ICM 2018

RIO DE JANEIRO

INTERNATIONAL CONGRESS
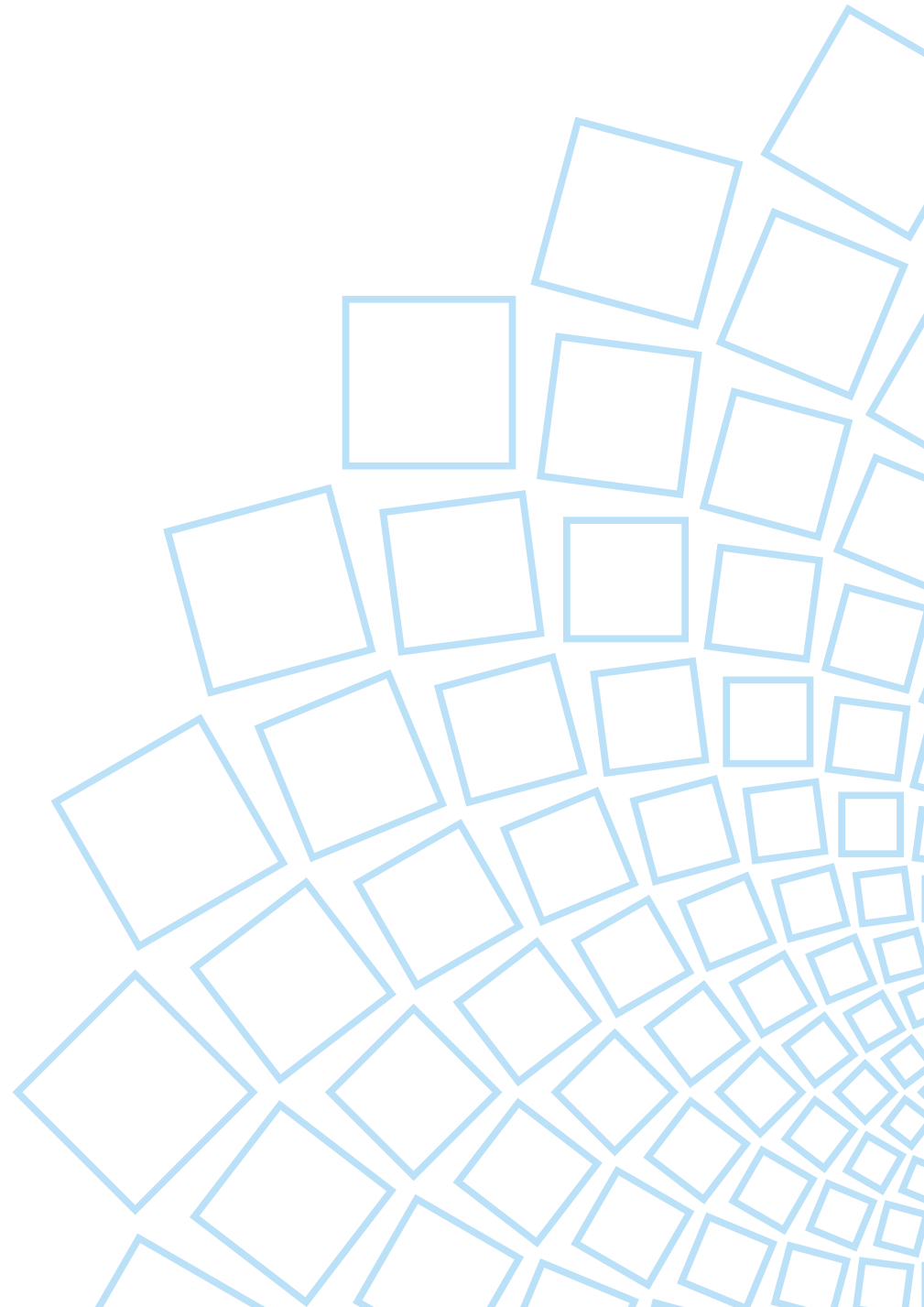OF MATHEMATICIANS

Logo Usage
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Introduction

The ICM 2018 logo was developed based on a reading of the world through mathematics, with the abstraction and shapes of Rio de Janeiro having a key role in the creation process.

