Brand Manual

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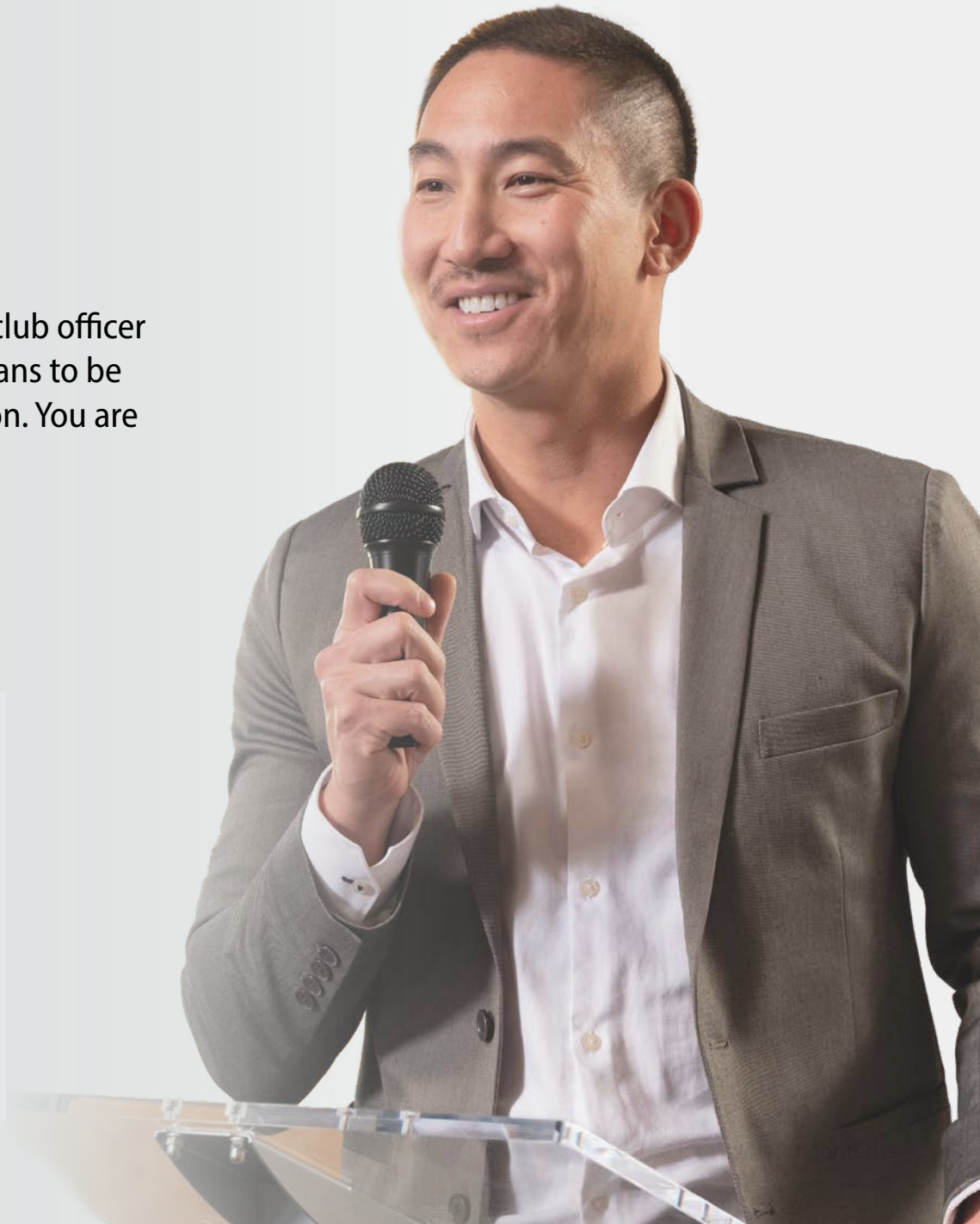
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Welcome Brand Ambassadors!

Whether you are a District leader supporting clubs, a club officer marketing your club, or a member sharing what it means to be a Toastmaster, let this Brand Manual be your inspiration. You are all brand ambassadors!



Need to get in touch? Here's how:

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 **toastmasters.org/TrademarkUseRequest**.

Brand Platform

Core Values

Integrity | Respect | Service | Excellence

Integrity—We match our actions with our words, demonstrate honesty and trustworthiness, communicate with sincerity and thoughtfulness, have the courage to acknowledge our mistakes, and always strive to do the right thing.

Respect—We treat all with dignity, welcome diverse perspectives, acknowledge all contributions, believe that all have positive intent, practice mutual accountability, and critique but never demean.

Service—We strive to provide high-value, exceptional support by being responsive, attentive, and passionate in fulfilling our duties as individuals and as an organization to all.

Excellence—We consistently strive to meet or exceed expectations by upholding the Toastmaster's Promise, nurturing a collaborative environment, innovating to deliver creative solutions, and optimizing quality to produce superior service.

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.

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Voice and Tone

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.

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.

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.

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

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.

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Voice and Tone Checklist

All branded communication should be:



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Visual Guidelines

Logo
Logo Wordmark
Logo Lockups
Logo Usage
Badges
Color Palette
Gradient Colors
Pathways Logo
Pathways Badges
Primary Typeface — Gotham
Secondary Typeface — Myriad Pro

Logo

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

Proper logo use helps to deliver a consistent experience across our diverse and unique clubs, while improving brand recall.

Clear space and minimum-size rules ensure the logo is clearly visible for print and web applications.



Full-Color



Grayscale



White

Download

Logos are available for download here.

Clear Space

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



72 pixels
Web



3/4 inches
Print

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Logo Wordmark

Clear space and minimum-size rules ensure the wordmark is clearly visible for print and web applications.

Full-Color

Black

White

Clear Space

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



72 pixels
Web

3/4 inches
Print

Download

Wordmarks are available for download here.

