

BRAND GUIDELINES



INTERNATIONAL
ECONOMICS
OLYMPIAD

ABOUT

In order to preserve «International Economics Olympiad» brand identity and recognition it is important to design all promotional communicational and any other materials in a unified style.

This guideline provides requirements regarding the usage of corporate style: logo, colours and fonts.

LOGO

MAIN LOGO

IEO logo is the combination of a symbol and a text.
The logo represents a round symbol of the economics with a mirror reflection.



35 mm
minimal recommended
logo dimensions



30 mm
minimal recommended
logo dimensions



MONOCHROME VERSION



MINIMUM SPACE

IEO logo is the combination of a symbol and a text.
The logo represents a round symbol of the economics
with a mirror reflection.



BACKGROUND

The logo should be always in contrast to the background, otherwise use a monochrome version.



COUNTRY AND YEAR

This kind of logo combination with text can be used in web or printing.

The logo separates the caption of the country and the year of the IEO.

HONG KONG  2024

AZERBAIJAN  2025

HONG KONG  2024

AZERBAIJAN  2025

DO NOT USE LOGO IN THESE FORMATS



Do not change logo's proportions



Do not use any distortions (slope, perspective, etc.)



Do not use a graphic outline



Do not add any graphic effects



Do not rotate any logo's elements



Do not change the font



Do not change the positions of elements



Do not transform the logo



Do not place the logo on a low-contrast background

COLOURS

The brand palette includes two colours for gradient, black for text and dark-blue colour.

The right and consistent usage of this palette helps to emphasize all marketing images and branded items.

PRIMARY COLOURS



CMYK: 81/67/35/57
Pantone 289C
RGB: 27/34/65
HEX: #1b2241



CMYK: 85/71/35/41
Pantone 534C
RGB: 44/53/92
HEX: #2C355C

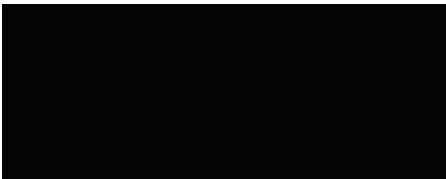


CMYK: 8/39/87/0
Pantone 131 C
RGB: eaa72f

CMYK: 0/18/43/0
Pantone 127 C
RGB: fed9a1



CMYK: 4/26/48/0
Pantone 148C
RGB: 245/199/145
HEX: #F5C79



CMYK: 60/50/50/100
Pantone 426C
RGB: 000000
HEX: #1b2241



CMYK: 0/0/0/20
Pantone 427C
RGB: 210/210/210
HEX: #d2d2d2



CMYK: 0/0/0/0
Pantone 11-0601 TCX
RGB: FFFFFFFF
HEX: #1b2241

COLOURS

Secondary palette provide additional flexibility.

SECONDARY COLOURS



CMYK: 0/84/61/0
Pantone 032C
RGB: 233/69/80
HEX: #e94550



CMYK: 55/0/10/0
Pantone: 0821 C
RGB: 104/203/221
HEX: #68CBDD



CMYK: 71/0/80/0
Pantone 354C
RGB: 61/183/90
HEX: #3db75a



CMYK: 42/50/0/0
Pantone 528C
RGB: 164/138/196
HEX: #a48ac4

FO NTS

Main font for the headlines (H1, H2 and H3) is **Bebas Neue Bold**.

Additional style tha can be used for accents is **Regular**.

HEADLINE 1

HEADLINE 2

HEADLINE 3

HEADLINE 1

HEADLINE 2

HEADLINE 3

Main font for long or smaller height headlines is **Golos Text Semibold**

Headline 4

Headline 5

HEADLINE 4

HEADLINE 5

Main font for ordinary text is Golos Text in several styles – Regular, Semibold, Bold and Extrabold

Body text Regular

Body text Semibold

Body text Bold

Body text Extrabold

For special corporate documents like final report main body font is **Open Sans**.

