

These are frequently asked questions (FAQs) and their responses regarding the rebranding, change of logo, and change of university name from **City University of Paris** to **European City University**. These FAQs and responses are designed to address common concerns, reassure stakeholders, and communicate the strategic rationale behind the rebranding.

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### **General Rebranding Questions**

1. **Why is the university rebranding?**

The rebranding reflects our evolution as a globally recognized institution rooted in Europe. The new name, **European City University**, better represents our expanded vision, international reach, and commitment to fostering a diverse, inclusive, and Europe-centric innovative academic community.

2. **What does the new name, European City University, signify?**

The name emphasizes our European identity and our role as a hub for global education. It highlights our connection to the vibrant cultural and intellectual landscape of Europe while maintaining our roots in Paris as a leading academic institution.

3. **Will the rebranding affect the quality of education?**

No, the rebranding does not impact the quality of education. Our academic standards, faculty, and programs remain unchanged. This is purely a strategic update to our brand identity to better align with our mission and values.

4. **How will the rebranding benefit students and alumni?**

The rebranding strengthens our global reputation, which enhances the value of your degree. It also opens up new opportunities for international collaborations, research partnerships, and career prospects for both current students and alumni.

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### **Logo Change Questions**

5. **Why was the logo changed?**

The new logo reflects our modernized identity and aligns with our vision as a Europe-centric education institution for the future. It symbolizes innovation, inclusivity, and our commitment to excellence in education.

6. **What does the new logo represent?**

The new logo incorporates elements that represent our European identity, academic excellence, and global connectivity. The design is inspired by the dynamic nature of education and the unity of diverse cultures.

**7. Can I still use the university's collaterals with the old logo?**

Yes, you can continue using merchandise with the old logo until 31 March 2025. From 1 April 2025, we encourage you to embrace the new logo as a symbol of our shared future.

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**Name Change Questions**

**9. Why was the name changed from City University of Paris to European City University?**

The new name better reflects our expanded mission, European identity, and global aspirations. It positions us as a leading institution not just in Paris, but across Europe and beyond.

**10. Will the name change affect my degree or diploma?**

No, your degree or diploma remains valid and will not be affected by the name change. However, alumni can request a verification letter reflecting the new name if desired. For students enrolled after 1 April 2025, they will be issued European City University's degree certificates and transcripts.

**11. How will the name change impact partnerships and collaborations?**

The name change strengthens our partnerships by clearly communicating our European identity and global outlook. It enhances our ability to attract international collaborations and funding opportunities. All current partnerships and collaborations will be duly informed and updated through formal communication channels.

**12. Will the name change affect the university's legal status?**

No, the name change is a rebranding initiative and does not alter the university's legal status or authorisation.

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**Operational and Practical Questions**

**13. When will the new name and logo take effect?**

The new name and logo will officially take effect on 1 April 2025. However, the transition will be gradual to ensure a smooth process across all platforms and materials.

**14. How will the rebranding be communicated to the public?**

We will communicate the rebranding through a comprehensive campaign, including press releases, social media, email newsletters, and events. Our website and official documents will also be updated accordingly.

**15. What changes will students and staff notice at the institution?**

You will see the new logo and name on signage, websites, email signatures, and official documents. We will also update institutional branding elements like banners, posters, and merchandise.

**16. Will the rebranding affect the current university's website?**

Yes, the rebranded website will be updated with the changes **with effect from 20 March 2025**.

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**Community and Stakeholder Questions**

**17. What do alumni need to do to update their records?**

Alumni do not need to take any immediate action. All graduates' records would be migrated seamlessly to European City University. However, if you wish to request for a verification letter from the university about the name change, please contact the university office for assistance.

**18. How will the rebranding impact current applicants?**

Current applicants will be informed of the name change and rebranding through our admissions team. The application process remains unchanged, and all communications will reflect the new name and logo.

**19. What if I have more questions or concerns about the rebranding?**

We welcome your questions and feedback. Please contact [enquiry@cityu.edu.eu](mailto:enquiry@cityu.edu.eu) if you have any questions.

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