



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

BRANDBOOK



SWISS QUALITY EDUCATION
INTERNATIONAL NETWORK
PERSONALIZED MENTORING

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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**

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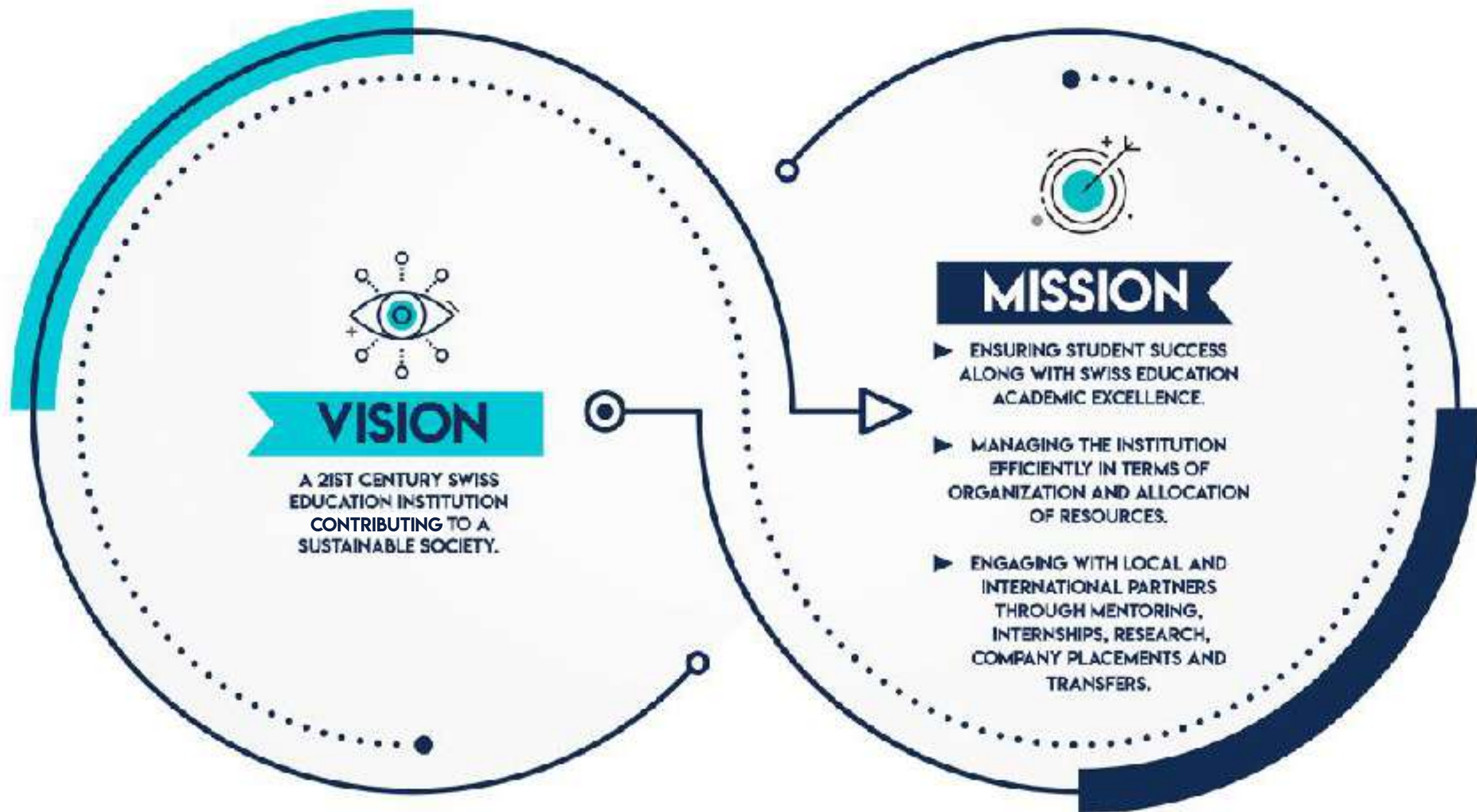
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GENEVA BUSINESS SCHOOL BRAND MOTTO

“Real Business. Responsible Leaders.”



