

**TOASTMASTERS**  
INTERNATIONAL

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**TLI Club Officer Training**

**Toastmasters Branding**

District 1 Toastmasters  
2024/2025

# Introductions

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- Name
- Your Club Name
- Your Recommendation  
to Stream or Read

# Session Objectives

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- Understand what branding is and does
- Understand how to create promotional materials for your club, area, or division that are Toastmasters brand-compliant



**TOASTMASTERS**  
INTERNATIONAL

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**Let's talk about**  
**Branding**

# Today You Become...

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**An Official Ambassador of  
The Toastmasters Brand**

# What Is Branding?

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Branding is the process of creating a distinct identity for a business in the minds of your target audience and the general population.

At its core, branding consists of the company's

- Name
- Logo
- Visual identity & design
- Mission
- Values
- Tone & Voice

Your brand is actually the entire identity of your business, that which defines your personality.

# What Is Branding?

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## Copy

- Mission
- Brand Promise
- Values
- Tone & Voice
- Taglines & Copy

# Personality

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“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.”



# Toastmasters Missions

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## **Toastmasters International Mission**

We empower individuals to become more effective communicators and leaders.

## **District Mission**

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

## **Club Mission**

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

# Brand Promise

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Empowering individuals  
through personal and  
professional development.

# Values

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These core values guide our vision.

- Integrity
- Respect
- Service
- Excellence

# Tone & Voice

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All branded communication should be:

- Warm
- Clear
- Friendly
- Professional
- Succinct
- Respectful
- Universally understandable
- Internationally friendly

# The Importance of Taglines

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JUST DO IT.

The Happiest Place on Earth

Think different.

Gotta catch 'em all!

Let's Go Places

TASTE THE RAINBOW

Nothing Runs Like a Deere™

impossible is nothing

easy breezy beautiful

Live to Ride, Ride to Live.

# Tagline

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# Where Leaders Are Made

# More Taglines!

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## Phrase Guidelines

The following phrases can be used on advertisements and marketing materials. Use one phrase per ephemera, and ensure the phrase has good contrast to the background. The phrase should not directly cover faces or compete with the image.

## Consider these approved phrases:

- Find Your Voice
- Relax, present confidently.
- Relax, speak confidently.
- Communicate Confidently™
- 100 Years of Confident Voices
- Find your confidence
- Become a better leader
- Invest in a Brighter Future

# What Can Clubs & Districts Do with Design?

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

**NO!**

Clubs and Districts are not permitted to create their own logo, theme, and/or tagline. We strive to provide our members with a consistent experience across 144 countries. Individual logos and mottos create confusion and dilute the power of the brand.

To ensure our brand is instantly recognizable, clubs, Areas, Divisions, Districts, and regions should all use the Toastmasters International logo, the official tagline, and the brand elements.

Only District Conferences may create their own logos and taglines.



# What Is Branding?

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## Visuals

- Logos
- Color Palettes
- Fonts
- Graphics
- Photography

# Logos: Download from the Brand Portal



The image shows two versions of the Toastmasters International logo. On the left is the full-color logo, which features a globe with a grid of latitude and longitude lines, enclosed in a circular frame with a red and yellow border. A white banner across the center of the globe contains the text "TOASTMASTERS INTERNATIONAL" in blue and red. On the right is the white version of the logo, which is a grayscale version of the same design. Below each version is a label: "Full-Color" and "White".

**Full-Color** **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.



The image shows two creative applications of the Toastmasters International logo. The top application features the logo in a dark blue box with the website address "www.toastmasters.org" below it. The bottom application features the logo in a dark blue box with the slogan "WHERE LEADERS ARE MADE" below it. To the right of these two applications is a separate box containing the logo and the text "Since 1924" in a script font.



The image shows two versions of the Toastmasters International logo. On the left is the full-color logo, which features the text "TOASTMASTERS INTERNATIONAL" in blue and red. On the right is the black version of the logo, which is a grayscale version of the same design. Below each version is a label: "Full-Color" and "White".

**Full-Color** **White**



# Don't Mess with the Logo!

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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.

# The Power of Corporate Colors

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Coke Red

Barbie Pink

L.A. Lakers Purple & Gold

Harley-Davidson Orange & Black





Mountain Dew Acid Green

Starbucks Green

NBC and google — Multi-colored

# The Color Palette

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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
		
<b>True Maroon</b>	<b>Loyal Blue</b>	<b>Cool Gray</b>
<h2>Accent Color</h2>		
Hex #F2DF74 C0 M5 Y57 K0 R242 G223 B116 Pantone 127		
	<ul style="list-style-type: none"><li>» Hexadecimal for web</li><li>» CMYK for 4-color process</li><li>» Pantone™ colors</li><li>» RGB for digital</li></ul>	
<b>Happy Yellow</b>		

# The Color Palette: Gradients

## Gradient Colors

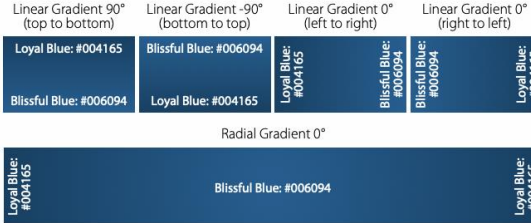
### Loyal Blue, Maroon, and Cool Gray Gradients

To create marketing materials 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.

