Brand

Brand Manual

TOASTMASTERS INTERNATIONAL

WHERE LEADERS ARE MADE

Contents

Welcome Brand Ambassadors!

Are you ready to get **brand-happy with us**?
Let this Brand Manual be your inspiration!

Toastmasters International is excited to present you with brand guidelines in an easy-to-follow format to help you effectively bring the brand to life.

Let's get together on the same page(s) and put forth a consistent image that upholds our values, our mission, our mantra…

Welcome
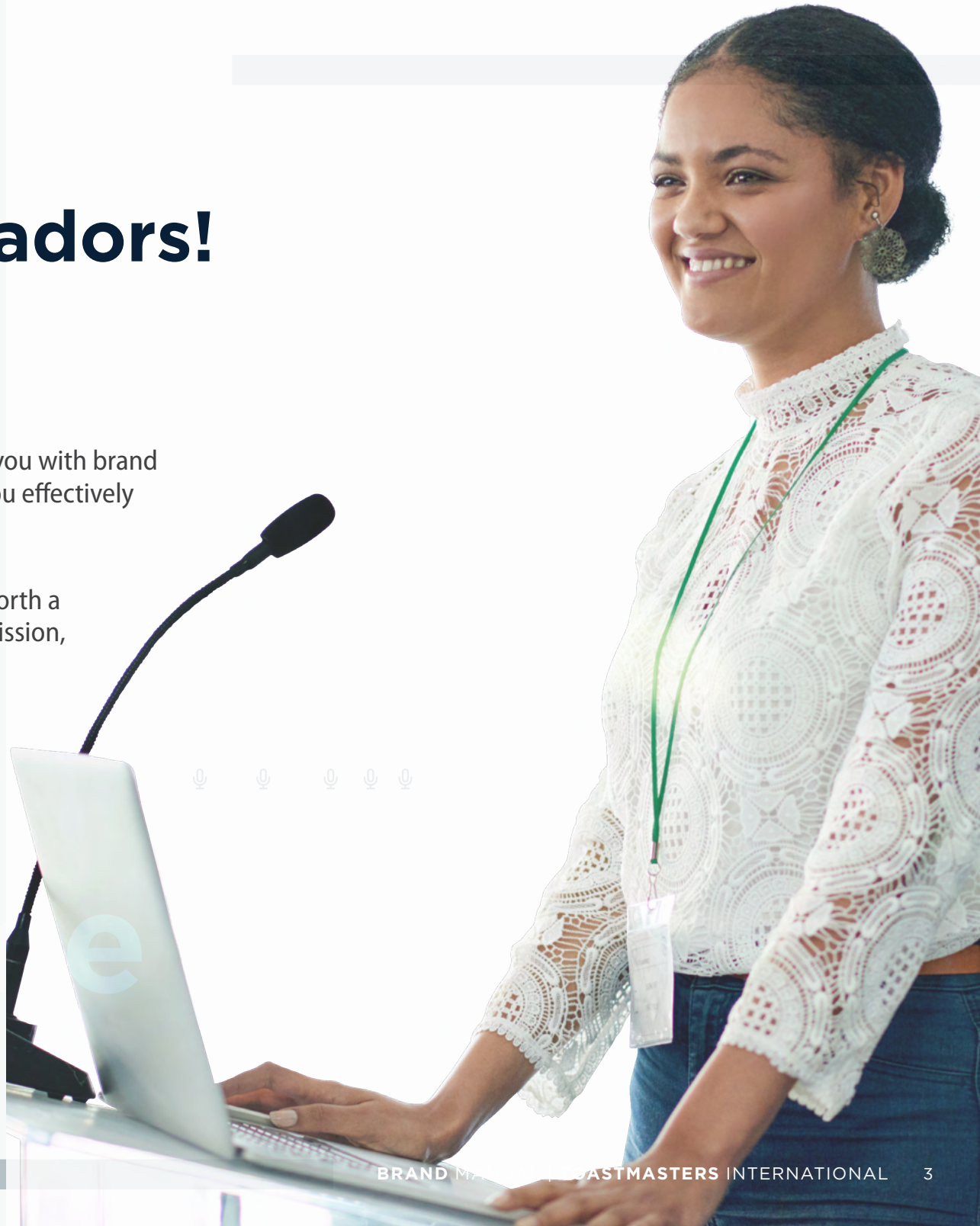
Brand Platform

Tagline

WHERE LEADERS ARE MADE

The tagline helps to convey our mission, our purpose.

Core Values

Integrity I Respect I Service I Excellence

These unwavering values are at the core of Toastmasters and stand behind every decision. They provide a means of guiding and evaluating existing operations, near-term planning, and our vision for the future.

Brand Promise

Empowering individuals through personal and professional development.

Our promise encompasses all aspects of growth for members.

Brand Platform

Personality

Our personality reflects how the organization interacts with audiences at every touch point, such as through internal communication, external media, social posts, and more. While adjustments should be made to reflect each culture, each language, and each medium, our brand personality is universal—with strong elements of leadership, dedication, and empowerment.

Voice and Tone

Our voice is one of confidence and compassion. It is clear, yet respectful; it is friendly, yet professional. Our tone is positive, upbeat, and enthusiastic. It is serious when necessary. It is open to exchange.

