



MAA

MATHEMATICAL ASSOCIATION OF AMERICA


B R A N D G U I D E



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WHO WE ARE

The Mathematical Association of America is the world's largest community of mathematicians, students, and enthusiasts.

WHAT WE DO

We further the understanding of our world through mathematics.

WHY IT MATTERS

Mathematics drives society and shapes our lives.





The Mathematical Association of America's mission is to advance the understanding of mathematics, and its impact on our world.

Each member of our team—from the customer service representatives to the executive director—takes personal ownership in the success of our programs and member benefits. Our people are our best asset and thus, everyone at the Mathematical Association of America has a voice. We encourage our team to be curious. We want them to connect the dots and see that math is exciting and accessible to everyone.

Above all else, we share the core values of the MAA: Community, Inclusivity, Communications, and Teaching & Learning. Each MAA employee feels tremendous pride in the quality and integrity of our work. We nurture a caring attitude for each other, for our members, and for all the people we encounter.



MAA

OUR VISION

We envision a society that values the power and beauty of mathematics and fully realizes its potential to promote human flourishing.



Introduction to Our Brand



**Math is
everywhere.**



Who Is Our Audience?

Our members include university, college, middle, and high school mathematics professors and teachers; graduate and undergraduate students; pure and applied mathematicians; computer scientists; statisticians; and many others in academia, government, business, and industry. We welcome all who are interested in the mathematical sciences.

We take pride in empowering our members to overcome obstacles, so they can break through barriers of problem-solving.

Our Audience is Mathematicians:

▸ Mathematical Sciences Professors

▸ Business, Industry, and Government Professionals

▸ Students

▸ K-12 Teachers

▸ Members

▸ Math Enthusiasts

Our Core Values



Community

- ▶ Cultivates participation in mathematics through outreach and partnership.
- ▶ Strengthens community through collaborative activities for mathematics professionals, students, and enthusiasts at all levels.



Communication

- ▶ Advances creative discoveries in mathematics and communicates them to the world.
- ▶ Communicates the role of mathematics in a changing society.



Inclusivity

- ▶ Advocates inclusivity and celebrates diversity by promoting mathematics for all.
- ▶ Broadens access to mathematics through initiatives to engage diverse audiences.



Teaching & Learning

- ▶ Fosters the open exchange of ideas about the teaching and learning of mathematics.
- ▶ Develops and promotes research-based instructional resources and practices.



Our Brand Voice

**Our brand is
how members
see us.**



The MAA Style of Writing & Tone of Voice

The MAA is upbeat, part of the community, enthusiastic, embraces pop culture, easy to understand, sense of wonder, cerebral and friendly. The MAA is approachable, articulate, and friendly.



The MAA's Vocabulary / Themes

ALWAYS

If your brand was a human, what would it ALWAYS say, be and do?

ALWAYS SAY

"Welcome!" At the MAA, everyone is appreciated and included.

ALWAYS BE

- Inclusive of all levels
- Fun
- Responsible
- Enthusiastic
- Open to making mistakes
- Innovative
- Persistent
- Proactive and forward-thinking, not reactionary
- Interactive
- Relatable
- Evolving
- Analytical
- Cool-headed
- Perceptive

ALWAYS DO

- Relate daily things to math
- Make math enjoyable and inclusive
- Listen, make sure members/audience feel like their thoughts are heard
- Deliver excellent products
- Be creative, try something new
- Tell stories in pictures
- Tell human interest stories

NEVER

If your brand was a human, what would it NEVER say, be and do?

NEVER SAY

- "I don't know"

NEVER BE

- Condescending

NEVER DO

- Present math as elitist and exclusionary
- Make people feel anxious, foolish or inadequate
- Present math as a discipline for geniuses or perpetuate the myth of genius

The MAA's Content Voice

As advocates and representatives of the MAA brand, use the following three buckets as a guideline when sharing content, writing emails and messages, facilitating discussions, and phone calls.

Using only one will not fit the brand, but when mixed together, the brand voice will be absolutely clear. This is an easy way to make decisions about how and what to share with the community.

Our brand is what gets people talking about us.

It's what inspires people to join us, refer us, recommend us, message us, email us, and tweet us!

Branding is a Feeling, What Are Ours?

Yes, branding includes the logo and colors but it's more about how people feel about us in every interaction—even our well-branded office. Branding should be integral to our organization from the very beginning.

When "on brand," our members, fans, and followers will feel:

- Like we have the answers or will work with them to find the answers
- Excitement
- Trust
- Community

The Three Buckets

<p>BUCKET 1 Friendly</p>	<ul style="list-style-type: none"> • Approachable • Accessible • Excited • Easy to work with • Inviting • Open 	<ul style="list-style-type: none"> • Welcoming • Resourceful • Connect • Collaborate • Inclusive • Approachable
<p>BUCKET 2 Authoritative</p>	<ul style="list-style-type: none"> • Not condescending • Grounded in real life • Giving the facts • Credible 	<ul style="list-style-type: none"> • Accessible • Resourceful • Confident • Experienced
<p>BUCKET 3 Quirky</p>	<ul style="list-style-type: none"> • But not wacky • Funny • Fun • Not a stereotype 	<ul style="list-style-type: none"> • Embrace nerdy • Offbeat • Unique

If your content does not fit into at least two buckets, then it is not "on brand."



The MAA Positioning Statement

The MAA Quick Pitch to Start a Conversation

1. Conversation starter.

Do you like math?

2. What is your company?

The MAA is the world's largest community of mathematicians, students, and enthusiasts.

3. Who do you serve and how?

We advance the understanding of mathematics, and its impact on our world, because math is a part of everyday life.

4. What do you do?

I am _____, the _____ and it's my job to _____.
Your Name *Your Title*

(This will change depending on the person in the organization)

PRACTICE

Do you like math?

The MAA is the world's largest community of mathematicians, students, and enthusiasts. We advance the understanding of mathematics, and its impact on our world, because math is a part of everyday life. My name is _____ and it's my job to _____.