The objects of the physical world have been associated with abstract traits controlled by scientific and non-scientific assumptions and concepts. The Fibonacci sequence and fractals were the basis for this reading, associated with the observation of the shape and contours of Sugarloaf, a Rio de Janeiro icon known throughout the world for its distinctive curves and incomparable beauty.

The process required of the creative team the ability to know how to manage diverse information in a single drawing. Associating the geometric and transitional properties between the experimental and abstract ended in a result with conceptual and figural – and even playful – harmonics.

The experimental exploration was enabled by a computerized environment. Here, the team's conjectures received constant feedback and were consequently refined, enabling them to reach an outcome that resides between concept, abstraction, information and harmony. Close to what is present in the geometry of nature, in dynamic geometry, in a process of endless possibilities – the very synthesis of the event itself.

ICM 2018

For the community of mathematicians, ICM is the most important event in the world. The year 2018 will mark 121 years of the ICM, taking place with an ever-increasing participation of attendees interested in expanding knowledge, sharing experiences and developing mathematics in ways both innovative and expansive.

History

The ICM began in the late nineteenth century, a most remarkable period in the history of science. Mathematics, in particular, saw the emergence of a series of discoveries ranging from the logical foundations of the discipline to traditional areas, such as algebra and geometry.

There was a need to consolidate and disseminate these advances within the mathematics research community. In this context was created the International Congress of Mathematicians (ICM), which gathered for the first time in 1897. The objectives of the congress, which were formulated in this first edition, included fostering contact between mathematicians from different countries, presenting recent advances in the area, and promoting cooperation in areas such a terminology.

Since then the ICM has been a privileged stage for world mathematics. From the scientific point of view, the discussions and expositions in these conferences have helped disseminate new areas of research and foster meaningful exchanges.

ICM has also been an important instrument for the internationalization of mathematics. The conference was able to overcome the contentions raised by the First World War (in 1932) and the difficulties of communication posed by the communist bloc (from 1957).

In recent years, ICM has sought to facilitate the participation of mathematicians from developing countries. The International Mathematical Union (IMU), the body that brings together the mathematical societies from countries around the world, grew out of the ICMs and today manages the editions of the conference.

Signature Logo System

Basic standards

The integrity of the Logo must be respected: it cannot be condensed, elongated or altered in any way. Any modification may change the meaning or concept of the Logo, diminishing its understanding and consequently the desired impact.

There are four versions of the ICM 2018 - RIO DE JANEIRO Logo, each for a different purpose:

1. Full signature logo: Composed of the symbol (rosacea with Sugar Loaf), ICM acronym, year of the event, and venue, which are inseparable and have fixed proportions.

Option 1: Full signature logo, vertical version.

Option 1: Full signature logo, horizontal version.

Basic standards

2. Primary signature logo: formed by the symbol, acronym, year, and location of the event, the relative positioning and proportions of which are unalterable. This signature logo standard can be used in promotional and scenographic materials and the application of the Logo will support the rest of the communication.

3. Secondary signature logos: designed to be used only in promotional or scenographic materials, where the rosacea could cause some kind of interference and/or harm to the print quality of the Logo, such as in laser and silkscreen printing.

The typographic version follows the same orientation, and its use is limited to situations where the full Logo does not work due to technical reasons.

Option 2: Primary signature logo for promotional materials and scenography.

Option 3: Secondary signature logos.

Minimum size and buffer space

Minimum size

In order not to impair legibility of the Logo, the minimum size of each of the versions indicated across the page must be respected.

50mm

30mm

200px

Buffer space

Space around the Logo must be preserved, free of interference from other graphic elements, in order to preserve integrity and readability. The minimum recommended buffer space is equal to twice the height of the number zero "0" in the ICM 2018 Logo.

X = height

Application on backgrounds

Logo in color
The ICM 2018 Logo, in all its versions, must always be applied over a white background.

When the background of the item is colored or printed in color, an isolation box in one of the colors listed should be applied so as to not impair the legibility of the brand.

