



## Guidelines



Ce document définit l'univers et les normes graphiques à appliquer sur les différents supports d'information et de communication de l'Ipag Business School. Il établit les règles de construction et d'usage de l'identité visuelle. L'application de cette charte doit permettre la construction d'une image cohérente et originale conforme aux valeurs de la marque. Cette charte est complétée par un «moodboard», planche d'inspiration visuelle destinée à orienter la direction artistique des outils de communication et du shooting photo pour les différentes plaquettes. Les images proposées dans ce document ne sont pas libres de droits, elles sont présentées à titre d'exemple et d'inspiration.

// sommaire

## LOGOTYPE

// construction

// déclinaison

// signature

// déclinaison couleur

## UNIVERS

// planche des tendances

// construction



Le logo de l'Ipag Business School comprend un 1<sup>er</sup> rectangle comprenant le mot «Ipag» et «Business School» et un 2<sup>ème</sup> rectangle avec les villes des campus.

// proposition



Proposition d'un nouveau logo pour l'Ipag Business School avec la mise en avant des 2 nouveaux campus. La ligne grise assoie et stabilise le logo de l'école.

«Paris - Nice - Kunming - Los Angeles» devient la baseline de l'Ipag Business School et renforce le développement à l'international.

Le nouveau logo de l'Ipag Business School rentre dans un carré et perd son côté non-structuré ce qui lui donne une image plus stable et pérenne.

// baseline

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Paris Nice Kunming Los Angeles

La baseline, met en avant les 4 campus qui composent l'Ipag Business School et aide à la lisibilité.

// déclinaison couleur

// fond clair



// fond foncé



// typographie

// pour les titres

Conduit ITC Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Conduit ITC Pro Extra-Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Conduit ITC Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Conduit ITC Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

// typographie

// pour les textes

Gotham book ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gotham Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Gotham Medium** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

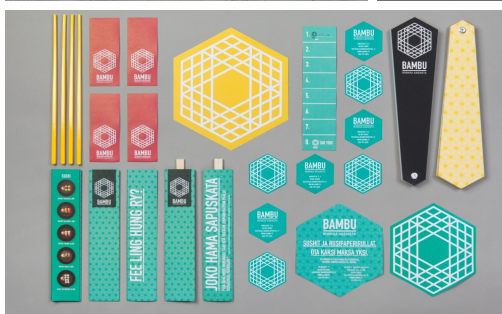
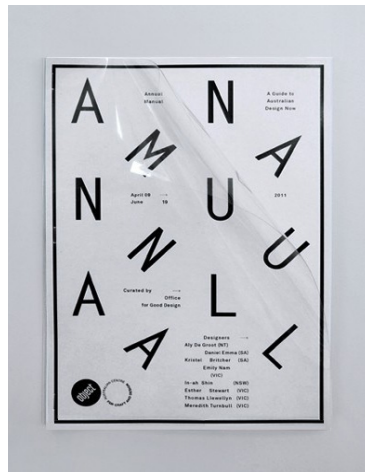
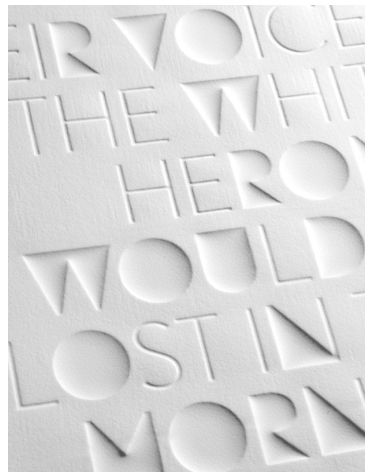
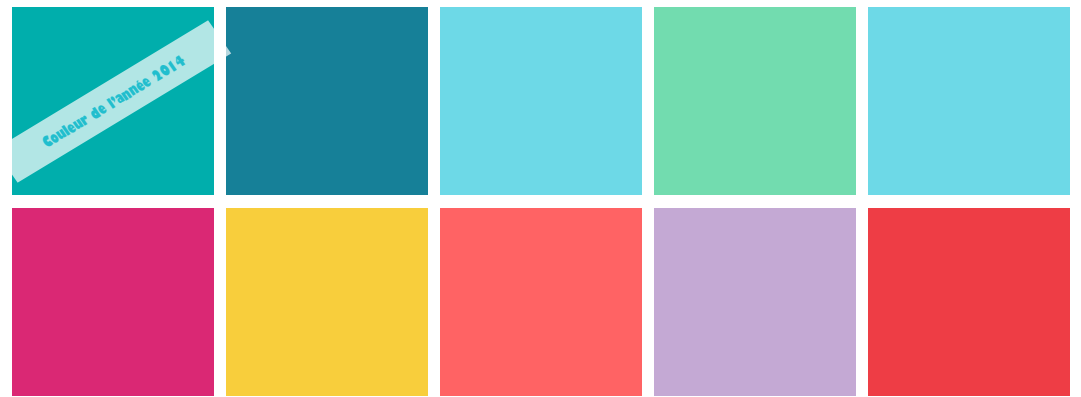
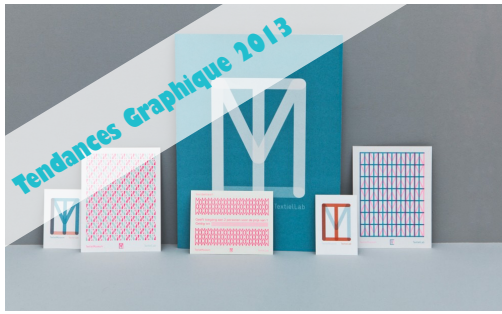
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**abcdefghijklmnopqrstuvwxyz**

