



## HHGS Marketing Policy

The purpose of this marketing policy is to have a united and correct marketing strategy for all the associations, projects, programme sections and everyone within HHGS. Exceptions are made for the companies within the HHGS Group. This policy applies to all communication within the organisation but also for all external communication and marketing.

All marketing and communication should follow national laws. It is not allowed to market any kind of drugs, sex, party-political events (except when all parliament parties are invited) or alcohol within HHGS. HHGS should always strive for all marketing to be open, available for every member of HHGS and not exclude anyone. All marketing should be available in English.

To market through HHGS social media and marketing channels, the material should follow the regulations found on HHGS webpage ([hhgs.se/marketing](http://hhgs.se/marketing)), this includes i.e. that HHGS logotype with Senior Partners must always be used in proportion to the material being marketed. All associations, programme sections and projects can use HHGS marketing channels free of charge. For information of available marketing channels, contact the Head of Marketing in HHGS Board.

**HHGS official name in Swedish is:** Handelshögskolans i Göteborg Studentkår  
**HHGS official name in English is:** the Student Union of the School of Business, Economics and Law.

### HHGS official colors are:

- Blue:
  - C100 M90 Y10 Ko
  - Ro G56 B130
  - #043882
- Gold:
  - C21 M30 Y75 Ko
  - R212 G 176 B84
  - #d4b054
- White:
  - Co Mo Yo Ko
  - R255 G255 B255
  - #ffffff
- Black:
  - C60 M60 Y60
  - Ro Go Bo
  - #330000

For more information about the HHGS logotype, colors and name, check out the graphic profile of HHGS.



## **Responsibility**

The Head of Marketing of the HHGS Board is responsible for updating and following-up this policy. If you have any questions about this policy, contact the Head of Marketing of HHGS Board.

