Brand Guidelines

2025

Logos, fonts, color palette, and more

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Main Logo

Main Logo Features

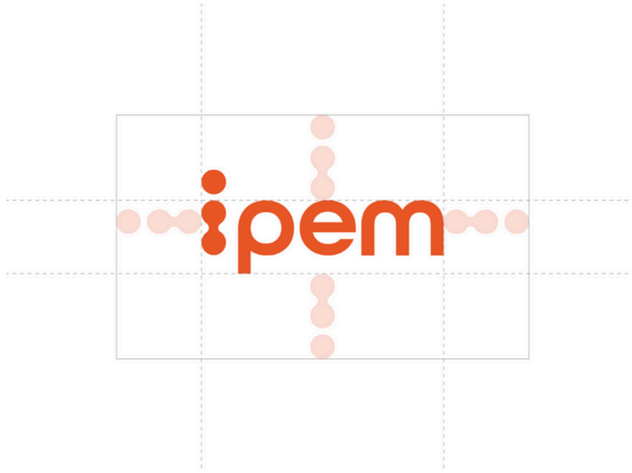
Our main logo is comprised of 4 letters arranged horizontally, forming the word “IPEM”, in lowercase. The “i” has been altered into a combination of three circles. Two were connected to each other at the bottom, and one separated, hovering above them. For light backgrounds, the signature orange version is used, for all other backgrounds the white version is used.

Flavicon

The secondary logo (and flavicon) is represented by the letter “i” from the main logo, placed at the center of an orange square.

Logo usage

Clearance



To ensure that logos are clearly visible, surround them with clear space free of type, graphics, and other elements that might cause visual clutter. Use the length of the “i” of the IPEM logo to define the minimum clearance around it.

Do's and Don'ts

Versions of our logo can be used to match a variety of materials and applications. Make sure to apply them appropriately, without making any adjustments to the angle, transparency, or color. The IPEM logo should not be cropped or scaled disproportionately, and no drop shadow or outline should be applied.

Color Palette

These colors reflect our brand's identity and personality

Primary

Hex Code
#E85627

CMYK
0, 63, 83, 9

RGB
232, 86, 39

Hex Code
#FFFFFF

CMYK
0, 0, 0, 0

RGB
255, 255, 255

Secondary

Hex Code
#016FAD

CMYK
99, 36, 0, 32

RGB
1, 111, 173

Hex Code
#57ba77

CMYK
53, 0, 36, 27

RGB
87, 186, 119

Hex Code
#e7b727

CMYK
0, 21, 83, 9

RGB
231, 183, 39

Hex Code
#393D47

CMYK
20, 14, 0, 72

RGB
57, 61, 71

Hex Code
#F7F3EA

CMYK
0, 2, 5, 3

RGB
247, 243, 234

Hex Code
#bf2906

CMYK
0, 79, 97, 25

RGB
191, 41, 6

Event-specific variations

ipem PARIS

Hex Code
#2a4355

CMYK
51, 21, 0, 67

RGB
42, 67, 85

ipem CANNES

ipem WEALTH

Hex Code
#60bbd8

CMYK
56, 13, 0, 15

RGB
96, 187, 216

ipem CHINA

Hex Code
#d12e27

CMYK
0, 78, 81, 18

RGB
209, 46, 39

Pensions&Investments × ipem PRIVATE MARKETS

Hex Code
#704493

CMYK
24, 54, 0, 42

RGB
112, 68, 147

In addition to our main logo and color palette, IPEM uses a **logo and color specific to each of our events**. Each event logo includes a colored version for light backgrounds and a white version for color-saturated backgrounds.

For all IPEM events, orange and white are used as secondary colors.

In partnership with Pensions&Investments, we also have a specially-designed logo for our North America event.

Font

IPEM’s official font is Poppins

Font Variations & Hierarchy

Poppins SemiBold

For Titles

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvw
xyz1234567890!@#$%^&*()

Poppins Regular

For Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXY
Zabcdefghijklmnopqrstuvwxyz12
34567890!@#$%^&*()

Poppins Medium

For Subtitles

ABCDEFGHIJKLMNOPQRSTUVWX
YZabcdefghijklmnopqrstuvwxyz1
234567890!@#$%^&*()

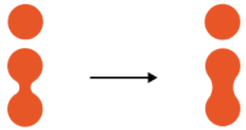
Type Application

IPEM PARIS 2024

9-11 Sept. 2024

Launched in 2023, this dynamic gathering will highlight innovation, foster new connections, and propel exceptional opportunities. It will bring together more than 6,000 decision-makers, investors, and general partners in the heart of a bustling city, for high-level business meetings and thought leadership content.

Design Elements & Shapes



The design system is inspired by the “i” in the IPEM logo, featuring a combination of connecting circles. The shape has been slightly reworked to give a softer appearance to the connection between the two circles which form the bar of the “i”.

This pattern evokes feelings of connectivity and continuity, reflecting IPEM’s mission of shaping meaningful connections across Private Markets.

