



# Brand Manual

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# Welcome Brand Ambassadors!

Let this Brand Manual be your inspiration!

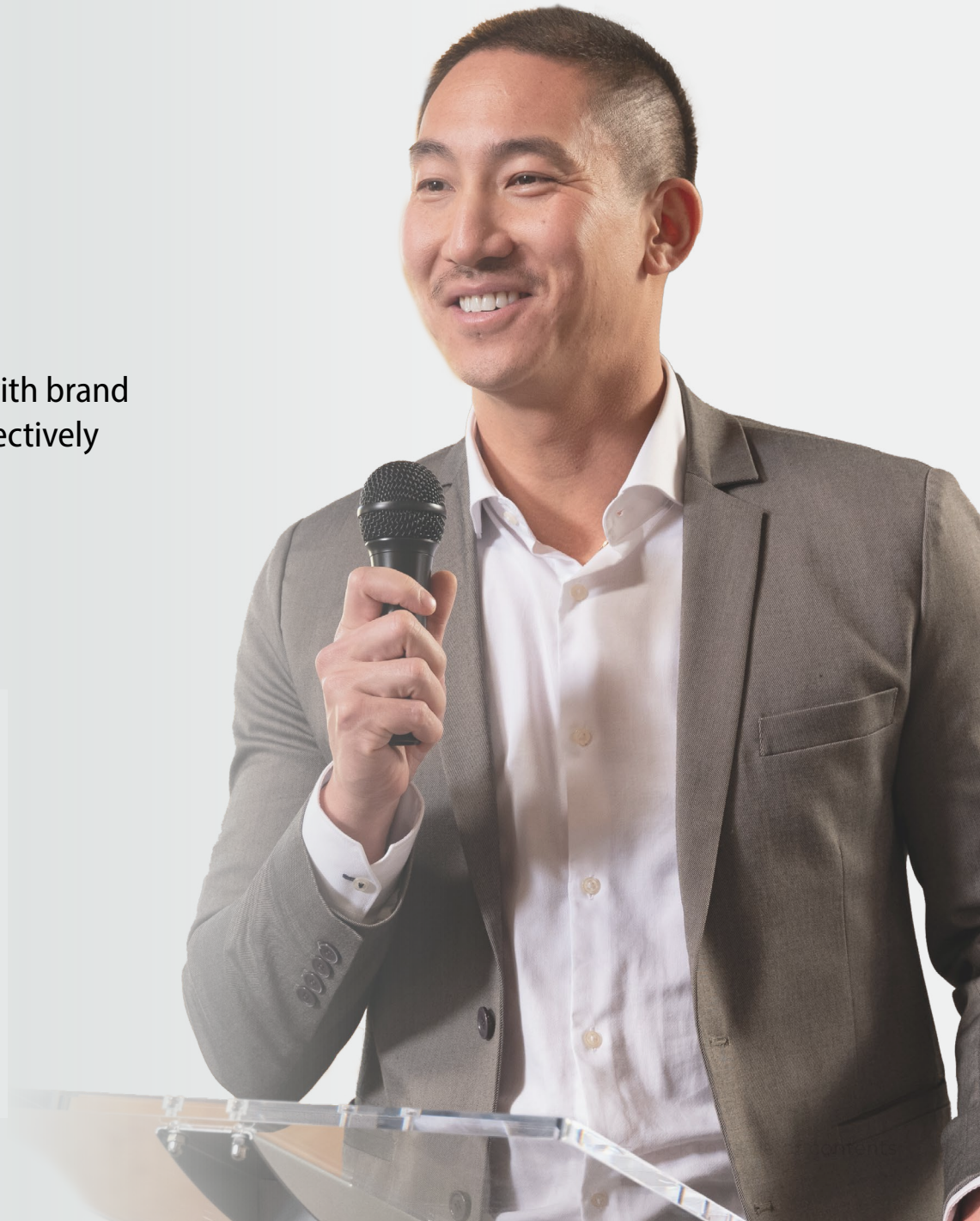
Toastmasters International is excited to present you with brand guidelines in an easy-to-follow format to help you effectively bring the brand to life.

## 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](mailto:brand@toastmasters.org).

If you have questions regarding trademarks and copyrights, please contact the Trademarks Team at [trademarks@toastmasters.org](mailto:trademarks@toastmasters.org).

To submit a Trademark Use Request, please go to [toastmasters.org/TrademarkUseRequest](https://toastmasters.org/TrademarkUseRequest).



# Brand Platform

## Core Values

### Integrity | Respect | Service | Excellence

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

## Brand Promise

### Empowering individuals through personal and professional development.

Our promise encompasses all aspects of growth for members.





