



# International Journal of Design

Universitas Komputer Indonesia

Journal homepage: <https://ojs.unikom.ac.id/index.php/injudes>



## International Men's Day: The Awareness, Significance, Challenges, and Logo Design Proposal

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### ABSTRACTS

International Men's Day allows people to recognize and honor men in their lives. This annual event is held on November 19 to honor men's socioeconomic achievements, cultural, and political. Dr. Jerome Teelucksingh, a history professor at the University of the West Indies in Trinidad and Tobago found International Men's Day in 1999. However, it is more than just a celebration of men's positive contributions to society; it is also a campaign to promote gender equality. The challenge today is how to promote the message through effective media so that it can reach all organizations and all levels of society. A logo as a symbol of an organization should reflect the goals and message of the group. Through the media of the logo, the meaning of International Men's Day is expected to be easily disseminated. The message of IMD 2021 is "Better relations between men and women".

### ARTICLE INFO

#### Article History:

Received 3 May 2022

Revised 7 June 2022

Accepted 11 June 2022

Available online 18 June 2022

#### Keywords:

International Day,  
Men and boys,  
Dr Jerome Teelucksingh,  
Trinidad and Tobago,  
Challenges,  
Logo,  
Design.

## 1. INTRODUCTION

International Men's Day (IMD) is a yearly worldwide celebration of men. IMD is now commemorated in over 80 countries around the world, indicating that its popularity is growing. 2021 International Men's Day role is to assist people, families, churches, community members, small businesses and corporate bodies, as well as NGOs and governmental agencies, in making an impact for men and boys. There is a need to encourage the significance of men and boys and to assist people in making practical advancements to men's and boys' health and well-being. The IMD wants men to set a good example. It is because male role models are essential for boys. Positive male role models are also needed in the broader group. This is the best way to build a safe society in which everyone has a chance to thrive.

According to [Marsh \(2019\)](#), men face a variety of imbalances. Men must be encouraged to be the men that they need to be. It is important to note that men are being disrespected, mocked, and ostracized all over the world today simply for being men. Worse, people who have drunk the red Kool-Aid and lost their ability to think for themselves constantly repeat the phrase "Toxic Masculinity." Men and boys must be honored for these reasons.

Since the inception of IMD, it was inaugurated region by region. In Europe, IMD was started by Malta in 1994, followed by Trinidad and Tobago (America) in 1999. Thereafter, other regions followed, including Africa (South Africa, 2008); Oceania (Australia, 2003), and Asia (China, 2003). Other states and cities have recognized IMD.

Many men have been reported to "have been privately agitating to make 23 February as International Men's Day, which is another version of 8 March that is International Women's Day" since 1960s. In the Soviet Union, this day has been recognized as The Red Army and Navy Day until 1922, but it was changed to Defender of the Fatherland Day in 2002. American journalist in 1968 named John P. Harris submitted an editorial in the *Salina Journal* stressing the lacking of cohesion in the Soviet system, advocating for an International Women's Day for female workers while doing nothing to encourage a day for male staff. Groups in the United States, Australia, and Malta in the mid-1990s held community events in February at the recommendation of Thomas Oaster, the director of the Missouri Center for Men's Studies at the University of Missouri-Kansas City (International Men's Day 2014). Oaster successfully supported the occasion in 1993 and 1994. However, his subsequent efforts in 1995 were poorly received, and he cancelled his intention to keep the occasion in subsequent years.

Despite the fact that International Men's and Women's Day are considered "gender-focused" events, they are not philosophically uniform even though they highlight difficulties deemed to be special to men or women. Based on these problems, the challenge is how to campaign this philosophy in order to change people's perceptions of the problems on International Men's and Women's Day. One of the solutions was to spread the IMD message through effective media to reach all organizations and all levels of society. Graphic design is one of the media that functions as

communication, promotion, and appreciation of art to convey messages to the public (Surtikanti et al., 2021; Zwain & Bahauddin, 2021). A logo is a symbol of an organization that reflects the goals and messages of a group (Solomon et al., 2020). Through the logo as the media, it is hoped that the message on International Men's Day can be conveyed and accepted.

## 2. METHOD

Qualitative method is used in this research by describing data from various phenomena related to International Men's Day. We took data from several literatures in online journal articles and news and analyzed it. Details of how to retrieve data for literature review are described elsewhere (Aziza et al., 2021). In designing the IMD logo, we used the Adobe Photoshop software and several sites as references.

## 3. RESULTS & DISCUSSION

### 3.1. History

Thomas Oaster suggested the concept for International Men's Day on February 8, 1991, and it was initiated on February 7, 1992. The suggestion was revitalized in Trinidad and Tobago in 1999. Malta has observed IMD since February 7, 1994. IMD is observed on November 19. However, because Malta was the only nation that recognized men and their contributions to the world on February 19, the Maltese AMR unilaterally voted in 2009 to move IMD to November 19.

