

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.

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



Full-Color



Grayscale



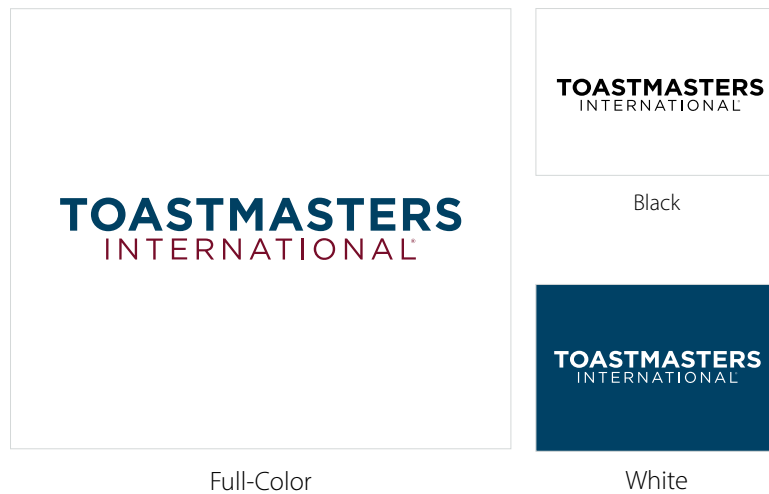
White

Download

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

Logo Wordmark

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



Full-Color

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



Download

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Logo Lockups

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



Download

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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.



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.