



## Rules of conduct for HHGS marketing channels

Below, you find all marketing channels that HHGS have available for associations and companies to market themselves through.

**IMPORTANT!** Anything marketed through HHGS channels, is required to have the HHGS logo, which is available at [hhgs.se/marketing](http://hhgs.se/marketing). All material must also be published in **English**.

The following rules then apply to each channel:

### Posters (there are nine blue boards where posters can be set up)

- Standing A3 format
- Six posters, stamped by HHGS
- A poster per bulletin board
- More detailed rules see [www.hhgs.se/boards](http://www.hhgs.se/boards)

### Newsletter (sent out to all HHGS members weekly, currently around 3,000)

- 600 x 800 (px)
- PNG
- Link to further information
- Material is sent to [marketing@hhgs.se](mailto:marketing@hhgs.se) no later than 12.00 on Friday before it will be posted

### TV screens (most TV screens at our school and one at Viktoriagatan)

- HHGS is restricted to show two pictures per week (email to see if available).
- 1920 x 1080 (px)
- Size: <1000kb
- PNG
- Fonts that may not be used: Helvetica Neue & Sabon
- Material is sent to [marketing@hhgs.se](mailto:marketing@hhgs.se) no later than 12.00 on Friday before it will be posted
- **NOTE!** There is a white box, up in the top left of the screen, and a strip that is approximately 1 cm high at the bottom. A tip is to lay the picture "Covered area TV-screens" on top of your own picture, to see what will be covered

### Facebook (Currently around 3,900 followers)

- 800 x 800 (px)
- PNG
- Link to further information
- Material is sent to [marketing@hhgs.se](mailto:marketing@hhgs.se) no later than two days before it is to be posted

### Instagram (Currently about 1 100 followers)

- A marketing channel that shows what is happening right now among associations
- Inform about what you are up to, then we will be happy to briefly mention everything. post it by appointment