ie

Reinventing Higher Education

How to use the IE brand

We're here to help

Learn more

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

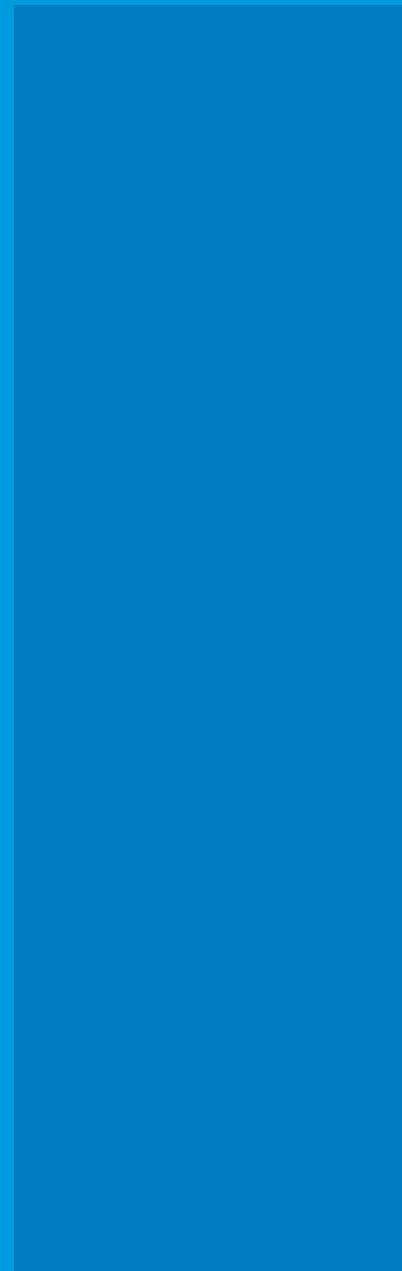This guide is designed to answer your questions, but without limiting your creativity.

ie

**Reinventing
Higher Education**

History
and **identity**

Our history

This is how our logo has changed over time.

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.

Evolution
step by step

| This was our previous logo | We became clearer | Went outside the box | Got bolder | And friendlier | Mixed it up |

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And we're still evolving

We are made of change

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.

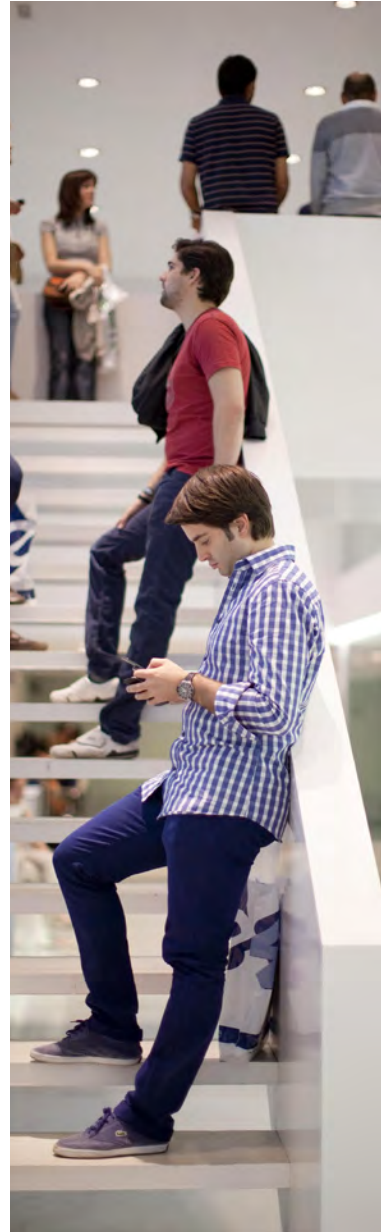We prepare our students for change with the latest trends and technologies.

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?

What
do we do?

Innovative education to promote change.

How do we define ourselves?

Why do
we do it?

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.

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Reinventing Higher Education

Logo basics

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.

Main logos

Corporate logo

ie
Reinventing
Higher Education

Institutional logos

ie^{XL}
EXPONENTIAL LEARNING

ie
UNIVERSITY

ie
FOUNDATION

School logos

ie
BUSINESS SCHOOL

ie
LAW SCHOOL

ie
SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

ie
SCHOOL OF
ARCHITECTURE
& DESIGN

ie
SCHOOL OF
INTERNATIONAL
RELATIONS

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

ie
Reinventing
Higher Education

Institutional logos

ie XL
EXPONENTIAL LEARNING

ie
UNIVERSITY

ie
FOUNDATION

School logos

ie
BUSINESS SCHOOL

ie
LAW SCHOOL

ie
SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

ie
SCHOOL OF
ARCHITECTURE
& DESIGN

ie
SCHOOL OF
INTERNATIONAL
RELATIONS

Corporate logo

ie
Reinventing
Higher Education

Corporate
logo

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

Knowing when to use it is clear and simple:

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Reinventing Higher Education

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

Want to know **how to use the IE 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.

Logotype

Claim

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

Need more
flexibility?

