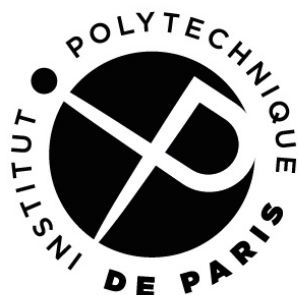




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PRESS RELEASE – 7 FEBRUARY 2019



INSTITUT POLYTECHNIQUE DE PARIS

A name and brand for a world-class institution

This Thursday, February 7, 2019, the Minister of the Armed Forces, Florence Parly, and the Secretary of State to the Ministry of Economy and Finance, Agnès Pannier-Runacher, visited École Polytechnique to officially unveil the name and brand of the new institution formed by the partnership between École Polytechnique, ENSTA ParisTech, ENSAE ParisTech, Télécom ParisTech and Télécom SudParis. All of the partner schools – working in collaboration with Carré Noir and Naemes, an agency specializing in brand creation – were involved in the process of creating this new institutional identity: the Institut Polytechnique de Paris.

A simple, explicit, evocative name

Institut Polytechnique de Paris is a concrete expression of our bold, collective ambitions, conveying our status as a leading global force in higher education, research and innovation. It also capitalizes on the international reputation and standing of École Polytechnique.

Institut Polytechnique de Paris is a name for the international stage, embracing the French tradition of excellence, our identity as an educator, and the importance of our multi-disciplinary research. The brand evokes the prestige, culture, knowledge and global reach associated with Paris, the City of Lights.

The new visual identity comprises a symbol and a typeface. The overall impression is one of elegance, universality and prestige. The circular logo represents the world, evoking images of partnership and plenitude: a circle which remains open, embodying our shared ambition and the promise of future collaborations. And in the heart of this symbol sits the stylized IP acronym.

The symbol, joined with IP PARIS, will be used by each of the partner schools to mark their affiliation with the new entity while also retaining their own identity and branding.



A new milestone in the formation of a world-leading scientific and technological institution

In October 2018, École Polytechnique, ENSTA ParisTech, ENSAE ParisTech, Télécom ParisTech and Télécom SudParis signed a new partnership agreement signalling the creation of a new scientific and technological institution of international importance. The process of uniting these five establishments is proceeding to schedule, and our cooperation has been intensified in many domains.

More than 120 members of staff, divided into 25 working groups, are currently hard at work on the operational deployment of this new structure. Accreditation applications have been submitted for our Master's and doctoral programmes, enabling us to welcome a first intake of students to Institut Polytechnique de Paris in September 2019. The new institution's doctoral school is in the process of being established.

New partnerships will be announced over the coming months, with a host of French and international institutions. The publication of our new statutes in spring 2019 will formally establish the Institut Polytechnique de Paris, ready for the start of our first academic year in September 2019.

Click [here](#) to download the new logo.
Click [here](#) to watch the brand reveal video.

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