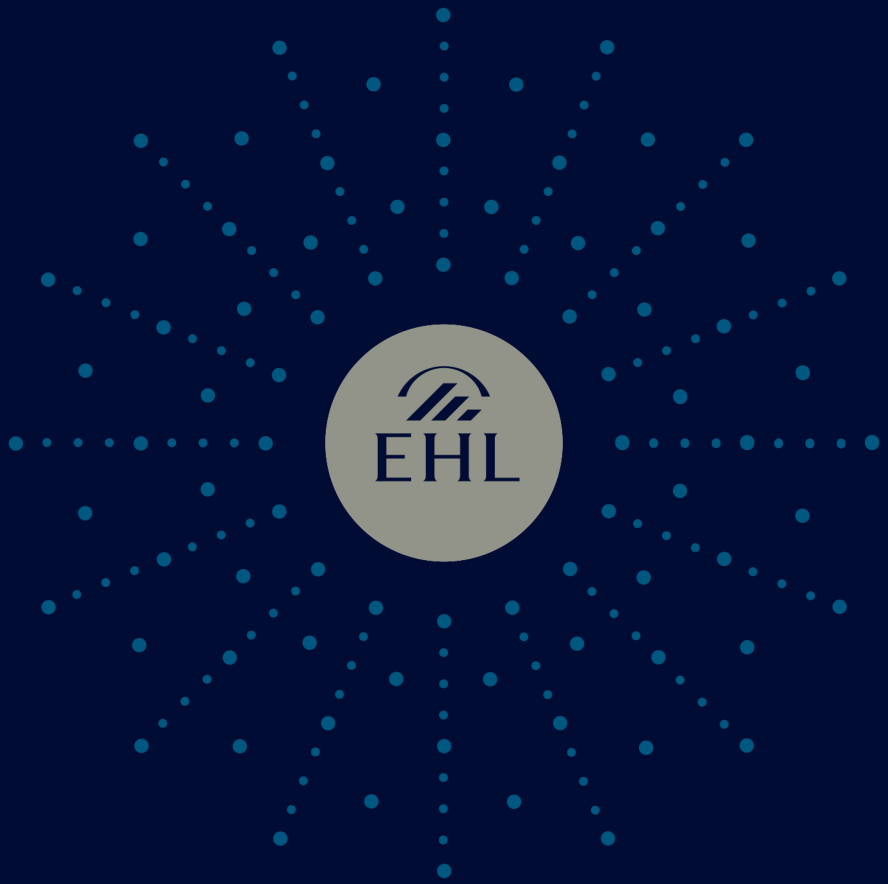
EHL

Overview

This document outlines the **core principles** of EHL's identity and explains how its graphic system represents the Group and its entities.

It provides clear guidelines to uphold the integrity of the EHL brand while bringing it to life through **cohesive and dynamic visuals.** Following these rules ensures consistent and impactful communication across all internal and external channels.

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Foreword

You have in your hands the EHL Brand Book. It contains all the information you need to genuinely and thoroughly comprehend who we are, what we do and how we do it.
We exist to empower growth by nurturing excellence in human experiences. And we believe that excellence is formed in the perfect blend of intelligence and emotions, hard skills and soft skills, theory and practice. The visual identity applies this idea and diffuses it on every support of communication of our company. This set of guidelines will help you communicate consistently as part of the EHL family, while paying tribute to the personality of each entity.

Strengthening the core of the EHL Brand will increase the power, recognition and strength of EHL across the world.

Giving back a family sense will make EHL a stronger brand. Strong brands drive stronger businesses. Strong brands bring employees together. They make employees their ambassadors, therefore the strongest assets of this brand.
At every level of our company, whether you are an employee or a partner, we want to surround ourselves with excellent people that genuinely understand our brand and are able to carry it forward. This book is here to help you achieve this.
If you have any questions or need support, don't hesitate to reach out.

Foun-dations

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About EHL

Excellence in hospitality and human connection.

At EHL, education is more than knowledge—it's an experience that transforms you. Through academic rigour, hands-on learning, and a deep commitment to human connection, we shape confident, versatile, and resilient leaders. Whether in hospitality or beyond, EHL graduates don't just succeed—they redefine excellence wherever they go.

EHL – originally founded as Ecole hôtelière de Lausanne – is the global leader in hospitality and business education with 4,000+ students from more than 120 nationalities across 3 campuses in Switzerland and Singapore.
Our holistic approach to education, a hallmark of the Swiss system, seamlessly integrates academic rigor with hands-on experience and a deep commitment to human connection.

At EHL, we educate Hearts, Hands, and Minds.

Within our two institutions we shape confident, versatile, and resilient leaders for careers in hospitality and wider experience-driven sectors:

- **EHL Hospitality Business School,** accredited by AACSB, NECHE and consistently ranked at the top of its field, offering undergraduate, graduate, and executive programs that deliver practical leadership, strategy, and operational insights.
- **EHL School of Practical Arts,** providing vocational and professional programs in hospitality, boasting expertise from 6 "Meilleurs Ouvriers de France" and an awarded and Michelin-starred academic restaurant.

For more than 130 years, we have been committed to leading innovation in the hospitality and services industry with a focus on emotional intelligence and business acumen. At EHL, education is more than knowledge – it's a transformative experience shared by a community of 30,000 passionate Alumni, who redefine excellence wherever they go.

#EHLFamily

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Our Purpose

Empowering growth by nurturing excellence in human experiences.

Our purpose encapsulates our reason for existence and commitment as an institution and as a community.
This is not just a statement. Our purpose is a core belief that shapes our identity, ties us together towards a common goal and drives our success.

So how did this purpose come to life?

Defined in 2023, our purpose was developed from the insights of our diverse stakeholders – from interviews and collaborative working groups with staff, faculty, students, alumni and partners. We questioned the industry, studied the needs of the market and reflected on the unique qualities that have shaped the legacy of EHL.
It is a new articulation of a core belief rooted in our history; a way to define the intangible EHL spirit and provide a shared understanding of our mission.

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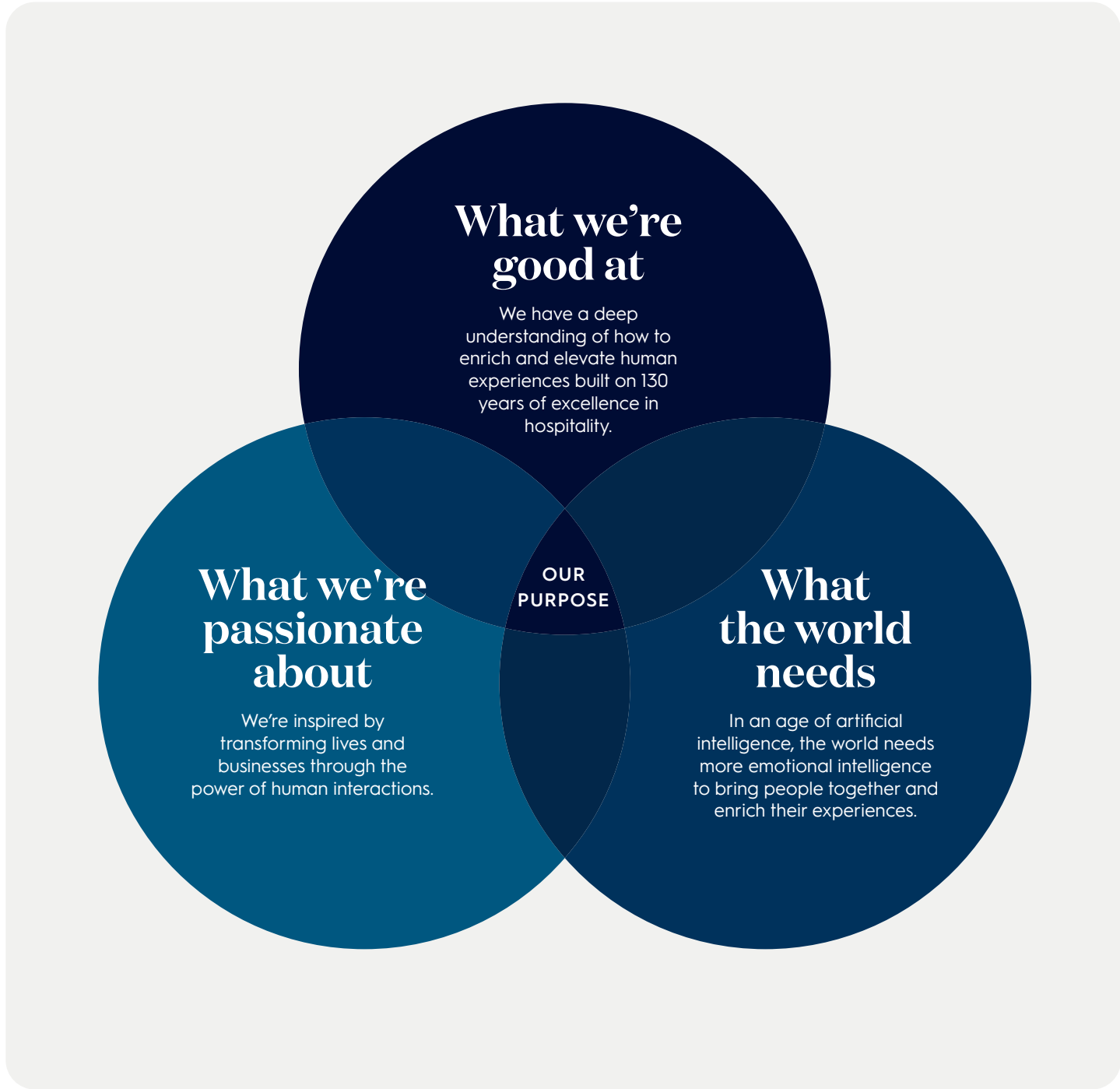
Our Purpose