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

Vertical and horizontal version over a positive color

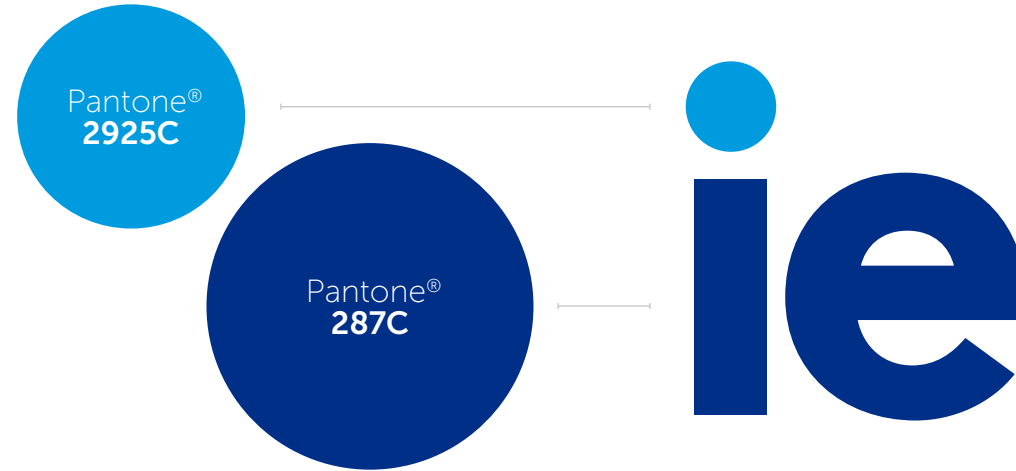Vertical and horizontal version over a negative color

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®
2925C

Pantone®
287C

Pantone®
287C

Pantone®
2925C

Pantone®
369C

Pantone®
320C

Pantone®
513C

Pantone®
185C

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
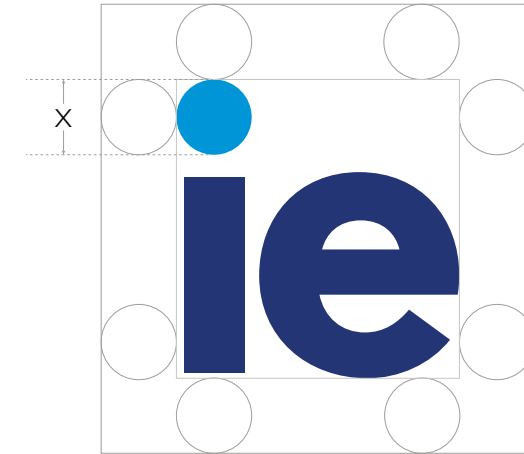
The IE logo
needs space

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.
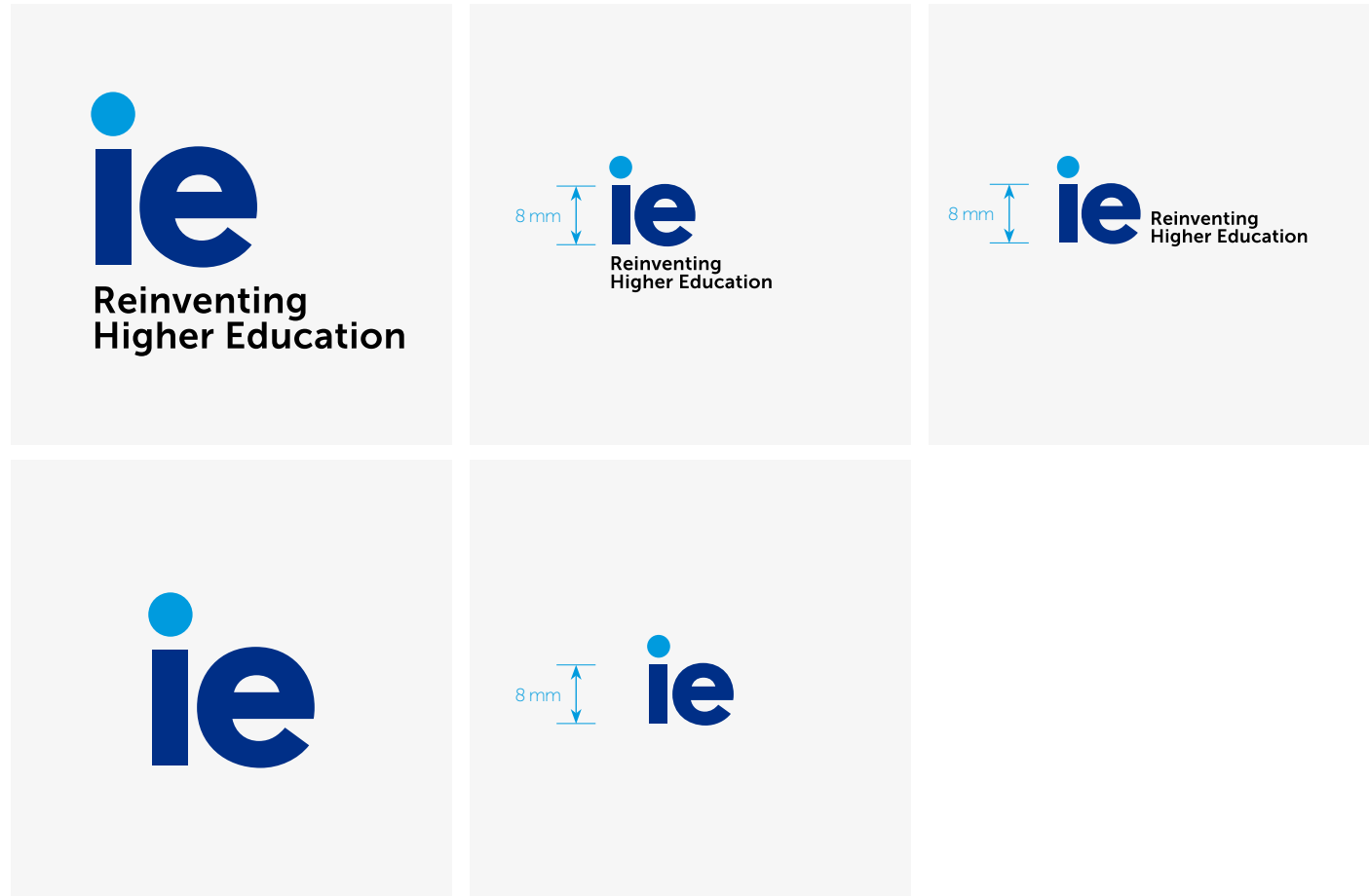
Remember to leave the minimum space around it.

