



PRESS RELEASE | PARIS, SEPTEMBER 21, 2026

SKEMA opens a new chapter in its history with a new brand identity



Visual featuring SKEMA's new emblem

SKEMA Business School has unveiled a new brand identity. Far more than a visual redesign, this transformation reflects a clear ambition: to support the institution's global trajectory through a stronger, more distinctive, and more cohesive brand. At the heart of this new brand platform lies one conviction: openness to the world is, now more than ever, a powerful force for transformation.

A BRAND THAT SUPPORTS SKEMA'S TRANSFORMATION

This new identity is part of the momentum generated by the UNVEIL 2025–2030 strategic plan, which embodies SKEMA's ambition to become one of the world's most integrated global higher education platforms.

In less than two decades, the school has established itself as a leading higher education and research institution, with a presence across five continents and a single global ecosystem that brings together students, faculty, researchers, alumni and partners. As this

transformation accelerated, the brand became a major strategic asset. It was essential for the brand to fully reflect this new reality.

To support this process, SKEMA partnered with **Carré Noir, a Publicis Groupe agency** recognized for its expertise in strategic design and brand experience. Together, the teams developed an identity that expresses the school's profound evolution while affirming the qualities that sustainably distinguish it in an increasingly competitive global landscape.

A COLLABORATIVE PROCESS INVOLVING ALL SKEMA COMMUNITIES

The new brand platform is the result of an extensive collaborative development process. Students, alumni, faculty, staff, and governance representatives across SKEMA's ten locations in France and around the world contributed through interviews, collaborative workshops, and a large-scale consultation.

This listening phase revealed a shared conclusion: SKEMA's distinctiveness lies in its global, multicampus model and its deep openness to the world.

"WORLD-MINDED": A TAGLINE THAT EXPRESSES OPENNESS WITHOUT BORDERS

At the heart of the new platform is a new brand tagline: **World-Minded**.

More than a tagline, World-Minded expresses the vision that now guides the entire SKEMA brand.

It affirms that openness to the world begins with openness to oneself, to others, to new ideas and to change. It reflects the conviction that understanding the world is no longer enough: we must also be capable of moving it forward.

World-Minded thus embodies SKEMA's educational promise: to educate women and men who can navigate a complex world, understand the forces reshaping it and take action to transform it.

A NEW LOGO COMBINING HERITAGE AND GLOBAL AMBITION

This new identity is embodied in a **completely redesigned emblem and logo**.

The graphic symbol takes the form of an **open shield**, built around a stylized "S" for SKEMA that also evokes the number "5," representing the five inhabited continents across which the school currently operates.

Inspired by the visual codes of academic institutions and reinterpreted through a contemporary lens, the shield links the institution's historic heritage, rooted in 1892, with its global ambition.

Its open design symbolizes the exchange, movement, and circulation of ideas and opportunities that characterize the SKEMA experience. The wordmark has also evolved. Now set in capital letters using a more contemporary typeface, it enhances the brand's legibility and global recognition.

The color palette retains SKEMA's historic emphasis on red, with a deep **Signature Red** dedicated to the institutional brand and **SKEMA Business School**, and a brighter **Pulse Red** designed to support the development of the new **School of Professional Studies**.

A BRAND PLATFORM DESIGNED AS A STRATEGIC DRIVER

Beyond its visual identity, SKEMA has developed a comprehensive brand system encompassing its positioning, manifesto, visual identity, brand architecture, tone of voice and principles of expression.

This system was designed to ensure consistent brand expression across every ecosystem in which the school operates, strengthen its global visibility and assert a personality that is more distinctive, more human and more tangible.

In a sector where innovations are quickly replicated, SKEMA has chosen to invest for the long term in the strength of its brand, enabling it to express its unique identity more effectively to students, companies, academic partners and talent around the world.

The new brand identity is being rolled out gradually across all SKEMA campuses, communications materials and digital environments. It will support the school's future development under its UNVEIL 2025–2030 strategic plan and beyond.



Alice Guilhon: “Our identity now needed to reflect our global ambition”

“SKEMA has become a leading global institution. Our identity now needed to reflect that transformation. This new brand does more than communicate who we are today; above all, it expresses what we intend to build for the decades ahead: a school that opens up the world to its students, unlocks their potential and prepares them to take action in an increasingly complex environment. This identity is also the result of a collective intelligence process that brought together all our communities.” Alice Guilhon, Dean and Executive President of SKEMA.



Cédric Bedini, Chief of Staff and Director of Brand & Communications: “A strong brand accelerates strategy”

“A leading global institution can no longer be recognized solely for the quality of its programs; it must also be instantly identifiable through its brand. We have designed a cohesive system in which every element—the World-Minded tagline, the logo and its emblem, the visual identity and the tone of voice—helps convey the same idea: a school that is open to the world, open to others and open to the future. A strong brand is not simply packaging; it accelerates strategy.”



Jean-Philippe Chavatte, Co-President of Carré Noir: “Powerfully expressing everything that makes SKEMA unique”

“SKEMA has achieved remarkable growth across every continent. To powerfully express everything that makes the institution unique, adopting a strategy centered on openness and giving the brand a strong, universal emblem emerged as the clear choice.”

DISCOVER THE NEW BRAND PLATFORM:



<https://reveal.skema.edu/en/>

About SKEMA

World-Minded. More than a tagline, it is the belief that guides SKEMA: openness to the world begins with openness to others, new ideas, and change.

As a global higher education and research institution, SKEMA empowers talented individuals to understand today's major transformations, anticipate them, and help shape them. Its multicampus model, spanning all five inhabited continents, offers an immersive international experience where cultures, disciplines, and the defining challenges of our time converge.

With 11,000 students representing more than 130 nationalities, 200 faculty members, 66,000 alumni across 145 countries, and over 70 programs, SKEMA has campuses in Brazil, Canada, China, France, South Africa, the United Arab Emirates, and the United States.

With multiple accreditations, including AACSB, EQUIS, and EFMD Accredited EMBA, SKEMA continues to pursue its ambition of building one of the world's most integrated higher education platforms.

SKEMA.EDU



PRESS CONTACT

Christine Cassabois | Tel. +33 (0)6 27 49 36 59
christine.cassabois@skema.edu