# 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.

# Voice and Tone Checklist

All branded communication should be:



# Visual Guidelines

Logo	Gradient Colors
Logo Wordmark	Pathways Logo
Logo Lockups	Pathways Badges
Logo Usage	Fonts — Gotham
Color Palette	Fonts — 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



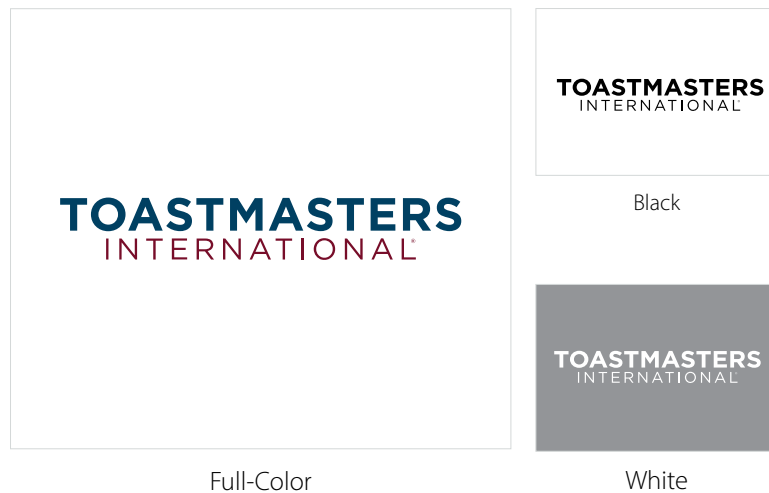
72 pixels  
Web



3/4 inches  
Print

# Logo Wordmark

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

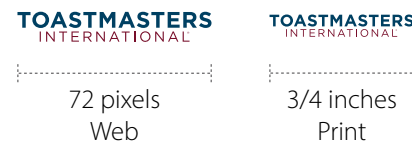


## Clear Space

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



## Download

Logos are available for download [here](#).

# Logo Lockups

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



## Download

Logos are available for download [here](#).



# Logo Usage

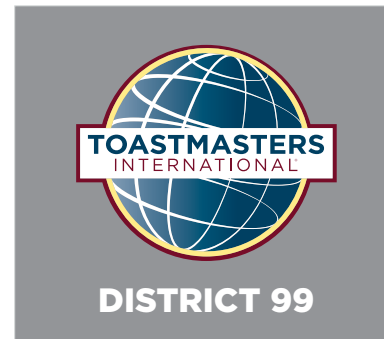
## Can clubs and Districts create their own logo, theme, and/or tagline?

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. 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. 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.**



# 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 colors that aren't in the brand color palette.



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



Don't put a patterned glow behind the logo.

# Color Palette

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

- ▶ The palette also includes Happy Yellow, which is used as an accent color.
- ▶ These colors were selected to embody our elements of leadership, dedication, and empowerment.
- ▶ Black and white can also be used when designing materials for Toastmasters.

## Each color includes formulations for the following uses:

Hexadecimal for web

CMYK for 4-color process

Pantone™ colors

RGB for digital

## 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

Primary 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.



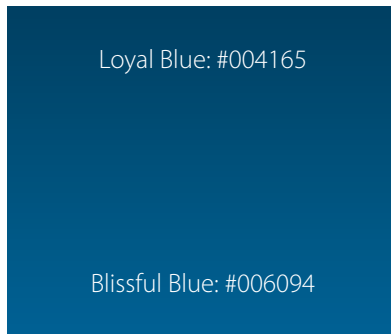
Hex #F2DF74  
CMYK 0, 5, 57, 0  
RGB 242, 223, 116  
Pantone 127

# Gradient Colors

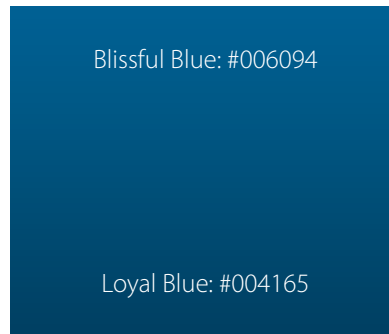
## Loyal Blue Gradient

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

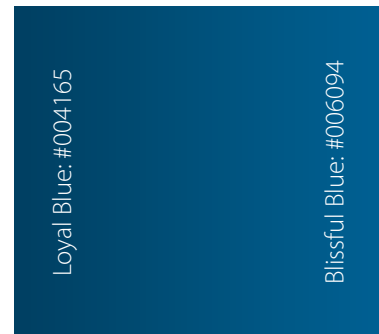
Linear Gradient 90°  
– top to bottom –



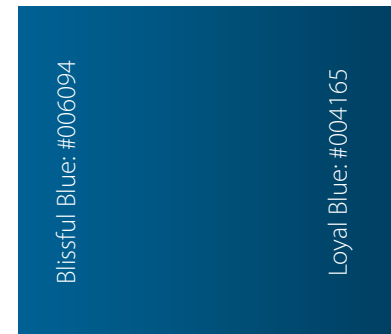
Linear Gradient -90°  
– bottom to top –



