

PRESS RELEASE

## EHL Group: a fresh new look and a streamlined brand architecture

**LAUSANNE, 3 June 2019 – In order to reflect the growth and new integrative approach of its entities, EHL has launched its new branding to serve its long-term expansion strategy and consolidate its global presence.**

The new branding reflects the structure and scope of activities, along with a brand strategy that will help strengthen the Group's position as the world's leading hospitality management education group. The existing entities have been realigned and brought together under the "EHL" umbrella, effectively helping our diverse audiences and partners fully benefit from our Group synergies, while keeping each entity's heritage alive.

With the internationalization of the education Group, the brand name needed to become more universally understandable and pronounceable, while the color sets were redefined for added efficiency and impact in print and digital. Finally, it was of course essential to build on the century-old heritage of the first hotel management school in the world and preserve its legacy. The new brand architecture will therefore still revolve around the iconic 3-letter acronym that is synonymous of excellence and leadership around the world: EHL.

The Group, with its 3 distinct entities, will continue to create and transmit knowledge across a wide palette of offerings, promote innovation in hospitality and elevate global standards for hospitality. **EHL Ecole hôtelière de Lausanne**, with its University-level programs, **EHL Swiss School of Tourism and Hospitality** (in Passugg, Switzerland), with its professional and higher education programs and **EHL Advisory Services**, delivering advisory services, School certification and developing education solutions for learning centers. All of the stakeholders, regardless of their entry point into the Group, will now immediately understand that they will benefit from the full power of EHL as the most impactful education brand, and as the biggest pool of knowledge creators, innovators and leaders the world of hospitality has to offer.

"EHL has changed significantly since its foundation with organic growth, acquisitions and diversification of our business. Our academic portfolio includes a full palette of learning solutions, effectively fulfilling our goal of becoming a lifelong learning partner. Last but not least, our reputation has spread beyond our borders and with it the need to clarify who we are and what we have to offer", explained EHL Group CEO Michel Rochat.

“The Group has ambitious projects coming up and an increased focus on international markets, with an emphasis on transversal initiatives such as innovation, research, global networking and digital transformation. It was therefore crucial to present ourselves to the world in a clustered yet nimble form”, added André Witschi, President of the Board of Governors.

Landor, the Paris-based agency that collaborated on the project provided valuable insights into the process. “We are proud to have collaborated with EHL to strengthen their identity as a group. This new brand architecture creates meaningful synergies within the group and redefines EHL’s visual identity to communicate their difference and relevance with disproportionate impact. A milestone for future success that pays tribute to the unique sense of excellence, innovation and focus on the human of EHL”, said Anna Kohl Executive Director, Strategy at Landor.

### **About EHL Group**

EHL Group encompasses a portfolio of specialized business units that deliver hospitality management education and innovation worldwide. Headquartered in Lausanne, Switzerland, the Group includes:

**EHL Ecole hôtelière de Lausanne** Lausanne is an ambassador for traditional Swiss hospitality and has been a pioneer in hospitality education since 1893 with over 25,000 alumni worldwide and over 120 nationalities. EHL is the world’s first hospitality management school that provides university-level programs at its campuses in Lausanne and Chur-Passugg, as well as online learning solutions. The School is ranked n°1 by QS World University Rankings by subject and CEOWorld Magazine, and its gastronomic restaurant is the world’s only educational establishment to hold a Michelin Star.

**EHL Swiss School of Tourism and Hospitality (Chur-Passugg)** has been one of the leading hospitality management schools for hotel specialists for 50 years. The school delivers Swiss-accredited professional training and higher education in its newly renovated 19th century spa-hotel in Chur-Passugg, Graubünden, to Swiss and international students from 20 countries.

**EHL Advisory Services** is the largest Swiss hospitality advisory company with expertise in the development of educational models and quality assurance for learning centers, as well as strategic and operational advisory for businesses, namely providing benchmark service culture implementation to companies within the hospitality sector and beyond. EHL Advisory Services has offices in Lausanne, Beijing, Shanghai and New Delhi and has delivered mandates in more than 60 countries over the past 40 years.

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