

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. All material must also be published on **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
- For more detailed rules, see hhgs.se/boards

Newsletter (sent out to all HHGS members weekly, currently around 5,500)

- 600 x 800 (px)
- PNG
- Link to further information
- Material is sent to 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 no later than 12:00 on Friday before it will be posted
- **NOTE!** There are some areas of the picture that will be covered. A tip is to lay the picture "Covered areas TV-screens" on top of your own picture to see what will be covered

Facebook (Currently around 4,300 followers)

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

Instagram (Currently about 1,400 followers)

- A marketing channel that shows what is happening right now among associations
- Inform us about what you are up to, and we will be happy to share it to our followers
- Post it by appointment