

## Rules of conduct for HHGS marketing channels

Below, you will find all the marketing channels that HHGS has available for all associations and projects.

**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 apply to each channel:

### Event Calendar

- The event calendar can be seen on our website and are available in order to compile all the events that are being planned within HHGS and makes it possible for all students to see what is happening around the school.
- Send in the required information through the form on our website [hhgs.se/marketing](http://hhgs.se/marketing) or email information to [marketig@hhgs.se](mailto:marketig@hhgs.se) no later than 12.00 on Friday the week before the event.

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

- Standing A3 format
- Nine posters
- HHGS logo and Deloitte logo required
- Need to be stamped with HHGS logo and today's date on it
- One poster per bulletin board
- Posters may not be up longer than 2 weeks
- More detailed rules see [www.hhgs.se/boards](http://www.hhgs.se/boards)

### Newsletter/Happy Monday (sent out to all HHGS members every Monday)

- Send in a picture with further information in it, maximum width 1200px
- PNG
- Link to further information
- HHGS logo is required
- 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 showing two pictures per occasion (email to see if available).
- 1920 x 1080 (px)
- Size: < 1000kb
- PNG
- Fonts that may **not** be used: Helvetica Neue & Sabon
- HHGS logo is required
- 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

### Instagram

- A lot of information is sent out through our Instagram and in order to keep it as clear and clean as possible we are only able to share further information regarding recruitment and applications on our story.
- For other information than recruitment and applications, we refer you to use the other available marketing channels.
- Send your material in our Instagram DM or send a request to [marketing@hhgs.se](mailto:marketing@hhgs.se) no later than 2 days in advance.