

### Consistent Branding for District 64

I am working a consistent look for District 64 that sends an immediate message. I put it to a focus group reviewing the Multi- Year Public Relations Plan. The preference was for the first one below. Some notes on the choices:

- The word “service” can confuse readers as we are not a “service” organization. However, the reference was meant that the District services the membership.
- The 2 latter examples are too wordy – hard to catch the message quickly
- The first one replicated the TI tag line “Where Leaders Are Made” and is a powerful brand element
- There was no real need to mention “Toastmasters International” in the wording as it was already present in the logo.

I still think we need some attachment to our geographic area. Some Districts use local symbolism, however our geography does not relate well (ie: Winnipeg image, or Manitoba image, is not inclusive of Ontario, Minnesota or rural). It might be just to include it on newsletters, emails, etc. Maybe something like 4 or 5 shown below.

After developing this around the burgundy sunburst pattern there is a need to check with the TI Brand Department as in March there was a message about new imaging (without sunburst). I sent a note on May 31, 2020 to [Brand@toastmasters.org](mailto:Brand@toastmasters.org) to check into that. Got a note back that the sunburst is gone and the solid color is in effect. It is item # 6 below.

Lloyd Gwilliam  
Public Relations Manager 2019-2020

1



2



3



4



5



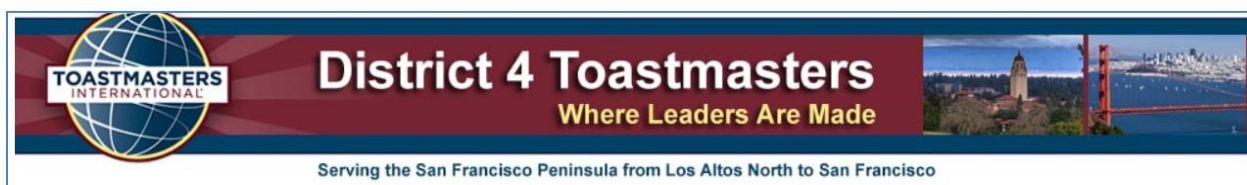
**6 - Finally went with this (sent note to TI to confirm)**



## SAMPLES FROM OTHER DISTRICTS

Sampling of District Logos (those that had something identifiable). I stopped after 75 – too many and multiple similar or had nothing.

You can find the District Websites listed here: <https://www.toastmasters.org/leadership-central/district-websites>





# District 8

## Toastmasters



*District 10 Where Leaders Are Made*

## District 12 Toastmasters

Where Leaders Are Made



## DISTRICT 13

*Serving Western PA, Northern WV, and parts of Ohio and Maryland*



## DISTRICT 14 TOASTMASTERS

Proudly Serving Georgia Toastmasters East of Interstate 85

[Home](#) [District Leaders](#) [Pathways](#) [Speakers Bureau](#) [Annual Conference](#) [Calendar](#) [Resources](#) [Incentives](#) [🔍](#)



## District 15 Toastmasters

*Where Leaders are Made*

Serving Idaho, Utah and parts of Nevada, Wyoming and Oregon

[Welcome](#) [Members](#) [Officers](#) [Pathways](#) [Events](#) [COVID-19 U](#)



## District 16



WESTERN AUSTRALIA - D17

**TOASTMASTERS**  
INTERNATIONAL

**WHERE LEADERS ARE MADE**

Proudly serving Iowa communities since 1946.



District 19

About



**District 21**



**District 23  
Toastmasters**



**District 25**



**DISTRICT  
28  
TOASTMAS  
TERS**



**District 29 Toastmasters**  
Find Your Path

DISTRICT 31 Toastmasters - Eastern Mass & RI







## District 32

Serving Alaska &  
Parts of Western Washington



## District 33 Toastmasters

A President's Distinguished District 2016-2017



## District 35 Toastmasters

District 36 Toastmasters - Where leaders are made | D18 | D27 | D29 | [info@district36.org](mailto:info@district36.org)



**DISTRICT 36**  
TOASTMASTERS

[ABOUT](#) [NEWS](#) [CALEN](#)



## Toastmasters International District 38



## District 39 Toastmasters

Serving Northern California & North Central Nevada



## DISTRICT 40 TOASTMASTERS OH-IN-KY-WV



## DISTRICT 42 TOASTMASTERS

We Build New Clubs and Support All Clubs in Achieving Excellence



## DISTRICT 43

Toastmasters International



## District 44 Toastmasters

WHERE LEADERS ARE MADE

Serving Toastmasters Clubs West of  Georgia



## District 46

*Serving New York, Westchester, Nassau & Suffolk since 1955*



## DISTRICT 48 WHERE LEADERS ARE MADE

[Home](#)

[District Leadership](#)

[Virtual Meetings](#)

[District](#)

## TOASTMASTERS DISTRICT 49



## District 50 Toastmasters



## Toastmasters District 53

*Serving Connecticut, Eastern New York and Western Massachusetts*

# **Toastmasters International District 54**

## **District 55 Toastmasters**



## **Toastmasters District 58**



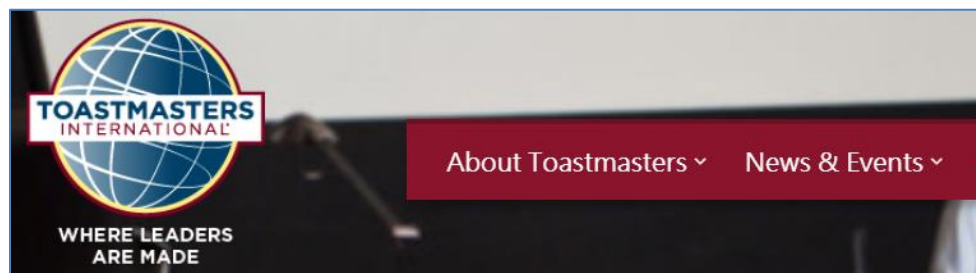
## **District 60 Toastmasters**



## **District 62 Toastmasters**

## **Welcome to District 63**





# District 73 Toastmasters - Vic, Tas & SA