Empowering growth by nurturing excellence in human experiences.

Watch our video

→ The EHL Purpose



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Brand Framework

A framework designed to bring purpose to every expression of the EHL brand.

Vision

To be the globally recognized leader in nurturing excellence in the delivery of human experiences.

Competences

With 130 years of experience, EHL is the global leader in hospitality education.

We excel in imparting practical skills and nurturing empathy to empower others to deliver exceptional human experiences.

We are at the forefront of innovative teaching methods for immersive experiential learning.

Purpose

Empowering growth by nurturing excellence in human experiences.

Beliefs

Every moment of human interaction has the power to change lives for the better.

Empathy and emotional intelligence are the keys to delivering excellence in human experiences.

Immersive experiential learning is the most powerful way to develop skills and knowledge.

Contribution

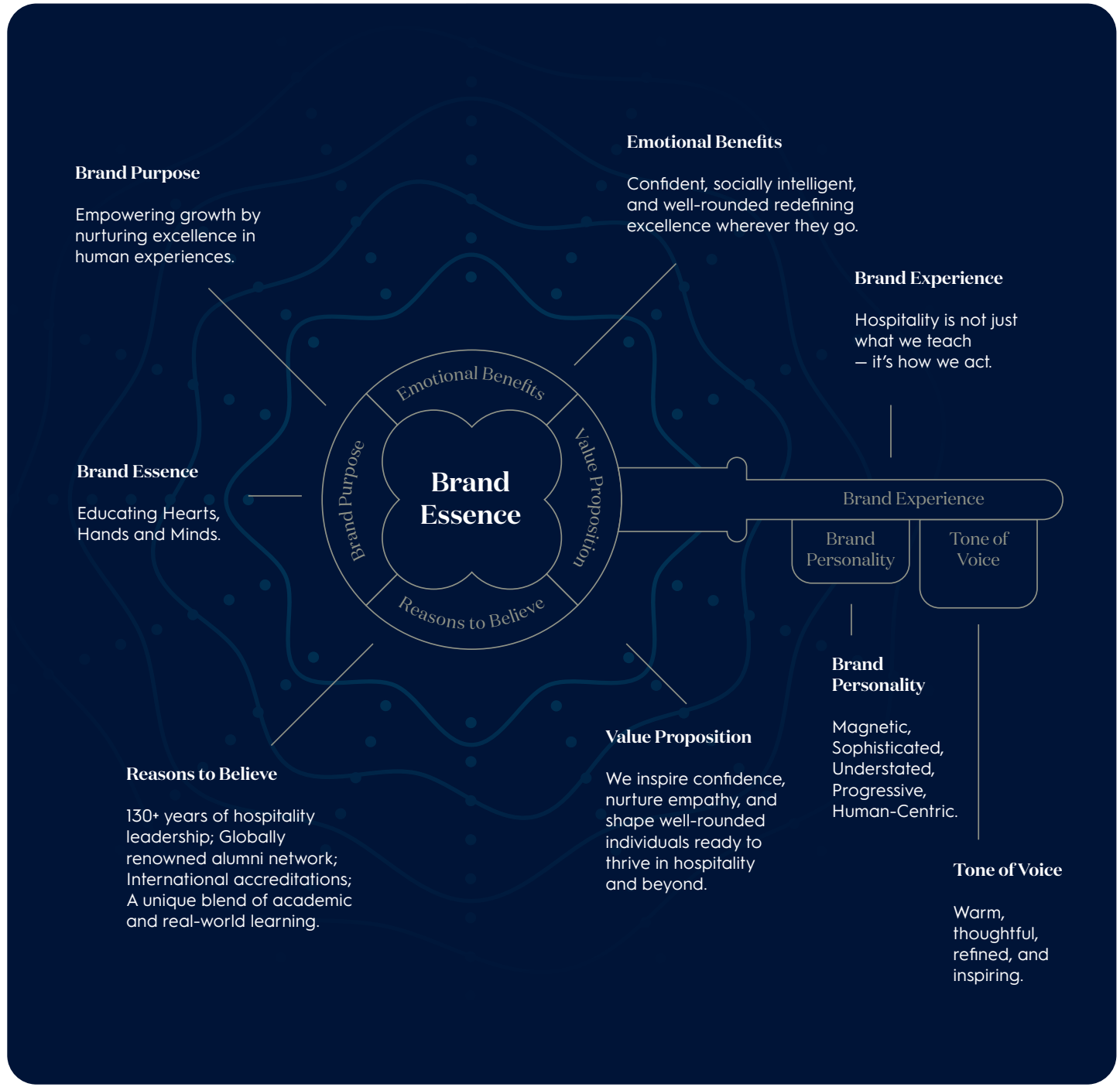
We empower individuals, fostering personal and professional growth.

We facilitate cross-cultural understanding and collaboration.

We're committed to sustainability, contributing to environmental and societal well-being.

Brand Key

The EHL Brand Key is our shared centre of gravity— a strategic tool that defines who we are and why we matter, serving as the foundation for all messaging, design, behaviour, and experience.



Our Culture

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A strong culture means bringing our Purpose to life in our daily interactions. That's where our EHL values and leadership principles come in; a new leadership model designed by the EHL community, for EHL. This model helps us behave in a way that is aligned with our purpose and strategy, and make decisions accordingly.

VALUES

Drawing on the essence of hospitality know-how and guiding our mission to develop future human-centered leaders, we stand behind three timeless values that embody EHL's character and unite our entire community:

Family
We stand united.

Learning
We are ever-curious.

Excellence
We continuously strive with humility.

LEADERSHIP PRINCIPLES

Our leadership principles describe how we apply our values to shape a human-centric, agile culture where every individual can thrive. We practice what we teach – that means we adhere to these behaviors ourselves, to enhance our interactions within the community and provide example for our wider community.

