



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

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.

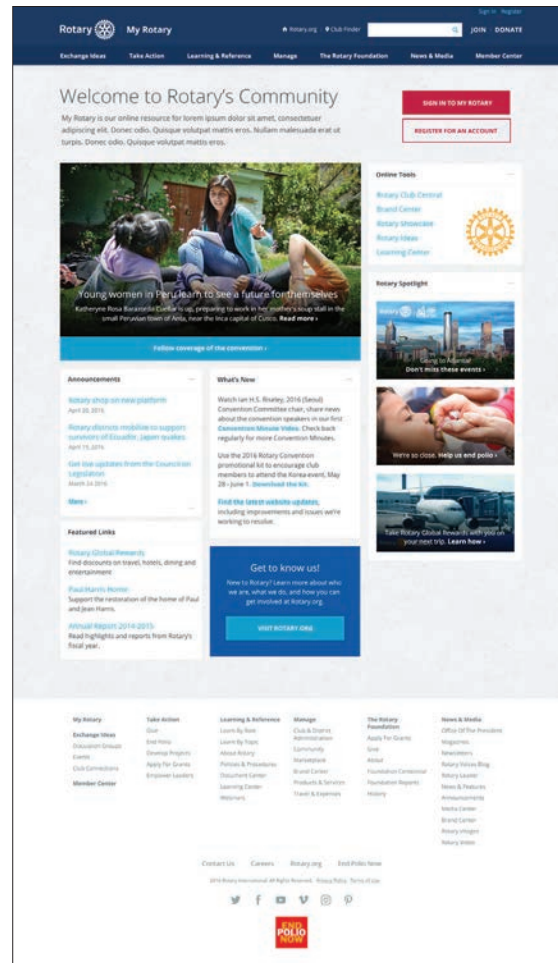
Here are some easy ways to include similar elements in your site's design:

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.

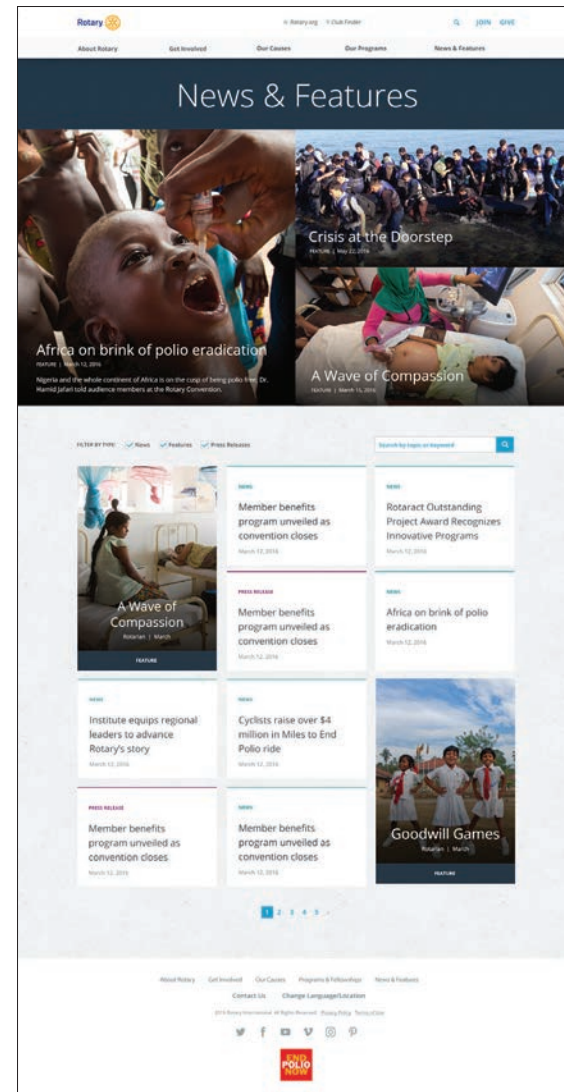
Keep it simple: People generally scan websites. Bullet points and clear, simple language ensure that your most important information gets seen.

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)



News & Features



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.