Linear Gradient 0°  
– left to right –



Linear Gradient 0°  
– right to left –



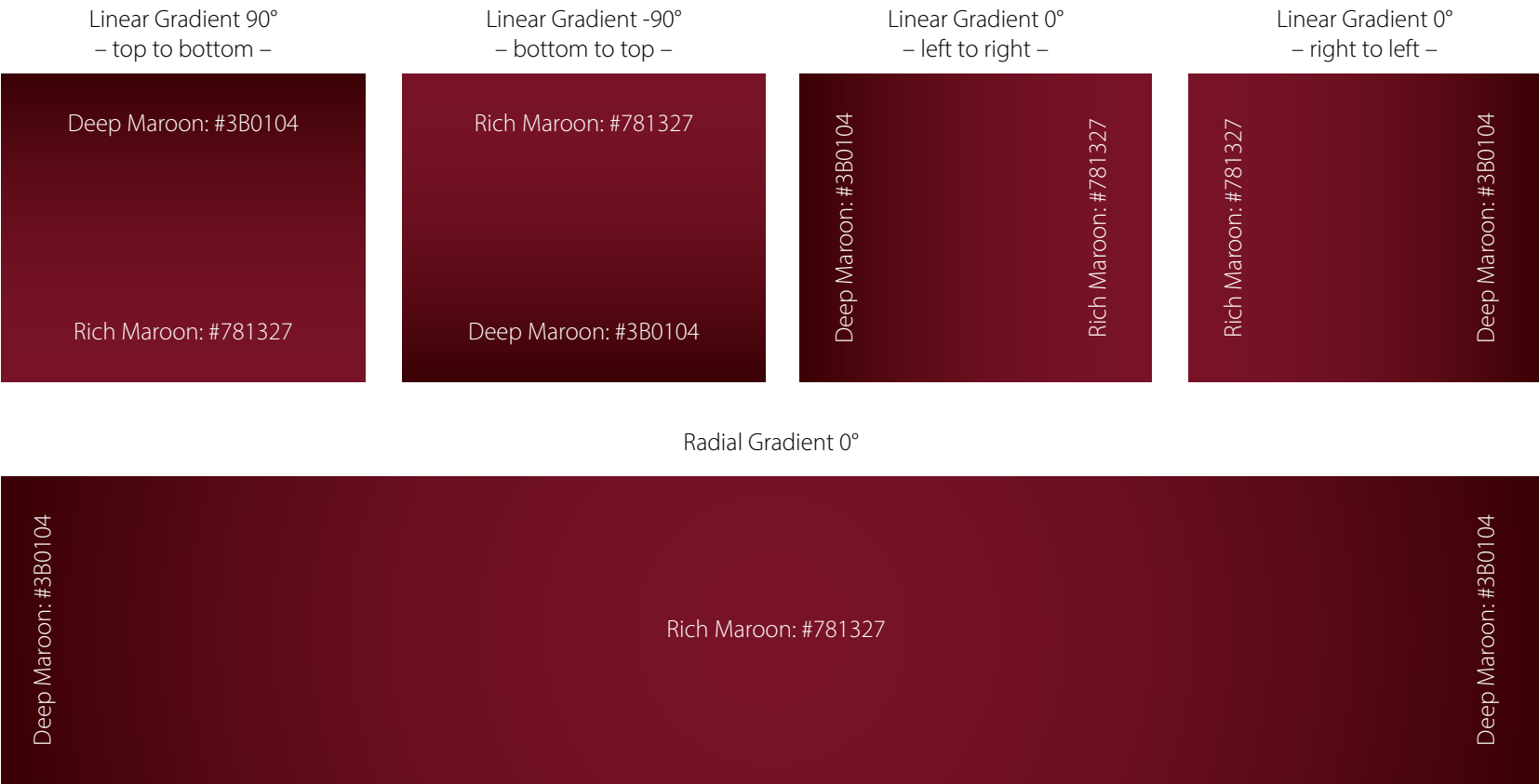
Radial Gradient 0°



# Gradient Colors

## True Maroon Gradient

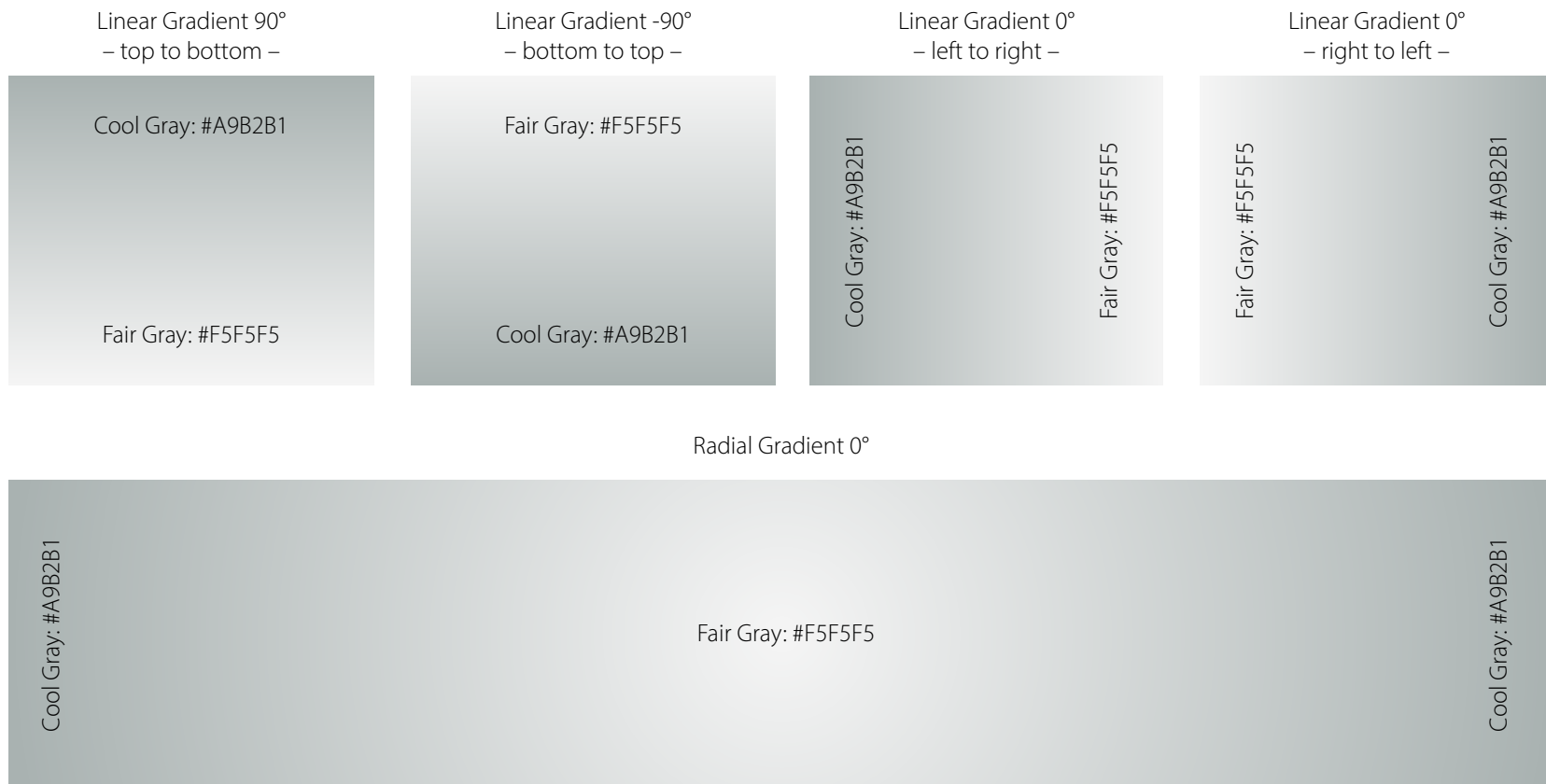
To create marketing materials with gradients of True Maroon, please refer to the charts below showing linear gradients of top to bottom, bottom to top, left to right, and right to left, as well as radial gradients.



# Gradient Colors

## Cool Gray Gradient

To create marketing materials with gradients of Cool Gray, please refer to the charts 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.

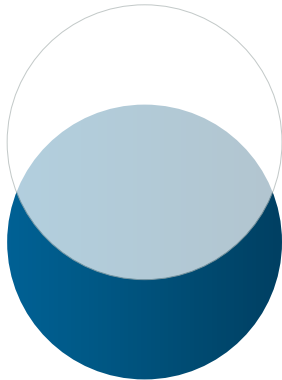




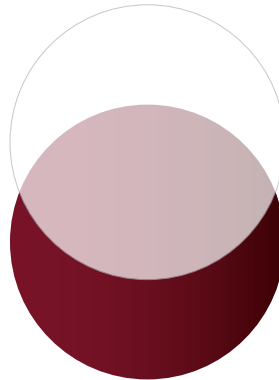
# Transparencies

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.

