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Press release

GEM Alpine Business School

GEM BECOMES « GEM ALPINE BUSINESS SCHOOL » : A NEW IDENTITY FOR A NEW AMBITION

Grenoble Ecole de Management unveils its new brand platform and a renewed visual identity. This evolution reflects the school's DNA and positioning as a pioneer of transformation, rooted in a unique territory and open to the world. With its new identity, **GEM Alpine Business School**, the institution marks a major milestone in its EAGLE 2030 strategic plan and reaffirms its ambition: training professionals capable of imagining and supporting environmental, economic, technological, and societal transitions.

AN ALPINE IDENTITY, SHAPED BY SCIENCE, EXPLORATION AND INNOVATION

Since its creation, GEM has built its distinctiveness at the intersection of innovation, technology, and management. The new identity and visual universe draw from this heritage: **the Alps as an open-air laboratory**, an environment where transitions can be observed, tested and understood.

A DESIGN INSPIRED BY MOUNTAIN RIDGES

The new logo embraces a clean, streamlined aesthetic built around the simplified name GEM, already widely used and more easily recognizable both in France and internationally. Adding **Alpine Business School** reflects the school's DNA and the mindset that drives it : open, rigorous, and pioneering. The oblique, geometric shapes that structure the new graphic charter evoke Alpine reliefs, movement, ascension, progress, and momentum. The goal: **a more modern, distinctive identity aligned with GEM's history, ambitions, and trajectory.**

The new brand signature, **"Explore Beyond Horizons"**, embodies this dynamic.



It invites students and partners to venture further, beyond established boundaries, to question, experiment, and imagine new possibilities. It continues the pillars of the EAGLE 2030 plan: Sciences, Transitions, and the Immersive Learning Journey. This **brand signature** also expresses the school's international outlook and its commitment to encouraging students to explore new horizons and develop innovative solutions in a complex world.

A STRONG SIGNAL FOR STUDENTS, COMPANIES, AND PARTNERS

This repositioning comes at a pivotal moment for GEM: international expansion, new campuses, strengthened partnerships, immersive learning innovations, the launch of the **60/20/20** (GEM Alpine Immersive Learning Journey), new institutes of research, and a reinforced territorial presence.



Fouziya Bouzerda, General Director of GEM Alpine Business School

"This identity does not change who we are: it reveals what GEM has become. A school that is open, rigorous, international, rooted in the Alps, and committed to addressing the major transitions of the 21st century."

ABOUT GEM : Founded in 1984, GEM Alpine Business School is a triple-accredited institution (AACSB, EQUIS, AMBA) recognized for its academic excellence, technological DNA, and international outlook. As the first French business school to adopt the "Société à Mission" status, GEM places innovation, sustainability, and societal impact at the core of its strategy. Through its EAGLE 2030 strategic plan, GEM is scaling up to become a pioneer in sciences, immersive learning journeys, and the major transitions shaping the 21st century. The school trains agile, hybrid profiles capable of thinking and acting in a rapidly changing world. Each year, 7,000 students embark on a transformative learning journey across GEM's campuses in Grenoble, Paris, and Lyon, supported by immersive pedagogy and a network of more than 230 academic partners worldwide.

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EXPLORE BEYOND HORIZONS