



# TOASTMASTERS INTERNATIONAL

BRAND MANUAL

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## PURPOSE

This brand manual was created to help you communicate and implement the Toastmasters International brand. When you use these branding standards, the Toastmasters International brand will become stronger. By communicating one consistent Toastmasters identity, the brand will be recognizable and it will accurately symbolize the benefits of this great organization we are all proud to be a part of.

The organization's fundamental mission, vision and purpose are the foundation of the positioning and tagline for Toastmasters International, which you can find on the following pages.

Toastmasters International is excited as we look to the future of the organization. Together, using this consistent look and feel for our organization worldwide, we will be a brand that is recognized in countries around the world. The color, the content and the symbol of our organization communicates who we are.

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# BRAND BASICS

# BRAND DEFINITIONS

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- 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**

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**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 HERITAGE

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## A BASEMENT BRAINSTORM

When people hear the word “basement,” they’re more likely to picture mold and spiders than the birth place of a global communication and leadership training organization. But a basement in a YMCA in Santa Ana, California, is exactly where, in 1924, Dr. Ralph C. Smedley held the first meeting of what would eventually become Toastmasters International.

Dr. Smedley began working as director of education for a YMCA after he graduated from college. He observed that many of the young patrons needed “training in the art of public speaking and in presiding over meetings,” and he wanted to help them. He decided the training format would be similar to a social club. During the early 1900s the word “toastmaster” referred to a person who proposed the toasts and introduced the speakers at a banquet. Dr. Smedley named his group “The Toastmasters Club” because he thought it suggested a pleasant, social atmosphere appealing to young men.

When Dr. Smedley started The Toastmasters Club, members practiced speaking skills in a supportive, informal atmosphere. Word spread about Dr. Smedley’s YMCA experiment and soon people in other communities and even other states began asking for permission and help to start their own Toastmasters meetings. By 1930 the burgeoning clubs had established a federation to help coordinate activities and provide a standard program. In 1935, the organization officially became Toastmasters International after a speaking club in New Westminster, British Columbia, Canada, expressed interest in joining.

Over the next six decades, the number of Toastmasters grew, and so did the need for a larger staff to serve them. Toastmasters World Headquarters relocated in 1990 to its new building in Rancho Santa Margarita, California, about 20 miles south of Santa Ana.

The evolution of its educational programs and resources are the essential elements behind Toastmasters International’s success and growth. Training has expanded from the 15-project manual, *Basic Training for Toastmasters*, developed by Dr. Smedley, and now includes other materials to help members develop skills in listening, giving feedback, decision-making, delegating and mentoring.

With more than 352,000 members in more than 16,400 clubs in 141 countries, Dr. Ralph Smedley’s “basement brainstorm” continues to thrive in the 21st century.



# BRAND PLATFORM

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## 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.

## BRAND PROMISE

Empowering individuals through personal and professional development.

# MISSION STATEMENT

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## **TOASTMASTERS INTERNATIONAL MISSION**

We empower individuals to become more effective communicators and leaders.

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## **DISTRICT MISSION**

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

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## **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

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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

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## 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

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## 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.

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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)

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“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)

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“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)

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“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

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## TOASTMASTERS PROVIDES

## DIRECT RESULT: IMPROVEMENT IN

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### Communication Skills Development

- Direct and indirect communication skills
- Public speaking skills

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### Leadership Skills Development

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

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### Impromptu Speaking Opportunities

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

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### Self-Paced Program

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

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### Constructive Evaluations

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

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### Speech Development

- Sense of structure when communicating in formal and informal settings

# VOICE AND TONE

# VOICE AND TONE CHECKLIST

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## Voice and Tone Checklist

Is your communication?

- warm
- clear
- friendly
- member-focused
- professional
- succinct
- respectful

Your communication should be all of the above.

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Communication helps forge the relationship between our members and our brand. The Toastmasters brand has a singular, solid identity that should always reflect the core attributes of the organization's personality. **(See page 11.)**

Our voice and tone allow us to consistently reinforce our identity and connect with current and prospective members.

We have one goal: to relentlessly focus on what's right for our organization. So, before you write anything, take a moment to understand the context of your communication and the mindset of the audience. From context and mindset will come the appropriate word choice to create relevant communications for our various audiences.

# BRAND COMMUNICATION

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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

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## 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

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

— John C. Maxwell

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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

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## **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

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## 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](mailto:brand@toastmasters.org)**.



# AUDIENCE MESSAGING: POTENTIAL MEMBERS

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## **POTENTIAL MEMBERS (YOUNG PROFESSIONALS)**

The brand strategy is built around young professionals' goals and aspirations. They are important to the growth and expansion of Toastmasters. Most young professionals are not yet leaders and need the education that Toastmasters can provide. The people in this audience benefit from improved communication skills, which will help them realize their dreams to become leaders.

### **Involvement in Toastmasters**

- Provides ongoing education
- Leads to achievement and accomplishment
- Results in professional confidence
- Offers the flexibility of a self-managed program
- Grows professional and social networks

### **Sample Messaging**

- Toastmasters teaches practical techniques to help you gain the confidence to be a leader.
- Develop charisma and establish a presence to earn respect in the workplace.
- Discover your unique leadership style.
- Be noticed for communicating like a leader.
- Project a more dynamic image both inside and outside the workplace.

# AUDIENCE MESSAGING: POTENTIAL MEMBERS

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## **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

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## **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 visit [www.toastmasters.org/creatingmaterials](http://www.toastmasters.org/creatingmaterials) for more information before your design is printed or distributed.

