



[Contact us](#)

Search

[HOME](#)

[NEWS](#)

[INSIGHT](#)

[EVENTS](#)

[PODCAST](#)

[AWARDS](#)

[MEMBERS](#)

[JOIN](#)

[PARTNER](#)

News • [Subscribe](#)

FIPP unveils new branding

• [Jessica Patterson](#) [@jesspatterson](#) | 13th Nov 2019 | [FIPP News](#)



LONDON, U.K. and LAS VEGAS, Nevada. Nov. 13, 2019 // FIPP – Connecting Global Media, is pleased to announce a new brand identity, unveiled at the FIPP World Media Congress in Las Vegas, 12-14 November 2019.



FIPP

Connecting
Global Media

“Our old branding served FIPP well, having delivered recognition and growth for the organisation across the globe for many years. However, FIPP is changing rapidly to reflect the needs of a rapidly changing industry. Our visual identity must reflect this,” explained James Hewes, Chief Executive Officer, FIPP.

The new tagline, *Connecting Global Media*, is part of a wider visual identity refresh across platforms, featuring a new logo, new font, and bright, dramatic graphics and visuals.

With member companies in over 60 countries, FIPP connects media owners, national associations and industry suppliers around the globe. FIPP works to empower those involved in the creation, publishing and sharing of quality content. Members include some of the world’s most iconic and well-known media companies like Condé Nast, Hearst, Meredith Corporation, Associated Media Publishing, BBC Worldwide, Burda Media, National Geographic, Editorial Televisa, The Economist, Forbes Media, The India Today Group, Dow Jones, Axel Springer, Nikkei Publishing and more.

Insights into the new brand

FIPP’s new logo is constructed from the foundation of its brand philosophy: connecting people. The new logo features connecting rods, which join together points on a grid, to create FIPP’s “F.”

Video

[Visit our Youtube channel](#)

[FIND OUT MORE](#)

Most Read

[Innovation in action: blending print and digital to optimise the experience](#)

30 Mar 2020

[Facebook invests \\$100M to support news industry during Coronavirus crisis](#)

30 Mar 2020

[Lessons from Time's ground-breaking two year immersive VR project, The March](#)

30 Mar 2020

[\[Download\] Innovation in Media 2020-21 World Report editors' note](#)

30 Mar 2020

[Chart of the week: Coronavirus drives European hunger for news](#)

30 Mar 2020

[ALL NEWS](#)

SUBSCRIBE

FIPP newsletters allow you to keep up with industry trends, research, training and events across the world

FIND OUT MORE



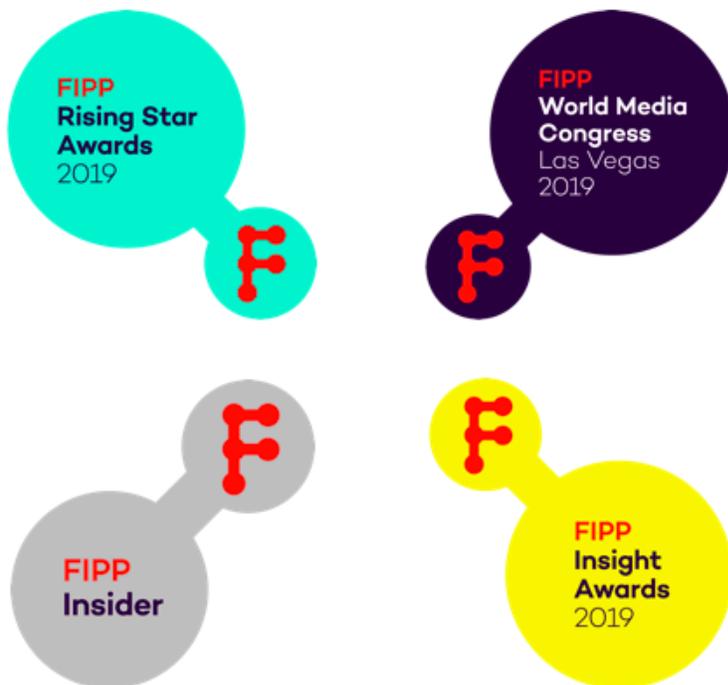
Upcoming @ FIPP

What's happening now, what's coming next

The logo is grounded in warm red with vibrant support colours for the brand in deep purple, aqua, and bright yellow, that connote bright and positive energy. The font typeface is Campton, chosen for its circular nature.