Our Brand Architecture with examples of use
Core Services and Structure

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MASTER BRAND

- → Corporate & academic material - relevant and supported by the whole group (e.g. SHINE Strategy, CSR Report...)
- → Programs, events which do not have a strong primary or secondary entity brand recognition (Professional training, Culinary contests, etc.)
- → Centers of Excellence / Research Institutes

PRIMARY ENTITIES

- → Pre-University Programs (Junior Academy, Foundation Program, Youth Bootcamp)
- → Bachelor
- → Student Business Projects (SBP)
- → Graduate & Executive Education

- → Culinary & Restaurant Management Certificate (CREM)
- → Not used for the time being (apart from PR and internal titles / structure and Social Media)

- → Pre-Accelerator
- → Accelerator
- → Labs

- → VET by EHL
- → EHL Network of Certified Schools
- → Program Certification
- → Faculty Development Products
- → Faculty Management

SECONDARY ENTITIES

- → Masters Degrees
- → MBA Programs
- → Graduate Summer Programs
- → Executive Education
- → Online Courses
- → DBA
- → Custom SEMINARS & PROGRAMS
- → Executive Teaching Fellowship Program (GIFTED)
- → Hospitality Consulting & Workshops
- → Hospitality & Service DNA Trainings

German Vocational/Professional:
- → HF-D (Swiss Professional Degree in Hospitality Management)
- → HoKo (Hotel Communications Specialist EFZ)

English Vocational/Professional:
- → HF-E (Swiss Professional Degree in Hospitality Management)
- → Professional Path to the Bachelor (HF / E + BOSC 3)

pending approval

subject to ongoing organizational adjustements

Our Brand Architecture with examples of use
Core Services and Structure

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CAMPUSES

EHL CAMPUS LAUSANNE

EHL CAMPUS PASSUGG

EHL CAMPUS (SINGAPORE)

SERVICES

NAME OF EHL SERVICE

EHL ALUMNI NETWORK

EHL STUDENT COUNCIL LAUSANNE

EHL STAFF COUNCIL LAUSANNE

EHL FACULTY COUNCIL LAUSANNE

EHL INSIGHTS

EHL SPORTS CENTER

EHL COMMITTEE PASSUGG

exist also for Passugg and Singapore

- → Alumni Network
- → Sports Center
- → Student Councils
- → Sponsoring
- → Gourmet
- → Insights
- → Coaching
- → etc.

EXPERIENCES

Le Berceau des Sens by EHL

1893 by EHL

CAREER FAIR by EHL

STUDENT COMMITTEES & ASSOCIATIONS

EHL WATERSPORTS EST – 2015 A STUDENT COMMITTEE AT EHL

smile A STUDENT ASSOCIATION AT EHL

MILLESIME A STUDENT COMMITTEE AT EHL

JEHL JUNIOR ENTERPRISE EHL HOSPITALITY BUSINESS SCHOOL A STUDENT ASSOCIATION AT EHL

PARTNERSHIPS

U YOUR LOGO | HOSPITALITY EHL BUSINESS SCHOOL

AN ACADEMIC PARTNERSHIP

U YOUR LOGO | INNOVATION EHL HUB

AN INNOVATION PARTNERSHIP

U YOUR LOGO | ALLIANCE EHL MEMBERS

AN ALLIANCE PARTNERSHIP

U YOUR LOGO | EHL

A JOINT VENTURE PARTNERSHIP

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Our Brand Architecture
Core Structure and Services

MASTERBRAND

The EHL Master Brand serves as the core identity for EHL, encompassing its values, mission, and global reputation. It ensures consistency in messaging and visual identity across all EHL entities and sub-brands. EHL is building ONE brand.

All overarching communications representing EHL's core identity should use the "EHL Master Brand" logo to convey the institution's commitment to quality, innovation, and leadership in hospitality education.

PRIMARY ENTITIES

A Primary Entity is an academic school or a core service division which serves as one of EHL's primary business units, actively driving forward the EHL mission and reinforcing its positioning.

Examples:

HOSPITALITY BUSINESS SCHOOL

SCHOOL OF PRACTICAL ARTS

INNOVATION HUB

EDUCATION CONSULTING

SECONDARY ENTITIES

Secondary entities are schools and academic departments that require a dedicated brand identity.

Examples:

EHL GRADUATE & EXECUTIVE EDUCATION

EHL HOTELFACHSCHULE PASSUGG

(translated by EHL HOTEL SCHOOL PASSUGG for client-facing use on EN/FR website & print material)

CAMPUSES

The EHL Campus includes any official structure housing one or more academic schools or Services.

They support EHL's mission by fostering a collaborative environment for academic and community activities. These logos should only be used on limited material such as signage on campus.

Examples:

LAUSANNE

PASSUGG

SINGAPORE

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Our Brand Architecture
Core Structure and Services

SERVICES

A Service offers professional and support functions that underpin EHL's business operations.
Positioned directly beneath the Master Brand, it encompasses resources utilized by various Campuses or Academic Schools.

Examples:

ALUMNI NETWORK

STUDENT COUNCIL

STAFF COUNCIL

FACULTY COUNCIL

INSIGHTS

SPORTS CENTER

COMMITTEE PASSUGG

WOMEN IN LEADERSHIP

EXPERIENCES

An Experience is designed to enhance the visibility and recognition of the EHL Masterbrand by focusing on areas of expertise specific to EHL.

Examples:

RESTAURANT

EVENT

INITIATIVE

STUDENT COMMITTEES

Student Commitees represent EHL's in competitive athletics and student participation. Teams compete in various events, reflecting EHL's values of discipline and teamwork.

Examples:

ARTS

PHOTOGRAPHY

THEATRE

MUSIC

SPORTS

WELLBEING

WINE

FINANCE

SUSTAINABILITY ETC.

STUDENT ASSOCIATIONS

Student Associations are officially recognized groups led by students, focused on leadership and community engagement. They organize events and initiatives to enhance campus life.

Examples:

SIHMUN

EHL SMILE

Our Brand Architecture
Core Structure and Services

When partnering with EHL, logo lock-ups must be used to clearly communicate the relationship between EHL and its Academic, Innovation, Alliance or Joint Venture partners.

Academic & Certification Partnerships
An academic partnership refers to a formal collaboration between EHL and another higher education institution (such as universities or research institutions) or industry partner relating to any academic matter.

EHL defines three levels of academic and certification partnerships, each with specific branding requirements based on the degree of EHL's involvement. Logo lock-ups must reflect this structure:

- **Level 1** partnerships allow for equal co-branding with side-by-side logos
- **Level 2** prioritizes the product's logo, with EHL positioned as a content or quality contributor
- **Level 3** has a minimized EHL logo or omitted entirely, as EHL acts only as a certifying or advisory body.

All visual materials must follow EHL's branding guidelines and be approved by the Brand Team prior to publication.

LEVEL 1: FULL EHL INVOLVEMENT PARTNERSHIPS (EHL CO-BRANDING)

→ Vertical version

→ Horizontal version

LEVEL 2: PRODUCT-BASED PARTNERSHIPS (LIMITED EHL INVOLVEMENT & QUALITY OVERSIGHT)

→ All marketing and communication materials

→ Used alone for diploma/certificate branding

LEVEL 3: ADVISORY & CERTIFICATION PARTNERSHIPS (MINIMAL EHL INVOLVEMENT, QUALITY CONTROL & CERTIFICATION)