Applying Our Brand Voice with Style

Your organization evokes a feeling. Every word you write. Every conversation you have will create your branded feeling. The best way to do that is through great content.

Branding
is a feeling.

The Four Tenets of Great Content

Great content **EDUCATES.**

It teaches your reader something. It gives them new information they wouldn't otherwise find. You have learned about your profession for years and have great things to teach people. It may seem simple to you. It may seem like everyone else has already written or taught it. However, your audience will want to hear it from your perspective—your voice.

Great content **MOTIVATES.**

It inspires them to do something they would not otherwise do. It gives them a reason to make something happen. You push them to do something they've never realized was possible by giving them the possibilities in a way they've never heard. Your audiences are searching for this and they'll remember you for giving it to them. As a result, they will come back every time they need it.

Great content **INSPIRES.**

It gives them light bulb moments or new ideas. It shows them what they've been missing all along. It lets them know there is something bigger out there for them and that they can go get it. It makes them think of things in a different light.

Great content **ENGAGES.**

It gives them a way to connect with you or others. It makes them want to share it with others, leave a comment, or let you know personally what they thought. If the content is engaging, it's less likely someone will skim it—they'll want to do something with it.



Our Logo



Primary Logo

The MAA logo is composed of three parts: the MAA mark or Icosahedron®, the MAA acronym, and the full name of the association. These components are always placed in the same location and should never be altered in any way.

The MAA Logo must always be production ready art and should never be recreated.

The MAA Icosahedron® logo is a registered trademark of the Mathematical Association of America. Written approval is required for use of any MAA logos. For further information, please contact the Communications Team at communications@maa.org.



Primary Color Palette

The logo should only be used in PMS 286, black or white. If the logo is used on a dark background, the spelled out name should be white. As a rule of thumb, the triangle at the bottom of the icosahedron should always be printed in the same color as the acronym and the spelled out association name.





Identity System

1. Primary Logo

2. MAA Mark and Acronym

The MAA logo without the Full Name below logo must always be production ready art and should never be recreated. This version should be used for internal MAA documents.

3. MAA Acronym

The MAA Acronym should only be used internally or for special situations such as book spines, specialty merchandise items where the full logo doesn't fit (lanyards, pens, etc.). If you are unsure or have questions, please email the Communications Team at communications@maa.org.

4. MAA Watermark

The MAA Icosahedron may only be used as a standalone if it is used as a watermark. These watermarks, standard on most MAA letterhead, must be screen backed and only at 10%.

①



②



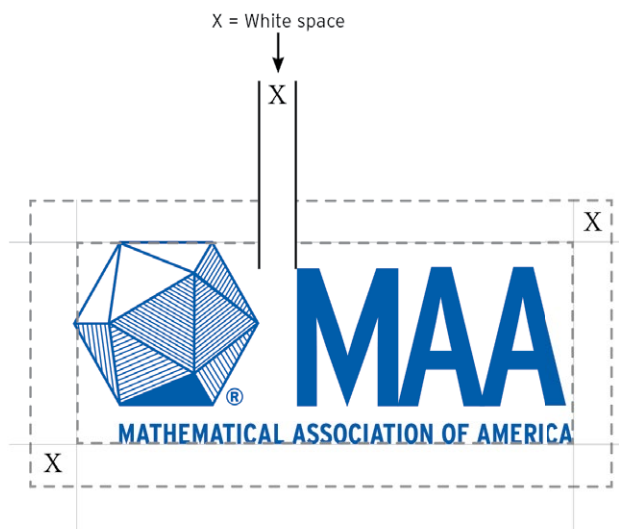
③



④



Logo Use



White Space

In order for the MAA logo signature to have its desired impact and strength, a minimum of white space should surround it. Other graphic elements should not invade this space. The minimum space is a set measurement determined in the logo and is defined as X. The X will change proportionally as the signature increases and decreases in size. The bottom example illustrates the proportional decrease in white space when compared to the top example.

Minimum Size

The MAA logo, Full Name and Mark or Icosahedron® have a minimum size of readability. This standard is set in an effort to consistently present signatures in a legible format. In particular, the spelling out of the Full Name, Mathematical Association of America, could be compromised if this rule is not observed.

To use the Full Name of the association with the Mark and/or Acronym, the minimum size should be 1.5 inches in width. To allow for flexibility, the Mark and/or Acronym should be used without the Full Name for any application when it is smaller.

The minimum readable size for the Mark and Acronym together is 1.0 inch in width.

The Acronym by itself will be readable down to a much smaller size. Therefore, for all MAA Logos smaller than 1.0 inch, we advise the implementation of just the Acronym. Again, good judgment must be used to ensure readability.



Incorrect Usage

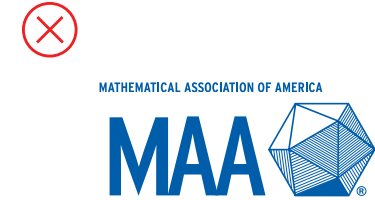
The examples on this page illustrate some incorrect variations of the MAA Signature.



It is incorrect to change the proportions or to skew any element of the MAA Logo for any reason.



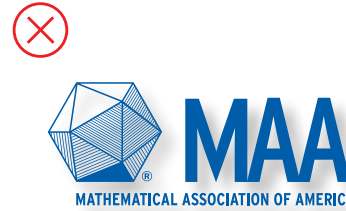
It is incorrect to change the axis or stack the MAA Acronym vertically for any reason.



It is incorrect to change the placement of the Mark or Full Name in relation to the Acronym.



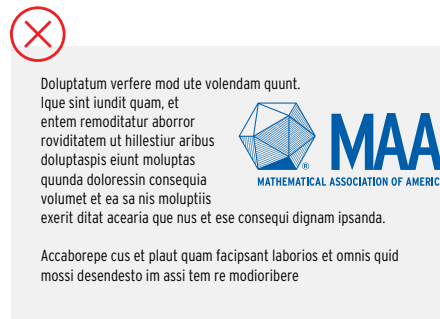
It is incorrect to change the size ratio between the mark and acronym.



