



TOASTMASTERS INTERNATIONAL

ABRIDGED BRAND MANUAL

BRAND BASICS

BRAND DEFINITIONS

- 1 WHAT IS A BRAND?**
A brand is an exclusive and desirable idea embodied in products, places, services, people and experiences.
- 2 WHAT IS A BRAND STRATEGY?**
The plan that identifies and describes short- and long-term objectives, key brand initiatives, tactics and measures of success. The Toastmasters brand strategy determines what, when, where, why, how and to whom we plan on communicating our brand messaging.
- 3 WHAT IS BRAND POSITIONING?**
The deliberate application of the Toastmasters brand. The positioning of a brand is what people envision when they think of a brand. It should be distinct and hold unique value.
- 4 WHAT IS A POSITIONING STATEMENT?**
The statement used to describe a brand's unique place in the market and drive the brand positioning.
- 5 WHAT IS A VALUE PROPOSITION?**
The primary benefit a brand provides to its target audience.
- 6 WHAT IS A TAGLINE?**
A phrase that concisely communicates an organization's value proposition to its target audience.
- 7 WHAT IS A LOGO?**
A graphic symbol designed to represent a brand.

BENEFITS OF USING THE BRAND

The brand will:

- **Communicate a consistent look and message, in turn increasing understanding and global awareness of Toastmasters International**
- **Motivate prospective members to join, making district and club objectives easier to achieve**
- **Increase pride in being a member of Toastmasters**



THE
TOASTMASTERS
INTERNATIONAL
BRAND

BRAND PLATFORM

TAGLINE

Where Leaders Are Made

TOASTMASTERS INTERNATIONAL ENVISIONED FUTURE

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development.

TOASTMASTERS INTERNATIONAL VALUES

- Integrity
- Respect
- Service
- Excellence

These are values worthy of a great organization, and they should be the anchor points of every decision we make. Our core values provide a means of guiding and evaluating our operations, our planning and our vision for the future.

MISSION STATEMENT

TOASTMASTERS INTERNATIONAL MISSION

We empower individuals to become more effective communicators and leaders.

DISTRICT MISSION

We build new clubs and support all clubs in achieving excellence.

CLUB MISSION

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Toastmasters International is the leading nonprofit organization devoted to creating effective leaders and communicators worldwide.

Through its clubs, Toastmasters International helps people learn the arts of speaking, listening and thinking — vital skills that promote self-actualization, enhance leadership potential, foster human understanding and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

BRAND POSITIONING

I wasn't born a leader. They were all around me though. In the community, at work, at school. Leaders were everywhere. They were the heads of families, coaches of teams, business leaders, mentors, organizational decision-makers.

I admired these leaders. They influenced who I was and who I was becoming. Whatever they did professionally or how they became what they were, I aspired to walk in their footsteps.

And, so, I committed myself to becoming one.

Finally, it came to me. It wasn't just what leaders knew that enabled them to lead. They had a voice. They could tell their story. They could listen and answer. They didn't just accomplish, they communicated.

So I set out to find my voice. Learn to process information on my toes. I needed to learn to listen. Learn to give feedback — and accept it. I needed to organize, plan, deliver, follow up. I needed a place where all the ingredients were there, and someone would guide me along the way.

I found that place. I found a community of learners and the path to leadership.

I am a leader — and I was made.



BRAND PERSONALITY

WHAT DOES THE TERM **BRAND PERSONALITY** MEAN?

The term brand personality describes how an organization interacts with the general public at every touch point. An organization's brand personality is universal — regardless of language, location or audience. A successful brand personality is always aligned with — and supportive of — the company's brand positioning.

THE TOASTMASTERS INTERNATIONAL BRAND PERSONALITY

LEADER

DEDICATED

HELPFUL

EMPOWERING

ELEVATOR PITCH

What is an “elevator pitch”?

An “elevator pitch” is a brief summary used to get your audience to ask for more information, ride another floor, request a business card, etc. Each statement of your Toastmasters elevator pitch should define the organization’s value proposition and should last about five seconds, or three floors of an elevator ride.

