

# IE MARKETING CLUB

BRANDBOOK

*2024*

# BRAND OVERVIEW

## MISSION

The IE Marketing Club aims to serve as a platform that allows students to obtain ***valuable information*** on the industry and promote ***professional development*** to its members.

## VISION

Our vision is to become the ***leading hub*** for students interested in marketing at IE University, ***empowering*** them with the ***insights, connections,*** and ***opportunities*** to thrive in the evolving world of marketing.

- 1 Collaboration:** Fostering a community where students, alumni, and industry professionals can share knowledge and experiences.
- 2 Innovation:** Encouraging creative thinking and exploring emerging trends in marketing to stay ahead of the curve.
- 3 Growth:** Supporting the personal and professional development of our members through continuous learning and exposure to real-world opportunities.
- 4 Inclusivity:** Creating an environment that welcomes diverse perspectives and promotes equal opportunities for all members to succeed.
- 5 Professionalism:** Upholding high standards in all club activities, preparing members to excel in their future careers.

The Marketing Club's is ***engaging, forward-thinking, and supportive***. It is approachable and friendly, always eager to connect members with new opportunities, while maintaining a professional and resourceful tone.

The club is energetic, ***constantly seeking innovation*** in the marketing space, and is driven by a ***passion*** for helping students reach their full potential.

VISUAL IDENTITY







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#46BEFF  
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C73 M25 Y0 K0

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R0 G72 B225  
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#0032A0  
R0 G50 B160  
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#00003C  
R0 G0 B60  
C100 M100 Y0 K76

#5D2E8C  
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#F86565  
R248 G101 B101  
C0 M59 Y59 K3

#CCFF66  
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C20 M0 Y60 K0

***Primary font:*** Lato

This is the main font used for titles and subtitles.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

***Secondary font:*** Signika

This is the main font used for titles and subtitles.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz**

***Secondary fonts:*** Lora

This a supporting font for body texts and captions.

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj*  
*Kk Ll Mm Nn Oo Pp Qq Rr Ss*  
*Tt Uu Vv Ww Xx Yy Zz*

@IEMARKETING CLUB x @IE\_WOMEN

# CRAFTING YOUR IDENTITY



NOVEMBER 11TH  
19:00-20:00

IE TOWER  
18.01

## THE POWER OF PERSONAL BRANDING

MASTERING THE ART OF PERSONAL BRANDING FOR CAREER SUCCESS



Fernanda Delgado  
**Microsoft**  
Sales & Marketing Director




Sonia Pérez-Castro  
**Aranco Partners**  
Chief Marketing Officer






#marketingmidweek




**TRIVIA  
TIME**



#marketingmidweek

Did you know Google wasn't always called "Google"? 🤔



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What do you think was Google's original name?



#marketingmidweek

The answer is...

**B) BackRub**

Google was originally named 'BackRub' when it was founded in 1996, before being named Google in 1998.

The original name referred to the system's process of analyzing backlinks!

# IMAGERY & PHOTOGRAPHY



Images for the Marketing Club should feel ***bright, vibrant, and authentic***, conveying the energy and inclusivity of the club's community.

Lighting should be ***natural*** and ***well-balanced***, highlighting the dynamic interactions between students, guest speakers, and industry professionals.

Composition should focus on capturing ***genuine moments*** of learning, networking, and collaboration, often in engaging, candid shots.

- 1 Use images strategically across social media, the club's website, and promotional materials.
- 2 For social media, feature images that showcase club events, workshops, and networking sessions, emphasizing student engagement and professional growth.
- 3 On the website, images should reflect the diversity and vibrancy of the club, focusing on highlights of events and showcasing notable guest speakers.
- 4 In printed materials, prioritize high-quality, crisp images that represent the club's professional appeal.

