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ABSTRACT OF THE DISCLOSURE

A toner for developing an electrostatic image includes: a binder resin, a colorant and a wax. The toner is designed to have (a) a storage modulus at 100 °C (G'_{100}) of $1x10^4$ Pa to $5x10^4$ Pa, and (b) a storage modulus at 60 °C (G'_{60}) and a storage modulus at 70 °C (G'_{70}) providing a ratio (G'_{60}/G'_{70}) of at least 30. Because of the rheological properties, the toner shows a good fixability even at a high colorant content and shows an improved fixability immediately after power supply to a fixing device in a cold environment. The binder resin may preferably include a low-modulus component and a high-modulus component. The wax may preferably include a high-melting point wax component and a low-melting point wax component.

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