

Tagline Where Leaders Are Made

### Logos



#### ALTERNATE VERSIONS



#### COLOR VERSIONS



#### LOGO MINIMUM SIZE



Learn more about branding at: [www.toastmasters.org/resources/brand-portal](http://www.toastmasters.org/resources/brand-portal)

### Wordmark



#### ALTERNATE VERSIONS



#### WORDMARK MINIMUM SIZE



### 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.

### Branding

When you use these branding standards, the Toastmasters International brand will become stronger.

### Fonts

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.).

### Colour Palette



R169 G178 B177  
PANTONE 442  
HEX: A9B2B1



R242 G223 B116  
PANTONE 127  
HEX: F2DF74



R205 G32 B44  
PANTONE 1795  
HEX: CD202C



R0 G65 B101  
PANTONE 302  
HEX: 004165



R119 G36 B50  
PANTONE 188  
HEX: 772432