



# Quick Start Guide for Club Websites

For more than 100 years, Rotary has united leaders committed to applying their expertise to better their communities. One of the most common ways people in a community learn about Rotary and the good we do is through a club website.

As part of a multiyear initiative to strengthen our brand, we're encouraging clubs to update their websites with Rotary's new voice and visual identity. These "quick start" guidelines are designed to help you get your club's website up-to-date as quickly and easily as possible.

The guidelines offer recommended approaches on how to organize your site, display the logo and club name, select colors and fonts, and other decisions involved in creating a club website. Ultimately, you decide what works for your site and can implement these recommendations as you see fit in the best way for your club.

These guidelines are designed with club websites in mind. However, you can also use them to guide designs for district, country, zone, or other regional or topical Rotary websites.

## This guide covers these topics:

- 3 Inspiration
- 4 Page fundamentals
- 5 Page organization
- 6 Site organization
- 7 Header
- 8 Main navigation
- 9 Fonts
- 10 Color usage
- 11 Buttons
- 12 Imagery

## Inspiration

## Quick Start Guide for Club Websites

September 2016

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When designing your club's website, take inspiration from Rotary.org. We've updated the site to showcase Rotary's impact, reach, and relevance around the world. The redesigned site builds on the strength of Rotary's brand: people of action working together to make a difference.

Here are some easy ways to include similar elements in your site's design:

Show your work: Use images and videos that feature club members actively working together and having fun while making a positive change in your community.

Keep it simple: People generally scan websites. Bullet points and clear, simple language ensure that your most important information gets seen.

Calls to action: Make it easy for nonmembers to support your club, either through donations, volunteering, or becoming a member. Buttons and other clear calls to action can help.

# My Rotary (not signed in)

Sign in Register

Rotary International My Rotary

Exchange Ideas Take Action Learning & Reference Manage The Rotary Foundation News & Media Member Center

Welcome to Rotary's Community

My Rotary is our online resource for lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Donec odio. Quisque volutpat mattis eros.

SIGN IN TO MY ROTARY

REGISTER FOR AN ACCOUNT

Online Tools

Rotary Club Central  
Brand Center  
Rotary Showcase  
Rotary Ideas  
Learning Center

Rotary Spotlight

Young women in Peru learn to see a future for themselves

Katherine Rosa Barreda Cordero is 18, preparing to work in her mother's shop stall in the small Andean town of Abara near the local capital of Cusco. [Read more](#)

Follow coverage of the convention

Announcements

Rotary shop on new platform April 20, 2016

Rotary districts mobilize to support survivors of Ecuador, Japan quakes April 20, 2016

Get live updates from the Council on Legislation March 24, 2016

Mars

Featured Links

Rotary Global Rewards Find discounts on travel, hotels, dining and entertainment

Paul Harris Home Support the restoration of the home of Paul and Jean Harris

Annual Report 2014-2015 Read highlights and reports from Rotary's fiscal year

What's New

Watch Ian H.S. Rooley, 2016 General Convention Committee chair, share news about the convention and the first [Convention Minute Video](#). Check back regularly for more Convention Minutes.

Use the 2016 Rotary Convention promotional kit to encourage club members to attend the event, May 28–June 1. [Download the kit](#).

Find the latest website updates, including improvements and issues we're working to resolve.

Get to know us!

New to Rotary? Learn more about who we are, what we do, and how you can get involved at [Rotary.org](#)

VISIT ROTARY.ORG

Rotary Foundation Apply For Grants Give About Foundation Centennial Foundation Reports History

News & Media Office Of The President Magazines Newsletters Rotary Voices Blog Stories & Features News & Features Announcements Media Center Brand Center Rotary Images Rotary Video

Contact Us Careers Rotary.org End Polio Now

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Twitter Facebook YouTube LinkedIn

End Polio Now

# News & Features

Rotary.org

About Rotary Get Involved Our Causes Our Programs News & Features

A - Rotary.org B Club Finder C JOIN + GIVE

## News & Features



**Africa on brink of polio eradication**

FEATURE | March 12, 2016

Nigeria is the whole continent of Africa is on the cusp of being polio free. Hamid Jafar told audience members at the Rotary Convention.



