

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.

For more detailed specifications, please refer to Rotary's main [Voice and Visual Identity Guidelines](#), available in the [Brand Center](#) on [Rotary.org](#).

This guide covers these topics:

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

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. Search and login may be featured to the top and right.

Body

To make pages easy to navigate, the left 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.

If you use a body background color beyond the borders of your content area, we recommend using a medium gray (#BCBDC0) to provide contrast.

Footer

The footer may feature full site navigation as well as copyright information, privacy policy, etc. We recommend using a light gray (#E7E7E8) as a background.

Example homepage layout



Sidebar area:
1/3-page width

Content area:
2/3-page width

Background:
Gray (#BCBDC0)

Example content page layout



Example header



Example footer



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

The homepage 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 homepage, 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 left-hand column 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 homepage

Example content page

Alternate blocks for left-hand column:

- 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:

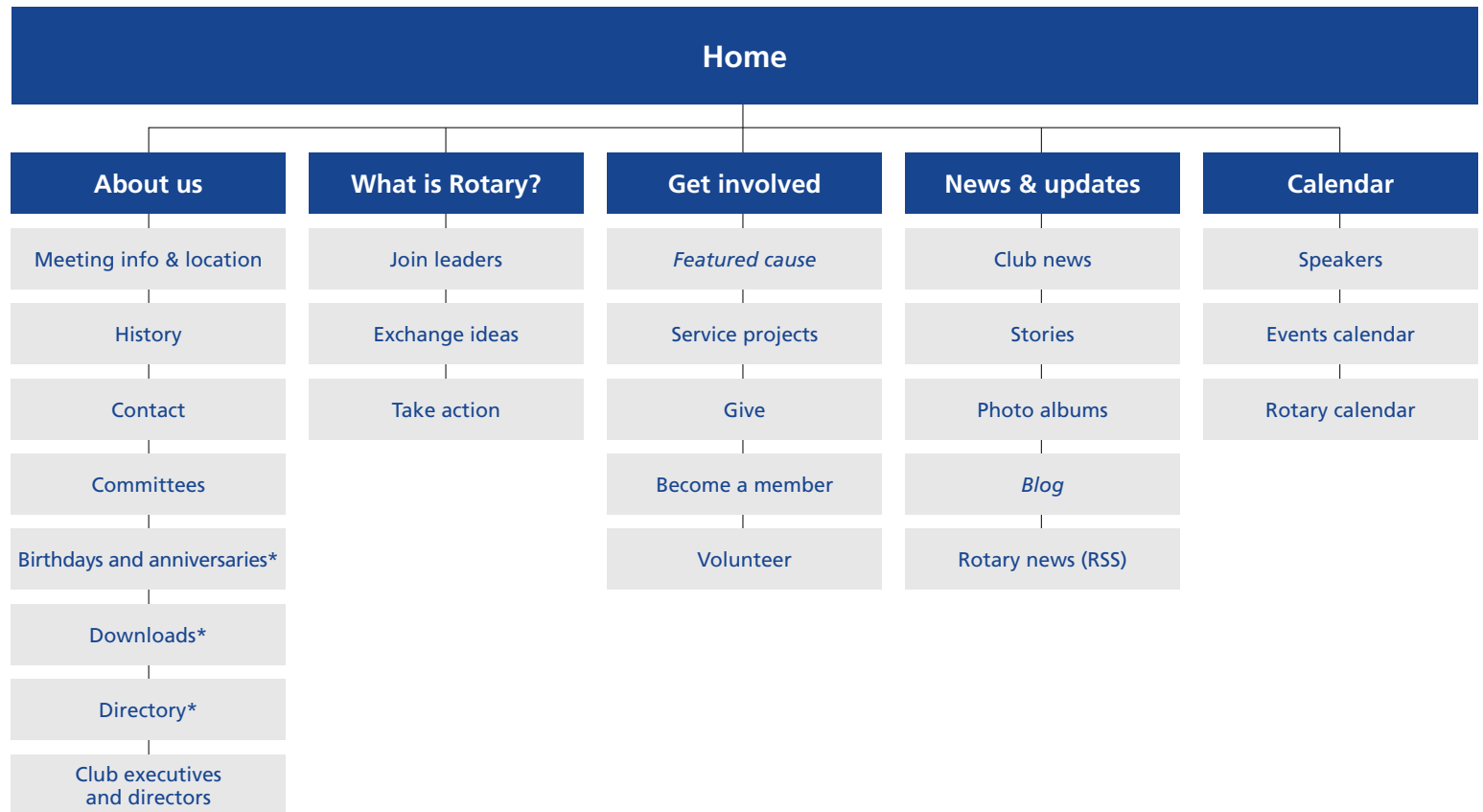
- About us
- What is Rotary?
- Get involved
- News & updates
- Calendar

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. We have a specific way to talk about what we do — "Join leaders," "Exchange ideas," "Take action." These concepts can be combined in one page or broken out as separate pages for more depth.

Example site organization



Items in *italics* indicate menu labels to be selected by club.
 Items with an * indicate protected areas (for members only).