Voice and Tone

All branded communication helps strengthen our relationship with our target audience. The Toastmasters International brand is a singular identity that should always reflect the core attributes of our organization's personality (**see page 5**).

Perhaps the most important aspect of branded communication is voice and tone—or how we sound when we speak to our audience. The correct voice and tone allow us to better connect with our audience and reinforce our brand identity.

So, before you begin writing, take a moment to understand the context of your communication and the mindset of your target audience. This will help you arrive at the appropriate word choice to create engaging communication pieces that resonate.

Voice and Tone Checklist

All branded communication should be:

» Warm
» Clear
» Friendly
» Professional
» Succinct
» Respectful
» Universally understandable
» Internationally friendly
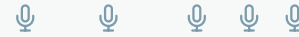
Understandable
Universal
Succint
Warm
Friendly
Clear
Professional
Respectful
International

Visual Guidelines

Visual
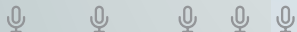
Logo

Our logo is an integral piece of our visual identity, and we thank you for applying it correctly and consistently to accelerate engagement, raise the organization's credibility, and improve awareness for generations to come.

Clear space and minimum-size rules ensure the logo is clearly visible for print and web applications. **Let's "logo" in unison!**

Full-Color

Grayscale

White

The Toastmasters International logo is an integral piece of the brand's visual identity. Used properly, it helps to deliver a consistent experience across our diverse and unique clubs, while also improving brand recall.

Download

- Logos are available for download at **www.toastmasters.org/Logos**.

Clear Space

An area of clear space should be maintained around the logo that is equal to or greater than the distance "X" as indicated in the diagram. "X" being the height of the wordmark.

Minimum Size

72 pixels
Web

3/4 inches
Print

Logo Wordmark

Mark your wordmarks as in sync!
Clear space and minimum-size rules ensure the wordmark is clearly visible for print and web applications.

TOASTMASTERS INTERNATIONAL

Full-Color

TOASTMASTERS INTERNATIONAL

Black

TOASTMASTERS INTERNATIONAL

White

The Toastmasters International logo is an integral piece of the brand's visual identity. Used properly, it helps to deliver a consistent experience across our diverse and unique clubs, while also improving brand recall.

Download

- Logo wordmarks are available for download at **www.toastmasters.org/Logos**.

Clear Space

TOASTMASTERS INTERNATIONAL

An area of clear space should be maintained around the wordmark that is equal to or greater than the distance "X" as indicated in the diagram. "X" being the height of the wordmark.

Minimum Size

TOASTMASTERS INTERNATIONAL

72 pixels
Web

TOASTMASTERS INTERNATIONAL

3/4 inches
Print
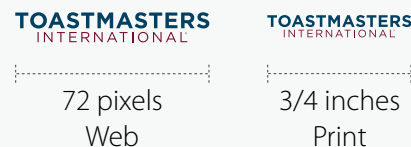
Logo Lockups

Here are some alternative ways to use the logo, and wordmark.

www.toastmasters.org

WHERE LEADERS ARE MADE

Download

- Logo lockups are available for download at **www.toastmasters.org/Logos**.

Logo Yes & No

All options on this page are a "go;" all options on opposite page are a "no."

DISTRICT 99

I'M JUST SAYIN'

DISTRICT 99

DISTRICT 99

Don't put the logo in perspective.

Don't disproportionately scale the logo.

Don't change the proportion of the logo elements.

Don't change any element of the logo.

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

Don't change the logo colors.

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

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

Don't put a patterned glow behind the logo.

Color Palette

Primary Colors

The palette for Toastmasters relies on True Maroon, Loyal Blue, and Cool Gray to support our elements of leadership, dedication, and empowerment.

Hex #772432
C12 M95 Y59 K54
R119 G36 B50
Pantone 188
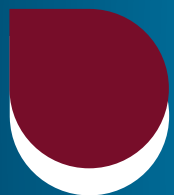
Hex #004165
C100 M43 Y12 K56
R0 G65 B101
Pantone 302

Hex #A9B2B1
C23 M7 Y12 K18
R169 G178 B177
Pantone 442

True Maroon   **Loyal Blue**   **Cool Gray**

Accent Color

Hex #F2DF74
C0 M5 Y57 K0
R242 G223 B116
Pantone 127

Happy Yellow

» Hexadecimal for web
» CMYK for 4-color process
» Pantone™ colors
» RGB for digital

Gradient Colors

Loyal Blue, Maroon, and Cool Gray Gradients

To create marketing materrials with gradients of Loyal Blue, Maroon, or Cool Gray, please refer to the charts on the right showing linear gradients of top to bottom, bottom to top, left to right, and right to left, as well as radial gradients.

Please Note: Gradient instructions are provided in hexadecimal for web values only in the charts to the right.