There are three background colors for isolation boxes; choose the one that best coordinates with the background color of the article.

With any of the background colors, there must be a white mask on the outline of the Sugar Loaf Mountain, so that the color of the protection box does not bleed onto the Logo.

Chromatic variations

Grayscale and monochrome versions are provided for special applications.

The grayscale version is intended for printing in a single color, where using percentages and halftones is acceptable.

The monochrome version is intended for special applications such as promotional items or items with high or low relief etching. Can be positive or negative

Monochrome logo in positive (black)
To be applied when there is a need for a solid color to meet production needs, such as fax, embossing, hot stamping, special cutouts, etc.

Monochrome logo in negative (white)
Use only when a background color or image affects the visibility of the brand.

Valid for the four signature Logos.

Proximity to other logos

In situations of joint signature logos with other institutions or companies, in items and announcements, where the same emphasis is required, or predominance of the ICM 2018 Logo is required, the coexistence of the logos must respect the alignment and proportions set out in these guidelines.

Parameters have been established in order to avoid interference with the ICM 2018 Logo and to facilitate applications where the ICM 2018 Logo coexists with other signatures:

1. The size of the logos must be proportional to the width of the ICM 2018 Logo, following the example on this page;

2. In printed materials, the ICM 2018 Logo should preferably be located to the right of or above the other logos, signatures and nomenclature;

3. Logos and marks must be completely isolated from the ICM 2018 Logo and respect the buffer zone.
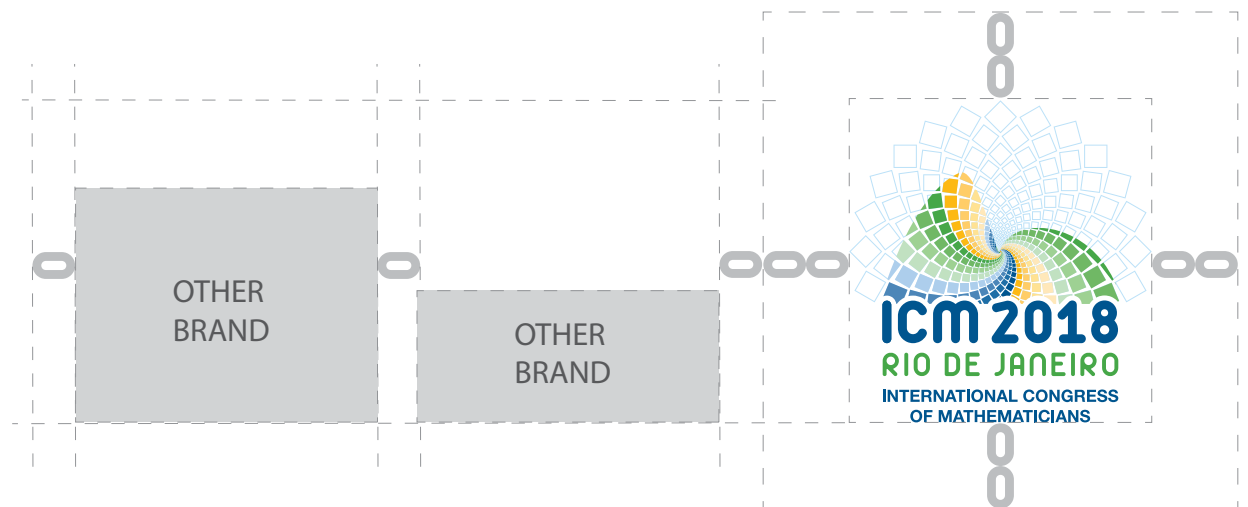
Incorrect usage

1. Do not change the proportion and arrangement of the elements of the Logo.

2. Do not change the typography of the Logo.

3. Do not change the color of the Logo.

4. Do not rotate the Logo.

5. Do not use pixelated versions of the Logo.

6. Do not add shadows or other graphics techniques.

7. Do not use the black version of the Logo on colored items.

8. Do not use drawings or commemorative symbols on the Logo.

9. Do not mingle the Logo with text.

Color palette

Color palette

Our palette consists of primary and secondary colors as well as auxiliary colors, which can enhance items with vibrancy and energy.

