Geneva Business School®

Real Business. Responsible Leaders.

Brandbook

SWISS QUALITY EDUCATION
INTERNATIONAL NETWORK
LEADERSHIP DEVELOPMENT

www.gbsge.com

Geneva Campus
La Voie-Creuse 16
1202 Geneva, Switzerland
T: +41 22 906 94 94
geneva@gbsge.com
www.gbsge.com

Barcelona Campus
Carrer de Rivadeneyra 4
08002 Barcelona, Spain
T: +34 934 816 506
barcelona@gbsge.com
www.gbsge.com

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

Brandbook

Marketing Requests

Step 1

Departments → **Marketing requests form** → Email marketingdepartment@gbsge.com

Submit Form

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

Geneva Business School®
Real Business. Responsible Leaders.

Table of Contents

1. Vision & Mission

2. Brand Guidelines

2.1 Corporate Logo
2.2 Corporate Logo Construction
2.3 Corporate Logo Variations

3. Brand Elements

3.1 Corporate Colours
3.2 Corporate Gradient Filters
3.3 Corporate Typography

4. Corporate Promotional Material

4.1 Digital and Print Collateral
4.2 Education Fairs
4.3 Online Advertising
4.4 Campuses

5. Social Media Guidelines

Geneva Business School®
Real Business. Responsible Leaders.

Geneva Business School Brand Motto

"Real Business. Responsible Leaders."

Geneva Business School®
Real Business. Responsible Leaders.

Our Vision and Mission

Our mission is to have a positive impact on future leaders and improve their management practices.

We achieve this by connecting a community of eager, ambitious, and creative students with a teaching faculty that brings experience of success in their industry, proven business acumen, and an ability to teach with engaging, innovative methods.

· Ensuring student success along academic excellence.

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

· Engaging with stakeholders through partnerships, 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.

Mission & Vision

Brand Guidelines

Geneva Business School®
Real Business. Responsible Leaders.

Corporate Logo

Geneva Business School®

Real Business. Responsible Leaders.

LEFT MARGIN 2 CM
RIGHT MARGIN 2 CM
BASE MARGIN 2 CM
LOGO SIZE
GENEVA BUSINESS SCHOOL
1995
Geneva Business School®
Real Business. Responsible Leaders.

Geneva
Business School®
Real Business. Responsible Leaders.

Download Here

Official Geneva Business School Logo

Geneva
Business School®
Real Business. Responsible Leaders.

Geneva
Business School®
Real Business. Responsible Leaders.

Corporate Logo Variations

GENEVA BUSINESS SCHOOL ®
1995

GENEVA BUSINESS SCHOOL ®
1995

Brand Elements

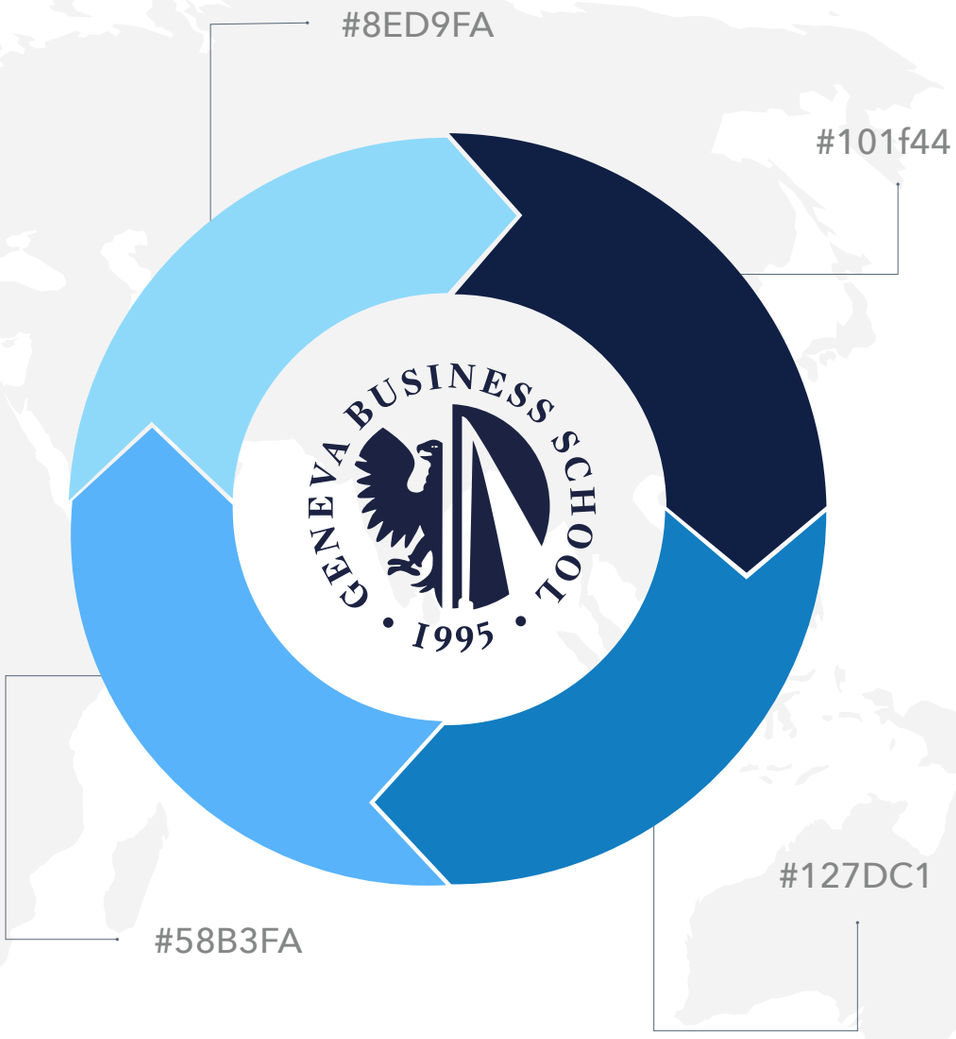
Geneva Business School®
Real Business. Responsible Leaders.

