



**Geneva  
Business School**®  
*Real Business. Responsible Leaders.*

# Brandbook

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**SWISS QUALITY EDUCATION  
INTERNATIONAL NETWORK  
PERSONALIZED MENTORING**

**Geneva Campus**

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1202 Geneva, Switzerland  
T: +41 22 906 94 94  
geneva@gsge.com  
www.gsge.com

**Barcelona Campus**

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barcelona@gsge.com  
www.gsge.com

**Madrid Campus**

Calle del Conde de Peñalver 45  
28006 Madrid, Spain  
T: +34 910 353 469  
madrid@gsge.com  
www.gsge.com

# Brandbook

## Marketing REQUESTS

Step 1



Departments



Marketing  
requests form



Email  
marketingdepartment@gsge.com

**Submit Form**

**INFORMATION MUST BE PROVIDED NO LATER  
THAN ONE MONTH BEFORE PUBLICATION DATE**





## 1. Geneva Business School

- 1.1 Brand Motto
- 1.2 Vision & Mission
- 1.3 History

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# Geneva Business School Brand Motto

*“Real Business. Responsible Leaders.”*





### Geneva Business School vision

A 21st-century Swiss education institution contributing to a sustainable society

### Our Mission & Vision



### Geneva Business School mission



Ensuring student success along with academic excellence



Managing the institution efficiently in terms of organization and allocation of resources



Engaging with stakeholders through partnership, collaboration, company placements or membership activities



Contributing to the academic and business body of knowledge, through research collaboration, teaching and the Public dissemination of findings





L'Institut de Formation de Gestionnaire de Patrimoine (IFGP), which still exists today, is established

1995

The University of Finance is created, providing education in international banking and finance to bankers and students

2001

Geneva State asks the University of Finance to take over the bankrupt Geneva Business Institute, saving 200 students. The Business & Management University was born

2003

Name changed to Geneva Business School to align with our mission and values as a school for practical business education

2009

## OUR HISTORY

2012



Barcelona campus opens

2017

Geneva campus moves to a new location with a state-of-the-art auditorium in the UN district with student access to UN library

2018



Madrid campus opens

2020

Barcelona and Madrid both move to new campus locations with interactive Google classrooms

Geneva Business School ranked 59th Best Business School in the World by CEOWORLD Magazine!



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[More Information](#)



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# Brand Guidelines



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↓ Download Here

Official Geneva Business School Logo



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**Geneva  
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## Corporate Logo Variations



