

# Purple 4 Polio

ROTARY CLUB BRIEFING  
ILLUMINATING BUILDINGS



# Purple4Polio

## ROTARY CLUB BRIEFING

### illuminating buildings



The lighting of an iconic building or structure in your area is a great way to attract media and public attention. By incorporating related activities about polio specifically and Rotary generally including your own club's work at home and overseas it will increase awareness, attendance, media attention and impact. There are basically four ways to achieve this:

1. On a digital screen
2. With purple lighting
3. With projection of the Rotary / End Polio Now logo / Purple4Polio logo and/or wording
4. Home type LED's and projectors

RotaryGBI have created a number of resources (see list with links at the end) to help you with planning, execution and follow up. To maximise the benefit from the lighting consider working with nearby Rotary clubs. Appoint a project leader and team including people with responsibilities such as security, lighting company liaison, photographer, budget, sponsorship, meeting and greeting guests, master of ceremonies, media liaison, catering and venue, event programme, etc.

If you have any ideas or queries please contact the [RotaryGBI Polio Champion Jannine Birtwistle](#).

### Getting started

Select well-known iconic structures which will attract the best media and public attention in your area. Ask sites that have previously taken part to get involved again and think about National Heritage locations, places of worship (multi-cultural), bridges, public libraries, visitor attractions, town squares, etc. A building or area that is already lit can often be turned purple relatively easily and is a good place to start.

Consider places with high visibility and/or footfall. Think about traffic flow (vehicular and pedestrian), likely weather constraints and any other lighting in the area which will conflict with your aims.

Once potential site(s) are identified contact the building's management to explain what you would like to do and why and explore how you can work together to make this a success. Your request may have to go through an approval process at the selected site which may take time and persistence on your part. Government buildings often take longer to obtain approvals.

Give them previous examples of Purple4Polio lighting for End Polio Now in your district and/or mention places like the Menai Strait including World Heritage Site of Caernarfon Castle, Canterbury Cathedral, the Broadgate area in Coventry, the Houses of Parliament and Culzean Castle in Scotland.

Internationally projections and lightings have included the Coliseum in Rome, the Sydney Opera House, Table Mountain in Cape Town and the Moorish Castle in Gibraltar.



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### Register your lighting and associated activities

Use the [online form](#) or [email Rotarian Jannine](#) so we can add your plans to the Polio map on the RotaryGBI.org website.

### Capture the image

Ensure you capture images, and that there is time for television, online and print media to also do so. Consider doing the lighting for more than one evening, particularly to cover multi-faith services focused on the fight for a polio free world and any other activities which you are organising around the illumination.

If possible use a professional photographer. If taking photographs yourself, ensure they are high resolution (300 dpi, at least 1500 pixels in height or width, and an approximate file size of at least 1.5 MB), not blurry and showing the illumination as clearly as possible. Make the most of your smartphone or camera's night mode functions. Short video clips can also be powerful.

Please remember to:

- Ensure you obtain rights for Rotary to use the photos in the media.
- Send high resolution photos to the Rotary Support Centre on [pr@rotarygbi.org](mailto:pr@rotarygbi.org) and to [Rotarian Jannine](#)



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### Promote the event and Rotary's efforts to End Polio Now

Distribute press materials and photos to the print and online media. This can be through a series of press releases before, during and after. Links to the suggested templates for you to adapt are shown below.

Capture any and all media coverage, both through online and social media as well as traditional publications and send details of all of this coverage to Rotarian Jannine and [pr@rotarygbi.org](mailto:pr@rotarygbi.org).

To attract community involvement and media interest consider planning an event surrounding the lighting to build excitement leading up to and during it. Consider tying it in with the planting of purple crocus corms, a Membership drive, a stand with Rotarians talking about your club activities locally and internationally and launching 'Get Moving to End Polio' (separate information will be available about this sponsored activity aimed at everybody of any age and ability).

What about organising a multi-faith service during this period when the community comes together and raises awareness and funds for the Rotary End Polio Now campaign? Or could places of worship include awareness of the Rotary End Polio Now campaign at one of their normal services during this period?

Other ideas could include a large Rotary cake, a fundraising dinner, auction, a countdown to the lighting and speeches by Rotarians and PolioPlus spokespeople.

Consider what banners, pullups, brochures, posters etc. you want to have available at your event(s). Take a look at the [Rotary GB& Members Area](#), [rotarygbi.org](http://rotarygbi.org), [RotaStore](#) and the [Guernsey End Polio Now Shop](#) for materials available to hire, order and/or purchase.