// pour le web

Web Serveoff Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

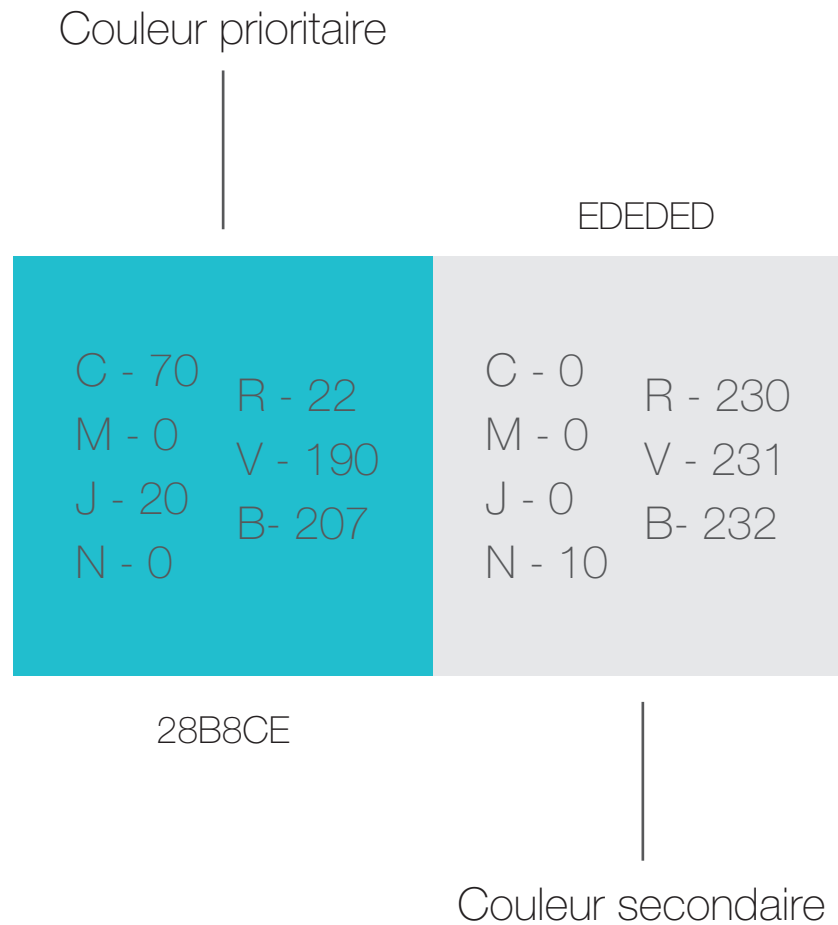
*Web Serveoff Italic* *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

// planche des tendances



## // couleurs

La nouvelle identité graphique de l'ipag Business School bénéficiera de 2 couleurs. Une couleur prioritaire et une couleur secondaire.



