

MATHCOUNTS®

STYLE GUIDE



This guide was developed to ensure that the MATHCOUNTS national office and thousands of volunteers running the program on the chapter and state level present a consistent program image and message. Everyone benefits from a strong and recognizable brand identity for MATHCOUNTS, so please refer to this guide to make sure your materials help reinforce the MATHCOUNTS brand.

TRADEMARKS

- MATHCOUNTS® and Mathlete® are registered trademarks of the MATHCOUNTS Foundation.

MATHCOUNTS	- Reg. No. 1,359,761 filed on 12/10/84
Mathlete	- Reg. No. 2,754,939 filed on 8/26/03

- That trademark symbol appears in the MATHCOUNTS logo. Please use the registered trademark symbol ® (and superscript it) the first time MATHCOUNTS appears in a document of any kind. After the first instance MATHCOUNTS is used, the registered trademark symbol is not required.
- The MATHCOUNTS name should always appear as ONE WORD and in ALL CAPITAL LETTERS.
- The MATHCOUNTS name should NOT be abbreviated. For example, “MC,” “MCounts,” or “mCounts” are not acceptable forms of MATHCOUNTS.
- MATHCOUNTS should NOT be used in the possessive form. You should never use MATHCOUNTS’ or MATHCOUNTS Foundation’s.
- The Mathlete® name is a registered trademark to describe a student competitor in the MATHCOUNTS Competition Series. Please use the registered trademark symbol ® (and superscript it) the first time Mathlete appears in text. Note: the “M” in Mathlete should be capitalized. When referring to more than one Mathlete, you may use the term “Mathletes.”

MATHCOUNTS & MATHCOUNTS FOUNDATION LOGOS

Chapter and State MATHCOUNTS Coordinators may download an electronic version of the logo from the Coordinator Section of www.mathcounts.org. Sponsoring organizations are also welcome to use the logo.

1. Use – The MATHCOUNTS logo should be present on all printed program materials (chapter/state programs are encouraged to have the logo included on the letterhead used to communicate with local schools, and others, about MATHCOUNTS.)
2. Colors – The MATHCOUNTS logo should be printed using the color chart found in the COLORS section of this style guide. When printing on a dark background the logo should be printed in white.
3. Customizing – The logo itself should never be altered. However, chapter/state programs may place their name immediately above or below the logo, using the format described in Name and Terminology on pages 5-6. If this is done, there should be a space (measuring $\frac{1}{3}$ the height of the “M” in the logo) between the logo and the chapter/state program name. The program name should appear in Berthold Akzidenz Grotesk Super font and the height of the text should be $\frac{1}{2}$ the height of the logo. When referring to a specific local or state MATHCOUNTS program, please use one of the following formats:
 - Chester County MATHCOUNTS
 - MATHCOUNTS of Chester County

Examples of localizing the logo to include the chapter/state name:



Coordinators may request a localized logo for their chapter/state by contacting info@mathcounts.org.

4. Placement – When placing the general MATHCOUNTS logo (or a MATHCOUNTS logo with a chapter/state name added) within a document, there should be a space of 1/2 the height of the “M” in the logo between the logo and any other graphics or text.

Logos



Logos when printing on a dark color



Logos in black



Logos in grayscale



LOGOS OF MATHCOUNTS PROGRAMS & FUNDRAISING TOOL

The logos for the three MATHCOUNTS programs and the fundraising tool are shown below. The logos for the MATHCOUNTS Competition Series, The National Math Club, the Math Video Challenge and the MATHCOUNTS Solve-A-Thon are meant to distinguish between the separate programs, but also show cohesion with the main MATHCOUNTS logo. These logos can be used in conjunction with the MATHCOUNTS organizational logo, shown above, or as stand-alone marks.

The Competition Series logo can be downloaded from the Coordinator Section of www.mathcounts.org and can be viewed at www.mathcounts.org/press-room.

Color



B/W



The National Math Club logo can be downloaded from the Coordinator Section of www.mathcounts.org and can be viewed at www.mathcounts.org/press-room.

Color



B/W



The Math Video Challenge logo can be downloaded from the Coordinator Section of www.mathcounts.org and can be viewed at www.mathcounts.org/press-room.



COLORS

The colors in the MATHCOUNTS color palette are listed below.