→ All marketing and communication materials

Tone of Voice

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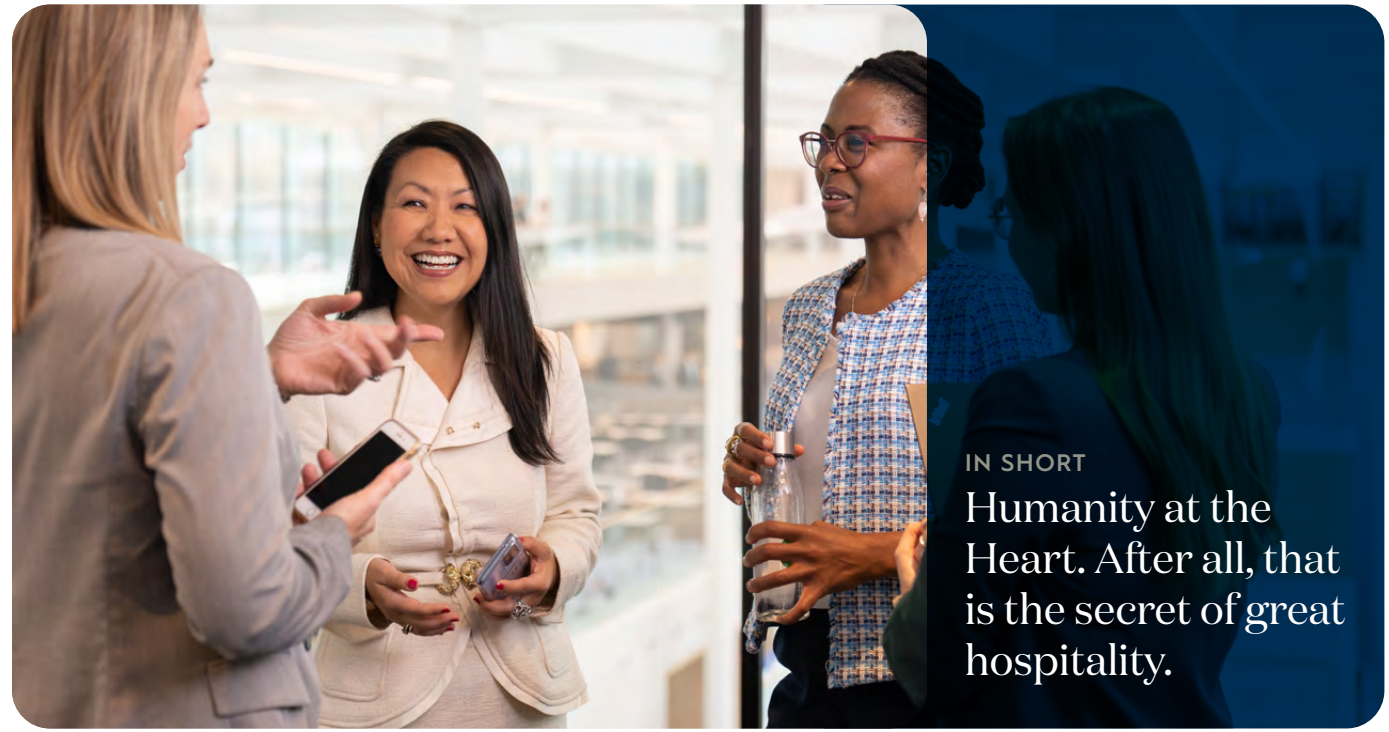
Humanity at the Heart

Our everyday language plays an important role in conveying our values and building the human-centred culture that we strive for. It plays a role in meeting our stakeholder's needs and expectations, so consistency in our verbal identity, across our entities and internal and external channels, is important.



- Welcoming
- More than excellence
- Consistent messaging

WHAT IS A "TONE OF VOICE" ?

Communication is not just about what you say, but how you say it.
EHL's tone of voice reflects our brand's personality, goals, values and areas of expertise. It influences how a message is perceived and helps to connect with our audiences.
Having a tone of voice, and using it consistently, allows to build emotional connections, it makes a brand or company more human, it helps you stand out and, in the end, increases impact.

WHAT WE WANT TO CONVEY

Welcoming

EHL's communication, internally as well as externally, is historically quite formal. While formality is very important in certain instances, being less formal can be just as respectful and, more importantly, much more human, benevolent, welcoming.

More than excellence

It is true that we strive to be the best, but 'excellence' is not all that we want to stand for. Our other values – family and learning – are just as important in a world where people are questioning old paradigms and looking for purpose.

Consistent messaging

EHL has become an international Group. With this comes a need to consciously think of a thread that holds all our communication together.

4 Tonality Pillars

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Warm

Human-centered and welcoming.

Our voice reflects genuine care, respect, and attentiveness. Rooted in hospitality, we value every interaction as a moment of connection.

We speak to people, not profiles—without any arrogance and always with empathy and grace.

Thoughful

Intentional, intelligent, and emotionally aware.

We communicate with depth and care, considering both the intellect and the heart.

Grounded in academic rigor and emotional intelligence, our messages carry purpose and encourage reflection. We choose clarity and meaning over superficial phrases.

Refined

Elegant, precise, and quietly confident.

Our tone reflects the high standards we uphold.

Inspired by Swiss precision and an international sense of style and cultural awareness, we speak with clarity, elegance—and effortless style.

Never cold, always composed. Every word is deliberate; every message, meaningful.

Inspiring

Visionary, empowering, and full of possibility.

We nurture potential. Whether guiding students, engaging partners, or addressing the world, we aim to uplift, energize, and spark growth.

Our voice encourages people to become the best version of themselves and to see hospitality as a force for good.

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Inclusive Communication: our fifth Pillar

KEY PRINCIPLES

Awareness Matters

Inclusion or Inclusiveness in Action

A Shared Responsibility

Tips for Gender Neutrality

At EHL, inclusivity is at the core of our values, and our language plays a pivotal role in fostering a safe, respectful, and welcoming environment for all. Our commitment to inclusive communication ensures that everyone—regardless of background, identity, or ability—is treated with dignity and equal respect.

KEY PRINCIPLES OF INCLUSIVE COMMUNICATION

Awareness Matters

Words and images have power.
We strive to use language free from bias, stereotypes, or unconscious prejudice to make every individual feel represented and valued.

Inclusion or Inclusiveness in Action

Inclusive communication reduces conflict, clarifies ambiguity, and helps create a space where everyone can thrive.

A Shared Responsibility

Building an inclusive environment is a collective effort, where everyone takes part in fostering belonging and mutual respect.

Tips for Gender Neutrality

Avoid derogatory language (avoid biases).
Do not favor a particular sex and include gender-neutral terms.
Ensure that the individuality, integrity, and humanity of people are respected.
Remember that your readers are likely to have different sensitivities (from your own).

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Guidance on Do's & Don'ts and Quick Fixes

For more information, refer to the detailed document "EHL Tone of Voice", available in the Guidelines section on Brandfolder.

Brand folder

Do's

- **A tone that's light and bright**
- **Authentic/Not overly showy**
- **Clear (both in structure and through impactful sentences)**
- **Look at the audience eye-to-eye**

Don'ts

- **A tone where we take ourselves too seriously**
- **Over-promising (e.g. using superlatives & hyperbole)**
- **Complex messaging structure and navigation**
- **Patronising**

Quick fixes

→ **Use we, you, us, our**… (after all, we're a family, we're in this together)

→ **Write from a place of trust, kindness and connection** (again: we are in this together)

→ Break through the overly formal, **use real human emotions** that connect us (e.g. 'it is probably safe to say we share a love for the finer things in life')

→ **Avoid passive phrases** (it has been decided → we decided)

→ **Speak directly** to your audience as if you were sitting down, having a conversation

→ **Use jargon that connects** (such as 'EHLers') or little extras (such as inside jokes or knowledge that all of us share) between brackets (e.g. 'we are all waiting impatiently for our new campus to open…')

→ **Be succinct and to the point** – key message should be in the first paragraph (and use text in bold/ titles/bullet points/… to make it easily skimmable)

→ **Don't overdo it**, don't speak as if you're selling something, be authentic and genuine

Design System

Master Brand System Elements Overview

The system elements were inspired by the master brand framework and brand characteristics. They are designed to enhance consistency while allowing flexibility across various mediums.

System elements may be combined in various ways to create distinct expressions, from simple and elegant to bold and energetic. The spacious and structured approach to composition helps each application feel more open, inviting and inspiring — reflecting our brand personality and connecting all that we do.

