



TOASTMASTERS INTERNATIONAL

DISTRICT LEADER AND CLUB OFFICER BRAND MANUAL

PURPOSE

This brand manual was created to help you communicate and implement the Toastmasters International brand. We believe that when you use these standards, the Toastmasters International brand becomes stronger. These branding standards will help us to communicate one consistent Toastmasters identity that is recognizable wherever you may be and that accurately symbolizes the benefits of this great organization we are all proud to be a part of.

Inside these pages you'll find new positioning and a new tagline for Toastmasters International. The organization used its fundamental mission, vision and our purpose as the foundation to develop these new pieces.

Toastmasters International is excited as we look to the future of the organization and our strategic initiative to create a consistent look and feel for our organization worldwide. It will soon be a brand that is recognized in countries around the world by the color, the content and the symbol used to communicate who we are.

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THE TOASTMASTERS INTERNATIONAL BRAND

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BRAND BASICS

BRAND DEFINITIONS

- 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 vision**?**
The way we want our customers to think of our brand in the future.
- 3 What is a **brand strategy**?**
The plan that identifies short and long-term objectives, key brand initiatives, tactics and measures of success. The Toastmasters brand strategy determines how we implement and express the Toastmasters brand.
- 4 What is **brand positioning**?**
What people envision when they think of an organization's brand. For Toastmasters, it is the space we want to occupy in the minds of existing and potential members.
- 5 What is a **positioning statement**?**
The place in the market that is uniquely yours to claim.
- 6 What is a **value proposition**?**
The primary benefit a brand provides to its target audience.
- 7 What is a **tagline**?**
A concise, consistent way to communicate an organization's value proposition to the general public.
- 8 What is a **logo**?**
A graphic symbol designed to represent a brand.

BENEFITS OF USING THE NEW BRAND

- It increases members' pride in being a Toastmaster
- "Big picture" purpose
- District and club objectives will be easier to achieve
- Communications will be more compelling with refreshed messaging and design following the new Toastmasters brand
- The benefits of Toastmasters will be communicated consistently, increasing shared understanding and global awareness

THE TOASTMASTERS INTERNATIONAL BRAND

BRAND HERITAGE

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 Young Men’s Christian Association (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 group at the YMCA in Santa Ana, members practiced speaking skills in a supportive, informal atmosphere. The seedling club blossomed. 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. Toastmasters became Toastmasters International after a speaking club in New Westminster, British Columbia, Canada, expressed interest in joining the organization.

Over the next six decades, the number of Toastmasters grew, and so did the need for a larger staff to service them. 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, to include other materials to help members develop skills in listening, giving feedback, decision-making, delegating and mentoring.

With more than 270,000 members in more than 13,000 clubs in 116 countries, Dr. Ralph Smedley’s “basement brainstorm” continues to thrive in the 21st century.

BRAND PLATFORM

Tagline

Where Leaders Are Made

Vision

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

Core Values

- Integrity
- Dedication to Excellence
- Service to the Member
- Respect for the Individual

These are values worthy of a great organization, and we believe we should incorporate them as anchor points in every decision we make. Our core values provide us with a means of not only guiding but also evaluating our operations, our planning and our vision for the future.

MISSION STATEMENT

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

The mission of the district is to enhance the performance and extend the network of clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by focusing on the critical success factors as specified by the district educational and membership goals, ensuring that each club effectively fulfills its responsibilities to its members, and providing effective training and leadership development opportunities for club and district officers.

Toastmasters International is the leading nonprofit organization devoted to creating effective leaders and communicators worldwide.

Through its member 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 member clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

BRAND POSITIONING

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.

TOASTMASTERS
INTERNATIONAL

BRAND PERSONALITY

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

What is an “elevator pitch”?

An “elevator pitch” is an exceptionally brief (5 seconds/3-floors per statement), unassuming summary used to define the organization and its value proposition with the intent of simply getting the audience to ask for more information, ride another floor, request a business card, etc. Each statement of an elevator pitch lasts about five seconds, or three floors of an elevator ride.

Preparation is key. Be ready with three key things you can say about the Toastmasters organization. Your three key messages should be authentic; therefore, each pitch will be a little different. The only thing that should remain consistent is that you clearly explain what Toastmasters International does, and frame 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. In other words, 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

“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

“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

“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

TOASTMASTERS PROVIDES

DIRECT RESULT

Communication Skills Development

- Improved direct and indirect communication skills

Leadership Skills Development

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

Impromptu Speaking

- Ability to think on your feet
- Developed reactionary skills
- Increased poise and confidence in high-pressure situations

Self-Paced Program

- Flexibility to adapt to personal schedules
- Little to no disruption of current life commitments, routine, etc.