# COLOR PALETTE

## PANTONE 188

C12 M95 Y59 K54  
R119 G36 B50  
HEX: 772432

## PANTONE 442

C23 M7 Y12 K18  
R169 G178 B177  
HEX: A9B2B1

## PANTONE 302

C100 M43 Y12 K56  
R0 G65 B101  
HEX: 004165

# THE TOASTMASTERS BRANDED COLORS

## PANTONE 127

C0 M5 Y57 K0  
R242 G223 B116  
HEX: F2DF74

## WHITE

C0 M0 Y0 K0  
R255 G255 B255  
HEX: FFFFFFFF

## BLACK

C75 M68 Y67 K90  
R0 G0 B0  
HEX: 000000

## PANTONE 1795

C2 M98 Y85 K7  
R205 G32 B44  
HEX: CD202C

## LOGO

The Toastmasters International logo is an integral piece of the brand's visual identity. Its correct and consistent application accelerates engagement, raises the organization's credibility and improves brand recall.



LOGO

**TOASTMASTERS**  
INTERNATIONAL®

WORDMARK

Logos are available for download at  
[www.toastmasters.org/logos](http://www.toastmasters.org/logos)

# LOGO

## FULL-COLOR VERSION

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## ALTERNATE VERSIONS

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Black and White



Grayscale



Reverse Knockout

# LOGO

## COLOR VERSIONS

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# LOGO: Clear Spacing and Sizing

All clear space and minimum size rules ensure that the logo is clearly visible for print and web scenarios.

## LOGO CLEAR SPACE

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## LOGO MINIMUM SIZE

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PRINT:



3/4"  
ACTUAL SIZE

WEB:



72px  
ACTUAL SIZE

# WORDMARK

## FULL-COLOR VERSION

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**TOASTMASTERS**  
INTERNATIONAL®

TOASTMASTERS  
INTERNATIONAL

TOASTMASTERS  
INTERNATIONAL

TOASTMASTERS  
INTERNATIONAL

TOASTMASTERS  
INTERNATIONAL

TOASTMASTERS  
INTERNATIONAL

TOASTMASTERS  
INTERNATIONAL

TOASTMASTERS  
INTERNATIONAL

## ALTERNATE VERSIONS

---

**TOASTMASTERS**  
INTERNATIONAL

Black and White

**TOASTMASTERS**  
INTERNATIONAL

Grayscale

**TOASTMASTERS**  
INTERNATIONAL

Reverse Knockout

# WORDMARK: Clear Spacing and Sizing

All clear space and minimum size rules ensure that the logo is clearly visible for print and web scenarios.

## WORDMARK CLEAR SPACE

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## WORDMARK MINIMUM SIZE

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PRINT:

**TOASTMASTERS**  
INTERNATIONAL

— 3/4" —  
ACTUAL SIZE

WEB:

**TOASTMASTERS**  
INTERNATIONAL

— 72px —  
ACTUAL SIZE

# LOGO LOCKUPS



[www.toastmasters.org](http://www.toastmasters.org)



**WHERE LEADERS ARE MADE**



**WHERE LEADERS ARE MADE**  
[www.toastmasters.org](http://www.toastmasters.org)



[www.toastmasters.org](http://www.toastmasters.org)



**WHERE LEADERS ARE MADE**



**Est. 1924**

Logos are available for download at  
[www.toastmasters.org/logos](http://www.toastmasters.org/logos)

# LOGO DON'TS

The logo should never be altered in any way.

Avoid all of the following when using the Toastmasters International logo:



Don't change any element of the logo.



Don't change the logo colors.



Don't customize or create logos for clubs and districts.



Don't use any copy, slogans, symbols or images overlapping the logo.



Don't disproportionately scale the logo.



Don't put the logo in perspective.



Don't change the proportion of the logo elements.



Don't put the logo on colors that aren't in the brand palette.



Don't put a patterned glow behind the logo.



Don't put non-branded graphics behind the logo.



Don't create your own logo



Don't create your own club or district logo

# DESIGN ELEMENTS: TRIANGLE CALLOUTS

Triangle callouts are used to highlight important headers and proprietary information such as taglines. When using the shape in layouts, restraint is key. All colors in the brand palette are available for use; however, the selected color should contrast with the accompanying background.

Triangle callouts are available for download at [www.toastmasters.org/graphicelements](http://www.toastmasters.org/graphicelements)



**HEADER OR PROPRIETARY INFO**



**Linked Info**

To create a cohesive visual experience and link information within a given framework, extend the color of the triangle callouts and supporting text to other headers or paragraph titles.

This example shows the colors of the callout shape and tagline, “WHERE LEADERS ARE MADE,” applied to “Jane Doe, Future CEO.” The cohesive color choice provides a strong correlation between both messages on behalf of the Toastmasters International brand.

## DESIGN ELEMENTS: IN ACTION



Triangle callouts are available for download at [www.toastmasters.org/graphicelements](http://www.toastmasters.org/graphicelements)

# TYPOGRAPHY

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 to be used for online purposes as well as any external communication in MS formats (Word, PowerPoint, etc.).

## TOASTMASTERS INTERNATIONAL PRIMARY TYPEFACE

### Gotham

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin laoreet tincidunt nisl a convallis. Donec in convallis nunc. Cras mi lorem, porta sit amet molestie id, malesuada vitae enim.

## TOASTMASTERS INTERNATIONAL SECONDARY TYPEFACE

### ITC Lubalin Graph Std

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin laoreet tincidunt nisl a convallis. Donec in convallis nunc. Cras mi lorem, porta sit amet molestie id, malesuada vitae enim.

## TOASTMASTERS INTERNATIONAL BODY COPY TYPEFACE

### Myriad Pro

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin laoreet tincidunt nisl a convallis. Donec in convallis nunc. Cras mi lorem, porta sit amet molestie id.

## TOASTMASTERS INTERNATIONAL WEB-SAFE TYPEFACE

### Arial

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin laoreet tincidunt nisl a convallis. Donec in convallis nunc. Cras mi lorem, porta sit amet molestie id.

## GUEST

### Welcome to the Club

Collecting names is not enough. Give everyone on your list a brochure and invite them to the next club meeting.