Vision & Mission





L'Institut de Formation de Gestionnaire de Patrimoine (IFGP) is established

1995

The University of Finance created, providing education in international banking and finance

2001

University of Finance acquires Geneva Business Institute, forming **Business & Management University**

2003

Name changed to **Geneva Business School** to reflect our emphasis on practical business education

2009

OUR HISTORY

2012

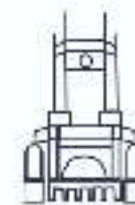


Barcelona campus opens

2017

Geneva moves to new campus opposite UN with student access to the library

2018



Madrid campus opens

2020

Barcelona and Madrid both move to new campuses

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



Geneva Business School[®]
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BRAND GUIDELINES



**Geneva
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Corporate Logo Construction



Corporate Logo Variations



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Corporate Logo Light Version





PRIMARY COLORS



#F39229

R: 243
G: 146
B: 41

C: 1
M: 50
Y: 96
K: 0



#101F44

R: 16
G: 31
B: 68

C: 100
M: 90
Y: 41
K: 47



#bFbFbF

R: 191
G: 191
B: 191

C: 28
M: 21
Y: 22
K: 3

SECONDARY COLORS



C: 40
M: 0
Y: 0
K: 0



C: 84
M: 45
Y: 0
K: 0



C: 100
M: 90
Y: 41
K: 46

GRADIENT MAP FILTER



Filter Application



Filter Application



**Geneva
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CORPORATE FONT
HEADLINES

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

CORPORATE FONT
PARAGRAPH

Akkurat Pro

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
COMMUNICATIONS

Helvetica

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
DIGITAL & WEBSITE

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

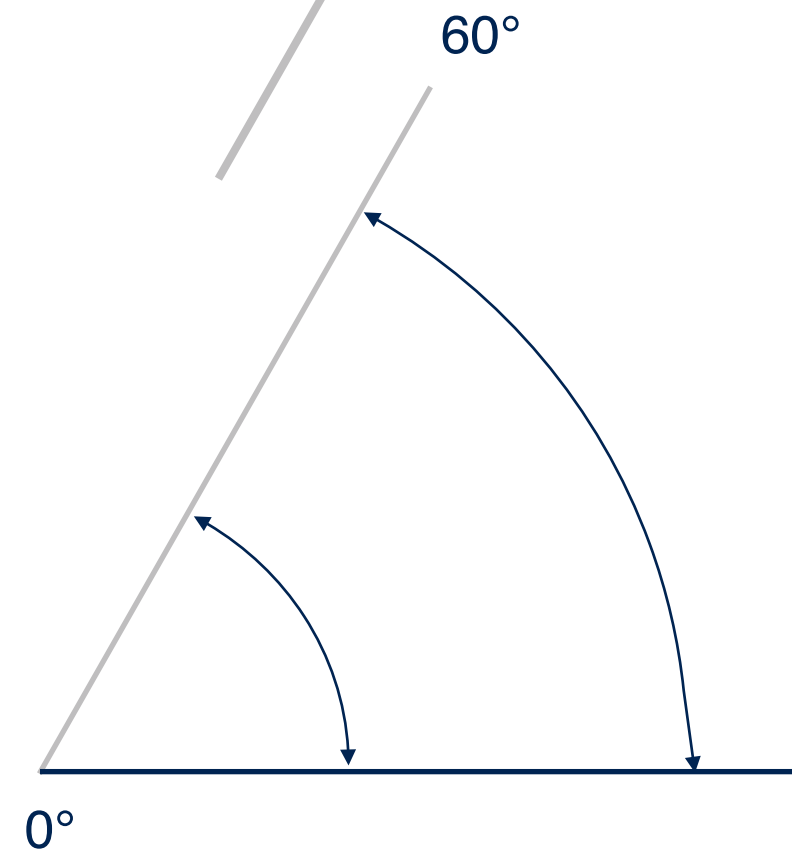
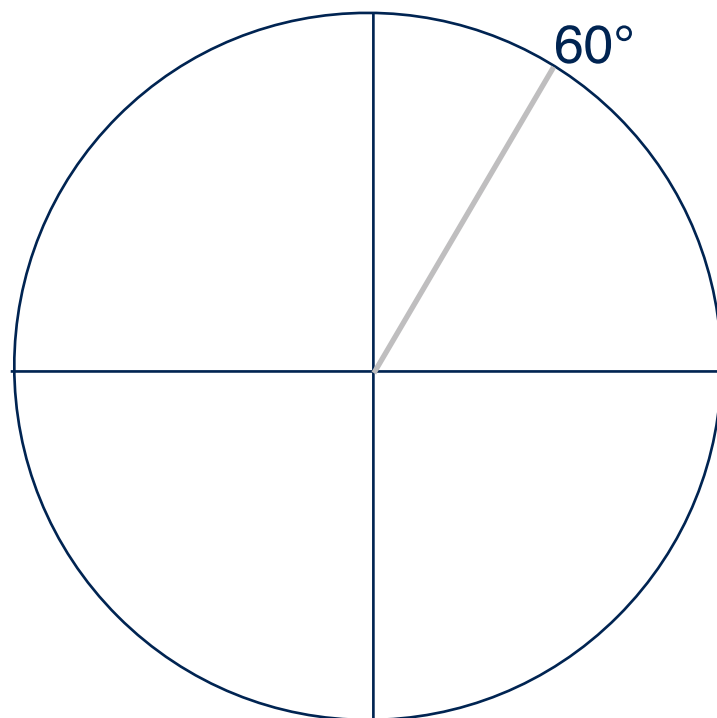


