

ie

Reinventing
Higher Education

[Learn more](#)



Intro

Here we'll show you the do's and don't's of applying IE visual identity.

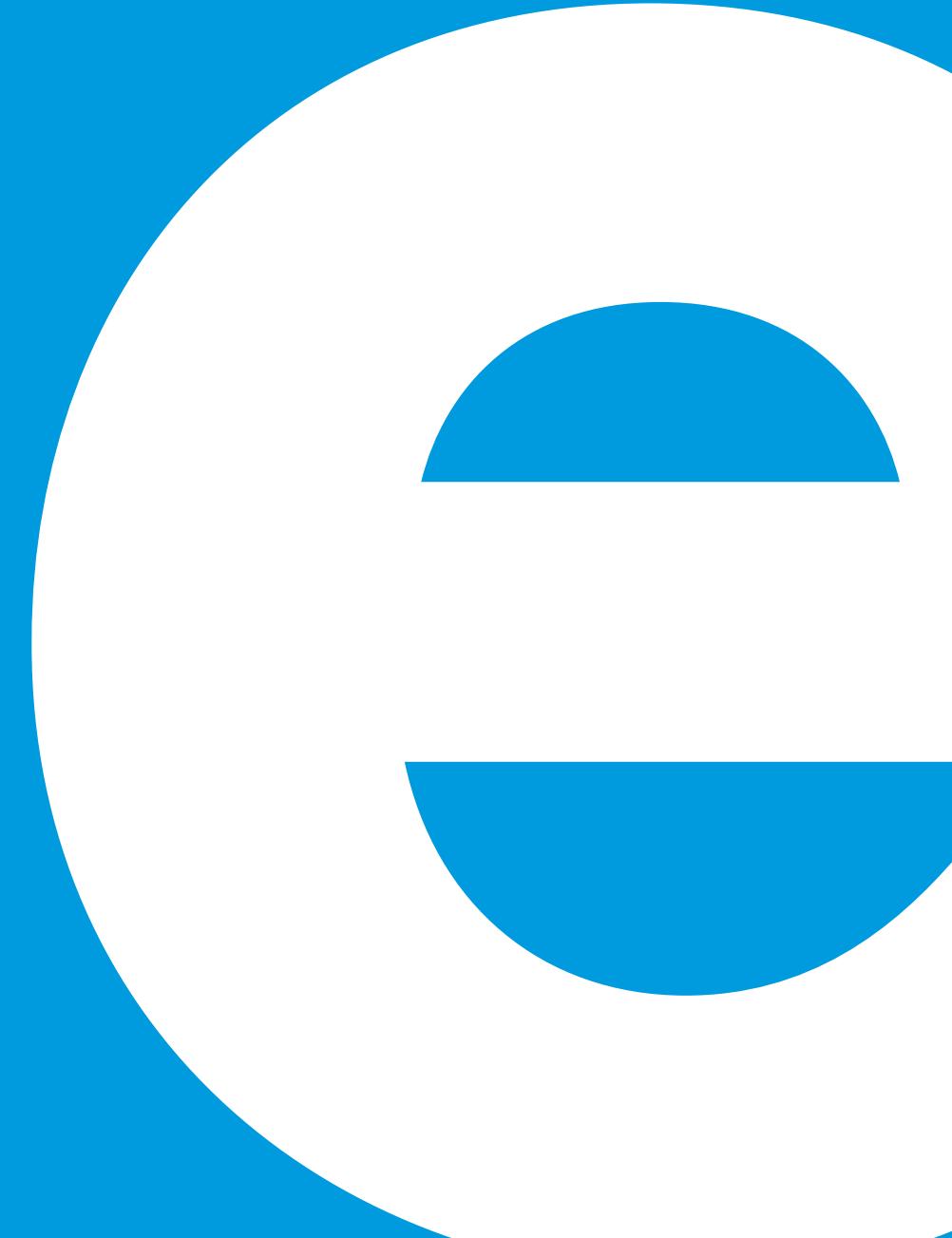
This guide is designed to answer your questions, but without limiting your creativity.

It is an easy, intuitive guide you can browse at your leisure. The menu at the top of the screen allows you to navigate the site, search for keywords, download pages, select full-screen mode and print content.

In addition, the start menu features a link to download different logos, including corporate IE material. Ultimately, this is a practical guide that is easy-to-use.

ie

Reinventing
Higher Education



History and identity

Our history

History and identity

This is how our logo has changed over time.



INSTITUTO
DE
EMPRESA



INSTITUTO
de EMPRESA



Instituto
de Empresa



ie business
school



1976

1986

1990

2001

2008

2016

Our values

Technological immersion and a culture of innovation

IE is committed to technological immersion in education and the business world and shapes leaders, empowering them to face the challenges of digital transformation.

Entrepreneurial mindset

IE promotes the development of an entrepreneurial ecosystem, boosts intrapreneurship and supports its students and graduates in the creation and development of startups around the world.

Humanities to understand the world

IE values the Humanities as a key element in understanding the reality of the world we live in through a global vision and the application of critical thinking.

Diverse nationalities, cultures and ideas

IE promotes diversity to ensure a unique experience, enriched by the contributions of students from around the world. Freedom and respect for diversity are inalienable values of our identity. Students, graduates and professors from more than 160 countries nurture an ecosystem rich in visions and ideas.

Corporate logo evolution

Evolution step by step



This was our
previous logo



We became
clearer



Went outside
the box



Got bolder



And friendlier



Mixed it up



Our beliefs
are what set
us apart





Professional growth requires personal growth.

We focus on developing each student's potential.

We learn from our experiences.

We provide innovative learning opportunities.

The only thing that's certain is change.

We prepare our students for change with the latest trends and technologies.

Change requires innovation.

We develop innovative higher education by applying new methodologies.



Progress requires change.

We innovate to encourage students to drive change in their own environments.



How do we
define
ourselves?



How do we define ourselves?

What do we do?

Innovative
education to
promote change.



How do we define ourselves?

How do we do it?

We innovate in
the **learning**
experience.



A professional woman with blonde hair tied back, wearing a blue top, is speaking into a black microphone with a red pop filter. She is gesturing with her hands as she speaks. The background is a bright, slightly blurred indoor setting.

How do we define ourselves?

Because change
requires innovation.

IE ecosystem



IE Business School

We offer Master degree programs which focus on the management of businesses in a variety of areas and sectors using innovative methodologies.

IE Law School

IE Law School drives innovation in the legal world, training global lawyers that standout for their passion for entrepreneurship and humanistic spirit.

School of Human Sciences & Technology

We combine social science and technology to train innovative professionals who have an impact on business and society.

School of Architecture & design

Architecture and design education is based on innovation, responsibility and entrepreneurial spirit, all fostered through project-based learning.



School of International Relations

We train influential leaders to transform and truly make a difference in the private, public, and non-profit sectors.

IE University

IE University undergraduate programs are for students who approach learning as a way of life, and who are open to the world and to the transformative role of higher education.

IE Exponential Learning

We promote lifelong learning by providing tailored content and formats to suit your needs throughout the different stages of your life. Here at IE, we aim to spark your curiosity and ignite your passions to generate an exponential impact in your career.

ie

Reinventing
Higher Education



Intro

IE Solutions

What's in this guide?

We believe in innovation and personal contributions, so we want you to have the liberty to create materials using this corporate guide.

We made this guide to help you use our brand identity while maintaining creative freedom.

Logo basics

Main logos

Corporate logo



Institutional logos



School logos



Intro

Main logos

IE's main logos are those that cover our main areas of activity.

They include:

Corporate logo

Institutional logos

School logos

Corporate logo



Reinventing
Higher Education

Institutional logos



School logos



Main logos



Corporate logo

The corporate logo refers to the IE logo, and encompasses more than one university department or service.



**Reinventing
Higher Education**

Knowing when to use it is clear and simple:

When referring to IE as an institution

(because of its importance or because it's something that affects everyone).

When more than one school or institutional logo is involved.

When referring to a department that provides a service across several schools.

When there's an event sponsored by several schools.

When creating signage for buildings that offer various services.

Corporate logo



Corporate logo: What are its components?

Should the IE logotype always have a claim?