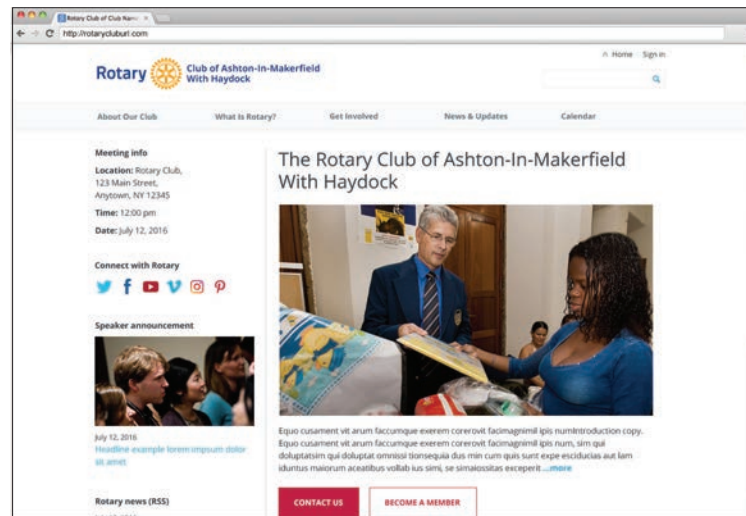
Body

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



Sidebar area:
1/3-page width

Content area:
2/3-page width

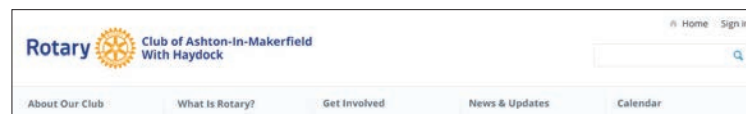
Example home page sidebar right



Content area:
2/3-page width

Sidebar area:
1/3-page width

Example header



Example footer



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:

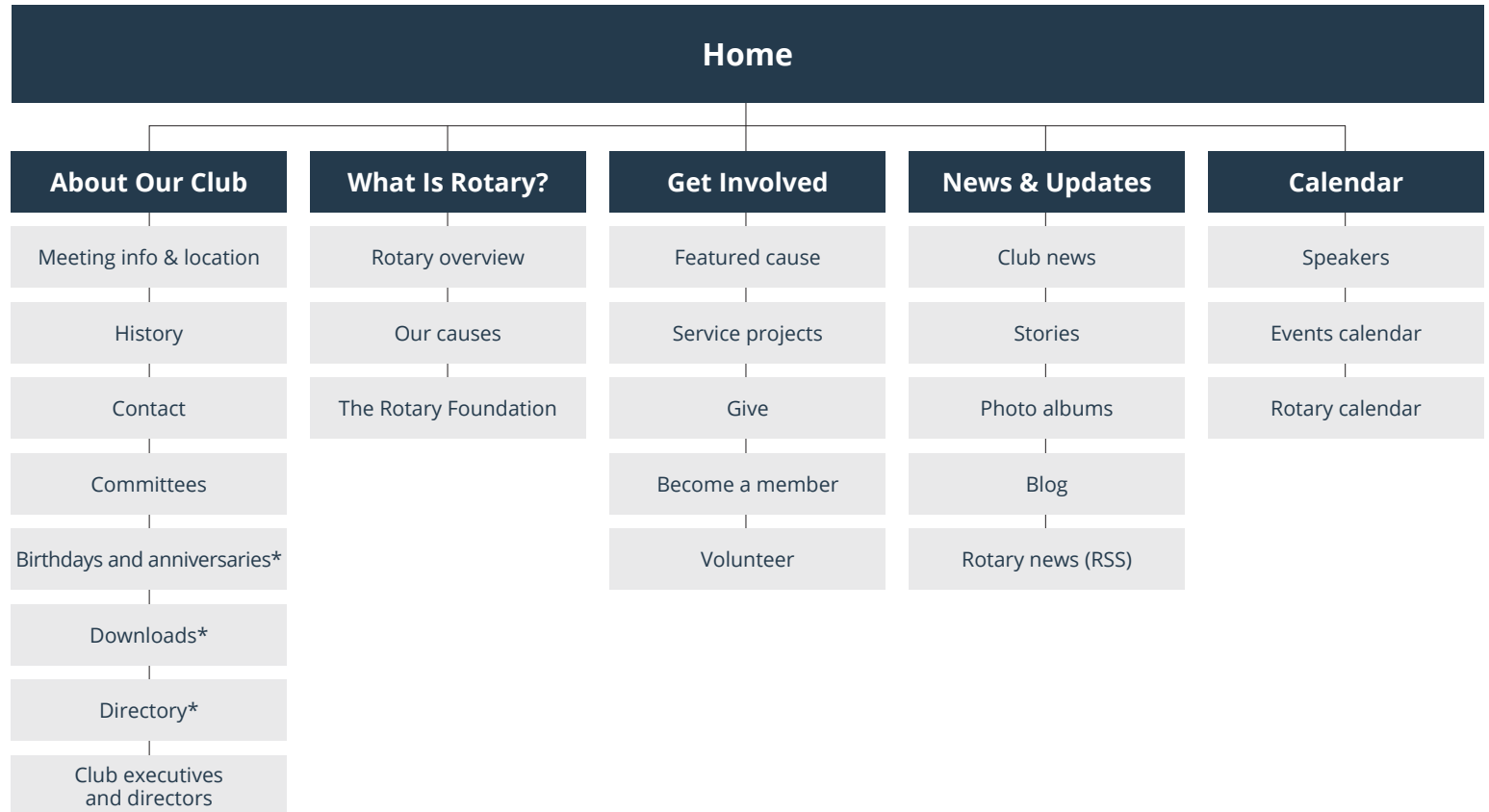
- About Our Club
- What Is Rotary?
- Get Involved
- News & Updates
- Calendar