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Logo Lockups

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













Download

Logo lockups are available for download here.

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Logo Usage

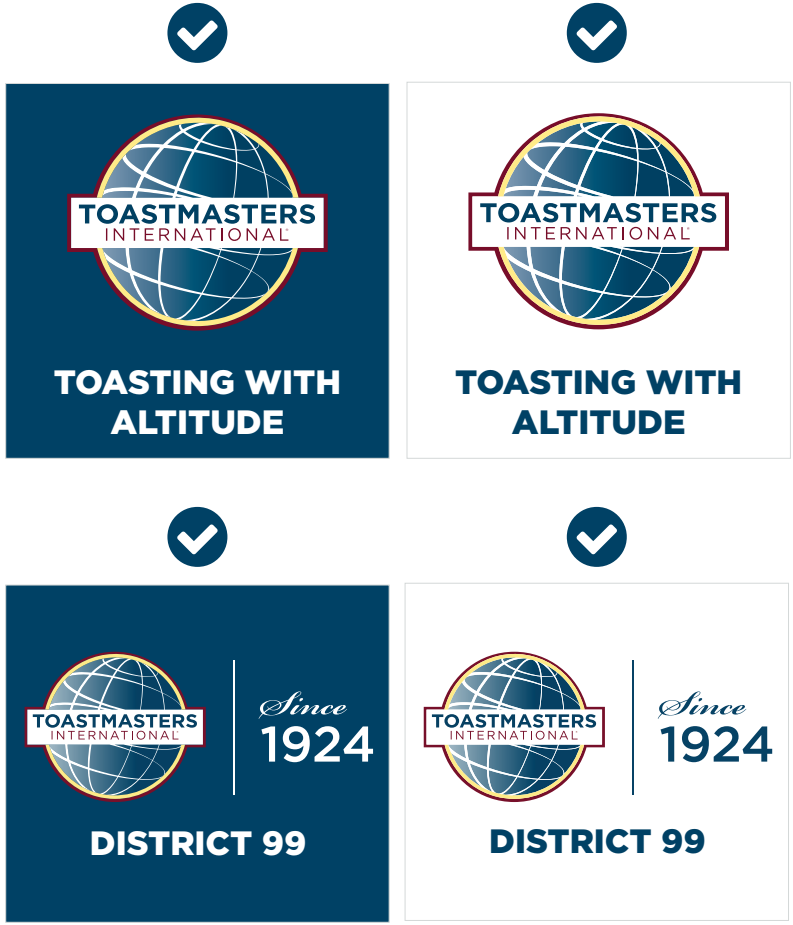
Can clubs and Districts create their own logo, theme, and/or tagline?

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 all countries with Toastmasters clubs. 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. Please see the District Conferences section of the manual for information on creating a theme for the conference. This event is the sole exception in which a custom theme may be leveraged.

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

All Toastmasters materials must follow the guidelines specified in this Brand Manual. Even if a specific piece does not include the logo, the other guidelines for fonts, colors, photography style, etc. still apply and must be followed.

All examples on this page are acceptable ways to use the logo.



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Logo Usage

All options on this page are not permitted.

- Do not create a custom logo for your club, Area, Division, or District.



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 busy backgrounds or patterns.



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



Don't put a patterned glow behind the logo.

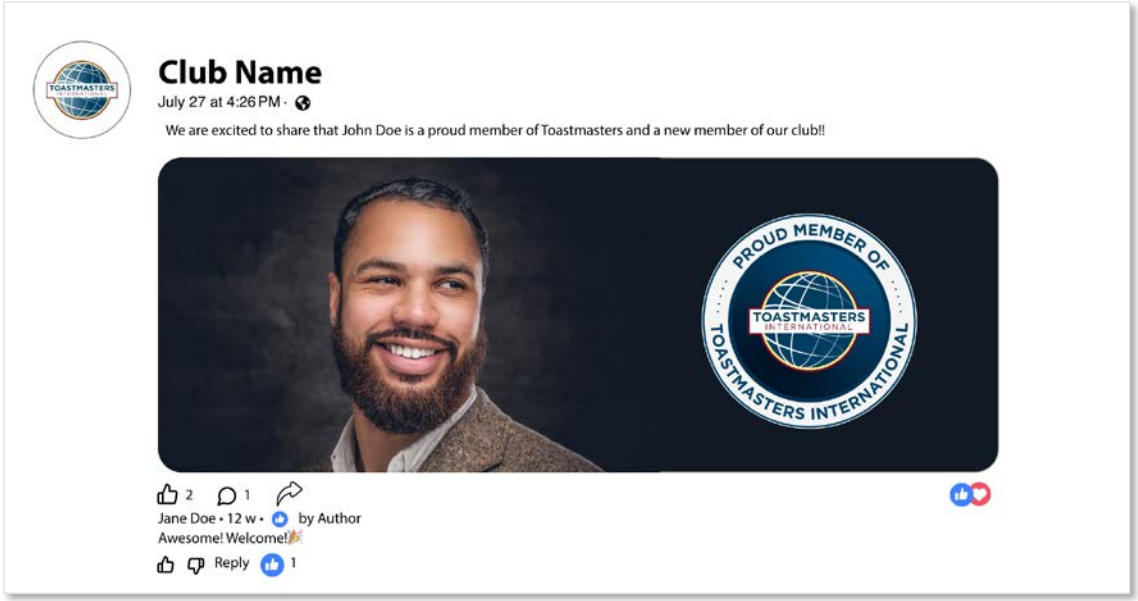
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Badges

Member of Toastmasters

Use these badges to show off your Toastmasters pride.

Use of badges should follow the same brand standards as the Toastmasters International logo.



Download

Member of Toastmaster badges are available for download here.

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Color Palette

The palette for Toastmasters is comprised of two primary colors: Loyal Blue and True Maroon. These colors can be used for backgrounds and to cover larger areas.