#### DO IT RIGHT

Treat club guests exactly as you would treat guests in your home. Make sure they are introduced to each member and acknowledged formally during the meeting. Show your guests the friendly atmosphere, the comfortable and self-paced learning program and the feeling of achievement they will gain in Toastmasters.

#### HOW CAN TOASTMASTERS HELP?

What are your guest's needs and how can your club meet them? To close the sale, show how specific segments of the Toastmasters program can fulfill her goals for personal and professional growth. For example, if she needs help clearly presenting unprepared ideas in front of a group, tell her about Table Topics<sup>SM</sup>.

Here are some needs matched with Toastmasters solutions:

NEED:	SOLUTION:
Speaking in front of a group	Communication Program
Impromptu speaking	Table Topics <sup>SM</sup>
Conducting meetings	Toastmaster of the Day, Leadership Program
Personnel reviews	Evaluator
Management skills	Club officer
Leadership development	Leadership Program

#### ADDITIONAL SELLING POINTS

If you still need help convincing a prospect to join, remind him of these factors:

- ▶ **Price:** At \$72 per year (plus club dues), the Toastmasters program is extremely cost-effective.
- ▶ **Time:** Toastmasters clubs meet for one to two hours once a week or every two weeks. Prospects will appreciate the relatively minimal time commitment.
- ▶ **Convenience:** Different Toastmasters clubs meet different days of the week at different times. It's easy to find a club with a convenient meeting time and location.
- ▶ **Quality:** Millions of people have benefited from Toastmasters training since the organization was founded in 1924. The educational materials are continually updated to provide the best learning experience.
- ▶ **Fun:** Club meetings are non-intimidating, with a friendly and fun atmosphere.



# TYPOGRAPHY: GOTHAM

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

## Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

## Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

## *Gotham Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*  
*!@#\$%^&\*().,;:?*

## *Gotham Book Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*  
*!@#\$%^&\*().,;:?*

---

## USAGE

- Headlines and subheads

## FREE ALTERNATIVE: Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

- Montserrat is similar in appearance to Gotham and can be used for free. Search the Internet for "Montserrat font" and download it to your computer.

# TYPOGRAPHY: ITC LUBALIN GRAPH STD

ITC Lubalin Graph Std is Toastmasters International's secondary typeface. The geometric character shapes complement our primary typeface, Gotham, while its slab serifs convey a strong, professional look.

## **ITC Lubalin Graph Std Demi**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

## **ITC Lubalin Graph Std Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

## ***ITC Lubalin Graph Std Demi Oblique***

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*  
*!@#\$%^&\*().,;:?*

## ***ITC Lubalin Graph Std Book Oblique***

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*  
*!@#\$%^&\*().,;:?*

---

### **USAGE**

- Text callouts
- Taglines

### **FREE FOR DOWNLOAD**

- HOW? Search the Internet for "free ITC Lubalin Graph Standard" and download it to your computer.

# TYPOGRAPHY: MYRIAD PRO

Myriad Pro is Toastmasters International's typeface for body copy in print 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.

## Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

## Myriad Pro Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

## Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

## Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

---

## USAGE

- Body copy for print collateral

## FREE TO EACH DISTRICT DIRECTOR

- Toastmasters International purchased enough licenses from the typographer of Myriad Pro to distribute one copy to each district as a one-time download.
- HOW? The 2011–12 district director received an email that the Myriad Pro font was placed in his or her Toastmasters account.
- Important Note: The font must be transferred when district leadership changes hands. Only one copy of the font is allowed per district.

# TYPOGRAPHY: ARIAL

Arial is Toastmasters International's web-safe typeface, selected for its similarity to our primary typeface, Gotham.

## **Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

## **Arial Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

## ***Arial Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

## ***Arial Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*().,;:?

---

## **USAGE**

- Any external communication in MS format (Word, PowerPoint, etc.).
- Website and email body copy, email headers, charts and navigation.
- Web-based headlines and subheads where Gotham cannot be converted into an image.

# PHOTOGRAPHY: IMAGE GUIDELINES

## IMAGES TO USE

Use images of people that look engaged, approachable and empowered. Incorporate images from Toastmasters-related settings:

- ▶ Club meetings
- ▶ Presentations and speakers
- ▶ Networking
- ▶ Conferences and training
- ▶ Speech contests

## IMAGES NOT TO USE

Images that should **never** be used alongside the Toastmasters brand:

- ▶ Animals
- ▶ Landscape
- ▶ Children
- ▶ Food and appliances (this includes toast and toasters)
- ▶ Medicine
- ▶ Cartoons
- ▶ Architecture
- ▶ Other images or designs