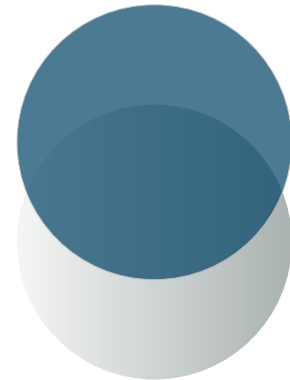
Top swatch:  
White, Opacity 70%  
Bottom swatch:  
Loyal Blue linear gradient



Top swatch:  
White, Opacity 70%  
Bottom swatch:  
True maroon linear gradient



Top swatch:  
Loyal Blue, Opacity 70%  
Bottom swatch:  
Cool Gray linear gradient



# Pathways Logo

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



## 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



## Download

Pathways logos are available for download [here](#).

# 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.



## Download

Pathways badges are available for download [here](#).

# Fonts

Fonts 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.

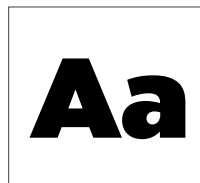
- Usage: Headlines and subheads

*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



Ultra



Black



Bold



Medium



Book



Light



Extra Light



Thin

## Download

Montserrat is available for download [here](#).

# Fonts

## Myriad Pro

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

- Usage: Body copy for collateral

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

### Free Alternate: Source Sans 3

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

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

### Free Script Font: Corinthia and Luxurious Script

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

### Myriad Pro Examples

**Aa**

Black

**Aa**

Bold

**Aa**

Semibold

**Aa**

Regular

Aa

Light

## Download

Source Sans 3 is available for download [here](#).

Corinthia is available for download [here](#).

Luxurious Script is available for download [here](#).

# Images and Photography

Images and Photography

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Phrases

---



# 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.

## Download

Toastmasters branded images are available for download [here](#).



# Logo Placement on 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.

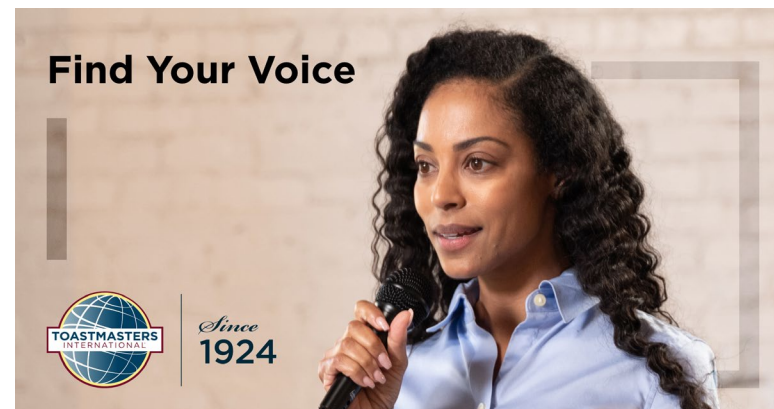


# Phrase Guidelines

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®
- ▶ 100 Years of Confident Voices
- ▶ Find your confidence
- ▶ Become a better leader
- ▶ Invest in a Brighter Future



# Resources

Brand Portal

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Badges

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Email Signature

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Stationery

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# Brand Portal

The brand portal holds the elements you need to create exciting, approved materials. You'll find marketing resources, business cards, photo templates, 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 International online store or through a Toastmasters preferred vendor. Materials identical to those available for purchase will not be considered for approval.

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

If your custom material is time-sensitive, we ask that you submit a brand or Trademark Use Request no less than two weeks in advance of the intended date of production. This provides an ample timeframe for review and any necessary revisions. We do not process "rush" or "urgent" requests.

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.





Header Goes Here  
Subhead goes here

Date  
Stationery and Branding Mockup

Simple Headline Here

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

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

First/Last Name  
Title Goes Here



9127 South Jamaica Street, Suite 400 | Englewood, CO 80112 | Phone: +1 720-439-5050 | [www.toastmasters.org](http://www.toastmasters.org)

## Download

Branded assets are available for download [here](#).

# Badges

## Member of Toastmasters

Use these badges to show off your Toastmasters pride.

## Distinguished Toastmaster

Don't let your Distinguished Toastmaster affiliation go unnoticed; use this badge to highlight the brand and your high honor.



### Download

Member of Toastmaster badges are available for download [here](#).

Distinguished Toastmaster badges are available for download [here](#).