To commemorate his father's birthday, Dr. Jerome Teelucksingh, Professor of History at the University of the West Indies in Trinidad and Tobago, formed IMD in 1999. He further

encouraged people to raise matters pertaining to men and boys on this day. Teelucksingh has favored IMD as a time to address all issues that impact men and boys, instead of just a gender-based day. "They are striving for equal rights and carefully attempting to abolish the negative perceptions and marginalization associated with masculinity in our society," he said of IMD and its grassroots activists. Unlike International Women's Day (March 8), International Men's Day is not officially recognized by the United Nations, which recognizes World Toilet Day on November 19 (Source: United Nations, accessed 2021).

Even though International Men's and Women's Day are regarded as "gender-focused" gatherings, they are not philosophical mirror images because they showcase matters which perceived to be special to men or women. IMD history is mainly concerned with commemorating matters that are thought to be special to the men and boys' feelings. It is also an emphasis on good role models, which is particularly deemed necessary in a social context that often captivated with males' images, which is behaving badly. IMD aims at proving that all males react much more actively to positive examples than negative stereotyping by showcasing positive male role models (Thompson, 2010).

### 3.2. Pillars

The IMD's six pillars, defined as the goals, are listed here:

1. To encourage positive role models, not just celebrities and athletes, but also working-class men that have genuine lifestyles.
2. To recognize men for their positive contribution to society, humanity,

household, child care, marital, and the surroundings.

3. To concentrate on men's health and wellness on all levels, including emotional, social, spiritual, and physical.
4. To draw attention to gender bias in areas such as social attitudes and expectations, social services, and the law.
5. To encourage gender equality and improve gender relations.
6. To ensure a safe environment in which individuals can develop and reach their full potential (The International Mensday, 2021).

### 3.3. Significance

This day is devoted entirely to raising awareness concerning men's health, well-being, sexual challenges, and the social as well as economic conditioning. It is also the day when they discuss the discriminatory treatment they face and assure to make quality gender relations. The eventual aim is to enhance global humanitarian values and raise men's consciousness (Hindustan Times, 2021). It is an event to recognize and honor boys' and men's accomplishments, particularly to the sovereign country, union, society, environment, family, parenthood, and child support.

Since 1999, International Men's Day has been observed by holding public workshops, forums, symposiums, carnivals, and fundraising events. Also, classroom activities for students, November fundraisers, Parliamentary press conferences, government occasions, radio and television activities, church observations, prayer sessions, award shows, special retail promotional campaigns, photos & film contests, musical performances & art exhibits, and

non-violent sensitization marches have also been conducted.

### 3.4. IMD Logos

Logo is a symbol of a brand or company organization. The use of logo is important to introduce brands to consumers and the market (Januariyansah, 2018). The logo function depends on the organization type. The IMD logo serves to convey a message about celebrating international men's day.

Figure 1 shows the International Men's Day logos that have been created from various associations.



**Fig. 1. International Men's Day Logos**  
Source : Can Stock Photos (Accessed 2021).

#### 3.4.1. Logo Design Proposal

The logo has characteristics that can convey the vision and mission of the company or organization (Ad & Pascu, 2012).

The proposed logo design that we designed used the concept of icons and font styles. The objects used are man silhouette and a star (see Figure 2).



**Fig. 2. Objects used in the proposed logo**

Objects used in the logo has its own meaning, including: 1) Man Silhouette means a man who is mature and responsible. 2) Star has the meaning of leadership which is the identity of a man who is mature and responsible. Figure 3 is the final result of the proposed logo design.



### **International Men's Day**

**Fig. 3. Final Logo Design Proposal**

Based on Figure 3, it is expected that the meaning of leadership and maturity of a man can be conveyed and understood by all levels of society, as well as giving sympathy to various gender equality issues.

### **3.5. Yearly Themes**

Usually, world coordinators suggested the theme for IMD. Examples of the yearly themes are provided below:

- 2002 - Peace
- 2003 - Men's health
- 2007 - Healing and forgiveness
- 2009 - Positive male role models
- 2010 - Our children's future'
- 2011 - Giving Boys the Best Possible Start in Life
- 2012 - Helping Men and Boys Live Longer, Happier and Healthier Lives
- 2013 - Keeping Men and Boys Safe
- 2014 - Working Together for Men and Boys
- 2015 - Working to Expand Reproductive Options for Men
- 2016 - Stop Male Suicide
- 2017 - Celebrating Men and Boys in All Their Diversity
- 2018 - Positive Male Role Models
- 2019 - Making a Difference for Men and Boys
- 2020 - Better Health for Men and Boys
- 2021 - Better relations between men and women

### **3.6. Challenges**

Men experience a number of health issues that must be addressed.

