



Recommendations on using IEO Brand Identity

- 1 When mentioning the IEO in any public communication material, please list it as a Key Partner.
- 2 Add a description of the IEO to all the materials - in texts or footnotes under *. Use the following description (can be translated to your national language):

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.

If you want to make additions/corrections, be sure to run the text by us.

- 5 Provide a link to the official IEO website (<https://ecolymp.org>) in all public communication materials. With that, you can also use the IEO logo.
- 6 All additional posts/comments/texts/pictures and other materials that contain more information about the Olympiad than the standard description and link to the website must be confirmed with the brand manager of the IEO - Natalia Nepomnyashchaya (nn@ecolymp.org).
- 7 The IEO logo and other elements of the brand identity must be used strictly under the rules stated in **the IEO brand book**.
- 8 All visual materials that are created based on **the IEO brand guidelines** and use brand identity elements must be coordinated with the brand manager Natalia Nepomnyashchaya (nn@ecolymp.org).
- 9 When mentioning the IEO/using the logo on your resources, please inform us about this in the FYI format. All you need to do is send us an email at info@ecolymp.org; please enclose a link to a publication and a gist of what is said there (in case the language of the publication is not English).
- 10 You cannot use the logo and other brand elements without following the points above.