BRAND ELEMENTS



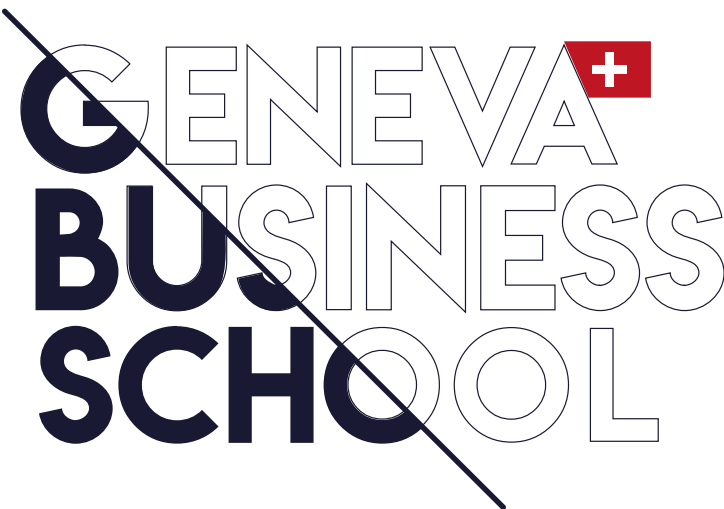
**Geneva
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Lines



Umbrella Concept

WELCOME WEEK NEW 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.



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Umbrella Concept

The gold logo commemorates 25 years
of Geneva Business School



CORPORATE PROMOTIONAL MATERIAL



**Geneva
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Digital & Print Collateral

General brochure

Bachelor's brochure

Master's brochure

MBA brochure

IEMBA brochure

Doctorate brochure

Partners Handbook



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Digital & Print Collateral



Digital Signature



Fact sheets

Tuition and Fees				
Program	Administration Fee		Tuition Per Semester / Term	
	Geneva	Spain	Geneva	Spain
Bachelor's	CHF 3,000	EUR 1,200	CHF 12,150 1 per semester 10 per semester	EUR 6,150 1 per semester 10 per semester
Master's	CHF 3,000	EUR 1,200	CHF 18,150 11 per semester 10 per semester	EUR 6,150 11 per semester 10 per semester
MBA	CHF 3,000	EUR 1,200	CHF 12,150 11 per semester 10 per semester	EUR 7,450 11 per semester 10 per semester
Executive Education	EUR 1,200		EUR 3,000 1 per semester	

Admission Requirements

For Bachelor's, Master's, MBA, and Executive Education:

1. Bachelor's documents
2. Bachelor's documents
3. Bachelor's documents
4. Bachelor's documents

For Executive Education:

1. Bachelor's documents
2. Bachelor's documents
3. Bachelor's documents
4. Bachelor's documents

World Rankings

Geneva Business School is ranked 1st in the world for its business school. It is also ranked 1st in the world for its business school. It is also ranked 1st in the world for its business school.



