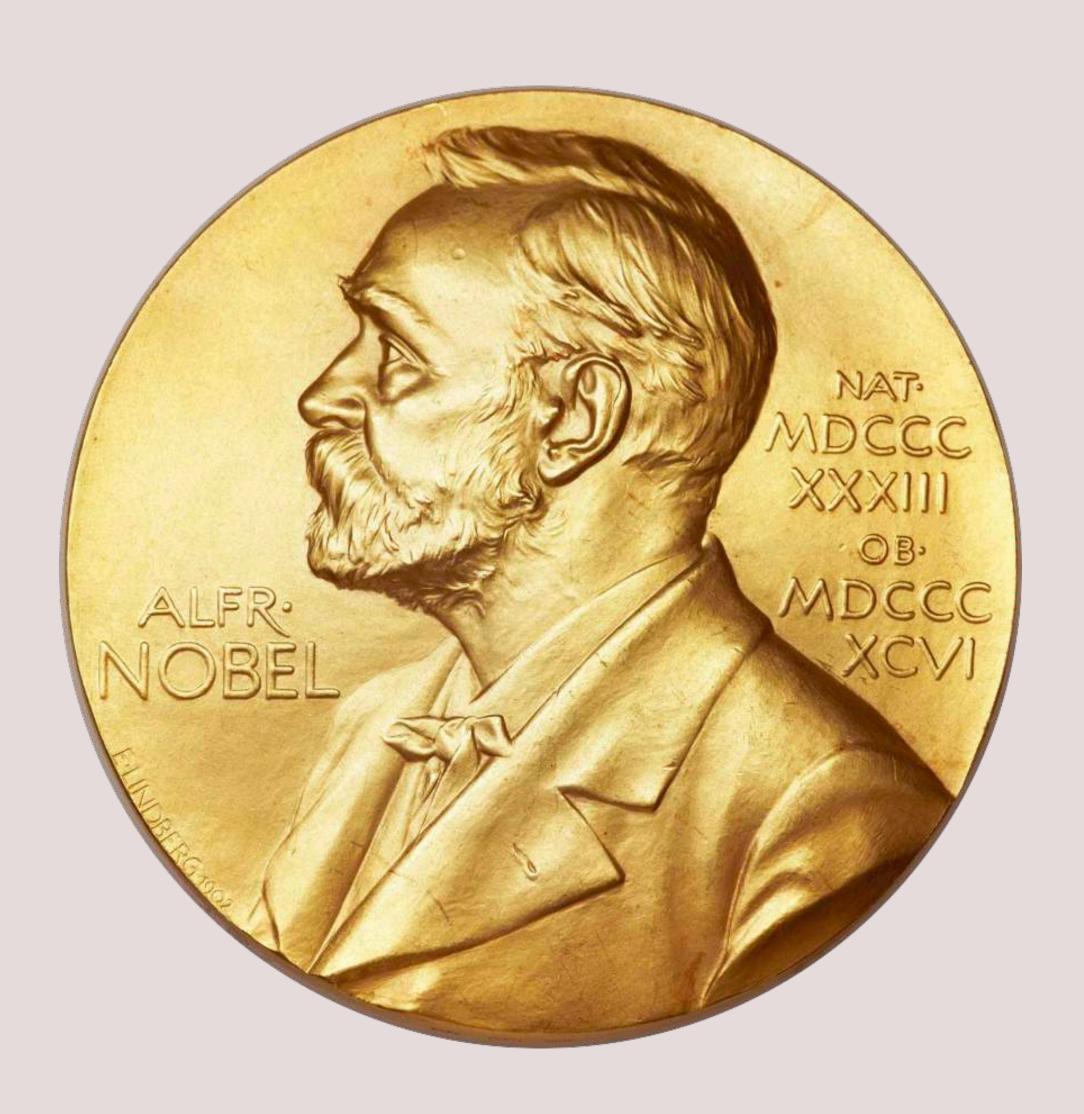


Welcome to the New TSE

A Symbol of Change

Excellence in the Economic World







What does TSE stand for?

TSE Golden Circle

What? **Excellence** How? Why? New **Economic** Learnings **Common Good** Glocalism Knowledge **From Toulouse** Research to the world and Education **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?

Ideal

Common Good

Policy Impact Status-Quo Common Good Social Modelling Social Good **Improvement** Ethics Equality

Human Condition Collective Conscience

Systematization Discernment

Open-mindness

Disagreement Change

Excellence

Excellence

How?