Preparation is key to delivering a successful elevator pitch. Be ready with three things you can say about the Toastmasters organization. Your messages should be authentic and relevant to your audience; therefore, each pitch will be a little different. Just be sure you clearly explain what Toastmasters International does, and define it in a way that relates to the interests of your listener.

Stuck on what your key messages should be? Here are two ideas to get you thinking:

1. Describe three things that the Toastmasters International program helped you accomplish over the past year and the impact of these accomplishments.
2. Tell one great story about the work you do in Toastmasters that is personal, compelling and representative of the Toastmasters organizational purpose.

Being prepared means being ready to go further. Think of it like Table Topics: If someone is really interested in what you just told them, you need to be ready to expand on the conversation with more information. You also need to know how to help your listener find more information and contact someone who can guide them through a welcoming engagement.

ELEVATOR PITCH: 250-WORD DESCRIPTOR (FIVE-MINUTE)

“For more than 86 years, Toastmasters International has been recognized as the leading organization dedicated to communication and leadership skill development. Through its worldwide network of clubs, each week Toastmasters helps more than a quarter million men and women of every ethnicity, education level and profession build their competence in communication so they can gain the confidence to lead others.

The world needs leaders. Leaders head families, coach teams, run businesses and mentor others. These leaders must not only accomplish; they must communicate. By regularly giving speeches, gaining feedback, leading teams and guiding others to achieve their goals in a supportive atmosphere, leaders emerge from the Toastmasters program. The organization answers a new generation’s plea: Where can I go to become a better communicator and ultimately, a stronger leader?

Toastmasters continues to build on its legacy by providing a strong foundation for the future. Its proven educational program continually evolves to address the needs of the world’s communicators and leaders both today and tomorrow.

Toastmasters members learn to tell their stories. They listen and answer. They plan and lead. They give feedback — and accept it. Through our community of learners, they find their path to leadership.”

Toastmasters International
Where Leaders Are Made

ELEVATOR PITCH: 100-WORD DESCRIPTOR (THREE-MINUTE)

“Since 1924, Toastmasters International has been recognized as the leading organization dedicated to communication and leadership skill development. Through its worldwide network of clubs, each week Toastmasters helps more than a quarter million men and women of every ethnicity, education level and profession build their competence in communication so they can gain the confidence to lead others.

By regularly giving speeches, gaining feedback, leading teams and guiding others to achieve their goals in a supportive atmosphere, leaders emerge. They learn to tell their stories. They listen and answer. They plan and lead. They give feedback — and accept it. They find their path to leadership.”

Toastmasters International
Where Leaders Are Made

ELEVATOR PITCH: 50-WORD DESCRIPTOR (ONE-MINUTE)

“Since 1924, Toastmasters International has been recognized as the leading organization dedicated to communication and leadership skill development. Through its worldwide network of clubs, each week Toastmasters helps more than a quarter million men and women of every ethnicity, education level and profession build their competence in communication so they can gain the confidence to lead others.”

Toastmasters International
Where Leaders Are Made

FEATURES OF TOASTMASTERS

TOASTMASTERS PROVIDES

DIRECT RESULT: IMPROVEMENT IN

Communication Skills Development

- Direct and indirect communication skills
- Public speaking skills

Leadership Skills Development

- Problem-solving skills
- Decision-making skills
- Team-building skills
- Effective time management

Impromptu Speaking Opportunities

- Ability to think on your feet
- Reactionary skills
- Poise and confidence in high-pressure situations

Self-Paced Program

- Flexibility to adapt to personal schedules
- Maintaining a balanced life (current commitments, routine, etc.)

Constructive Evaluations

- Ability to give and receive constructive criticism
- Success when working with teams

Speech Development

- Sense of structure when communicating in formal and informal settings

VOICE AND TONE

BRAND COMMUNICATION

All club and district leaders should be equipped to effectively and articulately explain the Toastmasters organization in 15 to 30 seconds.

It is, and always will be, about the listener. Try to tell the person you are speaking with something they want to hear. How will you know what that is? Here are a few ideas:

- Ask if they have heard of Toastmasters and what they believe it is.
- Ask questions to understand their interest or need and actively listen to their responses.