In our communications, only the colors in the palette may be used.

Always pay attention to the legibility of the Logo and alternation of the signature color (type).

Avail yourself of all the colors available in the palette, varying the colors you choose for different communications.

The rational use of color can guide the reading and to call attention to key information. Use color to highlight important details and benefits.

PRIMARY COLORS

C 100	R 0
M 50	G 85
Y 00	B 143
K 30	
HEX 00548E	
PANTONE 2955C	

C 75	R 70
M 10	G 167
Y 100	B 72
K 00	
HEX 45A748	
PANTONE 369C	

C 00	R253
M 30	G185
Y 100	B19
K 00	
HEX FDB813	
PANTONE 137C	

SECONDARY COLORS

C 80	R 30
M 40	G 110
Y 00	B 166
K 20	
HEX 1E6EA6	
PANTONE 294C	

C 65	R 112
M 5	G 184
Y 80	B 101
K 00	
HEX 70B765	
PANTONE 361C	

C 00	R 255
M 20	G 205
Y 70	B 103
K 00	
HEX FFCD66	
PANTONE 1235C	

C 65	R 76
M 30	G 134
Y 00	B 184
K 15	
HEX 4B85B8	
PANTONE 2727C	

C 40	R 158
M 0	G 209
Y 55	B 147
K 00	
HEX 9ED193	
PANTONE 375C	

C 00	R 255
M 10	G 226
Y 50	B 147
K 00	
HEX FFE192	
PANTONE 141C	
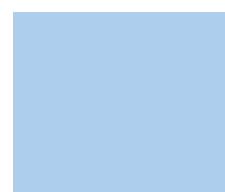
C 30	R 173
M 10	G 205
Y 00	B 236
K 0	
HEX ACCDEC	
PANTONE 291C	
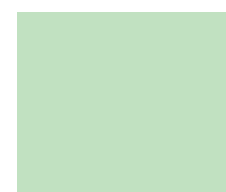
C 25	R 193
M 00	G 225
Y 30	B 193
K 0	
HEX C0E1C0	
PANTONE 358C	

