Contents

Welcome 3
Brand Platform 4
Tagline, Core Values, Brand Promise 4
Personality, Voice and Tone 5
Voice and Tone 6
Visual Guidelines 7
Logo 8
Logo Wordmark 9
Logo Lockups 10
Logo Yes & No 11
Color Palette 12
Gradient Colors 13
Transparencies 14
Pathways Logo 15
Pathways Badges 16
Fonts – Gotham 17
Fonts – Myriad Pro 18
Images and Photography 19
Images and Photography 20–21
Logo Placement on Photography 22
Resources 23
Brand Portal 24
Email Signature 25
Standard and Procedures 26
Trademark Use Request 27
Video Guidelines 28
Apparel Guidelines 29
Website Guidelines 30
Corporate Club Guidelines 31
Gavel Club Guidelines 32
District Conference Guidelines 33
Policy 4.0: Intellectual Property 34
FAQ 35
FAQ 36
FAQ, Contact Us 37
Welcome Brand Ambassadors!

Are you ready to get **brand-happy with us**?
Let this Brand Manual be your inspiration!

Toastmasters International is excited to present you with brand guidelines in an easy-to-follow format to help you effectively bring the brand to life.

Let’s get together on the same page(s) and put forth a consistent image that upholds our values, our mission, our mantra…
Brand Platform

Tagline
WHERE LEADERS ARE MADE
The tagline helps to convey our mission, our purpose.

Core Values
Integrity  I  Respect  I  Service  I  Excellence
These unwavering values are at the core of Toastmasters and stand behind every decision. They provide a means of guiding and evaluating existing operations, near-term planning, and our vision for the future.

Brand Promise
Empowering individuals through personal and professional development.
Our promise encompasses all aspects of growth for members.
Brand Platform

Personality

Our personality reflects how the organization interacts with audiences at every touch point, such as through internal communication, external media, social posts, and more. While adjustments should be made to reflect each culture, each language, and each medium, our brand personality is universal—with strong elements of leadership, dedication, and empowerment.

Voice and Tone

Our voice is one of confidence and compassion. It is clear, yet respectful; it is friendly, yet professional. Our tone is positive, upbeat, and enthusiastic. It is serious when necessary. It is open to exchange.
Voice and Tone

All branded communication helps strengthen our relationship with our target audience. The Toastmasters International brand is a singular identity that should always reflect the core attributes of our organization’s personality (see page 5).

Perhaps the most important aspect of branded communication is voice and tone—or how we sound when we speak to our audience. The correct voice and tone allow us to better connect with our audience and reinforce our brand identity.

So, before you begin writing, take a moment to understand the context of your communication and the mindset of your target audience. This will help you arrive at the appropriate word choice to create engaging communication pieces that resonate.

Voice and Tone Checklist

All branded communication should be:

» Warm
» Clear
» Friendly
» Professional
» Succinct
» Respectful
» Universally understandable
» Internationally friendly
Visual Guidelines
Logo

Our logo is an integral piece of our visual identity, and we thank you for applying it correctly and consistently to accelerate engagement, raise the organization’s credibility, and improve awareness for generations to come.

Clear space and minimum-size rules ensure the logo is clearly visible for print and web applications. Let’s “logo” in unison!

The Toastmasters International logo is an integral piece of the brand’s visual identity. Used properly, it helps to deliver a consistent experience across our diverse and unique clubs, while also improving brand recall.

Clear Space

An area of clear space should be maintained around the logo that is equal to or greater than the distance “X” as indicated in the diagram. “X” being the height of the wordmark.

Minimum Size

72 pixels Web
3/4 inches Print

Download

■ Logos are available for download at www.toastmasters.org/Logos.
Logo Wordmark

Mark your wordmarks as in sync!
Clear space and minimum-size rules ensure the wordmark is clearly visible for print and web applications.

The Toastmasters International logo is an integral piece of the brand’s visual identity. Used properly, it helps to deliver a consistent experience across our diverse and unique clubs, while also improving brand recall.

Clear Space

An area of clear space should be maintained around the wordmark that is equal to or greater than the distance “X” as indicated in the diagram. “X” being the height of the wordmark.

