



RECOMMENDATIONS ON USING IEO BRAND IDENTITY

- 1 The term IEO may only be used in the name of your local competition if it is followed by words such as “Qualifiers”, “Selection”, etc.

Incorrect: IEO UK, IEO Georgia, IEO Germany

Correct: IEO Qualifiers India, IEO Selection Russia

- 2 When mentioning the IEO in any public communication material, please list it as a Key Partner.
- 3 Always add a description of the IEO in texts or footnotes. Use the following wording (translations into national languages are permitted):

The IEO is an annual competition in Economics organised for high school students. It is intended to stimulate the activities of students interested in economics, business, and finance by way of creative problem-solving.

Any additions or corrections must be approved by the IEO team.

- 4 Provide a link to the official IEO website — <https://ieo-official.org> — in all public communication materials. With this, you may also use the official IEO logo.
- 5 Any posts, comments, texts, pictures, or other materials that contain more information about the Olympiad than the standard description and link must be confirmed with the IEO development manager, Anna Bondareva (ab@ieo-official.org).
- 6 The IEO logo and other brand identity elements must be used strictly in accordance with the official **IEO brand book**.
- 7 Any visual materials created using IEO brand guidelines must be coordinated with the IEO development manager, Anna Bondareva (ab@ieo-official.org).
- 8 When mentioning the IEO or using its logo on your resources, please inform us in FYI format by emailing info@ieo-official.org. Include a link to the publication and a short summary of its content (especially if it is not in English).
- 9 Use of the IEO logo or brand elements without following the above rules is strictly prohibited.