BRANDING STANDARDS
# MAA BRANDING STANDARDS

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For questions on the MAA Branding Standards Guide or any use of the MAA logo please contact:

Cheryl Adams, Marketing Manager
Mathematical Association of America
Phone: 1-800-741-9415, ext. 462
email: cadams@maa.org
In an effort to provide a consistent and cohesive image for the MAA, step one in the process is to create a set of standards that will:

- Provide guidelines to build unity and clarity
- Make a clear statement of who the Association is
- Present a consistent look and feel
- Offer scalable logo options
- Provide flexibility for various applications

This document is meant to serve as general guidance as you navigate your way through various projects and MAA communications.

The Association

There's an organization for people who love the mathematical sciences. A community that values discussion and exposition, for meeting colleagues and building knowledge together. An organization with roots in the nineteenth century and a powerful role in the twenty-first. It's the Mathematical Association of America.

The MAA supports learning by encouraging effective curriculum, teaching, and assessments at all levels of the mathematical sciences and provides resources and activities that foster scholarship, professional growth, and cooperation among teachers, other professionals, and students.
2.0 LOGO STANDARDS

2.1 CONSTRUCTION

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.

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

MAA Mark and Acronym
The MAA Logo without the Full Name below logo must always be production ready art and should never be recreated.

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, stress balls] etc. If you are unsure or have questions, please email Cheryl Adams at cadams@maa.org.

The MAA Icosahedron® logo is a registered trademark of the Mathematical Association of America. Members and the general public may use this logo only in approved ways. For further information, please contact Cheryl Adams at cadams@maa.org.
2.2 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.
2.3 INCORRECT USAGE

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

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

- It is incorrect to 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.
There’s an organization for people who love the mathematical sciences. A community that values discussion and exposition, for meeting colleagues and building knowledge together. An organization with roots in the nineteenth century and a powerful role in the twenty-first. It’s the Mathematical Association of America. It all began in 1894 with the American Mathematical Monthly—the first journal.

2.3 INCORRECT USAGE

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

- It is incorrect to wrap text around any MAA Logo.
- It is incorrect to place watermarks behind any MAA Logo.
- It is incorrect to place graphics in a position that directly interact with any MAA Mark.
- It is incorrect to place other logos closer to MAA Logo than approved.
- It is incorrect to place any MAA Logo too close to the edge of the page. Please allow appropriate clear space as outlined in Application.
- It is incorrect to use any MAA Logo as a graphic element.
2.4 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 as in the top right diagram. Again, good judgment must be used to ensure readability.
3.0 COLOR PALETTE

3.1 PRIMARY COLOR PALETTES

The logo should only be used in PMS 286 or black. If the logo is used on a dark background, the spelled out name should be white.
3.2 COLOR PALETTE OPTIONS

The MAA color palette consists of a primary, secondary and tertiary color palette. The consistent use of these colors will create recognition and strengthen the MAA's identity.
3.3 ONE COLOR ALTERNATIVES

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%
3.4 INCORRECT USAGE

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

- It is incorrect to use any colors other than the Pantones provided in the Color Pallete options.
- It is incorrect to use a screen of any color for the MAA Logo.
- It is incorrect to use multiple colors for the logo.
- It is incorrect to use the inverse of the logo elements.
- It is incorrect to use any dark color when knocking an MAA Mark out of a dark background.
4.0 TYPOGRAPHY STANDARDS

4.1 TYPOGRAPHY

4.1.1 San Serif faces - Interstate

- Interstate Light Condensed
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 0123456789 `~!@#$%^&*()-_=+{}|\[\]"';:<,>.?/

- Interstate Regular Condensed
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 0123456789 `~!@#$%^&*()-_=+{}|\[\]"';:<,>.?/

- Interstate Bold Condensed
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 0123456789 `~!@#$%^&*()-_=+{}|\[\]"';:<,>.?/

- Interstate Light
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 0123456789 `~!@#$%^&*()-_=+{}|\[\]"';:<,>.?/

- Interstate Light Italic
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 0123456789 `~!@#$%^&*()-_=+{}|\[\]"';:<,>.?/

- Interstate Regular
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 0123456789 `~!@#$%^&*()-_=+{}|\[\]"';:<,>.?/

- Interstate Regular Italic
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 0123456789 `~!@#$%^&*()-_=+{}|\[\]"';:<,>.?/

- Interstate Bold
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 0123456789 `~!@#$%^&*()-_=+{}|\[\]"';:<,>.?/

- Interstate Bold Italic
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 0123456789 `~!@#$%^&*()-_=+{}|\[\]"';:<,>.?/

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 that are in congruence with the MAA visual identity system. 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.
4.1 TYPOGRAPHY

4.1.2 Serif faces - Minion Pro

Minion Pro Regular

Minion Pro Italic

Minion Pro Medium

Minion Pro Bold

Minion Pro Semi Bold

Minion Pro Semi Bold Italic

Minion Pro Bold Italic

Minion Pro Bold Condensed

Minion Pro Bold Condensed Italic

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 Roman.

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

5.1 COLLATERAL

An important component of the visual image of the Association 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 MAAs collateral features the logo in the upper left corner in MAA blue, PMS 286, with the constituent association or entity’s text identifier below the acronym MAA. All other text is in black.

Letterhead, business envelopes, business cards, and most business materials should all be printed on Strathmore Bright White Recycled. 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.
5.2 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 a 3/4 inch from the left edge of the page, and the right margin of the text should be 1 inch from the right edge of the page. Both the header and 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 Roman.

Note: If you are using MS Word documents, please use the .png version of the MAA Logo.
5.3 BUSINESS CARD FORMAT

5.3.1 FOR MAA 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).
5.3 BUSINESS CARD FORMAT

5.3.2 FOR MAA OFFICERS

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 font for type, if using Microsoft Word, is Helvetica; second option should be Arial.

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

6.1 PODIUM SIGNAGE

Podium signage should be used to brand an event. An example podium sign is shown at left.

6.2 PENS

A light-colored pen should be used to ensure the MAA Mark and Acronym are visible. Colors from the guide palette are preferred. Opaque inks should be used here.
6.3 EMAIL NEWSLETTER BANNERS

The Logo should appear in the upper-left area of every first-level page of an email newsletter in a color PMS bar. The heading of the newsletter will appear directly to the right of the Logo. The Icosahedron® will appear as a background transparency on the right side of the bar. Color, size, and clear space specifications should be followed at all times. For color choices please refer to color palettes on pages 9-11. The examples of branded email newsletter banners are shown for general guidance.
6.4 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 three examples of branded email signatures are shown for general guidance. The MAA logo can be downloaded from the web site or you may request the logo by contacting Cheryl Adams at cadams@maa.org.

OPTION 1: Logo and signature

Sarah Leslie
Meetings and Events
Mathematical Association of America
1529 18th St NW
Washington DC 20036
Direct: 202.319.8444
Fax: 202.387.0162
www.maa.org

OPTION 2: Logo and signature with event promotion lines

Cheryl Adams
Marketing Manager
Mathematical Association of America
1529 18th St NW
Washington DC 20036
Direct: 202.319.8462
Fax: 202.387.2005
www.maa.org

OPTION 3: Text only signature with event promotion lines

Cheryl Adams
Marketing Manager
Mathematical Association of America
1529 18th St NW
Washington DC 20036
Direct: 202.319.8462
Fax: 202.387.2005
www.maa.org
7.0 AMC STANDARDS
TO BE DETERMINED
8.0 PUBLICATIONS/BOOK STANDARDS
TO BE DETERMINED