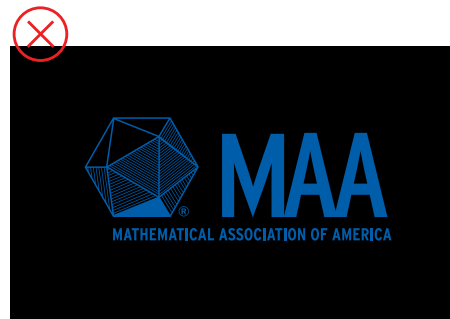
It is incorrect to treat the MAA logo with any special effects.



It is incorrect to use any colors other than PMS 286, black or white.



It is incorrect to wrap text around any MAA Logo.



It is incorrect to place a blue or black MAA logo on dark backgrounds.



It is incorrect to place the MAA logo on the busy areas of photography.

Our Color Palette



Color Palette

The MAA color palette consists of a primary and secondary color palette. The consistent use of these colors will create recognition and strengthen the MAA's identity.

The supportive color palette is created by screening the secondary palette. This allows for greater flexibility within these guidelines. The MAA logo should always be shown/printed at 100% and never screened back. Examples of when screens could be used to enhance design would be (catalogs, brochures, fliers, covers, ads etc.). Screens are shown from 100% down to 10%.

MAA Blue

PMS 286 C
 CMYK: 100, 66, 0, 2
 RGB: 0, 93, 170
 #005DAA

Orange

PMS 151C
 CMYK: 0, 60, 100, 0
 RGB: 245, 130, 32
 #f5821f

Gold

PMS 7409 C
 CMYK: 2, 33, 99, 0
 RGB: 246, 177, 29
 #f6b11c

Yellow

PMS 129 C
 CMYK: 4, 16, 87, 0
 RGB: 246, 207, 62
 #f6cf3d

Teal

PMS 3272 C
 CMYK: 80, 14, 44, 0
 RGB: 0, 162, 156
 #00a29c

Sky

PMS 2925 C
 CMYK: 75, 25, 0, 0
 RGB: 28, 154, 214
 #1b99d6

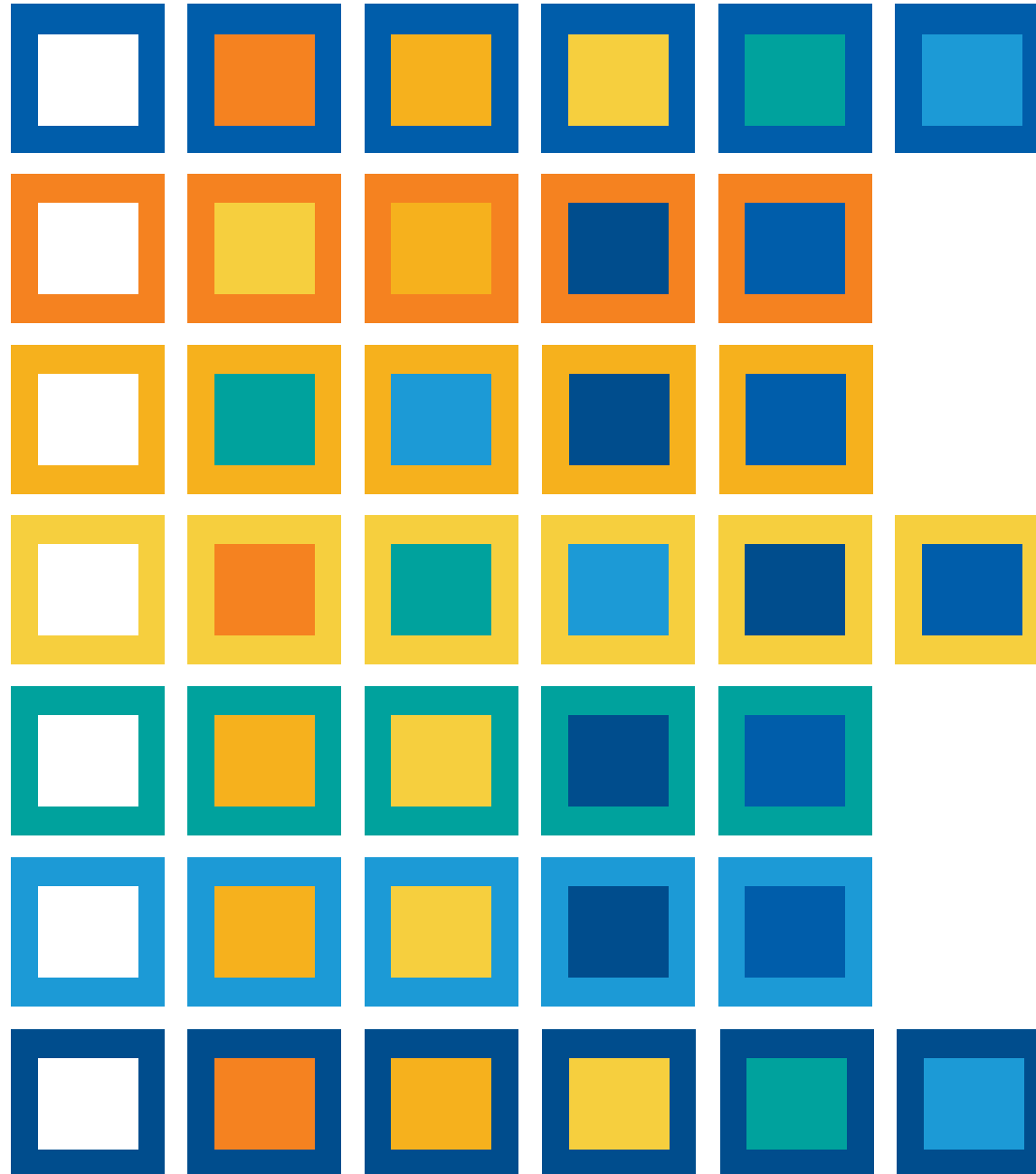
Dark Blue

PMS 2728 C
 CMYK: 100, 63, 0, 25
 RGB: 0, 77, 141
 #004d8d

Orange	Gold	Yellow	Teal	Sky	Dark Blue
PMS 151C CMYK: 0, 60, 100, 0 RGB: 245, 130, 32 #f5821f	PMS 7409 C CMYK: 2, 33, 99, 0 RGB: 246, 177, 29 #f6b11c	PMS 129 C CMYK: 4, 16, 87, 0 RGB: 246, 207, 62 #f6cf3d	PMS 3272 C CMYK: 80, 14, 44, 0 RGB: 0, 162, 156 #00a29c	PMS 2925 C CMYK: 75, 25, 0, 0 RGB: 28, 154, 214 #1b99d6	PMS 2728 C CMYK: 100, 63, 0, 25 RGB: 0, 77, 141 #004d8d
80%	80%	80%	80%	80%	80%
60%	60%	60%	60%	60%	60%
40%	40%	40%	40%	40%	40%
20%	20%	20%	20%	20%	20%
8%	8%	8%	8%	8%	8%

Color Pairings

When color is applied, it is important to use it effectively. Pairing colors within the MAA color palette should be carefully used to ensure that there is enough contrast and that the content within the composition is legible for its format. Reference the color pairing chart for best color use.