- The palette also includes Cool Gray and Happy Yellow, which are used as accent colors.
- These colors were selected to embody our elements of leadership, dedication, and empowerment.

Primary colors

Loyal Blue

Primary color. May be used for headers and backgrounds.



Hex #004165
CMYK 100, 43, 12, 56
RGB 0, 65, 101
Pantone 302

True Maroon

Primary color. May be used for headers and backgrounds.



Hex #772432
CMYK 12, 95, 59, 54
RGB 119, 36, 50
Pantone 188

Secondary colors

Cool Gray

Accent color. May be used for backgrounds.



Hex #A9B2B1
CMYK 23, 7, 12, 18
RGB 169, 178, 177
Pantone 442

Happy Yellow

Accent color. May be used for highlights and to make elements stand out.

Hex #F2DF74
CMYK 0, 5, 57, 0
RGB 242, 223, 116
Pantone 127

Each color includes formulations for the following uses:

Hexadecimal for web

CMYK for 4-color process

RGB for digital

Pantone™ colors

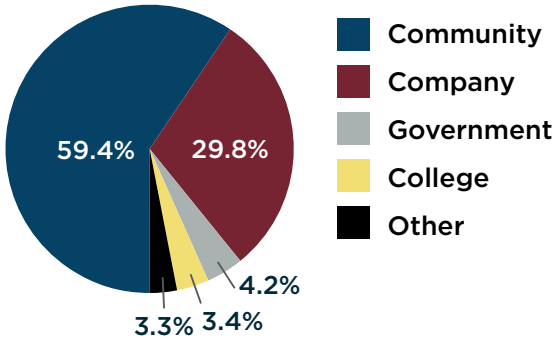
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Color Palette Usage

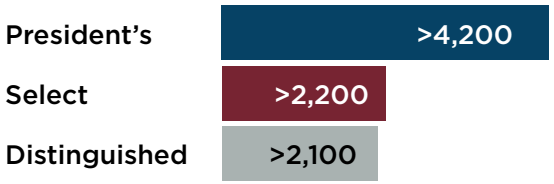
- Primary colors are the core colors that define the brand and should dominate most designs. They are used for large elements, such as backgrounds, banners, and major sections, to ensure brand recognition.
- Secondary colors support the primary palette. Use secondary colors for backgrounds, highlights, and other complementary elements that add depth without overwhelming the design.

See examples 1-3 for a few ways to use color hierarchy in charts:

Example 1



Example 2



Example 3



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Gradient Colors

Loyal Blue Gradient

To create marketing materials with gradients of Loyal Blue, please refer to the guides below showing linear gradients of top to bottom, bottom to top, left to right, and right to left, as well as radial gradients.

Linear Gradient 90°
– top to bottom –



Linear Gradient -90°
– bottom to top –



Linear Gradient 0°
– left to right –



Linear Gradient 0°
– right to left –



Radial Gradient 0°



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Gradient Colors

True Maroon Gradient

To create marketing materials with gradients of True Maroon, please refer to the guides below showing linear gradients of top to bottom, bottom to top, left to right, and right to left, as well as radial gradients.

Linear Gradient 90°
– top to bottom –



Linear Gradient -90°
– bottom to top –



Linear Gradient 0°
– left to right –



Linear Gradient 0°
– right to left –



Radial Gradient 0°



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Gradient Colors

Cool Gray Gradient

To create marketing materials with gradients of Cool Gray, please refer to the guides below showing linear gradients of top to bottom, bottom to top, left to right, and right to left, as well as radial gradients. Cool Gray Gradient's opacity can be used in increments of 20% as needed.

Linear Gradient 90°
– top to bottom –



Linear Gradient -90°
– bottom to top –



Linear Gradient 0°
– left to right –



Linear Gradient 0°
– right to left –



Radial Gradient 0°



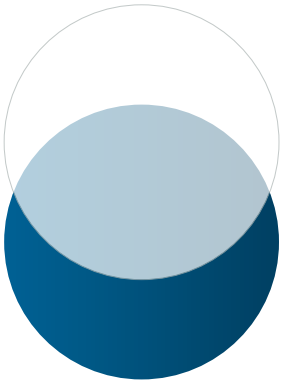
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Transparencies

You can create materials using transparencies 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.

