



BRAND GUIDE

ÉCOLE DES PONTS BUSINESS SCHOOL

AUGUST 2025



BRAND GUIDE

A strong brand is more than just a logo; it's our collective identity and the promise we make to the world. It is how we express the vision, passion, and excellence of ÉCOLE DES PONTS BUSINESS SCHOOL.

This Brand Guide is an essential resource for using our visual identity consistently and effectively. By aligning on a single, unified brand presence, we build instant recognition and trust. This ensures that every message we share, whether to a prospective student, an alumnus, or a global partner, speaks with one clear, powerful voice.

As we continue to grow, our brand will remain a symbol of quality and innovation, and this manual provides the guidelines to ensure consistency. We all have a role in protecting the ÉCOLE DES PONTS BUSINESS SCHOOL brand, and its strength depends on our collective adherence to these standards.

All rules defined in this manual must be followed, without exception, regardless of the communication piece being produced. It is the responsibility of everyone who interacts with the brand to comply with these rules.

WHO ARE WE?

At École des Ponts Business School, centuries-old tradition meets a global purpose — where French excellence inspires leaders to make business a force for a better world.

Founded in 1987 by Celia Russo, and rooted in the heritage of the École nationale des ponts et chaussées (ENPC) — the world's oldest civil engineering school, established in 1747 and today a member of the Institut Polytechnique de Paris (IPP) — we carry a tradition of innovation, impact, and intellectual rigor in our DNA. This legacy continues under the leadership of Professor Alon Rozen, Dean and Professor of Innovation.

Our mission brings together technology, sustainability, leadership, and responsibility to prepare professionals to meet the challenges of tomorrow. Diversity and inclusion are at the heart of our community, because lasting solutions come when different perspectives meet.

Our visual identity reflects this ambition: a living brand, designed to be shared and carried by all who are part of our story — participants, alumni, faculty, staff, partners, and the wider community. With the dynamic spirit of our emblem, we move forward together, taking the school into a new era that is future-facing and forward-thinking, while remaining anchored in the strength of our history.

We are in business to make a better world.



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1.1 VISUAL IDENTITY OF ÉCOLE DES PONTS BUSINESS SCHOOL

The Triangular Emblem is a reference to the school's academic legacy and the intellectual rigor of France's Grandes Écoles. Its continued presence affirms the school's respect for its origins and institutional roots. At the same time, the emblem is a dynamic, modern form — reminiscent of a pyramid — symbolizing movement, stability, and ambition. It evokes both architectural solidity and aerodynamic modernity: a structure that is essential, grounded, and forward-facing.

The Logotype — the full name “École des Ponts Business School” — is emphasized through a refined, solid, and modern typographic treatment. The visual hierarchy has been carefully designed to enhance readability and communicate sophistication and authority — essential for engaging executive and international audiences.

The use of dark blue conveys trust, leadership, and clarity — core values of the school. It also evokes a premium and timeless aesthetic, optimized for digital environments. Historically, the choice of royal blue pays tribute to the school's roots: École nationale des ponts et chaussées was founded by royal decree under King Louis XV in 1747. This chromatic reference connects the school's contemporary executive brand with its distinguished past, reinforcing its enduring prestige and legacy.

This visual identity is a clear statement of intent. It reflects École des Ponts Business School's ambition to act as a global driver of executive transformation, while remaining deeply anchored in its historical foundations — from its royal origin to its modern-day leadership in business education.

The school's new identity emerges from this union of legacy and aspiration, embodied in a strong, cohesive, and appealing visual symbol.



2. LOGO ELEMENTS

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2.1 MAIN SIGNATURE AND ADDITIONAL SIGNATURES

This manual is a working tool, illustrating and defining the uses of the signature system's graphic identity.



HORIZONTAL VERSION – MAIN SIGNATURE



WORDMARK – ADDITIONAL SIGNATURE



ICON – ADDITIONAL SIGNATURE

3. CONSTRUCTION GRID

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3.1 MAIN SIGNATURE

These guidelines demonstrate the grid used to establish the relationship between the elements that make up the brand. This carefully considered relationship represents the foundation of the identity system and should never be altered in proportion.



4. SAFETY MARGINS

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4.1

MAIN SIGNATURE



To ensure accurate representation of the logo, sufficient space should be maintained between it and other graphic elements or margins. This rule represents the recommended minimum margins. They should be increased whenever possible.

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5. SCALE AND LEGIBILITY

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5.1 MINIMUM RECOMMENDED DIMENSION

In order to maintain the visual properties of the logo, its reduction should not be smaller than the dimensions presented here.



HORIZONTAL VERSION – MAIN SIGNATURE

6. COLORS / CHROMATIC REPRODUCTION

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6.1 COLOR REPRODUCTION

The role color plays in a signature is fundamental. Therefore, colors must be reproduced with maximum fidelity, striving to find the most accurate approximation on each reproduction surface, based on the colors indicated for each type of use. This page establishes the standards by which colors are defined.

Whenever possible, the logo should be reproduced in Pantone®.