Loyal Blue Gradient Instructions

Linear Gradient 90° (top to bottom)	Linear Gradient -90° (bottom to top)	Linear Gradient 0° (left to right)	Linear Gradient 0° (right to left)
Loyal Blue: #004165 / Blissful Blue: #006094	Blissful Blue: #006094 / Loyal Blue: #004165	Loyal Blue: #004165 → Blissful Blue: #006094	Blissful Blue: #006094 → Loyal Blue: #004165

Radial Gradient 0°

Loyal Blue: #004165 — Blissful Blue: #006094 — Loyal Blue: #004165
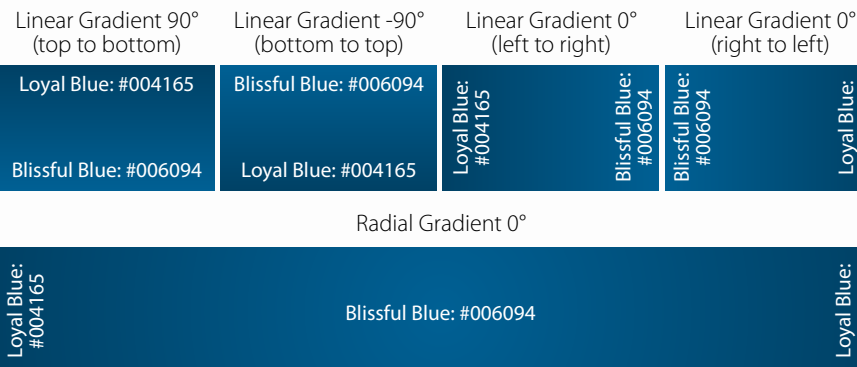
Maroon Gradient Instructions

Linear Gradient 90° (top to bottom)	Linear Gradient -90° (bottom to top)	Linear Gradient 0° (left to right)	Linear Gradient 0° (right to left)
Deep Maroon: #3B0104 / Rich Maroon: #781327	Rich Maroon: #781327 / Deep Maroon: #3B0104	Deep Maroon: #3B0104 → Rich Maroon: #781327	Rich Maroon: #781327 → Deep Maroon: #3B0104

Radial Gradient 0°

Deep Maroon: #3B0104 — Rich Maroon: #781327 — Deep Maroon: #3B0104
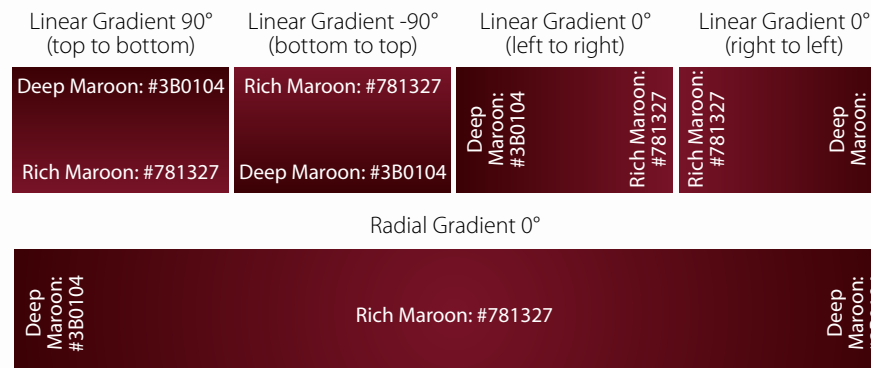
Cool Gray Gradient Instructions

Linear Gradient 90° (top to bottom)	Linear Gradient -90° (bottom to top)	Linear Gradient 0° (left to right)	Linear Gradient 0° (right to left)
Cool Gray: #A9B2B1 / Fair Gray: #F5F5F5	Fair Gray: #F5F5F5 / Cool Gray: #A9B2B1	Cool Gray: #A9B2B1 → Fair Gray: #F5F5F5	Fair Gray: #F5F5F5 → Cool Gray: #A9B2B1

Radial Gradient 0°

Cool Gray: #A9B2B1 — Fair Gray: #F5F5F5 — Cool Gray: #A9B2B1
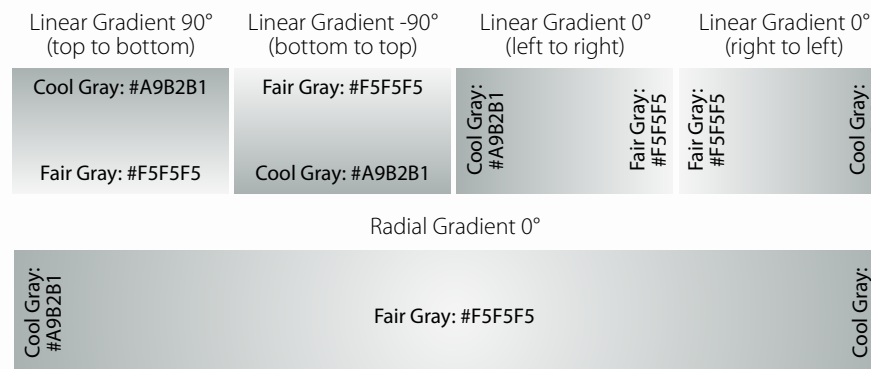
Transparencies

You can create materials using trasparencies as shown below, but be aware of text versus background contrast. In other words, it is not desirable to have white text on a light background, or black text on a dark background. The more contrast between text and background, the better.

