

Welcome Brand Ambassadors!

The First Impression



Welcome!

Hello!

First impressions have a lasting effect. In fact, it can set the tone for the future.

A brand has an impression too. Toastmasters, Here are the secrets to be an empowered Toastmaster Ambassador.

Let's think about that first impression, what happens in the first 5 seconds?



Open House

Learn How To Find Your Voice and
Make a Difference!

Within Seconds, People Notice

Your brain consumes all kinds of information, it picks up verbal, nonverbal and visual clues to let you know if this person is a friend or foe, and maybe learn more. Per [Business Insider](#), your brain will provide feedback and give you a decision in seconds, check out the list below.

Reflect on recent ads you have seen, what is your impression? Do you feel the ads show:

- Trustworthy
- Charismatic
- Leadership Material
- Smart
- Dominating
- Successful
- On your way to a promotion
- Adventurous
- Dateable
- Friend or foe

Why Align to the Toastmasters Brand?



- *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.*

The Toastmasters brand reflects our mission.

When you build communications, you should always keep this in mind, think about the mission, and the personality. That will drive your messaging and imagery.

In this deck we will show you how, so you can be enabled and empowered to create your own ads.

Show Me: Download the Brand Manual

The screenshot shows the Toastmasters International website. At the top, a dark red navigation bar contains the text "WHERE LEADERS ARE MADE" and a "FIND A C" button. Below this is a horizontal menu with links: "About", "Education Programs", "Membership", "Resources", "Magazine", and "Events". A yellow arrow points down to the "Resources" link. Below the menu is a large blue banner with the word "Resources" in white. A red arrow points from the "Resources" banner to the "Brand Portal" section. The "Brand Portal" section is highlighted with a red border and contains the text: "Brand Portal", "Uphold the Toastmasters brand by utilizing the Brand Manual, stationery and website templates, and more." To the right of the "Brand Portal" section are two other sections: "Statistics and Data Hub" and "Online Service Updates".

scroll down to next group of 3 icons

Brand Portal

Uphold the Toastmasters brand by utilizing the Brand Manual, stationery and website templates, and more.

Statistics and Data Hub

These in-house research snapshots highlight membership demographics, retention, and more.

Online Service Updates

Find out about updates to the online Toastmasters experience.

Brand Portal

<https://www.toastmasters.org/resources/brand-portal>

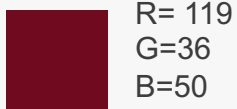
The strength of the brand is how we use it.



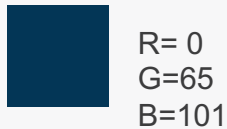
Toastmaster Brand Colors

Digital Use: RGB= Red, Green, Blue

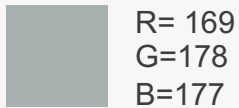
True Maroon



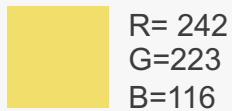
Loyal Blue



Cool Gray



Happy Yellow*



* Happy Yellow is for accent color only

Read more at Brand Portal

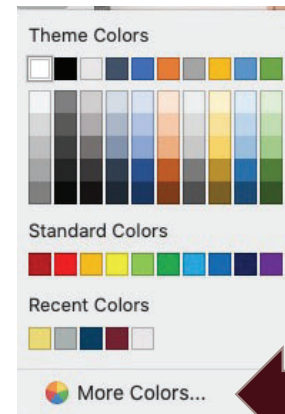
<https://www.toastmasters.org/resources/brand-portal>

The Toastmaster Brand as a series of primary colors, on this side is the RGB color values for Power point. In the Brand Manual does gives the hex values and 4 color , CMYK and HEX options.

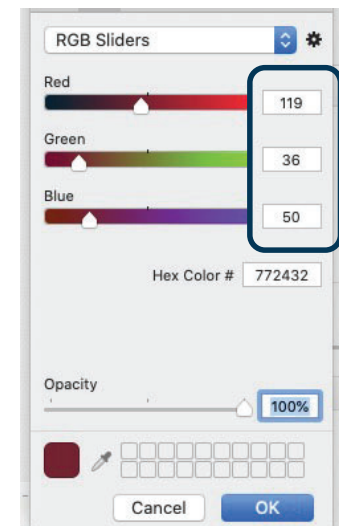
Show Me:

How to change a shape color to match brand?

1. Create a shape, select **format shape** (or right click), select more colors.



2. Enter the RGB equivalents for the color you want to use, click **OK**.



Fonts

| Font | When to use |
|-----------------------|------------------------|
| Gotham | Headlines and subheads |
| Alternate: Montserrat | Headlines and subheads |

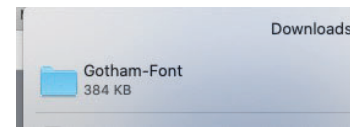
| Font | When to use |
|----------------------------|--------------------------|
| Myriad Pro | Body copy for collateral |
| Alternate: Source Sans Pro | Body copy for collateral |

Arial is a tertiary font for body copy that comes standard on most computers.

Read more at Brand Portal
<https://www.toastmasters.org/resources/brand-portal>

Show Me: How to download and install fonts

1. Enter “Free Fonts” in your search engine, example:
<https://freefontsfamily.com/gotham-font-family/>
2. Download the font



PC

On the Start menu, click Control Panel. In Control Panel, double-click Fonts.

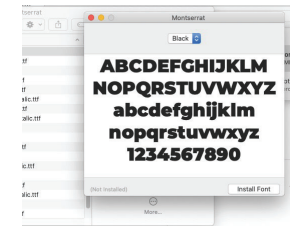
On the File menu, click Install New Font.

Locate the downloaded or unzipped font, and then in the List of Fonts box, click the font that you want to add.

The new font may be available right away, if not, try to close and start the program or reboot, depending on computer.

Mac

Click on the download folder and select the font choice (bold, italicized) and click on install.



Photos

Photos convey so much!
We want to express how much fun we have and that we provide an encouraging and positive environment. Toastmasters has great photos you can use to express this.

<https://link.us-1.lytho.us/b/16402872552361cef4d9a-8102-46c0-8bcb-6aec8dfbf16e>

How do we pull the fonts, images and messages to create communications that promote Toastmasters?

Let's take a look....

The screenshot shows the Toastmasters International website. The header includes the logo, navigation links (About, Pathways, Education, Membership, Leadership Central, Resources, Magazine, Events, Shop), and a search bar. The main content area is titled 'IMAGES APLENTY!' and features a grid of photo collections. A yellow arrow points from the text 'Photos convey so much!' to the 'Branded Photos' section. Below the grid, there is a large photo of a woman speaking at a podium, with the text 'DLA_0143.jpg' and 'Image' below it.