This basic understanding of your audience gives you a place to start to create a message about the Toastmasters organization that is relevant to your audience. The key is giving your listeners something they will be interested in hearing about. For example:

- Toastmasters is an organization dedicated to communication and leadership skill development. Each week, more than a quarter million men and women build their competence in communication.
- Trying to advance in your career can be an exciting, yet stressful time. Have you ever considered joining a club like Toastmasters to add specialized skills to your resume and boost your confidence to reach new professional milestones?
- A lot of people don't think about it, but parenting requires leadership skills. When I first had kids I sometimes lacked confidence as an authority figure so I joined a Toastmasters club. Have you ever heard of Toastmasters?

BRAND COMMUNICATION: THINGS TO REMEMBER

KNOW YOUR AUDIENCES

Speak with current Toastmasters, leaders and influencers from each target audience ([page 22](#)). Ask them the following:

- Why did you join Toastmasters?
- Why are you still involved with Toastmasters?
- How have you benefited from Toastmasters?

COMMUNICATE FOR YOUR AUDIENCES

Communicate clearly by putting yourself in the shoes of your audience. When people are exposed to new information, they ask, “What’s in it for me?” or “What’s my connection here?” You will keep your audience’s interest if your communication is clear, easy to digest and relevant to them.

FOCUS ON RESULTS

Emphasize the tangible results, or benefits, of participating in the Toastmasters program. Sometimes it is easy to focus on the features of membership rather than the outcome of being a member.

BE CONVERSATIONAL

Communicate in an authentic and approachable manner. When writing on behalf of Toastmasters, don’t be afraid of using conversational phrases such as, “So what’s next?” or, “Here’s how you can join today.” When appropriate, try to avoid being overly formal by using short, simple words and phrases.

BEING A LEADER

“A leader is one who knows the way, goes the way, and shows the way.”

— John C. Maxwell

A key element of the Toastmasters International brand is our focus on leadership. To deliver on our brand positioning, it is essential that we communicate the leadership skills and attributes members can acquire through Toastmasters. The following are examples:

- Leaders are emotionally mature; they are comfortable with themselves and accept their own faults and abilities.
- Leaders are free thinkers who are not afraid to disagree with the majority.
- Leaders are goal-oriented.
- Leaders are determined and will overcome obstacles to achieve their goals.
- Leaders are willing to take risks and are not afraid to fail.
- Leaders continue to perform despite delays, disappointments, distractions or failures.
- Leaders focus on continuous improvement.
- Leaders inspire people around them to become better.
- Leaders treat people with respect and importance.
- Leaders are strong mentors.
- Leaders are ambitious.
- Leaders intuitively identify others' strengths and help them to overcome their weaknesses.

AUDIENCE MESSAGING: CORPORATIONS

CORPORATIONS

Corporations represent a significant opportunity in strengthening the Toastmasters International brand. Businesses around the world need strong leaders and communicators to succeed in the global economy. Toastmasters offers an affordable, consistent program to help employees grow.

Involvement in Toastmasters

- Boosts employee morale
- Increases productivity
- Develops leaders
- Improves professional communication
- Encourages teamwork and collaboration
- Provides a low-cost solution for employee skill-building

Sample Messaging

- Develop a larger talent pool of potential leaders.
- Create a culture focused on teamwork and effective communication.
- Enhance organizational productivity, efficiency and overall quality of work.
- Implement a low-cost solution that yields high-quality results.
- Improve the overall sense of corporate community.

AUDIENCE MESSAGING: CURRENT TOASTMASTERS

CURRENT TOASTMASTERS INTERNATIONAL MEMBERS

Current Toastmasters are the most significant audience because they embody the brand. It is important to keep the needs of our current members at the forefront and ensure that they do not feel alienated. It is important to remember that the needs and ideals of our members have not changed; they have simply evolved.

Continued Involvement in Toastmasters

- Encourages ongoing engagement in club meetings
- Improves the club experience
- Enforces that members are the most important brand advocates

Sample Messaging

- Toastmasters has already bolstered your confidence. It's a place where you can find your voice and is where leaders are made. As a member, you embody the Toastmasters brand. Share your success story with others!
- The mission of Toastmasters has not changed. Toastmasters evolved its look and messaging to provide one single, consistent message that demonstrates what Toastmasters is and what it offers the world.
- Your feedback, thoughts and concerns are always welcome. Share your opinions on the brand refresh with your club officers, district leaders and World Headquarters staff at brand@toastmasters.org.

