



Brand and Trademarks Design Standards for Campaign Materials

The purpose of this document is to assist you with creating campaign material that abides 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 designs must follow these branding and trademark guidelines, as detailed below, *and* as listed in the Brand Manual. Please note: Guidelines are subject to change, without notice.

- 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 unique logos or taglines.* For more information on the use of logos, please reference the [Brand Manual](#), page 36.

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

To have your materials reviewed to confirm compliance, please submit a [Trademark Use Request](#).

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.