Top swatch:
White, Opacity 70%

Bottom swatch:
Maroon linear gradient
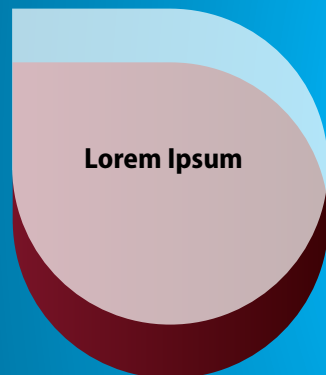
Top swatch:
White, Opacity 70%

Bottom swatch:
Loyal Blue linear gradient

Lorem Ipsum

Lorem Ipsum
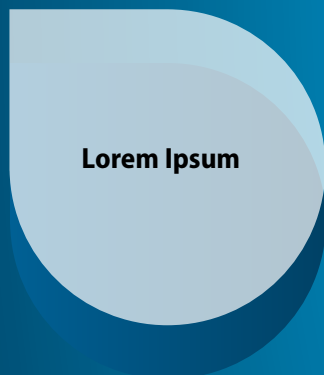
Top swatch:
Loyal Blue, Opacity 70%

Bottom swatch:
Cool Gray linear gradient

Lorem Ipsum

Pathways Logo

Pathways was designed to help Toastmasters build the competencies they need to communicate and lead. Keep the journey a consistent one by using the Pathways logo.

**Full-Color**

Grayscale

White

Download

■ The Pathways logo is available for download at **www.toastmasters.org/Logos**.

Clear Space

An area of clear space should be maintained around the Pathways logo that is equal to or greater than the distance "X" as indicated in the diagram. "X" being the height of the word "Pathways."

Minimum Size

72 pixels
Web

1 inch
Print

Pathways Badges

Dynamic Leadership

Effective Coaching

Engaging Humor

Innovative Planning

Leadership Development

Motivational Strategies

Persuasive Influence

Presentation Mastery

Strategic Relationships

Team Collaboration

Visionary Communication

Download

- Badges are available for download at **www.toastmasters.org/Logos**.

Fonts

Is it font-friendly? These are the Toastmasters branded fonts:

Gotham

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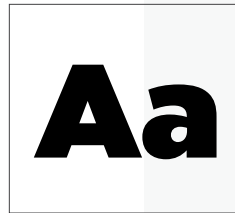
Usage: Headlines and subheads

The Gotham typeface is also available in Condensed format.
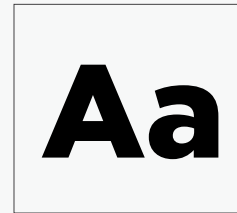
FREE ALTERNATE: Montserrat

- Montserrat is similar in appearance to Gotham and can be used for free.
- Use this **link** to access the free Montserrat font.
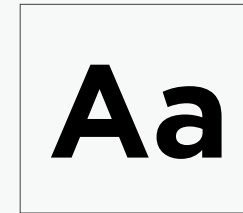
Gotham Examples

Aa	Aa	Aa	Aa
Ultra	Black	Bold	Medium

Aa	Aa	Aa	Aa
Book	Light	Extra Light	Thin

Fonts

Is it font-friendly? These are the Toastmasters branded fonts:

Myriad Pro

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

Usage: Body copy for collateral

The Myriad Pro typeface is also available in Condensed, SemiCondensed, and SemiExtended formats.

FREE ALTERNATE: Source Sans Pro

- Source Sans Pro is similar in appearance to Myriad Pro and can be used for free.

- Use this **link** to access the free Source Sans Pro font.

Arial is a tertiary font for body copy that comes standard on most systems.

Myriad Pro Examples

Aa
Black

Aa
Bold

Aa
Semibold

Aa
Regular

Aa
Light

Images and Photography

Images

Images and Photography

The photography style should reflect the Toastmasters environment, where people look engaged, empowered, and supported, as portrayed in meetings, presentations, speeches, networking venues, conferences, training venues, and speech contests.

Stay away from images that do not connect to the Toastmasters environment, such as those mainly or solely portraying landscapes, animals, children, food and food appliances, medicine, and architecture.

Please do not use cartoons, illustrations, or clip art in materials created for clubs, Areas, Divisions, Districts, and regions.

Always make sure you have permission to use and/or reproduce any images and pictures utilized in your designs. Images protected by trademarks and copyrights should never be used.

Download

- An array of Toastmasters-branded images are available for download at: **www.toastmasters.photoshelter.com/galleries**.

Images and Photography

A myriad of Toastmasters-branded images are available to you—inspire and be inspired!

Logo Placement on Photography

The Toastmasters logo can be used on photography as long as the placement of the logo has good contrast between the logo and the image behind the logo, and the logo isn't part of anything specific in the image; the logo also should not directly cover people's faces or compete with the image. Use the Toastmasters logo on a background that has sufficient contrast, make sure the logo is completely legible, and use Toastmasters-approved photography. Place the logo with the minimal-required clear space around it—and ideally at the top-left or bottom-right of the image.

Resources
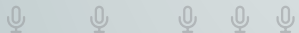
Resources

Brand Portal

The brand portal holds the elements you need to create exciting, approved materials. You'll find the logo, wordmark, marketing resources, business cards, photo templates, stationery, and more. Refer to the brand portal to review all that is available to you.

Lark Doley, DTM
International President 2018-2019

9127 S. Jamaica Street, Suite 400, Englewood, CO 80112
Work Phone: +1 720-439-5050
Fax: +1 303-799-7753
brand@toastmasters.org

www.toastmasters.org

Lark Doley, DTM
International President 2018-2019

9127 S. Jamaica St., Suite 400,
Englewood, CO 80112
Work Phone: +1 720-439-5050
Fax: +1 303-799-7753
brand@toastmasters.org

www.toastmasters.org

Download

- Branded assets for download at:
  www.toastmasters.org/BrandPortal.