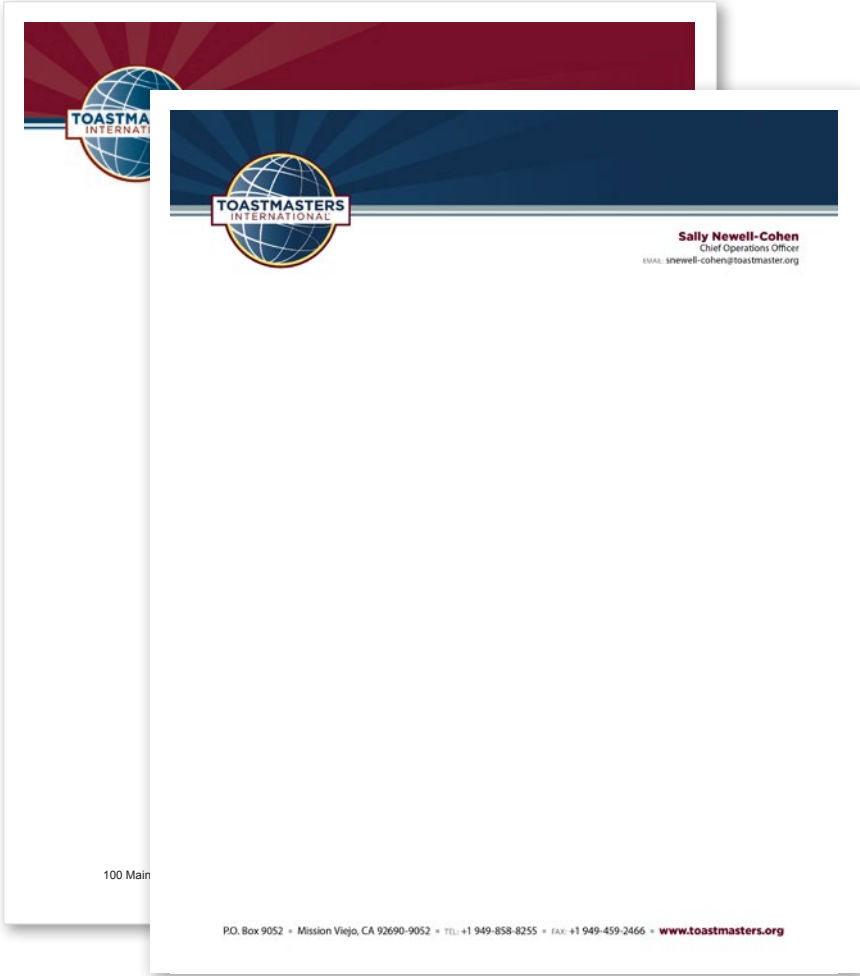


Toastmasters branded images are available for download at [www.toastmasters.org/photolibrary](http://www.toastmasters.org/photolibrary)

# APPLYING BRAND BASICS: SAMPLE MATERIALS

# DISTRICT AND CLUB STATIONERY

## LETTERHEAD



## BUSINESS CARD



Stationery templates are available for download at [www.toastmasters.org/stationery](http://www.toastmasters.org/stationery)



# MEETING AGENDA



**President**  
John Doe

**VP Education**  
John Doe

**VP Membership**  
Jane Doe

**VP Public Relations**  
Jane Doe

**Secretary**  
John Doe

**Treasurer**  
Jane Doe

**Sergeant-At-Arms**  
John Doe

We meet every  
Day of the week  
From 00:00 to 00:00


Location can be found  
on our website  
[www.oursite.org](http://www.oursite.org)

Toastmasters  
International  
[www.toastmasters.org](http://www.toastmasters.org)

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.

## Foothill Toastmasters Club 1475

	Date	Time
<b>7:00 President Calls Meeting to Order</b> Invocation and Pledge (optional) Welcome Guests	John Doe John Doe	John Doe Jane Doe
<b>7:05 President Introduces the Toastmaster</b> Toastmaster of the Day Joke master (optional)	Jane Doe John Doe	Jane Doe John Doe
<b>7:10 Toastmaster Introduces the</b> Ah-Counter Grammarian Timer General Evaluator	Jane Doe Jane Doe Jane Doe John Doe	Jane Doe Jane Doe Jane Doe John Doe
<b>7:15 Toastmaster Introduces Evaluators &amp; Speakers</b> Evaluator 1 Speaker 1 Evaluator 2 Speaker 2	Jane Doe Jane Doe Jane Doe Jane Doe	Jane Doe Jane Doe Jane Doe Jane Doe
<b>7:30 Toastmaster Introduces Table TopicsMaster</b> Conduct Table Topics Session Returns control to the Toastmaster	Jane Doe	
<b>7:45 Toastmaster Introduces the General Evaluator</b> General Evaluator calls for reports: Timer Ah-Counter Grammarian General Evaluator provides meeting & leader evaluations Returns control to the Toastmaster		
<b>7:55 Toastmaster Presents Awards</b> Returns control to the President		



**President**  
John Doe

**VP Education**  
John Doe

**VP Membership**  
Jane Doe

**VP Public Relations**  
Jane Doe

**Secretary**  
John Doe

**Treasurer**  
Jane Doe

**Sergeant-At-Arms**  
John Doe

We meet every  
Day of the week  
From 00:00 to 00:00

Location can be found  
on our website  
[www.oursite.org](http://www.oursite.org)

Toastmasters  
International  
[www.toastmasters.org](http://www.toastmasters.org)

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.

## Foothill Toastmasters Club 1475


	Date	Time
<b>7:00 President Calls Meeting to Order</b> Invocation and Pledge (optional) Welcome Guests	John Doe John Doe	John Doe Jane Doe
<b>7:05 President Introduces the Toastmaster</b> Toastmaster of the Day Joke master (optional)	Jane Doe John Doe	Jane Doe John Doe
<b>7:10 Toastmaster Introduces the</b> Ah-Counter Grammarian Timer General Evaluator	Jane Doe Jane Doe Jane Doe John Doe	Jane Doe Jane Doe Jane Doe John Doe
<b>7:15 Toastmaster Introduces Evaluators &amp; Speakers</b> Evaluator 1 Speaker 1 Evaluator 2 Speaker 2	Jane Doe Jane Doe Jane Doe Jane Doe	Jane Doe Jane Doe Jane Doe Jane Doe
<b>7:30 Toastmaster Introduces Table TopicsMaster</b> Conduct Table Topics Session Returns control to the Toastmaster	Jane Doe	
<b>7:45 Toastmaster Introduces the General Evaluator</b> General Evaluator calls for reports: Timer Ah-Counter Grammarian General Evaluator provides meeting & leader evaluations Returns control to the Toastmaster		
<b>7:55 Toastmaster Presents Awards</b> Returns control to the President		
<b>8:00 President Makes Closing Remarks and Meeting Adjourns</b>		

Please note that the meeting agenda template can be customized for your club meetings and district events.

Agenda templates are available for download at [www.toastmasters.org/stationery](http://www.toastmasters.org/stationery)



# EMAIL BANNER AND EMAIL SIGNATURE



WHERE LEADERS ARE MADE  
www.toastmasters.org

Dear Club President,




Congratulations! Your club has earned the President's Distinguished Club award for its achievements in the 2010-2011 Toastmasters International Distinguished Club Program.