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

We recommend using a white background with royal blue text (#17458F), 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 Condensed Bold or Arial Narrow (see page 8 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 name, 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 logo.

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

For more details on logo usage, refer to the main Voice and Visual Identity Guidelines.

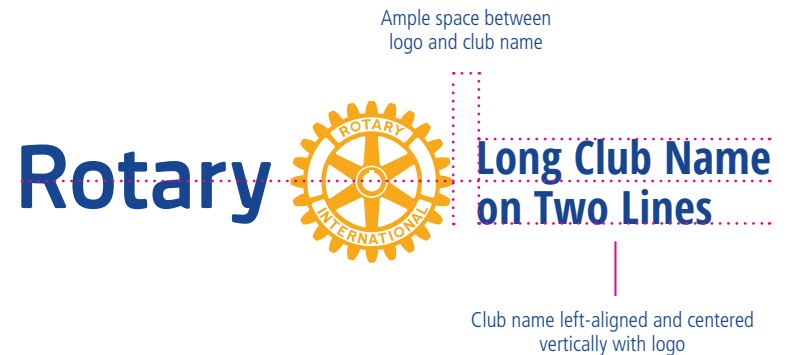
Example logo with club name against a white background



Example logo with club name against a dark background



Recommended space and alignment



Example logo with club name in a website header



Your site navigation reflects the site organization (from page 5) and guides users to the various sections on your site.

We suggest placing a standard set of links in a main navigation bar — links such as “About us,” “Get involved,” and “What is Rotary?”

Our recommended font for the main navigation is Open Sans Condensed Bold, or Arial Narrow, all caps, colored black. Our recommended background color is light gray (#E7E7E8).

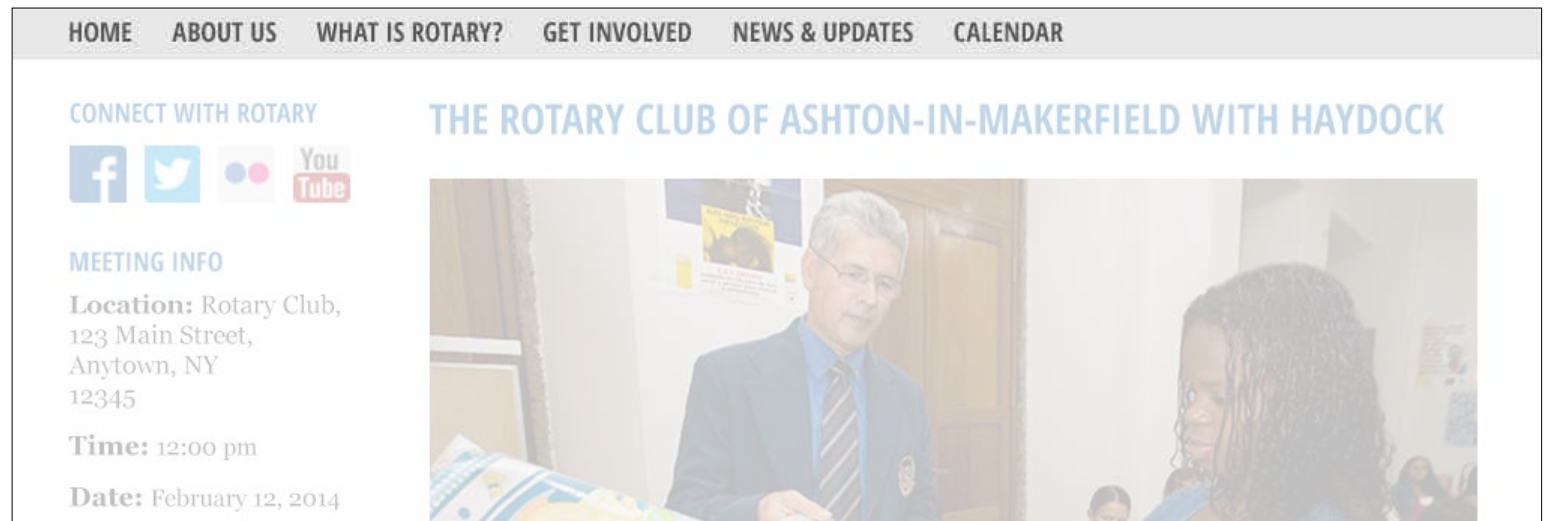
For the hover state — when a user’s cursor hovers over an item — we suggest white text set against a blue (#005DAA) background.

Dropdown menus

When items in the navigation contain subcategories, we recommend using a dropdown menu.

When a user hovers over a menu item containing a dropdown, a list of subcategories should appear in white against a blue (#005DAA) background. When the user selects a dropdown menu item, the text should be underlined.

