



# AYSO Regional Management System (RMS) – Design Elements

Section 2 – Fall Planning Meeting  
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# Why Focus on Design Features?

- During the first two years of the Blue Sombrero (RMS or BSB) roll out, most staff focused on regional functionality. Design and appearance took back seat for many regions.
- Delay of Area and Section functionality in Blue Sombrero put some Area and Section pages on back burner.
- Many Regions, Areas, and Sections with functional websites and capable web admins were frustrated by the comparatively restrictive BSB AYSO template.

# What Are the Benefits of Focusing on Design?

- Present parents, volunteers, and visitors with a more professional looking website.
- Use repeating design elements to build or re-inforce your brand identity and recognition.
- Increase incorporation of your website into your social media presence, creating a unified look and feel across all of your platforms.



# Often Overlooked Site Set Up Elements

- Uploading regional, area or section logo in proper format.
- Creating a favicon for insertion by BSB staff.
- Choosing correct color scheme.
- Using the first rotator image to identify your site via social media.

# Uploading Regional, Area or Section logo

Have you seen logos that look like this? If you upload it as a .jpeg or .gif file. These file types do not support transparency and present as a white colored box around your logo.



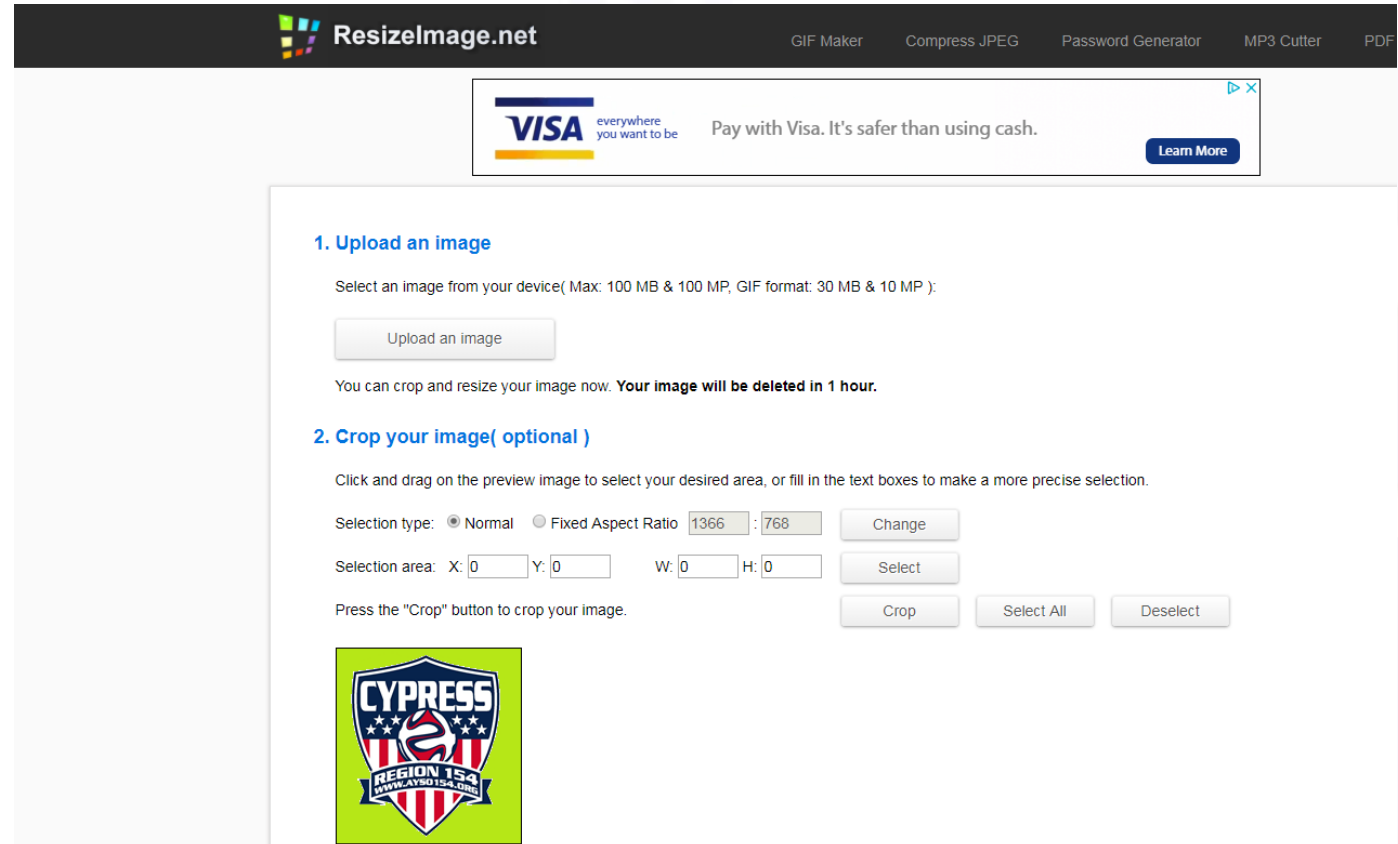
# Uploading Regional, Area or Section logo

Your logo will present best as a larger pixel .png file that supports transparency. This allows your logo to float in front of the BSB title banner.



# Uploading Regional, Area or Section logo

To create transparency in your logo where none exists you can use various online image editing tools. Sites like ResizeImage.net allow you to add transparency and switch file types as well as resize.



The screenshot shows the ResizeImage.net website interface. At the top, there is a navigation bar with the site logo and links for GIF Maker, Compress JPEG, Password Generator, MP3 Cutter, and PDF. Below the navigation bar is a Visa advertisement. The main content area is divided into two sections:

- 1. Upload an image**  
Select an image from your device (Max: 100 MB & 100 MP, GIF format: 30 MB & 10 MP );  
Upload an image  
You can crop and resize your image now. **Your image will be deleted in 1 hour.**
- 2. Crop your image( optional )**  
Click and drag on the preview image to select your desired area, or fill in the text boxes to make a more precise selection.  
Selection type:  Normal  Fixed Aspect Ratio 1366 : 768 Change  
Selection area: X: 0 Y: 0 W: 0 H: 0 Select  
Press the "Crop" button to crop your image. Crop Select All Deselect


Below the text boxes, there is a preview image of a logo for "CYPRESS REGION 134" with a red and white striped background and a blue border.


# Creating and Using a favicon

Wait, what's a favicon??

A favicon is a small icon usually generated from a larger image that is used to identify your website on browser tabs, bookmarks, and some mobile apps.


Dictionary

Enter a word, e.g. "pie" 

**fa·vi·con**  
/ 'fāvə, kən/ 

*noun*

an icon associated with a URL that is variously displayed, as in a browser's address bar or next to the site name in a bookmark list.

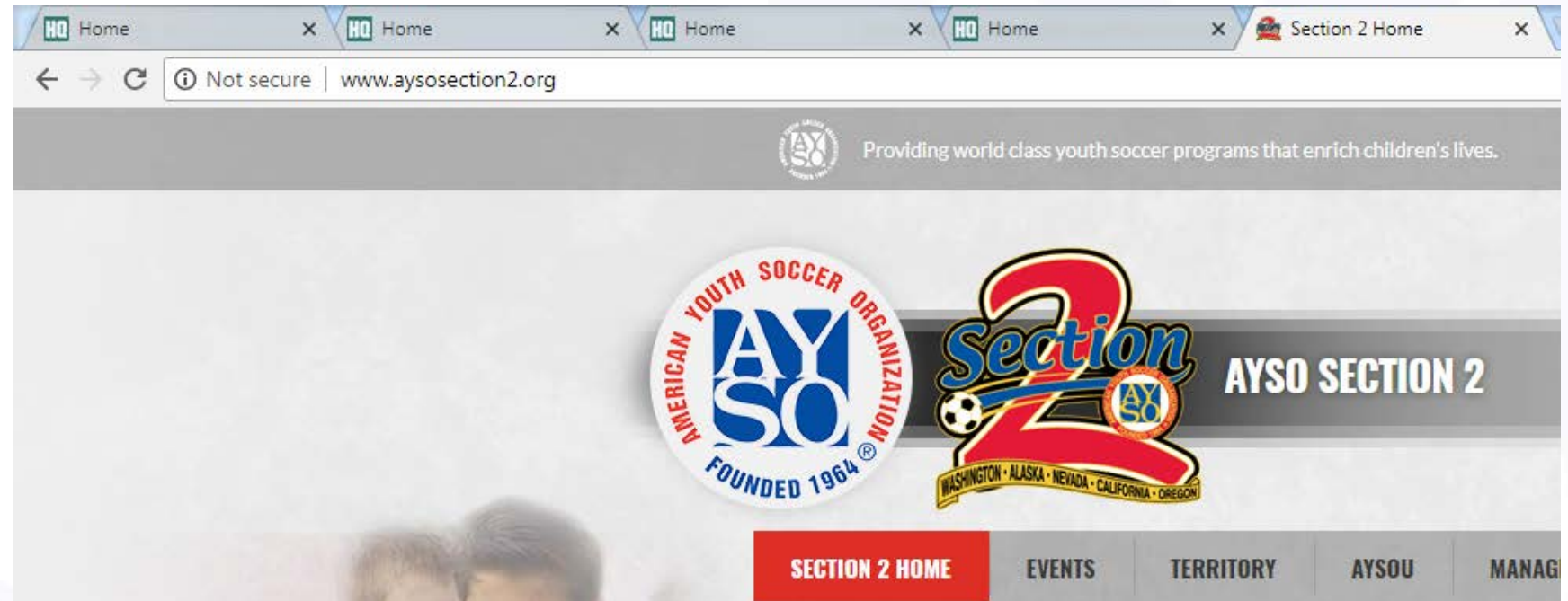
 Translations, word origin, and more definitions