Minimum Size

- **Full-Color**
  - **Black**: 72 pixels
  - **White**: 3/4 inches

- **Web**
  - **Black**: 72 pixels
  - **White**: 3/4 inches

- **Print**
  - **Black**: 3/4 inches
  - **White**: 3/4 inches

Download

- Logo wordmarks are available for download at www.toastmasters.org/Logos.
Logo Lockups

Here are some alternative ways to use the logo, and wordmark.

Download

- Logo lockups are available for download at www.toastmasters.org/Logos.
Logo Yes & No

All options on this page are a "go;" all options on opposite page are a "no."

Don’t put the logo in perspective.
Don’t disproportionately scale the logo.
Don’t change the proportion of the logo elements.
Don’t change any element of the logo.
Don’t customize or create logos for clubs and Districts.
Don’t change the logo colors.
Don’t put the logo on colors that aren’t in the brand color palette.
Don’t use any copy, slogans, symbols or images overlapping the logo.
Don’t put a patterned glow behind the logo.
Color Palette

Primary Colors

The palette for Toastmasters relies on True Maroon, Loyal Blue, and Cool Gray to support our elements of leadership, dedication, and empowerment.

True Maroon
Hex #772432
C12 M95 Y59 K54
R119 G36 B50
Pantone 188

Loyal Blue
Hex #004165
C100 M43 Y12 K56
R0 G65 B101
Pantone 302

Cool Gray
Hex #A9B2B1
C23 M7 Y12 K18
R169 G178 B177
Pantone 442

Accent Color

Happy Yellow
Hex #F2DF74
C0 M5 Y57 K0
R242 G223 B116
Pantone 127

- Hexadecimal for web
- CMYK for 4-color process
- Pantone™ colors
- RGB for digital
Gradient Colors

Loyal Blue, Maroon, and Cool Gray Gradients

To create marketing materials with gradients of Loyal Blue, Maroon, or Cool Gray, please refer to the charts on the right showing linear gradients of top to bottom, bottom to top, left to right, and right to left, as well as radial gradients.

Please Note: Gradient instructions are provided in hexadecimal for web values only in the charts to the right.
Transparencies

You can create materials using trasparencies as shown below, but be aware of text versus background contrast. In other words, it is not desirable to have white text on a light background, or black text on a dark background. The more contrast between text and background, the better.

Top swatch: White, Opacity 70%
Bottom swatch: Loyal Blue linear gradient

Top swatch: Loyal Blue, Opacity 70%
Bottom swatch: Cool Gray linear gradient

Top swatch: White, Opacity 70%
Bottom swatch: Loyal Blue linear gradient

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum
Pathways Logo

Pathways was designed to help Toastmasters build the competencies they need to communicate and lead. Keep the journey a consistent one by using the Pathways logo.

Clear Space

An area of clear space should be maintained around the Pathways logo that is equal to or greater than the distance "X" as indicated in the diagram. “X” being the height of the word “Pathways.”

Minimum Size

- 72 pixels Web
- 1 inch Print

Download

- The Pathways logo is available for download at www.toastmasters.org/Logos.
Pathways Badges

- Dynamic Leadership
- Effective Coaching
- Engaging Humor
- Innovative Planning
- Leadership Development
- Motivational Strategies
- Persuasive Influence
- Presentation Mastery
- Strategic Relationships
- Team Collaboration
- Visionary Communication

Download

- Badges are available for download at www.toastmasters.org/Logos.
Fonts

Is it font-friendly? These are the Toastmasters branded fonts:

Gotham
Gotham is Toastmasters International’s primary typeface. The wide stance and geometric traits of its characters exude confidence without looking stiff or digitalized.

Usage: Headlines and subheads

The Gotham typeface is also available in Condensed format.

FREE ALTERNATE: Montserrat
- Montserrat is similar in appearance to Gotham and can be used for free.
- Use this link to access the free Montserrat font.

Gotham Examples

Ultra
Black
Bold
Medium

Book
Light
Extra Light
Thin
Fonts

Is it font-friendly? These are the Toastmasters branded fonts:

**Myriad Pro**
Myriad Pro is Toastmasters International’s typeface for body copy in collateral, such as manuals and brochures. This typeface was selected for its legibility when used in large amounts of copy at a small point size.