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

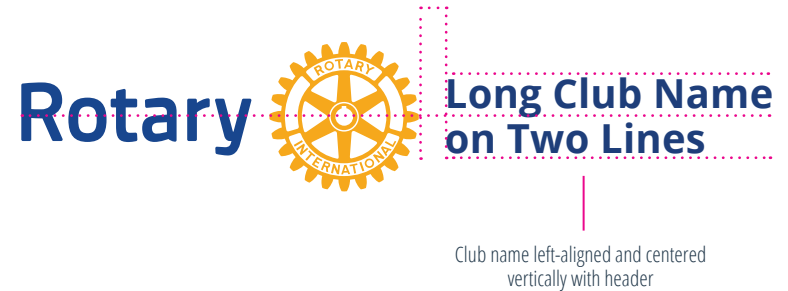


Example header with club name against a dark background

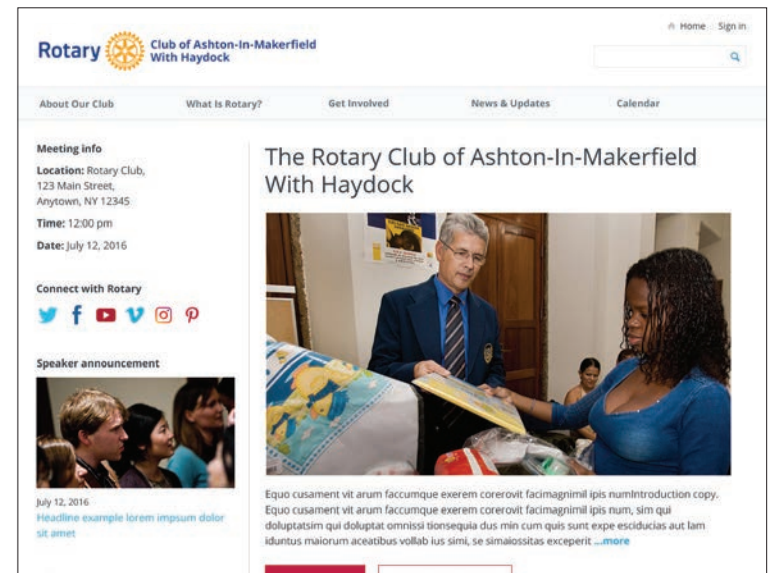


Recommended space and alignment

Ample space between header and club name



Example header with club name in a website header



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

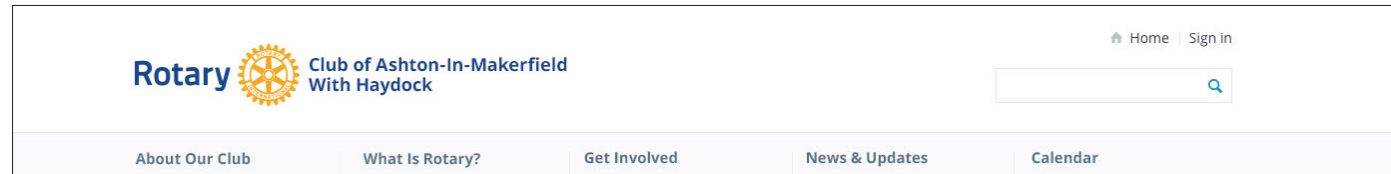
We suggest placing a standard set of links in a main navigation bar — such as “About Our Club,” “Get Involved,” and “What Is Rotary?”