Body text Regular

Download fonts

CORPORATE IDENTITY

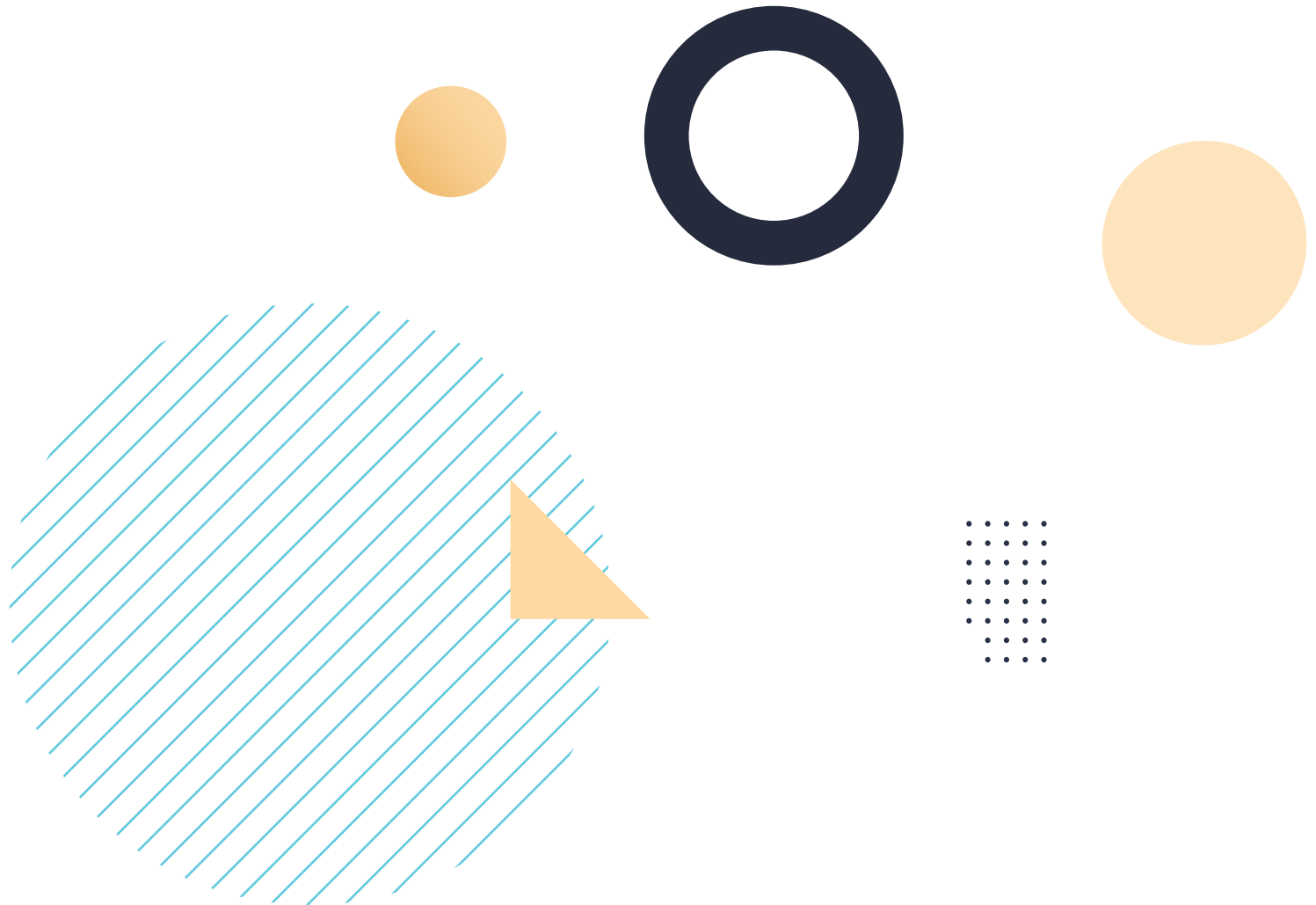
Corporate identity is formed by rounded elements in dark blue and blue colour with a golden stroke.

These identity elements can be used both in printing and web.



ADDITIONAL ELEMENTS

Additional graphic elements can be used in corporate documents like final reports, presentations or SMM.



GUIDELINES FOR DOCUMENTS

LETTERHEAD

The first page of the letterhead contains identity elements. Subsequent pages include the logo, website address and contacts.



Font: Open Sans or Calibri (for limited fonts situations)

Body font size: 12 pt

Layout size: A4 (210x297mm)

Density: 80-130 g/m²

BUSINESS CARD

Personal business cards with all contact information are primarily used at business meetings, events and forums.

Size: 90x50mm

Density: 250-350 g/m²

Name and position

Font: Bebas Neue

Size: 12

Contacts

Font: Golos Text

Size: 8



OLYMPIAD BRANDING

Almost every year, the host country of the IEO is different. In order to support each country's cultural differences, it is appropriate to develop a unique style for each year. At the same time, it is important to maintain the common visual identity of the IEO brand, including main colours and fonts.

New colors can be added, but the main accents should remain dark blue and orange, consistent with the primary identity.

All merchandise and the website should follow a consistent style, same fonts and accents.



ELEMENTS

Some of the essential items for each year's Olympiad include press walls, badges, notebooks, medals, trophies, digital materials. Below are some examples of products.