Constructive Evaluations

- Improved ability to give and receive constructive criticism
- Increased success when working with teams

Speech Development

- Improved sense of structure when communicating in formal and informal settings

A large sunburst graphic with yellow rays radiating from a central white point, set against a dark blue background.

VOICE AND TONE

VOICE AND TONE CHECKLIST

Voice and Tone Checklist

Is your communication?

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

Your communication should be all of the above.

All 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

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 step back and 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.

Having this basic understanding gives you a place to start to create a message about the Toastmasters organization that is relevant to your audience. The key is fitting your message into a framework that gives your listeners something they will be interested in hearing about. For example:

- Toastmasters is the organization dedicated to communication and leadership skill development. Each week, more than a quarter million men and women build their competence in communication.

BRAND COMMUNICATION: THINGS TO REMEMBER

KNOW YOUR AUDIENCES.

Speak with current Toastmasters, leaders and influencers from each target audience. 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.

Make sure you are communicating clearly by putting yourself in the shoes of your audience. When someone is exposed to information, their lens is always focused on “What’s in it for me?” or “What’s my connection here?” You will keep their interest if your communication is clear, easy to digest and relevant to your audience.

FOCUS ON RESULTS.

Emphasize the tangible results, or benefits, of Toastmasters membership. Sometimes it is easy to get caught up on the features of membership.

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 formality by using short, simple words and phrases.

BEING A LEADER

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

— John C. Maxwell

A key element of the new Toastmasters International brand is our renewed focus on leadership. To deliver on our new brand promise, it is essential that we communicate the leadership skills and attributes members can acquire through Toastmasters. The following are examples of these skills and qualities:

- 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 all 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 OVERVIEW

CORPORATIONS

Corporations are essential to growing the Toastmasters International brand. It is imperative to communicate the benefits Toastmasters can have for professionals and corporations, as well as increase membership in existing corporate clubs. The key decision-maker is often an executive, HR representative, other department manager or even an employee who believes in the benefits of Toastmasters enough to spread the word to others.

CURRENT TOASTMASTERS

It is critical that current Toastmasters members do not feel alienated, but rather a part of the process. To achieve this, we must illustrate to them that they personify the new brand position — they are the leaders who were made through Toastmasters.

POTENTIAL MEMBERS

Young Professionals Focus:

Young professionals are vital to the growth and expansion of the Toastmasters International brand because they are the future of Toastmasters, and they are the leaders of the future. Therefore, the brand strategy is largely built around their goals and aspirations. This audience dreams about the day when they can be leaders.

Mid-Career Professionals Focus:

Mid-career professionals can be at a variety of stages within their careers and can benefit significantly from becoming Toastmasters members. They may be having difficulty managing work-life balance; feel pressure to enhance their skills to remain relevant. Some feel limited in their career options because they are nearing the top of the ladder or realize they may never get there. Others want to give back as a teacher or mentor, but lack the skills and experience to effectively do so.

Personal Skill-Building Focus:

This is the most general audience segment. It applies to anyone who seeks self-improvement — either personally or professionally. This segment should not be thought of only in one environment (such as the workplace) but rather in any environment that may be interesting to someone looking to improve their skill set.

AUDIENCE SEGMENT MESSAGING: CORPORATIONS

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.

Key Concepts

- Employee morale and improvement
- Productivity
- Development of leaders
- Teamwork and collaboration

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 SEGMENT MESSAGING: CURRENT TOASTMASTERS

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.

Key Concepts

- Engagement
- Continued experience
- Members as most important brand advocates

Sample Messaging

- Toastmasters bolsters confidence in its membership with communication and leadership skill-building. It's the place where you can find your voice and is where leaders are made. As members, you embody the brand positioning. 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.
- Feedback, thoughts and concerns are always welcome and can be shared with club officers, district leaders and World Headquarters staff.

AUDIENCE SEGMENT MESSAGING: POTENTIAL MEMBERS

POTENTIAL MEMBERS (YOUNG PROFESSIONALS)

Young professionals are important to the growth and expansion of the Toastmasters brand because the brand strategy is built around their goals and aspirations. Most young professionals are not yet leaders; instead they are led by those in senior roles. This audience dreams about the day they can be the leaders.

Key Concepts

- Ongoing learning
- Achievement/Accomplishment
- Results
- Flexibility of a self-managed program

Sample Messaging

- Toastmasters teaches practical techniques to help you find your leadership voice.
- Begin to generate the presence and charisma that command respect in the workplace.
- Discover your own unique leadership style.
- Get noticed by learning how to communicate like a leader.
- Project a more dynamic image both inside and outside the workplace.

AUDIENCE SEGMENT MESSAGING: POTENTIAL MEMBERS

POTENTIAL MEMBERS (MID-CAREER PROFESSIONALS):

Mid-career professionals can be at various stages within their careers, particularly because this demographic tends to have more responsibilities to others (family and financial stress). These stages can include a belief that their growth potential is limited. They contemplate a career transition or have difficulty balancing their personal and professional lives.