TOASTMASTERS INTERNATIONAL

Header Goes Here
Subhead goes here

Date
Stationery and Branding Mockup

Simple Headline Here

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc.

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.

First/Last Name
Title Goes Here

9127 South Jamaica Street, Suite 400 | Englewood, CO 80112 | Phone: +1 720-439-5050 | **www.toastmasters.org**

Email Signature

As a member, a club officer, or a District leader, you can add this signature to your emails to convey your connection to Toastmasters and provide the necessary closing information to recipients.
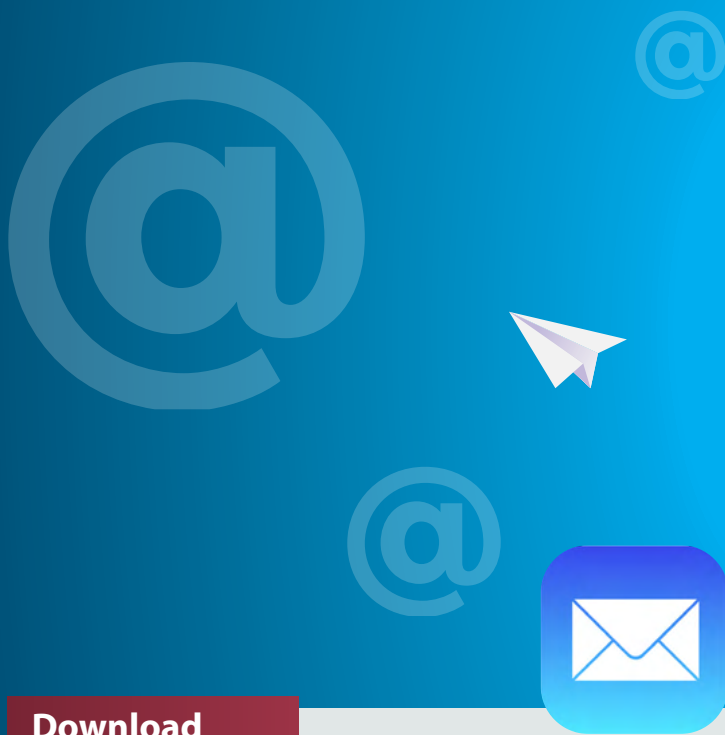
Download

- Download the email signature and follow the simple instructions on the spec sheet at the brand portal: **www.toastmasters.org/Stationery**.

To: janesmith@gmail.com

Cc:

Subject: Thanks for coming!

From: Signature: Toastmasters International

Dear <Mr. or Mrs. Last Name>

Thank you for attending our club meeting. We hope you enjoyed your experience and look forward to having you back again soon.

Are there any questions you had about Toastmasters or our club? I would be more than happy to help answer them for you. Our next meeting will be held on <Date> at <Time>. Hope to see you there!

In the meantime, if you want to learn more about the benefits of a Toastmasters membership, please visit www.toastmasters.org/About-Us.

Sincerely,

FirstName LastName
Title
phone: +1 720-439-5050 ext. ###

www.toastmasters.org

This email and any attached files ("message") are confidential and may contain privileged information. If you are not the intended recipient, please notify the sender immediately and permanently delete this message from your system. To distribute, disclose, or copy this message without prior authorization is prohibited. Toastmasters International does not accept liability for any errors or omissions in the content of this message.

Standards and Procedures
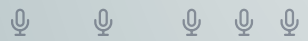
Trademark Use Request

Toastmasters International is committed to protecting our brand, trademarks, and copyrights and we count on your diligence to ensure the materials you're creating are not a threat to the intellectual property we know and love.

As a general rule, all non-paper materials require official authorization prior to production or purchase. Please refer to the chart on the right for clarification.

Request Authorization

- In order to obtain authorization for any of the non-authorized materials from the chart on the right, submit your proposed design through a Trademark Use Request: **www.toastmasters.org/TrademarkUseRequest**.

All cases are analyzed individually, so please submit your request with plenty of time for the Brand and Trademark Teams to review it and provide feedback.

Trademark authorizations are valid for the term in which they were granted and are not automatically renewed. In order to produce or buy items previously authorized, please re-submit a new Trademark Use Request.

If you're in doubt whether you should submit a request or contact the Brand Team for approval, please check the chart on this page regarding Protocol 4.0: Intellectual Property.

User	Authorized	Non-Authorized	Responsible
Clubs, Areas, Divisions, and Districts	Stationery, business cards, bulletins, newsletters, electronic media, websites, program covers, agendas, and similar items, only if directly related to, and focused on, the mission	Articles such as trophies, ribbons, banners, certificates, clothing or other items, except by specific, prior written authorization from the Chief Executive Officer	Club President, District Director
Officer candidates at all level	Stationery, business cards, mailings, electronic media, websites, campaign literature, and similar items	Articles such as trophies, ribbons, banners, certificates, clothing or other items, except by specific, prior written authorization from the Chief Executive Officer	Candidate
Individual members and officers at all levels	Stationery, business cards, electronic media, and websites, solely to indicate the person's affiliation with a member club	Any personal newsletter, electronic media, bulletin, or similar item; articles such as trophies, ribbons, banners, certificates, clothing, or other items except by specific, prior written authorization from the Chief Executive Officer	Individual

Video Guidelines

When creating a club or District video, please use these guidelines as a checklist:

» The club name or District number should be placed below the logo to indicate which club or District created the video.