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.

The IE logo on different **backgrounds**

Over images, colors, etc.

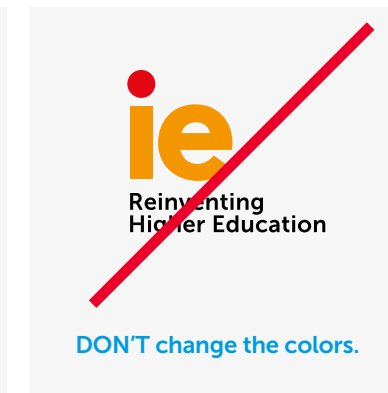The IE logo can coexist with other elements as long as it's legible and recognizable.

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.

DON'T modify elements of the logo.

DON'T create new logos.

DON'T change the colors.

DON'T distort the logo's proportions.

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 Exponential Learning, IE University 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:

ie XL
EXPONENTIAL LEARNING

Exponent
Logotype
Corporate line
Descriptive

ie
UNIVERSITY
Driving Innovation

Logotype
Descriptive
Claim

ie
FOUNDATION

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 "Exponential Learning" and "University."
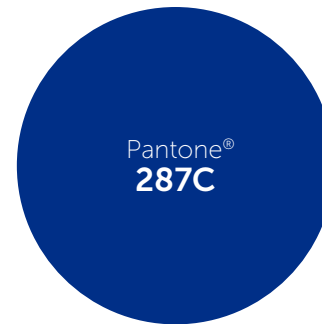
ie^{XL}
EXPONENTIAL LEARNING

ie
UNIVERSITY
Driving Innovation

ie
FOUNDATION

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

IE Exponential
Learning logo

IE University logo
(English)

IE Foundation
logo

Positive vertical
version

Positive horizontal
version

Negative vertical
version

Negative horizontal
version

Institutional logos black versions

IE Exponential
Learning logo

IE University logo
(English)

IE Foundation
logo

Positive vertical
version

ie XL
EXPONENTIAL LEARNING

ie
UNIVERSITY
Driving Innovation

ie
UNIVERSITY

ie
FOUNDATION

Positive horizontal
version

ie XL
EXPONENTIAL LEARNING

ie UNIVERSITY
Driving Innovation

ie UNIVERSITY

ie FOUNDATION

Negative vertical
version

ie XL
EXPONENTIAL LEARNING

ie
UNIVERSITY
Driving Innovation

ie
UNIVERSITY

ie
FOUNDATION

Negative horizontal
version

ie XL
EXPONENTIAL LEARNING

ie UNIVERSITY
Driving Innovation

ie UNIVERSITY

ie FOUNDATION

Institutional logos greyscale versions

IE Exponential
Learning logo

IE University logo
(English)

IE Foundation
logo

Positive vertical version
in 50% gray over white
background

ie XL

EXPONENTIAL LEARNING

ie

UNIVERSITY
Driving Innovation

ie

UNIVERSITY

ie

FOUNDATION

Positive horizontal version
in 50% gray over white
background

ie XL

EXPONENTIAL LEARNING

ie UNIVERSITY
Driving Innovation

ie UNIVERSITY

ie FOUNDATION

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 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 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.
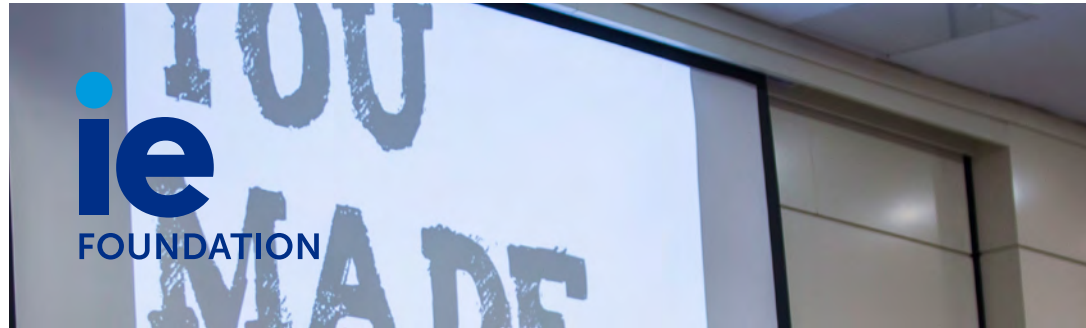
DON'T modify elements of the logo.

DON'T create new logos.

DON'T change the colors.

DON'T distort the logo's proportions.

