The fundamental element of our visual identity is our logo.

The logo is in a green coming from our beginnings next to the forest of Fontainebleau, France and starts with our name – originally an acronym but now a trademarked brand name in itself. We no longer use the full name from which the acronym INSEAD was derived.

Beneath our name is a bracket. This bracket is not just an underline. It symbolises our fundamental value of being inclusive of diversity and also our «open book» spirit.

Below the bracket is our «strapline» - The Business School for the World® - expressing both what we have achieved and our ambitions for the future.
Using INSEAD logo: three logo colours

The logo should not be used in any other colour or superimposed onto anything other than a solid background.

The logo exists in Green on white background:

INSEAD

The Business School for the World®

The logo exists in Black on white background:

INSEAD

The Business School for the World®

The logo exists in White on green background:

INSEAD

The Business School for the World®

The logo exists in White on black background:

INSEAD

The Business School for the World®
Using INSEAD logo: **clearspace and marks**

**Minimum clearspace area to be respected**

There must be sufficient clearspace around the logo and it should not be combined with any other logo or graphic element.

Using the height of the INSEAD ‘I’ as unit X, there should be X amount of clearspace between the logo and any other graphic elements.

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**Minimum size**

The logo should not be shown less than 30mm wide on printed material or less than 113 pixels wide on screen.

Certain events and activities may have their own distinctive mark. It should always appear distinct from the logo with sufficient clear space.

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**Marks**

These marks are not a substitute for the official logo which is invariable.
Using INSEAD logo: incorrect usage

Below are examples of incorrect usages. Please do not alter the INSEAD logo in any way.