C 00	R 255
M 08	G 232
Y 30	B 186
K 0	
HEX FFE8BA	
PANTONE 148C	

AUXILIARY COLORS

C 100	R 000
M 20	G 149
Y 00	B 218
K 00	
HEX 0095D9	
PANTONE 2995C	

C 100	R 000
M 00	G 109
Y 55	B 95
K 45	
HEX 006C5F	
PANTONE 355C	

C 00	R 241
M 80	G 90
Y 90	B 49
K 00	
HEX F05A30	
PANTONE 179C	
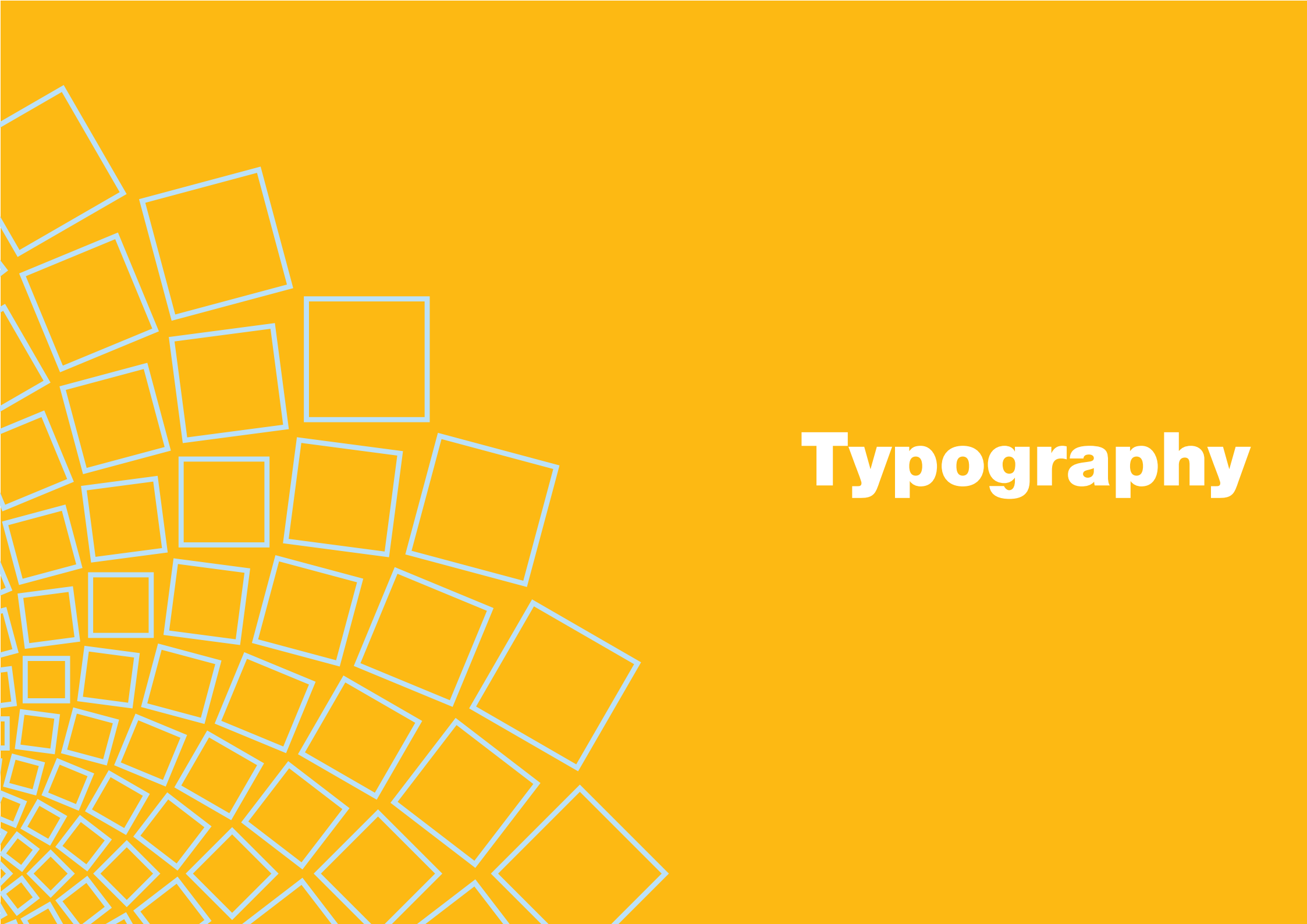
Typography

Typography

The institutional typefaces of ICM 2018 are fonts [Z] Arista and Helvetica Neue. The two fonts should be used in printed communication materials.

Titles, calls and highlights:
[Z] Arista in any palette color.

Introductory texts and subtitles:
[Z] Arista Light or Helvetica Neue in any palette color.

Running text:
Helvetica Neue 80% black.

Do not use variation of scale within a title, unless it is a graphic composition.

Arial is the typeface family present in most operating systems. It can be used instead of the Helvetica Neue typeface on websites and digital documents (Word, Excel, PowerPoint etc.)

[Z]Arista Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@&$%

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@&$%

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@&$%

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@&$%

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@&$%
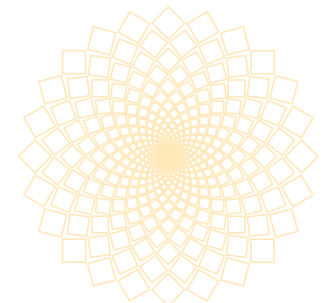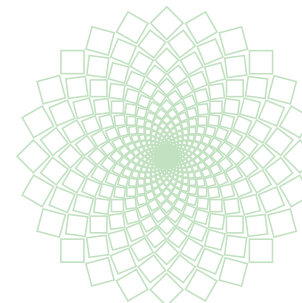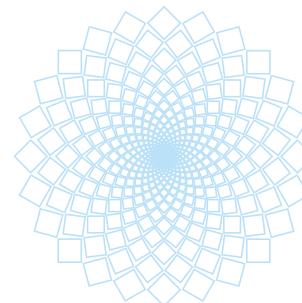
Supporting elements