# Brand Elements

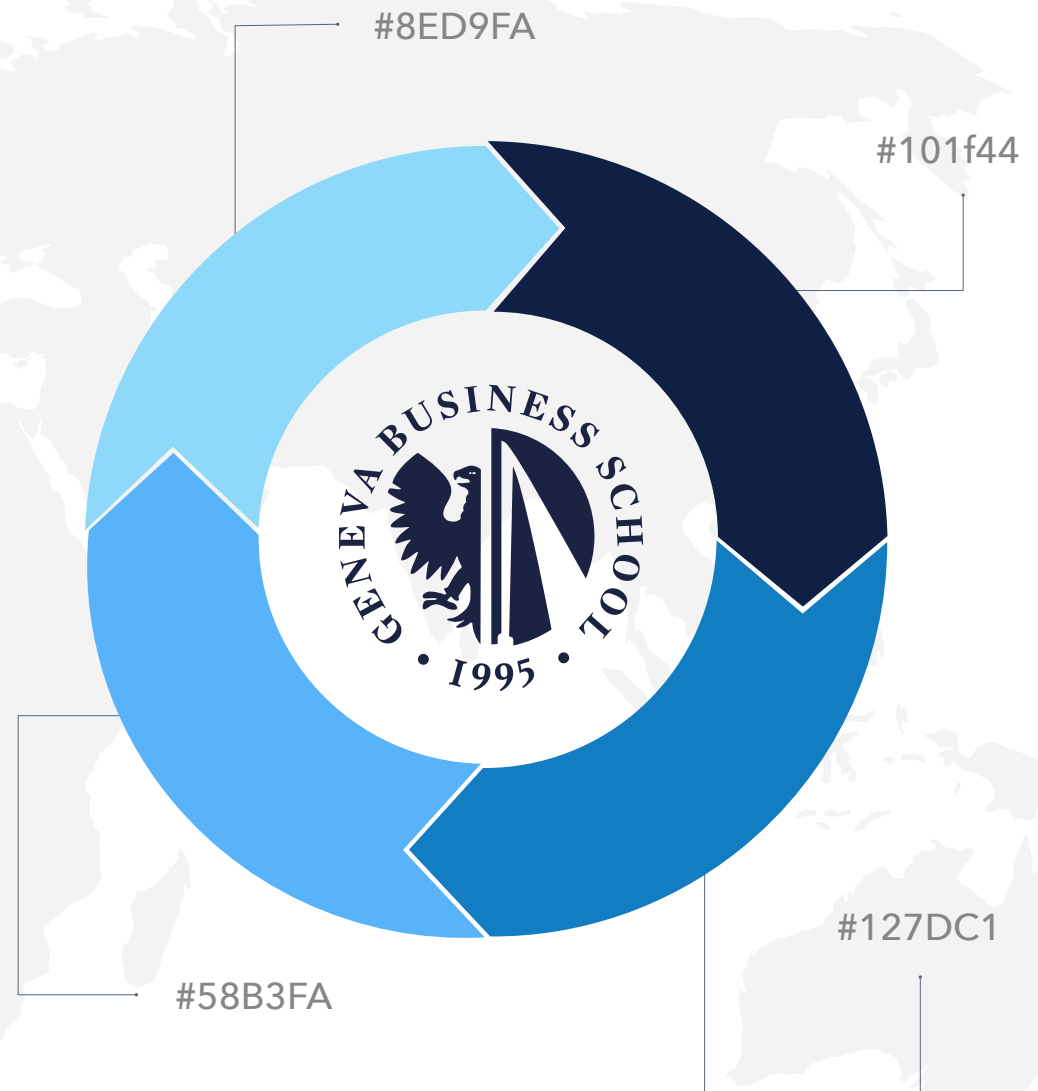


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# CORPORATE COLOURS

A strategic design lets the viewer know where to look and what to focus on. When you use complementary colours, it creates a jolting effect, and analogous colours create a sense of serenity.



## PRIMARY COLOURS



#101f44

#127DC1

#8ED9F9

#FFFFFF

#EAEAEA

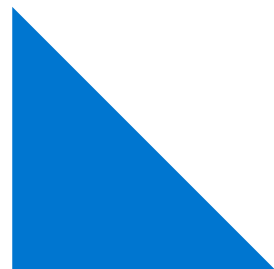
\* **Important:** Follow the guidelines but always try to be creative in your work.



## SECONDARY COLOURS



#065D94



#0076D0



#0B9BD9



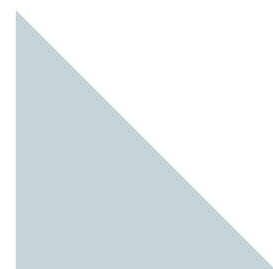
#59B3FA



#92B8BA



#566679



#C5D4DA

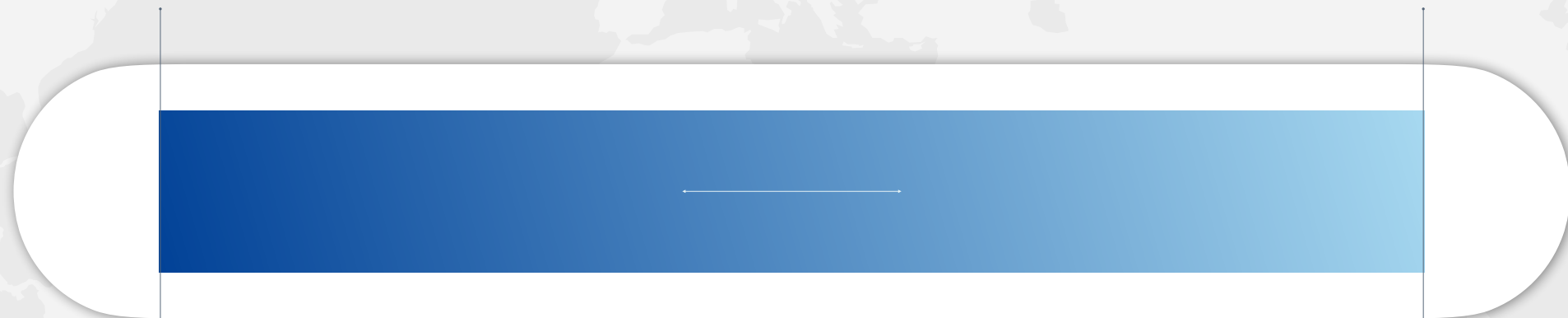


#A7D9F0

\* **Important:** Follow the guidelines but always try to be creative in your work.

