

# 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, I'd like to share with you 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

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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, or maybe and 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 the ads is:

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

# Why Align to the Toastmaster 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.***

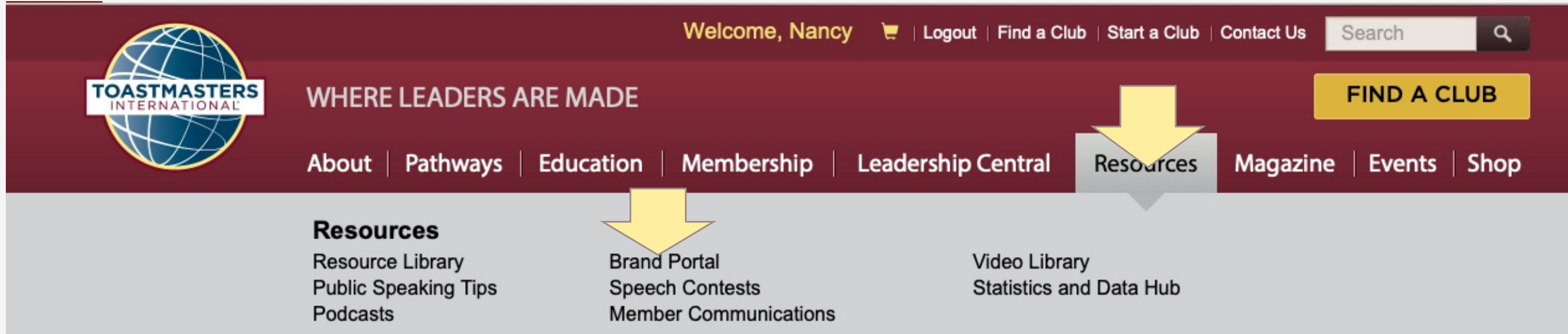
The Toastmaster brand reflects our mission.

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



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



R= 119  
G=36  
B=50

Loyal Blue



R= 0  
G=65  
B=101

Cool Gray



R= 169  
G=178  
B=177

Happy Yellow\*



R= 242  
G=223  
B=116

\* Happy Yellow is for accent color only

Read more at Brand Portal

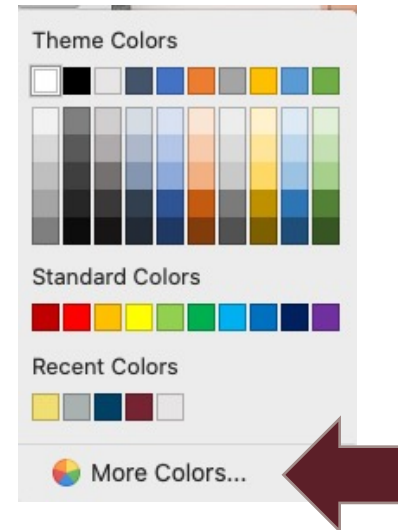
<https://www.toastmasters.org/resources/brand-portal>

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.

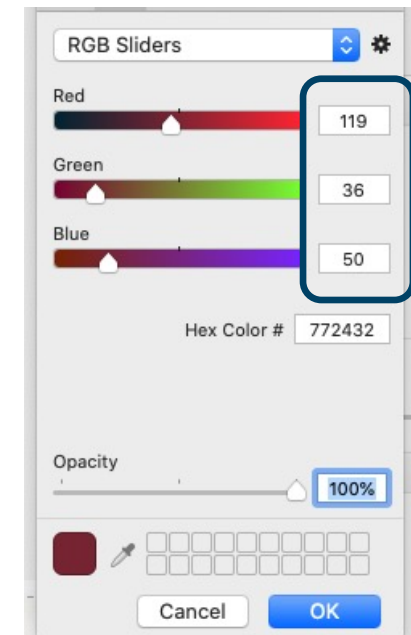
## Show Me:

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

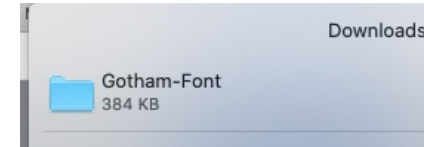
Font	When to use
Myriad Pro	Body copy for collateral
Alternate: Source Sans Pro	Body copy for collateral

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.

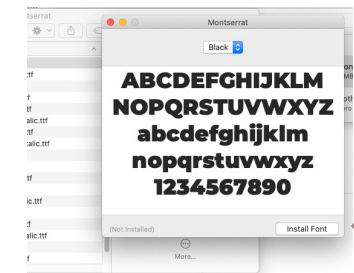
On the File menu, click Install New Font.

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://www.toastmasters.org/resources/brand-portal/stock-images>

How do we pull the fonts, images and messages to create communications that promote Toastmasters?  
Let's take a look....



