



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), this includes i.e. that HHGS logotype always must be used in proportion to the material being marketed. To hang up posters as an association or project, Senior Partners' logos must be included. This is to be enforced by the Head of Business Relations. 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 logo:

Can be found on HHGS website under marketing. The logo is separate from its partners. The only case where HHGS partners' logos are included in HHGS logo is for posters. However, HHGS, its associations and projects can and should provide exposure to partners by having their logos in connection with the logo separately.

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, contact the Head of Marketing.

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.