Example main navigation

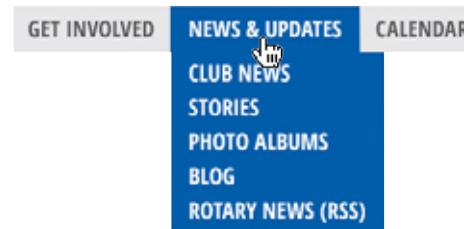


Example dropdown menu

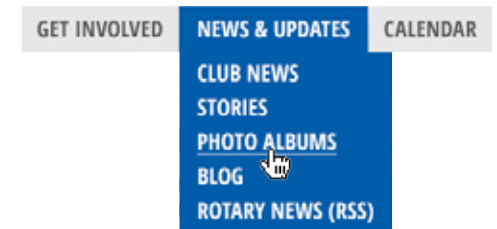
Inactive



Hover



Selection



For digital fonts, we recommended using a combination of primary and secondary fonts, at varying sizes, to establish a font hierarchy and to enhance legibility.

Primary fonts

Primary fonts are used for headlines, the main navigation, and other areas of primary focus.

Open Sans Condensed Bold is our recommended primary font. It can be downloaded for free from Google at: www.google.com/fonts/specimen/Open+Sans

When Open Sans Condensed Bold is not available, we recommend using Arial Narrow. Arial Narrow is preinstalled on most computers.

Primary headlines may be set in all caps for extra emphasis. Use sentence case for subheadlines.

Secondary font

Our recommended secondary font, Georgia, is used for large amounts of text, such as body copy, as well as for secondary content such as captions and callouts.

For more details on fonts, refer to the main Voice and Visual Identity Guidelines.

Primary fonts

**OPEN SANS
CONDENSED BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary font

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Example homepage using Open Sans Condensed Bold and Georgia



Example homepage using Arial Narrow and Georgia

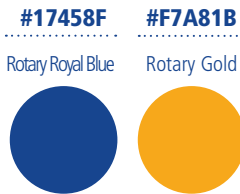


The Rotary brand color palette can help establish a hierarchy and call attention to certain areas on the website. The palette consists of the logo colors, as well as three tiers: primary, secondary, and neutrals.

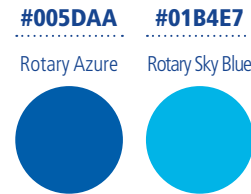
Logo colors

We recommend very limited use of the logo colors outside the logo itself. For example, use the logo colors for a special call-to-action button.

Logo colors



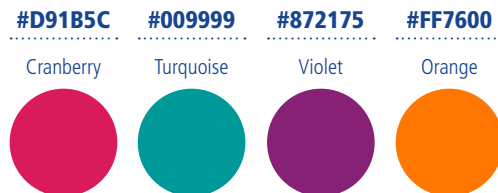
Primary colors



Primary colors

We recommend using Rotary Azure throughout the website for areas of importance, such as headlines and dropdown menus. Rotary Sky Blue may be used together with Rotary Azure for areas requiring additional emphasis.

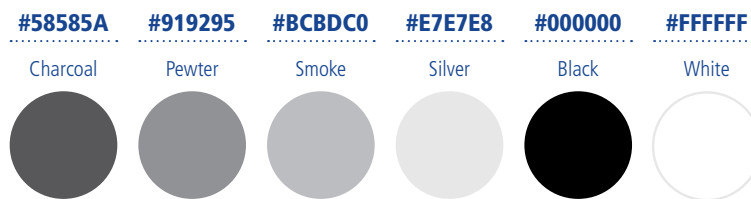
Secondary colors



Secondary colors

We recommend using the secondary colors for things like alerts and site graphics. Think of them as accents to the primary colors (but we recommend you not use them in place of the primary colors).

Neutrals



Neutral colors

We recommend using neutral colors for areas and elements that do not require special emphasis, such as navigation, backgrounds, and body copy.

Example logo color usage



Example primary color usage



Example secondary color usage



Example neutral color usage



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 three 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.

Tertiary

The tertiary style is used when a user needs to make a decision between two equal actions, or for a more utilitarian action (such as a search or cancel).

Button text should be set in Open Sans Condensed Bold or Arial Narrow, 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: #005DAA
Background color: #F7A81B
Opacity: 100%

Hover state

Text color: #0077DA
Background color: #FBC533
Opacity: 100%

Disabled state*

Text color: #005DAA
Background color: #F7A81B
Opacity: 50%

Secondary button styles



Default and click states

Text color: #FFFFFF
Background color: #005DAA
Opacity: 100%

Hover state

Text color: #FFFFFF
Background color: #0077DA
Opacity: 100%

Disabled state*

Text color: #FFFFFF
Background color: #005DAA
Opacity: 50%

Tertiary button styles



Default and click states

Text color: #005DAA
Background color: #FFFFFF
Stroke color: #005DAA
Opacity: 100%

Hover state

Text color: #0077DA
Background color: #E7E7E8
Stroke color: #0077DA
Opacity: 100%

Disabled state*

Text color: #005DAA
Background color: #F7A81B
Stroke color: #005DAA
Opacity: 50%

*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



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 photography, we recommend 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

Example images of Rotarians

Single Rotarian



Small groups



Large groups



With beneficiaries



Snapshots



Locations



Metaphorical/conceptual



Imagery don'ts



For more details on imagery, please refer to the Visual Identity and Voice Guidelines.

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.