COLOR	CMYK	RGB	PANTONE	SAMPLE
Indigo	100 100 25 25	38 34 98	2756	
Light Indigo	75 75 19 19	79 72 123	2756 screened at 75%	
Red	0 100 100 0	237 28 36	485	
Blue	100 0 20 5	0 164 195	312	
Gray (70% Black)	0 0 0 70	109 110 113	Cool Gray 11	

However, as long as the colors selected look appropriate with the MATHCOUNTS logo, there are no limitations on which colors may be used to produce local program materials.

FONTS

MATHCOUNTS materials use one or more of the following fonts.

Arial, Armitage, **Berthold Akzidenz Grotesk**, Calibri and Times New Roman

However, chapter/state program materials are not limited to these fonts.

SPONSORS

Chapter/State Sponsors – The inclusion of chapter/state program-specific sponsors is encouraged. However, these organizations should be identified so that it is clear that they are chapter/state sponsors and NOT national sponsors. Should an organization be a chapter/state program sponsor and also a Founding Sponsor or National Sponsor of MATHCOUNTS, this organization should be included in each listing on the printed material.

TERMINOLOGY

- When referring to a specific chapter or state MATHCOUNTS competition, please use the format “Cincinnati MATHCOUNTS Chapter Competition.” The year may be added before or after this text.
- When referring to the national organization in Alexandria, Va., please use the term “MATHCOUNTS” or “MATHCOUNTS Foundation.”
- “*MATHCOUNTS School Handbook*,” should be written in its entirety when referring to the resource in general. When referring to a specific year’s publication, write the title as “*2016-2017 MATHCOUNTS School Handbook*.” The text of the title always should be in italics. Once the full text has been used, you may substitute “handbook” to refer to this publication, when appropriate for brevity or sentence structure.
- The components of the competition should be written as:
 - Sprint Round
 - Target Round
 - Team Round
 - Countdown Round

When more than competition round is listed together, they should be written as “Sprint, Target, Team and Countdown Rounds.”

- The national-level competition event held in May 2017 should be referred to as the “2017 Raytheon MATHCOUNTS National Competition.” If you are speaking about a future event, but not specifically the 2017 event, you should say “Raytheon MATHCOUNTS National Competition.”

In some instances such as in the *MATHCOUNTS School Handbook*, in which the May event is referenced repeatedly, it is acceptable to use “National Competition” when speaking broadly.

When referring to a past May event, the phrasing will depend on the year of the event.

- National-level events from 1984-2005: Always write the year followed by “MATHCOUNTS National Competition.” For example, “2005 MATHCOUNTS National Competition.”
- National-level events from 2006-2008: Always write “Lockheed Martin MATHCOUNTS National Competition” followed by a dash and the year. For example, “Lockheed Martin MATHCOUNTS National Competition – 2006.”
- National-level events from 2009-2017: Always write the year followed by “Raytheon MATHCOUNTS National Competition.” For example, “2009 Raytheon MATHCOUNTS National Competition.”

TEXT REFERENCES

MATHCOUNTS Mission Statement

MATHCOUNTS provides fun and challenging math programs for U.S. middle school students to increase their academic and professional opportunities.

Foundation Synopsis

The MATHCOUNTS Foundation is a 501(c)(3) non-profit organization that strives to engage middle school students of all ability and interest levels in fun, challenging math programs, in order to expand their academic and professional opportunities. Middle school students exist at a critical juncture in which their love for mathematics must be nurtured, or their fear of mathematics must be overcome. MATHCOUNTS provides students with the kinds of experiences that foster growth and transcend fear to lay a foundation for future success.

For more than 30 years MATHCOUNTS has provided enriching, extracurricular opportunities to students and free, high-quality resources to educators. Every child is unique, but we believe all children are capable of seeing the beauty and joy of math, whether they come to us already passionate about math, or intimidated by it.

There are many paths to math. We work to ensure that all students discover theirs.

If you have any questions regarding the MATHCOUNTS style guidelines, please contact:

MATHCOUNTS Foundation

T 703-299-9006

F 703-299-5009

E info@mathcounts.org

MATHCOUNTS®

1420 King Street
Alexandria, VA 22314

T 703-299-9006

F 703-299-5009

E info@mathcounts.org

www.mathcounts.org

The MATHCOUNTS Foundation is a 501(c)(3)
organization. Your gift is fully tax deductible.
EIN: 54-1295407 CFC: 2440