# GRADIENT MAP

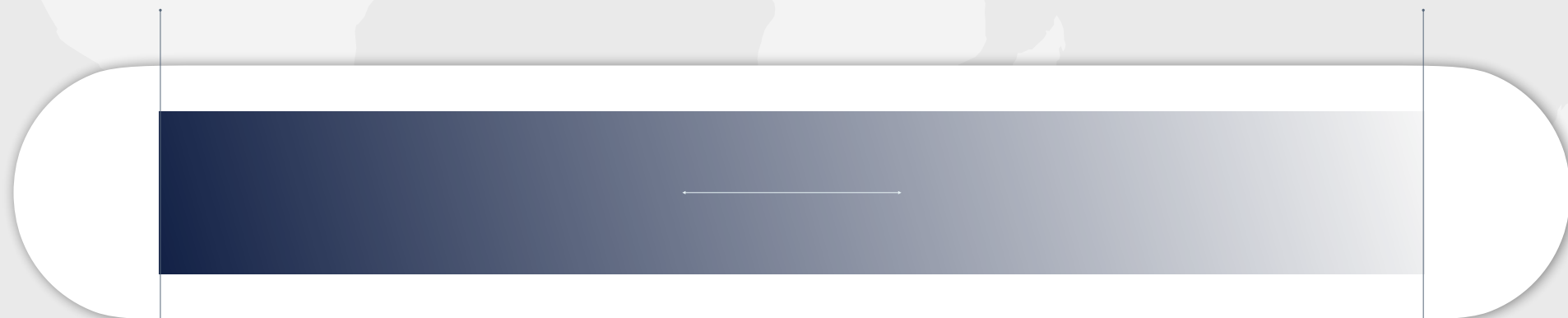
Gradient map filter can be used  
with photo (min 30% - max 60% transparency)  
design block (min 60% - max 80% transparency) \*



#004096

You can use any color from the gradient as a secondary one

#A7D9F0



#101f44

\* **Important:** Follow the guidelines but always try to be creative in your work.

#FFFFFF





Filter Application



Filter Application



**Geneva Business School®**  
*Real Business. Responsible Leaders.*

---

Corporate Font  
Headlines

# Lemon milk

Abcdefghijklmnopqrstuvwxyz

---

---

Corporate font  
Paragraph / logo

# Akkurat Pro

Abcdefghijklmnopqrstuvwxyz  
**Abcdefghijklmnopqrstuvwxyz**  
*Abcdefghijklmnopqrstuvwxyz*

---

---

corporate font  
Communications  
Google slides /  
newsletters

# Trebutchet MS

Abcdefghijklmnopqrstuvwxyz  
*Abcdefghijklmnopqrstuvwxyz*  
**Abcdefghijklmnopqrstuvwxyz**

---

---

Corporate font digital &  
Website

# Avenir

Abcdefghijklmnopqrstuvwxyz  
Abcdefghijklmnopqrstuvwxyz  
**Abcdefghijklmnopqrstuvwxyz**  
**Abcdefghijklmnopqrstuvwxyz**





## PRIMARY FONTS

For brand identity it's very important to use our official corporate fonts.



## LEMON MILK

Use the Lemon Milk font for the designed branded posts as a Title font. Download the font and use it in:

- Keynote
- Photopea
- Canva ( with the subscription)



## Avenir

Avenir is the best font for the descriptions & story telling. Download the font and use it in:

- Keynote
- Photopea
- Canva ( with the subscription)



## SECONDARY FONTS

For brand identity it's very important to use our official corporate fonts.



### Trebuchet MS

If you are using applications or platforms, where you don't have "Primary fonts", please use Trebuchet. Use the font **without downloading** in:

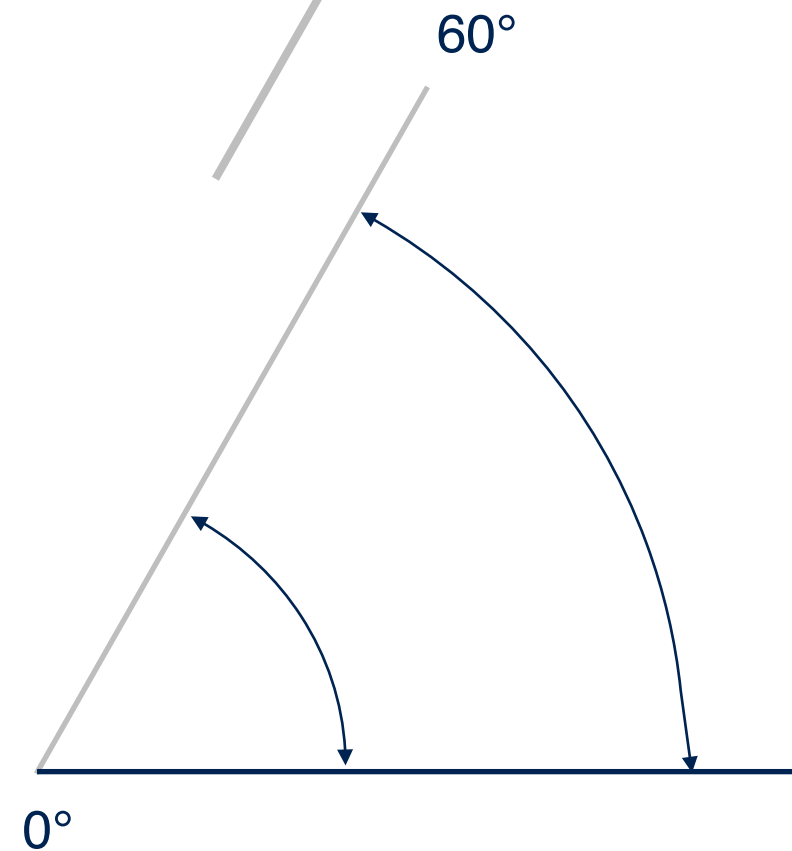
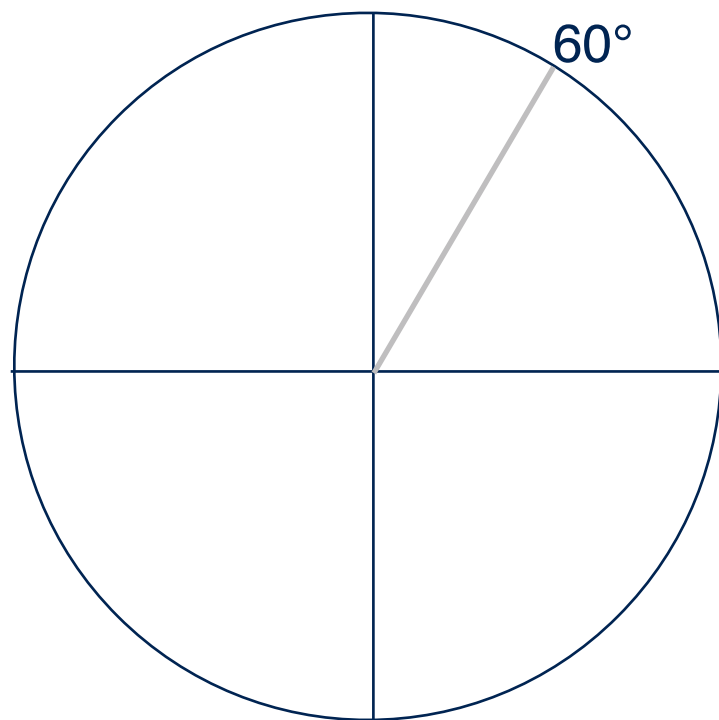
- Google Slides
- Keynote



### Helvetica

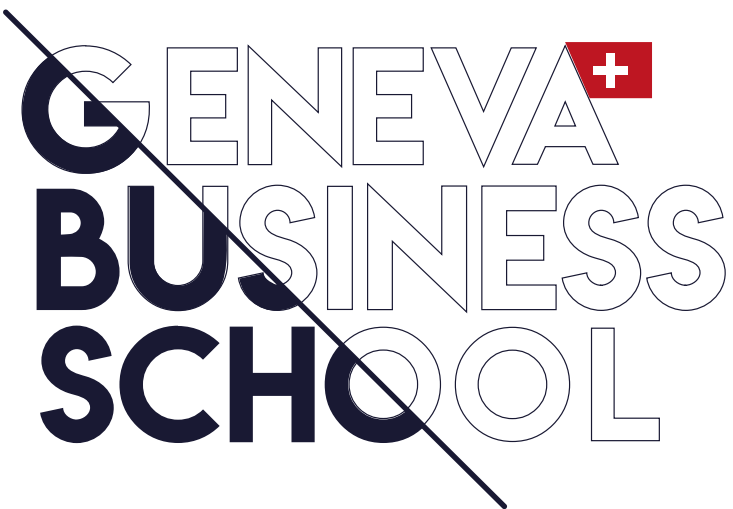
If you are using applications or platforms, where you don't have "Primary fonts", please use Helvetica. Use the font **without downloading** in:

- Canva (free version)
- Photopea



---

Welcome week  
logo



This logo is featured on all Geneva Business School merchandise: drink bottles, hoodies, notebooks and backpacks.

---

Event logo



The Business Hunters logo brands all collateral related to the annual event.