From the “i” we can dissociate two elements:

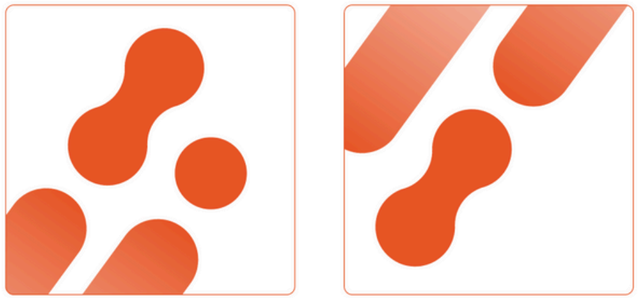
To which we add a gradient line to bring movement:

Design Elements & Shapes

The design system is based on three elements:

Opacity 20%

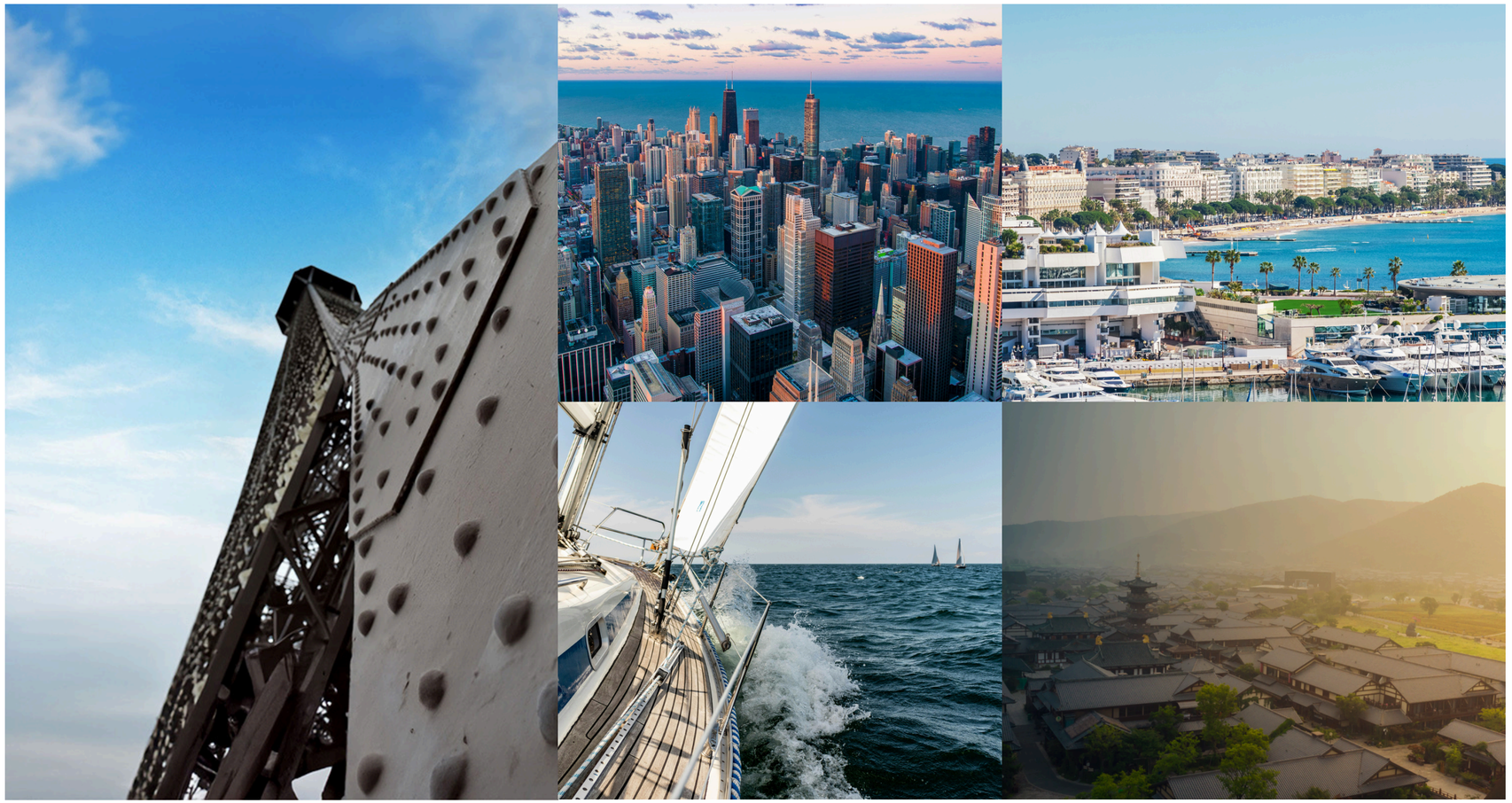
These elements can be combined in different ways to form a pattern:



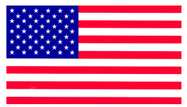
Design Examples

Photography

All of IPEM’s events feature a dedicated key visual that reflects the location and/or the theme of each edition.



Other brand specifications



The official language of all IPEM communications is English (US).

Each IPEM event is designated using the following format:
IPEM + Location + Year

IPEM Paris 2024

IPEM Cannes 2025

IPEM China 2023

IPEM

In any text referring to the brand, IPEM is always written in all capital/upper-case letters.

Similarly, the official hashtag to use across social media channels when referring to each IPEM event applies the same format:
IPEM + Location + Year

#IPEMParis2024

#IPEMCannes2022

#IPEMChina2023

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