VISUAL BRAND GUIDELINES

When creating Toastmasters materials for your club or district, please visit **www.toastmasters.org/creatingmaterials** for more information before your design is printed or distributed.

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. Its correct and consistent application accelerates engagement, raises the organization's credibility and improves brand recall.

LOGO

WORDMARK

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

LOGO

FULL-COLOR VERSION

ALTERNATE VERSIONS
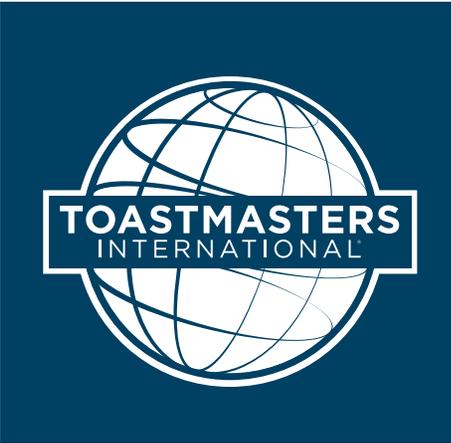

Black and White

Grayscale

Reverse Knockout

LOGO

COLOR VERSIONS

5

LOGO: Clear Spacing and Sizing

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

LOGO CLEAR SPACE

LOGO MINIMUM SIZE

PRINT:

├─ 3/4" ─┤
ACTUAL SIZE

WEB:

├─ 72px ─┤
ACTUAL SIZE

WORDMARK

FULL-COLOR VERSION

TOASTMASTERS
INTERNATIONAL®

ALTERNATE VERSIONS

TOASTMASTERS
INTERNATIONAL®

Black and White

TOASTMASTERS
INTERNATIONAL®

Grayscale

TOASTMASTERS
INTERNATIONAL

Reverse Knockout

WORDMARK: Clear Spacing and Sizing

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

WORDMARK CLEAR SPACE

WORDMARK MINIMUM SIZE

PRINT:

TOASTMASTERS
INTERNATIONAL

├── 3/4" ──┤
ACTUAL SIZE

WEB:

TOASTMASTERS
INTERNATIONAL

├── 72px ──┤
ACTUAL SIZE

LOGO LOCKUPS

www.toastmasters.org

WHERE LEADERS ARE MADE

WHERE LEADERS ARE MADE
www.toastmasters.org

www.toastmasters.org

WHERE LEADERS ARE MADE

Est. 1924

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

LOGO DON'TS

The logo should never be altered in any way.

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

Don't change any element
of the logo.

Don't change the logo colors.

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

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

Don't 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 solid drop
shadow behind the logo.

Don't put a patterned glow
behind the logo.

Don't put non-branded
graphics 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.

Triangle callouts are available for download at www.toastmasters.org/graphicelements

▶ **HEADER OR PROPRIETARY INFO**

▶ **WHERE LEADERS ARE MADE**

TOASTMASTERS INTERNATIONAL

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 triangle callouts and supporting text to other headers or paragraph titles.

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

TYPOGRAPHY

Our primary typeface is Gotham, used for headlines and subheads. Our secondary typeface is ITC Lubalin Graph Std and should be reserved for callout boxes and taglines. Our body copy typeface is Myriad Pro. Arial is our web-safe typeface to be used for online purposes as well as any external communication in MS formats (Word, PowerPoint, etc.).

TOASTMASTERS INTERNATIONAL PRIMARY TYPEFACE

Gotham

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

TOASTMASTERS INTERNATIONAL SECONDARY TYPEFACE

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

TOASTMASTERS INTERNATIONAL BODY COPY TYPEFACE

Myriad Pro

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

TOASTMASTERS INTERNATIONAL WEB-SAFE TYPEFACE

Arial

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

GUEST

Welcome to the Club

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

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

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

Here are some needs matched with Toastmasters solutions:

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

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

▸ **Price:** At $54 per year (plus club dues), the Toastmasters program is extremely cost-effective.

▸ **Time:** Toastmasters clubs meet for one to two hours once a week or every two weeks. Prospects will appreciate the relatively minimal time commitment.

▸ **Convenience:** Different Toastmasters clubs meet different days of the week at different times. It's easy to find a club with a convenient meeting time and location.

▸ **Quality:** More than 4 million people have benefited from Toastmasters training since the organization was founded more than 85 years ago. The educational materials are continually updated to provide the best learning experience.

▸ **Fun:** Club meetings are non-intimidating, with a friendly and fun atmosphere.

TYPOGRAPHY: GOTHAM

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

Gotham Bold

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

Gotham Bold Italic

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

Gotham Book

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

Gotham Book Italic

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

USAGE

- Headlines and subheads

FREE ALTERNATIVE: Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

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

TYPOGRAPHY: ITC LUBALIN GRAPH STD

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

ITC Lubalin Graph Std Demi

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

ITC Lubalin Graph Std Demi Oblique

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

ITC Lubalin Graph Std Book

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

ITC Lubalin Graph Std Book Oblique

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

USAGE

- Text callouts
- Taglines

FREE FOR DOWNLOAD

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

TYPOGRAPHY: MYRIAD PRO

Myriad Pro is Toastmasters International's typeface for body copy in print collateral, such as manuals and brochures. This typeface was selected for its legibility when used in large amounts of copy at a small point size.

Myriad Pro Bold

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

Myriad Pro Roman

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

Myriad Pro Bold Italic

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

Myriad Pro Italic

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

USAGE

• Body copy for print collateral

FREE TO EACH DISTRICT GOVERNOR

• Toastmasters International purchased enough licenses from the typographer of Myriad Pro to distribute one copy to each district as a one-time download.

• HOW? The 2011–12 district governor received an email that the Myriad Pro font was placed in his or her Toastmasters account.

• Important Note: The font must be transferred when district leadership changes hands. Only one copy of the font is allowed per district.

TYPOGRAPHY: ARIAL

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

Arial Bold

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

Arial Bold Italic

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

Arial Roman

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

Arial Italic

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

USAGE

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