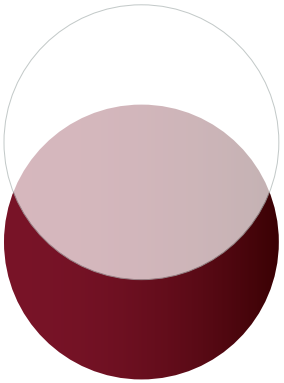
Top swatch:
White, Opacity 70%

Bottom swatch:
Loyal Blue linear gradient



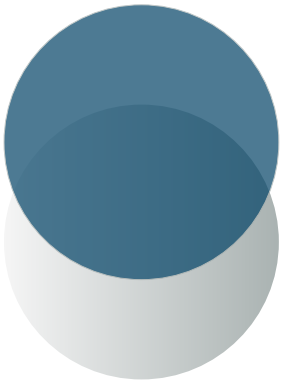
Top swatch:
White, Opacity 70%

Bottom swatch:
True maroon linear gradient



Top swatch:
Loyal Blue, Opacity 70%

Bottom swatch:
Cool Gray linear gradient

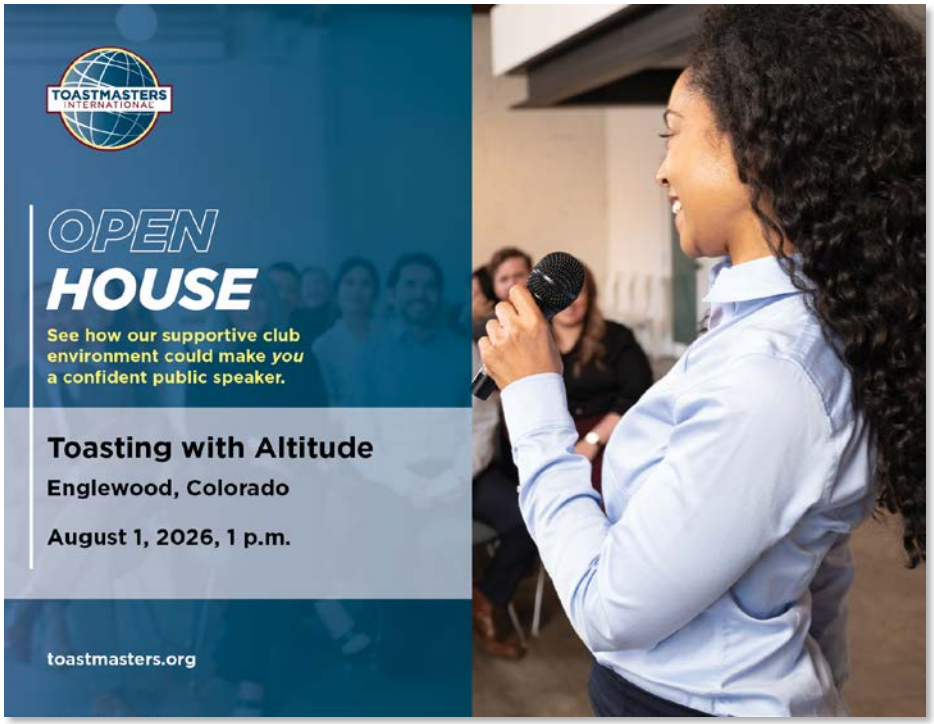


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Transparencies and Gradients Usage

Transparencies and gradients are useful design elements when adding depth to modern layouts. When copy and full images are added, they can create more dynamic fliers and other marketing materials.

Please note that these are the only allowable gradients.





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Pathways Logo

Pathways is designed to help Toastmasters build the competencies they need to communicate and lead. Use the Pathways logo to ensure consistent branding.



Full-Color



Grayscale



White

Clear Space

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 word "Pathways."



Minimum Size



72 pixels
Web



1 inch
Print

Download

Pathways logos are available for download here.

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Pathways Badges

Pathways badge elements should always be used in reference to the specific paths, speech projects, and programs with which they are associated. They should not be used purely for decoration on Toastmasters materials.

An example of appropriate use would be the placement of the Visionary Communication badge on a digital image included on a social media post for a member of a club who had just completed that path; an example of inappropriate use would be the placement of ten badges in a heart shape on a Valentine's Day-themed club meeting invitation.

Explorations



Online Meeting Mastery

Vintage Paths



The Communication Series: Entertaining Speaker + Storytelling



Basic Training For Toastmasters

Paths



Dynamic Leadership



Engaging Humor



Motivational Strategies



Persuasive Influence



Presentation Mastery



Visionary Communication

Download

Pathways badges are available for download here.

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Primary Typeface

Typefaces must be used in the standard styles presented: word art, drop shadows, and other forms of manipulation that radically alter the look of the typeface are not considered brand-compliant.

Gotham

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

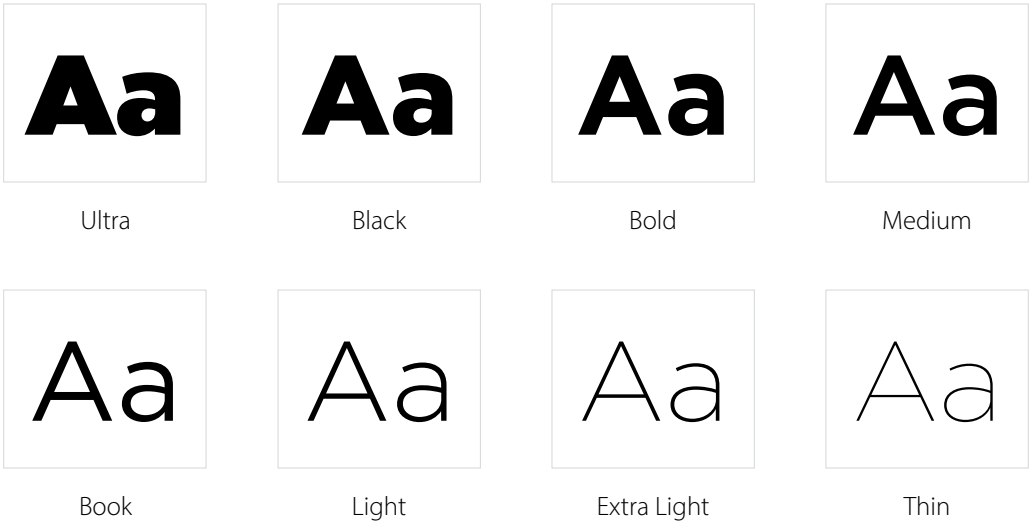
- Usage: Headlines and subheads

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.

Gotham Examples



Download

Montserrat is available for download here.

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Secondary Typeface

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 3

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

Arial and Segoe UI are tertiary typefaces for body copy that come standard on most systems.

Free Script Typeface: Corinthia and Luxurious Script

A free-version, more ornate typeface that members can use to promote special events, such as a club anniversary.

Download

Source Sans 3 is available for download here.

Corinthia is available for download here.

Luxurious Script is available for download here.