**Crisis at the Doorstep**

FEATURE | May 22, 2016



**A Wave of Compassion**

FEATURE | March 15, 2016

SEARCH by topic or keyword

FILTER BY TYPE: News Features Press Releases

**MEMBER BENEFITS**

**Member benefits program unveiled as convention closes**

March 12, 2016

**PRESS RELEASE**

**Member benefits program unveiled as convention closes**

March 12, 2016

**INSTITUTE**

**Institute equips regional leaders to advance Rotary's story**

MARCH 12, 2016

**PRESS RELEASE**

**Member benefits program unveiled as convention closes**

March 12, 2016

**CYCLISTS**

**Cyclists raise over \$4 million in Miles to End Polio ride**

March 12, 2016

**GOODWILL GAMES**

**Goodwill Games**

ROTARY | March

1 2 3 4 5 ...

About Rotary Get Involved Our Causes Programs & Fellowships News & Features

Contact Us Change Language/Location

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[Twitter](#) [Facebook](#) [YouTube](#) [Instagram](#) [Pinterest](#)

**END POLIO NOW**

This page contains recommendations for the placement and design of key page sections: the header, body, and footer.

### Header

The header section should feature the logo and club name, aligned to the left.

Below the header is the main navigation (see page 8 for more details). Search and sign in may be featured to the top right.

### Body

To make pages easy to navigate, a left or right sidebar should be about 1/3-page width, while the main content area should be about 2/3-page width. To make content easy to read, we suggest making the background of the content area white.

### Footer

The footer may feature full site navigation as well as copyright information, links to privacy policy and contact information, etc.

### Example home page sidebar left

A screenshot of a website for "Rotary Club of Ashton-In-Makerfield With Haydock". The header features the Rotary logo and the club's name. Below the header is a navigation bar with links: About Our Club, What Is Rotary?, Get Involved, News & Updates, and Calendar. The main content area displays a photo of two people at a table and some introductory text. A sidebar on the left contains "Meeting info" (location: 123 Main Street, Anytown, NY 12345, time: 12:00 pm, date: July 12, 2016), "Connect with Rotary" (social media icons), and "Speaker announcement" (photo of a group). At the bottom are "CONTACT US" and "BECOME A MEMBER" buttons.

**Sidebar area:**  
1/3-page width

**Content area:**  
2/3-page width

### Example home page sidebar right

A screenshot of the same website with a right sidebar. The layout is identical to the left sidebar version, featuring the header, navigation bar, main content area with a photo and text, and the sidebar with meeting info, social media, and speaker announcements. The sidebar on the right also includes "CONTACT US" and "BECOME A MEMBER" buttons.

**Content area:**  
2/3-page width

**Sidebar area:**  
1/3-page width

### Example header

A screenshot of a website header for "Rotary Club of Ashton-In-Makerfield With Haydock". It includes the Rotary logo, the club's name, a search bar, and a "SIGN IN" button. Below the header is a navigation bar with links: About Our Club, What Is Rotary?, Get Involved, News & Updates, and Calendar.

### Example footer

A screenshot of a website footer with various links. The footer is divided into several columns:

About Our Club	What Is Rotary?	Get Involved	News & Updates	Calendar
Meeting info & location	Rotary overview	Featured cause	Club news	Speakers
History	Our causes	Service projects	Stories	Events calendar
Contact	The Rotary Foundation	Give	Photo album	Rotary calendar
Committees		Become a member	Blog	
Birthdays and anniversaries		Volunteer	Rotary news (RSS)	
Downloads				
Directory				
Club executives and directors				

At the bottom of the footer, there is a copyright notice: "© 2016 Your Club Name. All Rights Reserved. Privacy Policy Terms of Use Contact us".

Your website is the natural place to introduce your club and showcase news, stories, and photographs.

The home page is your website's "front door" and should clearly communicate to new visitors and the general public what your club does and why they might want to engage with you.

You can also feature the most important information on your home page, such as club meeting date, time, and location; recent stories and photos; upcoming speakers; and how to become a member. We recommend keeping detailed member information on lower-level pages.

The sidebar area is a useful place for general information and announcements, as well as news about, and links to, the larger Rotary organization.

The sample content page shows a suggested layout for lower-level content. We've highlighted blocks of content, which are groups of related content, some with a headline, text, or links. They're a logical and straightforward way to organize information on your site.