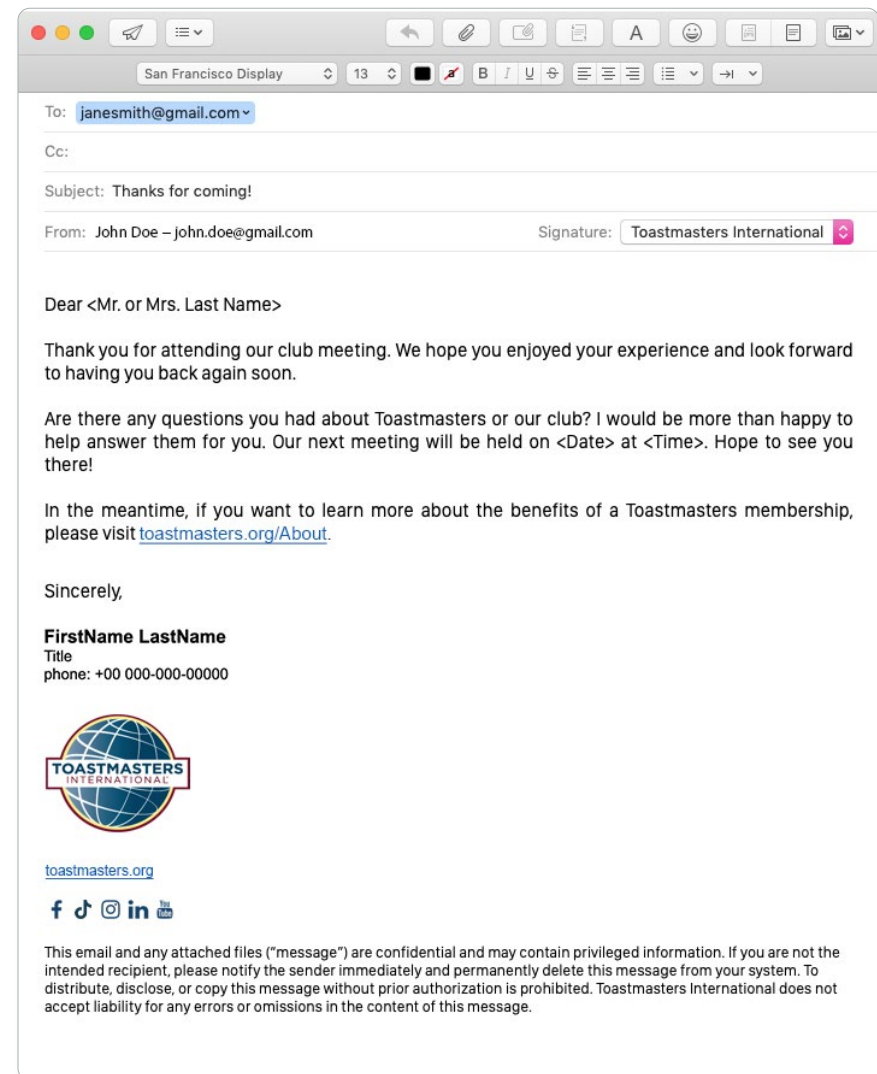


# Email Signature

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

## Download

Download the email signature and follow the simple instructions on the [spec sheet](#).



# Stationery

Members can use this Toastmasters letterhead template for club and District communications.

## Download

Letterhead template is available for download [here](#).



# Standards and Procedures

[Trademark Use Request](#)

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[Apparel Guidelines](#)

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[Website Guidelines](#)

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[Video Guidelines](#)

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[Corporate Club Guidelines](#)

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[Gavel Club Guidelines](#)

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[District Conference Guidelines](#)

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# Trademark Use Request

Toastmasters International is committed to protecting our brand, trademarks, and copyrights. We count on your diligence to ensure the materials you create are not a threat to Toastmasters intellectual property.

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

## Learn More

If you're in doubt whether you should submit a request or contact the Brand Team for approval, please click the link regarding Protocol 4.0: Intellectual Property.

Policy 4.0 Intellectual Property [toastmasters.org/Intellectual-Property](https://toastmasters.org/Intellectual-Property).

## Request Authorization

In order to obtain authorization for any of the non-authorized materials from the chart below, submit your proposed design through a Trademark Use Request: [toastmasters.org/TrademarkUseRequest](https://toastmasters.org/TrademarkUseRequest).

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

# Apparel Guidelines

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

- ▶ The logo or wordmark should always be in the front of the t-shirt/jacket.
- ▶ Words or type on the back of any shirt or jacket should not be larger than 12 inches wide and 17 inches high.
- ▶ Acceptable apparel colors are white, True Maroon, Loyal Blue, black, and gray. Refer to the Color Palette section of this manual for brand-appropriate hues.