Institutional logos and other logos

How do **our** logos coexist?

ie UNIVERSITY Driving Innovation ⊘ **ie** SCHOOL OF HUMAN SCIENCES & TECHNOLOGY

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

Hiops & Bootcamps pertenecen a **IE Exponential Learning**, por lo que solo aparecerá bajo esta marca. La esponsorización y respaldo de la escuela correspondiente aparecerá en los textos asociados a los mismos.

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

| Degree A School 1 | + | Degree B School 1 | > **ie** UNIVERSITY Driving Innovation | Degree A School 1 | + | Degree B School 2 | > **ie** UNIVERSITY Driving Innovation |

One or more degrees from the same school.

University Logo.
* in exceptional cases it could be replaced by the school logo.
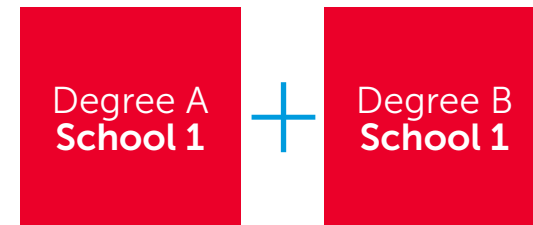
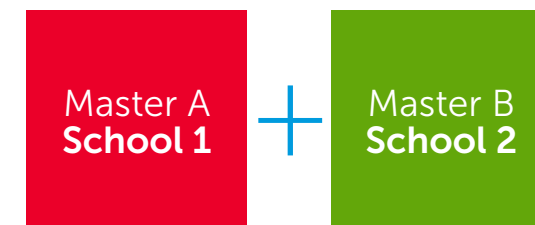One or more degrees from different schools.

University Logo.

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

En el caso de grado/master se aplicará el mismo criterio.

| Master A School 1 | + | Master B School 1 | > **ie** LAW SCHOOL | Master A School 1 | + | Master B School 2 | > **ie** Reinventing Higher Education |

Master's degrees from the same school.

School logo.

Master's degrees from different schools.

Corporate logo

School logos

ie
BUSINESS SCHOOL

ie
LAW SCHOOL

ie
SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

ie
SCHOOL OF
ARCHITECTURE
& DESIGN

ie
SCHOOL OF
INTERNATIONAL
RELATIONS
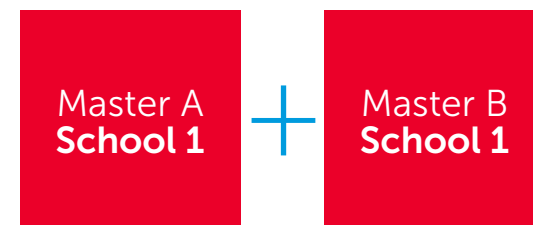
School
logos

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:

ie
BUSINESS SCHOOL

ie
LAW SCHOOL

ie
SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

ie
SCHOOL OF
ARCHITECTURE
& DESIGN

ie
SCHOOL OF
INTERNATIONAL
RELATIONS

School logos:
What are their components?

School logos always have the following elements:

ie BUSINESS SCHOOL

ie LAW SCHOOL

ie SCHOOL OF HUMAN SCIENCES & TECHNOLOGY

ie SCHOOL OF ARCHITECTURE & DESIGN

ie SCHOOL OF INTERNATIONAL RELATIONS

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

What **color are the schools?**

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

Pantone®
2925C

Pantone®
287C

ie

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ie
BUSINESS SCHOOL

ie
SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

ie
SCHOOL OF
INTERNATIONAL
RELATIONS

ie
SCHOOL OF
ARCHITECTURE
& DESIGN

ie
LAW SCHOOL

Pantone®
2925C

Pantone®
369C

Pantone®
320C

Pantone®
513C

Pantone®
185C

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

Business School

**School of Human
Sciences &
Technology**

**School of
International
Relations**

**School of
Architecture &
Design**

Law School

School logos black versions

Positive vertical version

ie BUSINESS SCHOOL

ie LAW SCHOOL

ie SCHOOL OF HUMAN SCIENCES & TECHNOLOGY

ie SCHOOL OF ARCHITECTURE & DESIGN

ie SCHOOL OF INTERNATIONAL RELATIONS

Positive horizontal version

ie BUSINESS SCHOOL

ie LAW SCHOOL

ie SCHOOL OF HUMAN SCIENCES & TECHNOLOGY

ie SCHOOL OF ARCHITECTURE & DESIGN

ie SCHOOL OF INTERNATIONAL RELATIONS

Negative vertical version

ie BUSINESS SCHOOL

ie LAW SCHOOL

ie SCHOOL OF HUMAN SCIENCES & TECHNOLOGY

ie SCHOOL OF ARCHITECTURE & DESIGN

ie SCHOOL OF INTERNATIONAL RELATIONS

Negative horizontal version

ie BUSINESS SCHOOL

ie LAW SCHOOL

ie SCHOOL OF HUMAN SCIENCES & TECHNOLOGY

ie SCHOOL OF ARCHITECTURE & DESIGN

ie SCHOOL OF INTERNATIONAL RELATIONS

School logos greyscale versions

Positive vertical version
in 50% gray over white
background

ie
BUSINESS SCHOOL

ie
LAW SCHOOL

ie
SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

ie
SCHOOL OF
ARCHITECTURE
& DESIGN

ie
SCHOOL OF
INTERNATIONAL
RELATIONS

Positive horizontal version
in 50% gray over white
background

ie BUSINESS SCHOOL

ie LAW SCHOOL

ie SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

ie SCHOOL OF
ARCHITECTURE
& DESIGN

ie SCHOOL OF
INTERNATIONAL
RELATIONS

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.

ie
BUSINESS SCHOOL

8 mm **ie**
BUSINESS SCHOOL

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.

ie
BUSINESS SCHOOL

ie
LAW SCHOOL

ie
SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

ie
BUSINESS SCHOOL

ie
LAW SCHOOL

ie
SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

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.