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
- #f39229
- #127DC1
- #58B3FA
- #8ED9FA



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

Geneva Business School®
Real Business. Responsible Leaders.

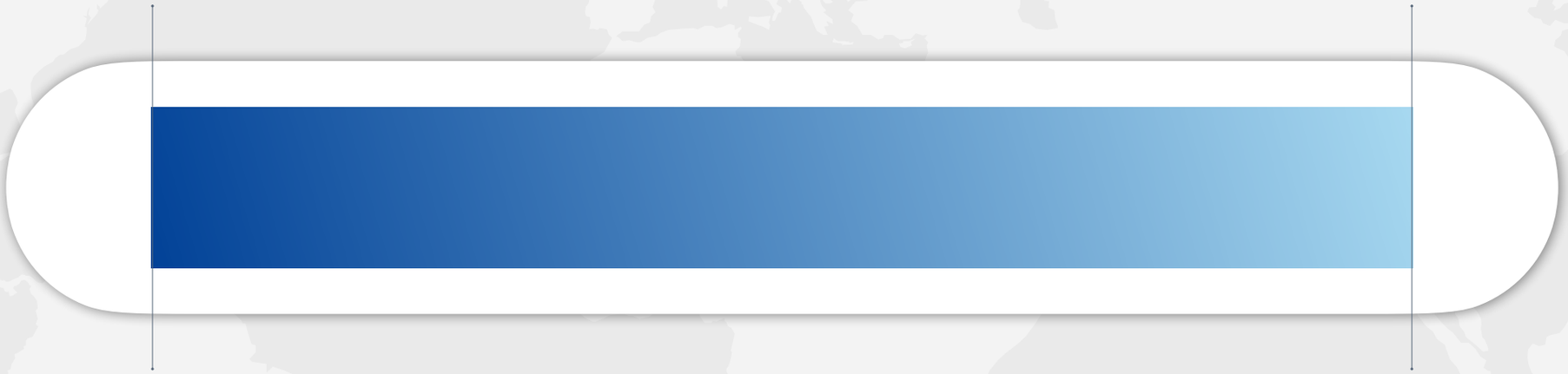
Secondary colours:

#065D94	#0076D0	#0B9BD9	#59B3FA
#92B8BA	#566679	#C5D4DA	#A7D9F0

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

Gradient Filters

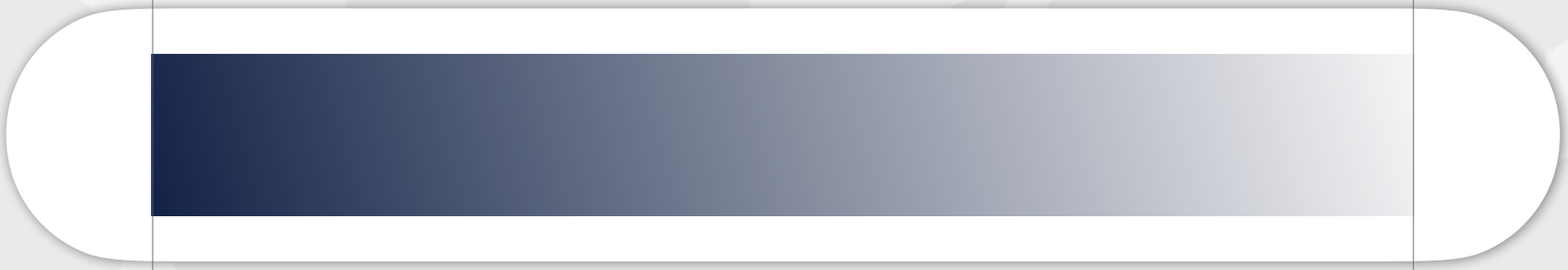
Gradient map filter can be used
with photo (min 30% - max 60% transparency)
design block (min 60% - max 80% transparency) *



