



PRESS RELEASE

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Excelia starts the academic year with a new brand platform that embodies its new strategic ambitions

Excelia is today unveiling its new brand identity. Designed to reflect its current growth trajectory and strategic ambitions, this new identity encapsulates the maturity of a higher education group that now spans four campuses and encompasses several schools. It also highlights its commitment to delivering excellence in education, tailored to the changing world, and to driving profound innovation to reimagine learning models.

A new visual concept resulting from collective reflection and shared analysis

The work on Excelia's new brand platform was inspired by a wide-ranging survey conducted among students, employees, and alumni. Several of Excelia's key strengths were highlighted: the quality of its teaching, its innovative pedagogical approaches, and its strong brand image (reputation, increasing prominence in France and internationally, active participation in public debate through the contributions of its experts and professors, progress in rankings, etc.).

Several suggestions were also expressed, including:

- A modernised more powerful logo, in line with the group's development
- A more ambitious visual identity, in keeping with the establishment's stature
- A brand that reflects Excelia's transformation into a multi-campus, multidisciplinary group
- A strong commitment to XL, a powerful identifying feature

A brand conceived to champion and to federate around Excelia's vision

Excelia's new brand platform fulfils the following objectives:

- To establish a strong and coherent group identity, capable of federating Excelia schools around a common foundation, whilst respecting the uniqueness of each of their domains – business and management, tourism and hospitality, communication and digital design
- To position Excelia as a visionary higher education brand that blends academic excellence, educational innovation, and societal engagement

- To consolidate its reputation, with a view to seeking partnerships and pursuing further internationalisation, as well as to develop a distinctive brand to attract talent and businesses
- To leverage this new identity in all the group's activities – communication, marketing, recruitment, development – in a higher education environment that is more competitive than ever

The essentials of Excelia's new identity

A new logo

The XL symbol has been redesigned.

As a graphic element firmly rooted in Excelia's history, XL has been transformed into a powerful visual identity for the new brand, embodying the following:

- Openness, through by its flowing contour with four cardinal points
- Transparency, through its hollowness
- Structure and strength, through its clean, bold outline

Featured on all Excelia content, this new logo embodies cohesion and belonging.

The Excelia name also stands out: red in colour and now in capital letters, it reinforces the importance of the XL symbol and showcases the quality of the group.

A set of logos depicting the relationship between the parent and subsidiary brands

The logo has been designed in a dynamic range of colours composed of bright, striking shades for the subsidiary brands, supported by the group's corporate blue, its signature colour and common thread. Each school will therefore assert its specific characteristics, targets, and themes, whilst benefiting from the power of the group brand.

- **Excelia:** an emblematic name which conveys the vision, embodies the strategy and builds cohesion through the core values of *Sharing – Humanity – Courage – Responsibility – Commitment*
- **Individual schools:** each school will implement this vision in their respective fields of expertise, for the benefit of their academic, student and business communities

A baseline 'IntelligenceS for our futureS'

Excelia's 2025-2030 strategic plan, 'IntelligenceS for our futureS', is the inspiration for the group's new baseline of the same name. This baseline embodies Excelia's desire to harness new and diverse forms of intelligence in the service of new futures and of society.

A brand committed to the public interest

Fully aligned with the 2025-2030 strategic plan, this new identity accompanies the group's rising influence and strengthens its ambition: to nurture new and varied forms of intelligence that will enable us to tackle major societal, environmental and technological challenges, and to position Excelia as a leading, multidisciplinary establishment of public interest for training the leaders of tomorrow, creating knowledge on major sustainability issues, and supporting businesses.



"This new brand platform embodies the ambitious strategic project of Excelia, a rapidly growing higher education establishment of public interest, which is reaffirming its role as a committed player and a benchmark in a rapidly changing world. It also reflects our desire to reiterate our purpose and vision: to bring together diverse forms of intelligence to support the emergence of new futures."

Bruno Neil, CEO of Excelia



"In recent years, Excelia and its schools have undergone significant development, marked by both growth and diversification. In a highly competitive environment, this new brand platform is a strategic tool to strengthen Excelia's visibility and attractiveness, in France and internationally. It allows us to assert our positioning and highlight the distinctive identity of Excelia and its schools. Designed collaboratively, it expresses our dynamism, our unique characteristics, and our collective ambitions in a modern and authentic way".

Christine Bracaval, Director of External Relations & Communications, Excelia

About Excelia

Excelia is one of the leading association-based French higher education groups. With a strong international standing, it comprises a business school, a tourism school, and a communication school. It currently educates some 6,500 students on its 4 campuses and boasts an alumni network of 45,000 graduates. It holds the following labels and accreditations: EESPIG, AACSB, EQUIS, AMBA and EFMD, as well as UNWTO.TedQual certification (United Nations) in the field of tourism.

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