Key Concepts

- Opportunity
- Reach ultimate potential
- Discover true passion

Sample Messaging

- Leadership and communication go hand in hand with success.
- Articulate your leadership philosophy to others both through effective communication and your everyday actions.
- Increase your willingness to adapt to new situations by overcoming your resistance to change.
- Generate presence, confidence and charisma that command respect.

AUDIENCE SEGMENT MESSAGING: POTENTIAL MEMBERS

POTENTIAL MEMBERS (PERSONAL SKILL-BUILDING)

Potential members are the most general audience segment because they represent anyone seeking self-improvement. This segment should not be thought of only in one environment (such as the workplace or outside of it) but rather could be targeted in any environment that may be interesting to people looking to improve their skill set.

Key Concepts

- Personal and professional growth
- Self-improvement
- Broadened skill set

Sample Messaging

- Toastmasters offers the skills that help you to succeed in life including communication skills, leadership skills, interpersonal skills, time-management skills, increased self-confidence, social skills and improved emotional intelligence.

A large sunburst graphic with yellow rays radiating from a central white point, set against a dark blue background with thin red horizontal lines at the top and bottom.

VISUAL ELEMENTS

COLOR PALETTE

PANTONE 442

C23 M7 Y12 K18
R169 G178 B177
HEX: A9B2B1

PANTONE 127

C0 M5 Y57 K0
R242 G223 B116
HEX: F2DF74

PANTONE 302

C100 M43 Y12 K56
R0 G65 B101
HEX: 004165

THE TOASTMASTERS COLOR SYSTEM

PANTONE 1795

C2 M98 Y85 K7
R205 G32 B44
HEX: CD202C

PANTONE 188

C12 M95 Y59 K54
R119 G36 B50
HEX: 772432

LOGO

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



LOGO

TOASTMASTERS
INTERNATIONAL®

WORDMARK

Logos are available for download at
www.toastmasters.org/logos

LOGO

Full-color Version



Alternate Versions



Black and White



Grayscale



Reverse Knockout

LOGO

Color Versions



WORDMARK

Full-color Version

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

LOGO LOCKUPS



www.toastmasters.org



www.toastmasters.org



WHERE LEADERS ARE MADE



WHERE LEADERS ARE MADE



WHERE LEADERS ARE MADE
www.toastmasters.org



Est. 1924

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 put a glow behind the logo.



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



Don't tilt 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 drop shadow behind the 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.



HEADER OR PROPRIETARY INFO



WHERE LEADERS ARE MADE



Jane Doe, Future CEO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse id urna a massa volutpat venenatis a sed mi. Fusce vehicula, ante eu condimentum ullamcorper, nibh dolor tincidunt elit, consectetur posuere massa leo at libero. Mauris non urna mauris, sit amet porta.

Linked Info

To create a cohesive visual experience and link information within a given framework, extend the color of the callout shape 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,” thus providing a strong correlation between both messages on behalf of the Toastmasters International brand.

DESIGN ELEMENTS: SOLID RAYS

Jane Doe – Future CEO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque at enim vitae dui venenatis commodo. Aenean volutpat justo id dolor imperdiet nec lacinia nisi ultrices. Duis ut lacus in mauris semper ullamcorper sed vel metus. Fusce tortor nunc, pharetra sed faucibus ut, pretium vitae mi. Suspendisse id urna a massa volutpat venenatis a sed mi. Fusce vehicula, ante eu condimentum ullamcorper, nibh dolor tincidunt elit, consectetur posuere massa leo at libero. Mauris non urna mauris, sit amet porta.

Solid rays should be used only as a secondary design element for headers, footers or side tabs. Never place text, photos or images on top of solid rays. All colors in the brand palette are available for use, but never combine more than two colors within the shape.

As shown in this example, the shape should be tightly cropped.



DESIGN ELEMENTS: GRADIENT RAYS

Jane Doe – Future CEO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque at enim vitae dui venenatis commodo. Aenean volutpat justo id dolor imperdiet nec lacinia nisi ultrices. Duis ut lacus in mauris semper ullamcorper sed vel metus. Fusce tortor nunc, pharetra sed faucibus ut, pretium vitae mi. Suspendisse id urna a massa volutpat venenatis a sed mi. Fusce vehicula, ante eu condimentum ullamcorper, nibh dolor tincidunt elit, consectetur posuere massa leo at libero. Mauris non urna mauris, sit amet porta.

Gradient rays should be used as a background design element that subtly shines light on a subject within a given framework. All colors in the brand palette are available for use, but never combine more than two colors within the shape.

As shown in the example to the left, gradient rays should always emanate from a corner in the direction of a subject.



