



## Graphic Identity

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*The INSEP logo is made up of a gold and navy blue symbol and an exclusive navy blue font.*

### SYMBOL

- › INSEP uses an image that clearly symbolises its French identity – the cockerel – which takes on a bold and original design.

### FONT

- › The original structure of the font alludes to the dome at the Halle Joseph Maigrot, a place steeped in history and an iconic part of INSEP.  
The design also suggests a podium, the symbol of excellence and success in sport.

### MAIN VERSION

- › The colour version is the main version of the logo and is used in the majority of printed material, digital applications and office supplies.

### EXCEPTIONS

- › When the size of the logo has to be significantly reduced, the unicolour navy blue version must be used.



### INFORMATION

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