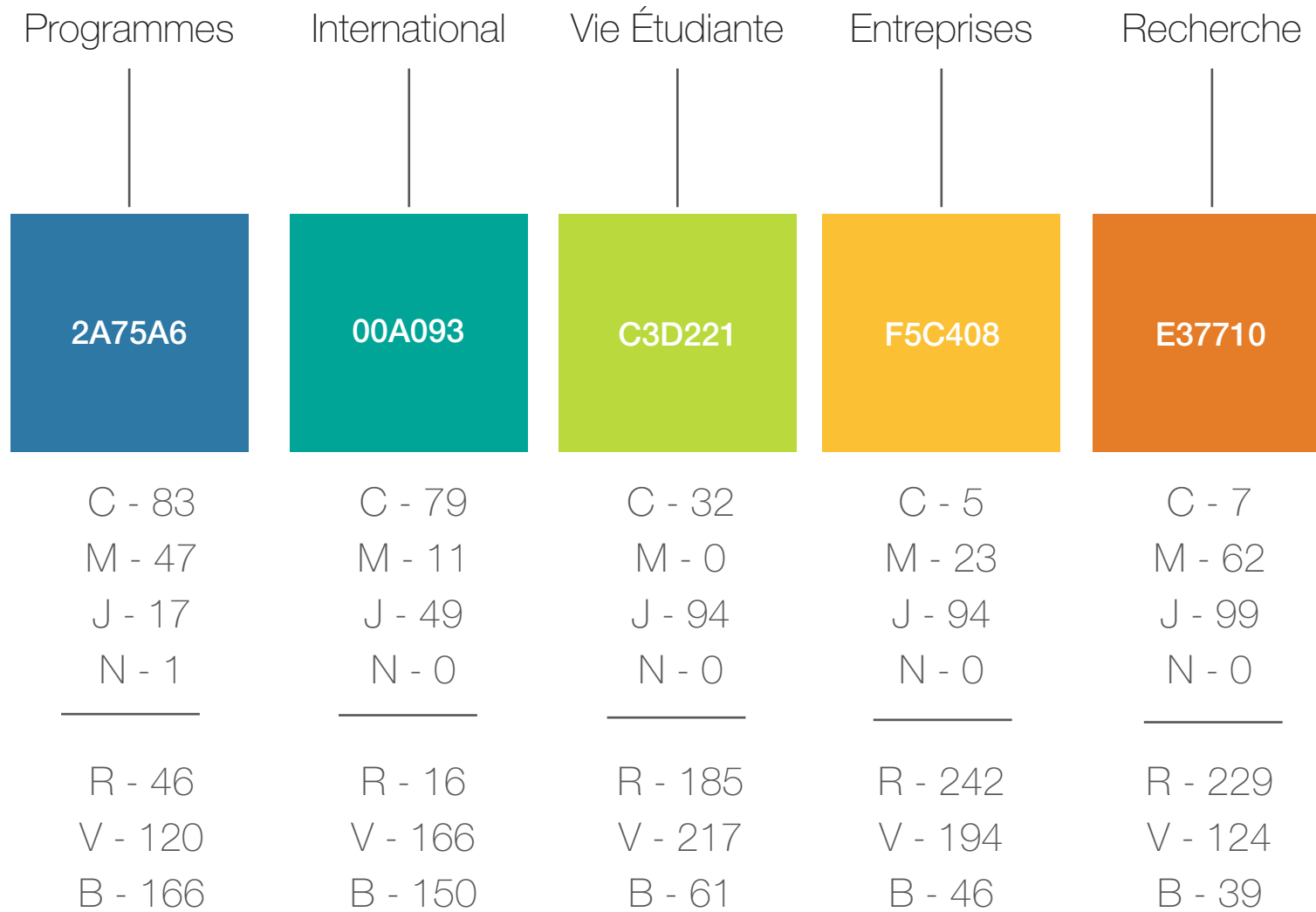
## // couleurs d'accompagnements

Les couleurs d'accompagnements, permettent la mise en avant d'éléments graphique ou typographique (titres, chiffres...). Elles peuvent être utilisées séparément. Ces couleurs viendront donner un côté plus lumineux et plus dynamique de nos supports de communication.

C - 0	R - 235	C - 10	R - 218
M - 76	V - 92	M - 97	V - 37
J - 53	B - 96	J - 26	B - 116
N - 0		N - 0	

EB5C60                      D71A6C

// couleurs ADN



Les couleurs de l'ADN de l'ipag Business School, couleurs vives permettant de bien identifier chaque point fort de l'école.

