

International Day of Mathematics

Logo usage guidelines

Version 25.11.2019

General use

- The International Day of Mathematics (IDM) logo must only be used for promoting, advertising and/or decorating locally, nationally or internationally organized IDM events.
- Whenever you use the logo you must include the line “The International Day of Mathematics is a project by the International Mathematical Union (IMU) and was proclaimed by UNESCO.”
- You are invited to show the relationship with the official celebration “**[Your institution’s or organization’s name] celebrates the International Day of Mathematics**”.

How to use the logo

- You can use the logo in web sites, social media publications, printed posters, signs, software, videos, stickers and flyers.
- Make sure the logo is at least 3 centimeters (1.2 inches) wide if printed and at least 200 pixels wide if on a screen.
- Contact us at info@idm314.org if you need the logo adapted to your local language.

When NOT to use the logo

- For personal gain, commercial purposes, to sell products for commercial gain, to sell services or to promote a business.
- To imply that you or anyone else represents the International Day of Mathematics or that the IDM officially endorses any organization or activity.
- In association with activities that are illegal, violent, harmful or that would in any way hurt the reputation of the International Day of Mathematics.