DESIGN ELEMENTS: GRADIENT RAYS REVERSED



Reverse gradient rays should be used as a background design element to emanate light from an important subject, such as a logo or masked photo. All colors in the brand palette are available for use, but never combine more than two colors within the shape.



DESIGN ELEMENTS: CALLOUTS AND RAYS



Triangle callouts and rays are available for download at www.toastmasters.org/brandportal

TYPOGRAPHY

Our primary typeface is Gotham, used for headlines and subheads. Our secondary typeface is ITC Lubalin and should be reserved for call-out 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. Nullam malesuada purus a purus tincidunt eleifend.

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. Nullam malesuada purus a purus tincidunt eleifend.

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, malesuada vitae enim. Nullam malesuada purus a purus tincidunt eleifend.

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, malesuada vitae enim. Nullam malesuada purus a purus tincidunt eleifend.

TYPOGRAPHY: GOTHAM

Gotham is Toastmasters International's primary typeface. The wide stance and geometric traits of its characters exudes genuine 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

Example Paragraph

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. Nullam malesuada purus a purus tincidunt eleifend. Integer aliquam, velit vel iaculis cursus, justo libero viverra ipsum, non hendrerit tellus mauris quis leo. Proin a justo neque. Maecenas dui sapien, egestas nec rhoncus eget, pretium in orci. Praesent fringilla tempor ante, eget egestas magna semper vitae. Vestibulum ut libero nulla.

TYPOGRAPHY: ITC LUBALIN GRAPH STANDARD

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 call-outs
- Taglines

Example Paragraph

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. Nullam malesuada purus a purus tincidunt eleifend. Integer aliquam, velit vel iaculis cursus, justo libero viverra ipsum, non hendrerit tellus mauris quis leo. Proin a justo neque. Maecenas dui sapien, egestas nec rhoncus eget, pretium in orci. Praesent fringilla tempor ante, eget egestas magna semper vitae. Vestibulum ut libero nulla.

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

Example Paragraph

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. Nullam malesuada purus a purus tincidunt eleifend. Integer aliquam, velit vel iaculis cursus, justo libero viverra ipsum, non hendrerit tellus mauris quis leo. Proin a justo neque. Maecenas dui sapien, egestas nec rhoncus eget, pretium in orci. Praesent fringilla tempor ante, eget egestas magna semper vitae. Vestibulum ut libero nulla. Quisque neque sem, commodo suscipit dapibus sit amet, tempor et nisi. Cras mollis metus dictum elit porttitor facilisis.

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/subheads only in cases where Gotham cannot be converted into an image.

Example Paragraph

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. Nullam malesuada purus a purus tincidunt eleifend. Integer aliquam, velit vel iaculis cursus, justo libero viverra ipsum, non hendrerit tellus mauris quis leo. Proin a justo neque. Maecenas dui sapien, egestas nec rhoncus eget, pretium in orci. Praesent fringilla tempor ante, eget egestas magna semper vitae. Vestibulum ut libero nulla. Quisque neque sem, commodo suscipit dapibus sit amet, tempor et nisi.

PHOTOGRAPHY

Image Guidelines

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

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

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

- ▶ Animals
- ▶ Landscape
- ▶ Children
- ▶ Food and appliances (this includes toast and toasters)
- ▶ Medicine
- ▶ Cartoons