» Credits at the end should list the name, club, and District of the person/team that created the video. The copyright symbol, District number or club name, and year should also be displayed.

» Obtain written permission from every individual in the video. Please use a separate **video release form** for each person.

» The video must not infringe on the intellectual property, privacy, publicity rights, ownership, or any other legal or moral rights of any third party and must be suitable for public viewing.

» Add the disclaimer below to one of the first frames of the video:

"Toastmasters International and all other Toastmasters International trademarks and copyrights are the sole property of Toastmasters International. This video is the opinion of the creator and is independent of Toastmasters International. It is not authorized by, endorsed by, sponsored by, affiliated with, or otherwise approved by Toastmasters International."

Submit Request

- Once your video is ready, submit a Trademark Use Request. If you have questions, please email the Brand Team at **brand@toastmasters.org**.

Apparel Guidelines

When designing apparel for your club or District, please follow these guidelines:

» The logo or wordmark should always be in the front of the t-shirt/jacket and no larger than 3 inches in diameter.

» Words or type on the back of any shirt or jacket should not be larger than 12 inches wide and 17 inches high.

» Acceptable apparel colors are white, burgundy, blue, black, and gray. Refer to the Color Palette on **page 12** of this manual for brand-appropriate hues.

Submit Request

- Once your design is ready, submit a **Trademark Use Request** prior to purchase/production. If you have any questions, please email the Brand Team at **brand@toastmasters.org**.

Website Guidelines

Ready to create your club, Area, Division, or District website? Please follow these guidelines:

» Read Protocol 4.0, Section 2: Websites at **www.toastmasters.org/IntellectualProperty**.

» Do not copy or re-upload information or content that is available to the general public on any Toastmasters website.

» Anything that requires a login or membership to access is off-limits.

» Add the disclaimer below to the bottom of the website:

"The information on this website is for the sole use of Toastmasters' members, for Toastmasters business only. It is not to be used for solicitation and distribution of non-Toastmasters material or information."

Approval

- For questions and approval, please contact the Brand Team at **brand@toastmasters.org**.

Be Prepared To Shine

Imagine yourself with speaking assurance. Now, make it a reality by becoming a member of Toastmasters, the original leader in public speaking and communication.

Find Toastmasters Near You

Join Toastmasters around the
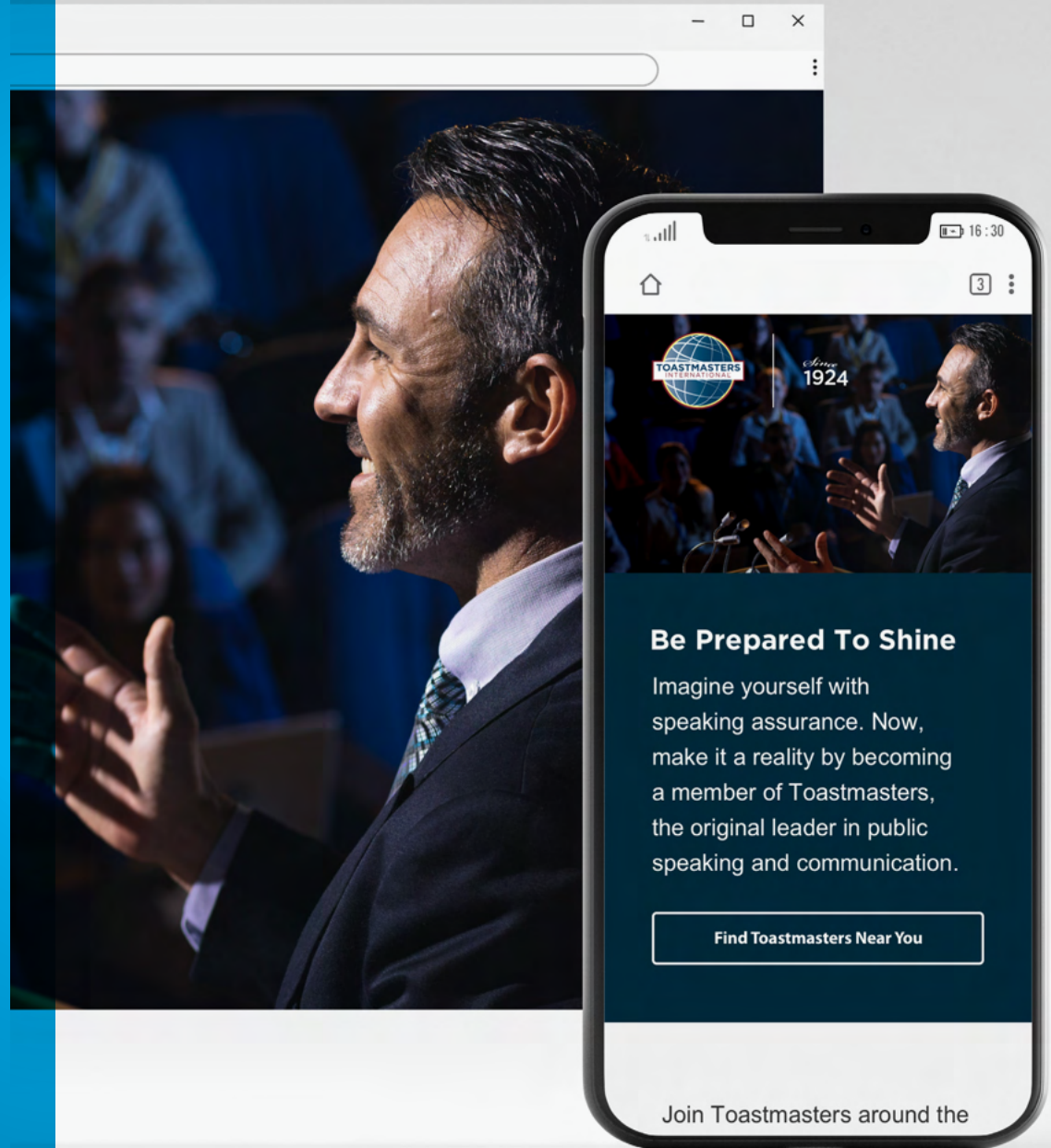
Corporate Club Guidelines