TOASTMASTERS INTERNATIONAL

Welcome, Nancy | Logout | Find a Club | Start a Club | Contact Us | Search

WHERE LEADERS ARE MADE

FIND A CLUB

About | Pathways | Education | Membership | Leadership Central | Resources | Magazine | Events | Shop

Home / Resources / Brand Portal / Professional Images

## IMAGES APLENTY!

Clubs can get even more creative using the wealth of images that can be downloaded through the Toastmasters Gallery. Click through the monthly Branded Photo Collections, easily

**Branded Photos**  
Galleries / Public / Club/District content

Galleries  
- Public  
- Club/District content  
- Branded Photos  
- Branded Photo Collection - ...  
- Branded Photo Collection - ...  
- Branded Photo Collection - ...  
- Branded Photo Collection - ...  
- Branded Photo Collection - ...  
- Brand Manual  
- Magazine PDF Archive

DLA\_0143.jpg  
Image

THINK AND SPEAK  
Club 902848  
Colorado Springs, CO



# Note about Social Platforms

The social media platform *may compress your images* to fit into their format. If you do not design to their specs, your images may end up very distorted and hard to read, (not an ideal user experience).

## Example, Instagram

- 1080px by 1080px (Square)
  - 1080px by 1350px (Portrait) and.
  - 1080px by 608px (Landscape)
- *they will compress to 600x 600*



Your original



After you post

# How to Solve for Compression

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- D57 Public Relations has created a template in PPT for you so that after compression, your ad looks great on social media.
- Look for the ppt called Social Template on D57tm.org



Your original



After you post

# What Do You Want to Express in your ad?





I nailed my interview and got the job!

Thank you Toastmasters!

Discover how:  
[toastmasters.org/find-a-club](https://toastmasters.org/find-a-club)

- Does it create awareness of the brand?
- Influence the benefits of belonging?
- Does it reflect Toastmasters mission?
- Is it emotional?
- Call to action?
- Align to the Toastmaster Brand Manual?

# Desired End Result



I nailed my interview and got the job!

Thank you Toastmasters!

Discover how:  
[toastmasters.org/find-a-club](https://toastmasters.org/find-a-club)

Friendly/encouraging image

Positive Outcome (*content is king!*)

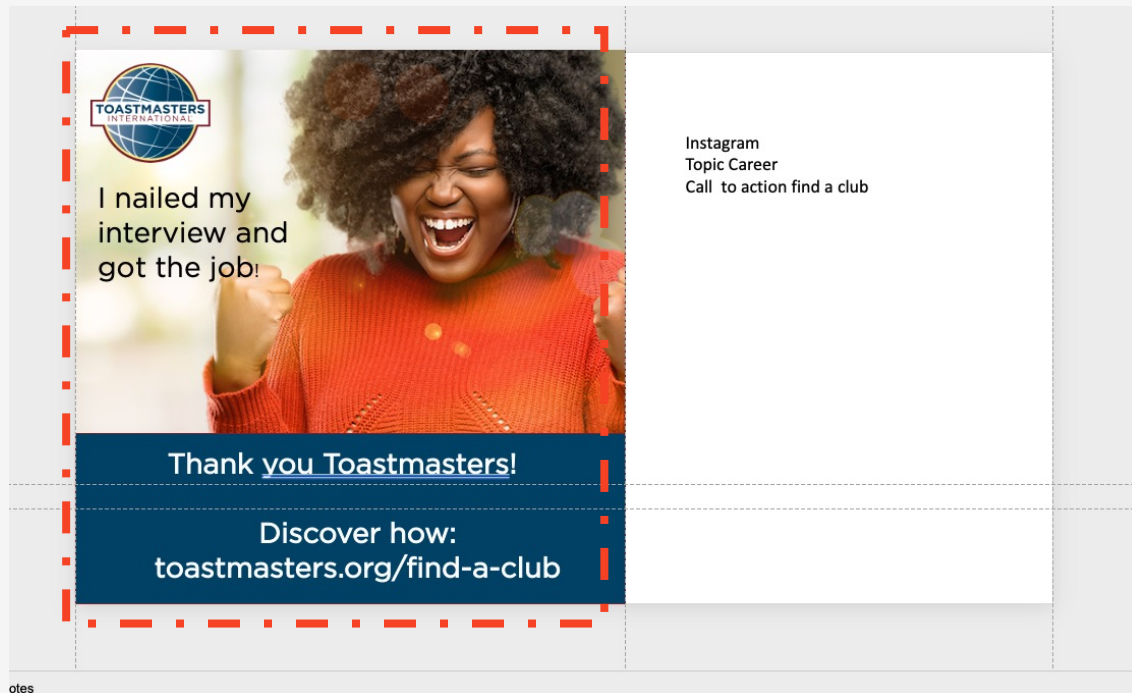
How I got the outcome

Call to action



# How it is Constructed

Follow the template guides for best results



1. Before you begin:
  - Download font, and images, determine your call to action/ messaging.
2. Open the Social Template (or follow the social media platform size requirements)
3. Design your slide
  - You can use the “Crop Tool” in ppt to fit your image in the desired size.
4. Post on social



# Pre-made images ready for club use

Visit D57 to find images you can use today to promote your club.



