IMPERIAL EUROPEAN UNIVERSITY-PARIS

Presentation

Branding Guidelines

Visual Identity & Brand Communication Guidelines

Designed to maintain brand consistency
across all media and communications

IEU-Paris Branding Guidelines

The logo is the iconic representation of our institution and should appear on all master brand materials. It is our signature, treated with reverence and respect, but displayed widely and with pride.



IEU-PARIS LOGO

The IEU-Paris logo, is the primary representation of the Institution, our reputation and our mission. Consistent use and proper implementation of this logo is crucial to maintaining effective brand standards of the institution.

Purpose of our Branding Guidelines

This section of the brand standards will detail how and when to use the our logo as well as all other acceptable variations and proper usage.

IMPERIAL EUROPEAN UNIVERSITY-PARIS

Primary Logos



Our logo is comprised of two primary elements: the nameplate and the crest. The crest is a symbol of our academic & Parisian heritage, and conveys the confidence and boldness that is authentic to IEU-Paris. Read more about IEU's Crest https://ieu.ac/brand-page

The crest is a high-impact mark that creates a quick association with IEU-Paris, even when not combined with the nameplate. The nameplate is rooted in traditional academic typography, but is bold in its own right. Never use the nameplate on its own away from the crest

Brand Color Palette

01

Color Palette 01

Academic Red: #94151a (Accent & Seal Colour

02

Color Palette 02

Imperial Navy: #0B1F3A (Primary Institutional Colour)

03

Color Palette 03

Variation

Logo Color Variation

These are the approved color variations, and should cover all circumstances. No other color variations should be created.

IEU PARIS

IEU PARIS

IEU PARIS

Brand Typography

Radnika Next

Aa

Font Radnika Next

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

Typography **Typography** Typography

Brand Typography

Poppins

Aa

Font Poppins

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

Typography **Typography** Typography

Photography Style

Over Photos when placing a logo over photography, be sure not to place it over a busy area. It’s best practice to locate a part of a photo that has a fairly consistent value or tone. Refer to the color variations to see which is most appropriate for your scenario.