According to recent studies:

1. Men commit suicide at three times the rate of women. Every day, nine Australians commit suicide, which double the cost of the road toll. Seventy-five percent of those who commit suicide are men. Males aged from 85 and above have the highest age-specific suicide rate ([Lifeline, 2021](#)).
2. One out of every three men has experienced physical or sexual violence.
3. Men die 4-5 years on average before women.



4. Men are diagnosed with lung cancer twice as probable as women.
5. Coronary heart disease has been the biggest cause of mortality in men, making up for 10,448 (12%) of all fatalities. Dementia, including Alzheimer's disease, was the world's largest cause of death among women, making up for 9,522 (12%) of all deaths, followed by coronary heart disease (7,283; 9 percent of deaths). In 2019, the top five global inherent mortality rates in Australia for males and females of all ages are lung cancer, chronic obstructive pulmonary disease, and cerebrovascular disease (including stroke) ([Australian Institute of Health and Welfare, 2021](#)).
6. Men are twice as probable as women to be diagnosed with heart disease. In ABS (2015), Coronary Heart Disease (CHD) is more common in older age groups, particularly men—it is ten times more common in men aged from 75 and above than in men aged 45–54 (17 and 1.7%, respectively). An approximated 65,300 people between the ages of 25 and above had an acute coronary event in 2013, which is in a heart attack or unstable angina form, according to hospital visits and mortality data—roughly 200 occurrences per day. Between 2007 and 2014, the age-standardized rate declined by 29% from 534 to 379 events per 100,000 people.

### 3.7. Other Challenges

The roles of men are changing almost rapidly. Aside from the health challenges, there are other challenges that are unnoticed. One of the challenges is men and boys are also targets of unforeseen sexual harassment and assault. From the

invisibility of sex trafficked boys to the enslavement of men as low-wage unskilled laborers, men and boys are perceived as disposable in our global psyche. In sports, for example, icons have been male superstars; they are magnificent, golden boys who are loved and admired. In sports, however, all aspects of masculinity emerge, including bullying, homophobia, sexual abuse, and power struggles ([The Good Men Project, 2018](#)).

Men are commonly characterized as misogynistic, inept, brutish slobs who involved in just drink, sports, and sex and have few redeemable characteristics.

Racism is caused by men continuously being told that it is their obligation to "provide and safeguard." White supremacists seeking economic benefit are responsible for the vast majority of systemic racism. A man is not a man if he is not successful and wealthy. For a long time, racism has been used to boost financial success for a small group of people at the top ([The Good Men Project, 2018](#)). When individuals consider men and interrelationships, the initial thought is sexual interactions. Men, on the other hand, are extremely attracted to and fully dedicated to a wide range of other friendships and relationships, such as fathers and sons and daughters sons, fathers and mothers, as well as male friendships. While times and stereotypes change, mothers are still seen as the fallback parent in many places, while men's responsibilities as parents are not acknowledged. Men are not encouraged to learn about fatherhood in the same way that women are encouraged to learn about motherhood.

It has traditionally been thought that men would be the ones to cater for their families in a family set-up. Even where both the husband-and-wife work, it is presumed that the husband will be responsible for ensuring the family's financial well-being. Men are forced to engage in shady deals to meet this obligation. Men who are too old or too young do not meet the two most important characteristics of idealized version of masculinity. Older men are perceived as weak and frail, but younger men are not yet financially strong. Allowing men to be themselves— old, young, strong, weak, physically challenged, able, depressed, happy— does not come naturally to men. In the twenty-first century, it is a way of life ([The Good Men Project, 2018](#)).

#### 4. CONCLUSION

The idea for International Men's Day was conceived on February 8, 1991. Thomas Oaster launched it on February 7,

1992. It was resurrected in Trinidad and Tobago in 1999 by Jerome Teelucksingh, who chose November 19 to mark the occasion his father's birthday. IMD is a world-wide holiday observed annually on November 19 to identify and celebrate men's political, cultural, and socioeconomic achievements. All The Six Pillars of International Men's Day outlines the objectives of an IMD. It is a day to appreciate and honor men's and boys' contributions and achievements, particularly in service to the country, association, community, neighborhood, relatives, marriage, and parental care. Media Logo is used to promote international men's day to facilitate the spread of information to all levels of society. The overall objective of the day is to promote basic humanitarian values whereas also making people aware about men's issues. It is celebrated every year in over 80 nations world-wide.

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