AUDIENCE MESSAGING: POTENTIAL MEMBERS

POTENTIAL MEMBERS (MID-CAREER PROFESSIONALS):

Mid-career professionals can be at various stages within their careers, particularly because they have more external responsibilities (family and financial stress). People in this stage may believe their professional growth potential is limited. They also may be contemplating a career transition or have difficulty balancing their personal and professional lives.

Involvement in Toastmasters

- Provides networking and skill-building opportunities
- Offers an opportunity to reach ultimate potential
- Revives true passion

Sample Messaging

- Expand your opportunities for success by developing your leadership and communication skills while boosting your resume.
- Once you can articulate your leadership philosophy to others through effective communication and your everyday actions, you will take control of your future.
- By improving yourself, you prove that you are willing to adapt to new situations by overcoming your resistance to change.
- The self-paced learning at Toastmasters is an ideal way to generate your presence, boost your confidence and earn the respect you deserve.

AUDIENCE MESSAGING: POTENTIAL MEMBERS

POTENTIAL MEMBERS (PERSONAL SKILL-BUILDING)

People interested in personal skill-building are the most general audience because they represent anyone seeking self-improvement. Consider people from any environment (not just the workplace) that may be interested in improving their communication and leadership skills.

Involvement in Toastmasters

- Increases personal growth opportunities
- Leads to self-improvement
- Broadens communication and leadership skill sets
- Results in increased confidence

Sample Messaging

- Toastmasters can help you succeed in life by helping you improve your communication, leadership, interpersonal and time-management skills.
- By participating in the Toastmasters program you will achieve increased self-confidence and social skills.
- Once you take the initiative to make positive changes in yourself, good things follow.

VISUAL ELEMENTS

When creating Toastmasters materials for your club or district, please reference the [Visual Brand Guidelines](#) and visit www.toastmasters.org/creatingmaterials for more information before your design is printed or distributed.

PROMOTIONAL ITEMS



Customizable Meeting Sign
Item 6996



Find Your Voice
Item 99



Promotional Bookmark
Item 6818



Logo Magnet
Item 6810



Hard Cover Notebook
Item 6815



Blank Certificate
Item 511

Promotional items are available for purchase at
www.toastmasters.org/gifts

MORE INFORMATION

THE TOASTMASTERS INTERNATIONAL BRAND

Why did Toastmasters update its brand?

Over the years, Toastmasters clubs and districts have increasingly created websites, conference and meeting materials, and other communications that displayed their individuality. In early 2008, it became clear that the Toastmasters brand was no longer consistently perceived or recognized by current or prospective members. If, in 2010, you did an Internet search for “Toastmasters” you might never know that it is a cohesive, global organization. Each club should have a personality, but must still be connected to the organization and its brand.

A strong brand tells one story of an organization. An ineffective brand tells many. Therefore, the primary objective of the rebrand was to create a unified, distinct story for Toastmasters. Together, through the consistent use of the new visual system and positioning, we will successfully:

- Set and maintain the public’s perception of Toastmasters.
- Expand the organization’s reach into emerging markets.
- Reduce the volunteer leaders’ workload by providing graphic elements and a brand manual for ease of use when creating materials.
- Garner more international recognition and media coverage.
- Become the consistently recognized world leader in leadership and communication development.
- Create a more consistent member experience, regardless of geography.

What research was conducted to justify rebranding the Toastmasters organization?

In 2009, World Headquarters and its branding partner conducted research to better understand Toastmasters’ position in the market. The research was comprised of interviews with members and prospective members from around the world, club and district leaders and board members. Also surveyed were attendants at conferences, club meetings and club leader trainings. In addition, there was an analysis of our organization’s competition and a thorough review of our materials.