We appreciate the tremendous effort your club made to achieve this award. Officers organized and conducted exciting club meetings, made sure all members had plenty of speaking and leadership opportunities and promoted membership growth. Because of everyone's efforts, the club achieved the Toastmasters club mission.

Again, on behalf of the district, I congratulate you. We hope your club continues its success and commitment to excellence this year.

Sincerely,

Jan Bennett  
District Director, District 100  
**Toastmasters International**  
Where Leaders Are Made  
Phone: 949-858-8255  
www.toastmasters.org  
www.districtnumber.org

FOLLOW US ON   



**DISTRICT BANNER**



**CLUB BANNER**

District and club email banners are available for download at [www.toastmasters.org/stationery](http://www.toastmasters.org/stationery)

## EMAIL SIGNATURE

### Club Leader

First Name Last Name  
Position, Club Number  
**Toastmasters International**  
Where Leaders Are Made  
Phone:  
www.toastmasters.org  
Club Website

### Sample

Peter Smith  
President, Club 100  
**Toastmasters International**  
Where Leaders Are Made  
Phone: 949-858-8255  
www.toastmasters.org  
www.clubname.org

### District Leader

First Name Last Name  
Position, District Number  
**Toastmasters International**  
Where Leaders Are Made  
Phone:  
www.toastmasters.org  
District Website

### Sample

Jan Bennett  
District Director, District 100  
**Toastmasters International**  
Where Leaders Are Made  
Phone: 949-858-8255  
www.toastmasters.org  
www.districtnumber.org

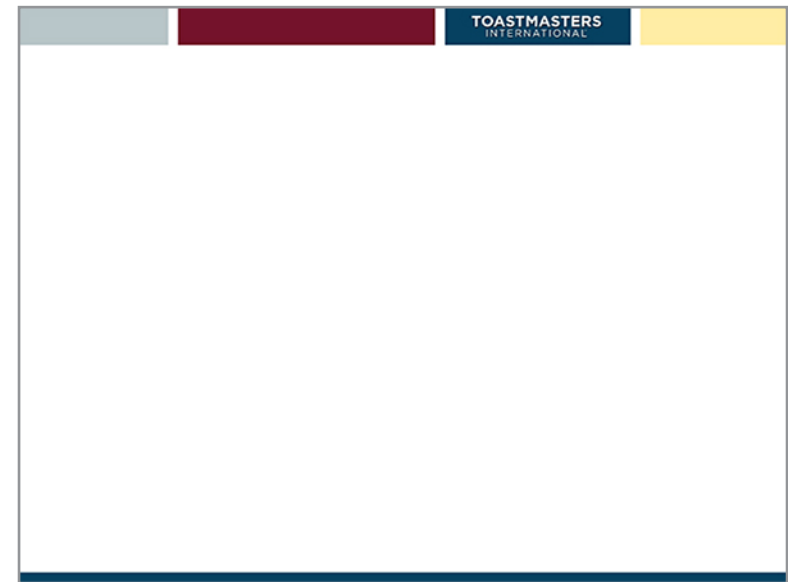


# POWERPOINT

TITLE SLIDE



CONTENT SLIDE



The PowerPoint template is available for download at [www.toastmasters.org/logos](http://www.toastmasters.org/logos)

# DISTRICT AND CLUB WEBSITE MASTHEADS

## DISTRICT MASTHEADS



## CLUB MASTHEADS



Website mastheads are available for download at  
[www.toastmasters.org/freewebsites](http://www.toastmasters.org/freewebsites)

# FREETOASTHOST WEBSITES FOR CLUBS AND DISTRICTS

## Demo ToastmastersDistricts.org District Website

**Main Menu** D31 Leaders Only

- [Home](#)
- [Contact Us](#)
- [Meet Our District Leaders](#)
- [District Calendar](#)
- [Public Downloads](#)
- [Free Resources](#)
- [Toastmasters Video](#)

For more information on Toastmasters International, visit [toastmasters.org](http://toastmasters.org)

**Logins**

District Leader Login

Login as site admin

**Your Custom Heading Here**

The ToastmastersDistricts.org website platform is designed specifically for districts to create a professional and powerful district website that meets all of Toastmasters International's new design guidelines. It is a system where the district leaders are the "members" of the website, and part of the mailing lists.

**The Toastmasters Podcast**

Listen to the latest show below or [click here](#) to listen to past shows.

www.ToastmastersPodcast.com

**TOASTMASTERS**  
PODCAST

with your hosts  
Bo, Greg, and Ryan

## Demo ToastmastersClubs.org Club Website

**Main Menu**

- [Home](#)
- [Meeting Information / Directions](#)
- [Contact Us](#)
- [Meet Our Members](#)
- [Club Calendar](#)
- [Public Downloads](#)
- [Free Resources](#)
- [Toastmasters Video](#)
- [Custom Webpage](#)
- [Example Agenda](#)
- [What Administrator Access Looks Like](#)
- [What Member Access Looks Like](#)

For more information on Toastmasters International, visit [toastmasters.org](http://toastmasters.org)

**Logins**

Member Login

Login as site admin

**Your Custom Heading and Custom Content**

Use this area to display your own club photos, custom message, and even videos. Using the WYSIWYG editor, it is very easy to create an attractive front page. This is what represents your club, so take your time and make it look great!

**The proven way to help you speak and lead.**

What's in it for you?

How does it work?

Come visit us!

Good leaders are good communicators

Don't delay!