Myriad Pro Examples



Black



Bold



Semibold



Regular



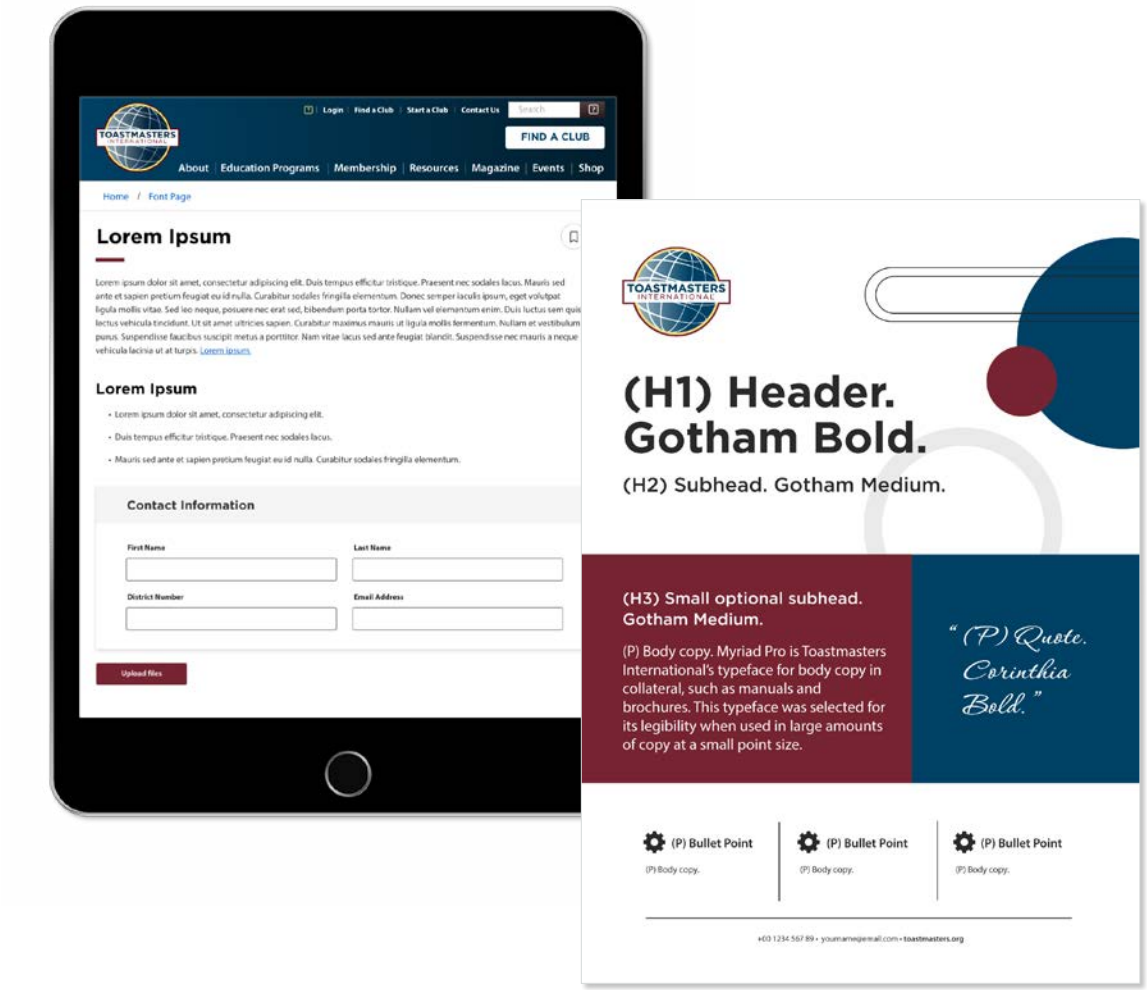
Light

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Typeface Usage

When creating marketing or promotional materials, please be mindful of the hierarchy of primary and secondary typefaces. Using the correct typeface hierarchy helps maintain consistent visual branding.

- **Primary typeface is reserved for titles and high-impact headlines.** It emphasizes brand personality and tone using bold weights.
  - For the digital space, use the primary typeface for H1 through H6 headings and subheadings (for example: H1 is Gotham Bold, H2 is Gotham Medium).
- **Secondary typeface is reserved for body copy, captions, and long-form text** for legibility. This complements the primary font without competing for attention.
  - For the digital space, use the secondary typeface for body copy and for bulleted lists (for example: p, ol, and ul are Myriad Pro Regular).



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Images and Photography

Images and Photography

Logo Placement on Photography

Tagline and Phrases Guidelines

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.

The use of cartoons, illustrations, digital art, or clip art in materials created for clubs, Areas, Division, Districts, and regions, should only be used as secondary design elements used to express club meeting themes or to add seasonal flair to promotional materials.

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 without written permission from the owner.

- When taking photos, **implement** these do's and avoid the don'ts to make your pictures the best they can be.



Download

Toastmasters branded images are available for download here.

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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.



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Tagline and Phrase Guidelines

The tagline "Where Leaders Are Made" reflects Toastmasters' commitment to cultivating leadership alongside communication skills. The tagline should either be in title case as above or in all caps.

The following phrases can be used on advertisements and marketing materials. Use one phrase per piece/image/ad/flier, 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®
- More than 100 Years of Confident Voices
- Over a Century of Communication Excellence
- Find your confidence
- Become a better leader
- Invest in a Brighter Future



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Resources

Brand Portal

Email Signature

Stationery

Brand Portal

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

When submitting a Trademark Use Request, you must confirm that your proposed material is not available through the **Toastmasters Online Store** or through a Toastmasters preferred vendor. Materials similar to those available for purchase will not be considered for approval.

Trademark Use Requests are handled on a first come, first served basis so please provide ample time for the Brand and Trademarks Teams to review and provide feedback. Rush or urgent requests will not be given priority.

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.



Download

Branded assets are available for download **here**.