# Creating and Using a favicon

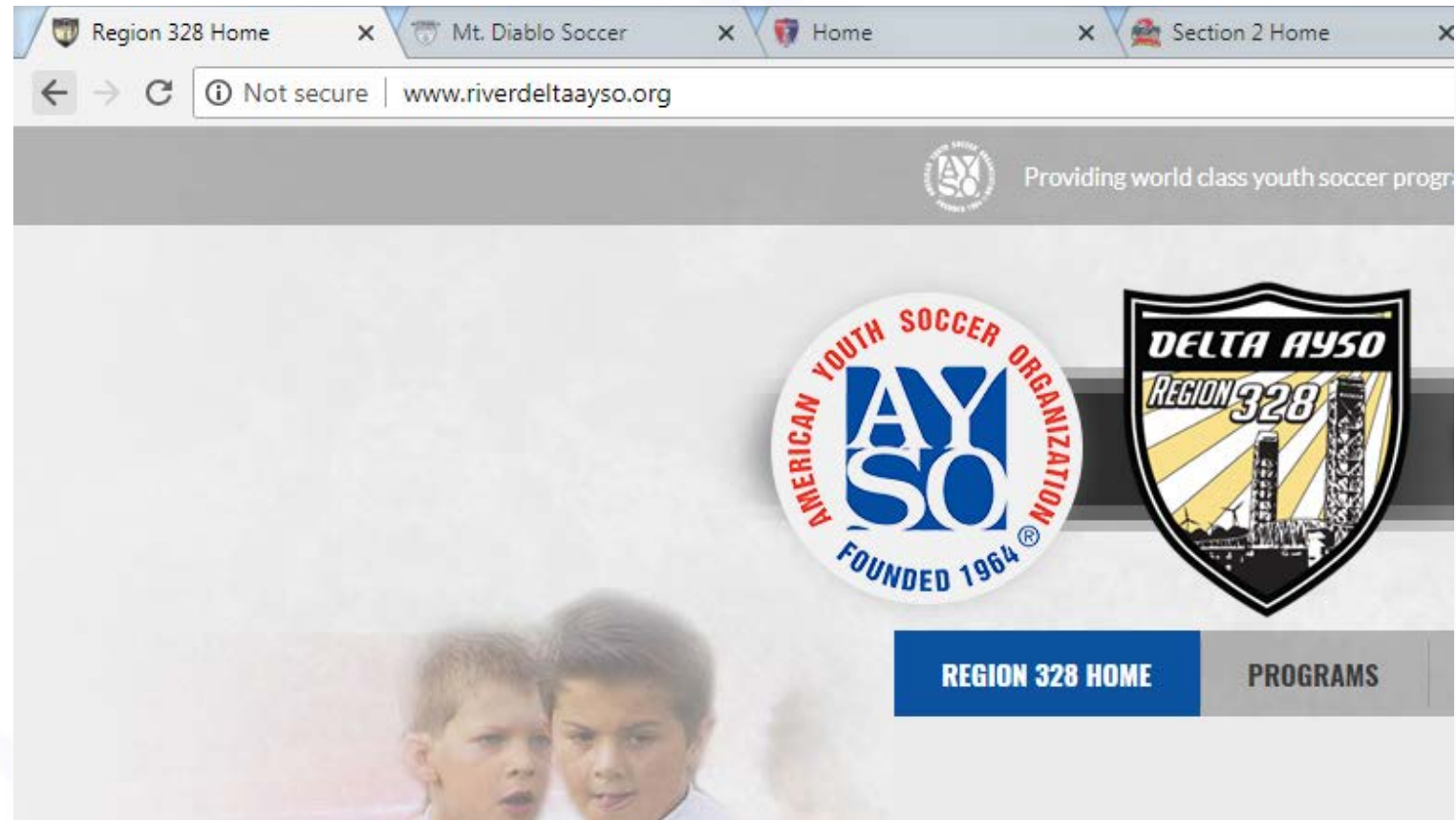
When visiting multiple AYSO pages that do not use favicons it can get very frustrating.

As a default they all display the green Dick's Sports "HQ" logo.



# Creating and Using a favicon

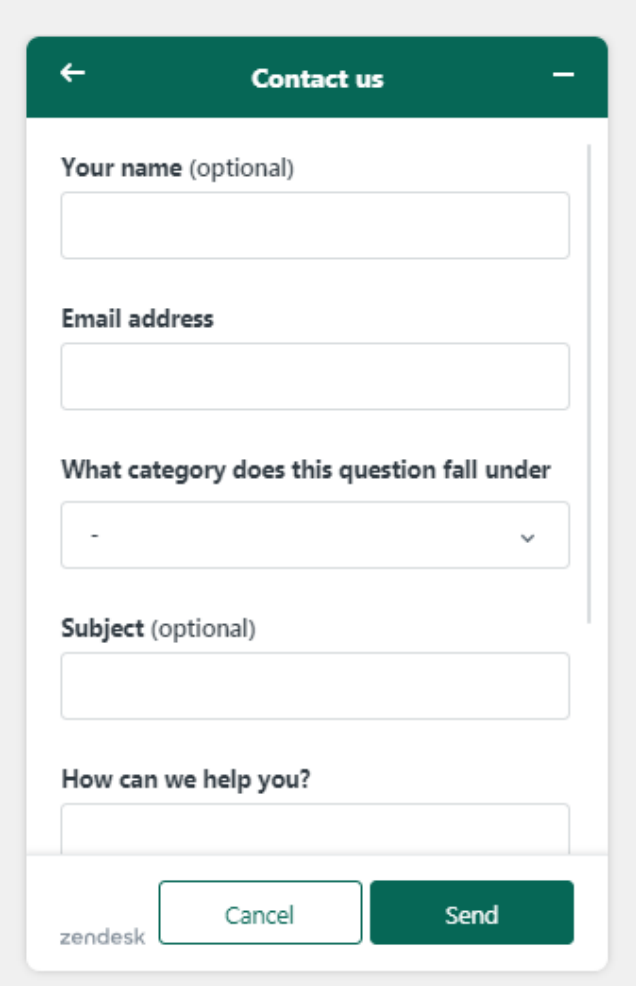
Compare that to having the logos and/or names of the regions, areas, and sections you have open right there on the tabs.



# Creating and Using a favicon

Since BSB page HTML editing is not allowed outside of the content modules this is something that BSB support must do.

They will install the favicon file in the file directory and insert the code in the header portion of your pages HTML code which only they have access to.



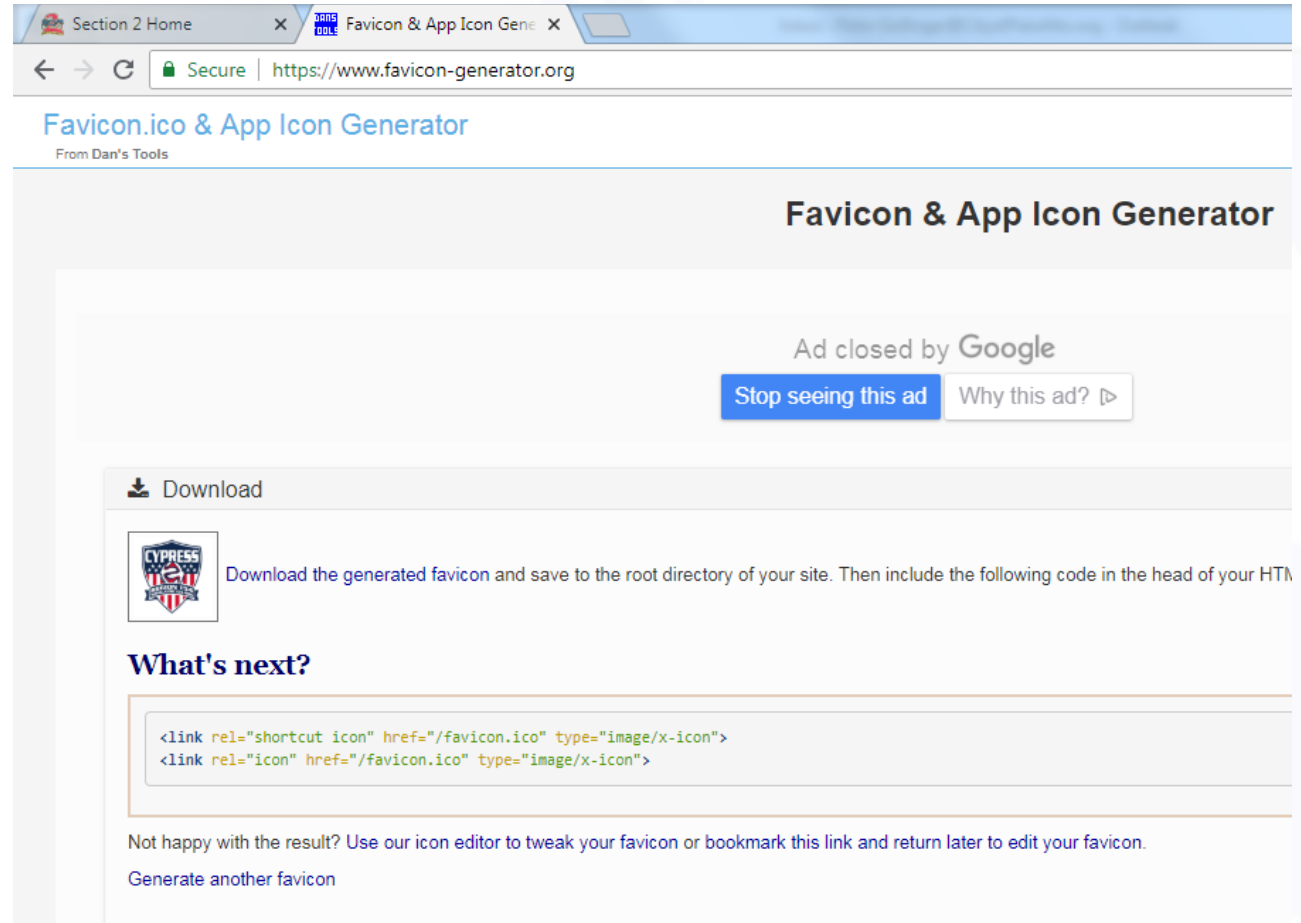
The image shows a mobile contact form titled "Contact us" with a dark green header. The form contains the following fields:

- Your name (optional)**: A text input field.
- Email address**: A text input field.
- What category does this question fall under**: A dropdown menu with a hyphen "-" as the selected option.
- Subject (optional)**: A text input field.
- How can we help you?**: A text input field.

At the bottom of the form, there is a "zendesk" logo, a "Cancel" button, and a "Send" button.

# Creating and Using a favicon

There are dozens and dozens of online favicon generators. Find one you want to use, upload your logo and then download your favicon. You can then email BSB support and ask them to install for your site.



The screenshot shows a web browser window with the URL <https://www.favicon-generator.org>. The page title is "Favicon & App Icon Generator" and it is attributed to "From Dan's Tools". The main heading is "Favicon & App Icon Generator". Below this, there is an advertisement that has been closed by Google, with buttons for "Stop seeing this ad" and "Why this ad?". The "Download" section shows a small icon of a "CYPRESS" logo and instructions: "Download the generated favicon and save to the root directory of your site. Then include the following code in the head of your HTML". The "What's next?" section provides the following code snippets:

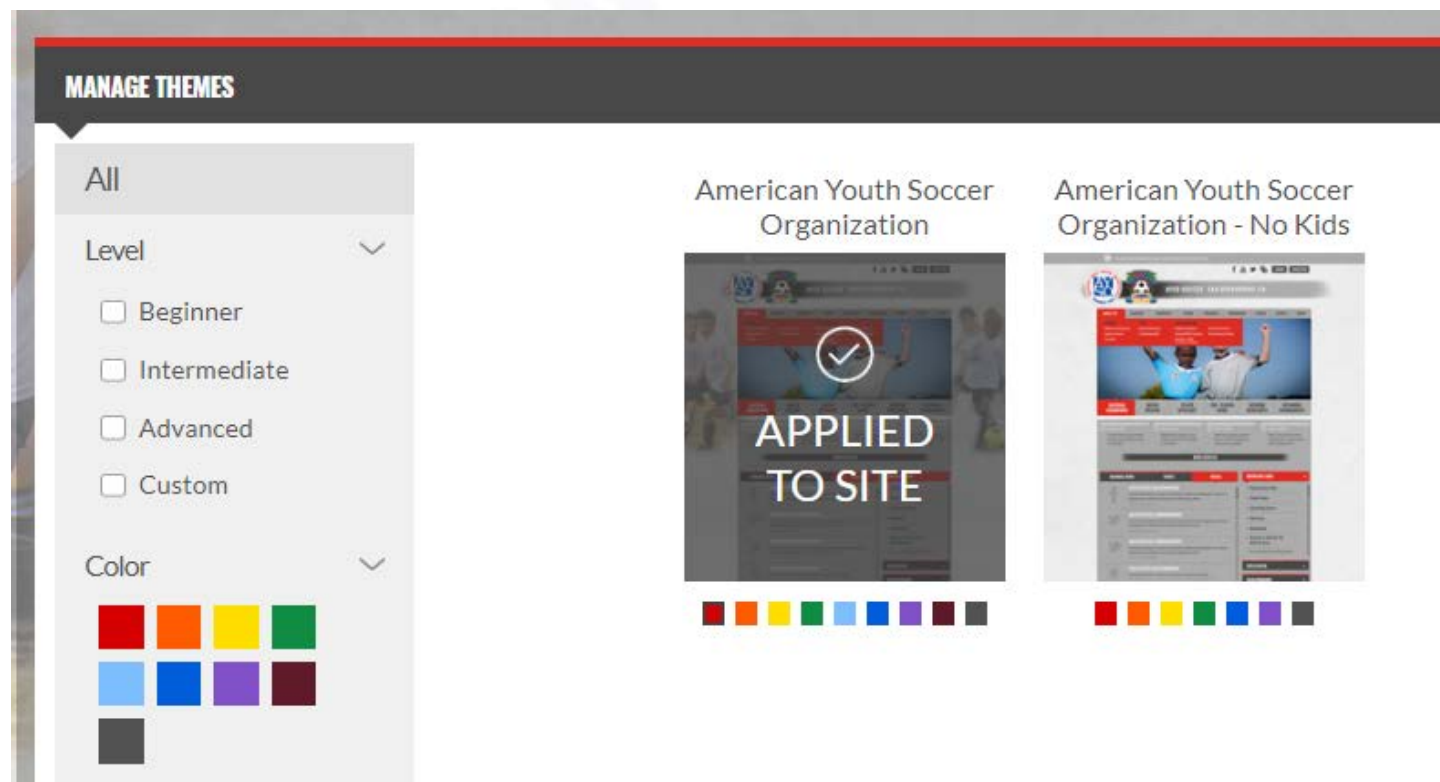
```
<link rel="shortcut icon" href="/favicon.ico" type="image/x-icon">
<link rel="icon" href="/favicon.ico" type="image/x-icon">
```