**Members Only**

- [Meeting Agendas](#)
- [Mentor/Mentee Request Form](#)

For more information, visit  
[www.toastmasters.org/freewebsites](http://www.toastmasters.org/freewebsites)

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# GOOGLE AND WORDPRESS WEBSITES

Your Club Name Here

 Search this site

- About Us
- Club Pictures
- Club Videos
- Directions
- Member Information
- Sitemap

## About Us



- Heading
- [Add a Link Here](#)
  - [Add a Link Here](#)
  - [Add a Link Here](#)
  - [Add a Link Here](#)
  - [Add a Link Here](#)
  - [Add a Link Here](#)
  - [Add a Link Here](#)
  - [Add a Link Here](#)

### Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean diam dolor, accumsan eget feugiat sit amet, convallis eget justo. Sed imperdiet mi nisi, ut volutpat est. Maecenas malesuada velit vitae urna tincidunt eu blandit est rhoncus. Nulla turpis lorem, accumsan quis semper at, rhoncus non ligula. Vestibulum eu nisi at erat dignissim vestibulum. Nulla tempor congue egestas. Cras nec magna ut erat malesuada tempus. Donec in adipiscing ante. Nunc hendrerit mattis dui, vehicula ullamcorper sapien mattis quis. Integer semper mauris sit amet diam sodales ultrices.

### SubHeading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean diam dolor, accumsan eget feugiat sit amet, convallis eget justo. Sed imperdiet mi nisi, ut volutpat est. Maecenas malesuada velit vitae urna tincidunt eu blandit est rhoncus. Nulla turpis lorem, accumsan quis semper at, rhoncus non ligula. Vestibulum eu nisi at erat dignissim vestibulum. Nulla tempor congue egestas. Cras nec magna ut erat malesuada tempus. Donec in adipiscing ante. Nunc hendrerit

### Heading

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean diam dolor, accumsan eget feugiat sit amet, convallis eget justo. Sed imperdiet mi nisi, ut volutpat est. Maecenas malesuada velit vitae urna tincidunt eu blandit est rhoncus.
- Nulla turpis lorem, accumsan quis semper at, rhoncus non ligula. Vestibulum eu nisi at erat dignissim vestibulum.
- Nulla tempor congue egestas. Cras nec magna ut erat malesuada tempus. Donec in adipiscing ante.
- Nunc hendrerit mattis dui, vehicula ullamcorper sapien mattis quis.

District Name Here

Where Leaders are Made



## Home

Posted on July 21, 2011 by yoursclubnamehere

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque placerat mi quis eros viverra sit amet auctor nunc tincidunt. Suspendisse eget sem quis leo cursus feugiat. Maecenas sit amet turpis massa, id dictum felis. Sed elit lorem, hendrerit ut rutrum eu, semper ac massa. Suspendisse blandit nisi ut dui bibendum ornare.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Suspendisse ac consequat ante. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam nec quam magna, sed gravida sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque placerat mi quis eros viverra sit amet auctor nunc tincidunt. Suspendisse eget sem quis leo cursus feugiat. Maecenas sit amet turpis massa, id dictum felis. Sed elit lorem, hendrerit ut rutrum eu, semper ac massa. Suspendisse blandit nisi ut dui bibendum ornare.

## Calendar

July 2015

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

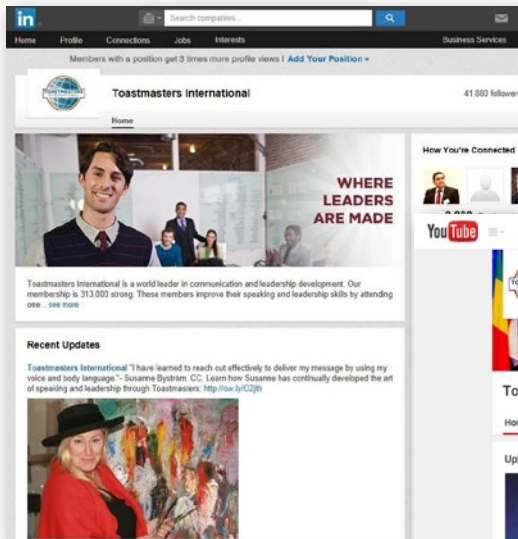
Add an Image Here

For more information, visit  
[www.toastmasters.org/freewebsites](http://www.toastmasters.org/freewebsites)