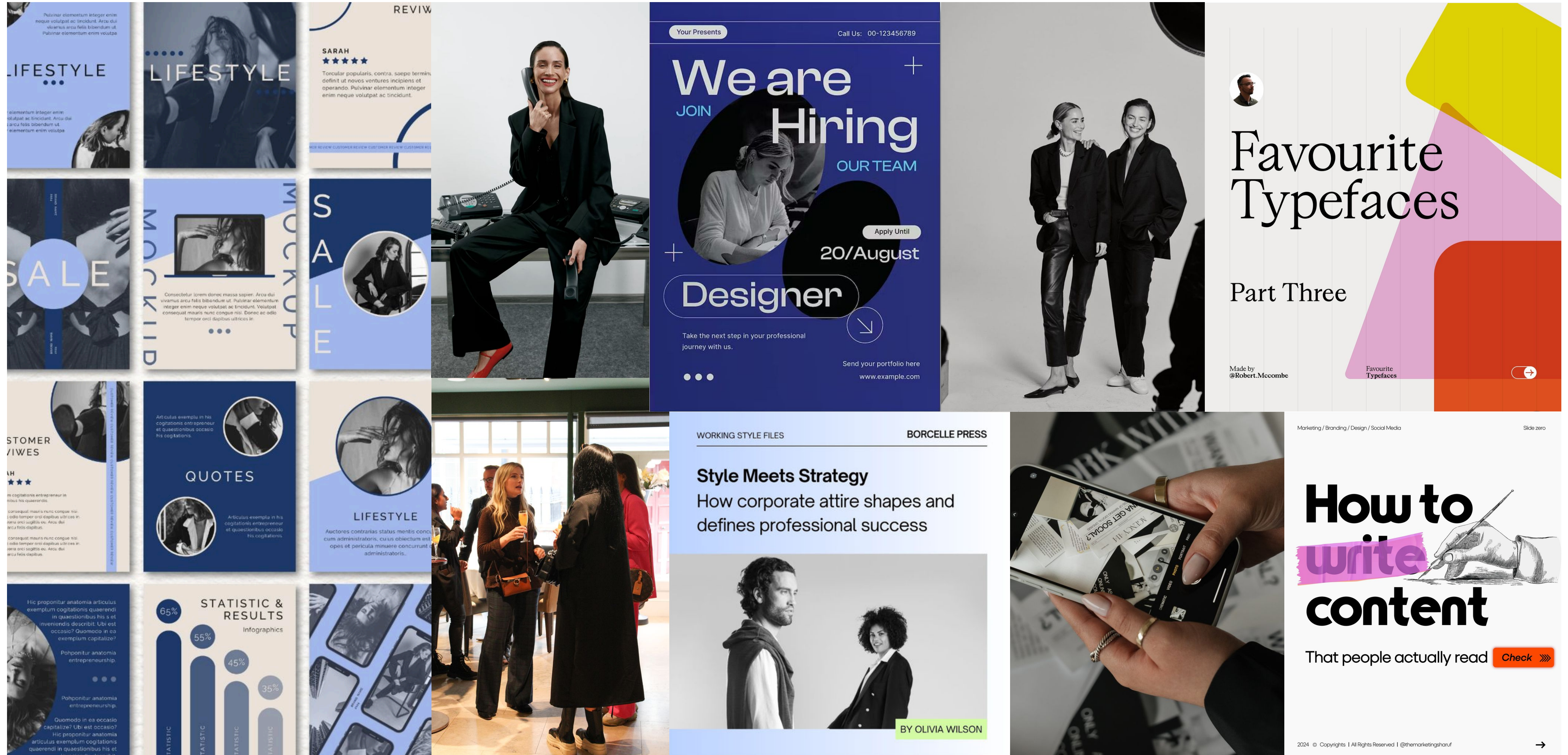
## DO'S

Use high-quality, authentic images that capture genuine interactions and reflect a professional yet lively atmosphere. Aim for diverse representation and capture moments that show enthusiasm and collaboration.

## DON'TS

Avoid overly staged, edited, or low-resolution images that feel unnatural or generic. Steer clear of overly stocky photos or images that lack context or fail to highlight the club's engaging and dynamic nature. Avoid images with harsh lighting or distracting backgrounds that detract from the subject.







# tone of voice & messaging

The IE Marketing Club speaks in an ***informative, approachable,*** and ***motivational tone.***

While maintaining professionalism, the club's voice is ***friendly*** and ***inviting***, making industry insights accessible and engaging for all students.

It strives to ***inspire*** members to take initiative in their professional journeys and confidently navigate the world of marketing.

The IE Marketing Club is a ***gateway to invaluable industry knowledge, professional networking, and real career opportunities.***

Every interaction emphasizes the club's commitment to preparing members for success in the marketing field by fostering ***growth***, facilitating ***connections*** with industry professionals, and delivering ***insightful content*** tailored to the IE community.

# ***“Empowering Tomorrow’s Marketing Leaders”***

This tagline highlights the club’s dedication to nurturing the next generation of marketing professionals, focusing on providing students with the tools and support needed to thrive in their careers.



BRAND CONSISTENCY

Any content should be approved by the Head of Communication before being posted on social media, sent to external speakers or shared with members outside the IE Marketing Club community.

The content should be sent for approval at the very least 48 hours before it needs to be posted or sent.

This brand book serves as a reference document for all marketing materials of the IE Marketing Club. It shall be reviewed every time the club's President changes. We aim to create consistency in our messaging but also recognize that evolution and innovation are key to staying relevant.

*Usage rights:* This brand book is for the sole usage of the IE Marketing Club.