From this research we learned that our organization faces many challenges, the most significant being perception control. When people were interested in Toastmasters, but wanted more information before attending a meeting or joining a club, they would get mixed messages. While the mission of Toastmasters International is in part to “continually expand its worldwide network of member clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs,” the public’s varying perceptions of the organization impede the clubs’ and districts’ ability to be successful.

FAQs

When was the updated Toastmasters brand made public?

The refreshed brand was launched on the first day of the 2011 Toastmasters International Convention, Wednesday, August 17, in Las Vegas, Nevada, U.S.

How does the rebrand impact me?

More than simply a logo and colors, the brand is represented through everything we do and say. Each member will interact with the new brand in a variety of ways, from communicating with prospective members, to building new clubs, to the materials used for district conferences and club meetings.

Is it acceptable for districts and clubs to create custom themes, pins and logos? What is the new organizational theme?

In order to strengthen the Toastmasters International brand, we need to create a unified global perception of the organization through consistent messaging and visual identity. Having a theme in your district or club that changes each year implies a change in our organization's mission or direction and could confuse members or potential members who are not creating the materials.

Although districts and clubs should no longer create annual themes, they can still develop conference- and club-specific themes that relate to the educational materials, speakers and topics that will be presented during the event or meeting.

Members should no longer create custom logos and pins either because they, too, will cause brand confusion and weaken members' ties to the international organization.

"Where Leaders Are Made" is the enduring brand message across all levels of the organization. This message, when used consistently across club, district and international communications, will reinforce the benefits of Toastmasters membership while creating unified awareness for members and prospective members alike.

Are all materials rebranded?

Yes. This is the first complete rebrand in Toastmasters' history; therefore, all materials have been redesigned to match the new visual system.

I have a large inventory of club/district materials that have the old logo. Will I have to discard everything?

Begin using the newly branded materials in your district and throughout your clubs. Be sure to visit our [Logos, Images and Templates page](#) for free resources to refresh these materials. It is not the intention of Toastmasters to place undue financial hardship on clubs and districts, and we recognize that you cannot simply discard materials that you have purchased. We therefore ask that you phase them out as quickly as possible and purchase newly branded materials when you have sufficient funds to do so. This includes banners, lecterns, ribbons and other promotional materials.

FAQs

Should club and district websites be updated to reflect the new Toastmasters brand?

Yes, clubs and districts must rebrand their websites. The FreeToastHost (FTH) 2.0 platform allows clubs and districts to update the design and software of their website to match the new brand of Toastmasters International; three branded templates are available.

Clubs and districts that do not use FTH can use Toastmasters predesigned Wordpress and Google themes. If the club or district website is customized or hosted on a different provider, apply the verbal and visual guidelines in this manual and incorporate the visual elements from the brand portal.

All predesigned themes and additional, branded, website banners are available online at www.toastmasters.org/freewebsites.

Please remove all references of the globe emblem and expire all outdated club and district websites.

VISUAL ELEMENTS

LOGO

What's a logo lockup?

A logo lockup is the Toastmasters logo accompanied by descriptor text. Please refer to **page 35** in this manual for acceptable logo lockups and find them for download at www.toastmasters.org/logos.

When do I use a logo lockup?

You can use the premade logo lockups on all materials or you can create your own logo lockups, following brand standards, to develop a unique identity for a program, group, internal initiative or event.

What is happening to the globe emblem? Can we still use the globe emblem?

The globe emblem will only be used as the seal or official mark of Toastmasters International and not as the logo for the organization. It will be used on items such as the back cover of education manuals. Please remove all references to the globe emblem on promotional collateral and web materials (sites, blogs, etc.).

COLOR

Can I use different colors than the ones in the official Toastmasters color palette?

The color palette was selected to align with Toastmasters brand position and illustrate a feeling of confidence and strength. Please use the official color codes on **page 28** in this manual when designing and updating Toastmasters materials. No other colors can be used in conjunction with the Toastmasters brand.

FAQs

TYPOGRAPHY

What are the new main typefaces?

Please review **pages 42–46** in this manual. Our primary typeface is Gotham, used for headlines and subheads. Our secondary typeface is ITC Lubalin Graph Std and should be reserved for callout boxes and taglines. Our body copy typeface is Myriad Pro. Arial is our web-safe typeface for online purposes and external communication (Word, PowerPoint, email) and can be used if access to other fonts is limited.