#004096

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

#A7D9F0



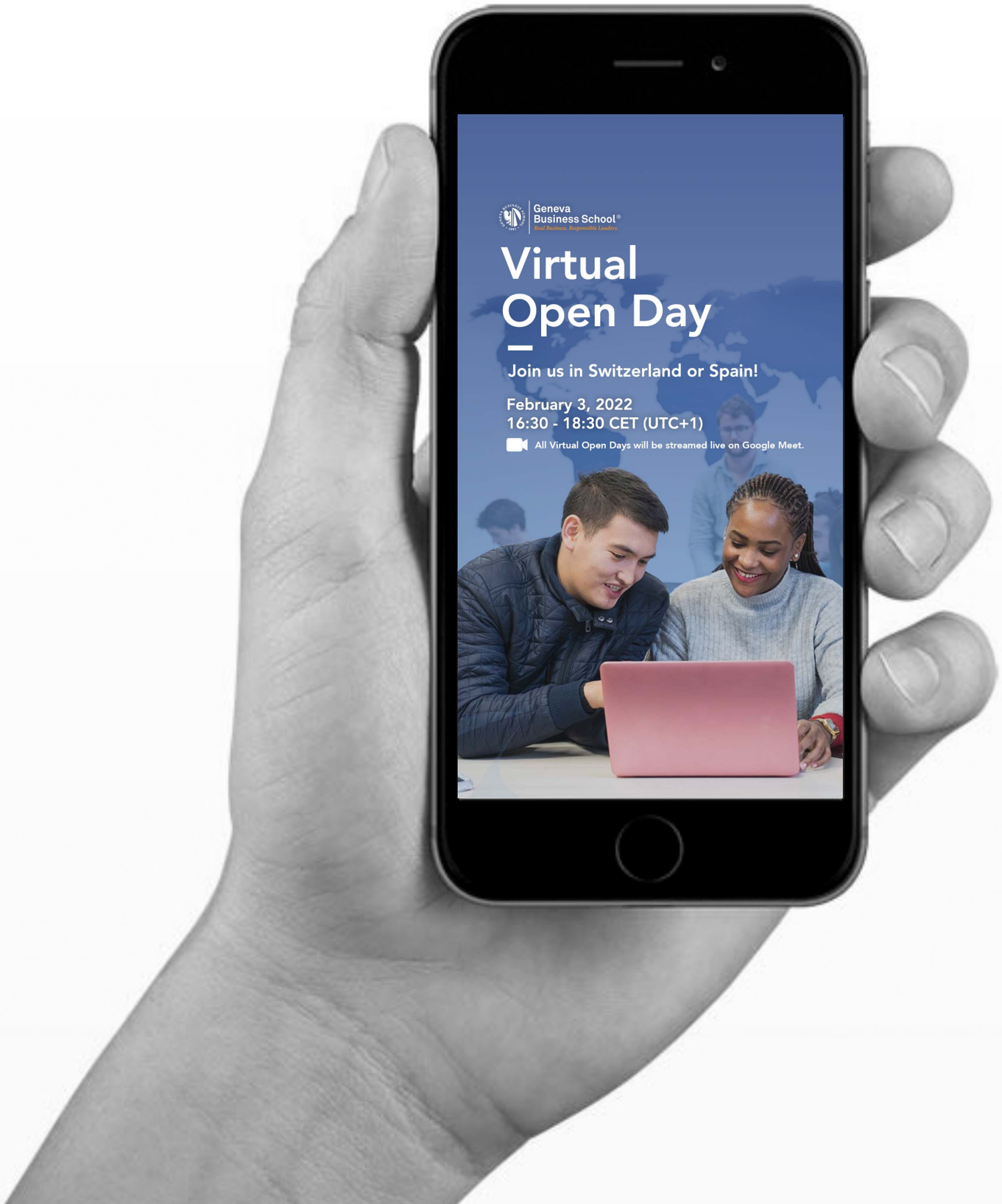
#101f44

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

#FFFFFF

Geneva Business School®
Real Business. Responsible Leaders.

Filter Application



Geneva
Business School®
Real Business. Responsible Leaders.

Corporate Font

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

Corporate font digital & print communications

Avenir

A b c d e f g h i j k l m n o p q r s t u v w x y z

A b c d e f g h i j k l m n o p q r s t u v w x y z

A b c d e f g h i j k l m n o p q r s t u v w x y z

A b c d e f g h i j k l m n o p q r s t u v w x y z

Corporate font Google tools

Open Sans

A b c d e f g h i j k l m n o p q r s t u v w x y z

A b c d e f g h i j k l m n o p q r s t u v w x y z

A b c d e f g h i j k l m n o p q r s t u v w x y z

Corporate font For interior design: Quotes

LEMON MILK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Promotional Material

Geneva Business School®
Real Business. Responsible Leaders.

Factsheets

Geneva Business School®
Real Business. Responsible Leaders.

Bachelor of International Management

www.gbsge.com

Our Campuses: Geneva, Barcelona, Madrid

With over 25 years of cutting-edge, **Swiss-quality education,** Geneva Business School has guided students both inside the classroom and at off-campus events, providing a 360° learning experience that fully prepares them to become the **next generation of future leaders.**

Our **Bachelor of International Management** program is conducted in a truly modern international learning environment and uses **innovative teaching methods.**

With **project-based learning, career days, exclusive webinars** and **conferences,** and **state-of-the-art technology** employed on all our campuses, we provide a network to help shape you as a responsible future leader.

Specializations

- International Management
- Entrepreneurship
- International Finance
- Digital Marketing
- International Relations
- Sports Management

Why Geneva Business School?

- Industry-expert faculty
- Diverse student body
- Professional mentorships
- Intimate class sizes
- Personal support
- Vast networking opportunities

Where Our Graduates Work

EY, United Nations, citibank, WIPO, THE WORLD BANK

Fees

	Switzerland	Spain
Application Fee	EUR 150.00	EUR 150.00
Administration Fee	CHF 3,000.00*	EUR 1,900.00*
Tuition Per Semester (3-year / 6-semester program)	CHF 12,700.00	EUR 7,950.00

*Early Bird discount for early enrolment (up to three months before the program commences) to receive 50% off the administration fee

Accreditations & Certifications

IACBE, AASBI ACCREDITED, EDUQUA

Entry Requirements

- **Swiss Maturité, International Baccalaureate** of minimum 30 points, **3 A-levels, high school diploma** or equivalent.
- **IELTS** 6.0 / **TOEFL** 70 / **DET** 95-100 / **TOEIC** 650 or proof of studying previously in an English-speaking environment for a minimum of 3 years.

Ranked 52nd
best Business School in the world
CEOWORLD Magazine

Geneva Campus
La Voie-Creuse 16
1202 Geneva Switzerland
T: +41 22 906 94 94
E: geneva@gbsge.com

Barcelona Campus
Carrer de Rivadeneyra 4
08002 Barcelona Spain
T: +34 93 481 65 06
E: barcelona@gbsge.com

Madrid Campus
Calle del Conde de Peñalver 45
28006 Madrid Spain
T: +34 910 353 469
E: madrid@gbsge.com

Event form Flyer

Geneva Business School®
Real Business. Responsible Leaders.