PRESS WALL

The size depends on the venue, and the press wall should feature:

- IEO logo
- Host organization logo
- Sponsors logos
- Country of the current year
- Year

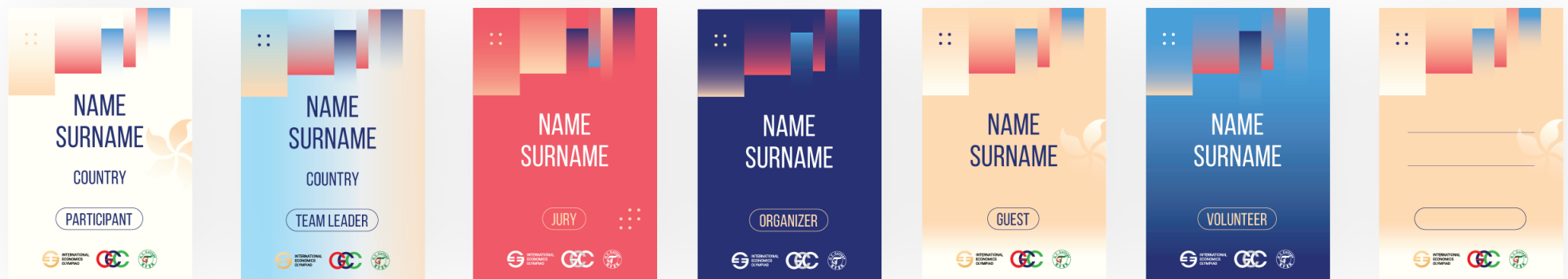


BADGES

Size: 100x150mm

There are usually badges of different colours for different roles:

- Participant
- Team Leader
- Jury
- Organizer
- Guest
- Volunteer
- Empty badge (additional)



MEDALS

Medals should contain:

- Design on both sides
- Three materials options: gold, silver and bronze
- IEO logo
- Year
- Country (optional)



FRONT

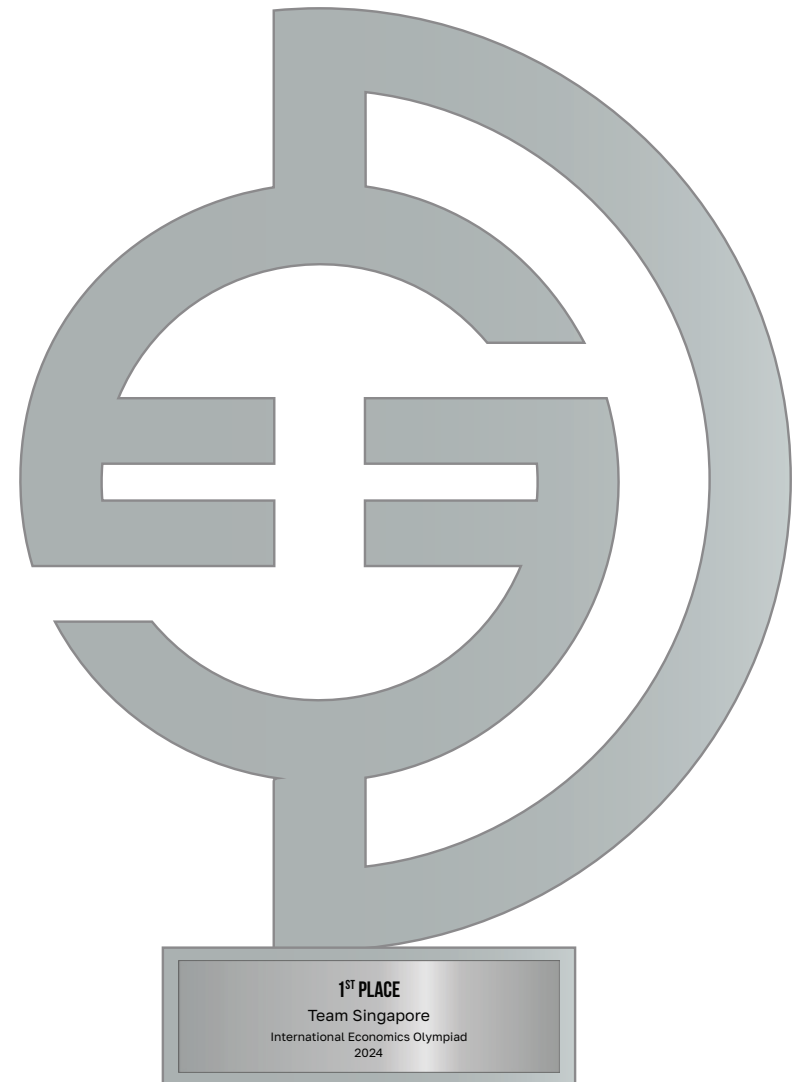


BACK

TROPHY

The IEO has a consistent trophy design, but the host country may create a unique version for the current year.

The trophy should also include three versions of the inscription – for 1st, 2nd, and 3rd places.



DIGITAL USE

To ensure a unified online presence, the IEO brand identity should be consistently applied across all digital platforms. Screensavers, banners, and other digital visuals must reflect the style of the given year while preserving the core elements of the IEO brand.

Official digital assets are prepared in advance for IEO media platforms, including YouTube, Facebook, and Instagram, and may also be adapted for other channels when necessary.

All digital materials should follow the same visual tone, ensuring recognizability and coherence across platforms.