### Example home page

### Example content page

### Alternate blocks for sidebars:

- Club executives and directors
- Rotary news (RSS)
- Speakers
- Rotary links

Content on your club's website can be organized according to the following main sections:

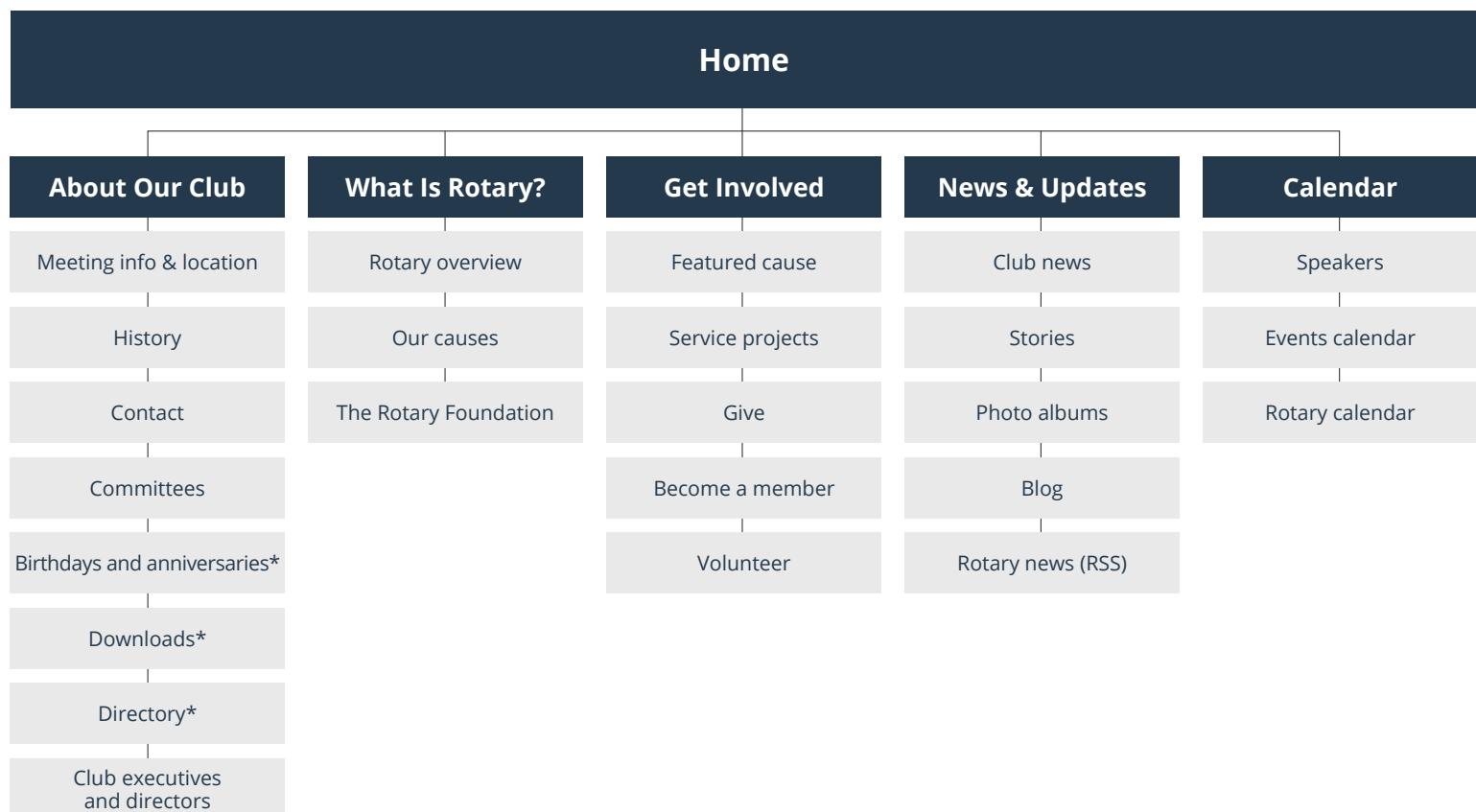
- About Our Club
- What Is Rotary?
- Get Involved
- News & Updates
- Calendar

The site map to the right shows a recommended organization of content within these sections, including recommended subsection labels.

Think of this site map as a starting point. It's possible that you won't need all these sections or subsections. It's also possible that you'll need to add a section (or sections) to accommodate content specific to your club.