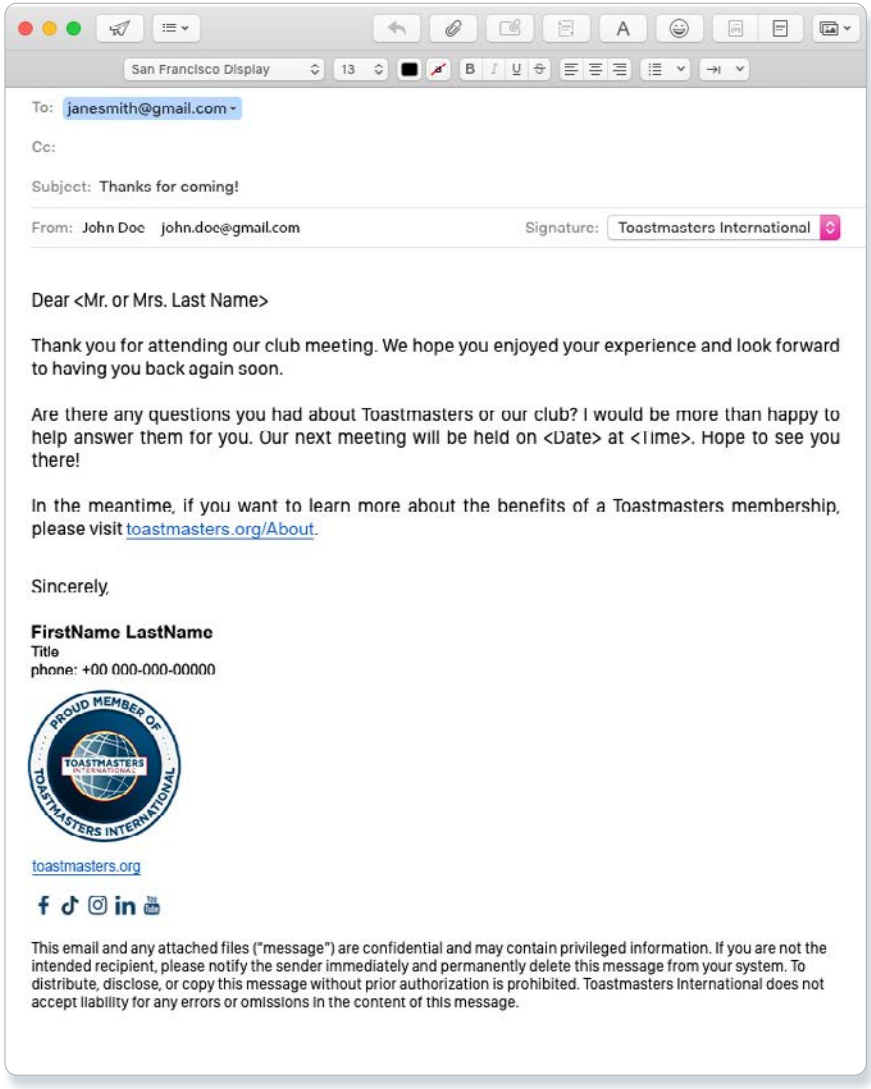
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Email Signature

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

Use this email signature for your club and district emails.



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Stationery

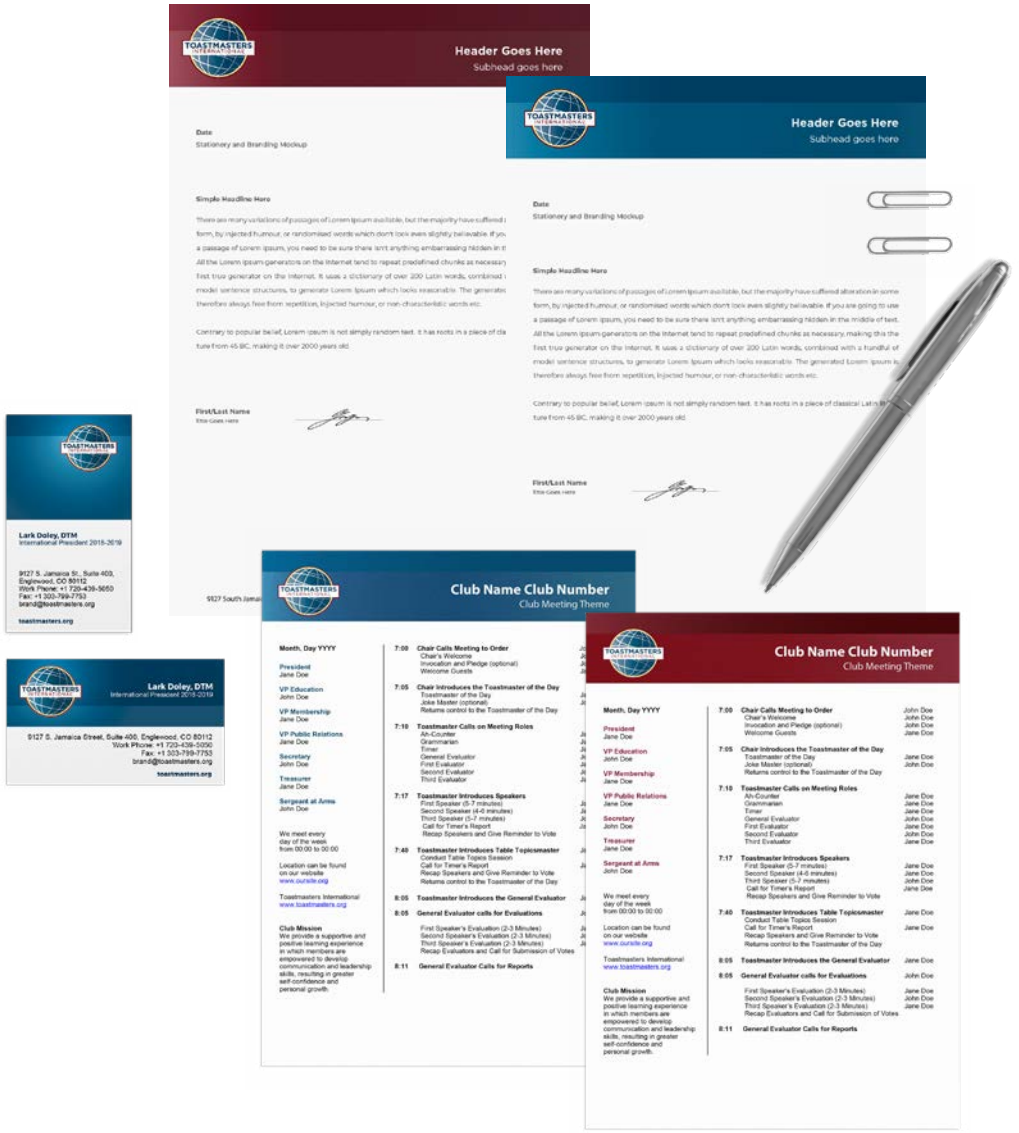
Members can use the Toastmasters letterhead, agenda, and business card templates for club and District communications.

