



Brand and Trademark Design Standards for Gavel Clubs

The purpose of this document is to assist with creating materials for Gavel Clubs. Our goal is to help save you time creating materials that follow our brand standards and maintain consistency throughout the organization.

By creating materials that follow the Gavel Clubs branding, you contribute to the organization's brand awareness, consistency and global perception. And, you help protect the brand and Trademarks. Please use these guidelines when creating materials for Gavel Clubs.

Allowed Customizable Gavel Club Materials*:

- Stationary
- Business Cards
- Bulletins
- Newsletters
- Electronic Media
- Web pages
- Program covers
- Agendas
- Banners

*This is not a complete list and Toastmasters International reserves the right to approve or deny any materials.

All designs must follow the correct branding and trademark guidelines, detailed below. All guidelines are subject to change without notice.:

- 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. 39-43)
- The Gavel Club 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.
- Clipart and cartoons should never be used alongside the brand.

To obtain the Gavel Club logo, please contact Brand at brand@toastmasters.org.

If you would like to submit designs for approval, please submit a design mock up via the [Trademark Use Request Form](#). Thank you for your understanding and cooperation. By communicating a consistent brand, we increase understanding and global awareness. If you have brand-related questions, please email brand@toastmasters.org. For trademark and copyright questions, please email Trademarks at trademarks@toastmasters.org.