



We are delighted to share the new AMS logo with you. The official launch will take place at the 2018 Joint Mathematics Meetings.

Our new logo underscores that the AMS is a society of individuals with diverse backgrounds, inspirations, and goals who collectively pursue and advance mathematics research and education. This new logo will favorably represent our organization and help us stand out in the landscape of other mathematical and scientific organizations.

Please note:

- The three spiraling streams of dots of different sizes departing from a distinct origin are dynamically moving forward. Each stream of dots also represents the varied and expanding activities of the Society, as well as our goal to serve mathematicians throughout their long careers.
- Eliminating the closed circle from our old logo demonstrates we are an open and welcoming membership organization.
- The reason the image does not reference any specific mathematical symbol is to reflect our support for the diversity of disciplines within mathematics.
- The font and the blue color from our old logo have been retained to provide continuity. Orange has been added as an energetic and welcoming color, which you may also recognize as a match to the covers of the old paper copies of *Mathematical Reviews* (now available as MathSciNet®).

The new logo is part of the implementation of our 2016–2020 Strategic Plan, which comprises six initiatives addressing diversity; membership; visibility; enhancements to MathSciNet; growth and innovation in our publishing program; and coherence in our portfolio of programs, meetings, publications, and professional services. This plan will strengthen the Society in many key ways and position us well for the coming decades.

The initiative entitled Advocacy, Awareness & Visibility directs us to “create new and consistent branding across the AMS for its publications, programs, and services.”

Survey research revealed that AMS members are less aware of the range of our publications, programs, and services than we realized. The rationale for creating new branding is based, in part, on a desire to increase this awareness and to signal to the mathematics community that the AMS is moving forward in new and important ways. A new logo is just the first step. Moreover, market research on our current logo revealed that the connection between a Greek temple and a mathematical society has become increasingly tenuous among non-members and younger mathematicians, who associate the Greek temple with a financial institution.

This new logo is distinct from that of all other mathematical organizations today. We believe its consistent use across all of our communications will help the AMS stand at the forefront of the mathematics community.

We hope you share our excitement about our new logo and tagline. You can always, of course, reach out to any of us to share any of your thoughts, concerns, and ideas at branding@ams.org.

Thank you.

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