Possible speakers could include a polio survivor, someone who has participated in a national immunisation day, your District Foundation Chairman or Polio Champion, your Zone's End Polio Now Coordinator, or your District Governor.



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#### Option 1 - Digital screens

Alison Sutherland from Rotary D1150 in Southern Wales has arranged some great digital screen coverage for polio on the large LED Board of the Capitol Centre in Cardiff. Below are the steps she took to make this happen and which could help you arrange something in your area.

1. Contacted the Manager of the Capital Centre enquiring about the board.
2. Learnt the board was managed by another company and was given their contact details.
3. Wrote to the company explaining a little about Rotary, the End Polio Now campaign and asked if they would allow us the use of the board (free of charge) for the End Polio Now advertisement.
4. They said yes to our using the board, entirely free of charge, three times per year on World Polio Day, World Peace Day and Rotary Day.
5. The company sent us the technical specifications for the board.
6. Drew up the advertisement and used a picture I had taken in East Africa where I was a missionary.
7. Got a member of my club to put the advertisement into a JPEG form.
8. Got a member of another club who has a printing company to make sure the advertisement met the company's technical specification.
9. Sent the advertisement to the company two weeks prior to each showing
10. All done for the benefit of Rotary. Made it clear I would not negotiate with the company for the use of the board for any local club's projects, nor share the contact details with any of the local clubs. Important not to take advantage of their generosity nor jeopardise the use of the board on these three major Rotary days.



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#### Option 2 - Purple lighting

1. This can be done relatively simply by using either purple window film or lighting film secured gently over lighting already in place in many public buildings. Technical information can be found on pages 9 and 10 of this document.
2. Contact the provider of the lighting and/or owner of the building as they may already have the facility to change the colour of the lighting in place. This is becoming more common and would make it extremely simple to do.
3. Definitely worth experimenting beforehand to ensure you get a good shade of purple on the night for instance in one lighting recently done at Government House in Guernsey they ended up using pink film to achieve a better purple effect.
4. Beware the heat generated by the lights used. One way of overcoming this is to place a sheet of Polycarbonate in front of the light source and putting the film on the Polycarbonate. Technical information can be found on pages 9 and 10 of this document.
5. Ensure there are no fire risks from what you are doing and if you have access to a lighting engineer you can work with that is ideal.



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### Option 3 - Projection

#### Find a company to handle the projection

Find a multi-media or outdoor projection advertising company capable of lighting and/or projecting images. Only choose a company that has successfully done lighting and/or projected images in the past. When discussing the project with the lighting companies try to be as specific as possible about your needs.

Be sure to inform them of the composition of the building (e.g. granite, glass, concrete, steel) you would like to use and exactly where on the building you would like the purple lighting or projection to appear. They will also need to know the hours of illumination, proposed artwork, required lead time and give you a cost estimate.

If you get them interested in Rotary and our Rotary Polio Story they may well offer their services at a heavily discounted rate or even as their contribution to helping Rotary finish the job and you may end up with a new member!

#### Artwork and message

It is important that all use of the Rotary logo, the End Polio Now message, the Purple4Polio logo and/or the word Rotary is in line with the [Rotary Voice and Visual Identity Guidelines](#) brand guidelines so here are the necessary links. Some companies may have to re-format the image to suit their equipment.

- [Purple4Polio](#)
- [End Polio Now](#)
- [Rotary](#)

When preparing for a projection it is important to work with a lighting professional. Depending on the type of projector being used you will need either a transparency or a GOBO. You will need to know exactly what make and model of light is being used for the projection.

- LED - the transparency needed may simply be the old style we used to use on overhead projectors when making a presentation
- 'Normal' lamp - something called a GOBO will need to be made. There are various suppliers who can do this and the lighting people in your area should know who can do it locally.

For both the transparency and the GOBO you simply need to use the logos available from the [Rotary Brand Centre](#).



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#### Find a suitable location for the projection

The position for the projection to come from will need to be considered. It does not necessarily have to be close, for instance the projection machine for the Houses of Parliament was across the River Thames, approximately 150 yards away.

Depending on what you are planning you may need to avoid modern steel and glass buildings as the projection may not be clear.

Don't let a non-traditional building prevent you from enquiring about a possible projection. As pictured on the cover of this briefing, a simple but highly effective projection was done on the 'sails' of the Sydney Opera House. Work with the projection company to find solutions to displaying a projection on a challenging building.



