



HHGS Marketing Policy

Introduction

The purpose of the marketing policy is to have a united and correct marketing strategy for all 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.

Chapter 1 General guidelines for marketing of HHGS

§ 1 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.

§ 2 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. All associations, programme sections and projects can use HHGS marketing channels free of charge. When marketing through HHGS marketing channels the information should be in English. For information of available marketing channels, contact the Head of Marketing in HHGS Board.

Chapter 2 HHGS official name

§ 1 In Swedish: Handelshögskolans i Göteborg Studentkår

§ 2 In English: The Student Union of the School of Business, Economics and Law.

Chapter 3 HHGS logo

§ 1 The 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.

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Chapter 4 HHGS Graphic Guidelines

§ 1 For information on the graphic guidelines for HHGS, see “HHGS Graphic Guidelines” found on HHGS webpage (hhgs.se/marketing) or contact the Head of Marketing of the HHGS Board.

Responsibility

The Head of Marketing of the HHGS Board is responsible for updating the policy and ensuring that the policy is followed within HHGS. If you have any questions about this policy, contact the Head of Marketing of the HHGS Board.