MAIN LOGO

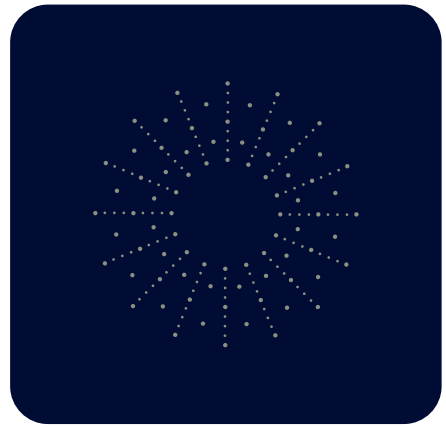
TITLE **Domaine medium**

SUBTITLE **Hurme semi-bold**

TEXT Hurme regular

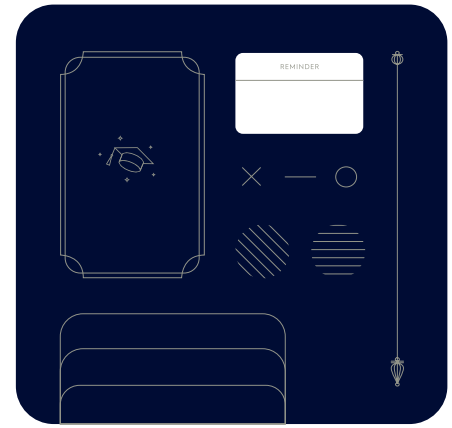
MAIN TYPOGRAPHY

PRIMARY COLORS AND ROUNDED CARDS

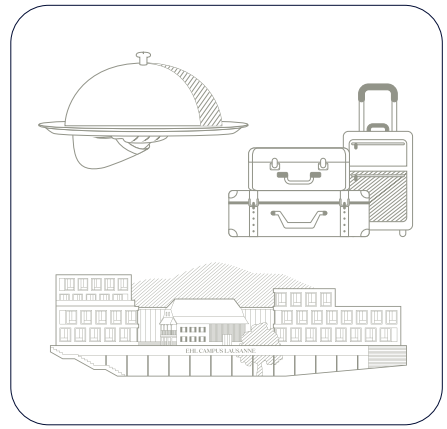


SYMBOLS

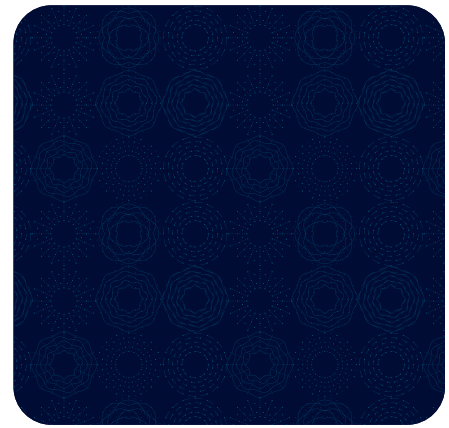
PHOTOGRAPHY



GRAPHIC ELEMENTS



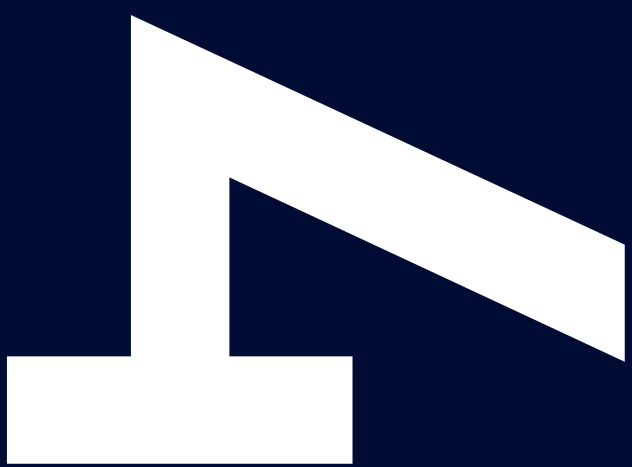
ILLUSTRATIONS



PATTERNS

COMPOSITION AND ROUNDED CARDS

Logotype



Encapsulated Master Brand Logotype

The logo is the most visible element of our identity — a universal signature that unites all EHL communications
It's a guarantee of quality that unites our diverse arts program.

The EHL logo consists of two elements:

- → the EHL acronym that stands for "'Ecole hôtelière de Lausanne"
- → the symbol for Swissness (chalets) and sunrise/ service/human warmth.

The design is meant to be elegant, bold, and reflective of our heritage and Swiss roots, while incorporating an international dimension, emphasizing human connections, and showcasing refined sophistication.

The blue color is intended to highlight the natural surroundings while symbolizing prosperity, stability, security, taste, tranquility, and elegance.

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Encapsulated Master Brand Logotype
Construction

The encapsulated version is the main logo of the master brand. Used for premium material such as brochure, editorial, advertisements, leaflets, roll-ups, flyers, adhesives but also on social media.

→ Safe area
To maintain legibility, ensure that no elements crowd the safe area and that they do not sit uncomfortably close to the edge of a surface. An element from the logotype has been chosen as a reference to objectively define this area. The height of the «Arche» (X) is the minimum space that should be respected.

→ Minimum size of use
To ensure readability and visibility of the logotype, do not reduce the logotype below the minimum size defined here.

minimum size
10x10 mm
30x30 px

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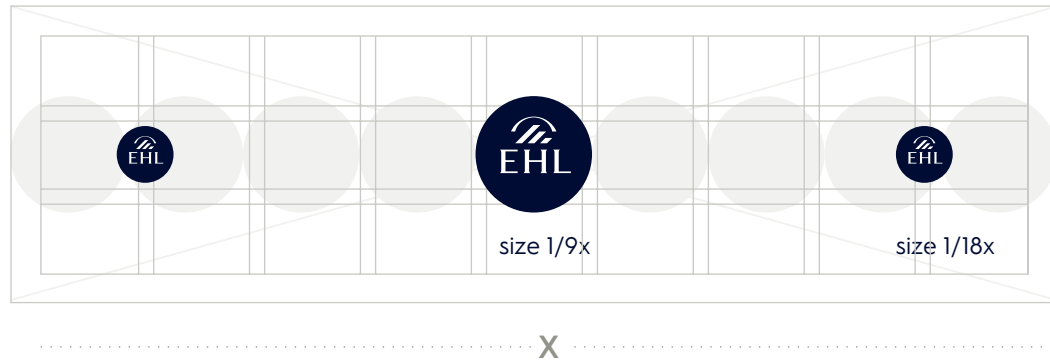
Encapsulated Master Brand Logotype
Placement Rules

The logotype should ideally be positioned at the center of the subject for optimal visibility and balance.
If centering is not feasible, it may be placed at the center top or center bottom as alternative options.

THESE RULES CAN BE ADAPTED HORIZONTALLY



Encapsulated Master Brand Logotype
Application Rules

→ Colored versions

The three main EHL logotype versions are:

→ dark blue + EHL logotype in white
→ taupe + EHL logotype in dark blue
→ white + EHL logotype in dark blue

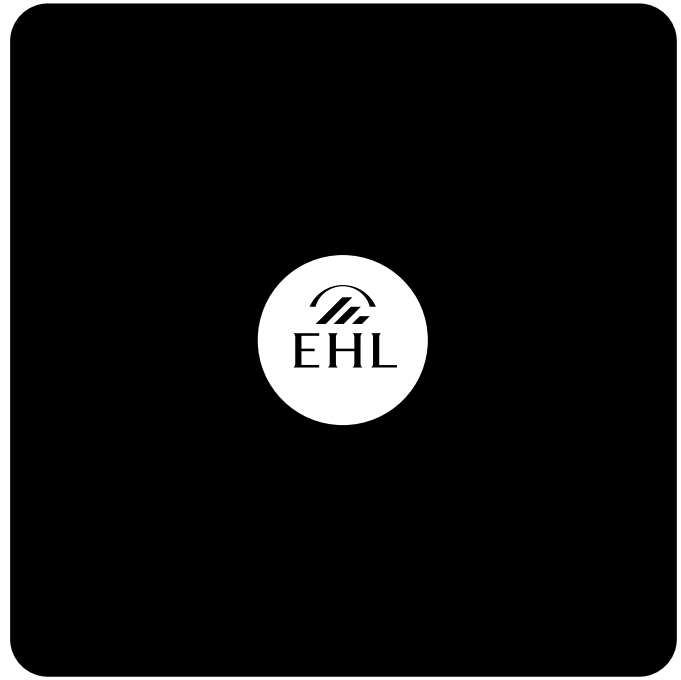
→ Colored backgrounds

The encapsulated EHL logotype may be used in following ways:

→ dark blue on light backgrounds
→ taupe on dark backgrounds
→ white on colored background such as photography.

→ Monochrome versions

The monochrome versions may be applied to any solid colored background as long as visual integrity is maintained.



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Horizontal Master Brand Logotype
Construction

The horizontal version of the logotype is mainly used for digital assets such as websites headers, landing pages, newsletters, etc. when the area is very small and horizontal.

The horizontal logotype can be adapted for various orientations and applications, from large-scale to small screens.