// marque-page



Les marque-pages ont pour but d'aider la lecture de la plaquette tout en reprenant les points forts de l'ipag Business School. Ils seront présents sur le côté droit des pages.

# A TRADITION OF EXCELLENCE

Ipag: a venerable, prestigious institution which excels on the back of its outstanding teaching programmes, exceptional teaching staff, close network of alumni, high international standing and the dynamism of its research team.

## One of the oldest business schools in France

Having its origins the Parisian School of Social Sciences and Economics and created by the academic Jacques Rueff in 1965, Ipag is among the oldest business schools, with a history stretching back fifty years. Graduates of Ipag are granted a master's diploma which for over 40 years has been certified by the French Minister for Higher Education.

## A certified master's degree

Of the 220 business schools in France, only 48 are fully certified, of which only 10 are third-level institutions. This recognition places Ipag at the head of the pack. In 2013, Le Parisien ranked Ipag in 6th place on their French Business School League Table.

## A distinguished teaching staff drawn from both the professional and academic world

University professors, experts in the science of management, company directors and senior management staff. Ipag's body of teaching staff brings together more than 263 exceptional personalities, drawn from both the professional and academic spheres, with 210 temporary and 52 permanent members of staff. Graduates of some of the biggest names in French higher education (Ecole Normale Supérieure, ESSEC, Science Po) as well as many of the great American universities, many of Ipag's 52 professors play a vital role in advancing the science of management by publishing books, articles and dictionaries.

## A curriculum adapted to the needs of employers

Ipag was one of the first French business schools to incorporate internships into its programmes of study. Today, it is obligatory to complete an internship for every year studied at Ipag. Each year Ipag works with as many as 900 companies in all business sectors. The school encourages students to gain experience in the areas which are the focus of their studies. The encouragement of learning-by-doing is one of Ipag's hallmarks.

## International standing

Welcoming international students has always been a strategic priority at Ipag. The great melting pot that is our student body forms the foundation of our international reputation. In addition, our courses enable students to broaden their horizons: whether you want to complete an internship abroad, spend a semester or two on exchange at one of our partner universities, attend courses delivered by native English-speakers, perfect your second language or even learn a third such as Chinese or Russian - Ipag offers you that opportunity. The expansion of Ipag into China and the USA, with the setting up of two new campuses, marks an exciting new demarche in Ipag's international development.

## The "Ipag Lab": Putting research at the heart of our work

Constantly evolving, Ipag's centre of research includes over 35 researchers and 8 PhD students. In 2012, researchers in the Ipag Lab published nearly 130 articles, book chapters, dictionaries and manuals. They have organised and participated in many international seminars.

## The Committees of Academic and Professional Development

Presided over by Yves Simon, Professor at Paris University Dauphine, the Committee of Academic Development is charged with leading Ipag's push for perfection in education and research. It is composed of numerous eminent representatives from across the academic world. The Committee of Professional Development, also known as Cercle Ipag, is made up of former students of Ipag who have gone on to occupy managerial roles in various business areas. Twice per year the committee is convened to ensure that Ipag's curriculum remains in step with developments in the markets and continues to meet the needs of professionals. Sixteen companies are partners of Cercle Ipag.

## Members of the Committee of Academic Development

- **Jean-Paul Aimetti**, Tenured Professor and Chair of Commercial Studies, National Conservatory of Arts and Crafts, Paris (CNAM), President of the French National Association for Marketing Professionals (Adetem)
- **André Boyer**, Adjunct Professor of Business (Nice)
- **Didier Folus**, Adjunct Professor of Business (Nanterre)
- **Miguel Moran**, Professor of Business, l'Escuela de Administración de Empresas (EAE Business School Barcelona), Master's Programme Director and Director of External Relations
- **Jean-Robert Pitte**, President of the Geographical Society of France, former President of the University of Paris IV - Paris-Sorbonne

## PARTNERS OF THE COMMITTEE OF PROFESSIONAL DEVELOPMENT (CERCLE IPAG)

- Alphet
- Cari
- Fox
- Hilti
- SNCF
- Swatch Group
- Teletext
- Vicomte Arthur
- Keesing
- LCL
- Ledouble
- Safran
- De Particulier à Particulier
- Wine & Business Club
- Iquesta
- Dupli Print