









TOASTMASTERS BRANDING KEEPSAKE

FONTS

- Gotham**
Toastmasters International's primary typeface.
 - Usage: Headlines and subheads
- Montserrat**
 - Montserrat is similar in appearance to Gotham
- Myriad Pro**
 - Myriad Pro is the typeface used by TI for body copy in materials like manuals
 - Usage: Body copy for collateral
- Source Sans Pro**
Source Sans Pro is similar in appearance to Myriad Pro
- Corinthia*
A more ornate font that members can use to promote special events, such as a club anniversary.
- Luxurious Script*
A more ornate font that members can use to promote special events, such as a club anniversary.

COLORS

- True Maroon:**
Pantone: 188 | RGB: 119, 36, 50 | 
Hex: #772432 | CMYK: 12, 95, 59, 54
- Loyal Blue:**
Pantone: 302 | RGB: 0, 65, 101 | 
Hex: #001465 | CMYK: 100, 43, 12, 56
- Cool Gray:**
Pantone: 442 | RGB: 169, 178, 177 | 
Hex: #A9B2B1 | CMYK: 23, 7, 12, 18
- Black:**
RGB: 0, 0, 0 | 
Hex: #000000 | CMYK: 0, 0, 0, 100
- White:**
RGB: 255, 255, 255 | 
Hex: #FFFFFF | CMYK: 0, 0, 0, 0
- Happy Yellow:**
Pantone: 127 | RGB: 242, 223, 116 | 
Hex: #F2DF74 | CMYK: 0, 5, 57, 0

QUICK NOTES

LOGOS

- Stay away from images that do not connect to Toastmasters environment, like those solely portraying - **children, animals, landscapes, food, medicine** and **architecture**.
- Clubs and Districts are **not permitted** to create their own logo, theme, and/or tagline.
- The logos should be placed ideally at the **top left** or **bottom right** of the image.

TOOLS

- Canva - [Link](#)
- ChatGPT - [Link](#)
- Grammarly - [Link](#)
- TI Brand Manual - [Link](#)
- District 42 Guidelines - [Link](#)
- TI Brand Portal - [Link](#)