→ Safe area
To maintain legibility, ensure that no elements crowd the safe area and that they do not sit uncomfortably close to the edge of a surface. An element from the logotype has been chosen as a reference to objectively define this area. The height of the «Arche» (X) is the minimum space that should be respected.

→ Minimum size of use
To ensure readability and visibility of the logotype, do not reduce the logotype below the minimum size defined here.

minimum size
20 mm width
80 px width

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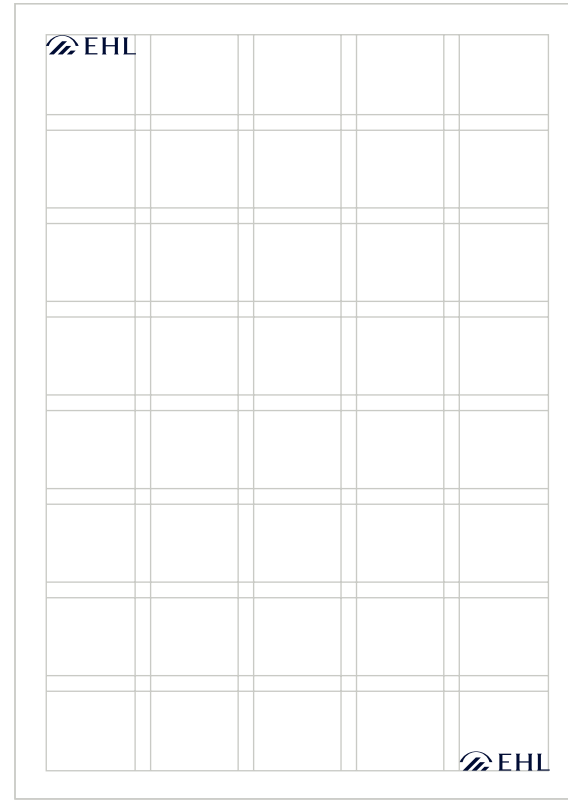
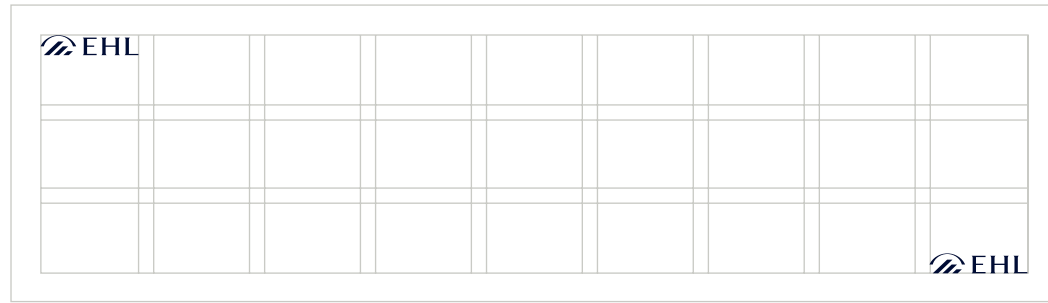
Horizontal Master Brand Logotype
Placement Rules

The horizontal logotype should ideally be positioned on the left or right side, as well as at the top or bottom of the subject, to ensure optimal visibility and visual balance.



THESE RULES CAN BE ADAPTED HORIZONTALLY



Horizontal Master Brand Logotype
Application Rules

→ Colored versions
The three main EHL horizontal logotype versions are:
→ taupe
→ dark blue
→ white

→ Colored backgrounds
The horizontal logotype may be used in following ways:
→ dark blue on light backgrounds
→ taupe on dark backgrounds.
→ white may be applied to any solid colored background as long as visual integrity and legibility are maintained.
→ the horizontal logo can not be applied on a picture.

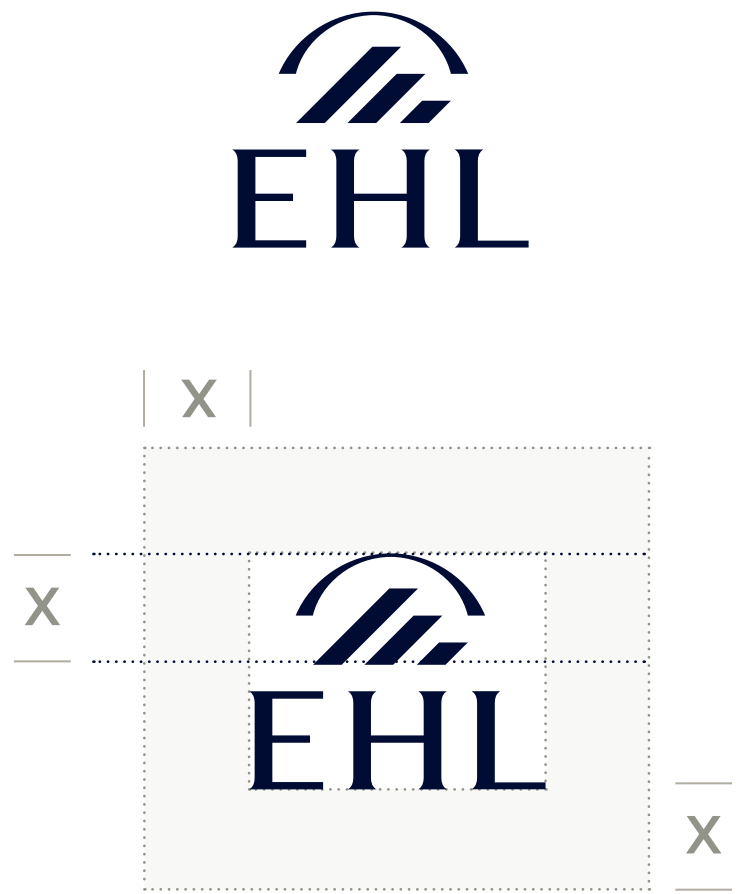
→ Monochrome versions
The monochrome versions should only be used in situations where constraints prevent the use of the colored versions, such as on merchandising items or monochrome documents.

Stacked Master Brand Logotype
Construction

The stacked version of the logotype is exceptionally used when area is very small and squared: website favicon, sponsor logos listing, very small merchandising, on partnership logos composition. For any other usage, please contact the Brand Manager.

→ Safe area
To maintain legibility, ensure that no elements crowd the safe area and that they do not sit uncomfortably close to the edge of a surface. An element from the logotype has been chosen as a reference to objectively define this area. The height of the «Arche» (X) is the minimum space that should be respected.

→ Minimum size of use
To ensure readability and visibility of the logotype, do not reduce the logotype below the minimum size defined here.



minimum size
12 mm width
40 px width

Stacked Master Brand Logotype
Application rules

→ Colored versions
The 3 main EHL stacked logotype versions are:
→ taupe
→ dark blue
→ white

→ Colored backgrounds
The stacked logotype may be used in following ways:
→ dark blue on light backgrounds
→ taupe on dark backgrounds.
→ white may be applied to any solid colored background as long as visual integrity and legibility are maintained
→ the stacked logo cannot be applied on a picture.

→ Monochrome versions
The monochrome versions should only be used in situations where constraints prevent the use of the colored versions, such as on merchandising items or monochrome documents.

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Guidance
on Do's & Don'ts

The EHL logotypes should never be altered, including modifying the official colors or the symbol. Always use supplied artwork and please do not recreate the logo.

1. Do not alter the color of the logotype.
2. Do not modify the typography of the EHL logotype.
3. Do not use an outline.
4. Do not add a shadow effect.
5. Do not distort the logotype.
6. Do not place any elements inside the protected area around the logotype.
7. Do not use the arch alone without EHL.
8. Do not rotate the logotype.
9. Do not change the proportion of the logotype.
10. Do not insert a picture in a logotype.
11. Do not use logotype in a vertical position

Colors

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Primary Colors
References

The brand colors

The EHL main brand colors are dark blue and taupe. These colors are used to provide consistency and simplicity throughout all brand communications. Specific color references have been defined for each EHL color depending on its use.