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.

DON'T modify elements of the logo.

DON'T create new logos.

DON'T change the colors.

DON'T distort the logo's proportions.

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.

ie

**SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY**

The school logo presents the product.

ie

Reinventing
Higher Education

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?

ie UNIVERSITY Driving Innovation ⊘ **ie** SCHOOL OF HUMAN SCIENCES & TECHNOLOGY

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

Hiops & Bootcamps pertenecen a **IE Exponential Learning**, por lo que solo aparecerá bajo esta marca. La esponsorización y respaldo de la escuela correspondiente aparecerá en los textos asociados a los mismos.

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

| Degree A School 1 | + | Degree B School 1 | > | **ie** LAW SCHOOL |
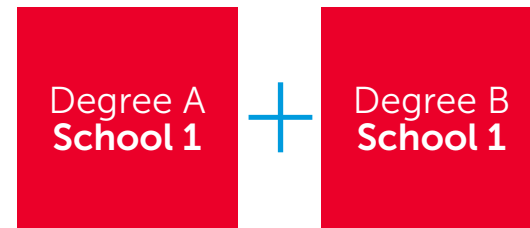
One or more degrees from the same school.

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

| Degree A School 1 | + | Degree B School 2 | > | **ie** UNIVERSITY Driving Innovation |

One or more degrees from different schools.

Logo University.

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

En el caso de grado/master se aplicará el mismo criterio.

| Master A School 1 | + | Master B School 1 | > | **ie** LAW SCHOOL |

Master's degrees from the same school.

School logo.

| Master A School 1 | + | Master B School 2 | > | **ie** Reinventing Higher Education |
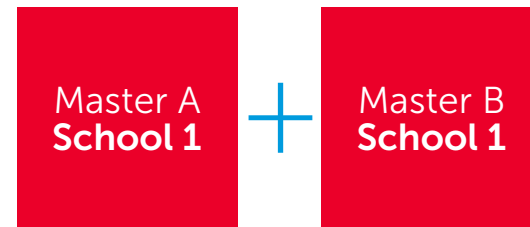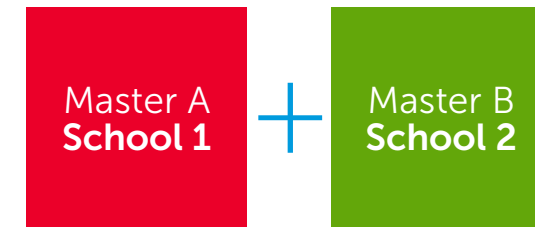
Master's degrees from different schools.

Corporate logo.

Secondary logos

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

ie PLACES

ie
SERVICE

ie | CHAIRS OF RESEARCH
        & CENTERS

ie
club
name

**Place
logos**

Place
logos

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

ie PLACES

Place logos:
What are their components?

Place logos always have the following elements:

Master layout for new services
Typography: Museo Sans 700

iePLACES

Logotype   Service

Current place logos

ieLIBRARY

ieSTORE

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.

ie PLACES

ie PLACES

White over Pantone® 287C background

ie PLACES

White over black background

ie PLACES

50% gray over white 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

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.

x

Place logo
minimum size

8 mm

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.
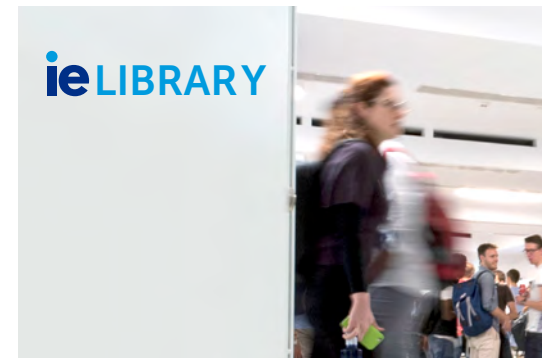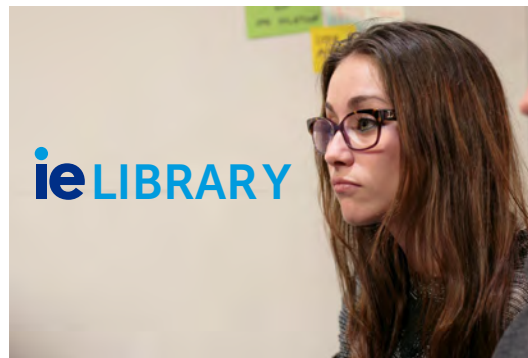
Place logos on different **backgrounds**

Over images, colors, etc.

Place 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.**

DON'T modify elements of the logo.

DON'T create new logos.

DON'T change the colors.

DON'T distort the logo's proportions.

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

ie PLACES

ie
Reinventing
Higher Education

The place logo presents the product.

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

Case 2

ie PLACES

ie
UNIVERSITY
Driving Innovation

The place logo presents the product.