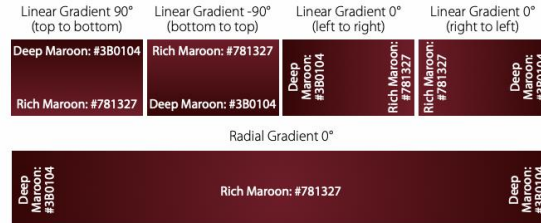


**Please Note:** Gradient instructions are provided in hexadecimal for web values only in the charts to the right.

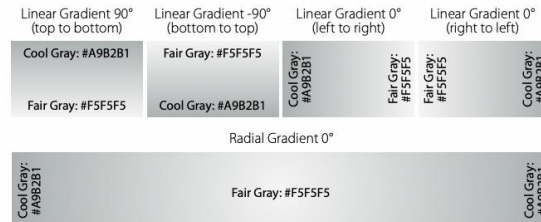
#### Loyal Blue Gradient Instructions













#### Maroon Gradient Instructions



#### Cool Gray Gradient Instructions



# Colors & Emotions

Color Emotion Guide	
	<b>EXCITEMENT</b> Youthful, Bold, Energy, Passion, Courage
	<b>FRIENDLY</b> Cheerful, Confidence, Optimistic, Playful
	<b>OPTIMISM</b> Clarity, Energetic, Warmth, Happiness
	<b>PEACEFUL</b> Growth, Health, Nature, Balance, Harmony
	<b>TRUST</b> Dependable, Strength, Serious, Security
	<b>CREATIVE</b> Wise, Fantasy, Royalty, Luxury
	<b>HOPE</b> Inspiration, Dreams, Childhood
	<b>RELIABILITY</b> Rugged, Honest, Natural
	<b>POWER</b> Elegance, Luxury, Efficiency
	<b>BALANCE</b> Calm, Mature, Classic, Modest, Neutral

# Fonts

## The Primary Fonts

**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**

<b>Aa</b>	<b>Aa</b>	<b>Aa</b>	<b>Aa</b>
Ultra	Black	Bold	Medium
<b>Aa</b>	<b>Aa</b>	<b>Aa</b>	<b>Aa</b>
Book	Light	Extra Light	Thin

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**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, Semi-Condensed, and Semi-Extended 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.

**Myriad Pro Examples**

<b>Aa</b>	<b>Aa</b>	<b>Aa</b>	<b>Aa</b>
Black	Bold	Semibold	Regular
<b>Aa</b>			
Light			

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

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## Two Bonus Fonts

**Corinthia**

**Luxurious Script**



# Images & Photography

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Photography style should reflect the Toastmasters environment, where people look engaged, empowered, and supported in settings such as

- Meetings
- Speeches
- Conferences
- Speech contests
- Presentations
- Networking venues
- Training venues

Stay away from images that do not connect to the Toastmasters environment, e.g.

- Landscapes
- Children
- Medicine
- Animals
- Food & food appliances
- Architecture

Do NOT use

- Cartoons
- Illustrations
- Clip Art

# Photography: Branded Images



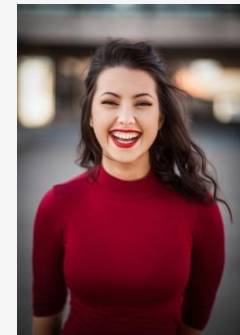
# Photography: Branded Images



# Free Photography Sites

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- [unsplash.com](https://unsplash.com)
- [pexels.com](https://pexels.com)
- [pixabay.com](https://pixabay.com)
- [freepik.com](https://freepik.com)
- [canva.com](https://canva.com)



# Or Even Better Yet...

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Use photos of your fellow Toastmasters at club meetings, at area & division contests, at events of all kinds! Who doesn't like to see pictures of themselves?