The gold logo commemorates 25 years  
of Geneva Business School







# Corporate Promotional Material



Bachelor's brochure

Master's brochure

MBA brochure

IEMBA brochure

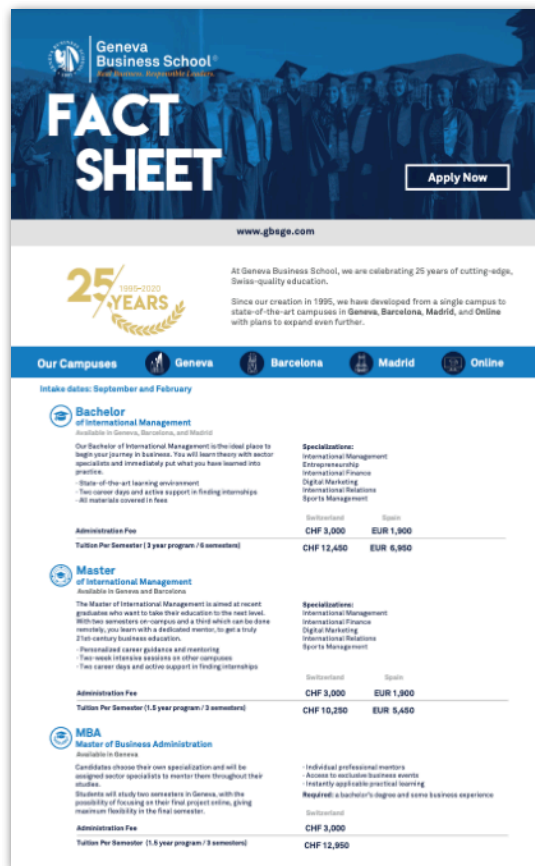
DBA brochure



# Digital & Print Collateral



Digital Signature



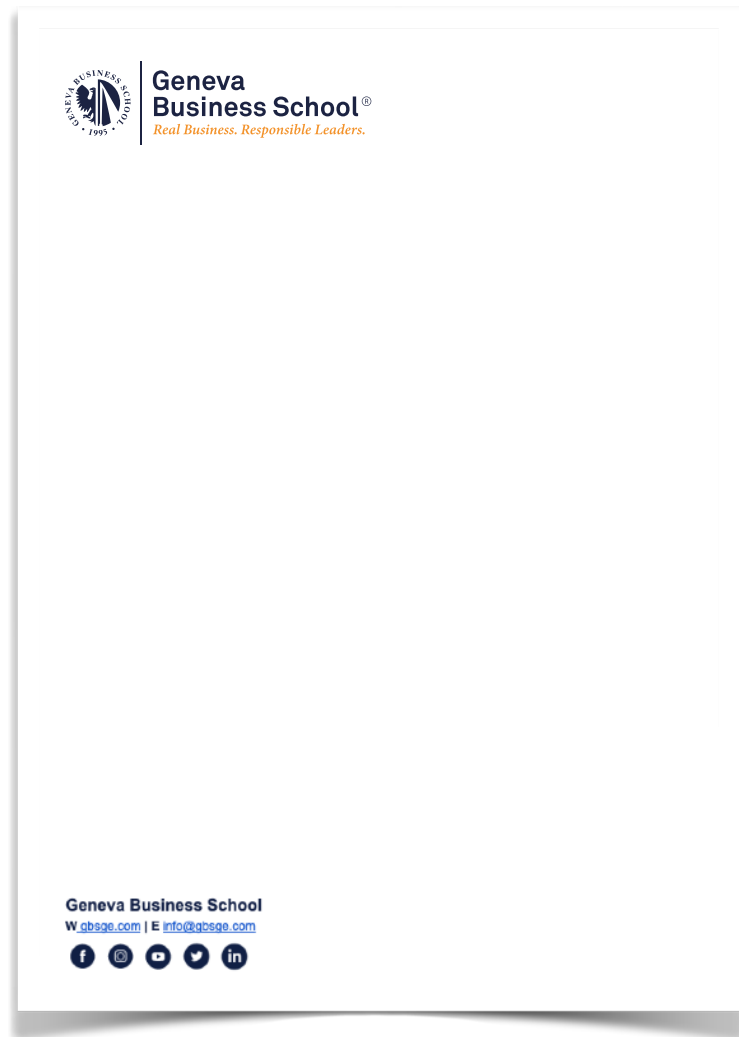
Fact sheets



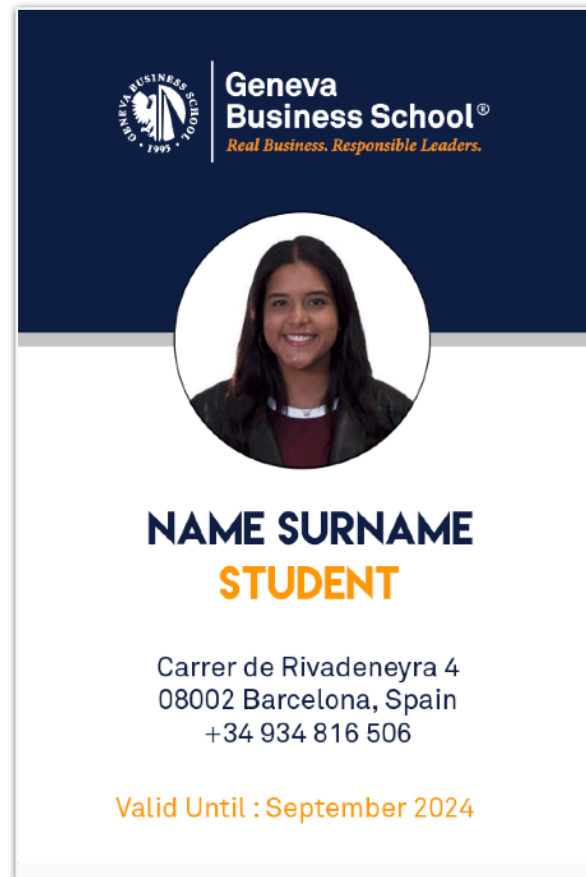
Business card



# Digital & Print Collateral



Letterhead



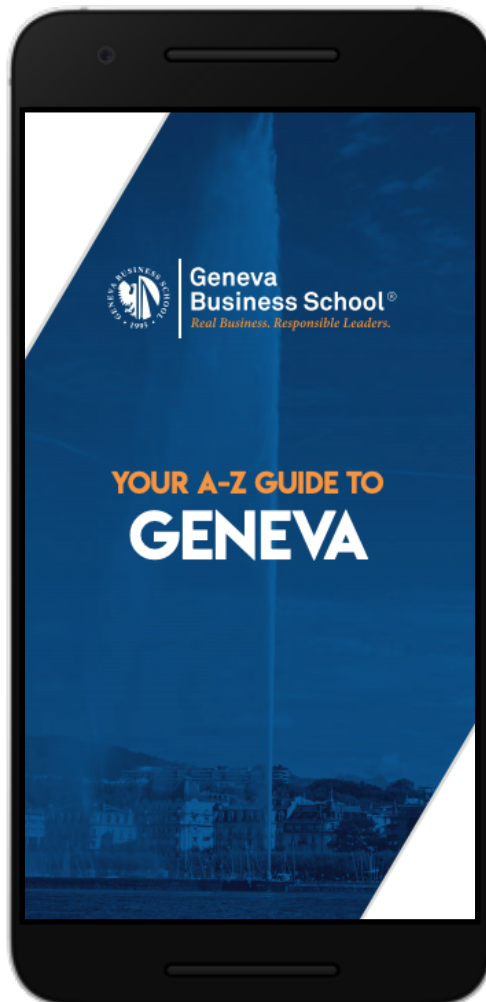
Student ID



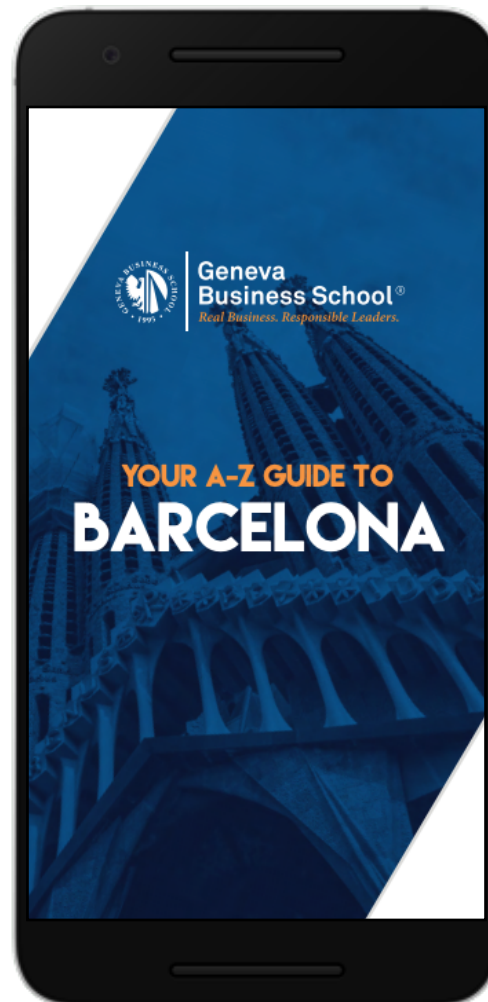
Lanyards

## City Guides

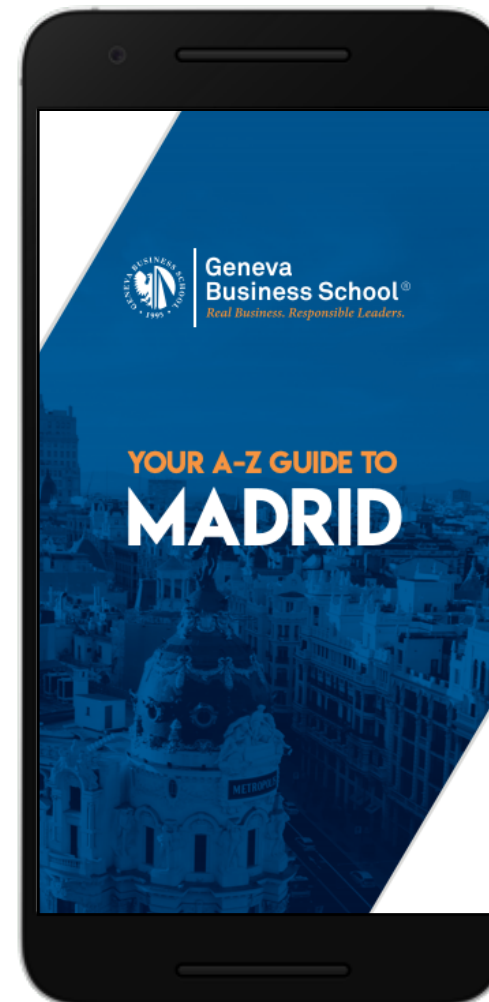
Interactive, mobile responsive eBooks containing essential local information for new students.



Geneva



Barcelona



Madrid

# GENEVA<sup>+</sup> BUSINESS SCHOOL









Click 



**Real Business. Responsible Leaders.**  
Swiss-quality education  
[Contact us](#)

**Geneva Business School**  
Leading Swiss private educational institution with campuses in key European cities - Geneva, Barcelona and Madrid.  
Are you ready to become a responsible leader?  
Keep scrolling!

[Undergraduate](#) [Postgraduate](#) [DBA](#)

**Explore Our Campuses**

- Geneva**
  - Located in the heart of the international district, the worldwide headquarters of diplomacy and home of the World Trade Organization.
  - Premier transportation hub for business, international leaders, and tourism.
- Barcelona**
  - Our Campus is perfectly located in the heart of all major attractions.
  - Top destination for tech startups, multinationals, and innovation.
  - The perfect city for young entrepreneurs with a vibrant startup scene.
- Madrid**
  - Madrid is Spain's geographical, cultural, and economic center.
  - Is required by our professionally active professors.
  - Advanced world-class networking events.

**Ready to become a responsible leader?**  
Our friendly Admissions Team will reach out and provide you with all the information you need.