Download

Letterhead template is available for download **here**.

Agenda templates are available for download **here**.

Business card templates are available for download **here**.



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Standards and Procedures

Trademark Use Request

Apparel and Promotional Products

Website Guidelines

Video Guidelines

Corporate Club Guidelines

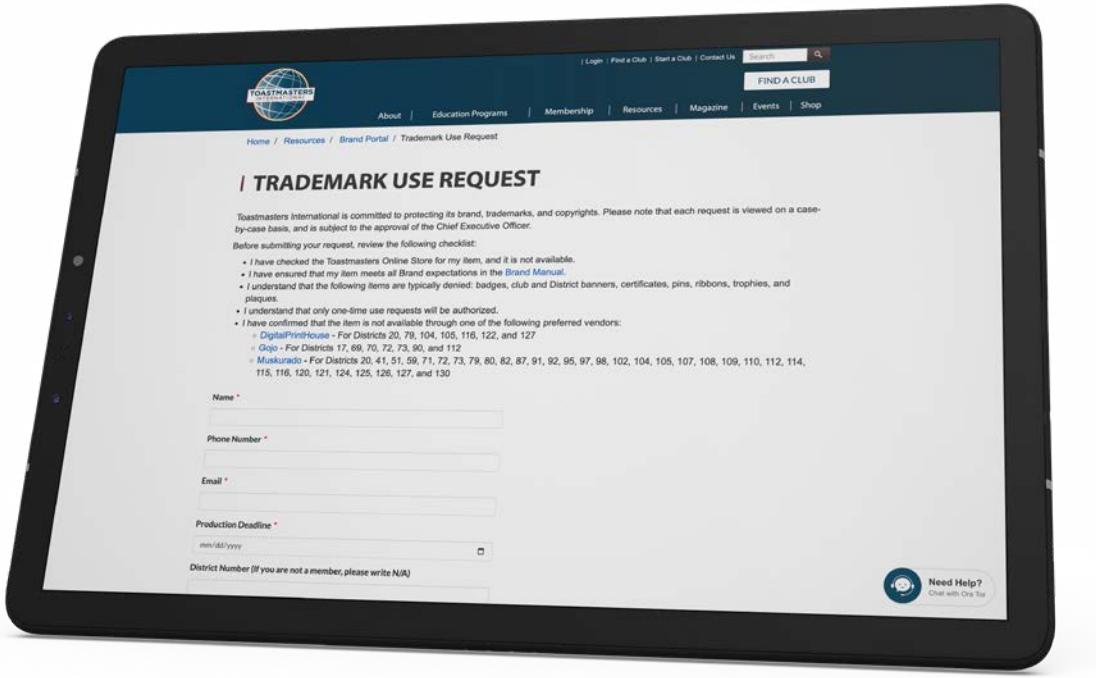
Gavel Club Guidelines

District Conference Guidelines

Trademark Use Request

Toastmasters International is committed to protecting our brand, trademarks, and copyrights.

Authorization is required on any digital or printed certificates as well as promotional items prior to production or purchase. In order to obtain authorization, submit your proposed design through a Trademark Use Request: **toastmasters.org/TrademarkUseRequest**.



Questions

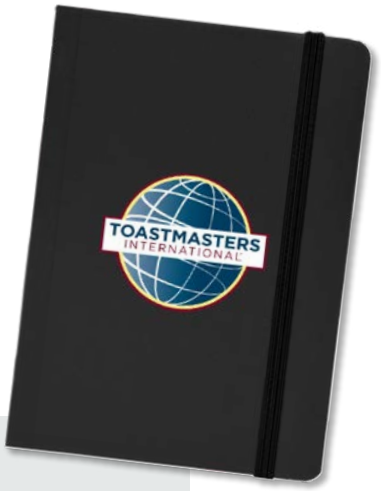
If you have any questions, please contact the Brand Team at **brand@toastmasters.org** and Trademarks Team at **trademarks@toastmasters.org**.

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Apparel and Promotional Products

When ordering apparel and promotional product for your club or District, please order from the **Toastmasters Online Store** or Toastmasters International's approved **preferred vendors**. If your club, area or region is not serviced by an approved preferred vendor, then all club and District apparel must be ordered from the **Toastmasters Online Store**.





Questions

If you have any questions about product requests, please email the Trademarks Team at **trademarks@toastmasters.org**.