Yes, except if it is present more than once on the same page. In this case, only the primary logo should have a claim next to it.

The secondary logos should be half the size of the primary logo.



Which version should I use?

There are two IE logos:
vertical and horizontal.

The vertical version is the default whenever space and format allow it.



Vertical version



Horizontal version

Corporate logo variations

Need more
flexibility?

The IE logo can also be used over both positive and negative colors.

Vertical and horizontal version over a positive color



Vertical and horizontal version over a negative color



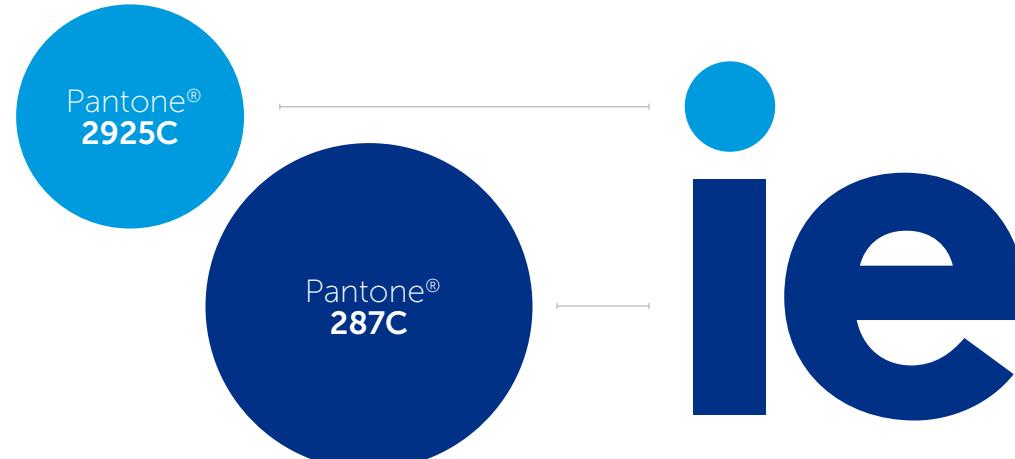
Vertical and horizontal version in 50% gray over white background



Corporate logo colors

What color is IE?

The main logo is made up of two colors and each school uses a secondary color.



Pantone®
287C
C100 M87 Y19 K10
R0 G51 B141
Hex 00338d



Pantone®
2925C

C85 M21 Y0 K0
R0 G151 B220
Hex 0097dc



Pantone®
369C

C67 M0 Y98 K5
R122 G165 B43
Hex 7aa52b



Pantone®
320C

C100 M11 Y38 K0
R0 G151 B169
Hex 0097a9



Pantone®
513C

C48 M94 Y5 K0
R143 G43 B169
Hex 8f2b8b



Pantone®
185C

C0 M100 Y92 K0
R231 G0 B151
Hex e70033

University

Business School

School of Human Sciences & Technology

School of International Relations

School of Architecture & Design

Law School

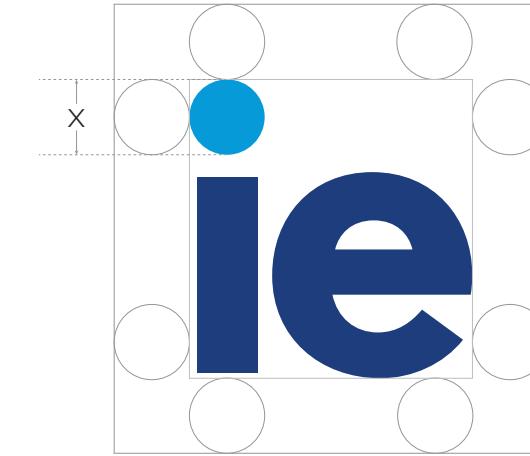
Corporate logo protected space

The IE logo needs space

Give the logo room to breathe. Leave a minimum amount of clear space around the logo.



Amount of space to leave
around logo **with claim**



Amount of space to leave around
logo **without claim**

Placement examples

There are various placement options for the IE logo.

The logo with claim should always be aligned on the left.

The logo without claim can be freely aligned on the left or right.

Remember to leave the minimum space around it.



Corporate logo minimum sizes

IE fits
anywhere

The logo's minimum size is defined by the height of the "i" in IE, and should never be smaller than 8 millimeters.

There's no maximum size, but make sure the logo isn't the main focus of the page.



Corporate logo on backgrounds

The IE logo on different **backgrounds**

Over images, colors, etc.

The IE logo can coexist with other elements as long as it's legible and recognizable.



Corporate logo incorrect uses

Creativity: not everything works

When it comes to communication, clarity and simplicity always come first. Make sure the logo can be clearly seen.

If you want to put the logo over a background:

1. DON'T place the logo directly over other elements.
2. DO make sure the logo is legible with lots of contrast.

Individual initiatives, events, and products do not have their own logos. Never put any kind of text close to the logo, because it could seem like a new logo has been created.



Main logos

Institutional logos



Institutional logos

Institutional logos are those that group together different programs from different schools, but which have common characteristics and are aimed at the same audience.

These are:
IE University, IE Exponential Learning and the IE Foundation.

The Foundation logo is an exception, since it offers services across several schools and institutions.



Institutional logos:

What are their components?

Institutional logos always have the following elements:



Logotype

Descriptive
Claim



Exponent
Logotype

Corporate line
Descriptive



Logotype

Descriptive

What colors are IE institutional logos?

What colors do we use?

IE's corporate colors are used for institutional logos.

We also add black for the description and claim on "University" and "Exponential Learning".



Pantone®
287C

Pantone® 287C
C100 M87 Y19 K10
R0 G51 B141
Hex 00338d



Pantone®
2925C

Pantone® 2925C
C85 M21 Y0 K0
R0 G151 B220
Hex 0097dc

Institutional logos variations and colors

Positive vertical version

IE University logo
(English)



Positive horizontal version



Negative vertical version



Negative horizontal version

IE Exponential Learning logo



IE Foundation logo



Institutional logos black versions

Positive vertical
version

IE University logo
(English)



Positive horizontal
version



Negative vertical
version



Negative horizontal
version



IE Exponential
Learning logo



IE Foundation
logo



Institutional logos greyscale versions

Positive vertical version
in 50% gray over white
background

IE University logo
(English)



Positive horizontal version
in 50% gray over white
background



IE University logo
(English)



IE Exponential
Learning logo



IE Foundation
logo



Institutional logos protected space

Institutional logos need space

Give the logo room to breathe.
Leave a minimum amount of clear
space around the logo.



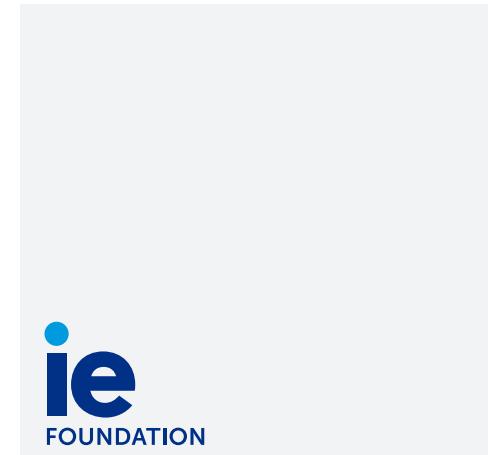
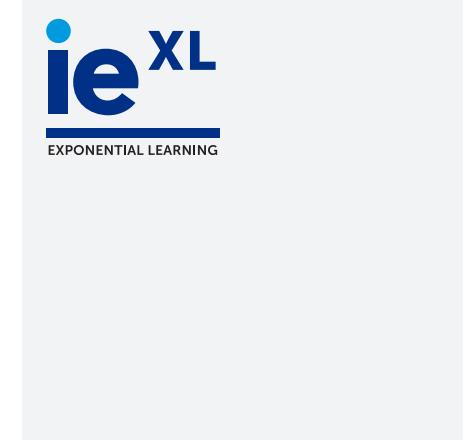
Amount of space to leave
around **logos**

Placement examples

There are various placement options for the IE institutional logos.

Logos should always be aligned on the left.

Remember to leave the minimum space around it.



Institutional logos minimum sizes

Institutional logos fit anywhere

The logo's minimum size is defined by the height of the "i" in IE, and should never be smaller than 8 millimeters.