At the bottom, there is a link to "Generate another favicon" and a note: "Not happy with the result? Use our icon editor to tweak your favicon or bookmark this link and return later to edit your favicon."

# Selecting a Color Theme

Many AYSO sites already take advantage of this but I felt it worth mentioning.

While we are restricted to a single theme by National/BSB we are allowed to choose a color theme.



# Selecting a Color Theme

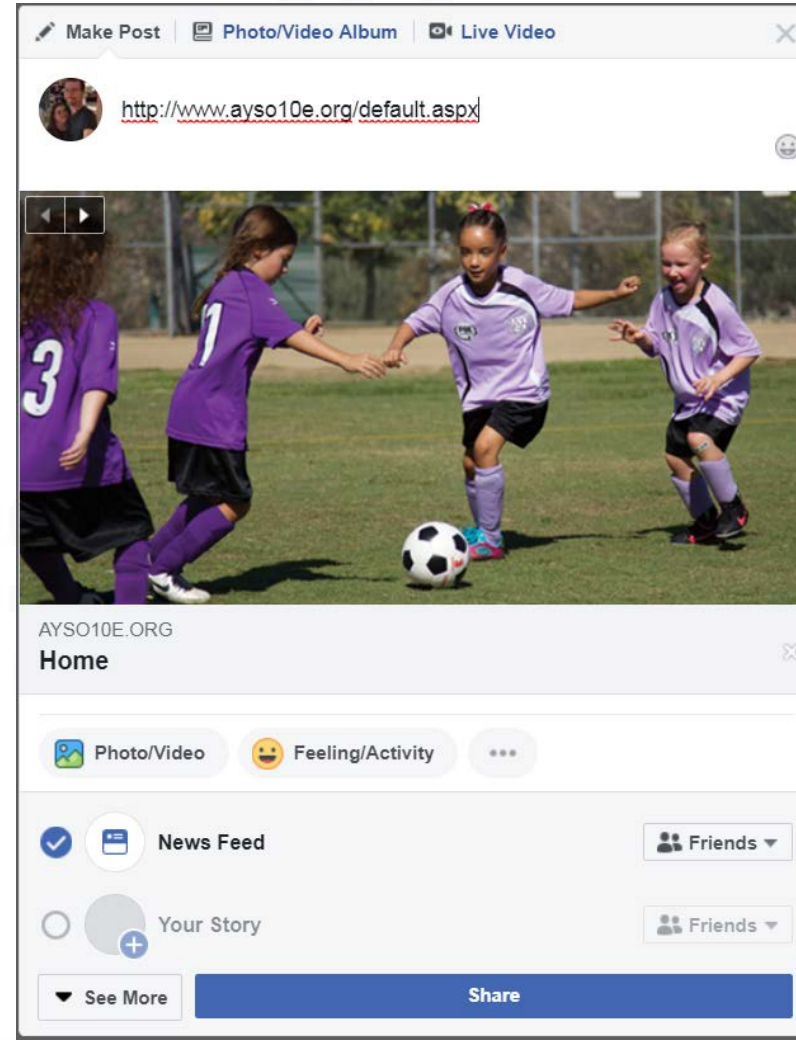
Matching or complimenting your logo colors with your theme is an easy way to make your BSB AYSO page stand out from the rest.



# Using the First Rotator Image to I.D. Your Site

When you share your site on social media, the platform you are using queries your URL to locate Open Graph tags for content to I.D. your site.

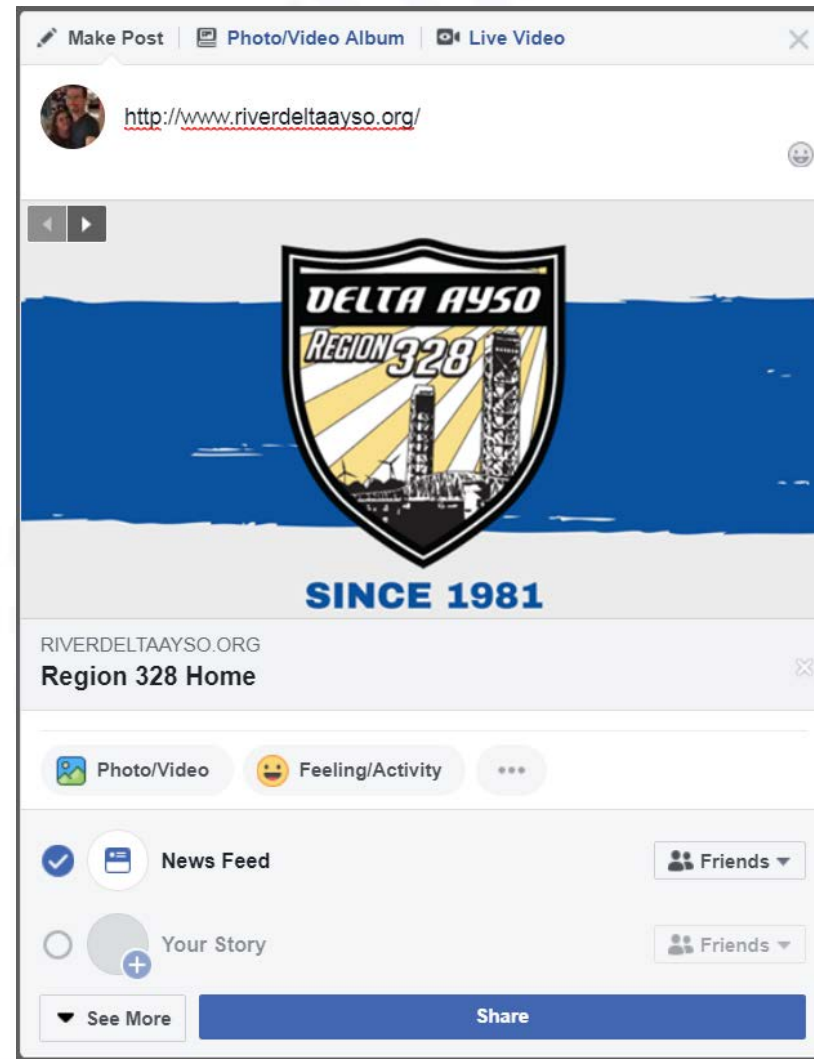
Since we cannot alter page code we are at the mercy of BSB on this. The default scrape for BSB pages on Facebook is the first rotator image and the word “Home”.



# Using the First Rotator Image to I.D. Your Site

An easy solution is to use your opening rotator image to represent your region/area/or section. This limits you to only five rotator images with appropriate content so it is a trade off.

Notice the page is titled “Region 328 Home” instead of simply “Home”. This was done by BSB support at our request when submitting our favicon.






# Using the First Rotator Image to I.D. Your Site

You can check your Open Graph tags with the Facebook for developers de-bugging tool.

Simply type in your URL and it will present you with the current status of your tags.

facebook for developers Docs Tools Support

When and how we last scraped the URL

Time Scraped	2 seconds ago <a href="#">Scrape Again</a>
Response Code	200
Fetch URL	<a href="http://www.aysosection2.org/">http://www.aysosection2.org/</a>
Canonical URL	<a href="http://www.aysosection2.org/">http://www.aysosection2.org/</a> ( <a href="#">See History</a> )
Link Preview	14 likes, shares and comments ( <a href="#">More Info</a> )  Plays   Balanced Teams   Open Registration   Positive Coaching   Good Sportsmanship   Player De AYSOSECTION2.ORG Section 2 Home
Server IP	107.154.249.84

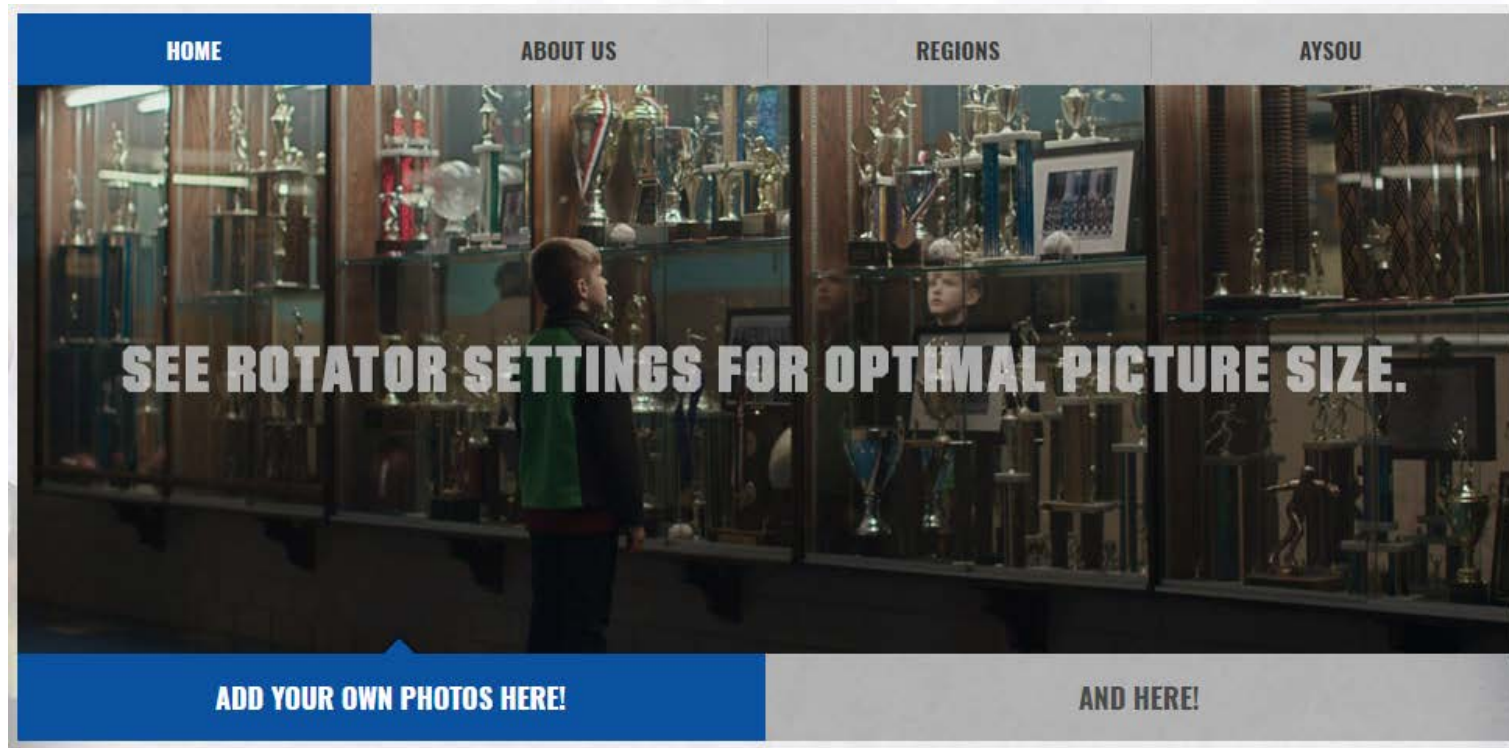
# Design Elements and Useful Tools

- Creating content for your image rotator.
- Using and modifying BSB HTML templates.
- Inserting custom icons into content module headings.
- Setting up a donations portal outside of program registrations.
- Using iframes to embed media in a content module.
- Viewing your site as an end user.