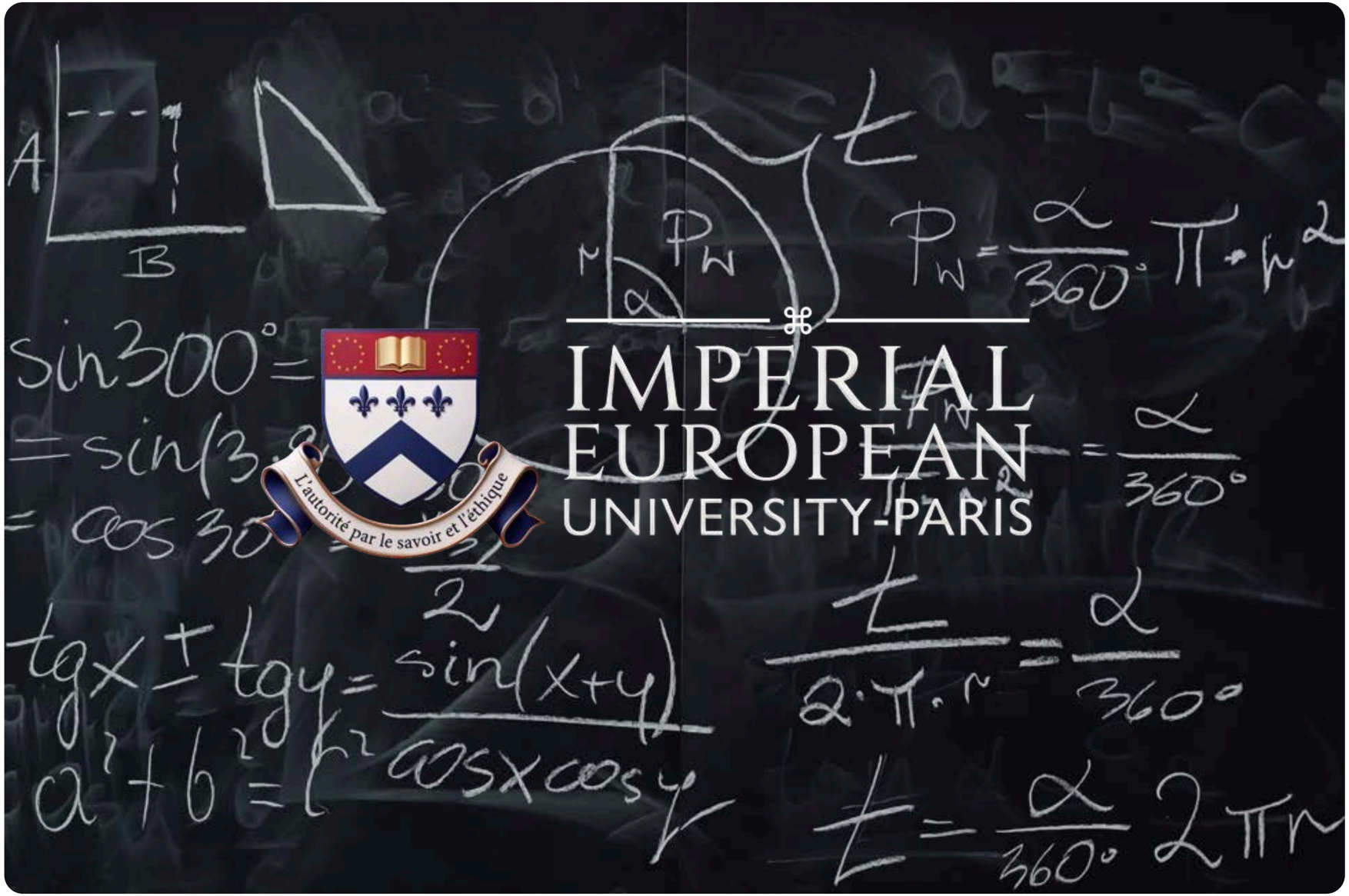


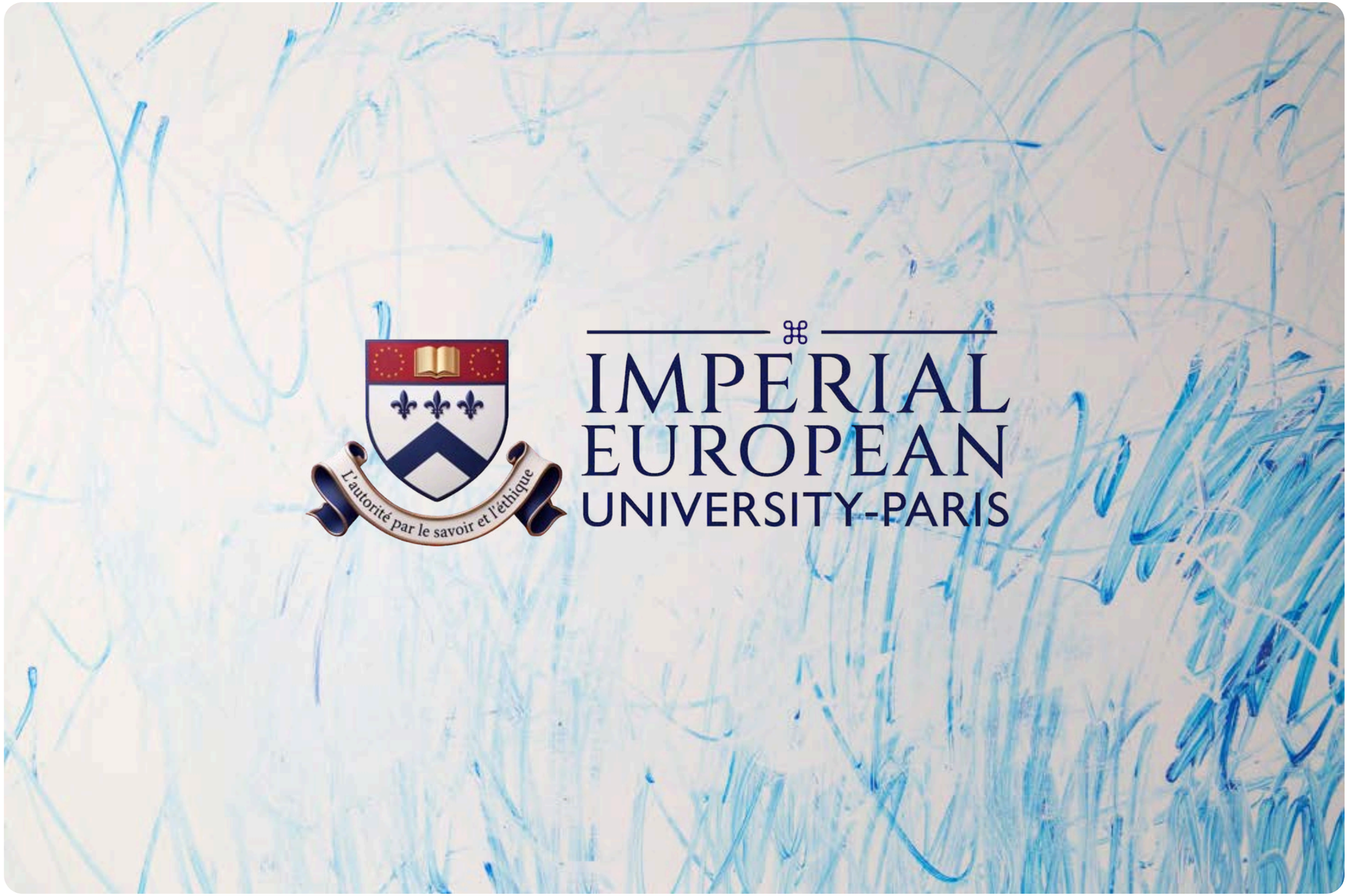









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L'autorité par le savoir et l'éthique


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Brand Tone of Voice

01

Formal

Used in official communication and professional documents.

02

Informal

Used on social media to build closeness and engagement.



Sub-Brand Lockups

For the purpose of strengthening the parent institution, Our policy designates that logos for colleges, departments, partners and programs combine the individual entity's name locked up with IEU-Paris logo using a standard layout, fonts and spacing and should not stray from these standards. Sub-brand logo lockups should be set up only by the **Office of Marketing** with a **WRITTEN CONSENT & APPROVAL**



Crest

The crest is a high-impact mark that creates a quick association with IEU-Paris, even when not combined with the nameplate. This section will guide you on how to use of the crest as a graphic element.



USING THE CREST:

- When a quick, bold reference to IEU is needed
- As a graphic element to add interest and impact to a layout
- As a monogramic watermark on notecards, programs pages or Power Point slides
- As a stand alone design on t-shirts, hats, pins or badges

- In all cases, the crest should be used only when context has already been established that it represents IEU-Paris. It should never be considered a substitute for the full IEU-Paris logo in a first instance.