Institutional logos on backgrounds

Institutional logos on different **backgrounds**

Over images, colors, etc.

IE institutional logos can coexist with other elements as long as they remain legible and recognizable.



Creativity: not everything works

When it comes to communication, clarity and simplicity always come first.

Make sure the logo can be clearly seen.

If you want to put logos over backgrounds:

1. DON'T place logos directly over other elements.
2. DO make sure logos is legible with lots of contrast.



Institutional logos and other logos

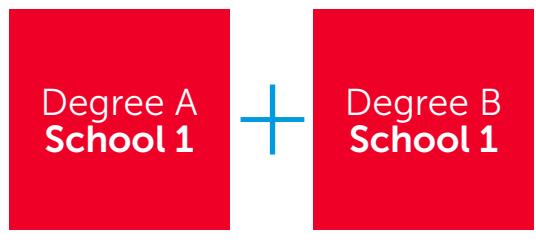
How do our logos coexist?



No coexistence
To avoid confusion,
we never place an
institutional logo next
to a school logo.

Hipos & Bootcamps belong to
IE Exponential Learning, so it will only
appear under this brand. The sponsorship
and support of the corresponding
schools will appear in the texts
associated with them.

If the text refers to
more than **one degree**,
the logos should
appear as follows:



One or more degrees from the same school.



University Logo.
* in exceptional cases
it could be replaced
by the school logo.



One or more degrees from different schools.



University Logo.

If the text refers to
master's degrees, the
logos should appear
as follows:

In the case of degree/
master, the same criterion
will be applied.



Master's degrees from the same school.



School logo.



Master's degrees from different schools.



Corporate logo

Main logos



Intro

School logos

There are currently five different schools and each of them has its own logo.

Each school has its own logo and color that identifies it.

These are:



School logos: What are their components?

School logos always have the
following elements:



- | Logotype
- | School color
- | School name

- | Logotype
- | School color
- | School name

School logos variations and colors

Positive vertical
version



Positive horizontal
version



Negative vertical
version



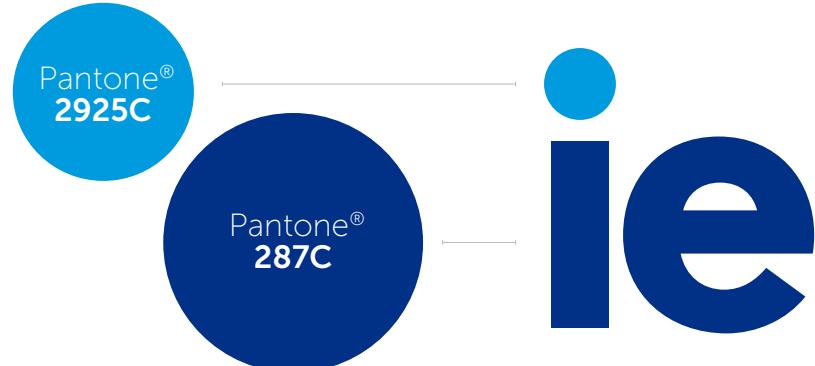
Negative horizontal version



School logos colors

What color are the schools?

The school logos use the two corporate colors and each has a secondary color.



BUSINESS SCHOOL



Pantone®
2925C
C85 M21 Y0 K0
R0 G151 B220
Hex 0097dc

Business School



SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY



Pantone®
369C
C67 M0 Y98 K5
R122 G165 B43
Hex 7aa52b

School of
Human
Sciences &
Technology



SCHOOL OF
INTERNATIONAL
RELATIONS



Pantone®
320C
C100 M11 Y38 K0
R0 G151 B169
Hex 0097a9

School of
International
Relations



SCHOOL OF
ARCHITECTURE
& DESIGN



Pantone®
513C
C48 M94 Y5 K0
R143 G43 B169
Hex 8f2b8b

School of
Architecture &
Design



LAW SCHOOL



Pantone®
185C
C0 M100 Y92 K0
R231 G0 B151
Hex e70033

Law School

School logos black versions

Positive vertical
version



Positive horizontal
version



Negative vertical
version



Negative horizontal
version



School logos greyscale versions

Positive vertical version
in 50% gray over white
background



Positive horizontal version
in 50% gray over white
background



School logos minimum sizes

School logos fit anywhere

The logo's minimum size is defined by the height of the "i" in IE, and should never be smaller than 8 millimeters.

The vertical school logo is the default version, and the horizontal version is only used in exceptional cases.



School logos protected space

School logos need space

Give the logo room to breathe. Leave a minimum amount of clear space around the logo.



Amount of space to leave
around **logos**

Placement examples

There are various placement options for the IE school logos.

Logos should always be aligned on the left.

Remember to leave the minimum space around it.



School logos on backgrounds

School logos on different backgrounds

Over images, colors, etc.

The IE school logo can coexist with other elements as long as it's legible and recognizable.



School logos incorrect uses

Creativity: not everything works

When it comes to communication, clarity and simplicity always come first.

Make sure the logo can be clearly seen.

If you want to put the logo over a background:

1. DON'T place the logo directly over other elements.
2. DO make sure the logo is legible with lots of contrast.



Do you know which logo to use?

If the text includes a closing, the corporate logo is the one used at the end of the text. If it doesn't, the school logo appears by itself.

Schools do not have logos for their departments, products or product clusters. The school logo represents all of these units.



The school logo presents the product.



Corporate sponsor logo. If this logo is necessary, it appears at the bottom and secondary to the school logo.

School logos and other logos

How do our logos coexist?

If the text refers to more than **one degree**, the logos should appear as follows:



No coexistence
To avoid confusion, we never place an institutional logo next to a school logo.

Hipos & Bootcamps belong to **IE Exponential Learning**, so it will only appear under this brand. The sponsorship and support of the corresponding schools will appear in the texts associated with them.

If the text refers to **master's degrees**, the logos should appear as follows:

In the case of degree/master, the same criterion will be applied.



One or more degrees from the same school.

School logo.
*or university, depending on the context and functionality.



One or more degrees from different schools.

University Logo.



Master's degrees from the same school.

School logo.



Master's degrees from different schools.

Corporate logo.

Logo basics

iePLACES

ie
SERVICE

ie | CHAIRS OF RESEARCH
& CENTERS

ie
club
name

Secondary logos

Secondary logos identify services that are distinct and independent, yet defined within IE's corporate structure.

They include:

Place logos

Service logos

Logos for chairs of research & centers

Club logos



Secondary logos

iePLACES

Intro

Place logos

Place logos are those that identify a physical place where you can buy, sell or exchange goods.

iePLACES

Place logos components

Place logos: What are their components?

Place logos always have the
following elements:

Master layout for new services
Typography: Museo Sans 700

ie PLACES

Logotype Descriptive

Current place logos

ie LIBRARY
ie STORE

Place logos variations and colors

Which version should I use?

There are several ways to use place logos. Choose the one that best suits your needs.

The colors used are the same as IE's corporate colors.

Master layout over **positive & negative backgrounds**



Pantone® 287C
C100 M87 Y19 K10
R0 G51 B141
Hex 00338d



Pantone® 2925C
C85 M21 Y0 K0
R0 G151 B220
Hex 0097dc

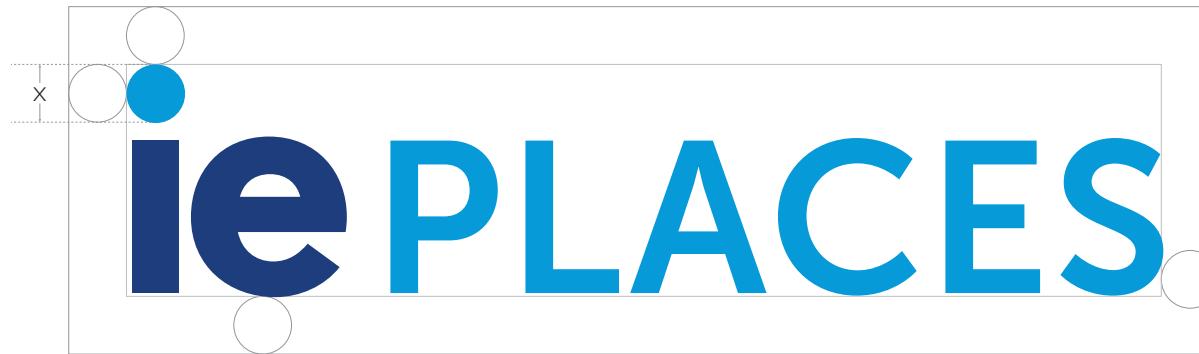


Place logos protected space

Place logos **need space**

Give the logo room to breathe. Leave a minimum amount of clear space around the logo.