# Special Event

## D57tm.org

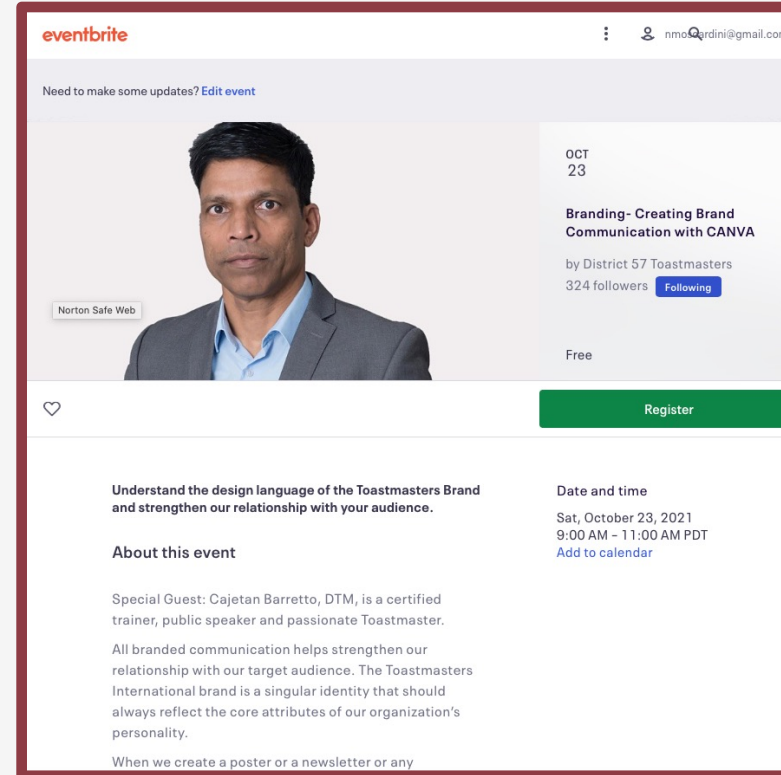
Creating Brand Communication with CANVA

**CAJETAN BARRETTO**

Distinguished Toastmaster

1. Introduction to CANVA
2. Mapping the TI design elements to CANVA  
Introduction to CANVA colors, fonts, shapes, elements, and photos.
3. Editing (30 Minutes) Align, Group, Ungroup, Rotate, Transparency, Gradients, Multiple Pages.
4. Question & Answer session (15 Minutes) If you use CANVA or another design program, this is an opportunity you will not want to miss!

## October 23, 9-11am

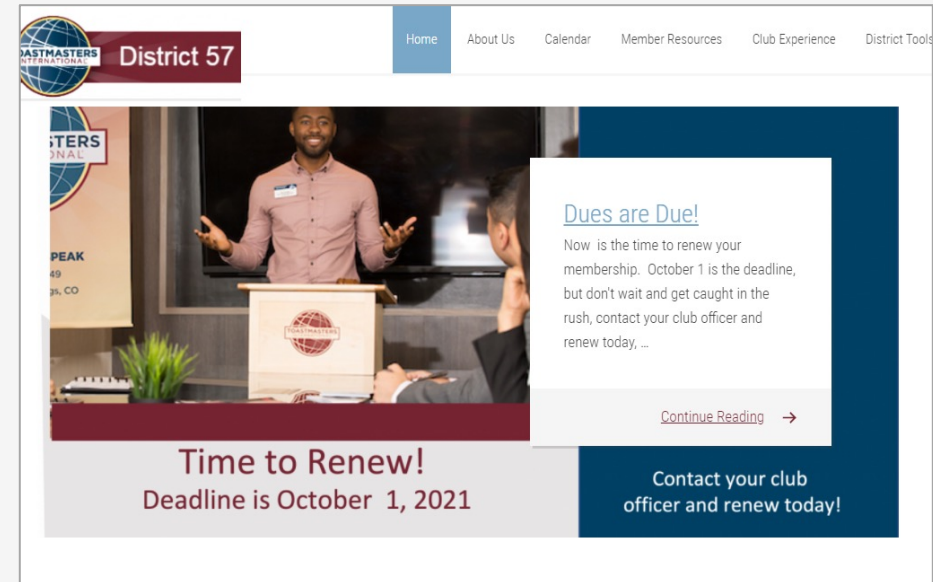


<https://www.eventbrite.com/e/branding-creating-brand-communication-with-canva-tickets-174814273197>

# Summary

- What people notice on a first impression
- How to access the brand manual
- How to download fonts/Images
- How to build an ad
- Invite to Toastmasters branding expert October 23, 2021

***Understand branding and build a relationship with your target audience.***



**D57tm.org**

More Info: D57 Newsletter, Email messages

Social: Facebook groups, Twitter, Instagram, LinkedIn

Contact us at [News@D57tm.org](mailto:News@D57tm.org)



**The strength of the brand is how we as ambassadors use it.**

**Thank you**

**News@D57tm.org**