# Creating Image Rotator Content

One of the most useful and versatile tools on the BSB platform is the home page image rotator.

Getting your image and info formatted can be tricky though.



# Creating Image Rotator Content

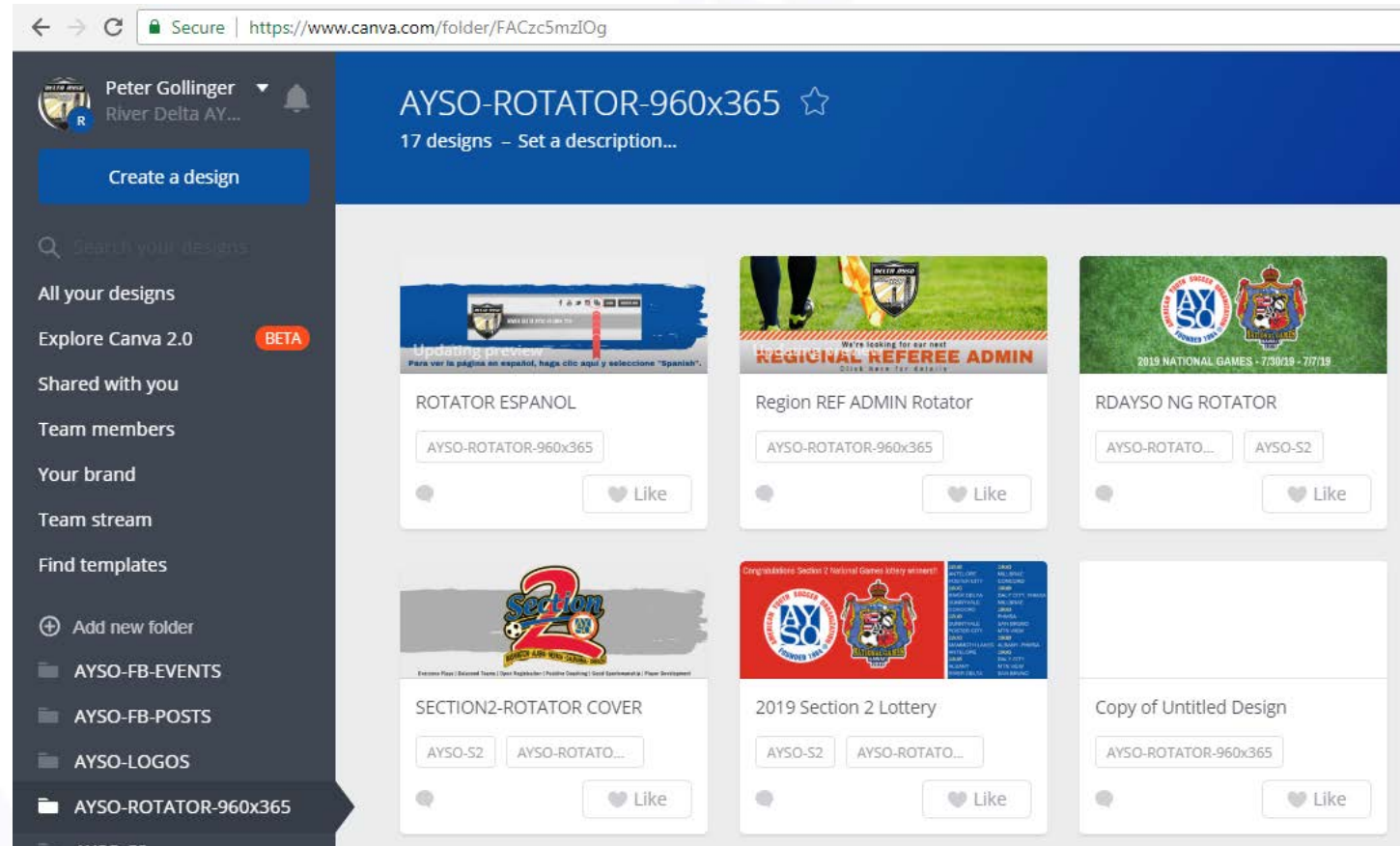
Optimal image size is 960 x 365 pixels. This is important because an image that is a different size will display oddly.



# Creating Image Rotator Content

One method to create rotator content is by using a graphics program.

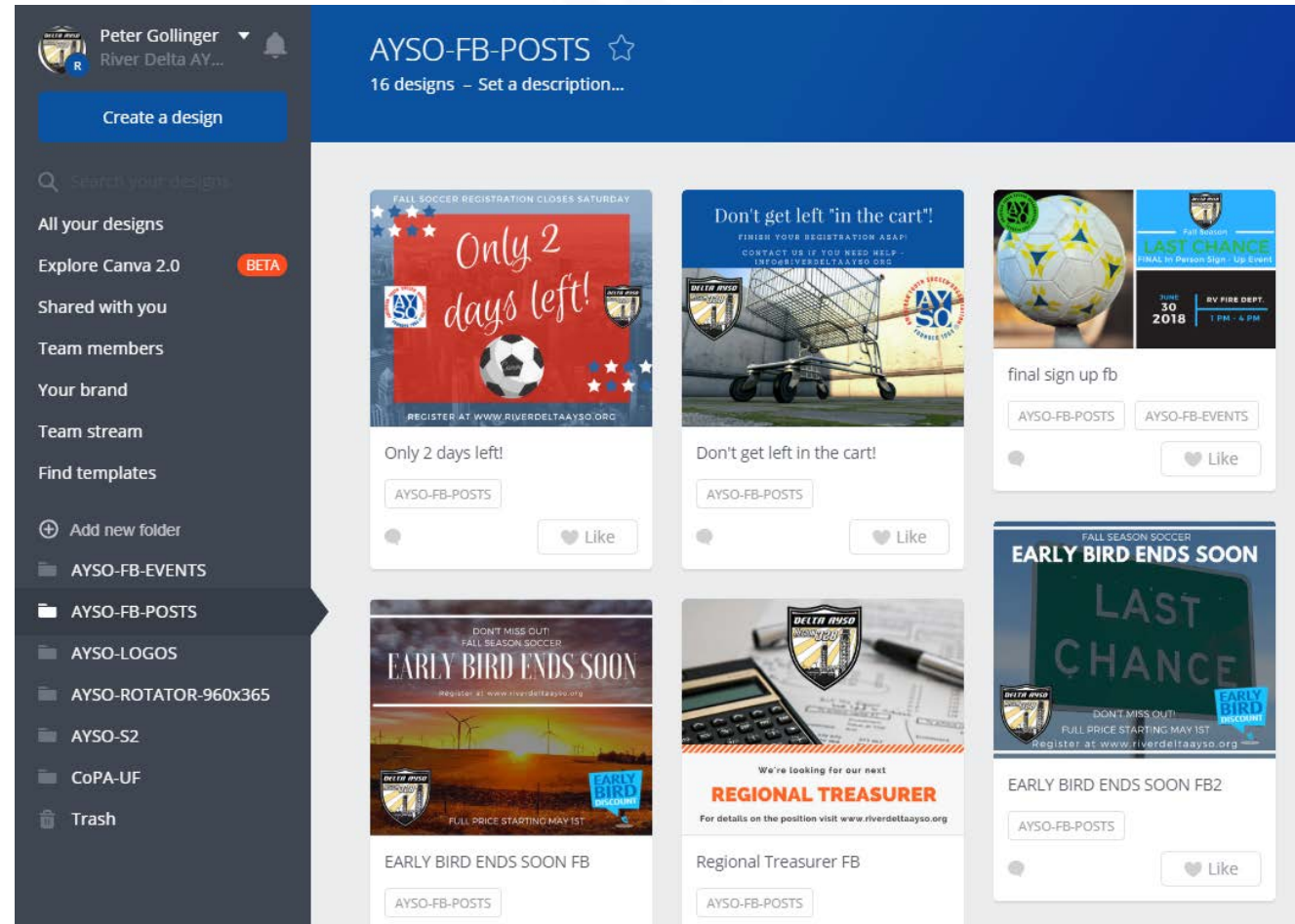
Adobe illustrator, Canva, or any other graphics program will work. Even Microsoft Paint can be used.



# Creating Image Rotator Content

If you aren't already familiar with any graphics program I would recommend using Canva.

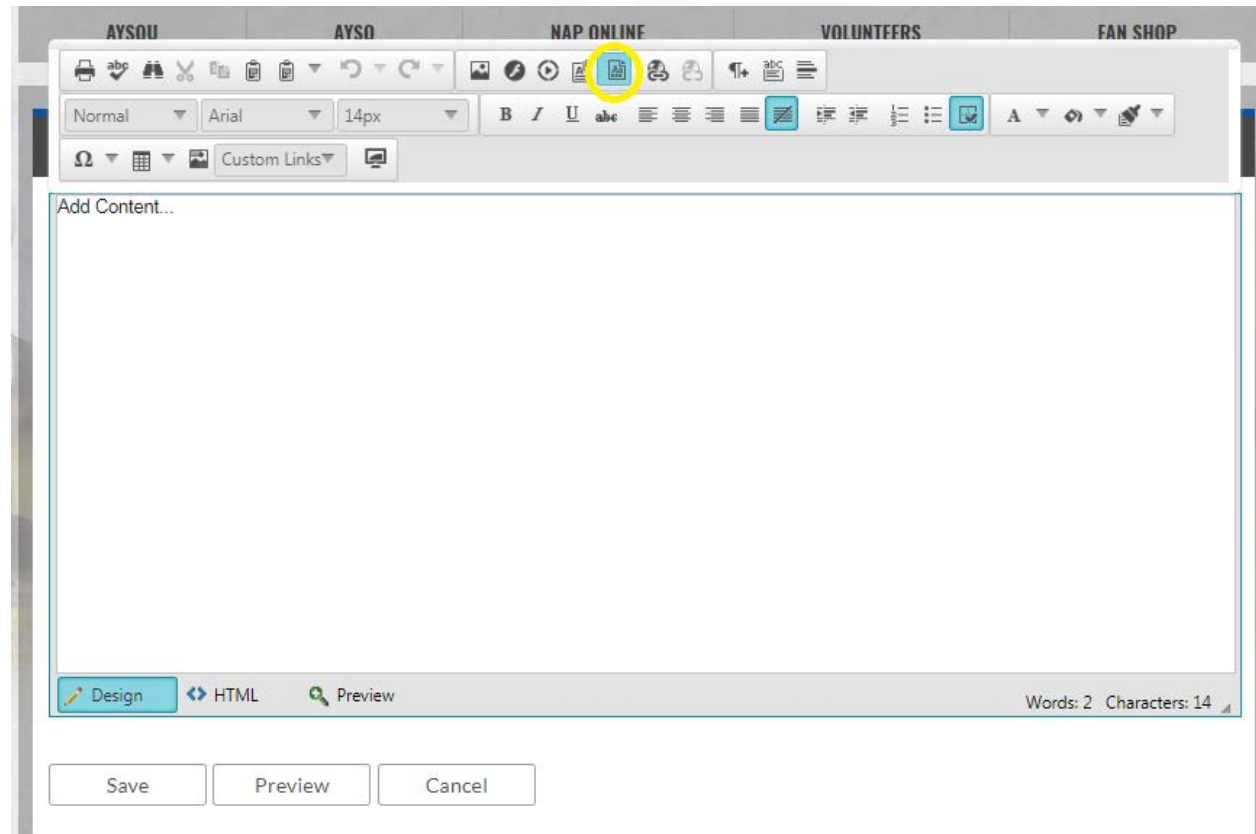
It's online based, free to non-profits, customizable and sharable with other team members.