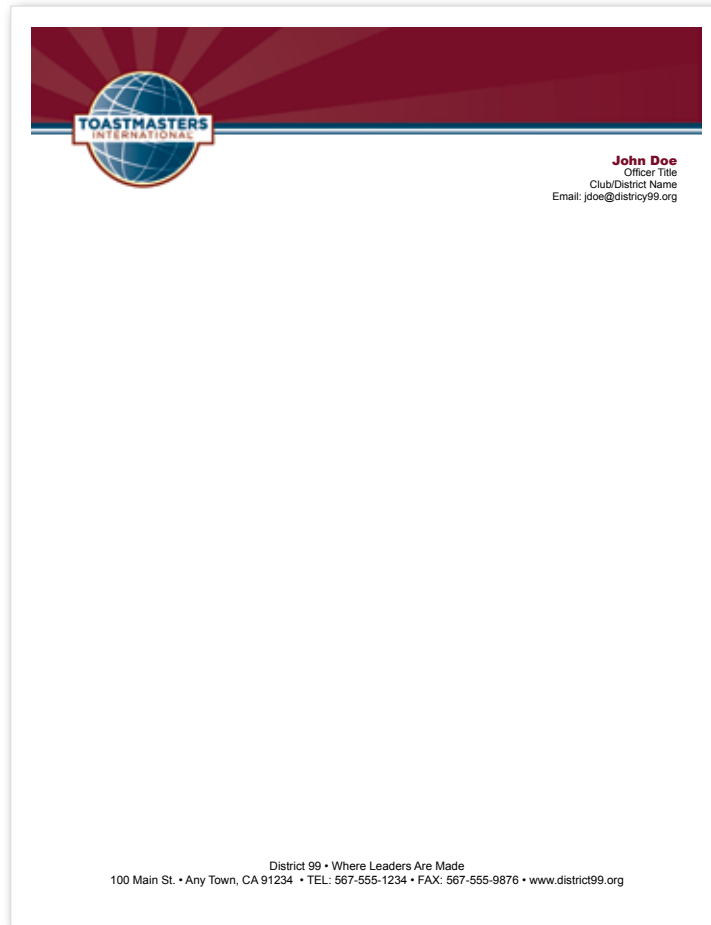


Toastmasters branded images are available at www.toastmasters.org/photolibrary

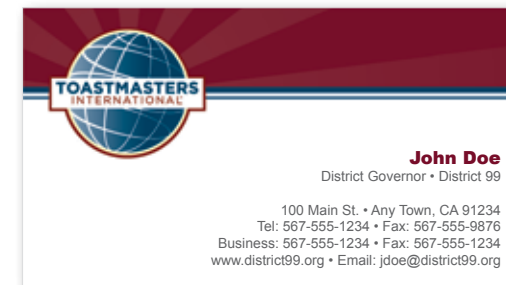
APPLYING BRAND BASICS: SAMPLE MATERIALS

SAMPLE MATERIALS: DISTRICT AND CLUB STATIONERY

Letterhead



Business Card



Stationery templates are available for download at
www.toastmasters.org/stationery

SAMPLE MATERIALS: MEETING AGENDA



Foothill Toastmasters Club 1475

Date
Time

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

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

Toastmasters International
www.toastmasters.org

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.



Foothill Toastmasters Club 1475

Date
Time

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

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


Toastmasters International
www.toastmasters.org

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

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

SAMPLE MATERIALS: 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 Governor, 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

Email Signature

Club Leader

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

Sample

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

District Leader

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

Sample

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

NEWSLETTER FPO

SAMPLE MATERIALS: POWERPOINT

Title Slide



Content Slide



Conclusion Slide



The PowerPoint template is available for download at www.toastmasters.org/marketingmaterials

SAMPLE MATERIALS: DISTRICT AND CLUB WEBSITE MASTHEADS

District Mastheads




Club Mastheads



Website mastheads are available for download at
www.toastmasters.org/freewebsites

SAMPLE MATERIALS: FREETOASTHOST WEBSITES FOR CLUBS AND DISTRICTS



Demo ToastmastersDistricts.org District Website

Main Menu

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

For more information on Toastmasters International, visit toastmasters.org

District Leaders Only

- [District E-mail Addresses](#)
- [Edit Your Profile](#)
- [Private District Leader Directory](#)
- [District Leader Downloads](#)
- [FTH \(District Website\) Support](#)


District Leader Login

- [login as site admin](#)

The Toastmasters Podcast

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

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 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!



Demo ToastmastersClubs.org Club Website

Main Menu

- [Home](#)
- [Meeting Information, Directors](#)
- [Contact Us](#)
- [Meet Our Members](#)
- [Club Calendar](#)
- [Public Downloads](#)
- [Free Resources](#)
- [Toastmasters Video](#)
- [Custom Website](#)
- [Expense Accounts](#)
- [What Administrator Access Looks Like](#)
- [What Member Access Looks Like](#)

For more information on Toastmasters International, visit toastmasters.org

Members Only

- [Meeting Agenda](#)
- [Mentor/Mentee Request Form](#)
- [Club E-mail Addresses](#)
- [Edit Your Profile](#)
- [Private Member Directory](#)
- [Member Downloads](#)
- [Custom Website](#)
- [FTH \(Club Website\) Support](#)

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!