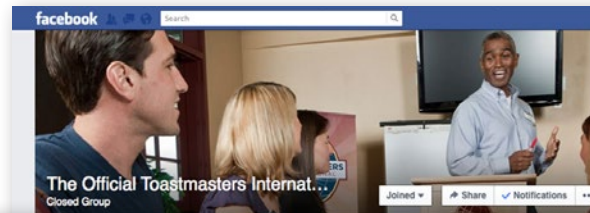


# SOCIAL NETWORKING

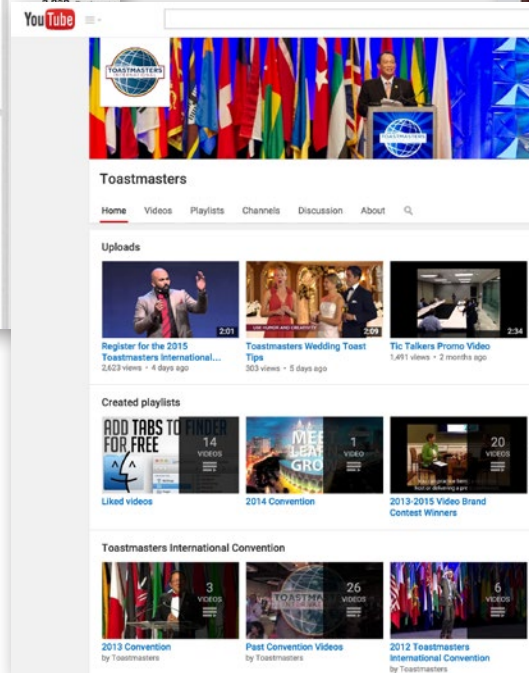
## LINKEDIN



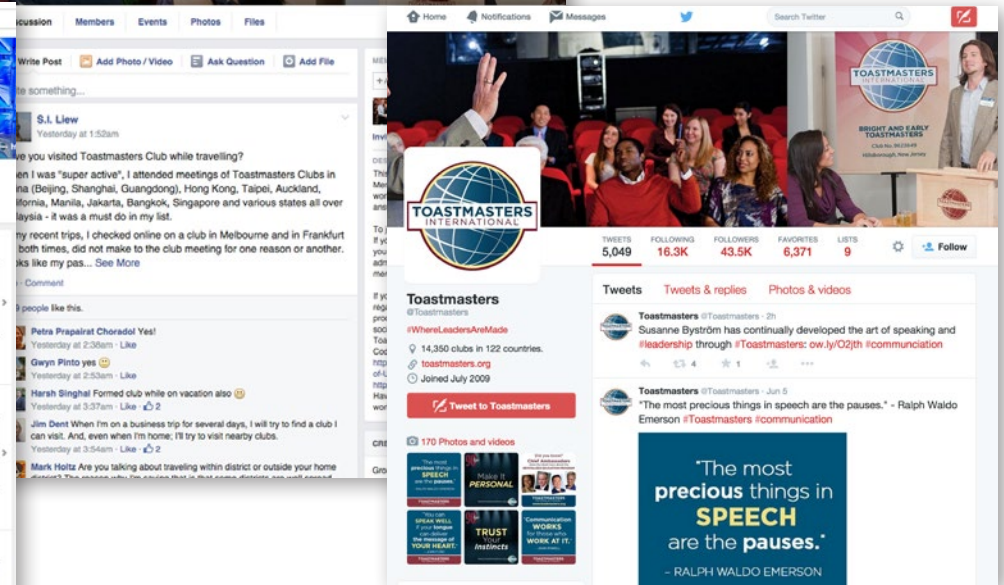
## FACEBOOK



## YOUTUBE



## TWITTER



For more information, visit  
[www.toastmasters.org/socialnetworking](http://www.toastmasters.org/socialnetworking)

# BROCHURES



Brochures are available for download at [www.toastmasters.org/shop/marketing](http://www.toastmasters.org/shop/marketing) and [www.toastmasters.org/marketingresources](http://www.toastmasters.org/marketingresources)



# FLIERS

## DOES YOUR ORGANIZATION NEED BETTER SPEAKERS AND LEADERS?

**TOASTMASTERS INTERNATIONAL**

WHERE LEADERS ARE MADE

Thousands of corporations and organizations take advantage of Toastmasters International's proven education program. Start an in-house club and discover the benefits. Employees will learn to:

- ▶ Communicate clearly with customers and each other
- ▶ Speak up with confidence
- ▶ Organize well-run meetings
- ▶ Lead teams
- ▶ Mentor others
- ▶ Provide constructive feedback

**COST**

**\$125:** One time charter fee

**\$20:** New-member fee per person


**\$45:** Six months' membership dues per person






World Headquarters  
949-858-8255  
[www.toastmasters.org](http://www.toastmasters.org)

**CONTACT:**





WHERE LEADERS ARE MADE

## SAVE THE DATE!

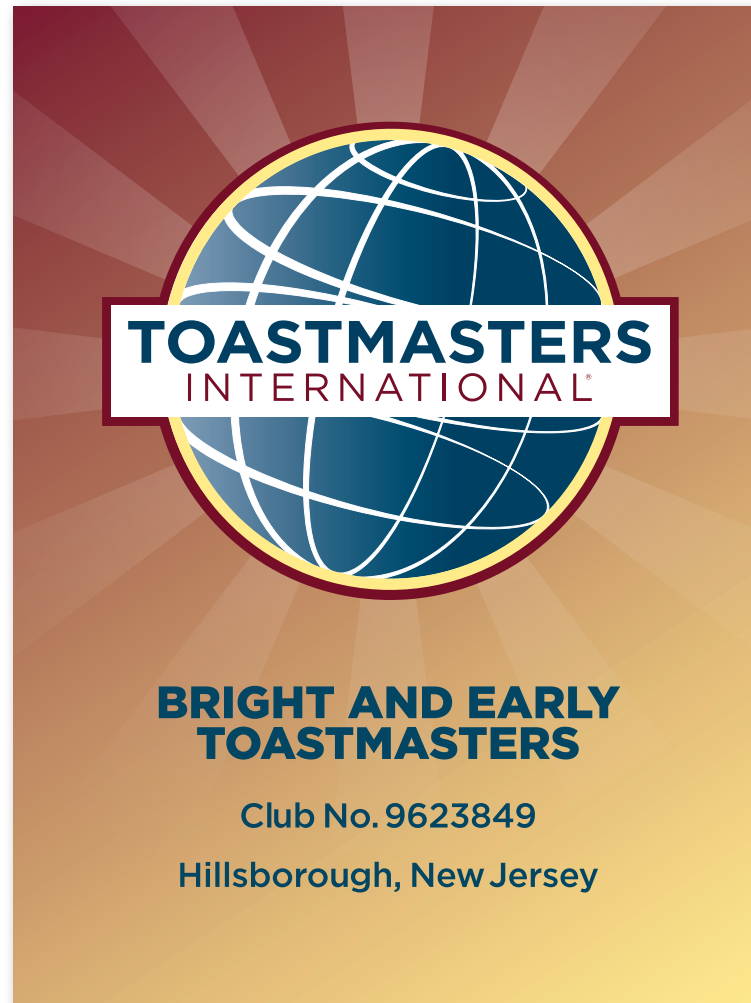
WHEN:

WHERE:

MORE INFORMATION:

Fliers are available for download at  
[www.toastmasters.org/marketingmaterials](http://www.toastmasters.org/marketingmaterials)

# BANNER



Banner is available for purchase at  
[www.toastmasters.org/322](http://www.toastmasters.org/322)

# LECTERN



Portable lectern is available for purchase at  
[www.toastmasters.org/382](http://www.toastmasters.org/382)

# RIBBONS



Ribbons are available for purchase at [www.toastmasters.org/ribbons](http://www.toastmasters.org/ribbons)

# BADGES



Current and Past Board of Directors,  
RA and WHQ Staff



World Champions and  
Accredited Speakers



DTM



Current and Past District Leaders



Members and Club Officers

Badges are available for purchase at  
[www.toastmasters.org/badges](http://www.toastmasters.org/badges)



# PINS



Pins are available for purchase at [www.toastmasters.org/pins](http://www.toastmasters.org/pins)

# 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](http://www.toastmasters.org/gifts)

MORE INFORMATION



# FAQs

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## **What are the benefits of using the Toastmasters branding standards?**

When you use these branding standards, the Toastmasters International brand becomes stronger. By communicating one consistent Toastmasters identity, the brand is more recognizable and accurately symbolizes the benefits of this great organization we are all proud to be part of.