# Using BSB HTML Templates

The BSB platform comes with a handful of HTML templates to use in the content modules.

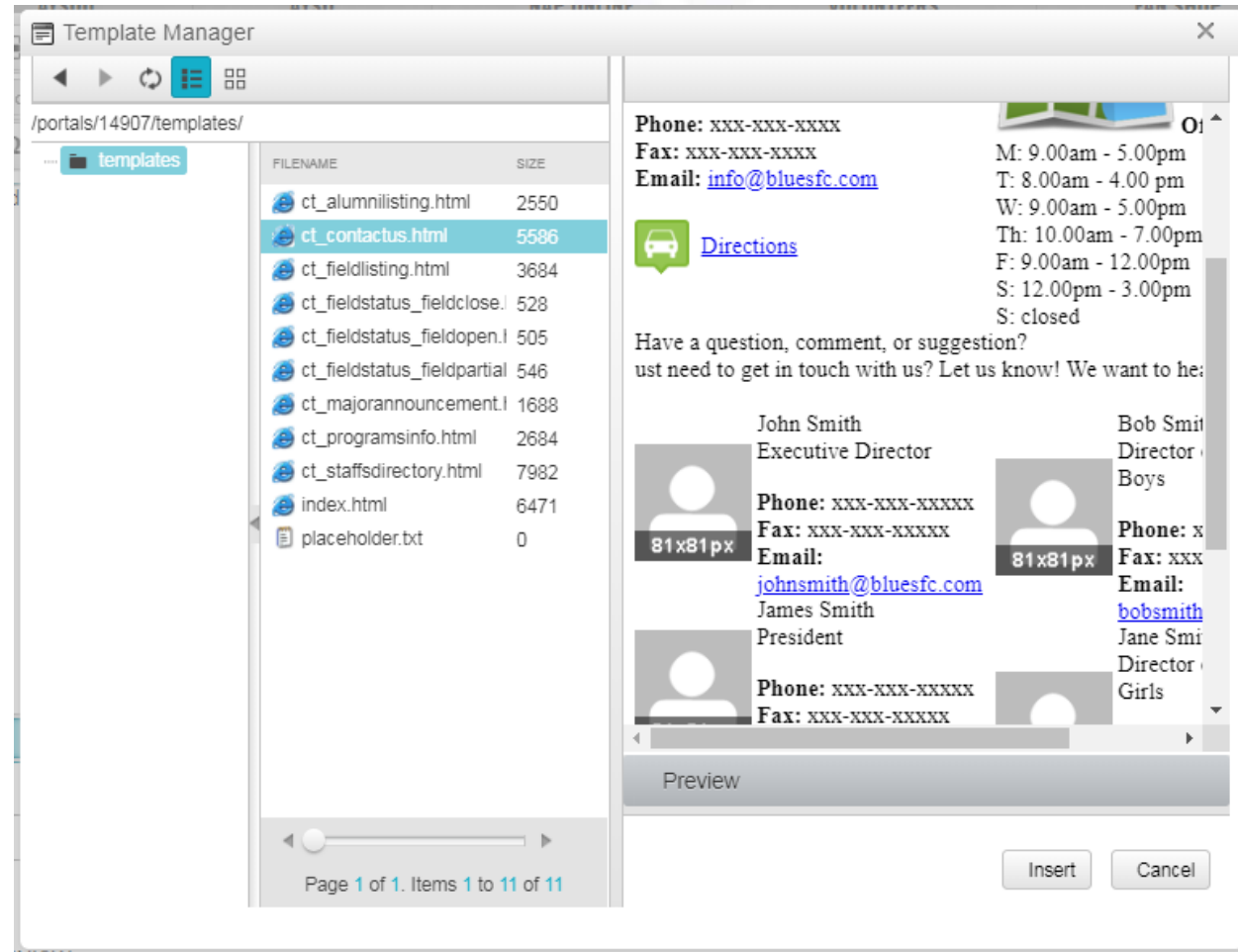
You can access the template manager by clicking the template button in the ribbon.



# Using BSB HTML Templates

The list of HTML templates is not very long and many of them may not be useful to your situation or need.

There are two templates I'd like to show you.





# Using BSB HTML Templates

## Blank "Contact Us" Template

## "Contact Us" Template in Use

Preview


Add Content...


### Blues FC Contact Information

**Address:**  
Blues FC  
318 Cherokee Ave  
Atlanta, GA 30312







**Phone:** xxx-xxx-xxxx  
**Fax:** xxx-xxx-xxxx  
**Email:** [info@bluesfc.com](mailto:info@bluesfc.com)

**Office Hours:**  
M: 9.00am - 5.00pm  
T: 8.00am - 4.00 pm  
W: 9.00am - 5.00pm  
Th: 10.00am - 7.00pm  
F: 9.00am - 12.00pm  
S: 12.00pm - 3.00pm  
S: closed



 [Directions](#)


Have a question, comment, or suggestion?  
ust need to get in touch with us? Let us know! We want to hear from you!

 81 x 81 px	<b>John Smith</b> Executive Director <b>Phone:</b> xxx-xxx-xxxx <b>Fax:</b> xxx-xxx-xxxx <b>Email:</b> <a href="mailto:johnsmith@bluesfc.com">johnsmith@bluesfc.com</a>	 81 x 81 px	<b>Bob Smith</b> Director of Coaching - Boys <b>Phone:</b> xxx-xxx-xxxx <b>Fax:</b> xxx-xxx-xxxx <b>Email:</b> <a href="mailto:bobsmith@bluesfc.com">bobsmith@bluesfc.com</a>
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2018 RIVER DELTA AYSO BOARD

### River Delta AYSO Contact Information

**Mailing Address:**  
AYSO Region 328  
2 Rolling Place Ct.  
Rio Vista, CA 94571  
**Phone:** 209-224-1615  
**Email:** [info@riverdeltaayso.org](mailto:info@riverdeltaayso.org)



Have a question, comment, or suggestion?  
Just need to get in touch with us? Let us know! We want to hear from you!

 81 x 81 px	<b>Emily Gollinger</b> Regional Commissioner <b>Phone:</b> 209-224-1615 <b>Email:</b> <a href="mailto:gc@riverdeltaayso.org">gc@riverdeltaayso.org</a>	 81 x 81 px	<b>Jon Rasmussen</b> Regional Coach Admin - Travel Teams <b>Phone:</b> <b>Email:</b> <a href="mailto:coachadmin2@riverdeltaayso.org">coachadmin2@riverdeltaayso.org</a>
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 81 x 81 px	<b>Jennifer Songey</b> Regional Treasurer <b>Phone:</b> <b>Email:</b> <a href="mailto:treasurer@riverdeltaayso.org">treasurer@riverdeltaayso.org</a>	 81 x 81 px	<b>Kyle Hallsworth</b> Regional Safety Director <b>Phone:</b> <b>Email:</b> <a href="mailto:safety@riverdeltaayso.org">safety@riverdeltaayso.org</a>
 81 x 81 px	This could be YOU! Regional Referee Admin <b>Phone:</b> xxx-xxx-xxxx <b>Email:</b> <a href="mailto:you@riverdeltaayso.org">you@riverdeltaayso.org</a>	 81 x 81 px	<b>Peter Gollinger</b> Regional Web Admin Asst. Regional Safety Director <b>Phone:</b> 209-224-1657 <b>Email:</b> <a href="mailto:webadmin@riverdeltaayso.org">webadmin@riverdeltaayso.org</a>
 81 x 81 px	This could be YOU! Regional Auditor <b>Phone:</b> xxx-xxx-xxxx <b>Email:</b> <a href="mailto:you@riverdeltaayso.org">you@riverdeltaayso.org</a>	 81 x 81 px	This could be YOU! Regional Secretary <b>Phone:</b> xxx-xxx-xxxx <b>Email:</b> <a href="mailto:you@riverdeltaayso.org">you@riverdeltaayso.org</a>

# Using BSB HTML Templates

## Blank “Staff Listing” Template

## “Staff Listing” Template in Use

Preview

### Meet Our Staff

We are here to provide you and your family with the best youth soccer experience possible! We are proud to bring you a group of highly accomplished coaches and administrators. Read the bios below to learn more about your coach and other leaders in our community.



#### Bob Smith

Director of Coaching - Boys  
Phone: xxx-xxx-xxxx  
Fax: xxx-xxx-xxxx  
Email: [Name@Example.com](mailto:Name@Example.com)



About Bob Smith: Bob has spent 10 accomplished years with Blues FC making sure to help bring in the best coaches and best programs for young players. He has played soccer since he was able to walk, and he has always wanted to be involved in bringing soccer to the youth in his community. He is very excited to be able to be a part of the administration here at Blues FC, and he hopes to continue to bring great programs for the Blues FC boys teams!  
Bob is a National "B" and "C" licensed coach with an NSCAA Director of Coaching diploma. He has worked with clubs across the country for over 30 years including her time with Blues FC.



#### Jane Smith

Director of Coaching - Girls  
Phone: xxx-xxx-xxxx  
Fax: xxx-xxx-xxxx  
Email: [Name@Example.com](mailto:Name@Example.com)



About Jane Smith: Jane has spent 8 great years with Blues FC making sure to help bring in the best coaches and best programs for young players. She has played soccer since she was six years old, and she loves being involved in bringing soccer to the youth in this community. She is very excited to be able to be a part of the administration here at Blues FC, and she hopes to continue to bring great programs for the Blues FC girls teams!  
Jane is a National "B" and "C" licensed coach with an NSCAA Director of Coaching diploma. She has worked with clubs across the country for over 25 years including her time with Blues FC.

### AREA 2C REGIONS INFO

#### THE REGIONS OF AREA 2C

Our area consists of AYSO regions in Contra Costa, Solano, and portions of San Joaquin, Alameda, and Sacramento counties. 12U and older teams will travel to these regions for away games.