- Partners of Imperial European University-Paris need to take approval in writing for using our Crest Logo.
- The Crest shall only be used in conjunction with the “IEU-PARIS” wordmark positioned directly above it. Its use independently, or in any other configuration, is strictly prohibited.

Brand Mocks

APPROPRIATE USE OF IEU LOGO (CASUAL & MERCHANDISE) :
T-shirts and sweatshirts • Hats • Coffee cups and drinkware
• Flags • Keychains and giveaways







Identity Toolkit

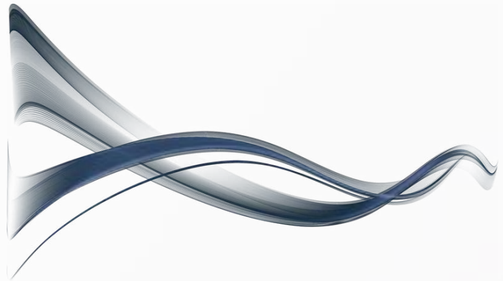
IEU’s brand identity system utilizes a variety of on-brand visual elements; each with specific construction, usage, and technical rules when applying them. Some of the list below specifies our Identity Toolkit options (elements are not to-scale).



Social Cause - Diabetes Awareness



Community Tapestry



Events



Vertical Arrow

Brand Identity

Our brand identity is shaped by five defining brand pillars that reflect our institutional values, distinctive character, and commitment to our community. Developed through community research and engagement, these pillars guide our messaging, actions, and institutional storytelling.

Our five brand pillars are:

- Community
- Growth
- Connection
- Trust & Wellbeing
- Excellence

Each pillar is supported by key messaging themes and practical examples that demonstrate these values in action, ensuring a consistent, authentic and recognisable identity across all communications.

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