Create materials for your corporate club utilizing these guidelines:

» When using both the Toastmasters logo and the corporation logo, make sure they are never side by side.

» Place the Toastmasters logo and the corporation logo on opposite sides/corners of the material or have one on the top and one at the bottom.

Questions

▪ If you have questions, please contact the Brand Team at **brand@toastmasters.org**.

Gavel Club Guidelines

When creating materials for your Gavel Club, please follow these guidelines:

» Use all Toastmasters brand guidelines regarding fonts, colors, photography styles, and logo usage.

» In all instances where a chartered Toastmasters Member Club would use the Toastmasters International logo, make use of the Gavel Club logo instead.

» Gavel Club banners, if sourced independently of Toastmasters International, must be identical to an approved banner design found **here**, unless they make use of the Gavel Club logo in place of the Toastmasters International logo.

» Be mindful not to alter the Gavel Club logo in any way; do not create a custom logo for your Gavel Club.

» Do not create a custom tagline for your Gavel Club.

Download

- Logos are available for download at **www.toastmasters.org/Logos**.

Loyal Blue Logo


True Maroon Logo

Black Logo

District Conference Guidelines

When creating materials for your District Conference, please follow these guidelines:

» You may create a custom logo/theme for your conference providing they don't infringe on the copyrights or trademarks of other organizations. This exception is for the conference only. Brand guidelines must be adhered to for all other events.

» Using the Toastmasters logo and tagline is optional. If you choose to have them in the conference materials, make sure these elements are standing alone, unaltered. The logo is not to be made a part of an object, word or number. The Toastmasters logo should never be placed side by side with other logos.

» Sponsors of the conference should be mentioned in materials either by name or by logo in a sponsor-designated section, never next to the Toastmasters logo.

Approval

■ Once your conference materials are ready, please contact the Brand Team for approval at **brand@toastmasters.org**.
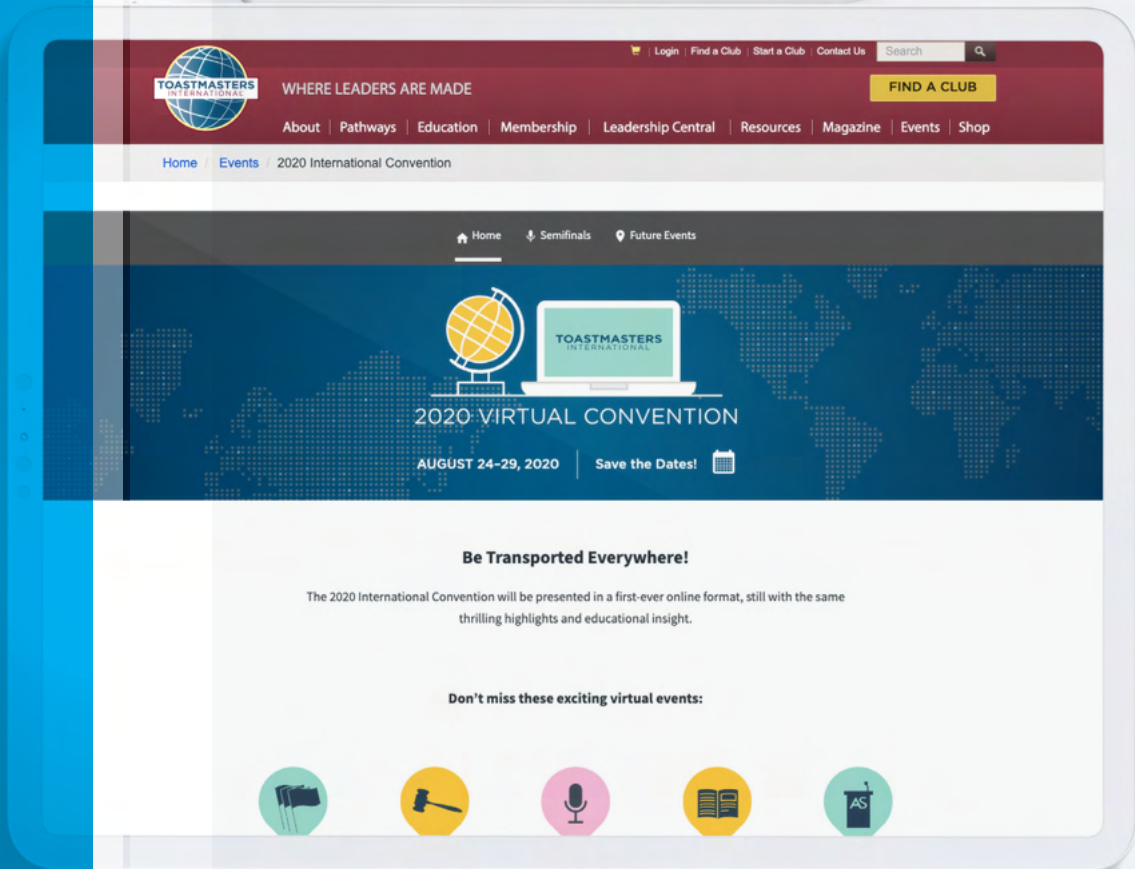
Policy 4.0: Intellectual Property