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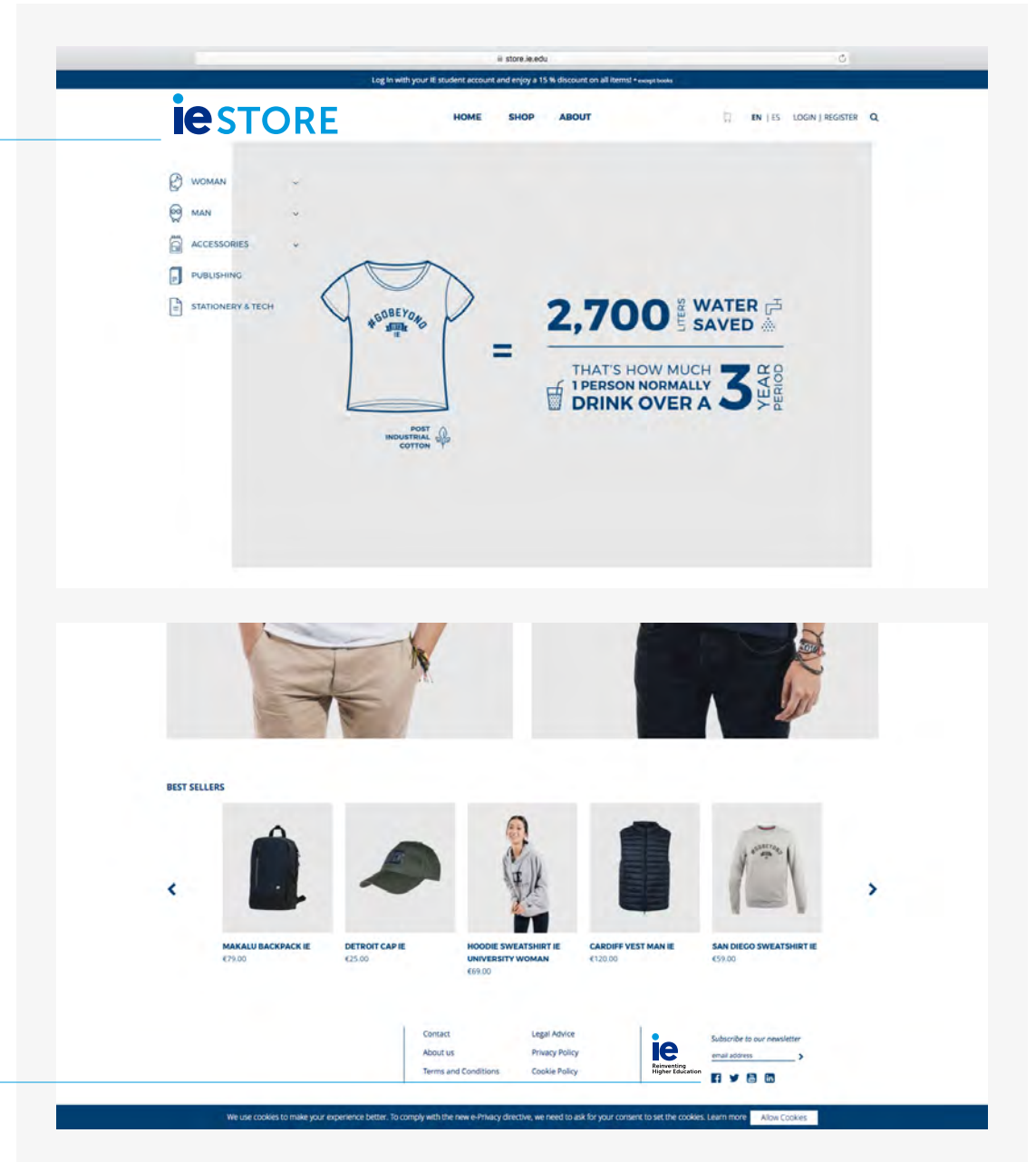
Place logos and other logos

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.

Service logos

ie
SERVICE

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.

ie
SERVICE

Service logos:
What are their components?

Service logos always have the following elements:

**Master layout
for new services**
Typography:
Museo Sans 700

ie
**COMPLEMENTARY
DEPARTMENTS
TO CUSTOMER**

Logotype

Descriptive

ie
**CORPORATE
RELATIONS**

ie
**TALENT &
CAREERS**

ie
**CAMPUS
LIFE**

ie
KNOWLEDGE

ie
PUBLISHING

ie
ALUMNI

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**

ie
COMPLEMENTARY
DEPARTMENTS
TO CUSTOMER

White over Pantone® 287C background

White over black background

50% gray over white background

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

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

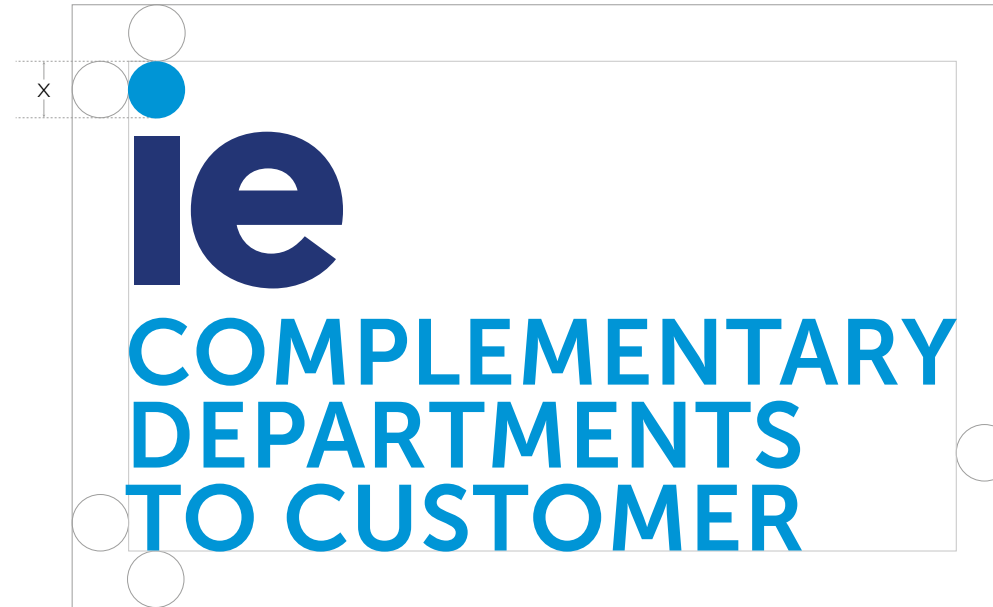# Service logos
need space

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.

x

ie
COMPLEMENTARY
DEPARTMENTS
TO CUSTOMER

8 mm

ie
COMPLEMENTARY
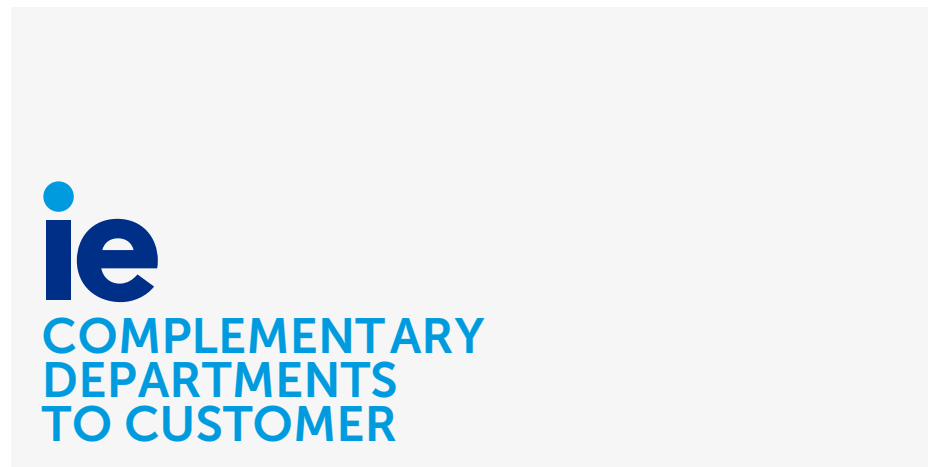DEPARTMENTS
TO CUSTOMER

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.

ie
COMPLEMENTARY DEPARTMENTS TO CUSTOMER

ie
COMPLEMENTARY DEPARTMENTS TO CUSTOMER

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.

DON'T modify elements of the logo.

DON'T create new logos.

DON'T change the colors.

DON'T distort the logo's proportions.

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 the customer:

The service logo presents the product.

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

ie
COMPLEMENTARY DEPARTMENTS TO CUSTOMER

ie
UNIVERSITY
Driving Innovation

ie
Reinventing Higher Education

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.

ie
COMPLEMENTARY DEPARTMENTS TO CUSTOMER

ie
Reinventing Higher Education

Logos for Chairs of research & centers

Logos for
Chairs of research
& centers

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

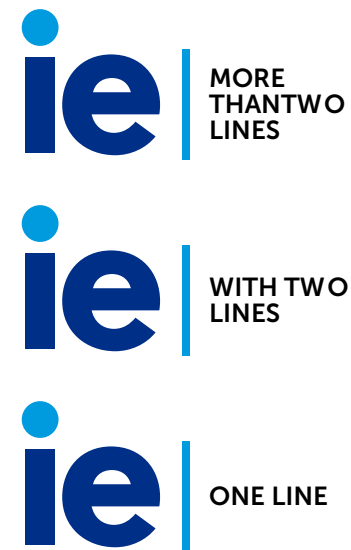Related initiatives will not have their
own logo.

ie | CHAIRS OF RESEARCH
& CENTERS

Chairs of research & centers logos: What are their components?

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

ie | CHAIRS OF RESEARCH & CENTERS

Logotype   Descriptive

ie | MORE THANTWO LINES

ie | WITH TWO LINES

ie | ONE LINE

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**

ie | CHAIRS OF RESEARCH & CENTERS

White over Pantone® 287C background

White over black background

50% gray over white 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

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.

x

8 mm

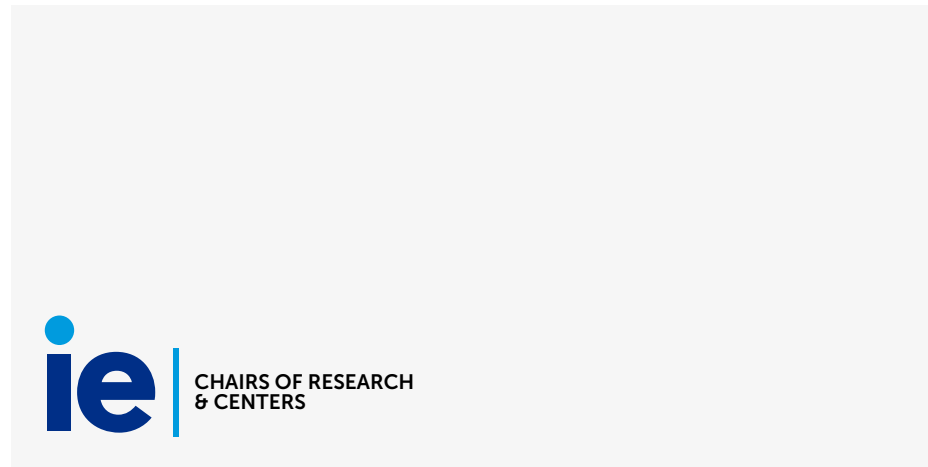Logos for chairs of research & centers
minimum size

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.