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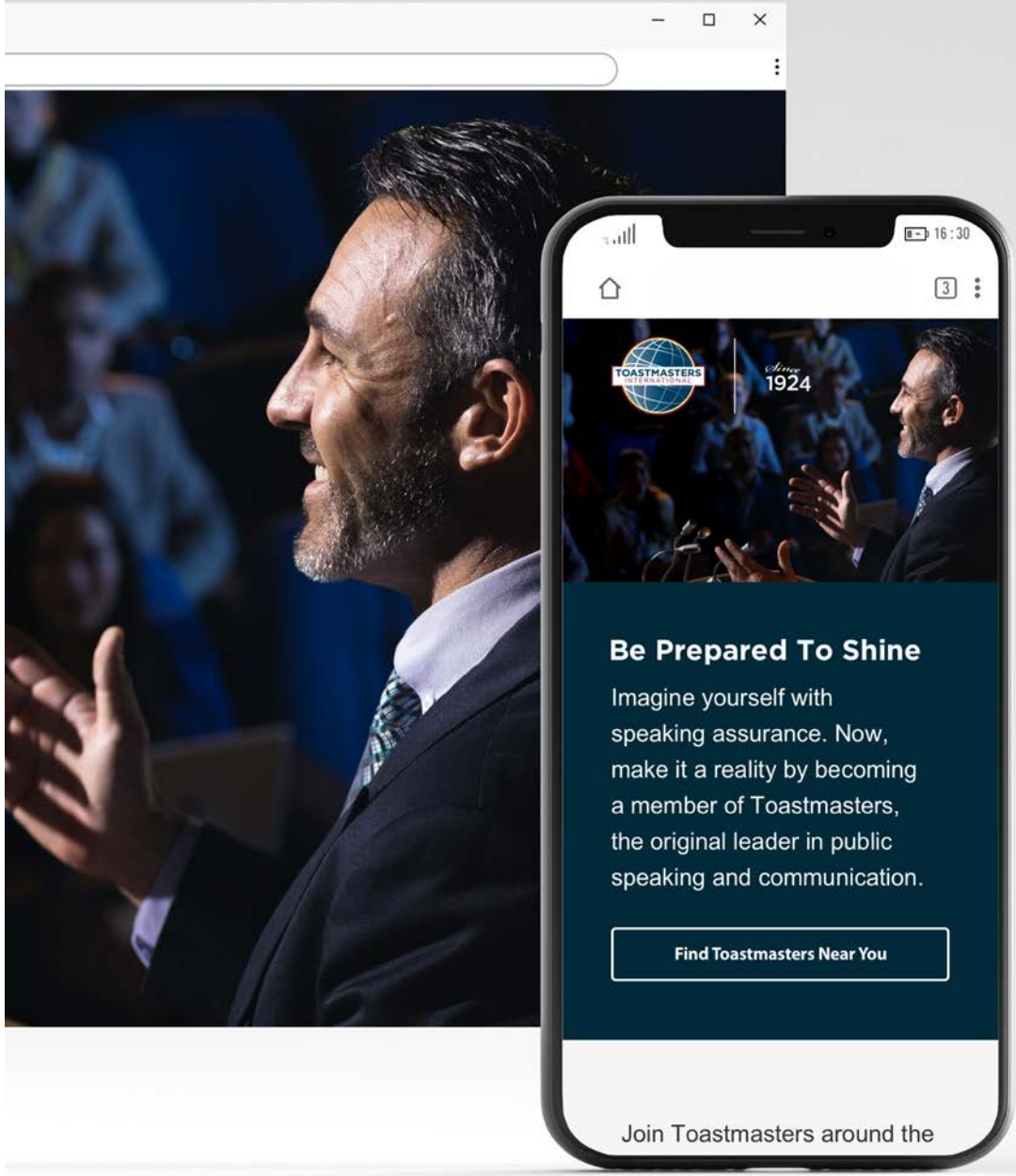
Website Guidelines

Please follow these guidelines when creating your club, Area, Division, or District website:

- Read Protocol 4.0, Section 2: Websites at **Protocol 4.0, Section 2: Websites**.
- You may link to any publicly-available material on the Toastmasters International website on club/District social media, but these materials may not be reuploaded, rehosted, or otherwise made available in any other format on any other website.
- Materials that are provided as a part of a membership, or that otherwise require payment may not be shared on websites.
- 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 on websites, please contact the Brand Team at **brand@toastmasters.org**.



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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. You have a responsibility to comply with applicable local laws and requirements; including volunteers and anyone who works with minors. If images of any sort include minors, written permission from a legal guardian/parent must also be obtained.
- Add the disclaimer below to one of the first frames of the video and keep it on-screen for at least 15 seconds:
  - "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."
- Avoid common mistakes made during the video creation process by following these **nine tips** outlined by Toastmasters.

Submit Request

Once your video is ready, please submit to the Brand Team at **brand@toastmasters.org** for approval.



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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.
- Visual elements for Toastmasters materials should match Toastmasters brand guidelines, not the branding of the sponsoring organization.



Questions

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

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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 in the Toastmasters store, except that 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

Gavel Club logos are available for download here.

Loyal Blue Logo

True Maroon Logo

Black Logo



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District Conference Guidelines

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

- You may create a custom logo, theme, and/or slogan 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.
- Conference logos, themes, and/or slogans may be used for the District Conference only, and cannot be used once the conference is over.
- District conference materials must include the District number and words "annual conference." example: If the theme is "Communicate Clearly," the materials can have this theme, but somewhere in each conference material it should also say "District 72 Annual Conference."
- 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.
- **Please note:** The only event that can be referred to as the District conference is the annual conference held in April or May. Themes cannot be created for semiannual fall events, and they cannot be referred to as District conferences.



Approval

All District conference themes must be approved prior to distribution. Once your conference materials are ready, please contact the Brand Team for approval at **brand@toastmasters.org**.

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FAQ

Frequently Asked Questions

FAQ

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 slogan that is a strong call to action and engages members. Please refer to the District Conference section 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. 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 or through a Toastmasters preferred vendor. This ensures not only brand standards of quality and compliance, but also the consistency of awards, achievements, and recognition items.

Should Clubs and Districts wish to develop other items to recognize their members, a **Trademark Use Request** must be submitted prior to production.

Can the Toastmasters International emblem be used in promotional materials?

The emblem depicted below, which was the Toastmasters logo until 2011, should only be used by World Headquarters when honoring the Toastmasters legacy and to preserve its trademark.

Toastmasters Emblem

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 recommend clubs replace the old one.

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A note about World Headquarters and the brand:

World Headquarters continually looks for ways to keep the Toastmasters International brand strong and relevant, often testing new ideas and material. Before we 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 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.



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Item 02330-001-0001 Rev. 08/2026