- → **RGB:** to be used for screens and web.
- → **HEX CODE (#):** to be used for web.
- → **CMYK (four color process):** to be used for print.
- → **PANTONE:** to be used for color accuracy for print.
- → **RAL:** to be used for coatings.
- → **FOIL KURZ COLORIT:** to be used for the graphic industry (pigmented mat stamping foils).
- → **FOIL KURZ LUXOR:** to be used for the graphic industry (pigmented metallic stamping foils).

DARK BLUE	TAUPE
R 0 G 20 B 54	R 145 G 147 B 136
#001436	#919388
C 100 M 83 Y 0 K 60	C 22 M 14 Y 23 K 38
Pantone 2768C	Pantone 415C
RAL 5011	RAL 7032
Foil kurz colorit 917 (matt)	Foil kurz colorit 978 (matt)
	Foil kurz luxor 377 (metallic)

Secondary Colors
References

These additional colors may be used in support of EHL primary colors only, and should **not be used prominently in application**. This helps maintain the meaning and impact of the EHL palette.

Outside of illustrations, extended **colors may be applied only with similar tones**. For example, on an infographic, the secondary blues may be used in support of the EHL primary blue.

BLACK	R 0 G 0 B 0	C 40 M 40 Y 40 K 100	#000000
WHITE	R 255 G 255 B 255	C 0 M 0 Y 0 K 0	#FFFFFF
PEARL	R 228 G 228 B 225	C 10 M 5 Y 10 K 0	#F1F1EF Pantone 9101 C
PETROL BLUE	R 0 G 87 B 122	C 96 M 30 Y 8 K 43	#00587E Pantone 7701 C
COBALT BLUE	R 27 G 54 B 95	C 100 M 71 Y 0 K 51	#12355B Pantone 534 C

Secondary Colors

A distinctive color for each entity

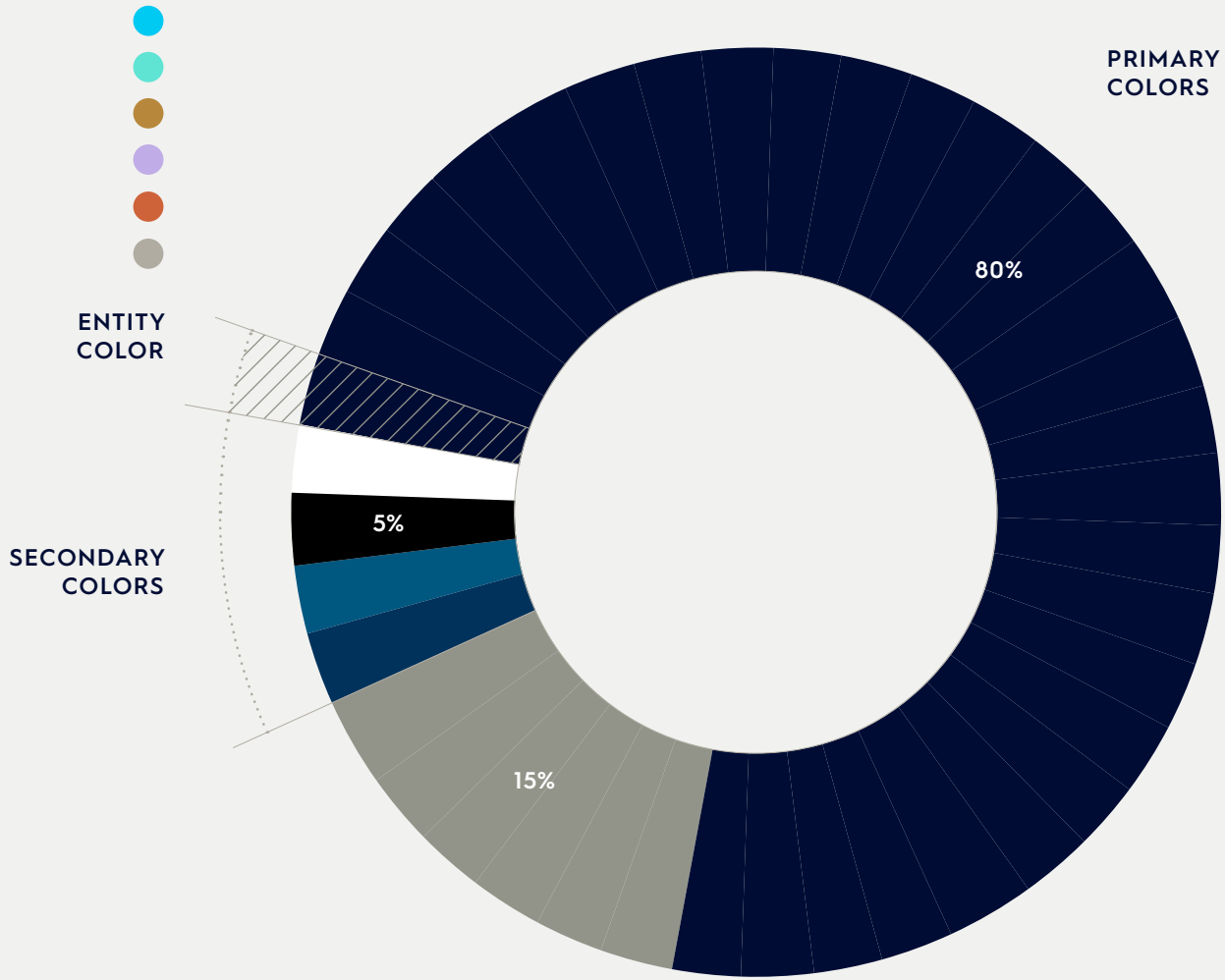
These entity-specific colors provide each of our main entities with a distinct identity, enabling **tailored communication** to resonate effectively with their unique audiences.

Please refer to sections 10>14 to know how to use these specific colors.

UNDERGRADUATE SCHOOL	ICE	R 95 G 200 B 240	C 69 M 0 Y 9 K 0	#5FC8F0	EHL HOSPITALITY BUSINESS SCHOOL
PRE-UNIVERSITY PROGRAMS	MINT	R 148 G 227 B 212	C 49 M 0 Y 28 K 0	#94E3D4	
GRADUATE & EXECUTIVE EDUCATION	GOLD	R 170 G 135 B 67	C 26 M 42 Y 78 K 17	#AA8743	
INNOVATION HUB	LILAS	R 185 G 170 B 227	C 34 M 36 Y 0 K 0	#B9AAE3	
SCHOOL OF PRACTICAL ARTS	TAN	R 182 G 99 B 63	C 13 M 69 Y 79 K 7	#B6633F	
EDUCATION CONSULTING	TAUPE	R 173 G 171 B 161	C 33 M 26 Y 33 K 6	#ADABA1	

Colors
Global proportions

Maintain consistency and brand recognition across all media by adhering to the recommended color proportions.



→ **For static layouts,** secondary colors should be limited to 2–5% of the design.