For more information, visit
www.toastmasters.org/freewebsites

SAMPLE MATERIALS: GOOGLE AND WORDPRESS WEBSITES



For more information, visit
www.toastmasters.org/freewebsites

SAMPLE MATERIALS: SOCIAL NETWORKING

LinkedIn



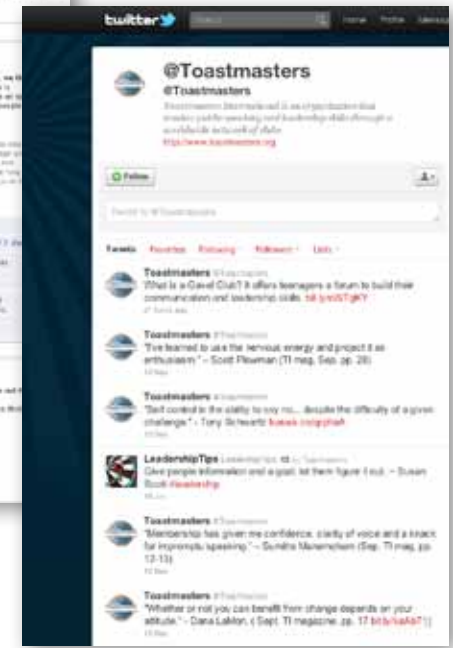
YouTube



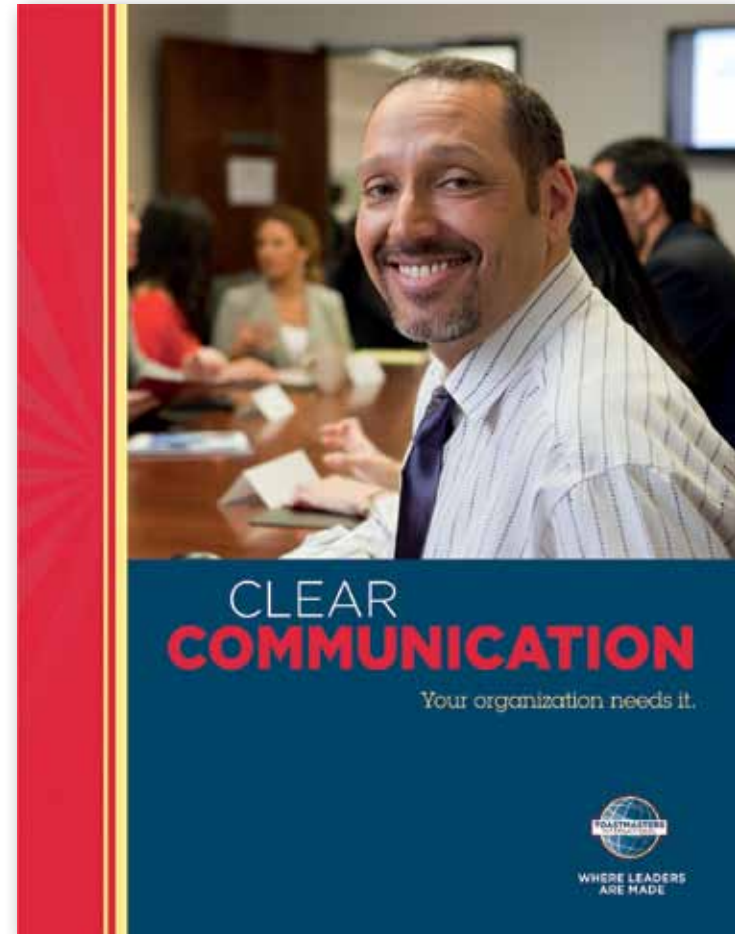
Facebook



Twitter



SAMPLE MATERIALS: BROCHURES



Brochures are available for download at www.toastmasters.org/marketingmaterials and www.toastmasters.org/marketingresources

SAMPLE MATERIALS: FLIERS

THE ANSWER TO YOUR ORGANIZATION'S **COMMUNICATION & LEADERSHIP NEEDS**

TOASTMASTERS
INTERNATIONAL

WHERE LEADERS ARE MADE

Established in 1924, more than 6,000 corporations and organizations currently experience the benefits of Toastmasters.

- ▶ Clear communication
- ▶ Improved leadership skills
- ▶ Better teamwork
- ▶ Well-run meetings
- ▶ Increased productivity
- ▶ Positive mentoring
- ▶ Works in conjunction with your existing training programs
- ▶ Cost-effective

COST

\$125: One-time chartering fee

\$20: New-member fee per person

\$36: Six months' membership dues per person

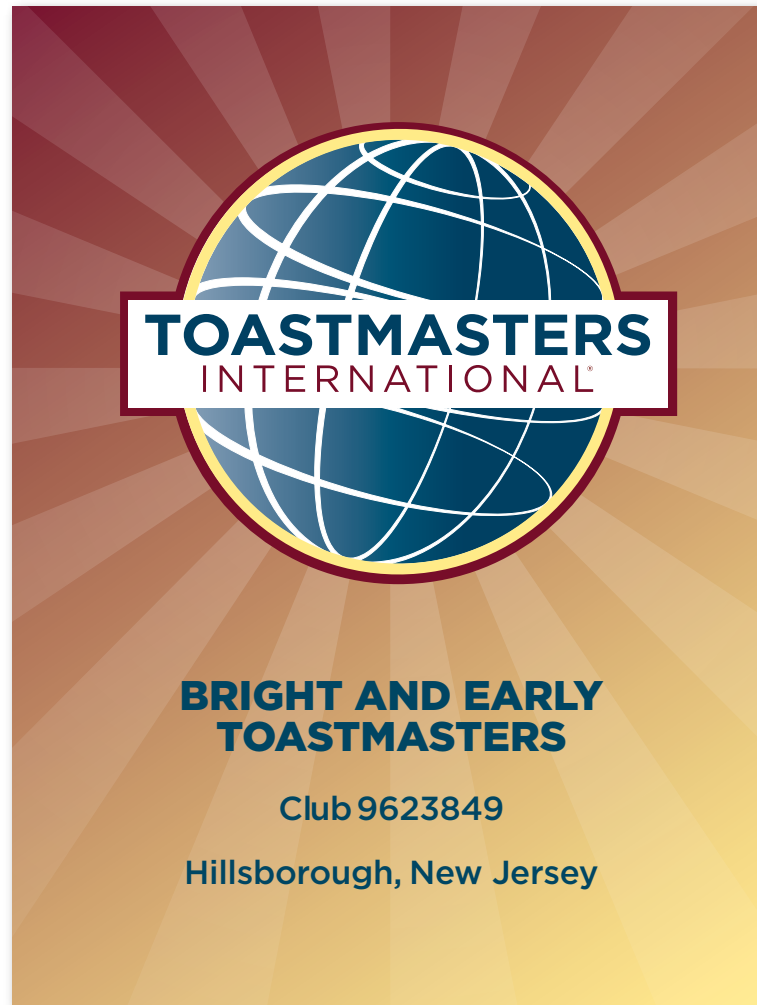
CONTACT:


World Headquarters
949-858-8255
www.toastmasters.org



Fliers are available for download at
www.toastmasters.org/marketingmaterials

SAMPLE MATERIALS: BANNER



Banner is available for purchase at
www.toastmasters.org/322

SAMPLE MATERIALS: LECTERN



Lectern is available for purchase at
www.toastmasters.org/382

SAMPLE MATERIALS: RIBBONS



Ribbons are available for purchase at www.toastmasters.org/ribbons

SAMPLE MATERIALS: BADGES



Current and Past Board of Directors,
RA and WHQ Staff



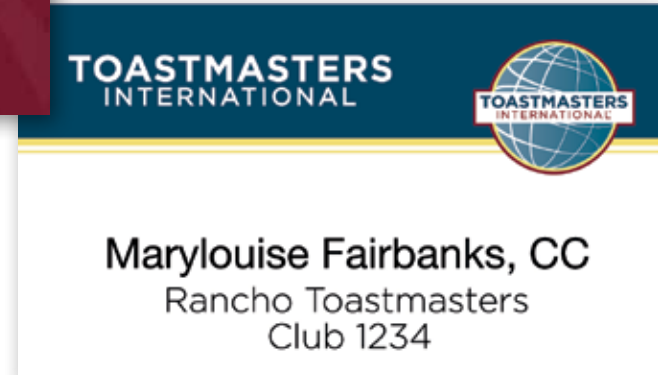
World Champions and
Accredited Speakers



DTM



Current and Past District Leaders



Members and Club Officers

Badges are available for purchase at at
www.toastmasters.org/badges

SAMPLE MATERIALS: PINS



Pins are available for purchase at www.toastmasters.org/pins

SAMPLE MATERIALS: PROMOTIONAL ITEMS



Promotional items are available for purchase at www.toastmasters.org/apparelgifts

MORE INFORMATION

THE TOASTMASTERS INTERNATIONAL BRAND

Why did Toastmasters update its brand?

Toastmasters International has long been known as an organization that helps people improve their public speaking skills. Over the years, Toastmasters clubs and districts have increasingly created websites, conference materials, meeting materials and other communications that displayed their individuality. In early 2008, it became clear that this customization had evolved to the point where the Toastmasters brand was suffering from a lack of consistent perception and recognition among members and prospective members.

A clear and consistent brand tells one story of an organization. An ineffective brand tells many stories — some of which are accurate and consistent, but the majority of which are inconsistent and inaccurate. In order to realize our mission, we must create consistency in the story we tell. Therefore, the primary objective of the rebrand is to create and deploy one consistent Toastmasters.

To achieve this objective, Toastmasters has developed a set of tools to help clubs and districts around the world consistently share this identity. Through the consistent use of the new visual system and positioning, we will successfully:

- Accurately set and maintain the public's perception of Toastmasters.
- Expand the organization's reach into emerging markets.
- Reduce the volunteer leaders' workload by providing brand guidelines to use when creating materials.
- Garner more recognition and media coverage.
- Become the consistently recognized world leader in leadership and communication development.
- Create a more consistent member experience, regardless of geography.

Who was interviewed, and what research was completed to justify rebranding the Toastmasters organization?

In late 2009, World Headquarters and its branding partner conducted research to better understand Toastmasters' position in the market. The research was comprised of interviews with members and prospective members from around the world, club and district leaders and board members; attendance at conferences, club meetings and club leader trainings; analysis of the competition; and a thorough review of our materials.