The "What Is Rotary?" section is an opportunity to talk about Rotary as a global organization. Items can include an overview of Rotary, the causes we support, and The Rotary Foundation. These topics can be combined in one page or broken out as separate pages for more depth.

### Example site organization



\*Indicates protected areas (for members only).

Your website header should feature the Rotary header with your club name. These examples represent our recommended format, alignment, and space between header and club name.

We recommend using a white background with royal blue text (#0C3C7C), but you can opt for a reverse format, with white text (#FFFFFF) against a royal blue background.

Club names and information should be set in Open Sans Bold (see page 9 for font details). Size may vary depending on the amount of text, but these examples show recommended proportions.

To accommodate longer club names and additional information, such as a district designation, we recommend breaking the text onto multiple lines. For very long club names, the text may need to be made smaller in proportion to the header.

For club names in non-Latin languages, choose a font similar to Open Sans, and adjust the size and alignment as shown here.

**These website header format examples should only be used on your website. For more details on header usage, refer to the main Voice and Visual Identity Guidelines available in the Brand Center.**

### Example header with club name against a white background



### Example header with club name against a dark background



### Recommended space and alignment

Ample space between header and club name



Club name left-aligned and centered vertically with header

### Example header with club name in a website header

A screenshot of a website header. At the top, there's a navigation bar with links for Home, Sign in, About Our Club, What Is Rotary?, Get Involved, News &amp; Updates, and Calendar. Below the navigation is a main content area. On the left, the "Rotary" wordmark and yellow rotary international logo are displayed. To the right, the text "Club of Ashton-In-Makerfield With Haydock" is shown. Further down, there are sections for "Meeting info" (Location: Rotary Club, 123 Main Street, Anytown, NY 12345, Time: 12:00 pm, Date: July 12, 2016), "Connect with Rotary" (links to social media), and "Speaker announcement" (a photo of a man speaking to an audience). A sidebar on the right contains the text "The Rotary Club of Ashton-In-Makerfield With Haydock" and a photo of two people at a event.

Your site navigation reflects the site organization (page 6) and guides users to the various sections on your site.

We suggest placing a standard set of links in a main navigation bar — such as "About Our Club," "Get Involved," and "What Is Rotary?"

Our recommended font for the main navigation is Open Sans Bold in dark gray (#5E717D). Our recommended background color is light gray (#F8F9FA).

### Drop-down menu

When items in the navigation contain subcategories, we recommend using a drop-down menu. The entire menu expands to enable users to easily find the content on your site.

### Example main navigation

The screenshot shows a horizontal navigation bar for a club website. At the top left is the Rotary International logo. Next to it is the club's name, "Club of Ashton-In-Makerfield With Haydock". On the far right are links for "Home" and "Sign in". Below the main title is a search bar with a magnifying glass icon. The navigation bar itself has five items: "About Our Club", "What Is Rotary?", "Get Involved", "News & Updates", and "Calendar".

### Example drop-down menu

The screenshot shows a drop-down menu for the same club. The menu is organized into five main categories: "About Our Club", "What Is Rotary?", "Get Involved", "News & Updates", and "Calendar". Each category contains a list of sub-links. For example, the "About Our Club" category includes links for "Meeting info & location", "History", "Contact", "Committees", "Birthdays and anniversaries", "Downloads", "Directory", and "Club executives and directors". The "What Is Rotary?" category includes links for "Rotary overview", "Our causes", "The Rotary Foundation", and "Give". The "Get Involved" category includes links for "Featured cause", "Service projects", "Become a member", and "Volunteer". The "News & Updates" category includes links for "Club news", "Stories", "Photo album", "Blog", and "Rotary news (RSS)". The "Calendar" category includes links for "Speakers", "Events calendar", and "Rotary calendar".

The font we recommend is Open Sans. It can be used in varying weights and sizes to establish a font hierarchy and to enhance legibility.

We recommend using Open Sans Light for the main heading.

Use Open Sans Bold for headlines, the main navigation, and other areas of primary focus.

Use Open Sans Regular for large amounts of text, such as body copy.

