



Press release

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ESMT Berlin unveils new logo and brand identity

ESMT Berlin has updated its brand identity with a new logo, color scheme, and tagline “Business as unusual.” This brand transformation comes a little more than 20 years after the international business school’s founding and illustrates its forward-looking identity. The new logo draws inspiration from the iconic Berlin TV tower, which is visible from the ESMT campus in the center of Berlin. The TV tower builds a transmission line and symbolizes collaboration across ideologies and national borders, resonating with ESMT’s commitment to develop entrepreneurial leaders who think globally and act responsibly.

“The brand refresh ensures our visual identity matches our commitment to leadership and innovation in the heart of Europe,” said Molly Ihlbrock, director of corporate communications. “With our new logo and tagline, we present a modern, forward-focused identity.”

ESMT Berlin’s refreshed logo blends elements from its previous design together with the iconic Berlin TV tower. It subtly integrates the landmark — a symbol of German reunification — into the design without relying on instant recognition. The TV tower, a product of East-West collaboration during the Cold War, was constructed using Swedish steel and with the assistance of Western engineers. This East-West cooperation mirrors the spirit of ESMT Berlin, situated at a historical site where socialism was once headquartered in Germany, and now uniting students from across the globe. By taking a window from the past logo and turning it to resemble a graduation cap, it retains elements of the past while signaling a clear, future-oriented direction.

Jeanne M. Gaebler, deputy director of corporate communications who led the brand refresh, commented, “ESMT Berlin’s new claim ‘Business as unusual’ embodies our dedication to pioneering leadership and continuous innovation in a world that is always evolving. This claim reflects our deep-seated commitment to fostering personal growth and transformation among our students. At the same time, it captures the vibrant and ever-changing energy of Berlin, a city renowned for its dynamic and creative spirit.”

The new color palette of ESMT reflects the institution’s heritage and forward-thinking ethos. The palette combines the historical deeper blue with the fresh, innovative spirit of “Berlin Dawn” blue, symbolizing new beginnings and change. Complementing these are the warm optimism of a sun-inspired yellow and the vibrant energy of emerald.

About ESMT Berlin

ESMT Berlin is a leading global business school with its campus in the heart of Berlin. Founded by 25 global companies, ESMT offers master, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education with the right to grant PhDs and is accredited by AACSB, AMBA, EQUIS, and ZEvA. It is committed to diversity, equity, and inclusion across all its activities and communities. [esmt.berlin](https://www.esmt.berlin)

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