#### Region 223 - Mt. Diablo Soccer Association (MDSA)



RC: [Eric Sandoz](#)  
Phone: (925) 400-7286  
Field Line: (925) 326-1799  
URL: <http://www.mdsoccer.org/>  
Email: [registration@mdsoccer.org](mailto:registration@mdsoccer.org)

About MDSA: Mission is to develop & deliver the premier youth recreational soccer program for all boys and girls ages 3½ to 18 living in the Concord, Clayton and surrounding communities in a fun & safe family environment based on AYSO philosophies.



#### Region 281 - Pleasant Hill / Martinez Soccer Association (PHMSA)



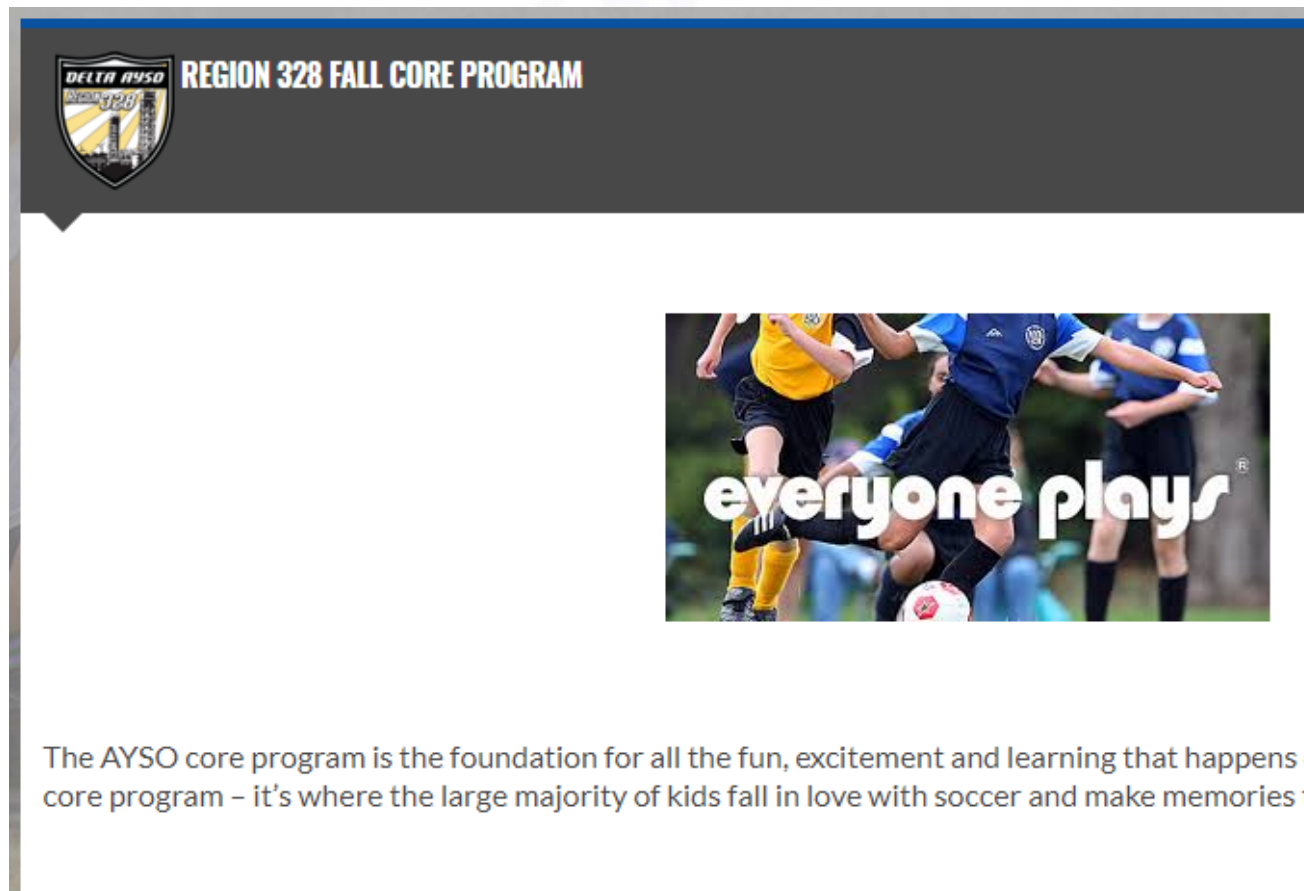
RC: [Dave Killeen](#)  
Phone: (925) 269-7795  
Field Status: <http://www.phmsa.org/field-status/>  
URL: [www.phmsa.org](http://www.phmsa.org)  
Email: [soccer@phmsa.org](mailto:soccer@phmsa.org)

We are a recreational soccer league. Our program is open to any child 4 to 18 years of age who wants to register and play with us. Open registration for our fall season takes place in March of each year with practices starting in August and the fall season running September through November. We have other seasons also..

AYSO's philosophies are living tenets that separate it from other sports organizations. They are **Everyone Plays**®, **Balanced Teams**, **Open Registration**, **Positive Coaching**, **Good Sportsmanship** and **Player Development**.

# Inserting custom icons into module headings

If you wish to further customize your site you can add an icon to the header of each content module.



**DELTA AYSO** REGION 328 FALL CORE PROGRAM

**everyone plays**

The AYSO core program is the foundation for all the fun, excitement and learning that happens on the soccer field. The core program – it's where the large majority of kids fall in love with soccer and make memories that last a lifetime.

# Inserting custom icons into module headings

To do this access the module settings menu and select the “Page Settings” tab.

**MODULE**

Module Settings | Permissions | Page Settings

[Collapse All](#)

Basic Settings

Icon: ①  None  
 File ( A File On Your Site )  
 System Image

Collapse/Expand: ①  Maximized  
 Minimized  
 None

Display Container? ①

Module Container: ① <None Specified>

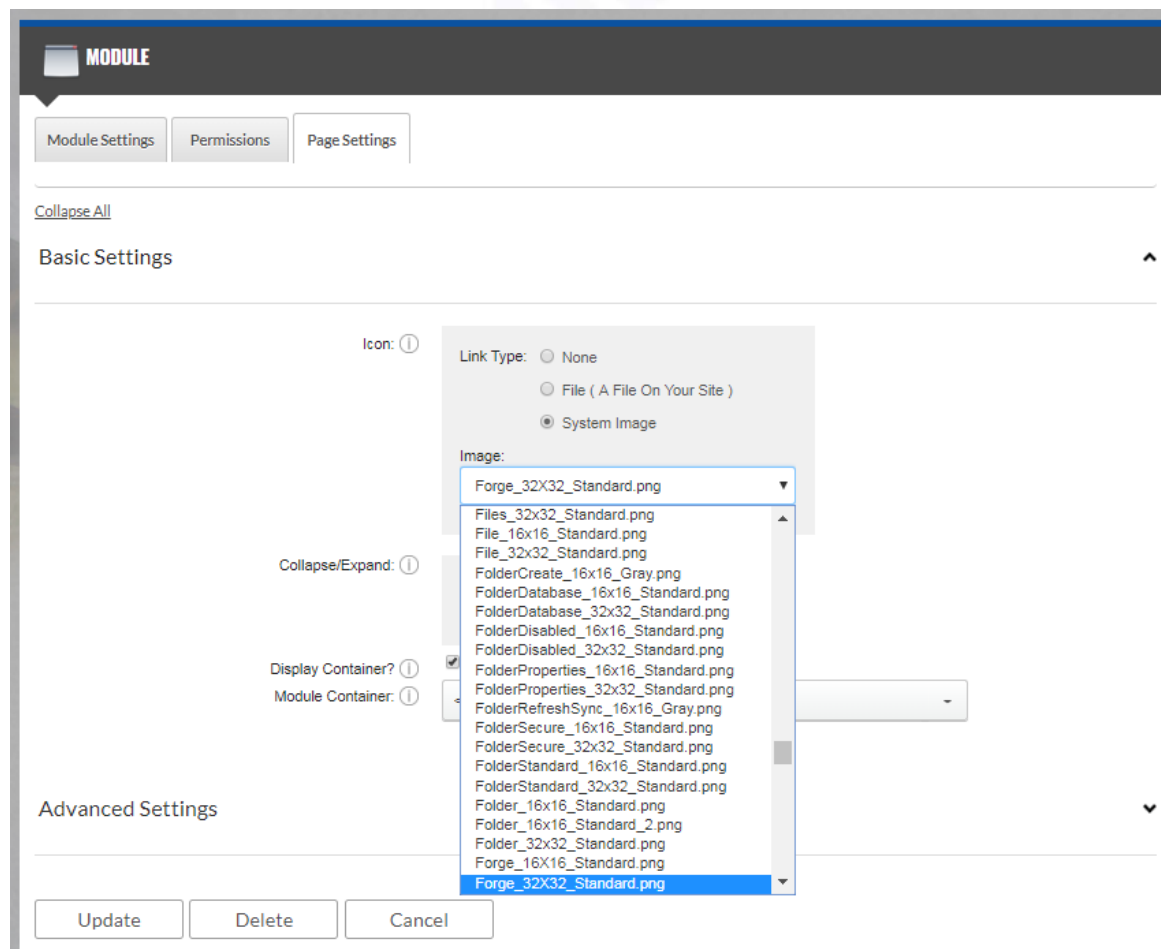
Advanced Settings

Update | Delete | Cancel

# Inserting custom icons into module headings

There is a pre-populated list of icons under the “system image” selection.

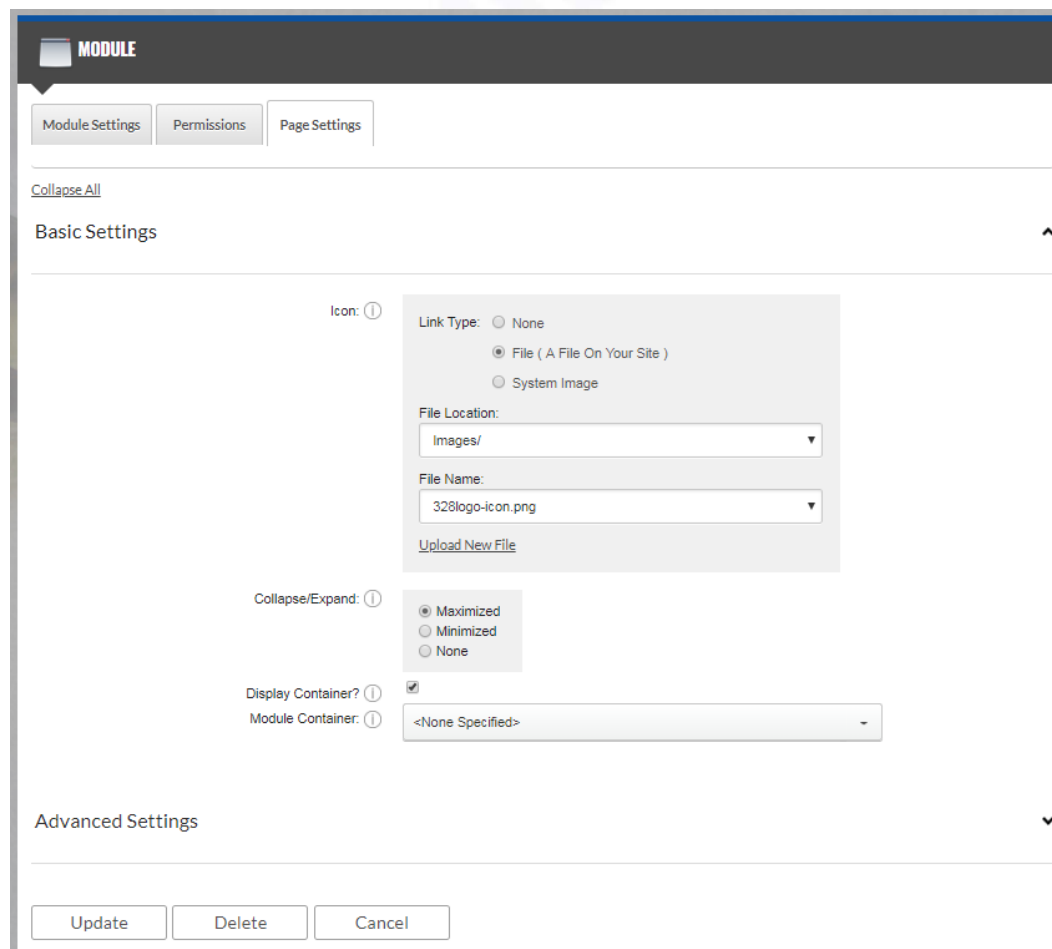
There are useful icons here but there is no preview feature and the names are often misleading.