Business card

Geneva Business School®
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Geneva · Barcelona · Madrid · Rome



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Digital & Print Collateral



Letterhead



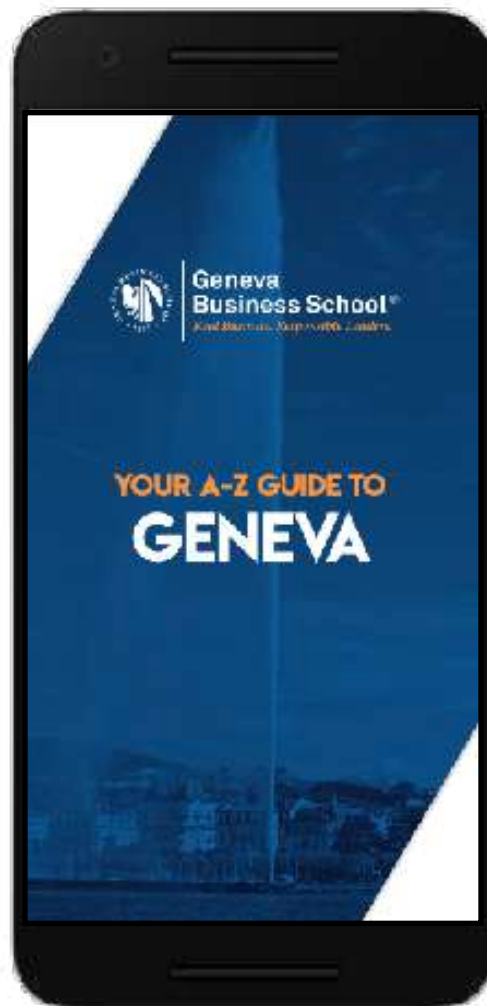
Student ID



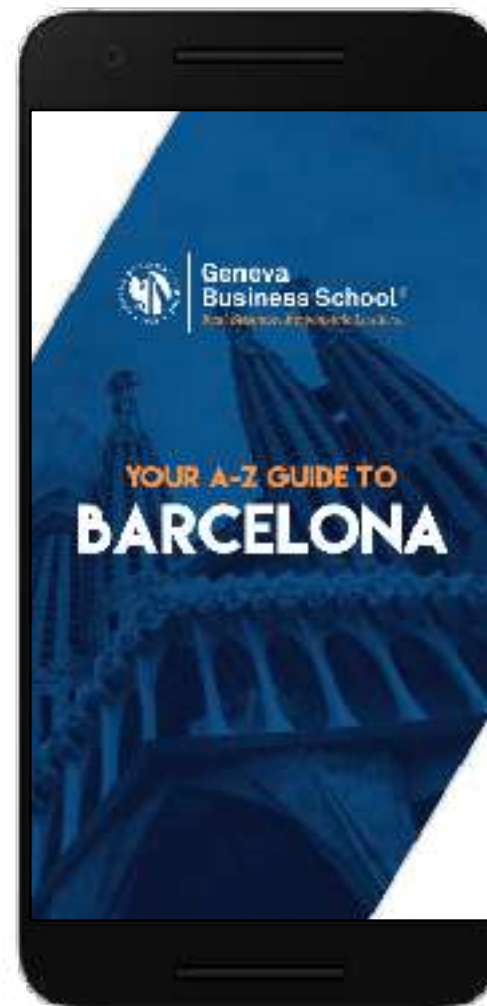
Lanyards

City Guides

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



Geneva



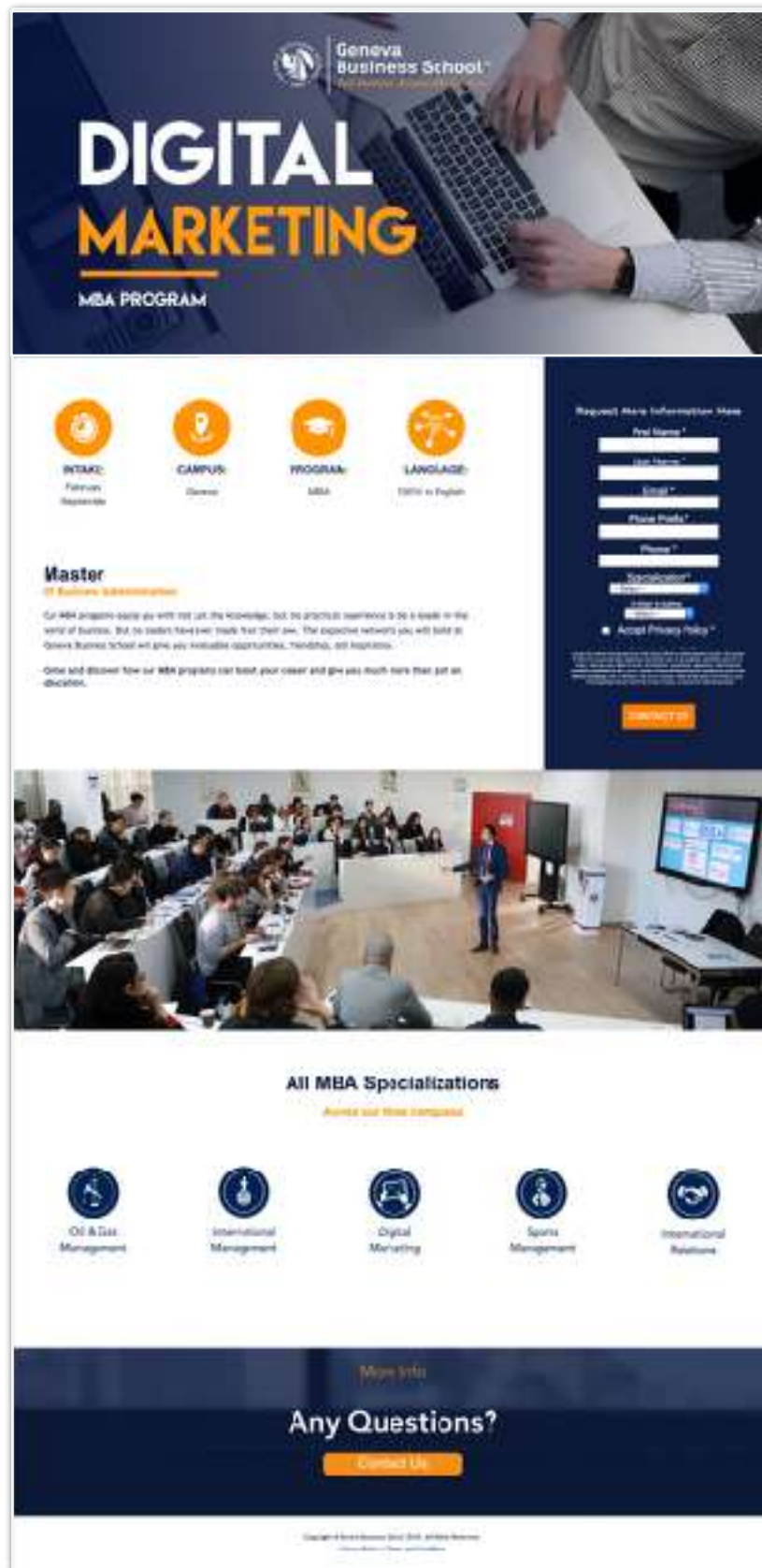
Barcelona



Madrid

Digital & Print Collateral

Landing Pages



Geneva Business School
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DIGITAL MARKETING

MBA PROGRAM

INTAKE: February / September
CAMPUS: Geneva
PROGRAM: MBA
LANGUAGE: 100% in English

Master of Business Administration

Our MBA programs equip you with not just the knowledge, but the practical experience to do a world in the world of business. But no student here ever made that their own. The extensive network you will build at Geneva Business School will give you invaluable opportunities, mentorship, and inspiration.