Toastmasters Governing Documents have a specific policy and a protocol to guide the use of its intellectual property.

Please refer to it, especially the section on Brand Standards, to make sure the materials you are creating are brand-compliant.

Learn More

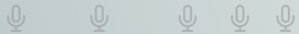- Policy 4.0 Intellectual Property **www.toastmasters.org/Intellectual-Property**.

© Copyright 2020 Toastmasters International

FAQ

FAQ

Can clubs and Districts create their own logo, theme, and/or tagline?

Unfortunately, no. We understand each club and each District are unique; however, individual logos and mottos create a lot of confusion and dilute the power of the brand. We strive to provide our members with a consistent experience across 143 countries, so it is vital that our brand is instantly recognizable. If all clubs created their own logo, there would be 16,800 of them, instead of one strong, unifying logo. Clubs, Areas, Divisions, Districts, and regions should all use the Toastmasters International logo, the official tagline, and the brand elements.

If I remove the logo from my materials, can I use different colors, fonts, and/or elements?

No, as all Toastmasters materials must follow the guidelines specified in this Brand Manual. Even if a specific piece does not require the logo, the other guidelines for fonts, colors, photography style, etc. still apply and must be followed.

Can our District create a logo/theme for the District Conference?

Yes, this is the sole exception to the logo and theme rule. Districts are welcome to create a "look and feel" for their annual conference, with a theme or tagline that is a strong call to action and engages members. Please refer to the **District Conference page** of this Brand Manual for more details explaining how to do this in a brand-compliant way.

Regarding colors, is True Maroon designated for Districts and Loyal Blue designated for clubs?

We used to have this distinction in the past. Since the introduction of the new banners and business cards, this is no longer applicable. While World Headquarters may use the colors to identify some materials, such as the Leader Letter, clubs and Districts are welcome to use the color of their preference.

Can I create or produce name badges, ribbons, club banners, or pins locally?

Name badges, ribbons, and pins may not be produced locally in any form. Local production of club banners is permitted, but only if the production makes use of a digital banner design purchased through the Toastmasters online store. This ensures not only brand standards of quality and compliance, but also the consistency of awards, achievements, and recognition items.

Clubs and Districts are welcome to develop other items, such as gifts, plaques, patches, etc. to recognize their members and milestones. Please make sure you get your design approved through a **Trademark Use Request** before it's produced or purchased.

FAQ

Contact Us

- If you have any questions regarding this Brand Manual, the Toastmasters brand, or the development of materials, please contact the Brand Team at **brand@toastmasters.org**.

- If you have questions regarding trademarks and copyrights, please contact the Trademarks Team at **trademarks@toastmasters.org**.

- To submit a Trademark Use Request, please go to **www.toastmasters.org/TrademarkUseRequest**.

A note about World Headquarters and the brand: World Headquarters continually looks for ways to keep the Toastmasters International brand strong, as well as relevant, often testing new ideas and material. Before we can consider adding a new element to the Brand Manual, it is analyzed and reviewed by a multidisciplinary team representing Marketing, Graphic Design, Translations, Legal, and Trademarks/Branding to ensure brand tone, cultural sensitivity, and that there is no infringement of copyrights and trademarks, both that of Toastmasters and any third party. Unfortunately, elements that are in a "test mode," cannot yet be replicated for regions, Districts, Divisions, Areas, and clubs. If any are approved for member use, they will be added to an updated version of the Brand Manual and members will be notified.

Can the Toastmasters International emblem be used in promotional materials?

The emblem, which used to be the organization's logo until 2011, should only be used in an historical context by clubs, Divisions, Areas, Districts, and regions. Using just the emblem or both logos in promotional materials is confusing and dilutes the power of the brand.

World Headquarters uses the emblem in select materials to honor the Toastmasters legacy and preserve its trademark.

Can my club still use the old club banner?

The old banner [the yellow one with the Toastmasters International emblem] should only be used in a historical context. It may be kept at club meetings and events if the new one is present and occupying a more prominent place. The current banner has been in place for 10 years, so we strongly encourage clubs to replace the old one.

How do I know if I need a Trademark Use Request?

You can use the **chart on page 27** to know if you need to obtain authorization from the Trademarks Team or if you can simply follow the Brand Manual to produce your materials. As a general rule, most paper materials, other than certificates, do not need to submit a Trademark Use Request. Other items, such as apparel, accessories, banners, gifts, stickers, etc. will require you to go through the trademark process.