"Our new logo, based around the theme of networking and connectivity, together with our new strapline 'Connecting Global Media' clearly communicates FIPP's core purpose. We connect global media to help build better businesses. Whether sharing knowledge, helping our members to discover exciting new technologies or meeting new business partners, connecting people is what we do," Hewes said.

A new suite of logos complements the brand and its four initiatives, including FIPP World Media Congress, FIPP Rising Star Awards, FIPP Insight Awards, and FIPP Insider. Each of the four initiatives has an individual logo and colour from a secondary, complementary colour palette.



The FIPP team presented the new brand this week at the FIPP World Media Congress at Planet Hollywood Resort and Casino, in Las Vegas, Nevada.

About FIPP

Established in 1925, FIPP – Connecting Global Media, is one of the world's leading media trade bodies, with a primary membership comprised of professional content creators with cross-border interests, and additional membership from national trade associations plus a range of industry suppliers. FIPP empowers members to build market-leading international businesses through a portfolio of events, knowledge products and networking services.

Each year, FIPP hosts the FIPP World Media Congress, which brings together top executives of the leading companies in the global media industry, and the hugely successful Digital Innovators' Summit (DIS) in conjunction with the Association of German Magazine Publishers (VDZ), which attracts over 600 international delegates from companies like Bloomberg, Axel Springer, The New York Times, IBM and Amazon.

More recently, FIPP Insider events in Helsinki, Milan, Buenos Aires, Santiago and Cape Town have proved hugely popular as FIPP continues to deliver excellent networking and knowledge-sharing opportunities worldwide.

Whether it's a media partner, a technology supplier or a consultant, FIPP's global network can help you solve your business problems and drive a host of new growth opportunities.

More like this

[FIPP Insight Awards 2019 winners presented at the FIPP World Media Congress in Las Vegas](#)

[Estoril, Portugal to host FIPP World Media Congress 2020](#)

[Learning from Trusted Media Brands transformation into a multi-platform company](#)

[Independent and print first - the Monocle strategy](#)

[FIPP's first Media Intel Report out now](#)

[After chasing scale, Hearst is doubling down on influence](#)

Find content by topic

fipp congress

[More FIPP News](#) [Most read](#)

Innovation in Media 2020–21 out now! Read FIPP CEO's Innovation welcome letter

The 11th edition of FIPP's flagship publication is now available. **Innovation in Media 2020-21 World Report**, focuses on human capital, monetisation, podcasting, sustainability, creativity and print innovations.

2nd Apr 2020 | [FIPP News](#)

[SOLD OUT!] Webinar: how to avoid the "unexpected" pitfalls of remote publishing

Remote publishing workflows are, for obvious reasons, not the same as in-office workflows. Yet, says Kilian Schalk, founder of PurpleGray Consulting, many a team flounder and productivity nose-dives because they do not adjust long-established workflows for new remote working requirements.

26th Mar 2020 | [FIPP News](#)

DIS2020 postponed; will now run in parallel with FIPP Congress in Portugal in September

VDZ and FIPP, joint organisers of the Digital Innovators' Summit (DIS), are today announcing that the 2020 edition will be postponed until September. This is due to the impact of the ongoing COVID-19 virus outbreak.

13th Mar 2020 | [FIPP News](#)

FIPP Position Statement on Coronavirus outbreak for DIS 2020

For speakers, delegates or exhibitors who may be concerned about the current COVID-19 outbreak

5th Mar 2020 | [FIPP News](#)

News

[Features](#)
[Opinion](#)
[FIPP News](#)
[Insight News](#)
[Industry News](#)
[Launches](#)
[Rising Stars](#)
[Submit your news](#)
[Get FIPP World](#)

Insight

[Innovation Report](#)
[Resources](#)
[Insight News](#)
[Publications Archive](#)
[Magazine World Archive](#)
[On PressReader](#)

Events and Tours

[FIPP Events](#)
[FIPP Tours](#)
[List your event](#)

Awards

[Rising Stars](#)
[Rising Stars News](#)

Membership

[Member benefits](#)
[Join FIPP](#)
[Membership FAQs](#)
[Membership directory](#)

Marketing Solutions

[Commercial Opportunities](#)

About FIPP

[Contact us](#)
[Privacy](#)