Open Sans can be downloaded free of charge at:

[www.google.com/fonts/specimen/  
Open+Sans](http://www.google.com/fonts/specimen/Open+Sans)

### Open Sans font weights

Open Sans Light  
 Open Sans Regular  
**Open Sans Bold**  
*Open Sans Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

### Example font hierarchy

# h1 Headline

## h2 Headline

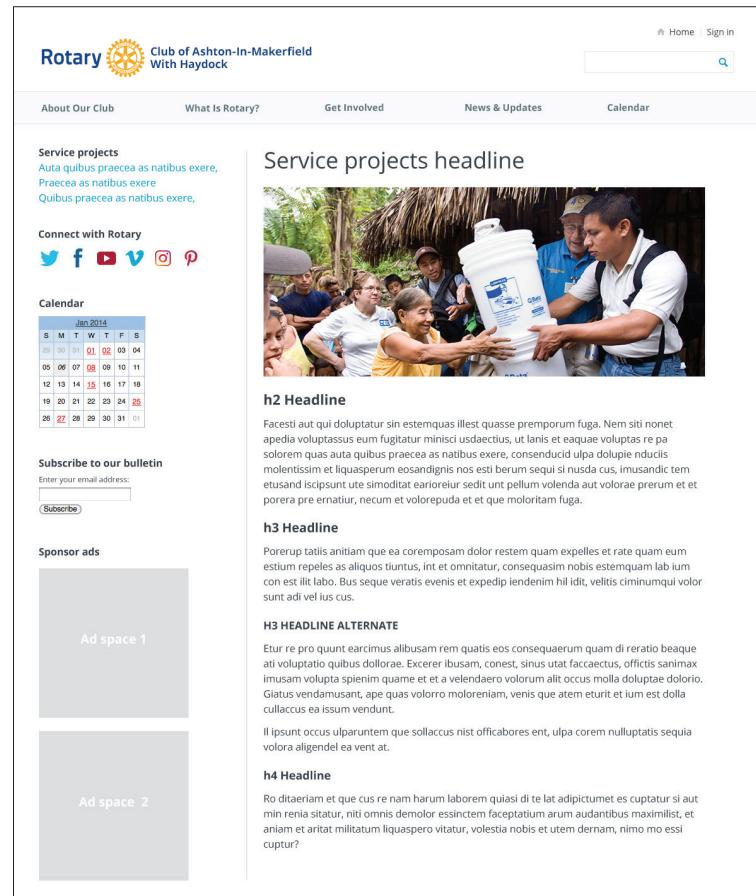
### h3 Headline

### H3 HEADLINE ALTERNATIVE

#### h4 Headline

Body text

### Example content page using Open Sans



The screenshot shows a website layout with the following elements:

- Header:** Rotary Club of Ashton-in-Makerfield With Haydock logo and name.
- Navigation:** About Our Club, What Is Rotary?, Get Involved, News & Updates, Calendar.
- Content Area:**
  - Service projects:** A section with Latin placeholder text: "Aut quibus praecea as natibus exere, Praeceaa as natibus exere, Quibus praecea as natibus exere."
  - Connect with Rotary:** Social media links for Twitter, Facebook, YouTube, LinkedIn, Instagram, and Pinterest.
  - Calendar:** A calendar for January 2014 showing dates from 29 to 31.
  - Subscribe to our bulletin:** An input field for email address and a "Subscribe" button.
  - Sponsor ads:** Two light gray boxes labeled "Ad space 1" and "Ad space 2".
  - Image:** A photograph of people, likely Rotarians, handing out large white water containers to local residents in a rural setting.
  - Headlines:** "Service projects headline" and "h2 Headline" followed by Latin placeholder text.
  - Text:** "h3 Headline" followed by Latin placeholder text, and "H3 HEADLINE ALTERNATE" followed by Latin placeholder text.
  - Footnote:** "H4 Headline" followed by Latin placeholder text.

The Rotary brand color palette can help establish a hierarchy and call attention to certain areas on the website. The palette consists of primary, secondary, action, and neutral colors.

To create stronger contrast on screens and to meet WCAG 2.0 accessibility standards, hex colors are slightly different from those in Rotary's main Voice and Visual Identity Guidelines.

### Primary colors

These are Rotary's leadership colors, and they can be used throughout your site to set the overall tone.

### Secondary colors

Rotary's secondary colors can be used to add emphasis, differentiate content, and make repeating elements more visually appealing.

### Action colors

Action colors are used to draw attention to important actions and elements.

Cranberry is the primary action color for buttons. Sky Blue is a secondary action color for buttons and is used for text links.