## Submit Request

Once your design is ready, submit a [Trademark Use Request](#) prior to purchase/production. If you have any questions about product requests, please email the Trademarks team at [trademarks@toastmasters.org](mailto:trademarks@toastmasters.org).

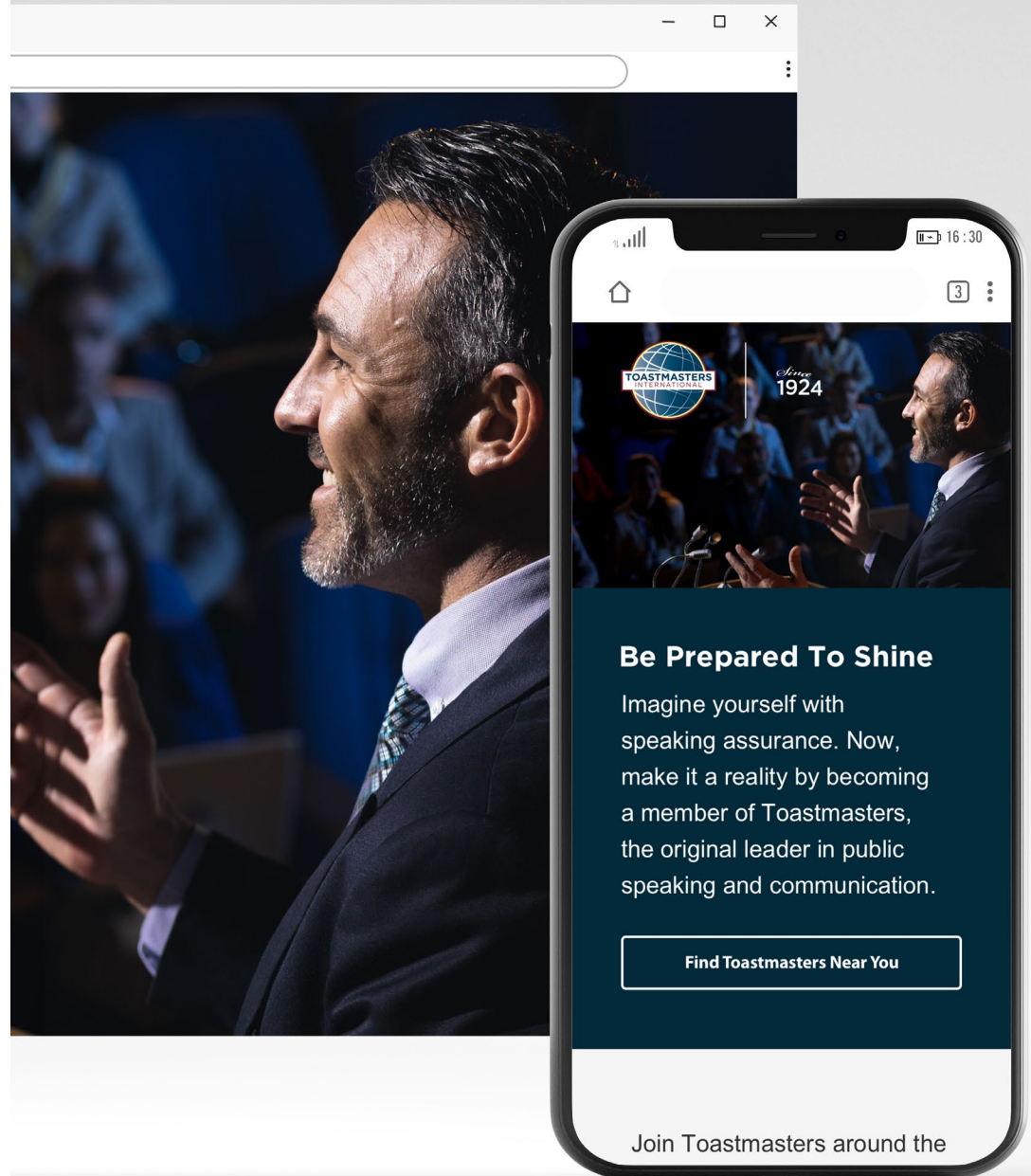
# Website Guidelines

## 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 exclusively as part of a membership, or that otherwise require payment for access are off-limits.
- ▶ Add the disclaimer below to the bottom of the website:
  - “The information on this website is for the sole use of Toastmasters’ members, for Toastmasters business only. It is not to be used for solicitation and distribution of non-Toastmasters material or information.”

### Approval

For questions and approval on websites, please contact the Brand Team at [brand@toastmasters.org](mailto:brand@toastmasters.org).





# 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:
  - “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](mailto:brand@toastmasters.org) for approval.