The logo's minimum size is defined by the height of the "i" in IE, and should never be smaller than 8 millimeters.



Place logo
minimum size



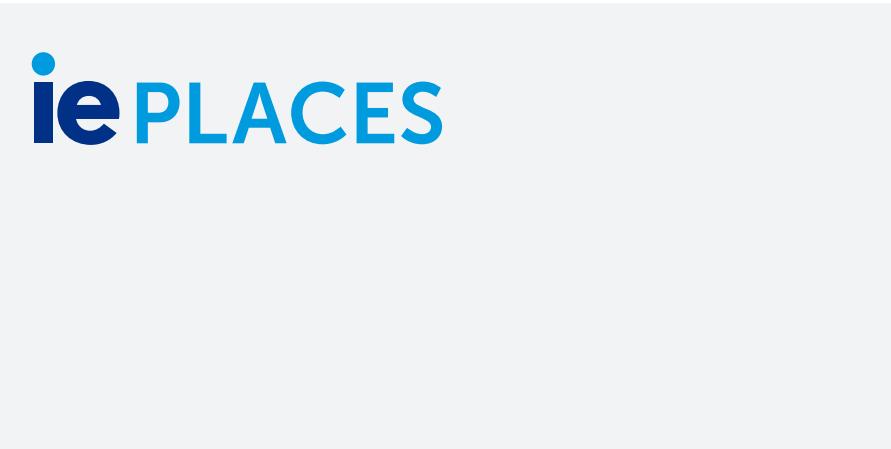
Place logos placement

Placement examples

There are various placement options for the IE place logos.

Logos should always be aligned on the left.

Remember to leave the minimum space around it.

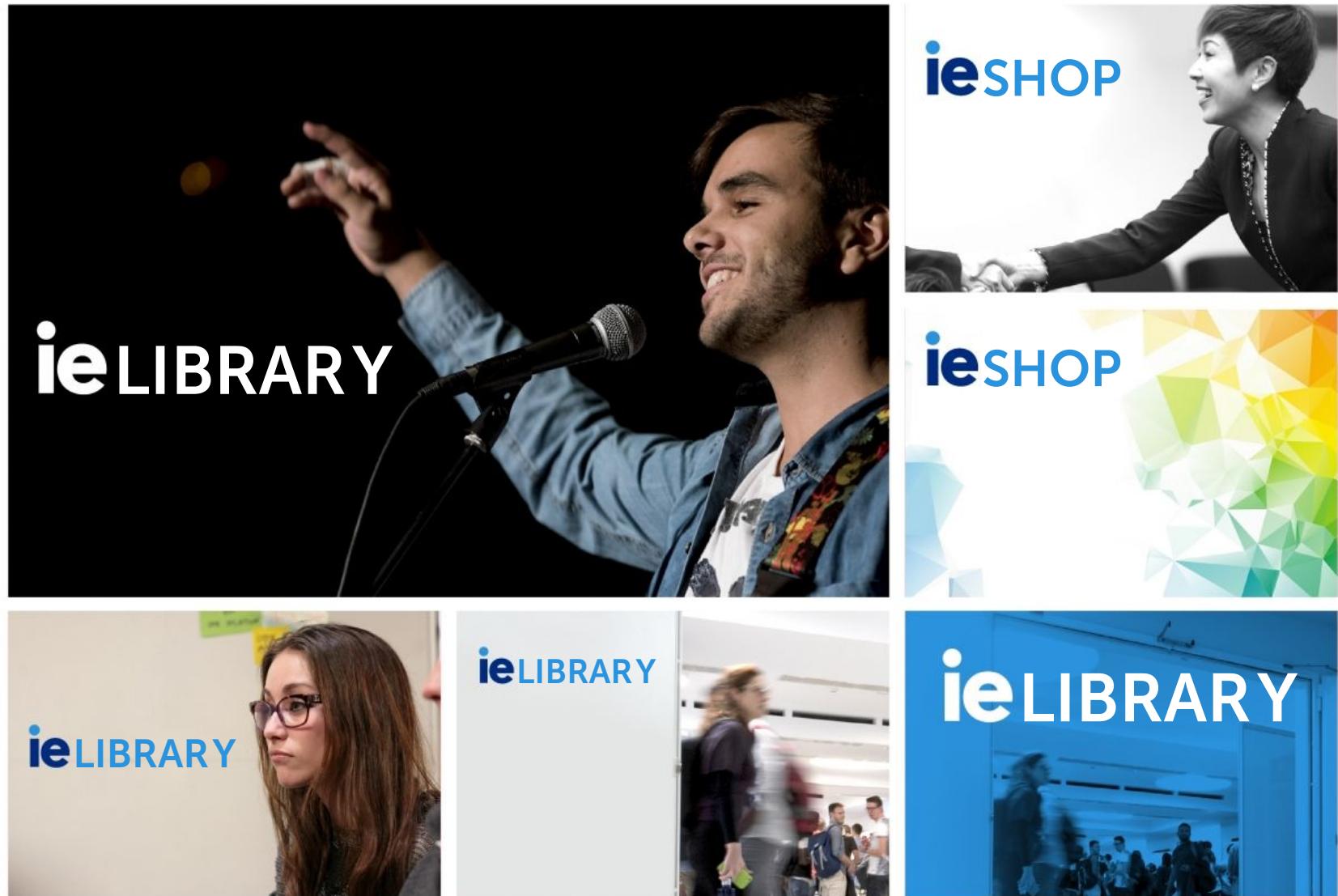


Place logos on backgrounds

Place logos on different **backgrounds**

Over images, colors, etc.

Place logos can coexist with other elements as long as it's legible and recognizable.



