

Institute for Public Relations Unveils New Look & Brand Narrative

CommPRO Editorial Staff

The Institute for Public Relations (IPR) has released a new logo and brand narrative to signify its growth and a future focused on creating, curating, and promoting research and insights that empower public relations and communication professionals.

Created by Ketchum, the new logo with a refreshed typeface and color palette spotlights the tagline of IPR, *the science beneath the art of public relations*[™]. Guided by a star in the center, the logo's top half spotlights the scientific nature and intersections of IPR's work while the bottom half models the global nature of IPR's work.



INSTITUTE FOR PUBLIC RELATIONS

The IPR Board of Trustees chose the Ketchum logo following a friendly competition among four Trustee agencies that submitted potential logos. Ketchum Chairman and IPR Trustee Rob Flaherty and his team led the effort.

“The new logo brings to life the significant strides IPR has made in recent years to conduct and share highly relevant, if not mission-critical, predictions, trends and insights that better inform those of us in the public relations field and, increasingly, the world at large,” said IPR Chair and co-founder and CEO of Peppercomm Steve Cody. “It is bright, bold, and provocative and, in a single glance, captures the IPR’s dynamism and incredibly bright future.”

Along with the new logo, IPR launched a new brand narrative centered around three pillars:

Predict: Identify and understand global factors that are transforming our profession

Investigate: Create and curate research that helps us understand and address the issues; create actionable insights to empower the communications profession

Amplify and Engage: Engage the profession globally through thought leadership and programming

In 2018, the IPR Board of Trustees launched a new strategy to deliver more focused, relevant research and insights in a global context. IPR offers conferences, webinars, and other

programming focused on research and insights to help organizations be more successful. All research is available for free on their website at instituteforpr.org. The IPR Organizational Communication Research Center is launching a new report on the "Future of Work" on October 2 and a new episode of "In A Car with IPR" with Catherine Hernandez-Blades, SVP and Chief ESG & Communications Officer at Aflac, on September 25.

"The Institute for Public Relations (IPR) is key to driving the knowledge and science behind public relations strategy," said Eileen Sheil, IPR chair of the communications and marketing committee and CCO at Cleveland Clinic. "The refreshed identify helps position the organization for the future as we continue to create market-driven research to advance the work of communication professionals across the country,"