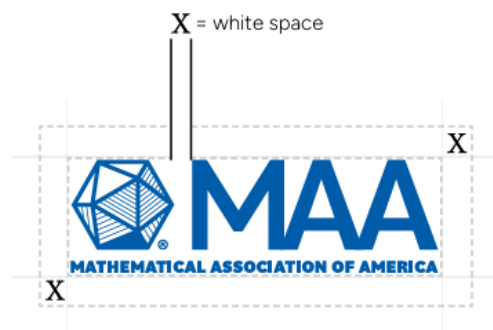




Logo Usage: Rules and Regulations

The MAA Icosahedron® logo is a registered trademark of the Mathematical Association of America. Please review the following to make sure that you are following proper guidelines and using our logo appropriately.

1. **Components:** The logo comprises the Icosahedron®, acronym, and full name. These components should *always* be placed in the exact location relative to each other, and **all three should be included whenever the logo is used.**
2. **Scale:** The MAA Logo must always be production-ready art and should never be recreated or altered. It can be enlarged or reduced in size, but the scale should remain consistent. Component placement and size ratio should never be altered.
3. **Size:** The MAA logo, Full Name, and Mark or Icosahedron® must be at least 2 inches wide to be readable.
4. **Color:** The logo should only be MAA Blue or White.
5. **White Space:** For the MAA logo signature to have the 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 following are examples of how the logo should **not** be used.



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.



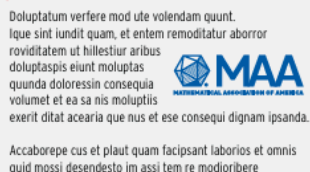
It is incorrect to change the size ratio between the mark and acronym.



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



It is incorrect to remove the icosahedron logo mark.



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.



Branded Items & Swag

If your project plans to produce any branded items such as T-shirts, tote bags, pens, or other swag, please note the following:

- **Approval Required:** Before production, the MAA Communications team must review and approve all branded items using the MAA logo. This ensures consistency in branding and logo usage.
- **Submission Process:** Please submit mockups or design drafts for the MAA Communications team's review [here](#), along with a short description of the item and its intended use.
- **Logo Placement & Size:** When applying the MAA logo to swag, follow the logo usage guidelines listed above, especially minimum size (at least 2 inches wide) and clear space rules.
- **File Format:** Use the .eps logo format (see MAA logo above) for larger print applications like apparel to ensure the highest quality.

Photos

We love sharing photos of our awardees on our networks! Please consider the following as you take photos of your project:

- **Please obtain all appropriate permissions** from those in the photos before posting them to your websites, social media, newsletters, etc., and before sending them to MAA.
- **Variety is key.** Group photos are great, but consider taking candid photos or "action shots" of students working on a project and socializing together. The more smiling faces, the better!
- **Use your university's resources to take higher-quality photos.** Most universities and colleges have resources you can utilize, such as the marketing/communications department or the media/journalism department. Reach out to those faculty members and see if they have staff or students willing to come in and snap a few shots of your project. (This also lets you focus on teaching/facilitating while they find the best shots.) No photography/videography department? Many institutions' libraries have cameras you can check out for a day or two.



Connect With Us!

Even when it's not reporting time, we enjoy hearing from our awardees and seeing what they do. Posting on social media? Tag MAA! Just sent a newsletter? We'd love to highlight it on our social accounts. Please fill out this [social media request form](#) to submit content.

MAA Facebook: [@maanews](#) MAA Bluesky: [@joinmaa.bsky.social](#) MAA Instagram: [@maanews](#)

MAA LinkedIn: [Mathematical Association of America](#) MAA Threads: [@maanews](#)