Typography Standards



Main Typeface

The MAA typography consists of two typefaces: Interstate and Interstate condensed (sans serif) and Minion Pro (serif). Both typefaces come in a variety of weights and offer flexibility of use. Commitment to these typefaces will create a consistent and strong identity.

The Interstate font should always be used for the MAA logo and stationery, and is recommended on large banners. These are the approved MAA Sans Serif Faces. Included are: Interstate Light Condensed, Interstate Regular Condensed, Interstate Bold Condensed, Interstate Light, Interstate Light Italic, Interstate Regular, Interstate Regular Italic, Interstate Bold, and Interstate Bold Italic.

There are no other sans serif faces approved. Sans serif faces may be used for short bodies of copy and large headings. Additionally, a condensed face has been included to accommodate tight spaces. **The alternative typeface that can be substituted if you do not have Interstate on your computer system is Arial.** Examples of font usage may include the MAA logo, banners, and stationery.

Interstate

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Thin
Thin Italic
Extra Light
Extra Light Italic
Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic
Ultra Black
Ultra Black Italic

Interstate Condensed

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Condensed Thin
Condensed Extra Light
Condensed Light
Condensed Light Italic
Condensed Regular
Condensed Regular Italic
Condensed Bold
Condensed Bold Italic
Condensed Black
Condensed Black Italic
Condensed Ultra Black

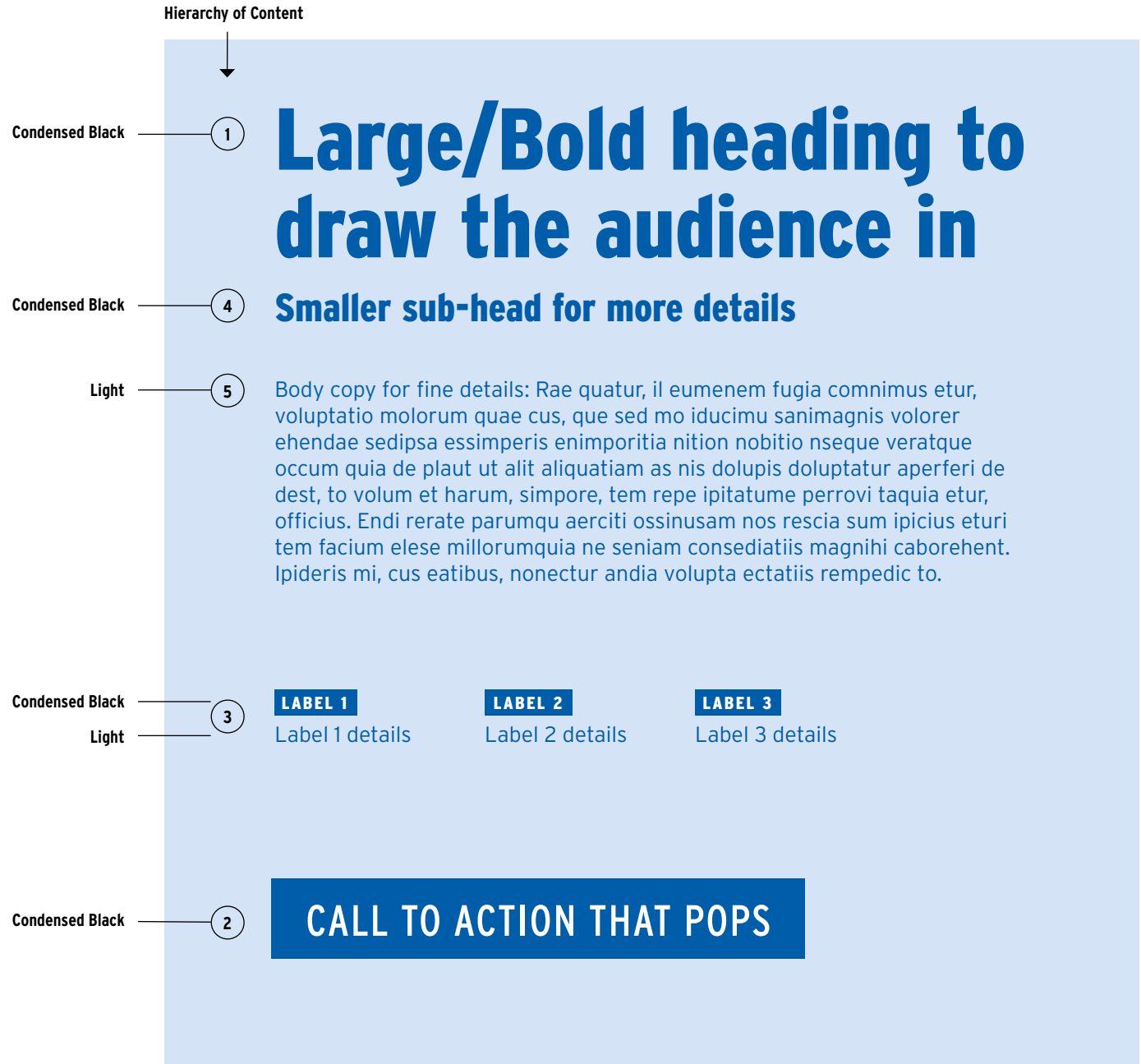
Interstate Compressed

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Compressed Thin
Compressed Extra Light
Compressed Light
Compressed Regular
Compressed Bold
Compressed Black
Compressed Ultra Black

Building Hierarchy

The hierarchy and flow of content should always be considered when designing a layout to ensure the message gets delivered to the audience. A rule of thumb would be to highlight an engaging headline to excite the audience using large/bold fonts, followed by the call-to-action to underline the purpose of the piece.