*Usage: Body copy for collateral*

*The Myriad Pro typeface is also available in Condensed, SemiCondensed, and SemiExtended formats.*

**FREE ALTERNATE: Source Sans Pro**
- Source Sans Pro is similar in appearance to Myriad Pro and can be used for free.
- Use this [link](#) to access the free Source Sans Pro font.

Arial is a tertiary font for body copy that comes standard on most systems.

Myriad Pro Examples

<table>
<thead>
<tr>
<th>Aa</th>
<th>Aa</th>
<th>Aa</th>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Bold</td>
<td>Semibold</td>
<td>Regular</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
</tr>
</tbody>
</table>
Images and Photography
Images and Photography

The photography style should reflect the Toastmasters environment, where people look engaged, empowered, and supported, as portrayed in meetings, presentations, speeches, networking venues, conferences, training venues, and speech contests.

Stay away from images that do not connect to the Toastmasters environment, such as those mainly or solely portraying landscapes, animals, children, food and food appliances, medicine, and architecture.

Please do not use cartoons, illustrations, or clip art in materials created for clubs, Areas, Divisions, Districts, and regions.

Always make sure you have permission to use and/or reproduce any images and pictures utilized in your designs. Images protected by trademarks and copyrights should never be used.

Download

An array of Toastmasters-branded images are available for download at: www.toastmasters.photoshelter.com/galleries.
Images and Photography

A myriad of Toastmasters-branded images are available to you—inspire and be inspired!
Logo Placement on Photography

The Toastmasters logo can be used on photography as long as the placement of the logo has good contrast between the logo and the image behind the logo, and the logo isn’t part of anything specific in the image; the logo also should not directly cover people’s faces or compete with the image. Use the Toastmasters logo on a background that has sufficient contrast, make sure the logo is completely legible, and use Toastmasters-approved photography. Place the logo with the minimal-required clear space around it—and ideally at the top-left or bottom-right of the image.

Détendez-vous, parlez en toute confiance.
Resources
Brand Portal

The brand portal holds the elements you need to create exciting, approved materials. You’ll find the logo, wordmark, marketing resources, business cards, photo templates, stationery, and more. Refer to the brand portal to review all that is available to you.

Download

- Branded assets for download at: www.toastmasters.org/BrandPortal.
Email Signature

As a member, a club officer, or a District leader, you can add this signature to your emails to convey your connection to Toastmasters and provide the necessary closing information to recipients.

Dear <Mr. or Mrs. Last Name>

Thank you for attending our club meeting. We hope you enjoyed your experience and look forward to having you back again soon.

Are there any questions you had about Toastmasters or our club? I would be more than happy to help answer them for you. Our next meeting will be held on <Date> at <Time>. Hope to see you there!

In the meantime, if you want to learn more about the benefits of a Toastmasters membership, please visit www.toastmasters.org/About-Us.

Sincerely,

FirstName LastName
Title
phone: +1 720-436-5050 ext. ###

www.toastmasters.org

This email and any attached files ("message") are confidential and may contain privileged information. If you are not the intended recipient, please notify the sender immediately and permanently delete this message from your system. To distribute, disclose, or copy this message without prior authorization is prohibited. Toastmasters International does not accept liability for any errors or omissions in the content of this message.
Standards and Procedures
## Trademark Use Request

Toastmasters International is committed to protecting our brand, trademarks, and copyrights and we count on your diligence to ensure the materials you're creating are not a threat to the intellectual property we know and love.

As a general rule, all non-paper materials require official authorization prior to production or purchase. Please refer to the chart on the right for clarification.

### Request Authorization

- In order to obtain authorization for any of the non-authorized materials from the chart on the right, submit your proposed design through a Trademark Use Request: [www.toastmasters.org/TrademarkUseRequest](http://www.toastmasters.org/TrademarkUseRequest).

All cases are analyzed individually, so please submit your request with plenty of time for the Brand and Trademark Teams to review it and provide feedback.

Trademark authorizations are valid for the term in which they were granted and are not automatically renewed. In order to produce or buy items previously authorized, please re-submit a new Trademark Use Request.

If you're in doubt whether you should submit a request or contact the Brand Team for approval, please check the chart on this page regarding Protocol 4.0: Intellectual Property.