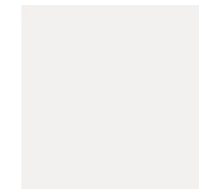
DIRECT COLORS / PANTONE



PANTONE®
7687 C
HEX: #214291

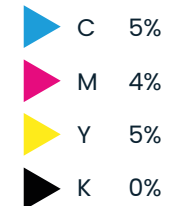
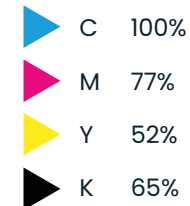
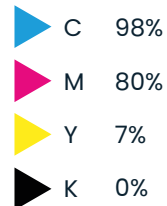


PANTONE®
5395 C
HEX: #0b2130

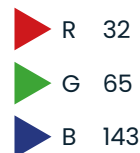


PANTONE®
P 179-1 C
HEX: #F6F6F6

SELECTION COLORS



RGB COLORS / SCREEN, TV, WEB



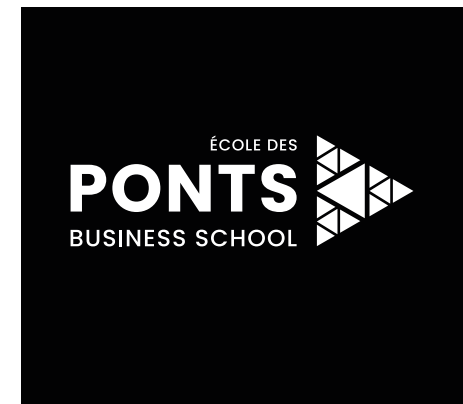
7. COLOR VARIATIONS

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7.1 BLACK AND WHITE REVERSIBLE COLOR (NEGATIVE)

These are the different variations a logo can have. Only these and no others should exist; colors should always be maintained to ensure its identity is recognizable.

Whenever possible, use the logo on a white background; this is its preferred behavior.
(Occasionally, a negative version may be preferred.)



8. APPLICATION IN BACKGROUNDS

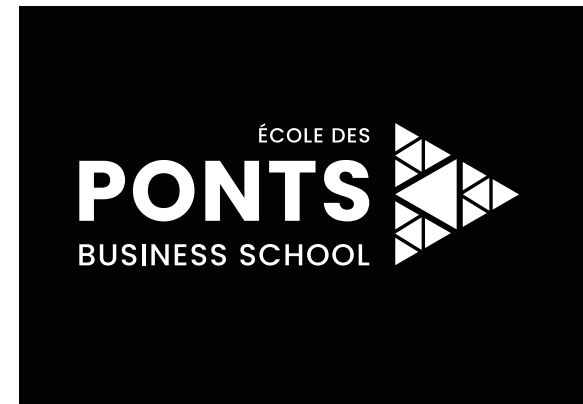
11

8.1 APPLICATION IN COLOR BACKGROUNDS

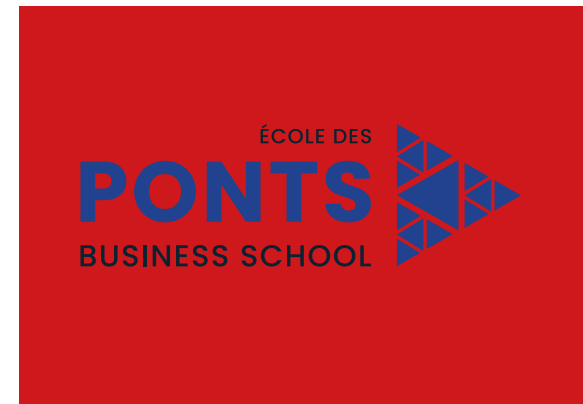
These color schemes ensure correct reading and recognition of the logo and should always be preferred.

This version should be used in four-color reproductions, on white, black, and/or colored backgrounds.

RECOMMENDED COLOR BACKGROUNDS



NOT RECOMMENDED COLOR BACKGROUNDS



8. APPLICATION IN BACKGROUNDS

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8.2 APPLICATION IN PHOTOGRAPHIC BACKGROUNDS

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PONTS
BUSINESS SCHOOL



Applying the logo to photographic backgrounds can be a source of unexpected situations. The images below represent some examples that maintain the integrity and legibility of the logo. For photographic backgrounds with a lot of visual noise, the reversible (negative) version, the one that's open to white, is recommended.

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PONTS
BUSINESS SCHOOL



9.1
PROHIBITIONS

Altering the signature harms the coherence and perception of the identity, compromising its objectives. It's essential to respect the integrity of the brand, that is, its formal and chromatic structure. Some of the most common errors are illustrated below.

INCORRECT COLORS	ELEMENT DISPLACEMENT	USE OF OUTLINE	USE OF INCORRECT LETTERING
			
			
INCORRECT PROPORTIONS	VERTICAL DISTORTION	HORIZONTAL DISTORTION	INCORRECT APPLICATION OF COLOR BACKGROUNDS

10.1 TYPOGRAPHIC FAMILY

FONT: Poppins
DESIGNER: Jonny Pinhorn and Ninad Kale

Typography is a crucial element in logo design; it's how a brand communicates. Consistent typography results in strong brand recognition and association. It should be used across all aspects of brand communication in eight weights.

GOOGLE FONTS: <https://fonts.google.com/specimen/Poppins>

Poppins Thin

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"#\$%&/'()=?+

Poppins Extra Light

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"#\$%&/'()=?+

Poppins Light

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"#\$%&/'()=?+

Poppins Regular

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"#\$%&/'()=?+

Poppins Medium

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"#\$%&/'()=?+

Poppins SemiBold

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"#\$%&/'()=?+

Poppins Bold

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"#\$%&/'()=?+

Poppins Extra Bold

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"#\$%&/'()=?+

10.2 APPLICATION IN THE LOGO

FONT: Poppins
DESIGNER: Jonny Pinhorn and Ninad Kale

Typography is a crucial element in logo design; it's how a brand communicates. Consistent typography results in strong brand recognition and association. It should be used across all aspects of brand communication in eight weights.

GOOGLE FONTS: <https://fonts.google.com/specimen/Poppins>

Poppins Medium

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890"#\$%&/'()=?+

Poppins Bold

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890"#\$%&/'()=?+



If you are unsure about how to use the ÉCOLE DES PONTS BUSINESS SCHOOL logo, contact the Communications Department.



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