


PMS 2175C  
C100 M56 Y0 K0  
Hex #0067c8  
R0 G105 B200



### **Sky Blue**

As seen in the Interact logo  
PMS 2202C  
C96 M11 Y2 K0  
Hex #00a2e0  
R0 G162 B224



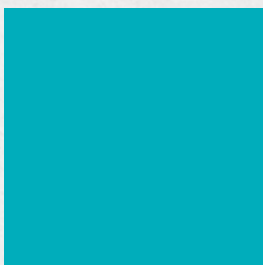
### **Cranberry**

As seen in the Rotaract logo  
PMS 214C  
C13 M100 Y37 K0  
Hex #d41367  
R212 G19 B103



### **Cardinal**

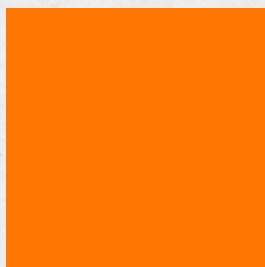
As seen in the End Polio Now logo  
PMS 485C  
C6 M98 Y100 K1  
Hex #e02927  
R224 G41 B39



### **Turquoise**

PMS 7466C  
C96 M1 Y31 K0  
Hex #00adbb

R0 G173 B187



### **Orange**

PMS 2018C

C0 M66 Y100 K0

Hex #ff7600

R255 G118 B0



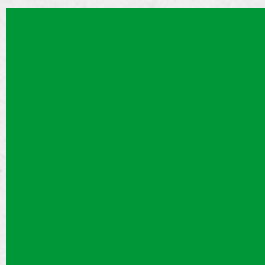
### **Violet**

PMS 2070C

C53 M100 Y0 K0

Hex #901f93

R144 G31 B147



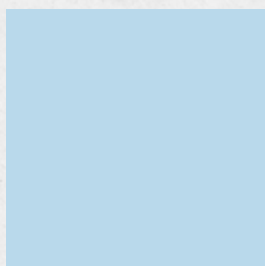
### **Grass**

PMS 355C

C99 M12 Y100 K2

Hex #009739

R1 G151 B57



### **Powder Blue**

PMS 290C

C26 M6 Y3 K0

Hex #b9d9eb


R185 G217 B235



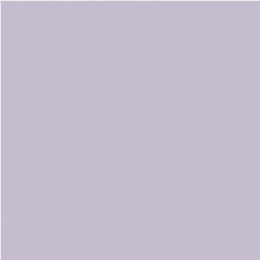
### **Moss**

PMS 7537C

C36 M26 Y36 K0



Hex #a7aca2  
R167 G172 B162



### **Lavender**

PMS 665C  
C21 M25 Y7 K0  
Hex #c6bcd0  
R198 G188 B208



### **Taupe**

PMS 7501C  
C16 M19 Y42 K0  
Hex #d9c89e  
R217 G200 B158



### **Mist**

PMS 2162C  
C42 M30 Y21 K0  
Hex #9ba4b4  
R155 G164 B180



### **Slate**

PMS 2165C  
C66 M44 Y28 K3  
Hex #657f99  
R101 G127 B153



### **Charcoal**

Cool Gray 11C  
C66 M57 Y52 K29





Hex #54565a

R84 G86 B90



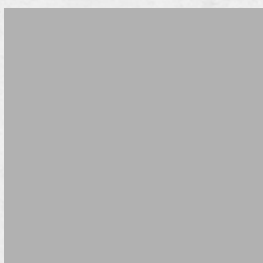
### **Pewter**

Cool Gray 8C

C49 M40 Y38 K4

Hex #898a8d

R137 G138 B141



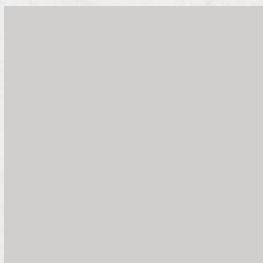
### **Smoke**

Cool Gray 5C

C32 M25 Y26 K0

Hex #b1b1b1

R177 G177 B177



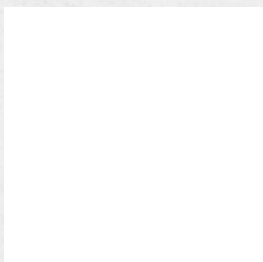
### **Silver**

Cool Gray 2C

C18 M14 Y15 K0

Hex #d0cfcd

R208 G207 B205

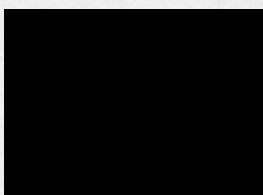


### **White**

C0 M0 Y0 K0

Hex #ffffff

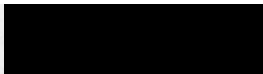
R255 G255 B255



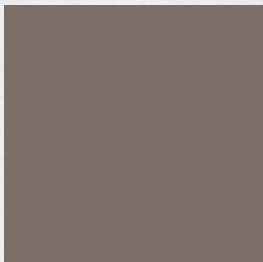
### **Black**

C0 M0 Y0 K100

Hex #000000

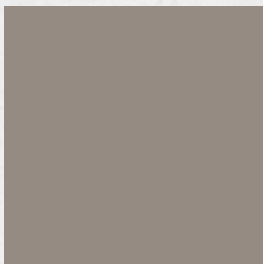


R0 G0 B0



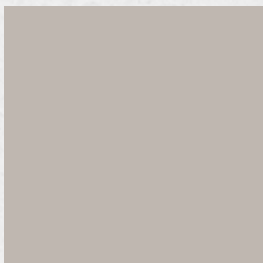
### **Storm**

Warm Gray 10C  
C50 M51 Y54 K17  
Hex #7a6e66  
R122 G110 B102



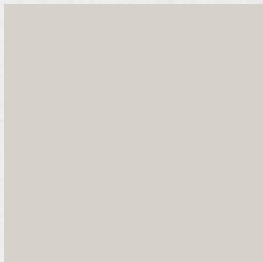
### **Ash**

Warm Gray 7C  
C42 M41 Y45 K5  
Hex #968b83  
R150 G139 B131



### **Platinum**

Warm Gray 3C  
C26 M24 Y28 K0  
Hex #bfb7b0  
R191 G183 B176



### **Cloud**

Warm Gray 1C  
C15 M14 Y18 K0  
Hex #d6d1ca  
R214 G209 B202

Our  
Brand

Downloads

Templates

People of  
Action

Getting  
Started

Help &  
FAQ

**Contact Us**

© 2023 Rotary International. All rights reserved. [Privacy Policy](#) [Terms of Use](#)