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

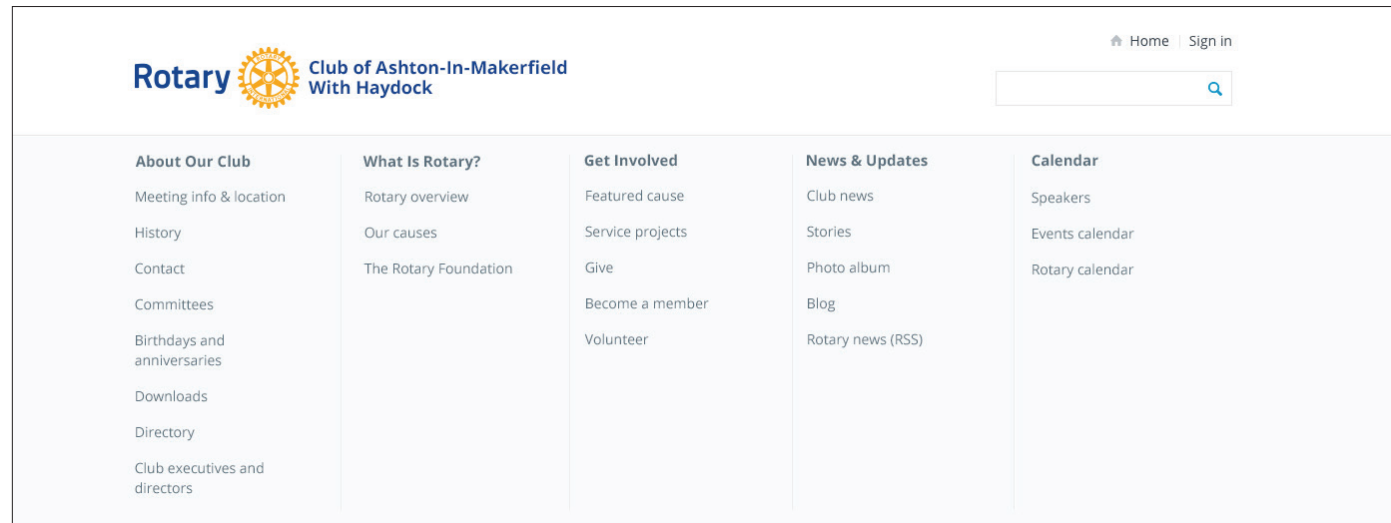
Drop-down menu

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



Example drop-down menu



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

Open Sans font weights

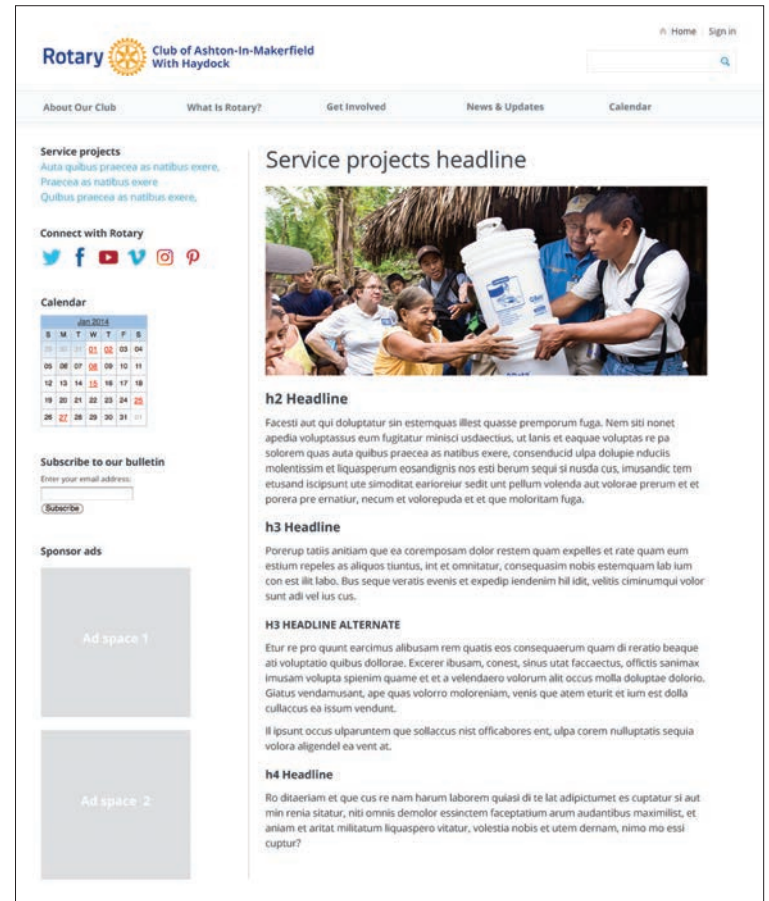
Open Sans Light
 Open Sans Regular
Open Sans Bold
Open Sans Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Example font hierarchy

h1 Headline
 h2 Headline
 h3 Headline
H3 HEADLINE ALTERNATIVE
 h4 Headline

Body text