Come and discover how our MBA programs can boost your career and give you much more than just an education.

Request More Information Here

First Name *
Last Name *
Email *
Phone Number *
Country *
Institution *
Submit

☐ Accept Privacy Policy *

CONNECT US

All MBA Specializations
Browse our MBA specializations

Oil & Gas Management
International Management
Digital Marketing
Sports Management
International Relations

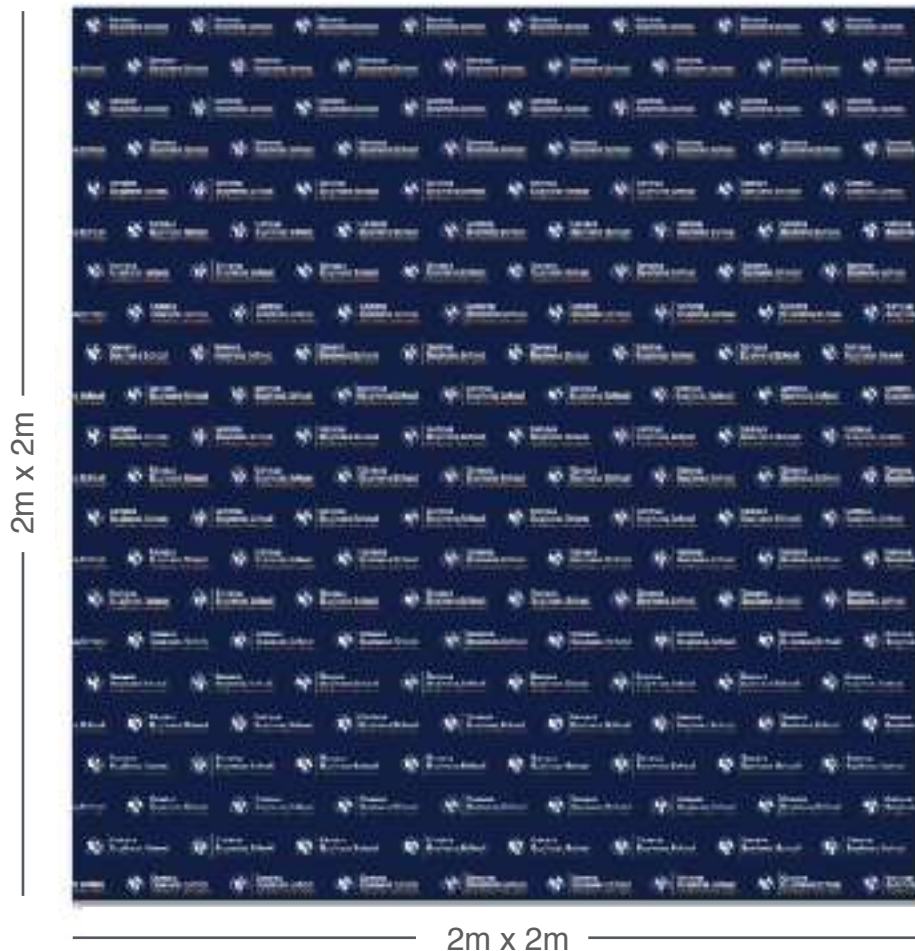
Any Questions?
Contact Us

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Geneva Business School®
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Education Fairs



Photocall



Roll-up



Presentation

Merchandise

GENEVA⁺ BUSINESS SCHOOL



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SOCIAL MEDIA



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Youtube Channel



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E-MARKETING



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Welcome to Geneva Business School!

Internal News at a Glance



We've also had a lot of changes in our staff, with new arrivals on all campuses and some long-term employees changing their role. Here you can find recent promotions and an image outlining roles including the new Steering Committee, which you can reach at steering@gbgs.com.

Organization Chart

Promotions



19th street 100 street 101 Geneva Business School
Chemin de la Vierge 101 Geneva, CH, 1202, Switzerland
19th street 100 street 101 Geneva Business School

THINK
OUTSIDE
THE BOX



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