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.

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.**

DON'T modify elements of the logo.

DON'T create new logos.

DON'T change the colors.

DON'T distort the logo's proportions.

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:

ie | CHAIRS OF RESEARCH & CENTERS

The chairs of research & centers logo presents the product.

ie Reinventing Higher Education

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:

ie | CHAIRS OF RESEARCH & CENTERS

The chairs of research & centers logo presents the product.

ie Reinventing Higher Education + COLLABORATING INSTITUTION LOGO

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:

ie | CHAIRS OF RESEARCH & CENTERS

The chairs of research & centers logo presents the product.

ie Reinventing Higher Education + COLLABORATING INSTITUTION LOGOS

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.**

Club logos

ie
club
name

Intro

Club
logos

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

ie
club
name

Club logos:
What are their components?

The club logos always have the following elements:

ie

club name

Logotype

Club name

ie
club name

ie
long club name more than two lines

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
C100 M87 Y19 K10
R0 G51 B141
Hex 00338d

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

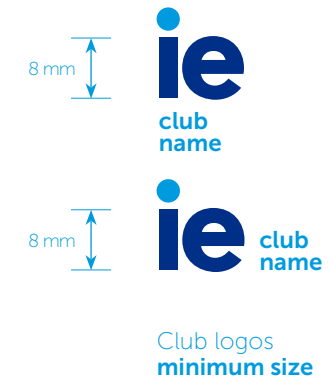White over Pantone® 287C background

White over black background

50% gray over white background

Club logos
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.
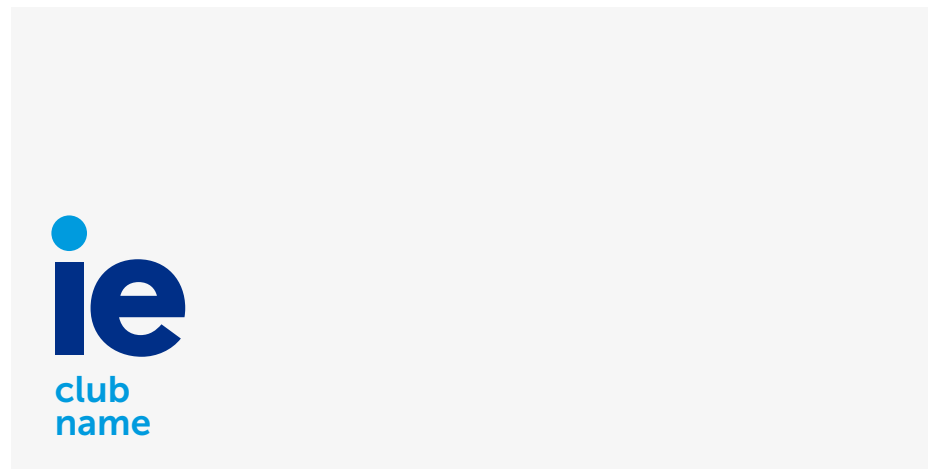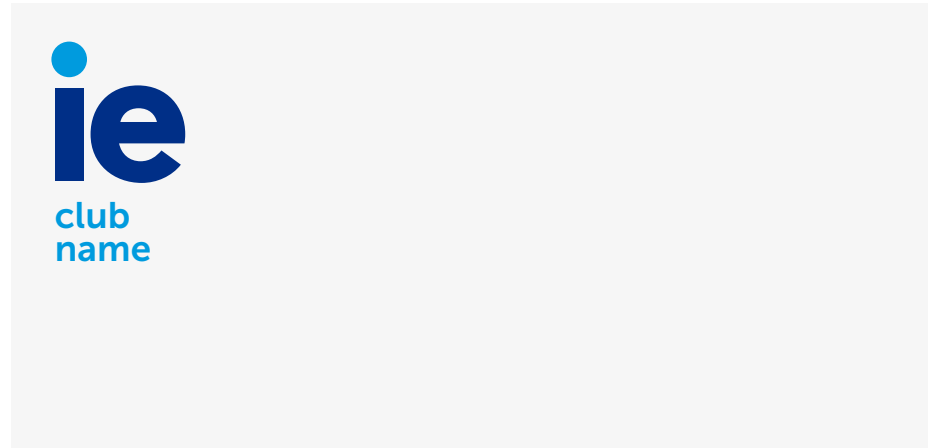
X

8 mm

8 mm

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 different **backgrounds**

Over images, colors, etc.

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

Creativity: **not everything works**

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Make sure the logo can be clearly seen.

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DON'T modify elements of the logo.

DON'T create new logos.

DON'T change the colors.

DON'T distort the logo's proportions.

Got questions?

We're here to help.
Marketing Department

brand@ie.edu