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

Learnings

Research

Depth Dialogue Relevance What is New/Adjacent

Possible (Innovation) **Opposing Views** Content Search Enquiry Investigation Study

Education

Doubt

Learning Curiosity Question Unknown Challenge

Interest (Knowledge as

Desire) Risk Vision Insight Progress Obstacle Pioneering Competition Evolution Mentoring Curriculum Perseverance Growth

Open-mindness Objectivity Disagreement Liquid Thinking Stimulation Change

Collective Intelligence

Analysis Thinking Theory Interpretation Narrative Hypothesis Influence Direction Desire

Faculty

Criteria

Critical Thinking

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

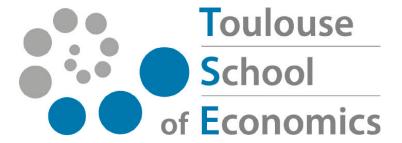
Emotional Reasons

Shared Value Makes you fit in **Differential Value** Makes you stand out

Rational Reasons

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

Old Logo **Issues**



Main value doesn't fit our institution: Growth

The acronym - TSE - isn't represented enough

Visually dated

Internally is attached to the Manufacture

New Logo **Challenges**



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

Construction



School of Economics



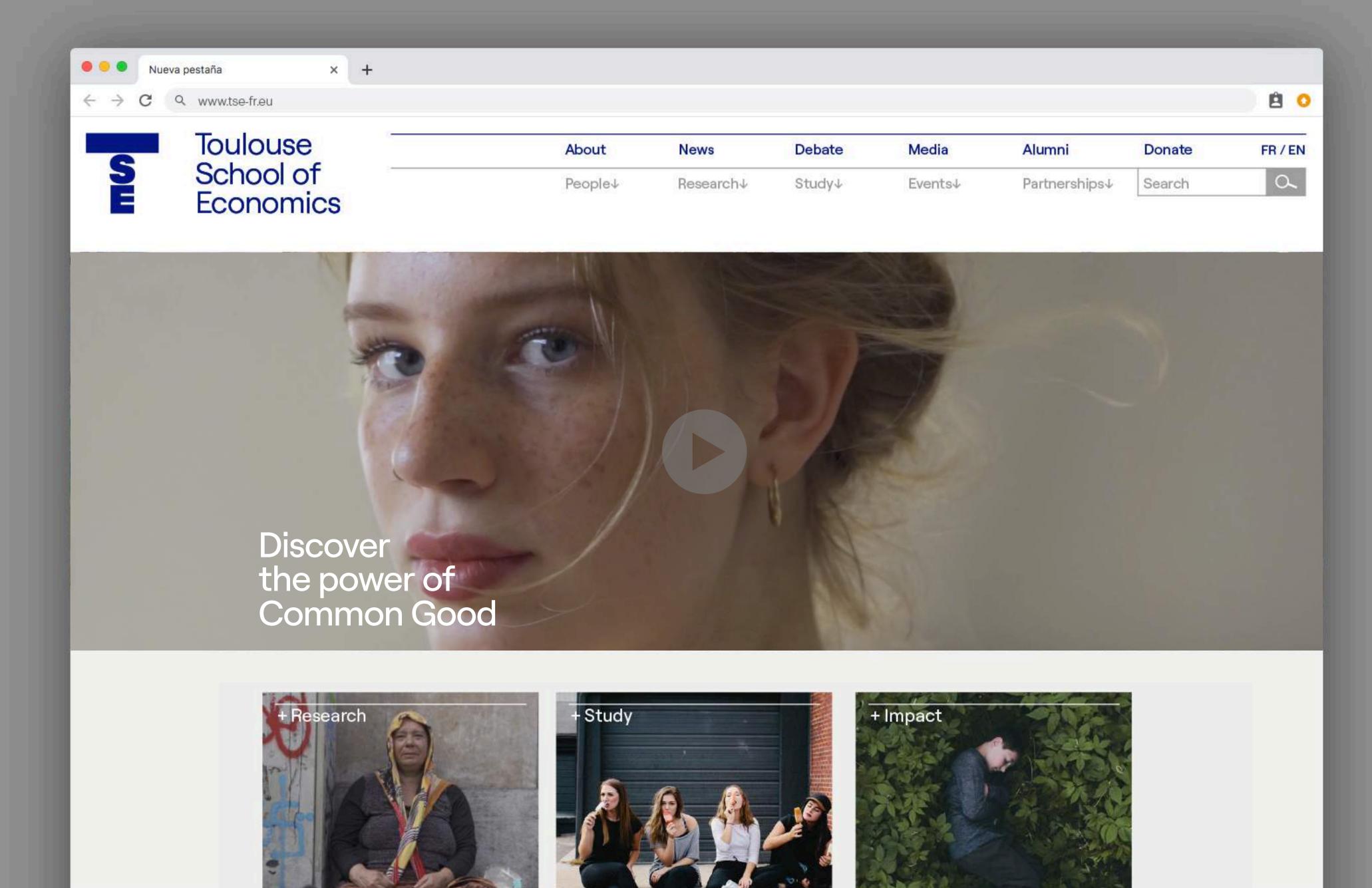


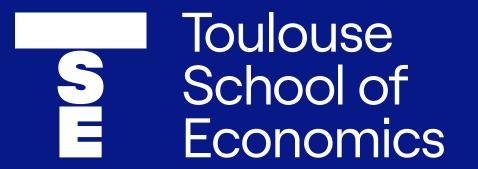


Masters Brochures Toulouse School of Economics









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