# Inserting custom icons into module headings

You can also choose any image on your site under the “file” selection.

You may also upload new images to use as icons from this screen. Optimal image size is 32 x 32.



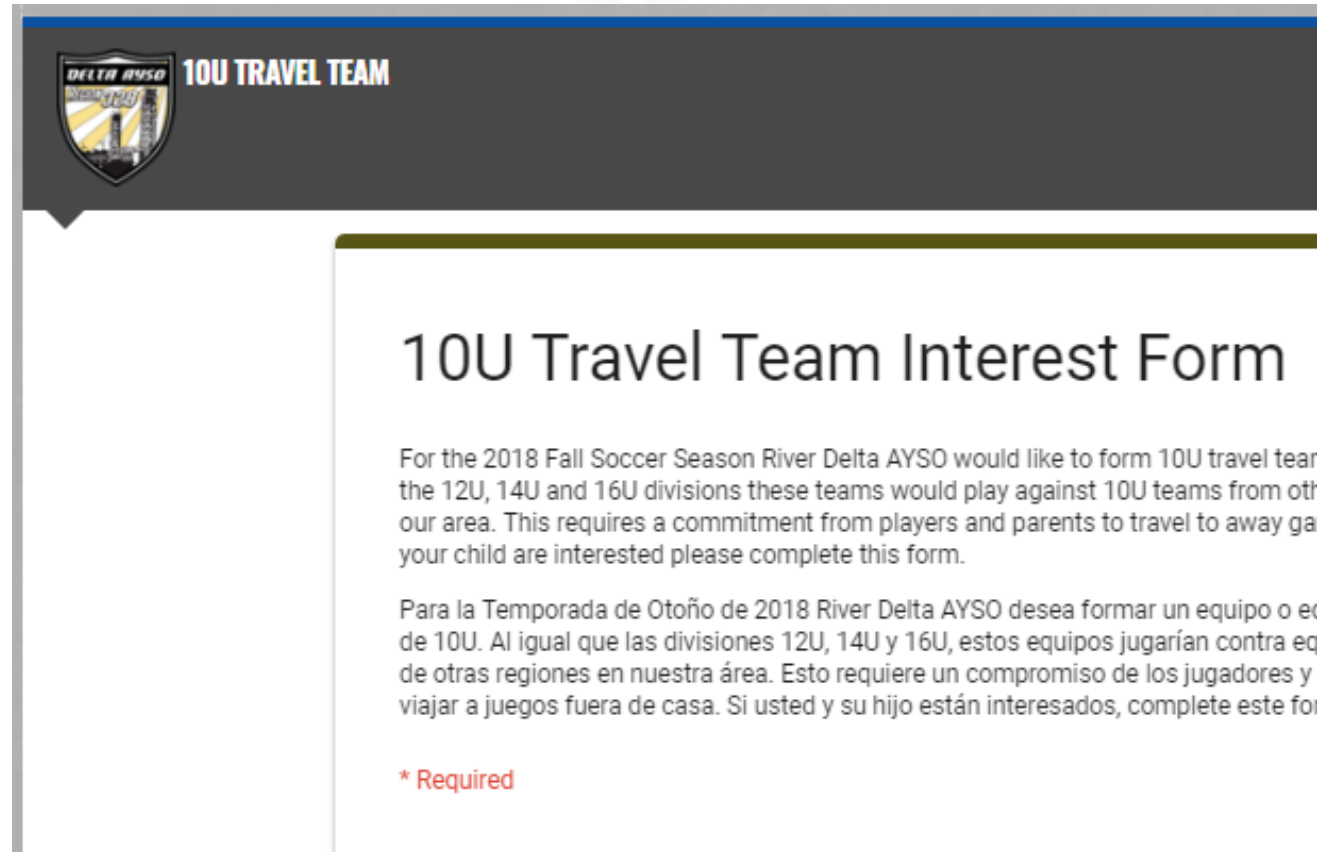
The screenshot displays the 'MODULE' configuration interface. At the top, there are tabs for 'Module Settings', 'Permissions', and 'Page Settings'. Below these is a 'Collapse All' link. The 'Basic Settings' section is expanded, showing the following options:

- Icon:** A dropdown menu with three radio button options: 'None', 'File ( A File On Your Site )' (selected), and 'System Image'. Below this are two dropdown menus: 'File Location' (set to 'Images/') and 'File Name' (set to '326logo-icon.png'). There is an 'Upload New File' link below the file name dropdown.
- Collapse/Expand:** A dropdown menu with three radio button options: 'Maximized' (selected), 'Minimized', and 'None'.
- Display Container?:** A checkbox that is checked.
- Module Container:** A dropdown menu set to '<None Specified>'.

At the bottom of the 'Basic Settings' section is an 'Advanced Settings' section, which is currently collapsed. At the very bottom of the interface are three buttons: 'Update', 'Delete', and 'Cancel'.

# Inserting custom icons into module headings

The image at right is 64 x 64. You can see that the header is much thicker than the standard one.



# Setting Up a Donations Portal Outside of Registration

The BSB AYSO platform has an awesome donation feature available.

The big drawback is that it is only accessible during registration of a player. Details are set under “Site Settings”

Donations, Fees, & Discounts

### Donations

Enter the donation note that should appear at checkout. *Enter upto 2000 characters maximum*

Want to help support soccer in Rio Vista? Don't have the time to be a volunteer? Consider making a donation! AYSO is a registered 501c3 non-profit organization. Your donation is fully tax deductible and helps support youth soccer here in the Sacramento Delta. Your donation goes towards things like equipment replacement, equipment upgrades, lowering the base registration costs for all players, field preparation and supplies, field use fees, volunteer training, player scholarships, and more. If you wish to donate at a later time please see our donations portal on our web-page.

*Enter the donation amounts:*

Donation Name	Donation Amount	Edit	×
Midfielder	\$10.00	Edit	×
Striker	\$20.00	Edit	×
Keeper	\$50.00	Edit	×
Custom Amount	\$0.00	Edit	×

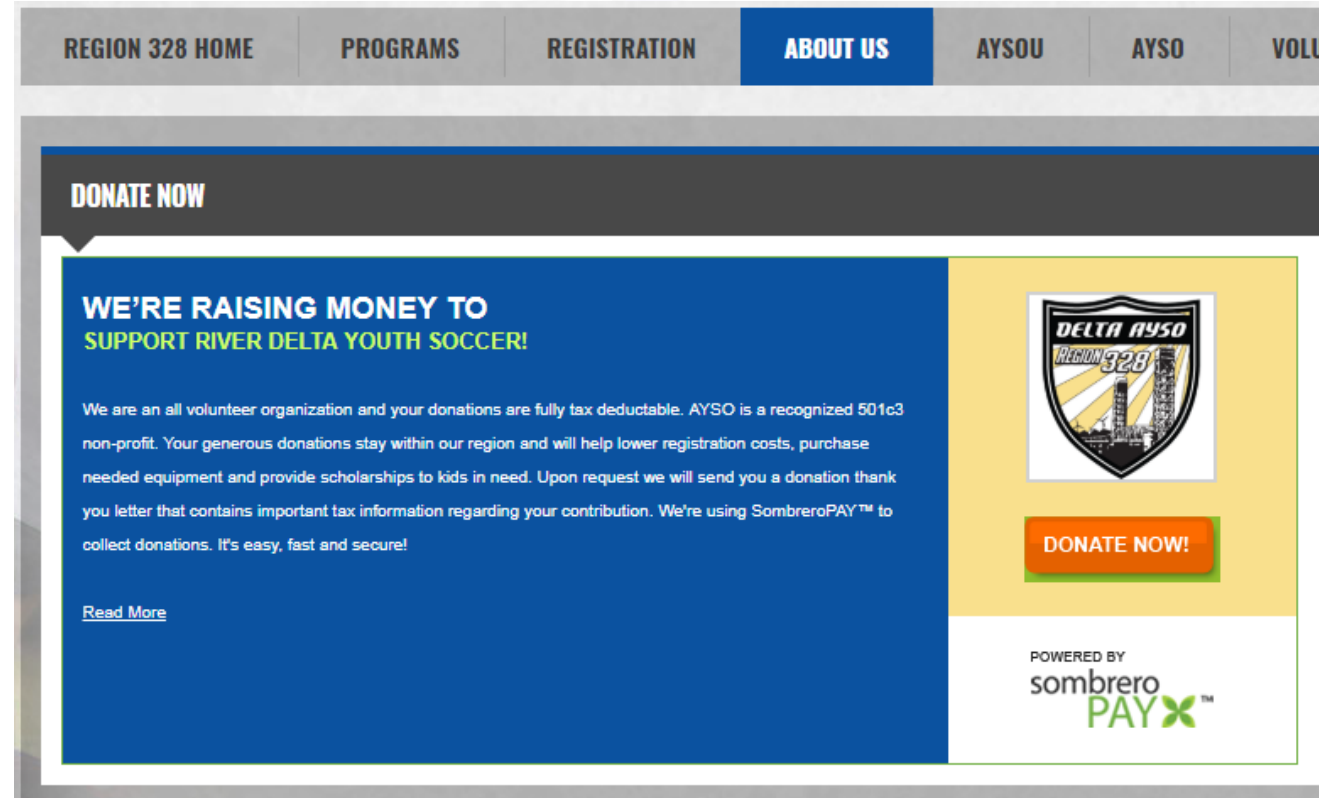
*Note: Maximum 4 donations and 1 custom donation is allowed for the portal*



# Setting Up a Donations Portal Outside of Registration

What do you do when someone completes registration and then later wants to donate to the program?

One option is to set up a Sombrero Pay portal for donations.



# Setting Up a Donations Portal Outside of Registration

Sombrero Pay is managed by Blue Sombrero and is relatively easy to set up.

Like the main BSB site, payments are deposited directly into your AYSO bank account.

The screenshot shows the SombreroPAY website interface. At the top, the logo "sombrero PAY" is displayed, with "PAY" in green and a leaf icon. To the right, there are links for "New to SombreroPAY™? Register" and "Already have an account? Login". Below the logo is a navigation bar with "Home", "About Us", "Tour", and "FAQ". The main content area features a heading "Supporting River Delta Youth Soccer!" and a "DELTA AYSO REGION 328" logo. Below the logo are social media sharing buttons for "Tweet This", "Post to Facebook", and "Email Friends". To the right of the logo, it says "Created by: Peter Gollinger" and "Like Be the first of your friends to like this." Below this is a paragraph of text: "We are an all volunteer organization and your donations are fully tax deductible. AYSO is a recognized 501c3 non-profit Your generous donations stay within our region and will help lower registration costs, purchase needed equipment and provide scholarships to kids in need. We will send a donation thank you letter that contains important donation tax information. We're using SombreroPAY™ to collect donations. It's easy, fast and secure!" Below the text is a "Make a Donation" section with radio button options for \$10.00, \$25.00, \$50.00, \$75.00, \$100.00, \$200.00, \$500.00, \$750.00, \$1000.00, and "Add Amount Here".