Secondary Typeface

In addition to Interstate (sans serif), Minion Pro (serif) is an approved typeface for MAA typography and should be used in brochures, catalogs, postcards, etc.

These are the approved MAA Serif Faces. Included are: Minion Pro Regular, Minion Pro Italic, Minion Pro Medium, Minion Pro Medium Italic, Minion Pro Bold, Minion Pro Semi Bold, Minion Pro Semi Bold Italic, Minion Pro Bold Italic, Minion Pro Bold Condensed, and Minion Pro Bold Condensed Italic. There are no other serif faces that are in congruence with the MAA visual identity system. Serif faces may be used for long body copy due to their increased readability. We also require that no serif faces be used for headlines greater than 13 points.

The alternative typeface that can be substituted if you do not have Minion Pro on your computer system is Times New Roman.

Commitment to these typefaces will reinforce a consistent and strong identity.

Minion Pro

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Regular

Italic

Medium

Medium Italic

Semi Bold

Semi Bold Italic

Bold

Bold Italic

Bold Condensed

Bold Condensed Italic

Graphic Elements

Foreground Elements

Diagonal lines are a key graphic element to the MAA brand. It is used within the MAA logomark, the Icosahedron, and represents how math is like a thread that ties us all together. These lines can be used in a composition to add visual interest, but not in a way that distracts from the content. Examples are shown on how the MAA thread can be used:

1. Colored thread bleeding off a corner

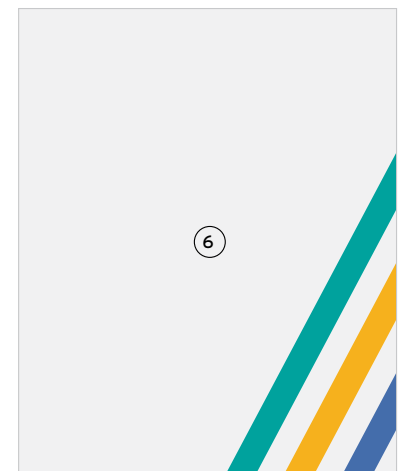
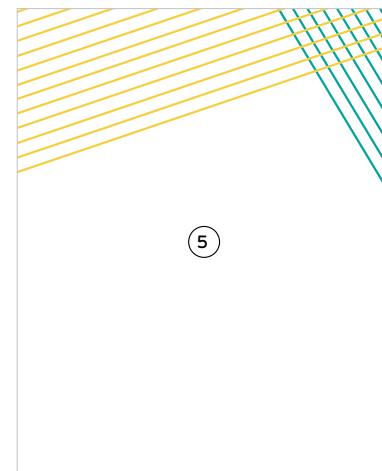
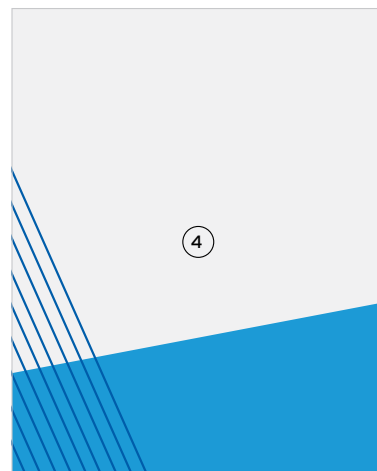
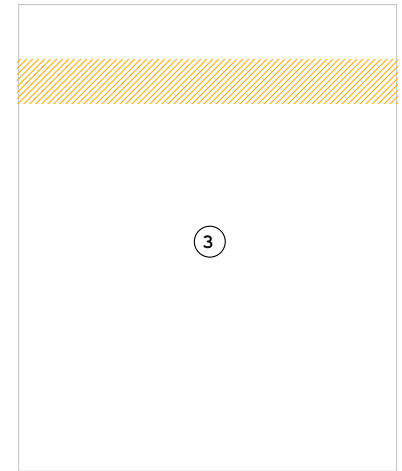
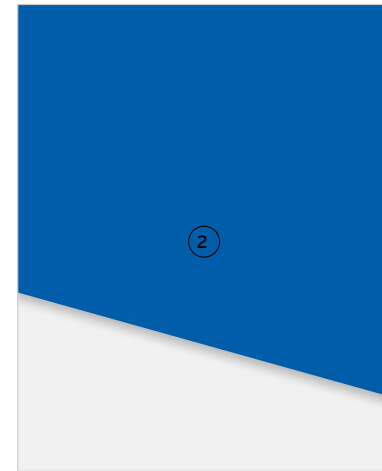
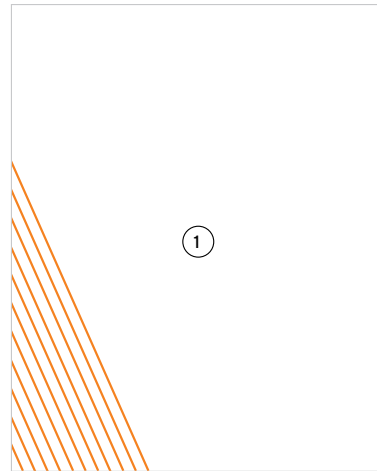
2. Angled shape