Supporting elements

There are four types of support elements in the ICM 2018 Logo communication:

1. Colored fractals and fractals with versions of colors.
The fractal has three different versions, which use primary and auxiliary palette colors. Select a version and variation that align with the characteristics of the subject or image within a particular application.
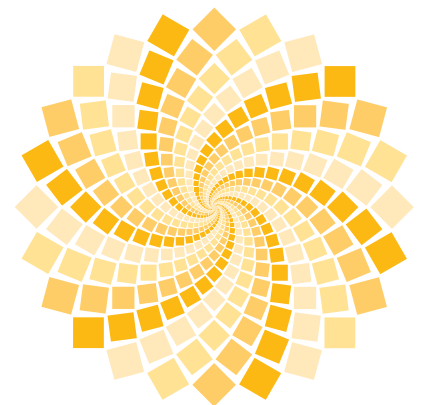
2. Outline fractal rosacea.

Supporting elements

3. Color photos of Rio de Janeiro.

To help you in choosing photos, we have listed the key points and recommendations:

- Use surprising perspectives;
- Good quality color photographic images of the city of Rio de Janeiro;
- Select current, well-exposed images that go with our color palette.

Note: Image databases should be used only as support images, in brochures and catalogs, for example. Do not use in advertising or items of great exposure.

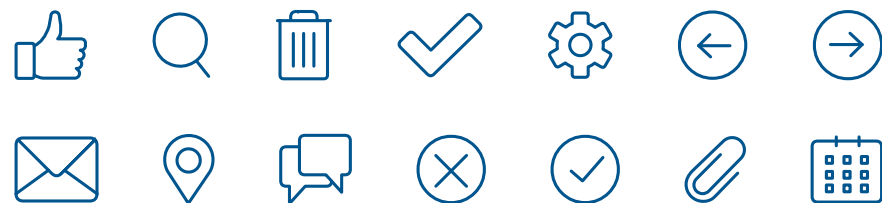These principles apply to printed materials, film and video.
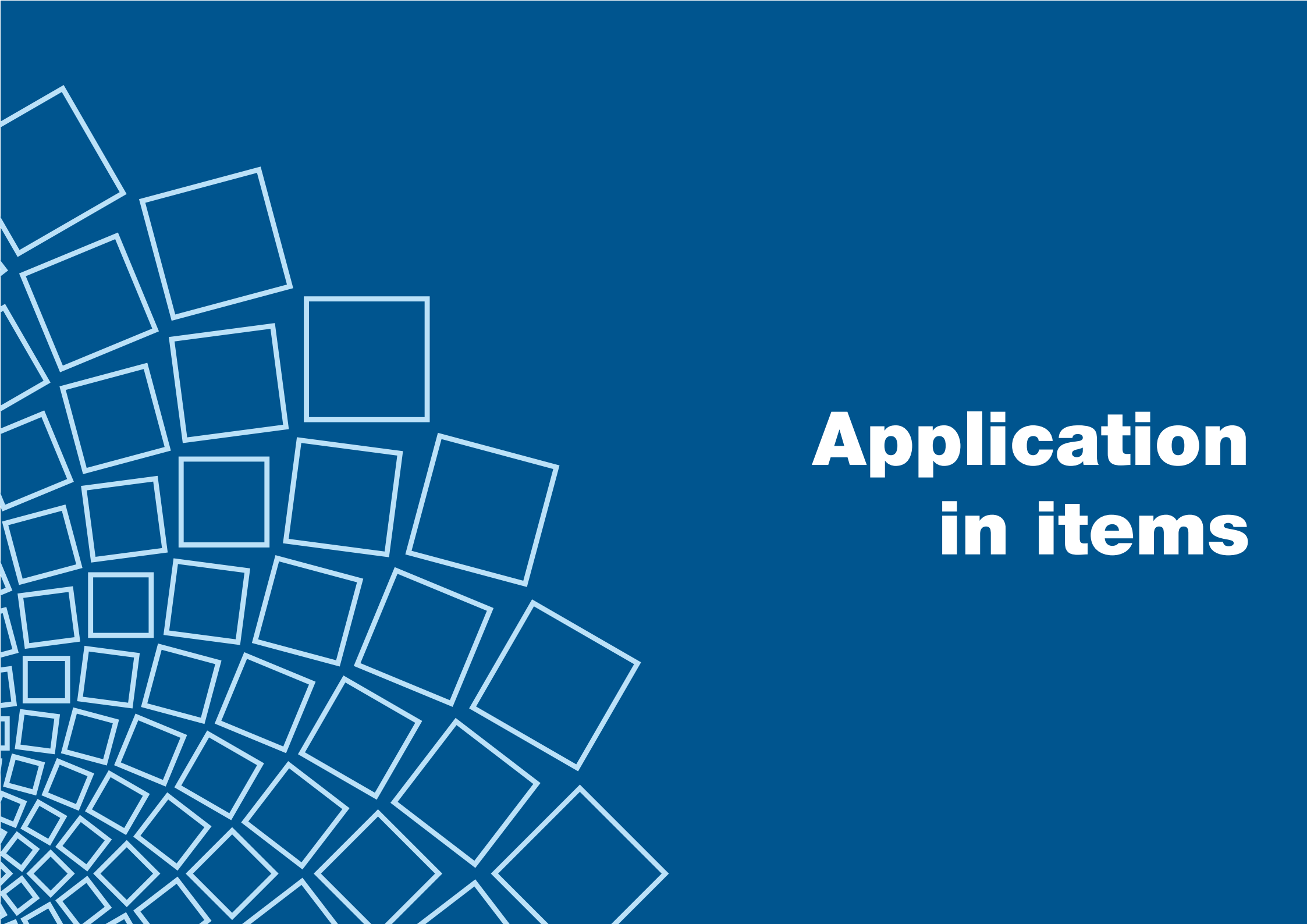
Supporting elements

