

Welcome to the New TSE

Initial
Considerations

A Symbol of Change

Excellence in the Economic World



Economics for the Common Good



The New Building



What does TSE stand for?

What?

Excellence

How?

Why?

Learnings

**Research
and Education**

Common Good

Glocalism

**From Toulouse
to the world**

**New
Economic
Knowledge**

Collective Intelligence

**Studies + Faculty +
Companies + Fin.Institutions**

Golden Circle Value Structure Detail

We suggest maintaining Learnings as the output of Research and Education.

We add Companies + Financial Institutions to the Collective Intelligence How, since they take part on the system we affect.

Why?

Common Good

Ideal
Policy
Impact
Status-Quo
Common Good
Social Modelling
Social Good
Improvement
Ethics
Equality
Human Condition
Collective Conscience
Systematization
Discernment
Open-mindedness
Disagreement
Change

Emotional Reasons

Shared Value
Makes you fit in

How?

Excellence

Excellence
Top
Quality
Ambition
Excellence
Exceptional
Leadership
Faculty
Laureate
Reputation
Acknowledgement
Elite – The Best of the Best
International Recognition

Applied Intelligence

Shape Society
Transformation
Change
Possibility
Diversity
Planning
Growth
Comprehension
Intelligence
Information
Reporting
Influence
Knowledge
Smart
Power
Interpretation
Prediction
Reporting
Analysis
Priority
Discernment
Decision-making
Performance
Deployment

Rational Reasons

Differential Value
Makes you stand out

Learnings

Research
Depth
Dialogue
Relevance
What is New/Adjacent
Possible (Innovation)
Opposing Views
Content
Search
Enquiry
Investigation
Study
Doubt

Education

Learning
Curiosity
Question
Unknown
Challenge
Interest (Knowledge as Desire)
Risk
Vision
Insight
Progress
Obstacle
Pioneering
Competition
Evolution
Mentoring
Curriculum
Perseverance
Growth
Open-mindedness
Objectivity
Disagreement
Liquid Thinking
Stimulation Change

Collective Intelligence Studies

Analysis
Thinking
Theory
Interpretation
Narrative
Hypothesis
Influence
Direction
Desire
Critical Thinking
Criteria

Faculty

Faculty
Quality
Laureate
Ambition
Elite (The Best of the Best)
People
Talent

Fellowship

Bond
Fellowship
Warm Atmosphere
Partnership
Association
Celebration
Diversity
Dialogue
Respect
Big family & friendship environment
Good Humor
Community

Financial Institutions.

Glocalism

Glocalism
Diversity
From Toulouse to the World
Connection / Contact
Toulouse (French style, EU, Quality of Life)
Mix of Anglosaxon & French Academies
Multiculturalism
International Presence
International Community

French Touch

Classy & Smart
French Culture
Stimulation
Dynamism
Humility

What?

New Economic Knowledge

Knowledge
Accuracy
Theory
Method
Discernment
Scientific Rigor
Cognition / Conscience
Emergence (Knowledge Afforded)
Crystallized Thought
Philosophy
Analysis
Data
Study
Research
Prediction
Empiricism
Awareness
Reality
Truth is Evolving (Proposition)
Truth - Grounded Theory
Understanding
Interdisciplinary
Wisdom

Economics

Education
Scientific Inquiry
Social Modelling
Financing
Economics
Multidisciplinary
Systematization
Probability
Academy
Change
Quality
Trade
Growth

Benefit

Result Value
What you offer

**In pursuit of the
common good, through
excellence in new
economic knowledge**



Main value doesn't fit our institution: **Growth**

The acronym – TSE - isn't represented enough

Visually dated

Internally is attached to the Manufacture



Acronym + visual + name: three's a crowd

Illustrate the Common Good

Illustrate the Excellence

Fit in the new building

Mucho

Brand Concept

**Economy as a
tool to help mankind
live the common good**



Mucho

Brand Concept

A roof for science



Mucho

Brand Concept

A place for a vision



Mucho

Brand Concept

A place for a vision



Mucho

Brand Concept

**A brick to build
economic knowledge.
Made in Toulouse.**







Toulouse
School of
Economics











The screenshot shows a browser window with the URL www.tse-fr.eu. The page features the TSE logo and name on the left. A navigation menu includes links for About, News, Debate, Media, Alumni, and Donate, along with language options FR/EN. A secondary menu lists People, Research, Study, Events, and Partnerships, followed by a search bar. The main content area is a large video player with a play button and the text "Discover the power of Common Good" overlaid on a close-up image of a woman's face.

This section contains three image thumbnails. The first, titled "+ Research", shows a woman in a headscarf sitting in front of a wall with graffiti. The second, titled "+ Study", shows four young women sitting on a bench and eating ice cream. The third, titled "+ Impact", shows a person sitting on the ground in front of a large green leafy wall.



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