# 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](mailto:brand@toastmasters.org).



# Gavel Club Guidelines

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

- ▶ Use all Toastmasters brand guidelines regarding fonts, colors, photography styles, and logo usage.
- ▶ In all instances where a chartered Toastmasters Member Club would use the Toastmasters International logo, make use of the Gavel Club logo instead.
- ▶ Gavel Club banners, if sourced independently of Toastmasters International, must be identical to an approved banner design found 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



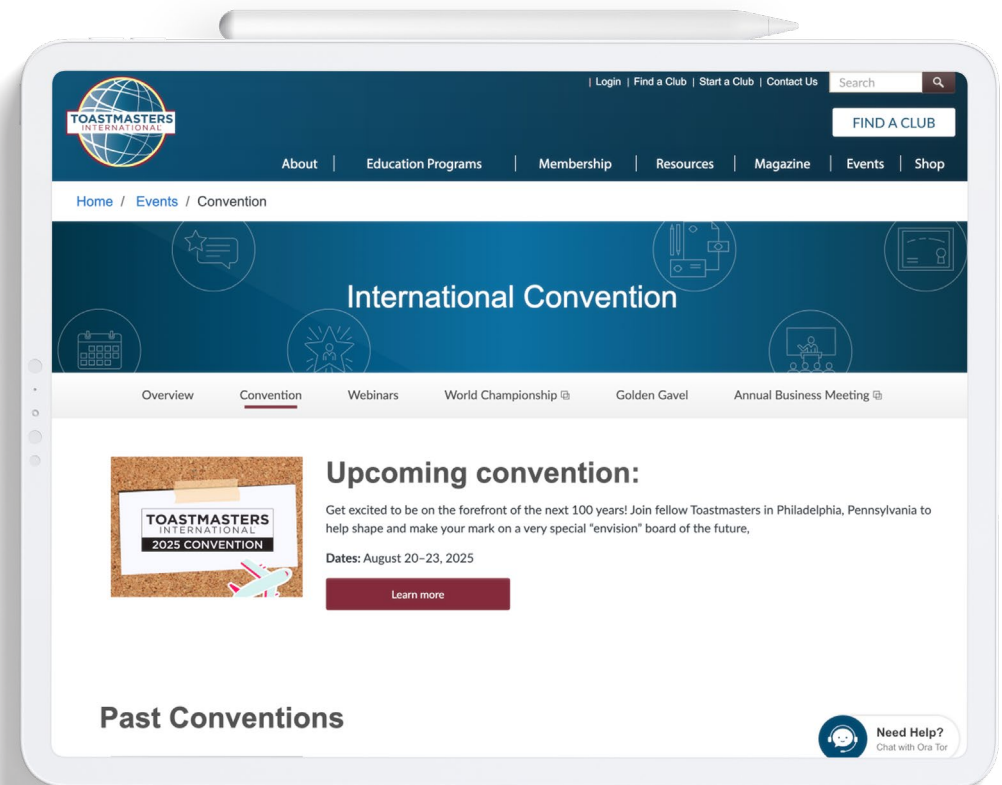
Black Logo



# District Conference Guidelines

## When creating materials for your 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.



## 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](mailto:brand@toastmasters.org).

# FAQ

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

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

Name badges, ribbons, and pins may not be produced locally in any form. Local production of club banners is permitted, but only if the production makes use of a digital banner design purchased through the Toastmasters online store 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.

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

## Can the Toastmasters International emblem be used in promotional materials?

The emblem (seen below), which used to be the organization’s logo until 2011, should only be used in an historical context by clubs, Divisions, Areas, Districts, and regions. Using just the emblem or both logos in promotional materials is confusing and dilutes the power of the brand. World Headquarters uses the emblem in select materials to honor the Toastmasters legacy and preserve its trademark.



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 strongly encourage clubs to replace the old one.

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

You can use the chart in the Standards and Procedures section to know if you need to obtain authorization from the Trademarks Team or if you can simply follow the Brand Manual to produce your materials.



# A note about World Headquarters and the brand:

World Headquarters continually looks for ways to keep the Toastmasters International brand strong, as well as relevant, often testing new ideas and material. Before we can consider adding a new element to the Brand Manual, it is analyzed and reviewed by a multidisciplinary team representing Marketing, Graphic Design, Translations, Legal, and Trademarks/Branding to ensure brand tone, cultural sensitivity, and that there is no infringement of copyrights and trademarks, both that of Toastmasters and any third party.

Unfortunately, elements that are in a “test mode,” cannot yet be replicated for regions, Districts, Divisions, Areas, and clubs. If any are approved for member use, they will be added to an updated version of the Brand Manual and members will be notified.