4. Outline silhouettes of Rio de Janeiro.

5. Functional Icons.
Can be used in online applications to represent actions or functions such as links (e.g., document, video, calendar). Prefer primary colors.

Application in items

Basic rules

Positioning of Logo
Preferably apply the full signature logo, vertical version, setting it off to the right or left of the text.
This way, it provides items with a more visually balanced, modern look.

Use of the rosacea
Graphics should never get too close to the Logo. Do not use the full rosacea within the layout.

Color of text
Whenever possible, use 80% black text. In very small bodies of text, use 100% black.

Titles can be highlighted using bold in primary palette colors.

When using several colors, make sure there is enough contrast between them to ensure readability.
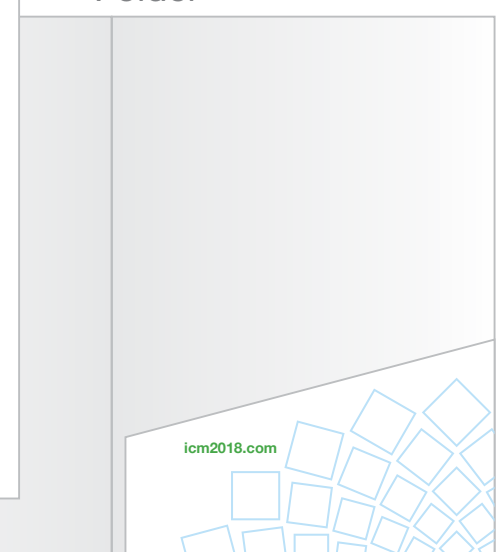
Banner

Information

Panel

Folder

Digital media

In digital items that are small, printing can be centered for better visual balance if necessary.

On the web, use font color black or gray #949494 (RGB), 80% black.

For applications with predefined formatting standards (e.g., Facebook or Twitter) it is acceptable to use the Logo respecting the buffer area defined in these guidelines.

Promotional materials

Promotional materials should follow all recommendations for applying the Logo in these guidelines.

It is important to ensure the quality and durability of items.

Pin

Credit Card USB Flash Drive

T-shirt

Bag

Hat

Examples of layouts

Banner

Counter

Backdrop

Stand

Brochure

This manual was produced especially
for ICM 2018 in August 2014.

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