**Get in Touch**

First Name\*  
Enter your First Name

Last Name\*  
Enter your Last Name

Email\*  
eg. you@gsbs.com

Residence\*  
Choose your Country

Phone Prefix\*  
Choose your Prefix

Phone\*  
Enter your Phone

Program\*  
Choose your Program

Campus\*  
Choose your Campus

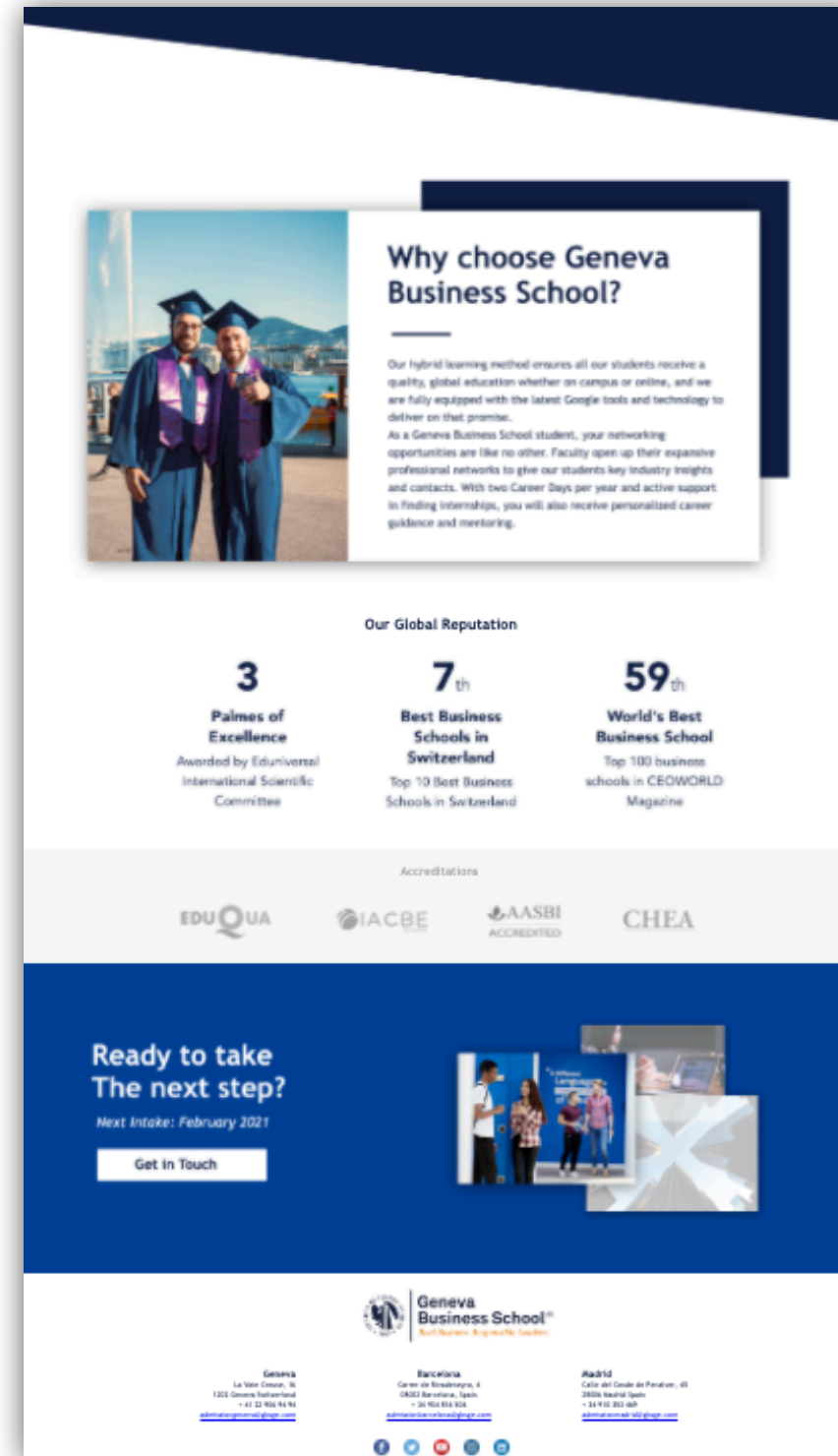
Initial Intake\*  
Choose your Intake

I accept the [Terms and Conditions](#) and [Privacy Policy](#)

 [GDPR](#)

[Contact Us](#)

## Landing Pages



**Why choose Geneva Business School?**

Our hybrid learning method ensures all our students receive a quality, global education whether on campus or online, and we are fully equipped with the latest Google tools and technology to deliver on that promise.

As a Geneva Business School student, your networking opportunities are like no other. Faculty open up their expansive professional networks to give our students key industry insights and contacts. With two Career Days per year and active support in finding internships, you will also receive personalized career guidance and mentoring.

**Our Global Reputation**

- 3** Palms of Excellence  
Awarded by Eduniversal International Scientific Committee
- 7<sup>th</sup>** Best Business Schools in Switzerland  
Top 10 Best Business Schools in Switzerland
- 59<sup>th</sup>** World's Best Business School  
Top 100 business schools in CEOWORLD Magazine

Accreditations

[EDUQUA](#) [IACBE](#) [AASBI ACCREDITED](#) [CHEA](#)

**Ready to take The next step?**  
Next Intake: February 2021  
[Get in Touch](#)

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[admission@gsbs.com](mailto:admission@gsbs.com)

[f](#) [t](#) [v](#) [p](#) [i](#)

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[NEWS](#)   [COVID-19](#)   [EVENTS](#)



## Business as usual

- Innovation in Teaching Prize
- Industry Insights 10 March
- International Women's Day 2021
- DBA Success Story



**Christina Frohn**  
Facilitating active learning


### Meet the winners of the 2020 Innovation in Teaching Prize

At the end of the Fall semester in 2020, our global student body nominated faculty from each of our campuses for a prize awarded for innovating in the classroom to address the challenges of a hybrid classroom. Meet Christina Frohn, Dag Flachet, and Ricardo Jovani and hear about their innovative teaching tools.

[Read more](#)

## Industry Insights 10 March

 #CommunityBuilding





## Financial Support is now available

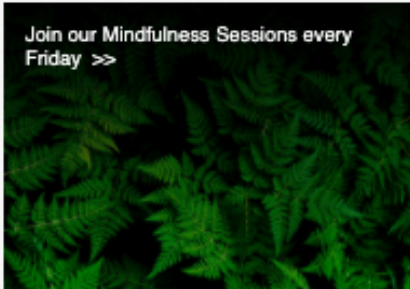
We now have a full list of early bird and local discounts, referral programs and more on our Financial Support page. Check it out today.


[Find out more](#)


## Newsroom

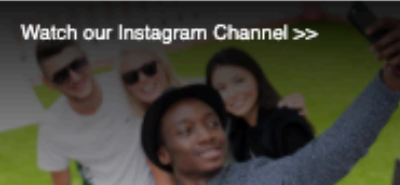
[Academic Calendars 2021 >>](#)  


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[Read the Women In Leadership Magazine >>](#)  


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geneva business school



@GBSNews



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THINK  
OUTSIDE  
THE BOX



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