Place logos incorrect uses

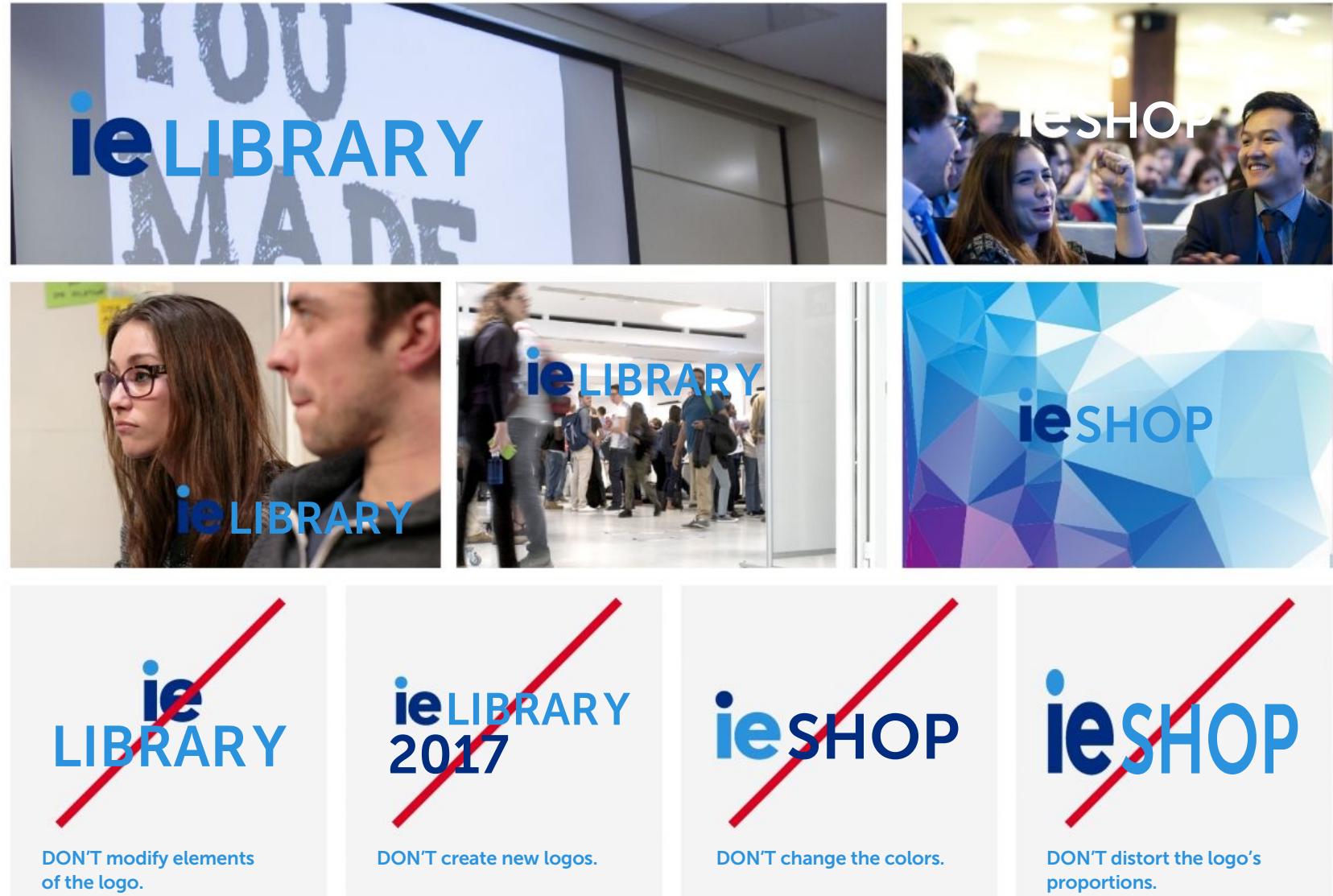
Creativity: **not** everything works

When it comes to communication, clarity and simplicity always come first.

Make sure the logo can be clearly seen.

If you want to put the logo over a background:

1. DON'T place the logo directly over other elements.
2. DO make sure the logo is legible with lots of contrast.



Place logos and other logos

Do you know which logo to use?

When more than one logo is used in the same text, the place logo is the primary logo and the corporate or institutional logo appears at the closing in a secondary position.

Case 1



The place logo presents the product.

Case 2



The place logo presents the product.

The institutional logo appears at the closing and secondary to the place logo.

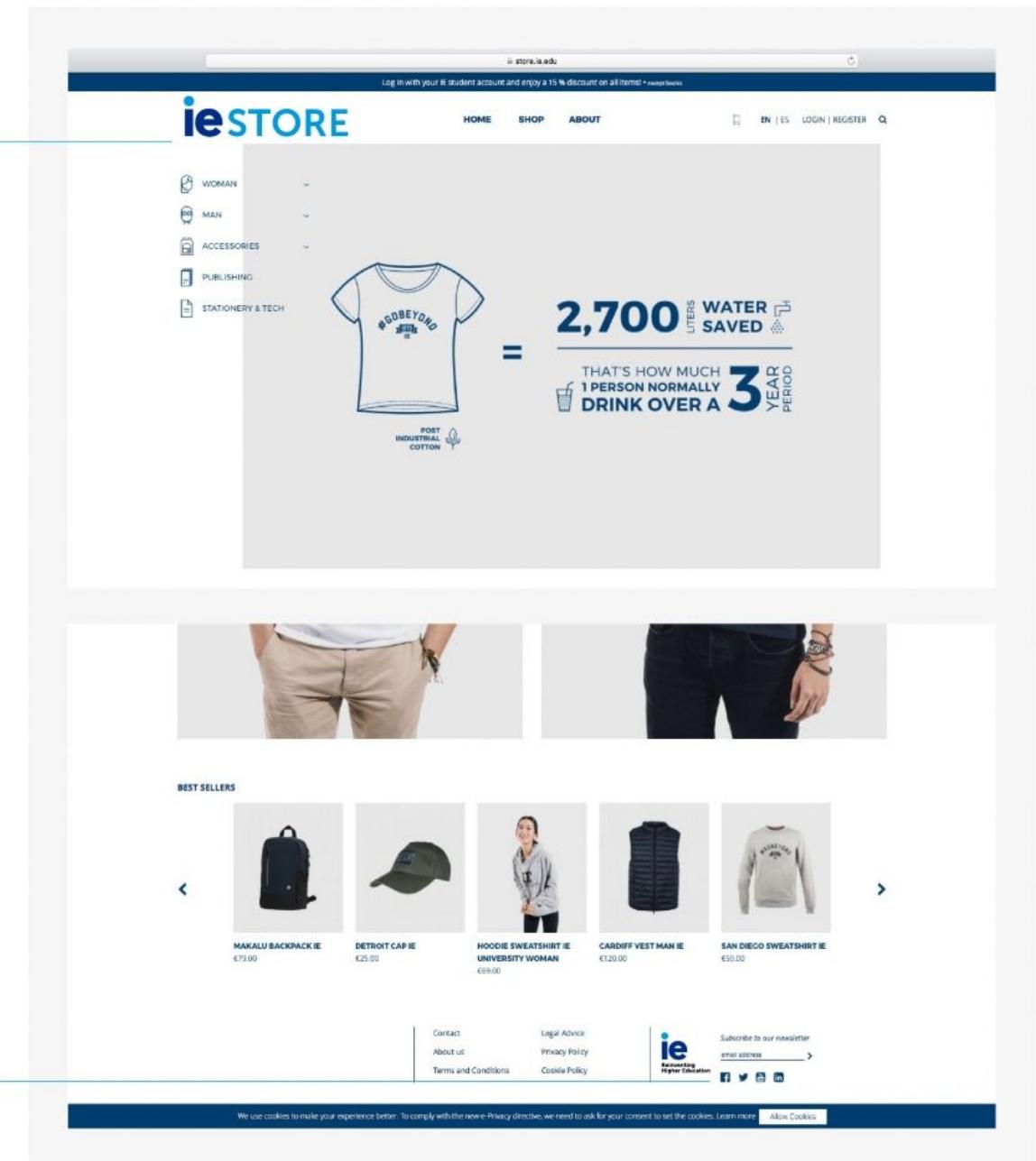
Place logos and other logos

Do you know which logo to use?

Using both the place and corporate logo for the online store?

Here's how to do it right.

The place logo
presents the
product.



The corporate logo
appears at the closing
and secondary to the
place logo.

Secondary logos



Intro

Service logos

These logos represent departments and services available both for students and other stakeholders.

Not all services will have their own logo, only those who provide a service required by our partners as a complement to the program.



Service logos: What are their components?

Service logos always have the following elements:

Master layout
for new services
Typography:
Museo Sans 700



Logotype

Descriptive



Current service logos

Which version should I use?

There are several ways to use service logos. Choose the one that best suits your needs.

The colors used are the same as IE's corporate colors.