<table>
<thead>
<tr>
<th>User</th>
<th>Authorized</th>
<th>Non-Authorized</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clubs, Areas, Divisions, and Districts</td>
<td>Stationery, business cards, bulletins, newsletters, electronic media, websites, program covers, agendas, and similar items, only if directly related to, and focused on, the mission</td>
<td>Articles such as trophies, ribbons, banners, certificates, clothing or other items, except by specific, prior written authorization from the Chief Executive Officer</td>
<td>Club President, District Director</td>
</tr>
<tr>
<td>Officer candidates at all levels</td>
<td>Stationery, business cards, mailings, electronic media, websites, campaign literature, and similar items</td>
<td>Articles such as trophies, ribbons, banners, certificates, clothing or other items, except by specific, prior written authorization from the Chief Executive Officer</td>
<td>Candidate</td>
</tr>
<tr>
<td>Individual members and officers at all levels</td>
<td>Stationery, business cards, electronic media, and websites, solely to indicate the person's affiliation with a member club</td>
<td>Any personal newsletter, electronic media, bulletin, or similar item; articles such as trophies, ribbons, banners, certificates, clothing, or other items except by specific, prior written authorization from the Chief Executive Officer</td>
<td>Individual</td>
</tr>
</tbody>
</table>
Video Guidelines

When creating a club or District video, please use these guidelines as a checklist:

» The club name or District number should be placed below the logo to indicate which club or District created the video.

» Credits at the end should list the name, club, and District of the person/team that created the video. The copyright symbol, District number or club name, and year should also be displayed.

» Obtain written permission from every individual in the video. Please use a separate video release form for each person.

» The video must not infringe on the intellectual property, privacy, publicity rights, ownership, or any other legal or moral rights of any third party and must be suitable for public viewing.

» Add the disclaimer below to one of the first frames of the video:

“Toastmasters International and all other Toastmasters International trademarks and copyrights are the sole property of Toastmasters International. This video is the opinion of the creator and is independent of Toastmasters International. It is not authorized by, endorsed by, sponsored by, affiliated with, or otherwise approved by Toastmasters International.”

Submit Request

- Once your video is ready, submit a Trademark Use Request. If you have questions, please email the Brand Team at brand@toastmasters.org.
Apparel Guidelines

When designing apparel for your club or District, please follow these guidelines:

» The logo or wordmark should always be in the front of the t-shirt/jacket and no larger than 3 inches in diameter.

» Words or type on the back of any shirt or jacket should not be larger than 12 inches wide and 17 inches high.

» Acceptable apparel colors are white, burgundy, blue, black, and gray. Refer to the Color Palette on page 12 of this manual for brand-appropriate hues.

Submit Request

- Once your design is ready, submit a Trademark Use Request prior to purchase/production. If you have any questions, please email the Brand Team at brand@toastmasters.org.
Website Guidelines

Ready to create your club, Area, Division, or District website? Please follow these guidelines:

» Do not copy or re-upload information or content that is available to the general public on any Toastmasters website.
» Anything that requires a login or membership to access is off-limits.
» Add the disclaimer below to the bottom of the website:

“The information on this website is for the sole use of Toastmasters’ members, for Toastmasters business only. It is not to be used for solicitation and distribution of non-Toastmasters material or information.”

Approval

■ For questions and approval, please contact the Brand Team at brand@toastmasters.org.

Be Prepared To Shine
Imagine yourself with speaking assurance. Now, make it a reality by becoming a member of Toastmasters, the original leader in public speaking and communication.

Find Toastmasters Near You
Join Toastmasters around the
Corporate Club Guidelines

Create materials for your corporate club utilizing these guidelines:

» When using both the Toastmasters logo and the corporation logo, make sure they are never side by side.
» Place the Toastmasters logo and the corporation logo on opposite sides/corners of the material or have one on the top and one at the bottom.

Questions

- If you have questions, please contact the Brand Team at brand@toastmasters.org.
Gavel Club Guidelines

When creating materials for your Gavel Club, please follow these guidelines:

» Use all Toastmasters brand guidelines regarding fonts, colors, photography styles, and logo usage.

» In all instances where a chartered Toastmasters Member Club would use the Toastmasters International logo, make use of the Gavel Club logo instead.

» Gavel Club banners, if sourced independently of Toastmasters International, must be identical to an approved banner design found [here](#), unless they make use of the Gavel Club logo in place of the Toastmasters International logo.

