



Brand and Trademark Design Standards for Conferences

The purpose of this document is to assist you with creating conference materials that abide with Toastmasters' Intellectual Property Protocol.

By creating materials that follow Toastmasters' protocol, you contribute to the organization's brand awareness and consistency. You also help protect the intellectual property and global perception of Toastmasters International.

All conference materials must follow the branding and trademark standards, as detailed below, and as listed in the Brand Manual. Please note: Guidelines are subject to change, without notice.

Customizable Conference Materials:*

- Banners
- Brochures
- Agendas
- Posters
- Fliers
- Lanyards
- Apparel (see Apparel Guidelines for more information)

Non-Customizable Conference Materials:*

- Step & Repeat Banners – order by emailing brand@toastmasters.org
- PowerPoint Presentations – a template is available at [Marketing Resources](#)
- Pins – available through the [online store](#)

*This is not a complete list. Toastmasters International reserves the right to approve or deny any materials, including those previously approved for past conferences.

- Use only branded colors for *all* materials, including text. ([Brand Manual](#), page. 28)
- Branded fonts must be used for *all* text. Arial is the most commonly used font. ([Brand Manual](#), pgs. 39-43)
- The Toastmasters logo must not be altered or truncated in any way. *Do not create a unique design, logo or tagline for your specific club or district.* For more information on the use of logos, please reference the [Brand Manual](#), page 36.
- Clip art and cartoons must never be used alongside any Toastmasters trademarks.
- Conference themes are permitted, but their use must not overshadow the brand.

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



Please submit designs for Trademark and Brand approval by completing a [Trademark Use Request Form](#).

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

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