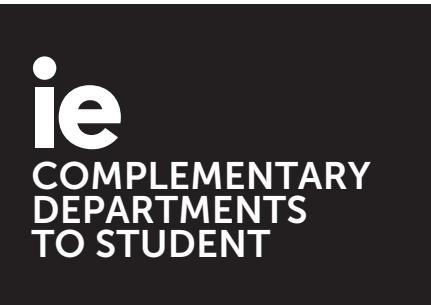
Master layout over **positive & negative backgrounds**



Pantone® 287C
C100 M87 Y19 K10
R0 G51 B141
Hex 00338d



Pantone® 2925C
C85 M21 Y0 K0
R0 G151 B220
Hex 0097dc

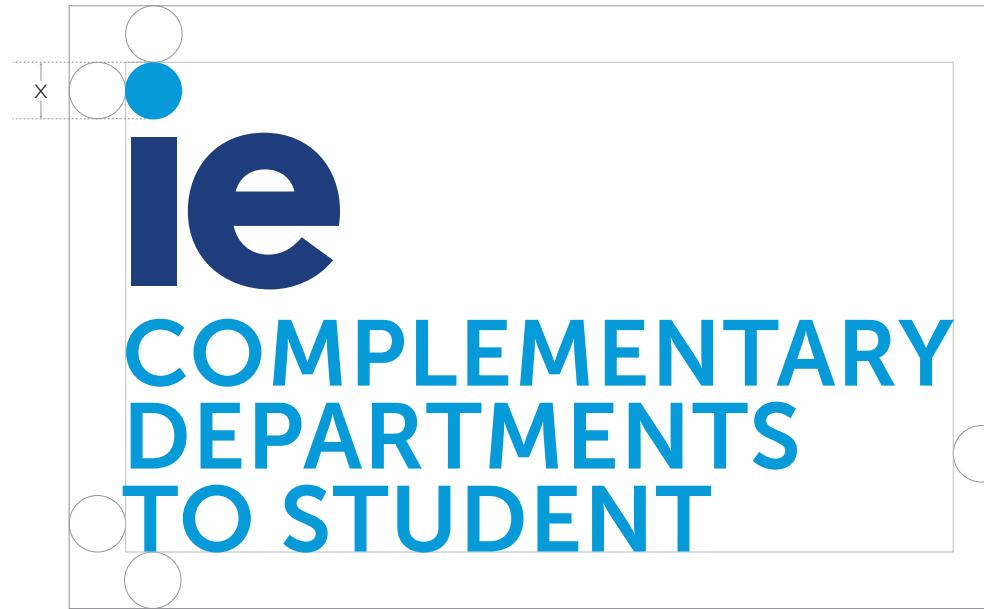


Service logos protected space

Service logos need space

Give the logo room to breathe. Leave a minimum amount of clear space around the logo.

The logo's minimum size is defined by the height of the "i" in IE, and should never be smaller than 8 millimeters.



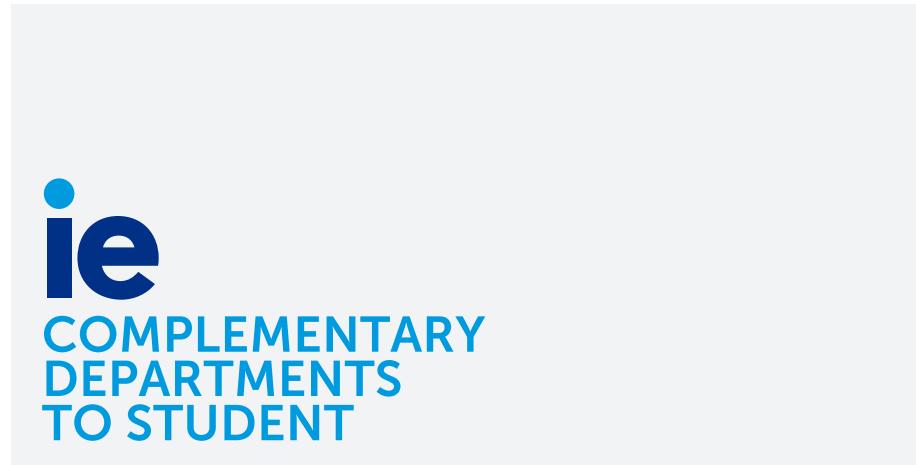
Service logos
minimum size

Placement examples

There are various placement options for the IE service logos.

Logos should always be aligned on the left.

Remember to leave the minimum space around it.



Service logos on backgrounds

Service logos on different **backgrounds**

Over images, colors, etc.

Service logos can coexist with other elements as long as it's legible and recognizable.



Creativity: not everything works

When it comes to communication, clarity and simplicity always come first.

Make sure the logo can be clearly seen.

If you want to put the logo over a background:

1. DON'T place the logo directly over other elements.
2. DO make sure the logo is legible with lots of contrast.



Service logos and other logos

Do you know which logo to use?

When more than one logo is used in the same text, the service logo is the primary logo and the corporate or institutional logo appears at the closing in a secondary position.

For departments,
when communicating
with audiences:

The service logo presents the product.

The school/corporate/institutional logo appears at the closing and secondary to the service logo.



The university logo, if the service is being provided to the university.

The corporate logo, if the service is being provided to more than one school, or both the university and schools.

For internal service
departments:

The service logo presents the product.

The corporate logo appears at the closing and secondary to the service logo.



Secondary logos



Intro

Logos for **Chairs of research & centers**

These are logos for chairs of research & centers that are officially recognized and registered by IE.

Related initiatives will not have their own logo.



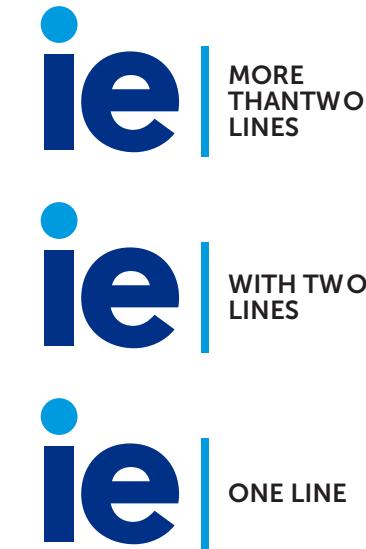
Logos for chairs of research & centers components



Logotype

Descriptive

Chairs of research & centers logos always have the following elements:



Logos for chairs of research & centers variations and colors

Which version should I use?

There are several ways to use chairs of research & centers. Choose the one that best suits your needs.

The colors used are the same as IE's corporate colors.

Master layout over **positive &
negative backgrounds**



White over
Pantone® 287C
background



White over
black
background



Pantone®
287C

Pantone® 287C
C100 M87 Y19 K10
R0 G51 B141
Hex 00338d



Pantone®
2925C

Pantone® 2925C
C85 M21 Y0 K0
R0 G151 B220
Hex 0097dc



50% gray
over white
background

Logos for chairs of research & centers protected space

Logos for chairs of research & centers **need space**

Give the logo room to breathe. Leave a minimum amount of clear space around the logo.

The logo's minimum size is defined by the height of the "i" in IE, and should never be smaller than 8 millimeters.



Logos for chairs of research & centers
minimum size

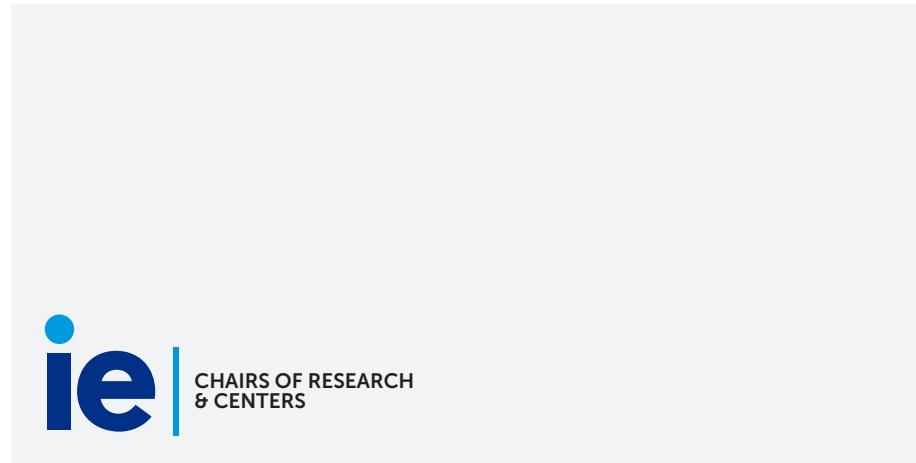
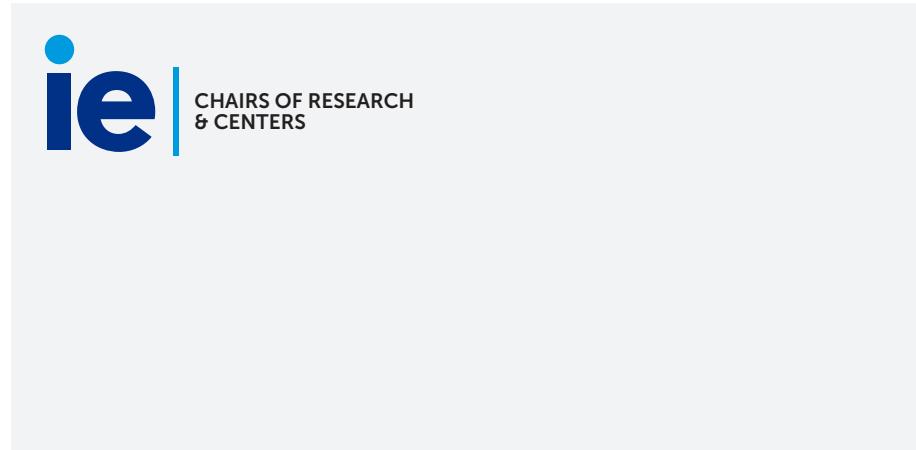
Logos for chairs of research & centers placement

Placement examples

There are various placement options for chairs of research & centers logos.