» Be mindful not to alter the Gavel Club logo in any way; do not create a custom logo for your Gavel Club.

» Do not create a custom tagline for your Gavel Club.

Download

- Logos are available for download at [www.toastmasters.org/Logos](http://www.toastmasters.org/Logos).
District Conference Guidelines

When creating materials for your District Conference, please follow these guidelines:

» You may create a custom logo/theme for your conference providing they don’t infringe on the copyrights or trademarks of other organizations. This exception is for the conference only. Brand guidelines must be adhered to for all other events.

» Using the Toastmasters logo and tagline is optional. If you choose to have them in the conference materials, make sure these elements are standing alone, unaltered. The logo is not to be made a part of an object, word or number. The Toastmasters logo should never be placed side by side with other logos.

» Sponsors of the conference should be mentioned in materials either by name or by logo in a sponsor-designated section, never next to the Toastmasters logo.

Approval

■ Once your conference materials are ready, please contact the Brand Team for approval at brand@toastmasters.org.
Policy 4.0: Intellectual Property

Toastmasters Governing Documents have a specific policy and a protocol to guide the use of its intellectual property.

Please refer to it, especially the section on Brand Standards, to make sure the materials you are creating are brand-compliant.

Learn More

- Policy 4.0 Intellectual Property
  www.toastmasters.org/Intellectual-Property.
FAQ

Can clubs and Districts create their own logo, theme, and/or tagline?

Unfortunately, no. We understand each club and each District are unique; however, individual logos and mottos create a lot of confusion and dilute the power of the brand. We strive to provide our members with a consistent experience across 143 countries, so it is vital that our brand is instantly recognizable. If all clubs created their own logo, there would be 16,800 of them, instead of one strong, unifying logo. Clubs, Areas, Divisions, Districts, and regions should all use the Toastmasters International logo, the official tagline, and the brand elements.

If I remove the logo from my materials, can I use different colors, fonts, and/or elements?

No, as all Toastmasters materials must follow the guidelines specified in this Brand Manual. Even if a specific piece does not require the logo, the other guidelines for fonts, colors, photography style, etc. still apply and must be followed.

Can our District create a logo/theme for the District Conference?

Yes, this is the sole exception to the logo and theme rule. Districts are welcome to create a “look and feel” for their annual conference, with a theme or tagline that is a strong call to action and engages members. Please refer to the District Conference page of this Brand Manual for more details explaining how to do this in a brand-compliant way.

Regarding colors, is True Maroon designated for Districts and Loyal Blue designated for clubs?

We used to have this distinction in the past. Since the introduction of the new banners and business cards, this is no longer applicable. While World Headquarters may use the colors to identify some materials, such as the Leader Letter, clubs and Districts are welcome to use the color of their preference.

Can I create or produce name badges, ribbons, club banners, or pins locally?

Name badges, ribbons, and pins may not be produced locally in any form. Local production of club banners is permitted, but only if the production makes use of a digital banner design purchased through the Toastmasters online store. This ensures not only brand standards of quality and compliance, but also the consistency of awards, achievements, and recognition items.

Clubs and Districts are welcome to develop other items, such as gifts, plaques, patches, etc. to recognize their members and milestones. Please make sure you get your design approved through a Trademark Use Request before it’s produced or purchased.
FAQ

Can the Toastmasters International emblem be used in promotional materials?

The emblem, which used to be the organization’s logo until 2011, should only be used in an historical context by clubs, Divisions, Areas, Districts, and regions. Using just the emblem or both logos in promotional materials is confusing and dilutes the power of the brand.

World Headquarters uses the emblem in select materials to honor the Toastmasters legacy and preserve its trademark.

Can my club still use the old club banner?

The old banner [the yellow one with the Toastmasters International emblem] should only be used in a historical context. It may be kept at club meetings and events if the new one is present and occupying a more prominent place. The current banner has been in place for 10 years, so we strongly encourage clubs to replace the old one.

How do I know if I need a Trademark Use Request?

You can use the chart on page 27 to know if you need to obtain authorization from the Trademarks Team or if you can simply follow the Brand Manual to produce your materials. As a general rule, most paper materials, other than certificates, do not need to submit a Trademark Use Request. Other items, such as apparel, accessories, banners, gifts, stickers, etc. will require you to go through the trademark process.