

District 81

Caribbean Toastmasters

Siklo di Refreská pa VPRP

Aprobá pa Marka

Koló

Tipo di Lèter

Poster

Roslyn A. Douglas, DTM
- Mènedje Relashonista Públiko -

Mishon di Distrito

We build new clubs and support all clubs in achieving excellence.



Tarea di MRP

- **Protegá e marka di Toastmasters.**
- **Desaroyá un Plan pa Relashon Públiko**
- **Komuniká mensahe klave di Toastmasters**
- **Responsabel pa treinen di VPRP di klupnan den Distrito**
- **Promové Klupnan di Karibe kompleto**

Ròl di VPRP

- **Protegá e marka di Toastmasters.**
- **Desaroyá un Plan pa Relashon Públiko**
- **Komuniká mensahe klave di Toastmasters**
- **Kolaborá ku koleganan di tim Ehekutivo**
- **Promové bo klup den bo komunidad**

Agènda

1. Revisá kumplimentu di Marka
2. Revisá kolo i tipo di lèter di TI
3. Poster di Kumplimentu di Marka

Plataforma di Marka

Frase di idenfikashon

WHERE LEADERS ARE MADE

Balornan Klave

Integridat

Rèspèt

Servisio

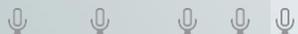
Ekselensia



Guia pa Imahen Visual



Visual



Logo

E logo di Toastmasters International ta un piesa integral di e identidat visual di e marka. Uzando esaki korektamente, ta yuda pa duna un eksperensia konsistente den tur e klupnan diverso i uniko, alabes mehorá rekonosementu di e marka.



Di koló



Shinishi



Blanku

Download

- Logo ta disponible pa download na www.toastmasters.org/Logos.

Distansia Liber



Mester mantené un distansia liber rondó di e logo ku ta pareu òf mas tantu ku “X”, e distansia figurá den e diagrama. Kaminda “X” ta e altura di e marka di lèter.



72 pixels
Web



3/4 inches
Print

Sais Mínimo

Logo Marka di Lèter



Distansia Liber



Mester mantené un distansisa liber rondo di e logo ku ta pareu òf mas tantu ku “X”, e distansia figurá den e diagrama. Kaminda “X” ta e altura di e marka di lèter.



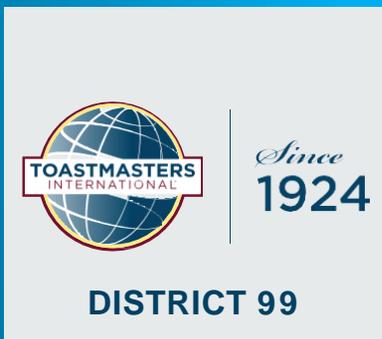
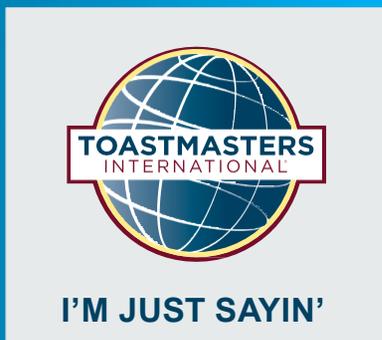
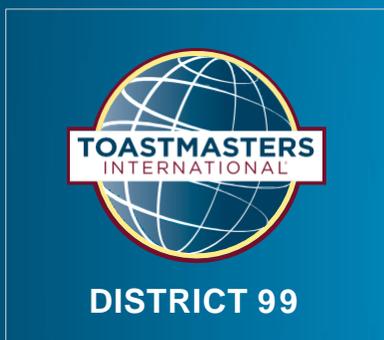
Download

■ Logo ta disponible pa download na www.toastmasters.org/Logos.



Logo Si i No

O Tur opshon riba e banda di pagina aki ta “si”; tur opshon riba e banda kontrali di e pagina aki ta “no”.  



No pone e logo skuin.



No rèk e logo foi porposhon



No kambia niun parti di e logo foi porposhon.



Logo No



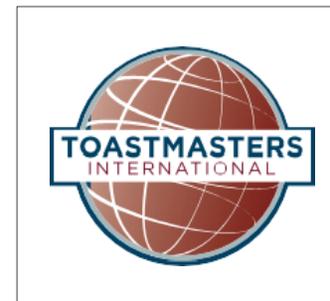
Tur opshon riba e banda
kontrali di e pagina aki ta “no.”



No kambia ni un
element di e logo



No adaptá òf krea un logo
pa klùp of Distrito.



No kambia kolonan di e logo.

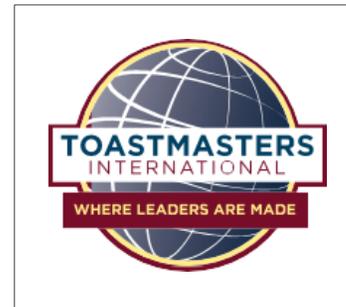
Logo No



Tur opshon riba e banda kontrali di e pagina aki ta “no.”