Logos should always be aligned on the left.

Remember to leave the minimum space around it.



Logos for chairs of research & centers on backgrounds

Chairs of research & centers logos on different **backgrounds**

Over images, colors, etc.

Chairs of research & centers logos can coexist with other elements as long as it's legible and recognizable.



Logos for chairs of research & centers incorrect uses

Creativity: not everything works

When it comes to communication, clarity and simplicity always come first.

Make sure the logo can be clearly seen.

If you want to put the logo over a background:

1. DON'T place the logo directly over other elements.
2. DO make sure the logo is legible with lots of contrast.



Logos for chairs of research & centers and other logos

Do you know which logo to use?

As a general rule:

When more than one logo coexists, the chairs of research & centers logo should be the primary logo and the corporate or institutional logo should appear at the bottom in a secondary position.

Collaborating with other institutions?

Depending on who is presenting the product and what type of collaboration it is, the logos should be used as follows:

As a general rule:



The chairs of research & centers logo presents the product.



Corporate sponsor logo. The corporate logo appears at the closing and secondary to the logo of the chairs of research or center.

Collaborating with other institutions:

Partnership:



The chairs of research & centers logo presents the product.



Corporate logo + the logo of the collaborating institution. They both appear at the closing and secondary to the logo of the chairs of research or center.

They must be the same size.

Collaborations with one or more institutions:



The chairs of research & centers logo presents the product.



Corporate logo + the logo of the collaborating sponsor institution. They both appear at the closing and secondary to the logo of the chairs of research or center. **The logos of collaborating institutions must appear at the bottom and be 50% of the size of the corporate logo.**

Secondary logos



Intro

Club logos

These are clubs for both current students and alumni. Each one has its own logo that follows the corporate brand guidelines.



Club logos: What are their components?

The club logos always have the following elements:



Club logos variations and colors

Which version should I use?

There are several ways to use club logos.
Choose the one that best suits your
needs.

The colors used are the same as IE's
corporate colors.

You can create any logo you need using
the template.



Pantone®
287C

Pantone® 287C
C100 M87 Y19 K10
R0 G51 B141
Hex 00338d



Pantone®
2925C

Pantone® 2925C
C85 M21 Y0 K0
R0 G151 B220
Hex 0097dc

Vertical version



White over Pantone® 287C
background



White over black
background



50% gray over white
background

Horizontal version



White over Pantone® 287C
background



White over black
background



50% gray over white
background

Club logos protected space

Club logos need space

Give the logo room to breathe. Leave a minimum amount of clear space around the logo.

The logo's minimum size is defined by the height of the "i" in IE, and should never be smaller than 8 millimeters.



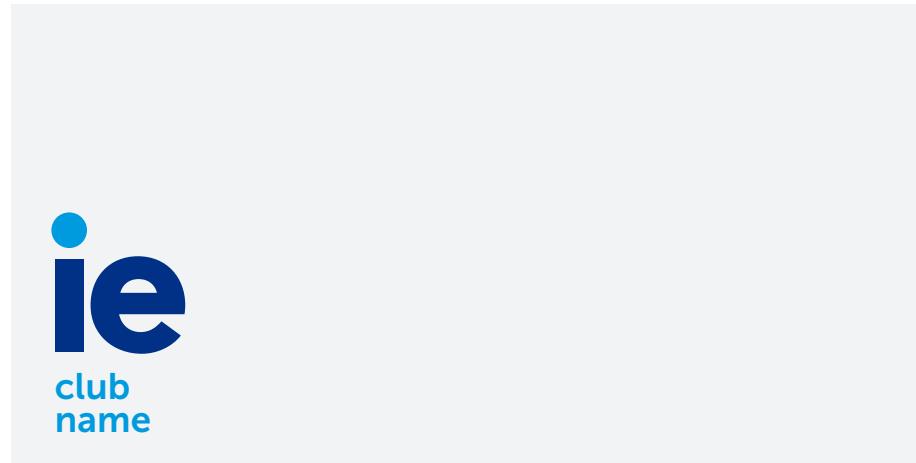
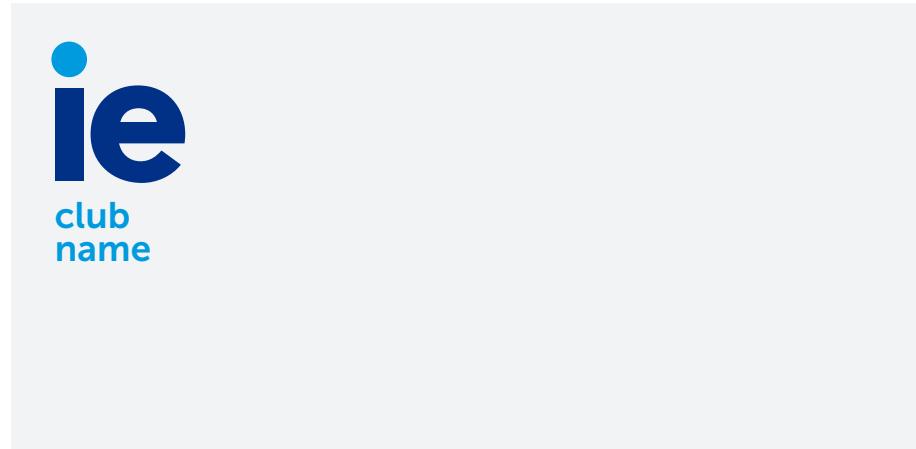
Club logos
minimum size

Placement examples

There are various placement options for the IE club logos.

Logos should always be aligned on the left.

Remember to leave the minimum space around it.



Club logos on backgrounds

Club logos on different backgrounds

Over images, colors, etc.

Club logos can coexist with other elements as long as it's legible and recognizable.



Club logos incorrect uses

Creativity: not everything works

When it comes to communication, clarity and simplicity always come first.

Make sure the logo can be clearly seen.

If you want to put the logo over a background:

1. DON'T place the logo directly over other elements.
2. DO make sure the logo is legible with lots of contrast.



ie

Reinventing
Higher Education

Graphic style



IE graphic style

What is our visual identity?

In this section, we'll be addressing the visual style to be used when creating graphics at IE. Whether it's our corporate image, or the representation of our schools and departments, we aim to establish coherence and demonstrate the IE spirit, without limiting creativity.

You can generate content creatively, while staying true to the spirit of IE.

Graphic style

Typography

Intro

Typography

Typography is a basic element used to maintain uniformity and consistency in how the IE image is presented.

Here, we will recommend some appropriate fonts which embody the spirit of IE to provide clarity and flexibility in content creation.

The way we express **ourselves**

The recommended fonts are **Gotham** and **Calibri**. Both fonts are modern, clear, familiar, and properly represent IE's personality.

Other fonts may also be used, as long as they maintain the same graphic character that makes us recognizable.

Abc123
Abc123

abcdefghijklmnopqrstuvwxyz
1234567890&%\$
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&%\$

abcdefghijklmnopqrstuvwxyz
1234567890&%\$
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&%\$

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Gotham typeface

Abc123
Abc123

abcdefghijklmnopqrstuvwxyz
1234567890&%\$
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&%\$

abcdefghijklmnopqrstuvwxyz
1234567890&%\$
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&%\$

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Calibri typeface

The way we express **ourselves**

Combine our recommended fonts and use different font sizes to highlight sections and enrich text.

Maintain a uniform alignment to make the text look organized.

At IE, we like to keep things clear.

Creating texts in different sizes makes it stand out. It gives the text an air of modernity and innovation, like our spirit at IE.



Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam **nonummy nibh euismod tincidunt ut laoreet dolore**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse

01

Lorem ipsum

Graphic style

Color

Intro

Color

Color is an important tool we use to transmit our diversity and multidisciplinary focus. Always use fresh, bright settings to project clarity and modernity.

Below, you will discover how to use our colors in a way that is both meaningful and effective.

What color is IE?

The colors to be used in IE material are **Pantone® 287C** and **Pantone® 2925C**. In the case of corporate and/or institutional use, **Pantone® 287C** will be the visually predominant tone against **Pantone® 2925C**.

When it comes to material produced by the Business School, the predominant color will be **Pantone® 2925C**.

We want the general style to be warm, approachable, and light. For this reason, we recommend using **85% gray** instead of black for texts and icons.

Colors for corporate and institutional communications.

Approximate percentages:
70% / 30%



Pantone® 287C
C100 M87 Y19 K10
R0 G51 B141
Hex 00338d



Pantone® 2925C
C85 M21 Y0 K0
R0 G151 B220
Hex 0097dc

Colors for Business School communications.

Approximate percentages:
70% / 30%



Pantone® 2925C
C85 M21 Y0 K0
R0 G151 B220
Hex 0097dc



Pantone® 287C
C100 M87 Y19 K10
R0 G51 B141
Hex 00338d

Complementary color for text and minor graphics only.



What color is IE?

Every school has a primary color that will be the principal tone used in their communications. Details below.

All schools share **Pantone® 287C** and **Pantone® 2925C** as secondary colors.

We want the general style to be warm, approachable, and light. For this reason, we recommend using **85% gray** instead of black for texts and icons.

Primary colors
for schools
communications.



Pantone® 369C
C67 M0 Y98 K5
R122 G165 B43
Hex 7aa52b

School of
Human Sciences
& Technology



**Pantone®
320C**

Pantone® 320C
C100 M11 Y38 K0
R0 G151 B169
Hex 0097a9

School of
International
Relations



**Pantone®
513C**

Pantone® 513C
C48 M94 Y5 K0
R143 G43 B169
Hex 8f2b8b

School of
Architecture
& Design



**Pantone®
185C**

Pantone® 185C
C0 M100 Y92 K0
R231 G0 B151
Hex e70033

Law School

Secondary colors
for schools
communications.



**Pantone®
287C**

Pantone® 287C
C100 M87 Y19 K10
R0 G51 B141
Hex 00338d



**Pantone®
2925C**

Pantone® 2925C
C85 M21 Y0 K0
R0 G151 B220
Hex 0097dc

Complementary color for
text and minor graphics only.



Gray 85%

Graphic style

Photography

Intro

Photography

The photographic style used at IE helps people get to know us. We have created basic norms for our images to make sure new photographs are both attractive and relevant.

What **images** does IE use?

When using photographs, we want to show people (students and/or professors at IE) as much as possible.

We strive to use clear images that allow us to apply the IE logo clearly.

We have a large database where you can download photographs:

www.flickr.com/photos/ie-business-school/

Active Learning & Experience

People should be shown with a positive and dynamic attitude, reflecting IE values. We want the people photographed to be candid, rather than in contrived poses.



Into the light

Whenever possible, clear backdrops are preferred. When it is not possible, we prefer images with dynamic perspectives and contrasts.



Dynamic Structures

When it is not possible to include people in the shot, we explore perspectives and contrasts to create attractive images.



Graphic style

Tone of voice

Intro

Tone **of voice**

The tone we use in our writing helps us express our brand values. IE is an institution committed to innovation. This creates our vision of the future, at the technological, methodological and social levels.

With that in mind, our tone must reflect that vision and clearly project our values.

Our tone of voice

We recommend using **American English** in order to reach an international audience. Our tone should be **modern, flexible, familiar, empathetic, enthusiastic** and **accurate**.



Modern

We are innovators in communication. We use a direct tone that solicits feedback and makes us grow as an organization. We use up-to-date information and concepts.



Flexible

We believe in the future and in change. We are constantly adapting and reinventing ourselves. We are flexible and we transmit this attitude to our community.



Familiar

We have a global community full of different cultures and languages. Our tone must be easily understandable and approachable.



Empathetic

We believe that it is important to understand others and put ourselves in their position. For this reason, we communicate in a tone that encourages listening, engagement and collaboration.



Enthusiastic

We are positive, enthusiastic, and optimistic about the future. Our community is full of passion and entrepreneurial spirit. We encourage students to leave their mark on the world.



Accurate

We are rigorous in the promotion of research and knowledge. Accuracy is key in reflecting the academic excellence of our institution.

Graphic style

Merchandising

Intro

Merchandising

Merchandising is an important projection of our identity. For this reason, merchandising must be consistent with the values that set us apart. It is also an important unifying factor within our IE community and strengthens our collective sense of identity.

Merchandising

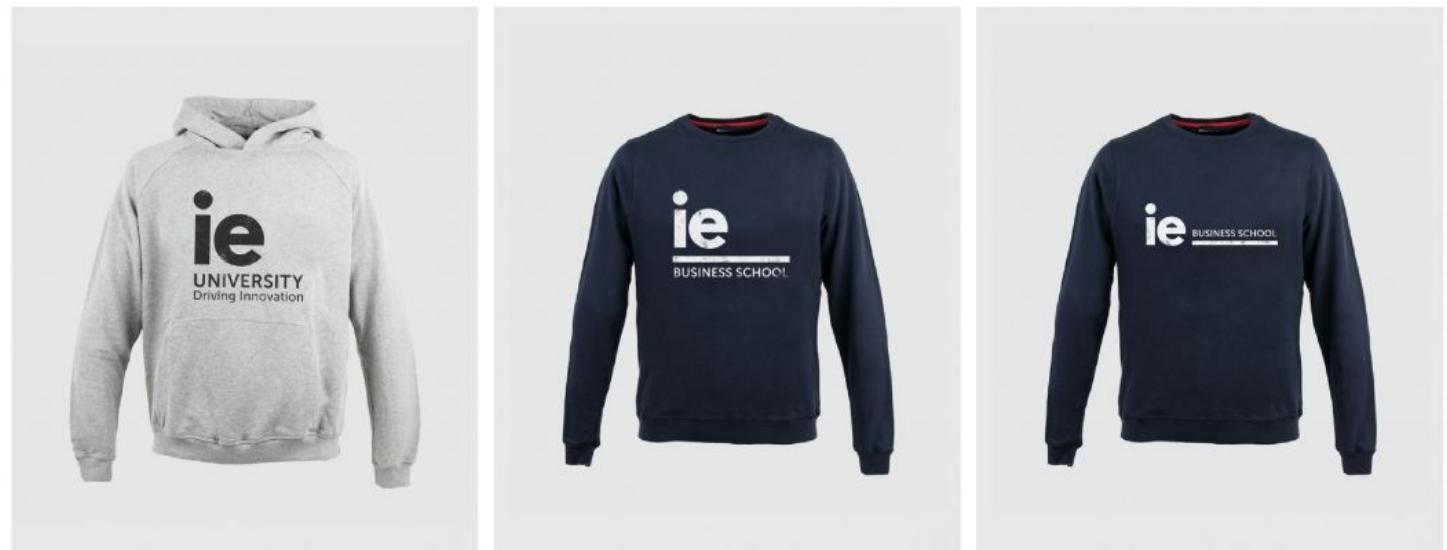
We are always with you

Our merchandising can be very diverse.

We make sure that the different uses are consistent with IE's visual style.

We have a shopping center where our merchandise is available and managed by our store.

Contact.store@ie.edu



Graphic style

Spaces

Intro

Spaces

IE spaces represent a corporate ecosystem that helps us communicate IE values and strengthen the capacity for projecting our ideals.

They form a common space that distinguishes and defines us as an institution.

IE spaces: Meeting point

IE spaces are vital elements to define the IE ecosystem and to create a physical space that is ours.

In order to get maximum visibility and optimize the coherence of IE values, we work with clear backgrounds and corporate colors.

These images make the representation of our brand and our message both relevant and significant.



Got questions?

We're here to help.

Marketing Department

brand@ie.edu