Example content page using Open Sans



The 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

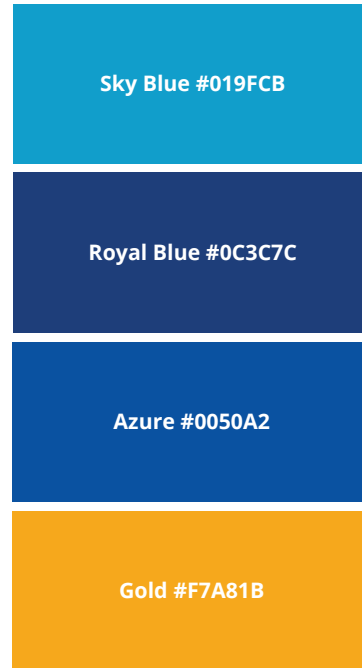
Action colors are used to draw attention to important actions and elements.

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

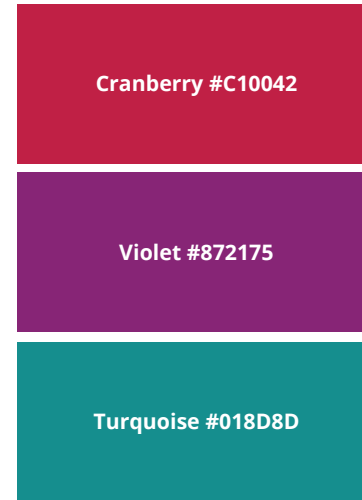
Neutral colors

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

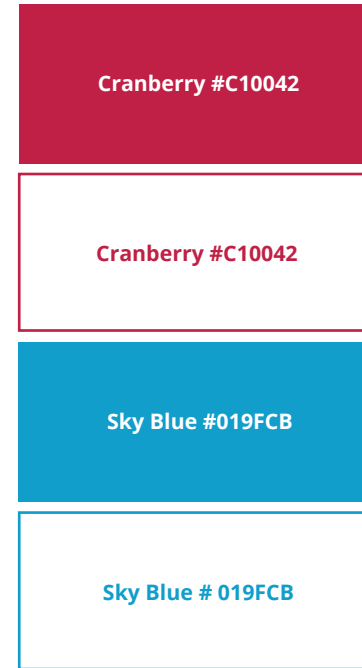
Primary colors



Secondary colors



Action colors



Neutral colors



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.