Clubs and districts that communicate a consistent look help increase understanding and global awareness of Toastmasters International and can be beneficial in attracting and retaining members by clearly showing a connection with an international organization. All clubs have a responsibility to reinforce the brand through consistent application of club messaging and visual communications.

## **How does the brand 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 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. By communicating one consistent look, tone and message, we increase global recognition and understanding of Toastmasters International.

## **How can we brand our club?**

There are many ways clubs can brand their club. For visual branding, clubs can use the branded materials on the Logos, Images and Templates page. Here you can find pre-made templates, downloadable graphic elements and stationery templates. Another way that clubs can brand is by displaying the branded banner at the entrance of the meeting location. By displaying the banner at the front of your meeting location, prospective members will recognize your club as being tied to an international organization.

When each club around the world provides a safe and welcoming club experience, all members are contributing in strengthening Toastmasters International brand promise.

## **Is it acceptable for districts and clubs to create custom themes, pins and logos?**

To strengthen the Toastmasters International brand, we need to create a unified global perception of the organization through consistent messaging and visual identity.

## FAQs

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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.

Clubs and districts should not create annual themes, but 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.

### **Are there guidelines to incorporate the brand into club and district materials?**

Yes, please review the Brand Manual for brand information and guidelines.

### **Can I create custom Toastmasters materials?**

Yes, but first please review the two-steps on how to do so under Creating Your Own Materials on the Logos, Images and Templates page. To request permission to use the Toastmasters trademarks in your materials, you must submit an official Trademark Use Request Form with a sample of your design. For more information on Toastmasters trademarks and copyrights, please review Toastmasters Policy and Protocol, 4.0.

### **How can clubs help to increase brand recognition?**

Use branded materials in your district and throughout your clubs. Please visit the Stationery and Marketing Materials sections on the Logos, Images and Templates page for free resources. Clubs can display the branded banner, lectern and other promotional materials.

### **How can I brand my club or district website?**

Please review the club and district templates under Club and District Websites on the Logos, Images and Templates page. The FreeToastHost (FTH) 2.0 platform allows clubs and districts to update the design and software of their website to match the 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 in the Create a Website section on the [Logos, Images and Templates](#) page.

# FAQs

---

## **How can our club be unique while still adhering to the brand?**

Each club has a unique personality, but must still be recognized as being connected to the International organization. Clubs can achieve this by using the brand colors, fonts, logos and the enduring tagline, “Where Leaders Are Made”, correctly.

## **Is it acceptable for districts and clubs to create custom themes, pins and logos?**

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.

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Yes, please review the Brand Manual for brand information and guidelines.

## **Can I create custom Toastmasters materials?**

Yes, but first please review the two-steps on how to do so under Creating Your Own Materials on the Logos, Images and Templates page. To request permission to use the Toastmasters trademarks in your materials, you must submit an official Trademark Use Request Form with a sample of your design. For more information on Toastmasters trademarks and copyrights, please review Toastmasters Policy and Protocol, 4.0.

## **How can clubs help to increase brand recognition?**

Use branded materials in your district and throughout your clubs. Please visit the Stationery and Marketing Materials sections on the Logos, Images and Templates page for free resources. Clubs can display the branded banner, lectern and other promotional materials.

# FAQs

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## How can I brand my club or district website?

Please review the club and district templates under Club and District Websites on the Logos, Images and Templates page. The FreeToastHost (FTH) 2.0 platform allows clubs and districts to update the design and software of their website to match the 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 in the Create a Website section on the Logos, Images and Templates page.

## VISUAL ELEMENTS

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### LOGO

#### What is a logo lockup?

A logo lockup is the Toastmasters logo accompanied by descriptor text. Please refer to page 35 in the Brand Manual for acceptable logo lockups and find them for download in the Logos section on the [Logos, Images and Templates](#) page.

### 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 the brand manual when designing your materials. No other colors can be used in conjunction with the Toastmasters brand.

# FAQs

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## TYPOGRAPHY

### What are the main typefaces?

Please review pages 42–46 in the Brand 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 pages 42–46 in the Brand 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 or Myriad Pro, here is how you can use Arial:

Titles/subtitles: USE UPPERCASE ARIAL

Content: Please use sentence case Arial

## CREATING MATERIALS

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### **Where do I find the templates listed in the brand manual?**

Please visit the [Logos, Images and Templates](#) page for marketing materials, downloadable content, and club and district stationery.

### **What happened to the Brand Portal?**

The brand portal has been renamed to [Logos, Images and Templates](#) and may be accessed in the Leadership Central section of the website. These resources can also be downloaded in the Resources section of the website.

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

Contact us by email if you have suggestions for additional templates and other resources you think should be added to the [Logos, Images and Templates](#) page.

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

When creating materials, please visit the Create Custom Materials section on the [Logos, Images and Templates](#) page. 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 our brand team by email. For questions about how to use the logo, contact our trademarks team by email.

### **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 us by email.

### **How can I learn more about the brand and who do I contact with questions?**

Please visit the [Logos, Images and Templates](#) page for a variety of brand information and resources. Contact us by email with any additional questions you may have.

# POLICY

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- 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](http://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](mailto:brand@toastmasters.org).