3. Thread contained in a bar or shape.

4. Layered angled shape and thread

5. Layered threads

6. Macro view of thread



Background Elements

MAA brand elements can also be used in the background to add visual interest to the layout and highlight or organize content. These examples give the foundation of how elements can be added to the background:

1. MAA Icosahedron watermark

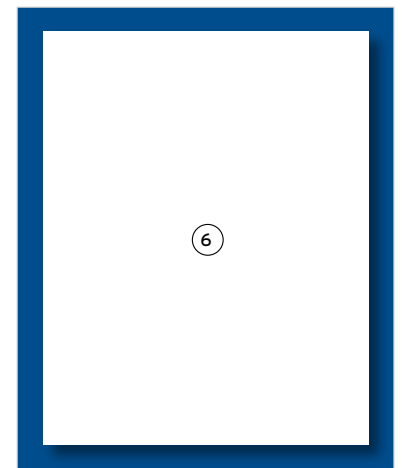
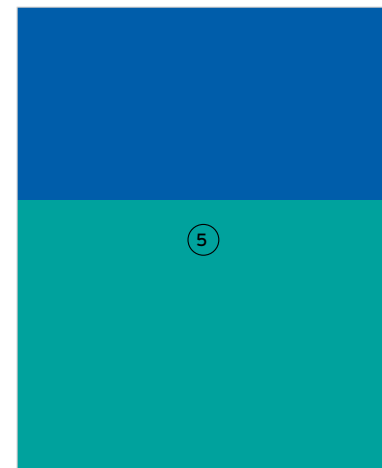
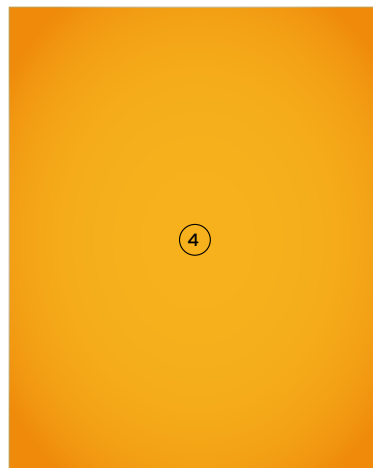
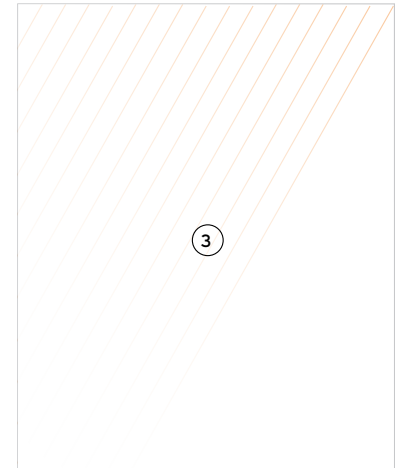
2. Thin thread background

3. Gradient thread

4. Gradient color block

5. Two-tone blocks

6. Layered shapes



Brand Application



Collateral

An important component of the visual image of the MAA is the system for stationery. All departments and offices should use letterhead, envelopes, business cards, and other related materials in the style shown on this page.

All of MAA's collateral features the logo in the upper left corner in MAA blue, PMS 286. All other text is in black.

Letterhead, envelopes, business cards, and most business materials should all be printed on white 20lb long grain. For large mailings (more than 500), a commodity grade of white paper may be used. The letterhead is also available in a smaller monarch size with matching envelope that may be used for personal notes, typically available to the Executive Department.

Microsoft Word document templates will be supplied for letterhead for uses in email and letter drafting in a shared drive (\\format) (Z:) MAA_Graphics.





Letterhead Format

The placement of text on MAA letterhead is a visual complement to the design of the placement of the graphic elements. The left margin of the text should be 1 inch from the left of the page, and the right margin should be 1 inch from the right edge of the page. Both the header and the footer should be 1/2 inch from the top and bottom of the page.

Preferred body font for type, if using Microsoft Word, is Minion Pro. The alternative typeface that can be substituted if you do not have Minion Pro on your computer system is Times New Roman.

1 inch

1/2 inch

 **MAA** MATHEMATICAL ASSOCIATION OF AMERICA

Dear Member

Luptae sequiae nullaut ad quisqui core quam doloris soloratis colorep erovid que sint est, omnim elestiureste omni idebisquunt od moluptae est, sam, eaquodita quaturiti dolecerion cus consequae dem esequid quias accaboribus et quodi derum eossus reitur? Quiam, everro odit et re nus quo moditatur aliam, te cum in nimaximusdae et atiumet optia quo beaquat iaeceatum fugia nost modicae quo di officie nienden dundaep raerumquibus quatibea veribus sinciliti blab ipsa volupta tumquaerum sint fuga. Esseres sunt et faccusam quam untibusa quidelecum quamus simosap eribus dolorest quostium antempero.

Elecus, etur, toreptat inci voles delest, volum re vitiae porese voloreceatur, quiam quis eaquas nonserchil idel eserumque velectat porem istrum di as et quaten qui conserum facita con rem faccupa nim sus sequossitia aut pos utemquia quuntem quatur? Ehenis con cum, corem andita qui veliquidunt idenitati as autem dit labore nimus ducitur, consequo qui quam, undem fugia dem idipsum duci aliqui berunde ntiuritat volorepuditi optati blabo. Nat quiam faciis explias impelent etur molor arciur reptatium eos re nobit, cullaborrum ausdaec turio. Nis diae minvelesto quatem ium fuga. Et harchit onmod mi, ut aut qua.

Odi consequi asperit faccusa ndunduntecti quatiur alis molo odio. Accupta nis derio beratusciam sitio. Itae volorbisam hiciendus impos di nobitiam facera cus et alis nostem re voloriorerum que pos prore acculliquis ne volorum aut est la sequi quias que volupta tibudant este minveratur, sinvendus commilitas eaturem que venis aceaqui omni cupta volorit atiam, que eos excea velent as eatent fugit, to beaquo blatemporis et as si bea quam rem que nus, simagni conserum re poreptus et dolore pedigent harchil inis nonsect oreium rerias cliquas

Sincerely,

Cheryl Adams
Marketing

1529 Eighteenth St., NW • Washington, DC 20036 • Phone: 202-387-5200 • Fax: 202-265-2334 • member@maa.org • www.maa.org

1/2 inch

1 inch



Business Card Format For Staff

The placement of text on the MAA business card is a visual complement to the design of the placement of the graphic elements. The left margin of the text should be a 2 inches from the left edge of the card, and a 5/8 inch from the top of the card. Name and title align with "M" in Mathematical. Preferred type font is Interstate Bold Condensed and Interstate Light Condensed.