**Improv & Humor Toastmasters**

We meet virtually the  
first and third  
Saturday each  
month.  
9am PST to 10:15 PST

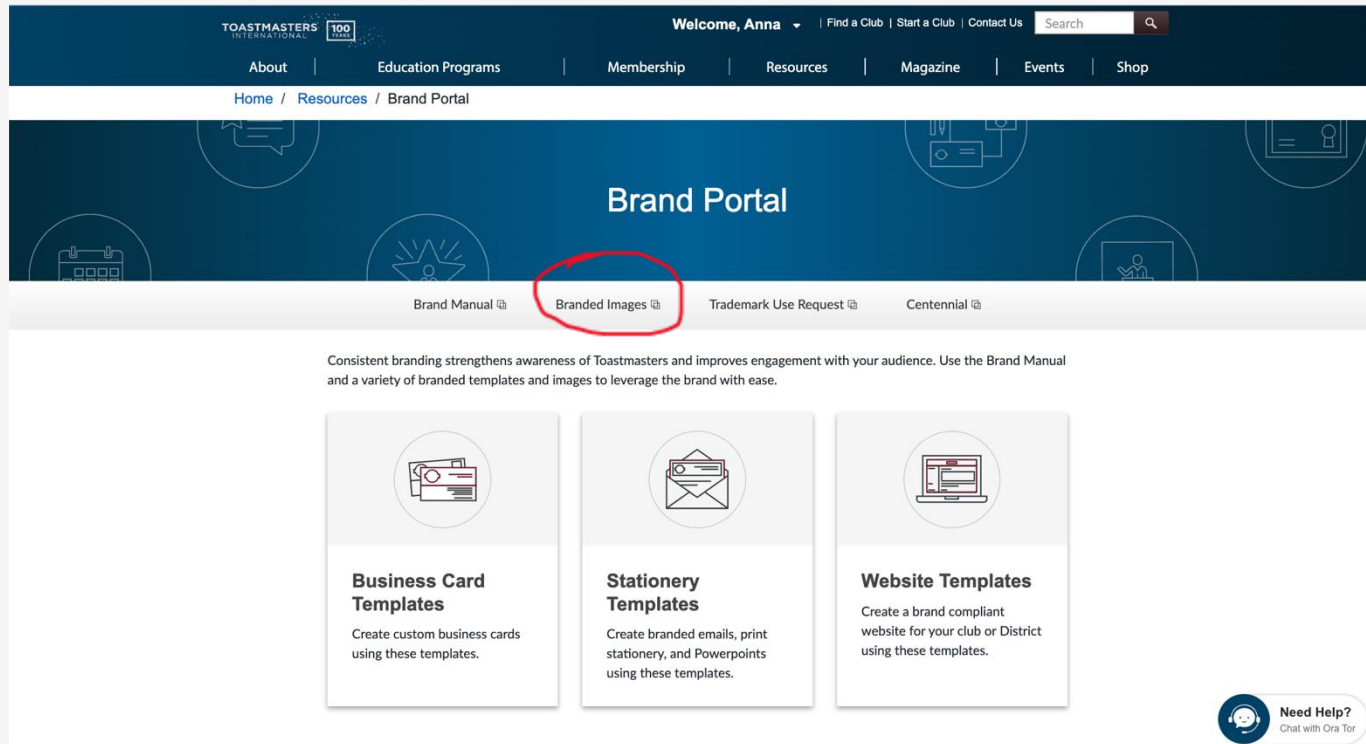


Log-in  
<https://www.meetup.com/improv-and-humor-toastmasters-club/>  
Then register to join: ZOOM:  
<https://bit.ly/ImprovHumorTM>  
Meeting ID: 867 2819 7785



# To Access Toastmasters Branded Images

- Sign onto Toastmasters.org.
- Click on “Resources” in the top blue bar
- Click on “Brand Portal”
- Click on “Branded Images” right below the blue “Brand Portal” bar



The screenshot shows the Toastmasters International website's Brand Portal. The top navigation bar is dark blue with the Toastmasters logo and a search bar. Below it, a white bar contains the breadcrumb trail: Home / Resources / Brand Portal. The main header is a dark blue banner with the text "Brand Portal" and several circular icons. Below the banner, a white navigation bar contains links: Brand Manual, Branded Images (circled in red), Trademark Use Request, and Centennial. The main content area features a paragraph about branding and three template categories: Business Card Templates, Stationery Templates, and Website Templates. A "Need Help?" chat button is in the bottom right corner.

TOASTMASTERS INTERNATIONAL 100 YEARS

Welcome, Anna | Find a Club | Start a Club | Contact Us | Search

About | Education Programs | Membership | Resources | Magazine | Events | Shop

Home / Resources / Brand Portal

## Brand Portal

Brand Manual | **Branded Images** | Trademark Use Request | Centennial

Consistent branding strengthens awareness of Toastmasters and improves engagement with your audience. Use the Brand Manual and a variety of branded templates and images to leverage the brand with ease.

**Business Card Templates**

Create custom business cards using these templates.

**Stationery Templates**

Create branded emails, print stationery, and Powerpoints using these templates.

**Website Templates**

Create a brand compliant website for your club or District using these templates.

**Need Help?**  
Chat with Ora Tor

# Are These Flyers OK?

No.



