



Brand and Trademark Design Guidelines for Apparel

The purpose of this document is to assist you with creating materials with the Toastmasters trademarks. Our goal is to help save you time creating materials that follow our brand guidelines.

By creating materials that follow the Toastmasters branding, you contribute to the organization's brand awareness and global perception of Toastmasters International. And, you help protect the brand and Trademarks. Use these guidelines when creating apparel with the Toastmasters logo and trademarks.

All designs must follow the correct branding and trademark guidelines, detailed below:

- Only branded colors must be used for all materials, including text. ([Brand Manual](#), page. 28)
- Only branded fonts must be used for all text. Arial is the most commonly used font. ([Brand Manual](#), pgs. 42-46)
- The Toastmasters logo must not be altered or truncated in any way. *Do not create unique logos or taglines.* For more information on the use of the logos, please reference the [Brand Manual](#), page 36. For logo on front of shirt it should not be larger than 3" in diameter, for logo on the back side of shirt it should be centered and not be larger than 5" in diameter.
- Clipart and cartoons should never be used alongside the brand.

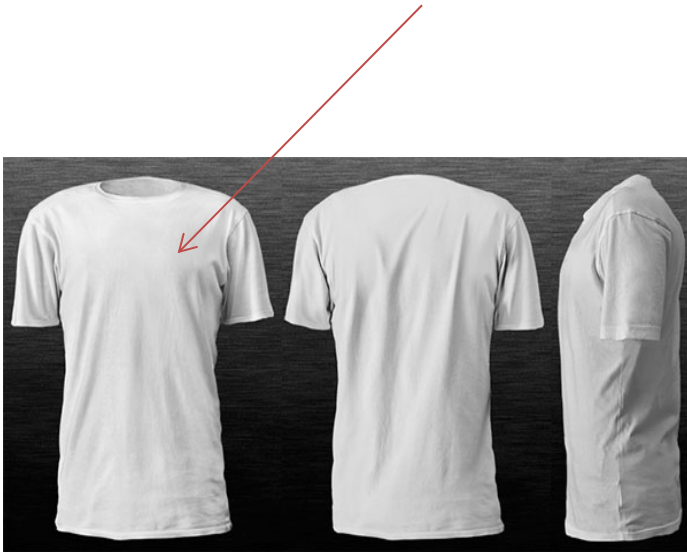
Approved Clothing Colors: White, Burgundy, Blue, Black or Gray.

Please note: Although additional colors are offered in the color palette, the only approved colors for apparel are mentioned above.

To download the logos, please visit the [Logo and Design Elements](#) section on the Logos, Images and Templates page.

To help assist you with your clothing design, we have created the mock-up below for reference.

Place the Toastmasters logo on the right or left front pocket, no larger than 3” in diameter. If placing the logo on the back, it should be no larger than 5” in diameter and centered. If adding club or district information, place your club or district information underneath the logo. An example is shown on the right.



If you would like to submit designs for approval, please send the designs to brand@toastmasters.org for brand assistance prior to submitting your Trademark Use Request. Please know each design is reviewed on an individual basis and our Executive team has final approval.

Thank you for your understanding and cooperation. By communicating a consistent brand, we increase understanding and global awareness of Toastmasters International.

If you have brand-related questions, please email brand@toastmasters.org. For trademark and copyright questions, please email Trademarks at trademarks@toastmasters.org.