No pone e logo riba kolonan ku no ta kolonan di e palet di marka di kolo.



No pone niun slogan, simbolo, imahen riba e logo.



No pone un trasfondo floresente/ sombra tras di e logo



Palèt di Koló

Koló prinsipal

i

Kodigo
korespondiente



Koló pa aksentuá



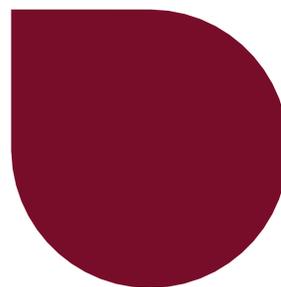
Hex #F2DF74

C0 M5 Y57 K0 R242

G223 B116

Pantone 127

- » Hexadecimal pa wèpsiat
- » CMYK pa proseso di 4 koló
- » Pantone™ colors
- » RGB uso digital



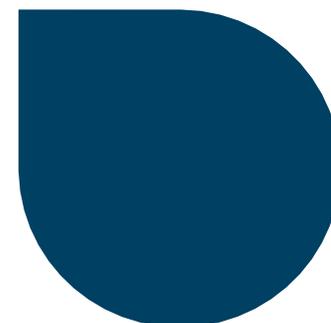
True Maroon

Hex #772432

C12 M95 Y59 K54

R119 G36 B50

Pantone 188



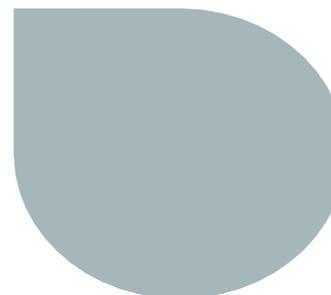
Loyal Blue

Hex #004165

C100 M43 Y12 K56

R0 G65 B101

Pantone 302



Cool Gray

Hex #A9B2B1

C23 M7 Y12 K18

R169 **G178** B177

Pantone 442



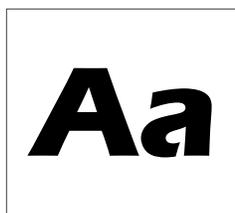
Fonts

These are the Toastmasters branded fonts:

Gotham

Gotham ta e tipo di lèter prinsipal di Toastmasters International. E hanchura i rastro geometriko di e tipo ta duna un konfianse sin duna un sentido di ta muchu strak ò digitalisá.

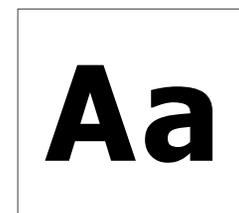
Gotham Examples



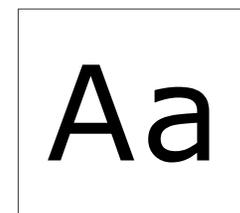
Ultra



Black



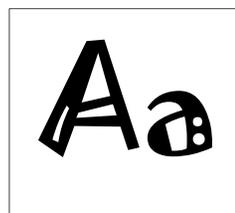
Bold



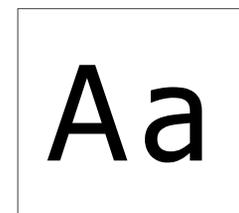
Medium



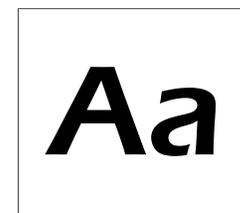
Book



Light



Extra Light



Thin



Fonts

These are the Toastmasters branded fonts:

Myriad Pro

Myriad Pro ta Toastmasters International su tipo do lèter pa usa den kurpa di un artíkulo manera den manual, pamfleta.

ALTERNATIVA GRATIS: Source Sans Pro

Arial ta un tipo di lèter 'terario' pa kurpa di teksto ku ta bin stèndert ku mayoria sistema.

Myriad Pro Examples

Aa

Black

Aa

Bold

Aa

Semibold

Aa

Regular

Aa

Light

- Source Sans Pro ta similar den aparenia ku Myriad Pro i ta disponibel gratis.
- Usa e [link](#) pa yega na akses na e tipo di lèter gratis di Sans Pro font.

Imahen i Potrèt

Ti un selekshon ampio di imahen aprobá pa marka Toastmasters na bo disposishon—inspirá i sea inspirá!



FAQ

Klup i Distritonan por krea nan propio logo, tema, i/òf dicho?

Disafortunadamente, no.

Nos tin kompreshon ku kada klup i kada Distrito ta úniko riba su mes; sinenbargo logo i lema individual ta krea hopi konfushon i ta disminuí e poder di e

 marka.

Refiriendo na kolonan, **True Maroon** ta designá pa Distrito i **Loyal Blue** ta designá pa klubnan?

Den pasado nos tabata mantene e distinshon aki, pero esaki no ta aplikabel mas.

Kada Distrito ta liber pa usa e koló primario di su preferensia.

Distrito 8I ta usa True Maroon