

## 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 to 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

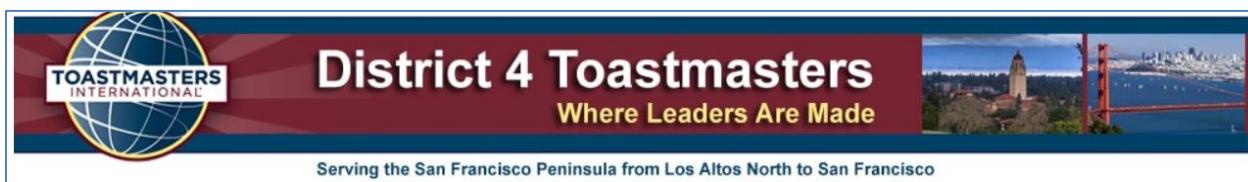
**6** - Finally went with this (sent note to TI to confirm)

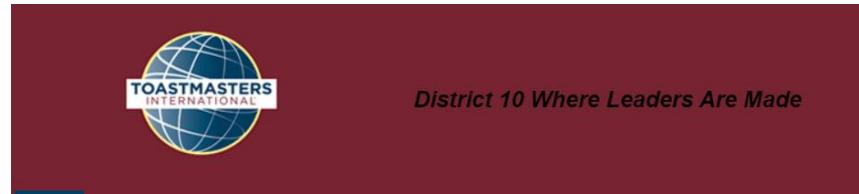


## SAMPLES FROM OTHER DISTRICTS

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

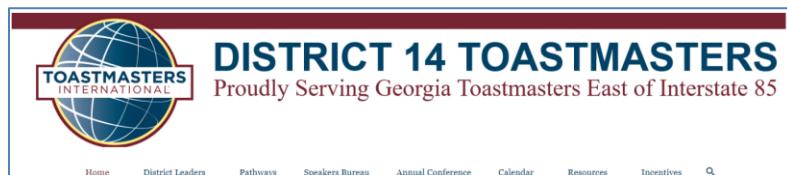
You can find the District Websites listed here: <https://www.toastmasters.org/leadership-central/district-websites>

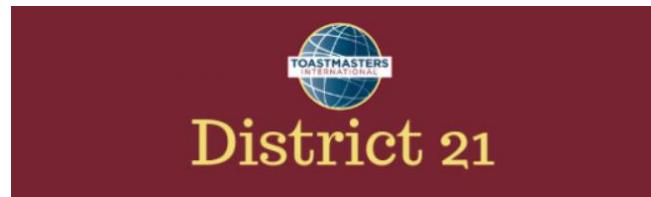




## District 12 Toastmasters

Where Leaders Are Made







# District 32

Serving Alaska &  
Parts of Western Washington



# District 33 Toastmasters

A President's Distinguished District 2016-2017



# 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 56

WHERE LEADERS ARE MADE



### District 57

## Toastmasters District 58



### DISTRICT 59

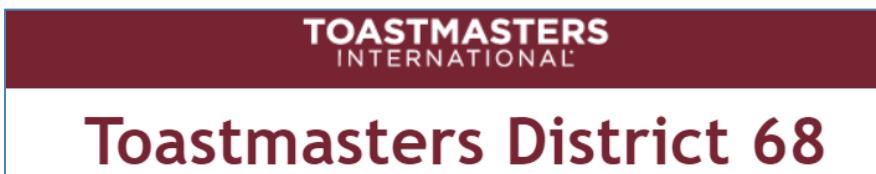
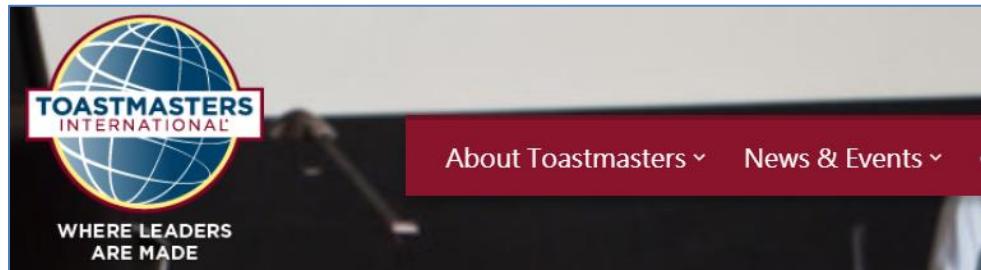
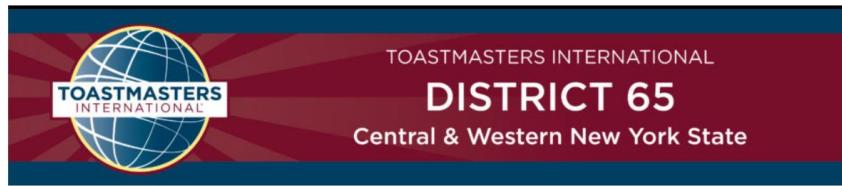
## District 60 Toastmasters



### TOASTMASTERS INTERNATIONAL DISTRICT 61

## District 62 Toastmasters

## Welcome to District 63



# District 73 Toastmasters - Vic, Tas & SA