I don't have access to Gotham, Lubalin or Myriad Pro. What font should I use?

Free alternative fonts are available for download (please see **page 42–46** in this manual). If you have limited access to fonts, Arial should be used. Arial is the web-safe and universal font that should be used on club and district websites. If you do not have access to Gotham, ITC Lubalin Graph Std, Montserrat or Myriad Pro, here is how you can use Arial:

- Titles/subtitles: USE UPPERCASE ARIAL
- Content: Please use sentence case Arial

CREATING MATERIALS

Where do I find the sample branded materials listed in this brand manual?

Please visit Toastmasters' Logos, Images and Templates page at www.toastmasters.org/logos. More specific webpages are also listed within this manual.

If I have suggestions for additional templates, who do I contact?

Contact brand@toastmasters.org if you have suggestions for additional templates and other resources you think should be added to the brand portal.

How do I know if my designs are in alignment with the brand?

When creating materials, please first visit www.toastmasters.org/creatingmaterials. To confirm that your designs are on brand, please refer to the visual guidelines in your brand manual (**page 27–47**). For questions about your design, contact brand@toastmasters.org. For questions about how to use the logo, contact trademarks@toastmasters.org.

How do I know if my communications are in alignment with the brand?

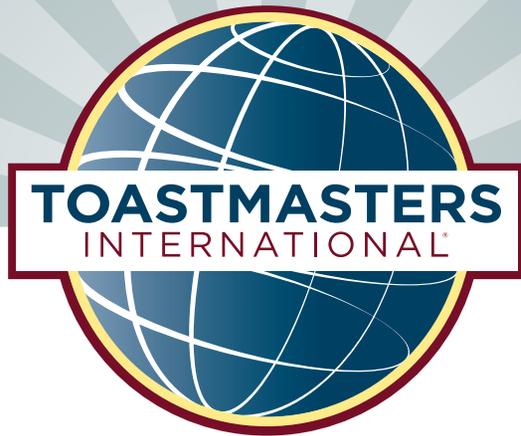
To confirm that your communications are on brand, please refer to the verbal guidelines in your brand manual (**page 17–26**). If you have questions about your messaging, contact brand@toastmasters.org.

POLICY

- A. The use of Toastmasters International's trademarks is defined in Article III, Section 6 and Article XIII, Sections 1 through 4 of the [Bylaws of Toastmasters International](#)
- B. The membership marks "Toastmasters International," "Toastmaster," and "Toastmasters," and the emblem are registered for trademark protection in all countries where districts, provisional districts, or territorial councils exist, for exclusive use by or under the authority of Toastmasters International. Trademark registration prior to territorial council or provisional district status is pursued if deemed appropriate by the Executive Director.
- C. The Executive Director is authorized and directed to take appropriate steps as needed to protect the copyrights and marks of Toastmasters International and to prohibit their unauthorized use or misappropriation by any unauthorized person or group in any geographical area.
- D. Individual members are provided Toastmasters International's proprietary material for educational purposes only in connection with Toastmasters activities. Any unauthorized derivative works that are created using Toastmasters International's proprietary material are the property of Toastmasters International.
- E. Unauthorized use of the marks or copyrighted materials is prohibited and may result in removal from good standing of an individual member, revocation of a club charter, removal of an officer at any level, or other disciplinary or legal action.
- F. Toastmasters International may create and use an alternate graphic image rather than the official emblem.
 - i. When used, all rights and prohibitions that apply to the emblem shall apply to such image.
 - ii. The Executive Director determines whether trademark or other protective measures are taken with regard to such images.
 - iii. Changes to any such alternate graphic image must be approved by the Executive Committee.

Please reference pages 171 to 177 from [Toastmasters International Policy and Protocol](#) for additional information about:

- Use of Toastmasters material
- Membership contact information
- Surveys
- Trademarks
- Websites



CONTACT INFORMATION

www.toastmasters.org/logos

International directors, appointed brand ambassadors, and district and club leaders are excellent resources and can answer some of your brand-related questions. If you have additional questions regarding the brand, please contact brand@toastmasters.org.