Scan this QR code to start your business journey

www.gbsge.com

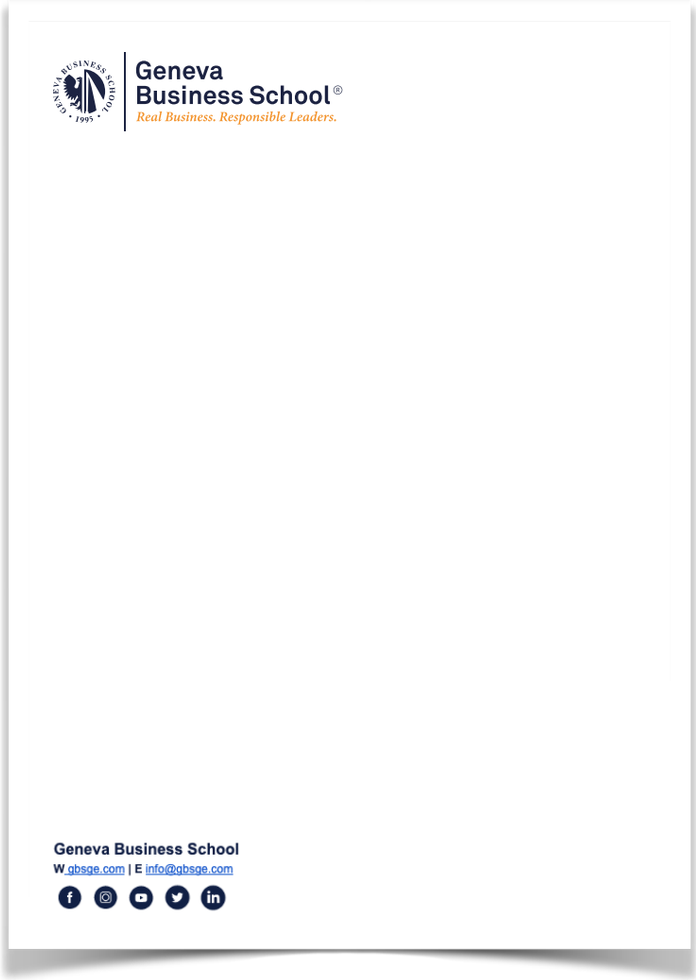
Ranked 52nd
best Business School in the world
CEOWORLD Magazine

Geneva Campus
La Voie-Creuse 16
1202 Geneva Switzerland
T: +41 22 906 94 94
E: geneva@gbsge.com

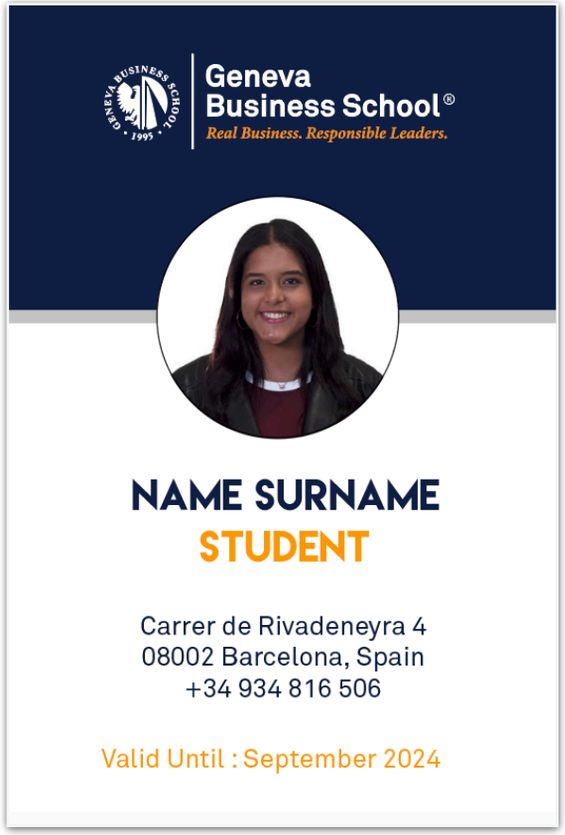
Barcelona Campus
Carrer de Rivadeneyra 4
08002 Barcelona Spain
T: +34 93 481 65 06
E: barcelona@gbsge.com

Madrid Campus
Calle del Conde de Peñalver 45
28006 Madrid Spain
T: +34 910 353 469
E: madrid@gbsge.com

Follow us:



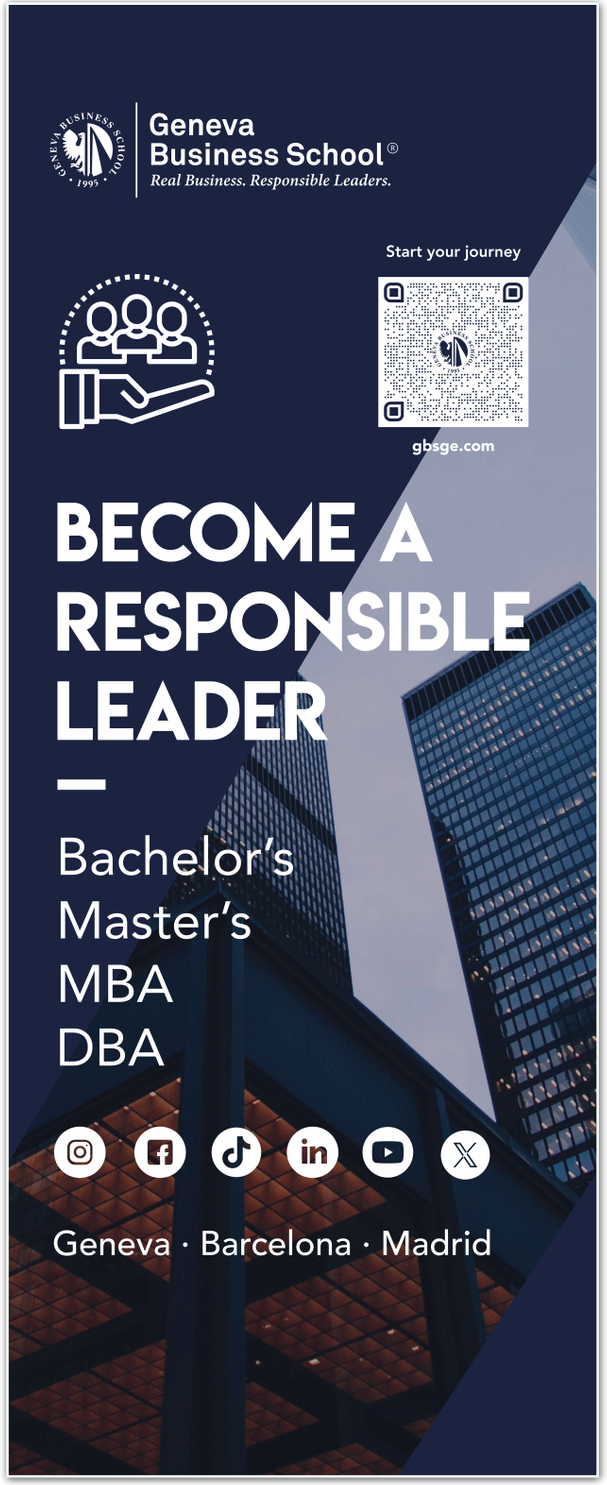
Letterhead

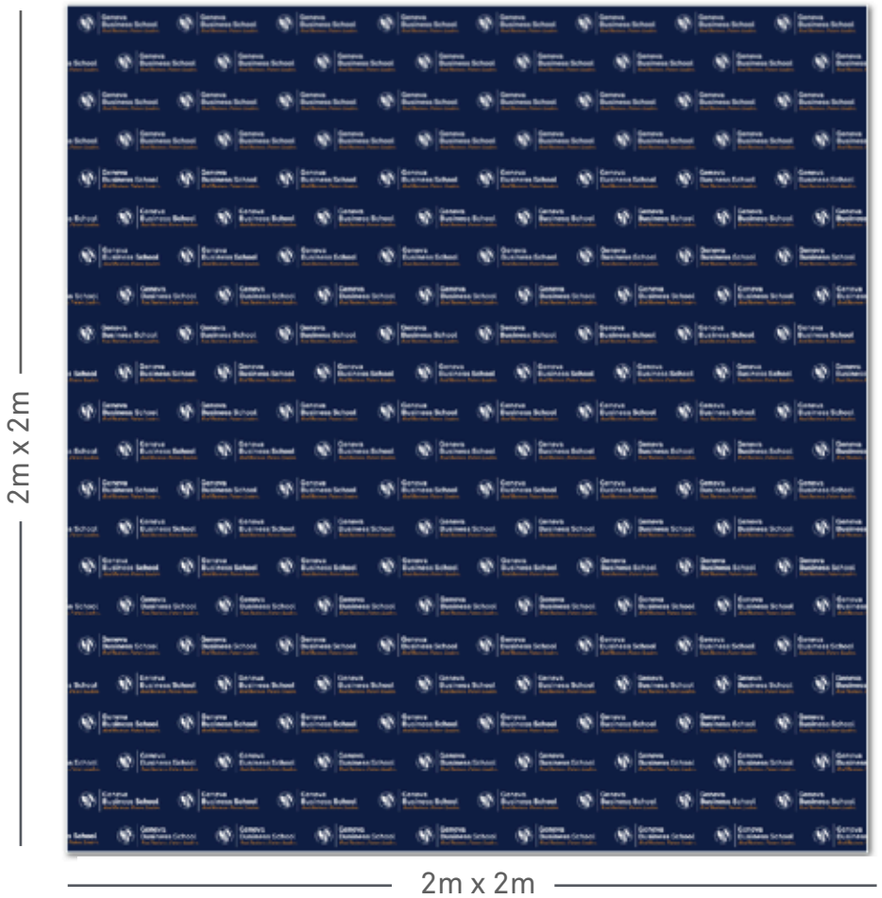


Student ID

Lanyards

Roll-up

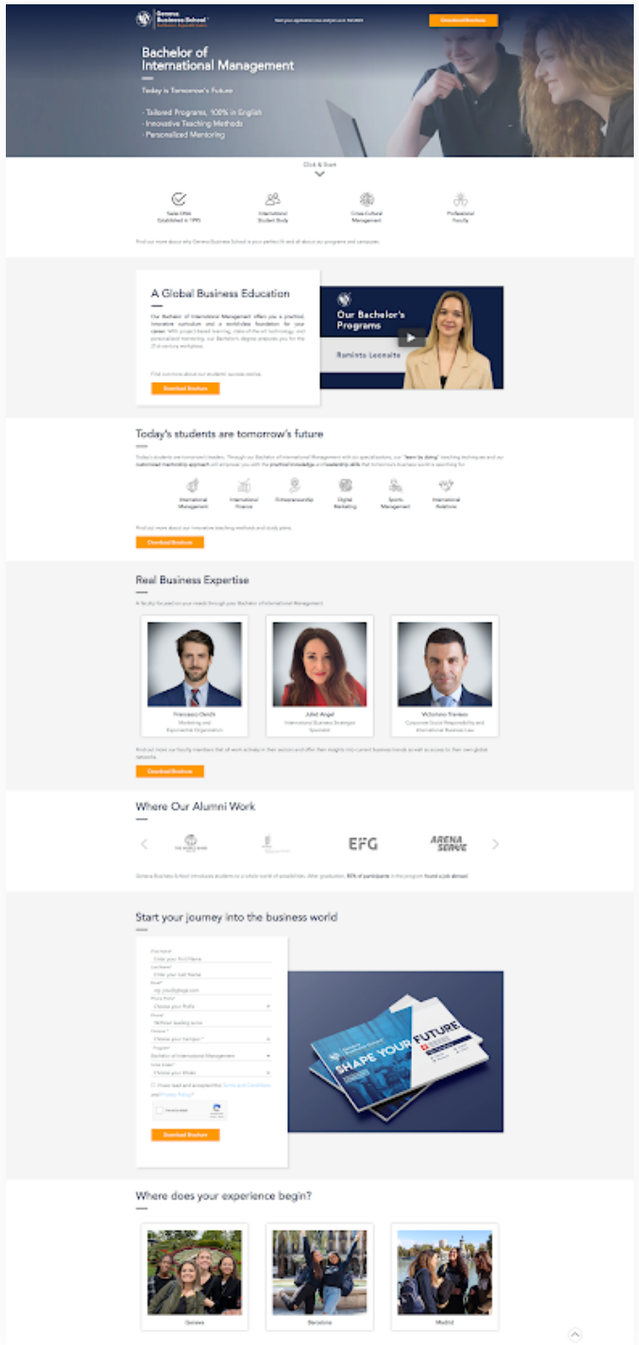




Photocall

Social Ads

Landing Pages



Photos

Geneva
Business School®
Real Business. Responsible Leaders.

MORALS
ARE PRIVATE.
DECENCY
IS PUBLIC.
RITA MAE BROWN

IF YOU TELL THE TRUTH,
YOU DON'T HAVE TO
REMEMBER ANYTHING.
MARK TWAIN

Geneva
Business School
Real Business. Responsible Leaders.

Social Media Guidelines

Creating something visibly appealing involves a reasonable amount of creativity and insight, on social media too, the color palette that you use for creating images matters a lot.

Guidelines

Geneva Business School®
Real Business. Responsible Leaders.

THINK OUTSIDE THE BOX

Geneva Business School®

Real Business. Responsible Leaders.