TOASTERS@LUNCH.CIBC PRESENTS

## International Speech Contest

Hosting our Club-Level Speech Contest, featuring a five- to seven- minute speech on any subject the contestant chooses!

**January 26, 2021 | 12 PM to 1 PM**  
**Join us via ZOOM**

DM us for more information!

The flyer features a dark blue background with white and orange text. It includes an illustration of a man in a suit speaking at a podium. There are decorative wavy lines and a circular graphic with a grid pattern.



District 1 Areas D4 & D5  
Table Topics and International Speech Contests

# PARIS

*in springtime*

Friday, February 28, 2020

Registration	5:30PM
Contestant Briefing	6:00PM
Gavel Down	6:30PM

**American Honda Motor Company, Inc.**  
1919 Torrance Boulevard, Torrance, CA

Register \$10 online until 2/26/20 • \$12 at the door  
<https://district1toastmasters.org/events/2020speechcontestsd4d5/>

Area D4

- Bay Cities Club
- Toast of the Bay Club
- Herbalife Toastmasters
- The Real Berkshire Elite
- Transformation Speakers Toastmasters

Area D5

- South Bay Speakers Toastmasters
- Grand Communicators Toastmasters
- Demosthenes Wannabees Toastmasters
- International ESL Toastmasters
- Improv and Humor

For more information, contact Catherine Magruder  
[catherine.magruder@district1toastmasters.org](mailto:catherine.magruder@district1toastmasters.org)

The flyer features a background image of the Eiffel Tower in Paris. The text is in white and red. It includes a schedule of events and contact information.

**Absolutely NO!**

# Are These Flyers OK?

No.



KILELE TOASTMASTERS

EVALUATION And  
HUMOROUS  
SPEECH  
Contest



DATE: 28TH OCTOBER 2021  
TIME: 6-8PM  
VENUE: ALEXANDRIA HALL,  
THE WHITE RHINO HOTEL

CHARGES 300/=

*Where learning and having fun are not mutually exclusive*

**Absolutely NO! Wrong font. Wrong tagline.**



CN COLLABORATORS TOASTMASTERS CLUB  
PRESENTS

SPEECH  
CONTEST

INTERNATIONAL AND  
EVALUATION SPEECH  
CONTEST

December 7, 2020  
5:30 - 8:30 PM  
Online Event (Zoom)

#TOASTMASTERS  
#CNCOLLABORATORS  
#CLUBCONTEST  
#BILINGUAL  
#PUBLICSPEAKING

**Wrong colors. Wrong font. Illustration.**



# Are These Flyers OK? Yes, as per TI.

**TOASTMASTERS**  
INTERNATIONAL

TCS-MAITREE  
Together - Caring & Sharing

**TCS Maitree Toastmasters Club Indore**  
Area A4 | District 98

**Humourous  
Speech Contestants**

Shubham, Trishla, Shruti, Shuchita, Mandeep, Satyam

Join us on 6th September, 12:00 pm on MS Teams

TOASTMASTERS INTERNATIONAL

Division A | District 98  
presents

**COALESCE**

Area A1 TM Vranda, Area A1 TM Biswajit, Area A2 TM Pinky, Area A3 TM Anshuman, Area A2 TM Pinky, Area A3 TM Ashutosh, Area A4 TM Barkha, Area A5 TM Sanjna, Area A4 TM Barkha, Area A5 TM Akanksha

Division A HSC Contestants | Division A SEC Contestants

# Are These Flyers OK? Yes, as per TI.

Improve your public speaking skills



**TCS Maitree Toastmasters Club Indore**

**Networking in supportive environment**

**Why join Toastmasters**



**What is Toastmasters**

Toastmasters International is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs.

- 3,58,000 members
- 143 countries
- 16,800+ clubs


**What is in it for you**

- Become confident public speaker
- Leadership opportunities
- Benefits of structured educational programme
- Development of Active listening and Thinking skills
- An Empowering environment of Like-minded people
- Gain a competitive advantage in the workplace


**Interested**

To join & know more about Toastmasters feel free to reach out

**TM Satyam**  
7898909164




**TCS Maitree Toastmasters Club Indore & TCS Maitree Toastmasters Club Pune**




presents  
**Joint Meeting**


**Coincidences & the Meaning of Life**



**Date:**  
**5th December, 2020**  
**Time: 12:00 - 1:30 pm**  
**Venue: MS Teams**



**TMOD: TM Shuchita**



**TTM: TM Tejal**

# Resources

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The Brand Portal at Toastmasters.org.

Contact: [brand@toastmasters.org](mailto:brand@toastmasters.org)



# Questions? Thoughts? Ideas?

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# Thank You for Attending!

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## Happy Branding, Brand Ambassadors!

Feel free to contact me with any branding issues:

Anna Ziss-Patton

District PR Manager

[pr.manager@district1toastmasters.org](mailto:pr.manager@district1toastmasters.org)