Sample cards at the left illustrate a card style with name and short title (top), and a card with name and long title (bottom).



front of card



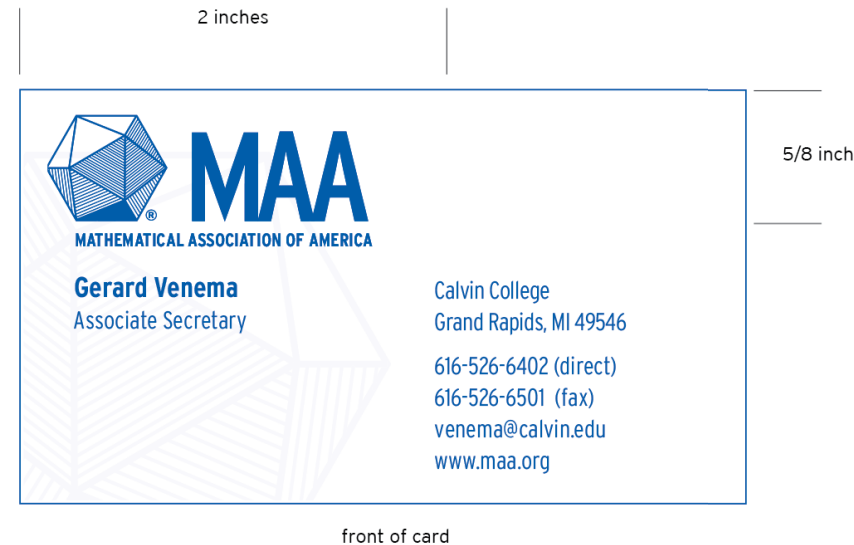
front of card



Business Card Format For Board

The placement of text on the MAA business card is a visual complement to the design of the placement of the graphic elements. The left margin of the text should be 2 inches from the left edge of the card, and a 5/8 inch from the top of the card. Name and title align with "M" in Mathematical. Preferred type font is Interstate Bold Condensed and Interstate Light Condensed.

Sample cards at the left illustrate a card style with name and short title (top), and a card with name and long title (bottom).





Email Signatures

The Email Signatures should appear at the bottom left following every email. Email signatures will be personalized for each employee. Color, size, and clear space specifications should be followed at all times. Type size should be 8 pt. Arial Bold and Arial Regular. The employee's name and title, as well as 'Mathematical Association of America' should be bold. The Communications Team will provide updated signatures at a maximum of four times a year. The MAA logo can be downloaded from the website (maa.org/maa-graphics-library).

Signature Example:



Kristen D. Vu
Director of Communications and Development

Mathematical Association of America
Phone: 202.319.8497
maa.org

Sub-Brands

MAA American Mathematics Competitions

Approximately 300,000 students participate in the MAA American Mathematics Competitions each year, which leads the nation in strengthening the mathematical capabilities of the next generation of problem solvers.

The program begins at the middle school level of competition, AMC 8, and extends through high school with the AMC 10 and AMC 12. Finally, the students with top scores are invited to take a series of invitational exams culminating in the USA Mathematical Olympiad and the International Mathematical Olympiad.

The MAA American Mathematics Competitions welcome students, parents, teachers, and administrators with an interest in mathematical problem solving.

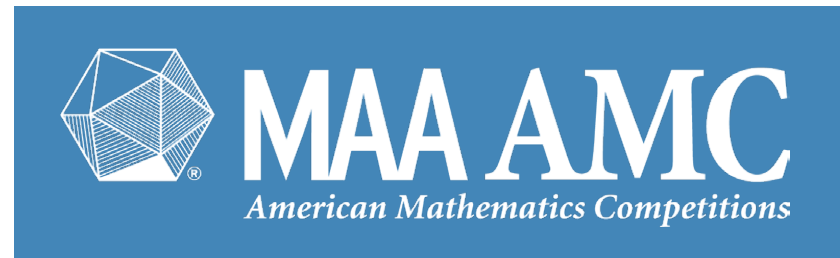
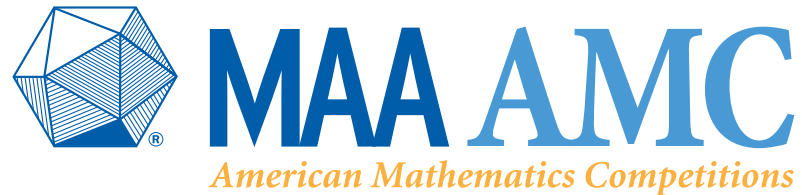
1. Primary Logo

Priority should always be given to the full-color logo when possible.

2. AMC Mark and Acronym

The AMC logo without the Full Name below logo must always be production ready art and should never be recreated. This version should be used for internal AMC documents or as a watermark when Primary logo is used.

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②

AMC

MAA AMC: Brand Elements

The AMC sub-brand uses a set of key elements to build its own recognition within MAA. Muted colors are primarily used in combination with the main MAA blue. Minion Pro is the primary typefaced used, in combination with Interstate.

Color Palette

PMS 286 C CMYK: 100, 66, 0, 2 RGB: 0, 93, 170 #005DAA	PMS 2171 C CMYK: 67, 28, 0, 16 RGB: 67, 134, 184 #4386b8	PMS 4008 C CMYK: 0, 35, 85, 0 RGB: 251, 176, 64 #fbb040
PMS 2015 C CMYK: 0, 14, 23, 2 RGB: 247, 216, 189 #0f7d8bd	PMS 7401 C CMYK: 0, 2, 14, 2 RGB: 249, 240, 216 #f9f0d8	Black 10%

Typography

Aa Bb Cc

Minion Pro

Aa Bb Cc

Interstate / Interstate Condensed

MAA AMC: Brand Application



Host the
MAA AMC
at your college
or university

The Mathematical Association of America is committed to developing essential problem-solving and analytical skills for students around the world. Over 300,000 students take the MAA American Mathematics Competitions each year. Join this mission and become a host school in your community for MAA AMC.