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#### Option 4 - Home-type LEDs and projectors

Many 'smart' bulbs, lamps and LED's now are readily available at low cost. Get your local community involved by asking them to put a purple light in one of their front windows. This can be done very simply with battery powered wireless LED Lights that can be bought for less than £10 on the internet. No wiring, no technical expertise needed to bathe a window in purple light.

Purple floodlights can be purchased relatively cheaply and used each year. See the 'Alternatives' section in the Technical Info sheet (link below) for some of the possibilities. These could be ideal for smaller buildings which do not have floodlighting such as club meeting venues and private homes.

#### List of supporting documents

- [Case study example](#) - Bangor 2018 Purple Lighting Project
- [Request for lighting support and sponsorship](#)
- [Sponsorship requests guidelines](#)

**Thank you for promoting Rotary's efforts to End Polio Now and forever.**

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### Technical information



With thanks to Rotarian Scirard Lancelyn-Green who has spent 45 years in the stage lighting business who has put this further information together to help us all. Please note no liability is accepted by Scirard or RotaryGBI for any of the information contained herein and we do recommend you seek support from professionals.

#### Changing the colour of floodlighting for a building using filters

You can only do this if the light source is:

1. Incandescent lamps (eg tungsten halogen such as K/1 (500W) or K/4 (1,000W) tubular or any other tungsten source; or
2. Metal Halide lamps, usually tubular 400W or 1,000W which give a fairly white light; or
3. Many types of LED floods, especially those marked Cool White or Daylight; or
4. Mercury discharge lamps, usually tubular 400W or 1,000W which give a reasonable white with a blueish tinge.

Types 2, 3 and 4 do not have a continuous spectral distribution so the colour perceived by the human eye does not indicate how it is made up, and therefore the effect of a colour filter differs with the spectral distribution of the source. Two sources may appear the same to the human eye (a metameric match) but a filter which has a fixed spectral transmission curve may change the perceived colour of the sources differently so they are no longer a match.

Do not try putting a filter on a High Pressure or Low Pressure Sodium discharge lamp, which give a pale pinkish orange, and deep orange light respectively. The required wavelengths for producing purple are simply not there!

There are two possible purples in the standard filter range:

- 126 (Mauve) is a true deep purple, but only use this if you have plenty of spare power or are lighting at close range with no competing light sources
- 128 (Bright Pink) is in most cases the best option (don't be fooled by the name).



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#### Sources of filters

Colour filter comes in full sheets 48" x 21" at list price £5.50 plus VAT & carriage (or half sheets 24" x 21") and suggested sources include:

1. TFG Ltd 01706-849469 or 889356, or online at StageSuperstore.co.uk and click on Lighting / Accessories / Filters / Reds / 128. Use Voucher Code ROTARY for 20% discount. Carriage £8.50 (Oldham OL2 7UT. Also branches in London & Farnham)
2. Henley Theatre Services 01491-412347. Order Lee 128 & mention Rotary for 10% discount. Carriage £7.95 (Henley RG9 1DS)

I suggest ordering the filter well in advance as 128 (Bright Pink) is not the fastest moving colour and the factory (in Andover) may have to make some more.

#### Fixing the filter

Floodlights get hot, and although colour filter is as heatproof as possible some air gap between the floodlight and filter is needed (though for some LED floods this may not be a problem as they run cooler), and filter is mounted in a colour frame. One way to make a temporary colour frame is to use a piece of wire netting over the flood to which the filter is attached. Either two layers of netting with the filter in between or one layer with the filter fixed to the top with wire or bits of the netting cut and poked through. A few small holes in the filter will not be noticeable. Allow 15-25mm of air gap over most of the area and get the netting to fit before attaching the filter. Don't put tape onto the floodlight.

#### Alternatives

Purple LED floodlights are available (e.g. on eBay) for about £25 for a 30W unit, and if you are lighting a building which has no existing lighting these are an option, especially if you envisage using them each year for several years.

However you may feel that some ordinary white LED floods, which you use filters on to turn the effect purple, would be more use in the long term. If so these are also available in wattages up to about 500W, and two or three of them at about 100W each with the necessary colour filters would do quite a good job on say a medium-sized church.

You could alternatively hire a couple of floodlights from the sources above (or another lighting hire firm in your area).

Make sure there is an RCD (Residual Current Device or Earth Leakage trip) in the supply if you are using temporary floods, preferably with a 10mA trip current. Connectors, unless IP67 rated (blue with locking ring), should be covered to protect from rain but not completely wrapped. If left unattended they should be outdoor types such as blue CEEFORM IP44. If in doubt check with an electrician that the arrangement is suited to the location, weather conditions and so on.



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