Out of this research we learned that our organization faces many challenges, the most significant being perception control. While the mission of Toastmasters International is in part to "continually expand its worldwide network of member clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs," the public's varying perceptions of the organization impede the clubs' and districts' ability to be successful.

FAQs

When was the updated Toastmasters brand made public?

The refreshed brand was launched on the first day of International Convention, Wednesday, August 17, 2011.

How does the rebrand impact me?

More than simply a logo and colors, the brand is represented through everything we do. Each of us will interact with the new brand in different ways, from how we communicate with prospective members, to building new clubs, to the materials used for district conferences and club meetings, to how we communicate the mission of Toastmasters International.

Is it acceptable for districts and clubs to create custom themes, pins and logos? Will we have a new organizational theme?

One of the drivers behind this brand refresh is the need to strengthen the Toastmasters International brand by creating a unified global perception of the organization through consistent messaging and visual identity. The benefits and our mission do not change, yet having a theme in your district or club that changes each year implies a change in mission or direction. In addition, creating custom logos and pins causes brand confusion among the membership that blurs the image of Toastmasters and weakens members' ties to the international organization.

Although districts and clubs should no longer create custom themes, they are encouraged to develop conference- and club-specific themes that relate to the educational materials, speakers and topics that will be presented during the event or meeting.

"Where Leaders Are Made" is to be used as the enduring brand message across all levels of the organization. This message, when used consistently across club, district and international communications, will reinforce the benefits of Toastmasters membership while creating unified awareness for members and prospective members alike.

Are all materials being rebranded?

Yes. This is the first complete rebrand in Toastmasters' history; therefore, all materials have been redesigned to match the new visual system.

I have a large inventory of club/district materials that have the old logo. Will I have to discard everything?

Begin using the newly branded materials in your district and throughout your clubs. Be sure to visit the [brand portal](#) for free resources to refresh these materials. It is not Toastmasters' intention to place undue financial hardship on clubs and districts, and we recognize that you cannot simply discard materials that you have purchased. We therefore ask that you phase them out as quickly as possible, and purchase the newly branded materials when you have sufficient funds to do so. This includes banners, lecterns, ribbons and other promotional materials.

FAQs

Should club and district websites be updated to reflect the new Toastmasters brand?

Yes, clubs and districts should rebrand their websites. FreeToastHost (FTH) has launched a [FreeToastHost 2.0](#) platform so each club and district can update the design and software of their website to match the new brand of Toastmasters International; three branded templates are available.

Those clubs and districts that do not use FTH can use Toastmasters-approved [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](#).

Please remove all references of the old globe emblem and expire all outdated club and district websites.

VISUAL ELEMENTS

LOGO

What's a logo lockup?

It's the Toastmasters logo accompanied by descriptor text. Please refer to page 34 in this manual for acceptable logo lockups.

When do I use a logo lockup?

Since we don't create entirely new logos for products, programs, services or features, you can use a logo lockup when you need to create a unique identity for a program, group, internal initiative or event.

How is the old globe emblem going to be used? Can we use the old globe emblem on promotional materials if we don't like the new logo?

The globe emblem will be used as the seal of Toastmasters International. It will be used as an official mark on documents such as the back cover of our education manuals. Clubs and districts should remove references to the globe emblem on their promotional collateral as well as their websites. The new logo and wordmark will be at the forefront of our brand.

COLOR

Can I change the colors in the official Toastmasters color palette?

The color palette was designed and color codes were strategically selected to align with Toastmasters brand position. Please be sure to use the [official color codes](#) on page 29 in this manual when designing and updating materials with Toastmasters branding.

FAQs

TYPOGRAPHY

What are the new main typefaces?

Our primary typeface is Gotham, used for headlines and subheads. Our secondary typeface is ITC Lubalin Graph Std and should be reserved for call-out 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).

I don't have access to Gotham, Lubalin or Myriad Pro. What font should I use on my club/district website and promotional materials?

Arial should be used if you do not have licensing for the other official typefaces. 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: uppercase Arial
- Content: sentence case Arial

CREATING MATERIALS

Where do I find the sample branded materials listed in this brand manual?

Please visit Toastmasters' brand portal at www.toastmasters.org/brandportal.

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

Contact brand@toastmasters.org if you have suggestions for additional templates and other resources you think the brand portal can encompass.

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

To confirm that your designs are on brand, please refer to the visual guidelines in your brand manual. For questions about the design of your collateral, contact brand@toastmasters.org. For questions about how to use the logo, contact trademarks@toastmasters.org.

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. If you have questions about your messaging, contact brand@toastmasters.org.

Read more frequently asked questions at www.toastmasters.org/brandFAQs.

POLICY

- 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/WhereLeadersAreMade

International directors, appointed brand ambassadors, and 2011–2012 district and club leaders are excellent resources and can answer some of your brand-related questions. If you have additional questions regarding the rebrand contact brand@toastmasters.org.