### Neutral colors

Light and dark neutrals are used to separate content and create contrast between elements.

Primary colors	Secondary colors	Action colors	Neutral colors
Sky Blue #019FCB	Cranberry #C10042	Cranberry #C10042	Light Gray #F8F9FA
Royal Blue #0C3C7C	Violet #872175	Cranberry #C10042	Dark Gray #5E717D
Azure #0050A2	Turquoise #018D8D	Sky Blue #019FCB	Steel Blue #263B4C
Gold #F7A81B		Sky Blue # 019FCB	

Buttons should be used when you ask a user to take a specific action — give, contact, search, submit, or register — as opposed to a link, which simply navigates to related content.

We recommend two button styles, each corresponding to a particular type of action. But you can choose which styles and colors work for your site.

### Primary

Our primary button style is reserved for the most important actions on a page, such as making a donation, registering as a member, or volunteering.

### Secondary

The secondary style is used for important but not primary calls to action. An example might be a "Contact us" button.

Button text should be set in Open Sans Bold all caps. To aid legibility, include ample space between the text and the button's edge.

### Primary button styles

**MAKE A DONATION**

#### Default and click states

Text color: #FFFFFF  
Background color: #C10042

**MAKE A DONATION**

#### Hover state

Text color: #C10042  
Background color: #FFFFFF  
1px border: #C10042

**MAKE A DONATION**

#### Disabled state\*

Text color: #FFFFFF  
Background color: #BCBDC0

**MAKE A DONATION**

#### Default and click states

Text color: #FFFFFF  
Background color: #019FCB

**MAKE A DONATION**

#### Hover state

Text color: #019FCB  
Background color: #FFFFFF  
1px border: #019FCB

**MAKE A DONATION**

#### Disabled state\*

Text color: #FFFFFF  
Background color: #BCBDC0

### Secondary button styles

**CONTACT US**

#### Default and click states

Text color: #C10042  
Background color: #FFFFFF  
1px border: #C10042

**CONTACT US**

#### Hover state

Text color: #FFFFFF  
Background color: #C10042

**CONTACT US**

#### Disabled state\*

Text color: #BCBDC0  
Background color: #FFFFFF  
1px border: #BCBDC0

**CONTACT US**

#### Default and click states

Text color: #019FCB  
Background color: #FFFFFF  
1px border: #019FCB

**CONTACT US**

#### Hover state

Text color: #FFFFFF  
Background color: #019FCB

**CONTACT US**

#### Disabled state\*

Text color: #BCBDC0  
Background color: #FFFFFF  
1px border: #BCBDC0

\*Disabled state is when a button isn't activated until a task is completed, such as filling in registration information or filling in payment information for a donation.

### Example layout with button

The screenshot shows a website for the "Club of Ashton-in-Makerfield With Haydock". The header includes links for "About Our Club", "What Is Rotary?", "Get Involved", "News & Updates", and "Calendar". Below the header, there's a "Service projects" section with a headline and a photo of people handing out large white buckets. There's also a "Calendar" section showing the month of July 2014. On the right side, there are "Sponsor ads" labeled "Ad space 1" and "Ad space 2". At the bottom, there are links for "About Our Club", "What Is Rotary?", "Get Involved", "News & Updates", and "Calendar", along with a "MAKE A DONATION" button.

Choosing the right subject matter and style of photography is an important part of your message. Overall, we recommend using images that focus on connections and community whenever possible.

When depicting beneficiaries of your club's efforts, we suggest using images in which Rotarians and beneficiaries are actively engaging with one another.

When choosing or shooting new photographs, we recommend that you aim for the following:

- Candid poses or portraits
- Sincere expressions
- Demonstrations of active leadership and impact
- Special moments of camaraderie, friendship, warmth, or celebration

When photographing Rotarians or beneficiaries, remember to obtain permission to use their images on your website.

**For more details on imagery, please refer to the main Voice and Visual Identity Guidelines available in the Brand Center.**

### Example images of Rotarians

Single Rotarian



Small groups



Large groups



With beneficiaries



### Snapshots



### Locations



### Metaphorical/conceptual



### Imagery don'ts



Don't use imagery with bad lighting.



Don't feature contrived or stereotypical imagery.



Don't use imagery where subjects seem disengaged or face away from the camera.



Don't skew an image's proportions, or use imagery that is low resolution.