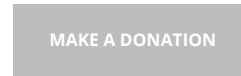
Primary button styles



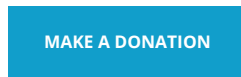
Default and click states
Text color: #FFFFFF
Background color: #C10042



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



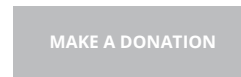
Disabled state*
Text color: #FFFFFF
Background color: #BCBDC0



Default and click states
Text color: #FFFFFF
Background color: #019FCB



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



Disabled state*
Text color: #FFFFFF
Background color: #BCBDC0

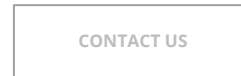
Secondary button styles



Default and click states
Text color: #C10042
Background color: #FFFFFF
1px border: #C10042



Hover state
Text color: #FFFFFF
Background color: #C10042



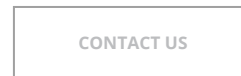
Disabled state*
Text color: #BCBDC0
Background color: #FFFFFF
1px border: #BCBDC0



Default and click states
Text color: #019FCB
Background color: #FFFFFF
1px border: #019FCB

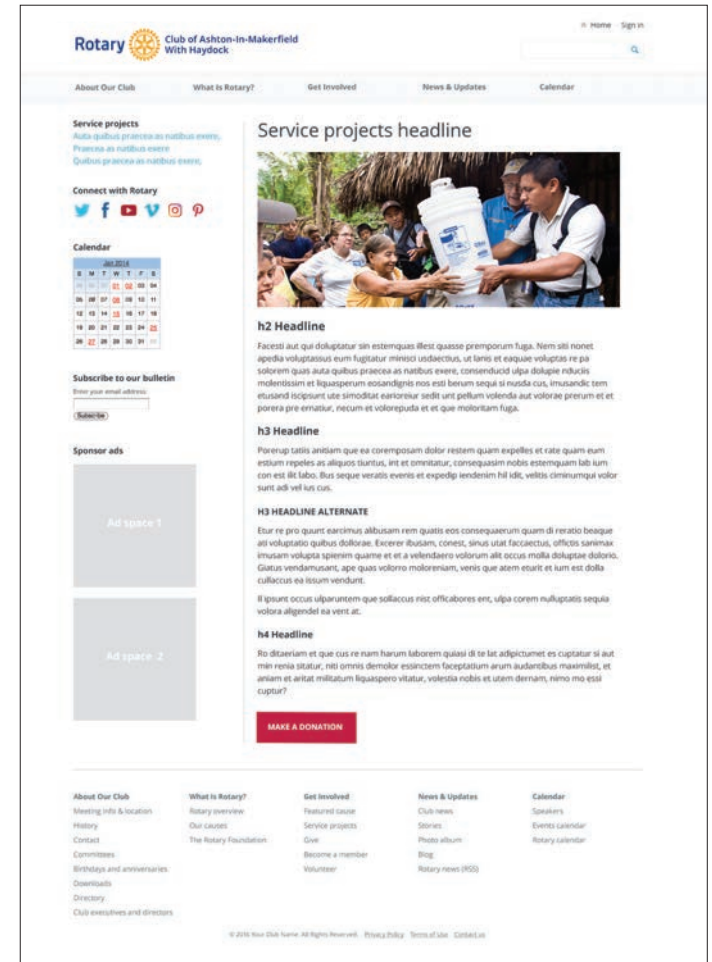


Hover state
Text color: #FFFFFF
Background color: #019FCB



Disabled state*
Text color: #BCBDC0
Background color: #FFFFFF
1px border: #BCBDC0

Example layout with button



*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.

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.

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.

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