# Setting Up a Donations Portal Outside of Registration

You can set fundraising goals, create different fundraising campaigns and share directly with social media.

My home region has yet to use it for a campaign so we have no feedback yet on invoicing or accounting procedures.

The screenshot shows the SombbreroPAY website interface. At the top, there is a navigation bar with links for Home, Calendar, About Us, Tour, and FAQ. The user is logged in as Peter Gollinger, with options for My Account and Logout. Below the navigation bar, there is a user profile section with a profile picture and a 'Help' button. The main content area is divided into several tabs: My Groups (1), My Receivables (0), My Donations (1), My Bills (0), and My Account. The 'My Donations' tab is active, showing a dropdown menu for 'Select Group' with 'River Delta AYSO' selected. Below this, there is a section for 'River Delta AYSO' with a sub-header '1. Supporting River Delta Youth Soccer!'. A small logo for Delta AYSO Region 920 is visible. The text describes the organization as a volunteer group and provides information about tax deductibility and the use of SombbreroPAY. A red banner indicates 'NO GOAL SET'. Below this, there is a table with columns for Start Date, Donors, Collected, and Goal. The table shows a start date of Mar 17, 2018, and a collect until date of Jan 31, 2019. The Donors column shows 0, Collected shows \$0.00, and Goal shows \$0.00. There are also social media sharing options for Tweet This, Post to Facebook, and Email Friends, along with a section for Suggested Donation Amounts and a View Donations button.

# Using iframes to Embed Media in a Content Module

```
<iframe>...</iframe>
```

An inline frame places another HTML document in a frame. Unlike an `<object />` element, an `<iframe>` can be the "target" frame for links defined by other elements, and it can be selected by the user agent as the focus for printing, viewing its source, and so on.

The content of the element is used as alternative text to be displayed if the browser does not support inline frames.

# Using iframes to Embed Media in a Content Module

You can use frames to embed surveys, interest forms, documents, or videos that you would rather show than link to.

## 10U TRAVEL TEAM

### 10U Travel Team Interest Form

For the 2018 Fall Soccer Season River Delta AYSO would like to form 10U travel team or teams. Like the 12U, 14U and 16U divisions these teams would play against 10U teams from other regions in our area. This requires a commitment from players and parents to travel to away games. If you and your child are interested please complete this form.

Para la Temporada de Otoño de 2018 River Delta AYSO desea formar un equipo o equipos de viaje de 10U. Al igual que las divisiones 12U, 14U y 16U, estos equipos jugarían contra equipos de 10U de otras regiones en nuestra área. Esto requiere un compromiso de los jugadores y padres para viajar a juegos fuera de casa. Si usted y su hijo están interesados, complete este formulario.

\* Required

Email address \*

Your email

Is your child registered for 2018 Fall Soccer season with River Delta AYSO? ¿Está su hijo registrado para la temporada de otoño

# Using iframes to Embed Media in a Content Module



The screenshot shows a YouTube video player for the video 'The AYSO Difference'. The video features a woman in a red jacket smiling on a soccer field. The AYSO logo and the text 'THE AYSO DIFFERENCE' are overlaid on the video. An 'Embed Video' dialog box is open on the right side of the player, displaying the following HTML code:

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/QCXXm
nFNswY" frameborder="0" allow="autoplay;
encrypted-media" allowfullscreen>
</iframe>
```

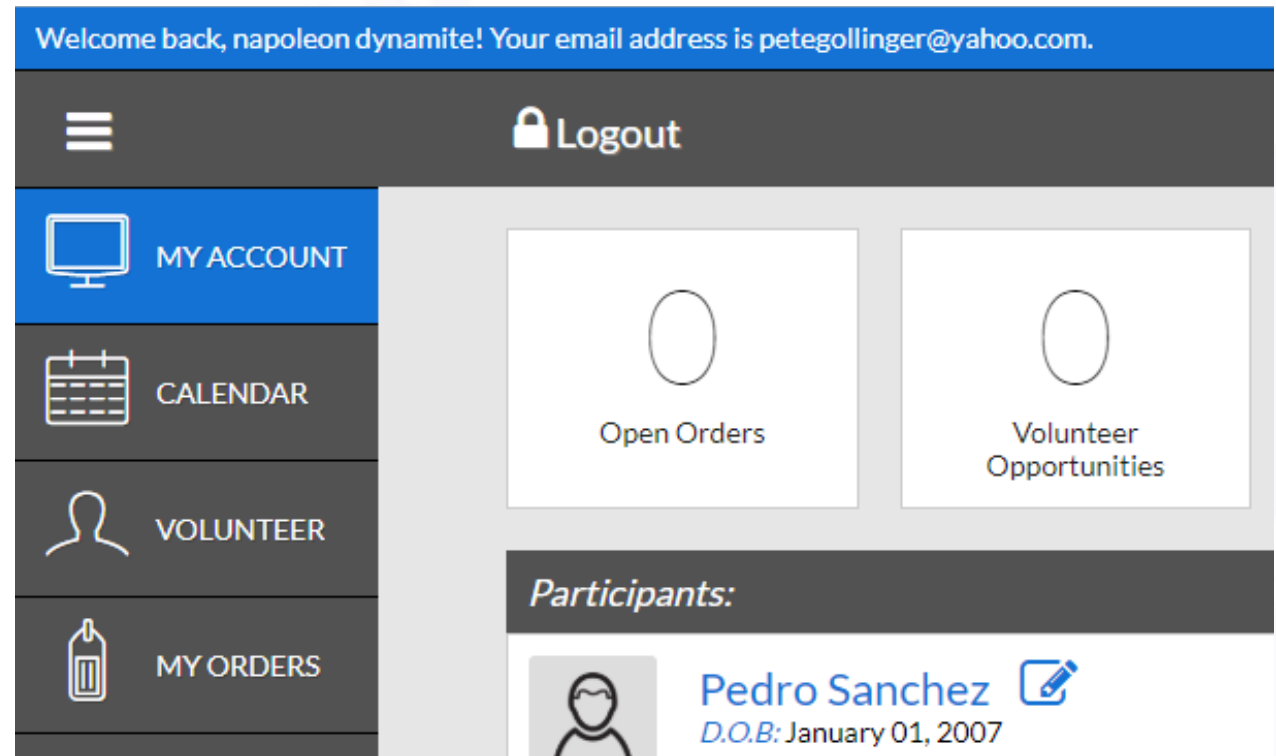
The dialog box also includes a checkbox for 'Start at 0:00' and a section for 'EMBED OPTIONS' with two checked options: 'Show suggested videos when the video finishes.' and 'Show player controls.'

YouTube and Google Forms/Docs/Sheets will give you the embed code. Simply copy and paste into your page.

# But What Will It Look Like to Regular Users?

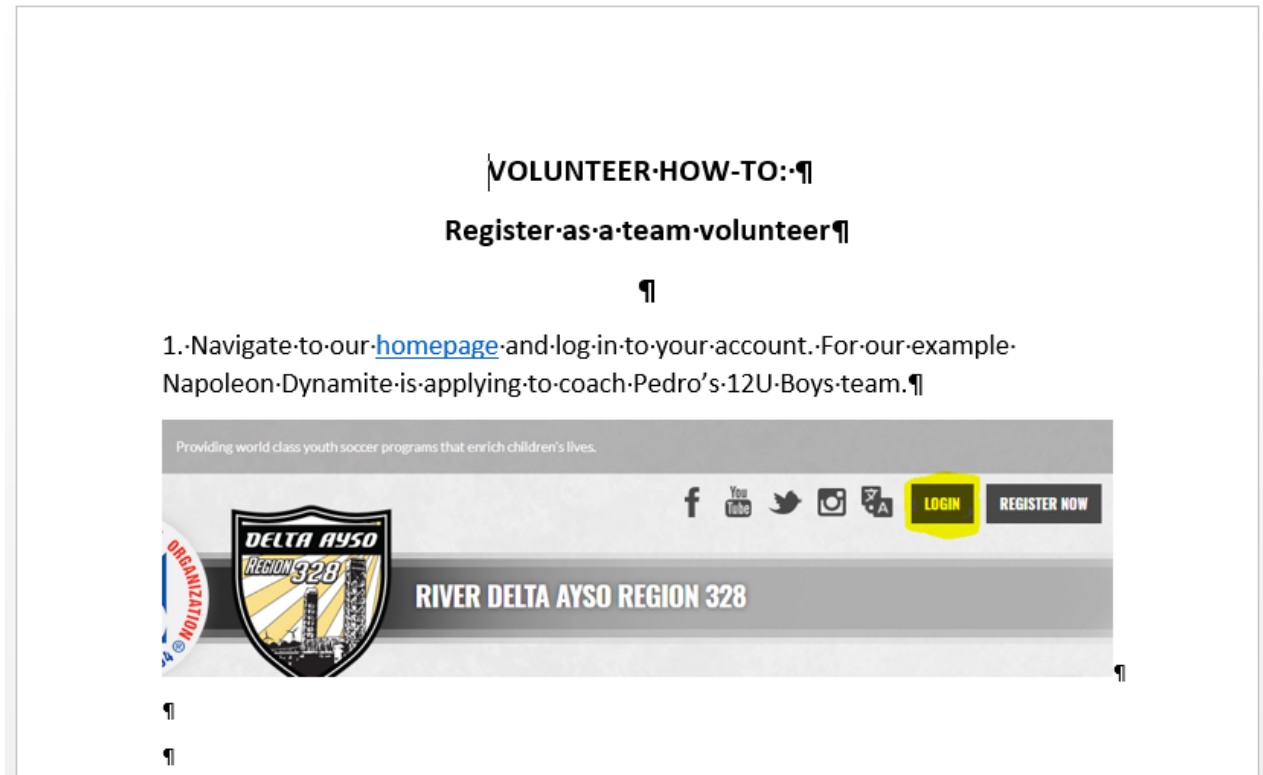
One thing that can be frustrating is trying to explain a BSB process to a user when not looking at their screen.

Knowing what is showing on their screen compared to your admin screen is next to impossible. One solution is to create an alternate log-in to use for this purpose.



# But What Will It Look Like to Regular Users?

This test account can be used to create step by step how to documents that are up to date with the changes to BSB and specific to your site.





# Questions? Comments? Ideas?

If you have questions about any RMS processes we can try and answer them if time allows.

Thank you for your participation!

# Links and Resources

- [Resize image http://resizeimage.net/](http://resizeimage.net/) - Use for changing file types, sizes, and adding transparency.
- [Color codes https://html-color-codes.info/colors-from-image/](https://html-color-codes.info/colors-from-image/) - Use for learning the HTML color code from your image.
- Favic-o-matic <http://www.favicomatic.com/> - Use for generating favicon from your image.
- [Facebook debugger https://developers.facebook.com/tools/debug/](https://developers.facebook.com/tools/debug/) - Use for checking your open graph tags for social media sharing.
- [Canva https://www.canva.com/](https://www.canva.com/) - Use for creating image related content for web or social media
- [Sombrero Pay http://www.sombreropay.com/](http://www.sombreropay.com/) - Donations portal.