MAA AMC can help you reach students and assist with your recruiting efforts. Hosting an AMC Competition can be used as:

- A recruitment tool for STEM geared students during your open houses;
- Part of your school's existing competition day;
- A great way to connect your school to your local community.

Sign up to today!
amcinfo@maa.org



I am the **STEM!** in
STEM!
American Mathematics Competitions

Calling All Alumni

Have you ever taken the MAA American Mathematics Competitions or William Lowell Putnam Mathematical Competition? We want to hear from you.

How did it influence your career path?

What was your experience with the competitions?

What advice would you give future competition participants?

MAA AMC
American Mathematics Competitions

AMC 8
Competition Date: NOV. 12, 2019

AMC 10/12 A
Competition Date: JAN. 30, 2020

AMC 10/12 B
Competition Date: FEB. 5, 2020

Be the M in STEM REGISTER NOW →

MAA AMC
American Mathematics Competitions

AMC 8
Regular Registration Deadline: OCT. 29, 2019

AMC 10/12 A
Regular Registration Deadline: DEC. 15, 2019

AMC 10/12 B
Regular Registration Deadline: JAN. 9, 2020

Be the M in STEM REGISTER NOW

I am the **STEM!** in
STEM!
American Mathematics Competitions

Help your students succeed.
Register your class for #AMCmath!

AMC 8 Regular Registration Deadline: OCT. 29, 2019 Competition Date: NOV. 12, 2019	AMC 10/12 A Regular Registration Deadline: DEC. 15, 2019 Competition Date: JAN. 30, 2020	AMC 10/12 B Regular Registration Deadline: JAN. 9, 2020 Competition Date: FEB. 5, 2020
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MAA AMC
American Mathematics Competitions

Register at amc-reg.maa.org

MAA MathFest

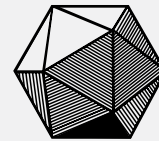
MAA MathFest, the annual meeting of the Mathematical Association of America, brings together math educators, industry leaders, students, and math enthusiasts from across the world to share the latest in mathematical research and education.

MAA MathFest is trademarked by the Mathematical Association of America and the complete title should always be used.

1. Primary Logo

2. Alternate - Stacked logo

①

**MAA MATHFEST****MAA MATHFEST****MAA MATHFEST**

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MAA MathFest: Brand Elements

The MAA MathFest sub-brand changes annually, but still has a foundation of key elements. The primary color used to represent MathFest is purple and can be paired every year with a different highlight color within the MAA secondary color palette. MAA MathFest follows the same typography standards as the MAA brand.

MAA MathFest Color Palette

PMS 2593 C CMYK: 55, 100, 0, 15 RGB: 120, 29, 126 #781d7e	85%	100%
	65%	75%
	45%	50%
	25%	25%
	10%	10%

Additional Highlight Options



Typography

Aa Bb Cc

Interstate

Aa Bb Cc

Interstate Condensed

MAA MathFest: Brand Application

2019 Color Palette:



SAVE THE DATE

MAA MATHFEST
JULY 31 - AUG. 3, 2019

MAA MathFest heads to
Cincinnati, Ohio
in 2019

Visit maa.org/mathfest to learn about the speakers, panels, sessions, and more for mathematicians, students, and enthusiasts.



MAA MATHFEST
JULY 31 - AUG. 3, 2019

CINCINNATI, OHIO

Informative speakers. Engaging topics.



Rochelle Gutiérrez
University of Illinois



Erik Demaine
Massachusetts Institute of Technology



Irena Swanson
Reed College

Visit maa.org/mathfest

Special Events at the MAA Pavilion

Check out the member engagement events happening in the MAA Pavilion. You'll find a diverse selection of events and activities for the mathematical community who are curious to learn more about the various programs offered by MAA. All are welcome.

There's something for everyone!

- On-the-Spot Caricature Illustrations**
Wednesday, January 16, 12:15 - 4:00 pm
ORGANIZES: Kerry G. Johnson, Caricaturist
- Gathering 4 Gardner**
Thursday, January 17, 10:30 - 11:30 am
Friday, January 18, 12:30 - 1:30 pm
ORGANIZES: Jason Rosenhouse, Laura Taalman, Bob Bosch, Susan Windstrom, Oscar Levin, Robert Vallin, and others
- Mathematical Outreach Exchange**
Thursday, January 17, 12:15 - 1:00 pm
ORGANIZES: Rachelle DeCoste, Rosalie Dance, and Nancy Neudauer
- MAA Journals: Connect, Engage, Publish**
Thursday, January 17, 4:00 - 5:00 pm
ORGANIZES: MAA Journal Editors, Susan Jane Colley, Dominic Klyve, and Jason Rosenhouse
- Meet SIGMAA-Rec**
Friday, January 18, 10:00 am - 12:00 pm
ORGANIZES: Robert Vallin, SIGMAA on Recreational Mathematics
- MAA Project NEXT Turns 25!**
Friday, January 18, 2:30 - 3:30 pm
ORGANIZES: Dave Kung, Director, MAA Project NEXT
- Undergraduate Poster Session:**
Pick-up & Perk-Up
Saturday, January 19, 9:00 - 10:00 am
ORGANIZES: Kenyatta Malloy, Mathematical Association of America
- SIGMAA-Rec Poster Session**
Friday, January 18, 9:30 - 10:30 am
ORGANIZES: Robert Vallin



CINCINNATI, OHIO




Brand Architecture

Overarching Brand





MAA

MATHEMATICAL ASSOCIATION OF AMERICA

The Mathematical Association of America Brand Guide