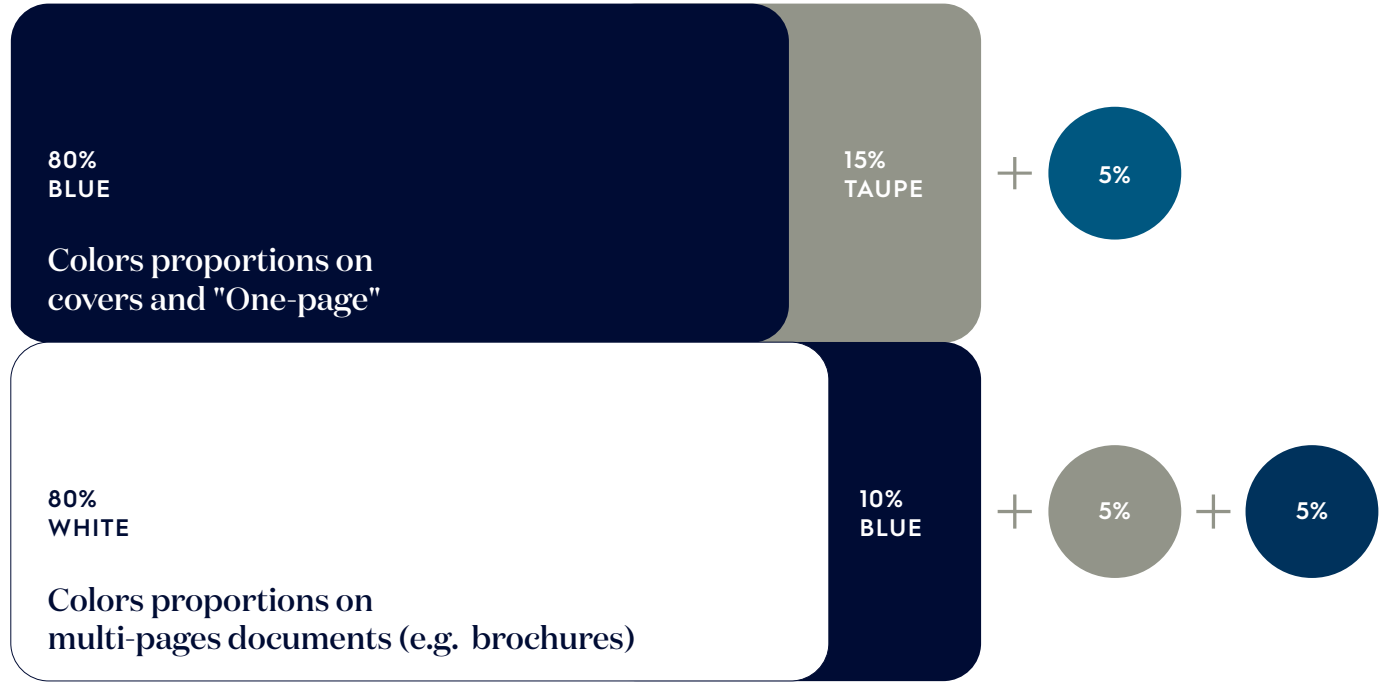
→ **For animated layouts** specific to an entity, begin and end with the primary color dark blue. However, proportions can vary throughout the animation based on your needs.

Colors
Proportions and Combination Guidance

Blue is the brand's main identity color, and it is important for it to be the dominant color across all "one-page" materials representing the parent brand.

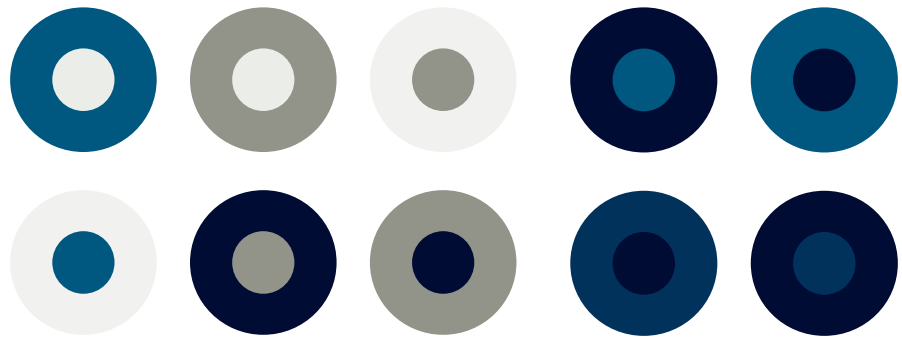
In multi-page materials, the proportions may be reversed to enhance content readability.

Primary and secondary colors cannot all be combined in the same way due to contrast and readability considerations.

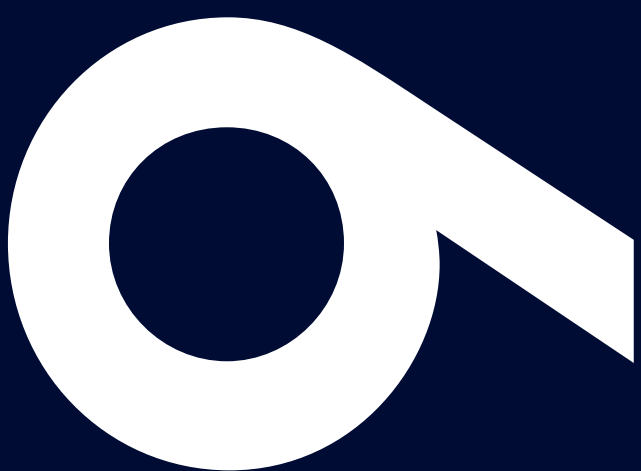


Do's

These color combinations can be used for both text content and illustrative elements.



Type-faces



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Typefaces
References

Typography is a key element of our brand. It works to maintain consistency, create clarity and provide equity to the brand as a global leader in education .

The typeface usages

These typefaces must be used on official EHL marketing and communication collaterals.

These typefaces are available only under licence and are installed on all EHL computers.

- → **The Domaine Display** font is used for titles.
- → **The Hurme Geometric Sans** font is used for body texts.

We use them in three weights which provide a wide range of possible applications (e.g body text and secondary content).

DOMAINE
DISPLAY

Regular
Medium
Semibold

HURME
GEOMETRIC SANS 1

Light
Regular
Semibold

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Typefaces
Hierarchy
Example 1

01. OVERTITLE
Hurme Regular / Uppercase / 100 letterspace / 13 pt.

02. TITLE
Domaine Semibold / Lowercase / 0 letterspace / 26 pt

03. INTRO
Domaine Regular / Lowercase / 0 letterspace / 16 pt
ou Hurme Semibold

04. CONTENT
Hurme Light / -10 letterspace / 9 pt

05. HIGHLIGHT
Hurme Semibold / -10 letterspace / 9 pt

06. SECTION TITLE
Domaine Semibold / 0 letterspace / 195 pt

1 HERE IS

2 # The main title

3 Here is the short subtitle of lorem ipsum dolor est sit amet per mergitur.

4 HERE IS THE CONTENT TITLE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sodales eros purus, a tincidunt nisl iaculis id. Pellentesque in accumsan magna. Vestibulum molestie ipsum et tortor tincidunt, quis rutrum arcu dictum. Maecenas hendrerit magna nec **and here is the highlighted sentence.** quam feugiat pretium. Pellentesque habitant morbi tristique senectus et netus et

5

CONTENT TITLE
malesuada fames ac turpis egestas. Ut tincidunt sed est Integer non lacinia justo, vel sollicitudin neque. Donec elementum pretium nibh, ut ultrices quam.

6

section title

Typefaces
Hierarchy
Example 2

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01. SECTION TITLE
Domaine Semibold / 0 letterspace / 70 pt

02. TITLE
Hurme regular/ uppercase / 100 letterspace / 20 pt

03. INTRO
Domaine Regular / Lowercase / 0 letterspace / 22 pt
ou Hurme Semibold

04. CONTENT
Hurme Light / -10 letterspace / 9 pt

05. LINK
Hurme Regular underline / -10 letterspace / 9 pt

06. HIGHLIGHT
Hurme Semibold / -10 letterspace / 9 pt

section title

MAIN TITLE

Here is the short subtitle of lorem ipsum dolor est sit amet per mergitur.

CONTENT TITLE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sodales eros purus, a tincidunt nisl iaculis id. Pellentesque in accumsan magna. Vestibulum molestie ipsum et tortor tincidunt, quis rutrum arcu dictum. Maecenas hendrerit magna nec **and here is the highlighted sentence.** quam feugiat pretium. Pellentesque habitant morbi tristique senectus et netus et quam feugiat pretium. Pellentesque habitant morbi tristique senectus et netus

CONTENT TITLE
malesuada fames ac turpis egestas. Ut tincidunt sed est Integer non lacinia justo, vel sollicitudin neque. Donec elementum pretium nibh, ut ultrices quam.

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Typefaces
Fallback Fonts

Fallback fonts are a set of alternative typefaces used when the preferred font is unavailable, for example outside of the institution. They ensure that text remains legible and visually consistent across different devices and platforms.

The Georgia, Century Gothic and Arial fonts are typefaces that can be used **if Domaine Display and Hurme Geometric Sans 1 are missing.**

- → **The Georgia font** is used for titles.
- → **The Century Gothic or Arial fonts** are used for titles and body texts.

They exists in various weights which provide a wide range of possible applications (e.g titles and secondary content).

The usage of the fonts should stick to two typefaces per support.

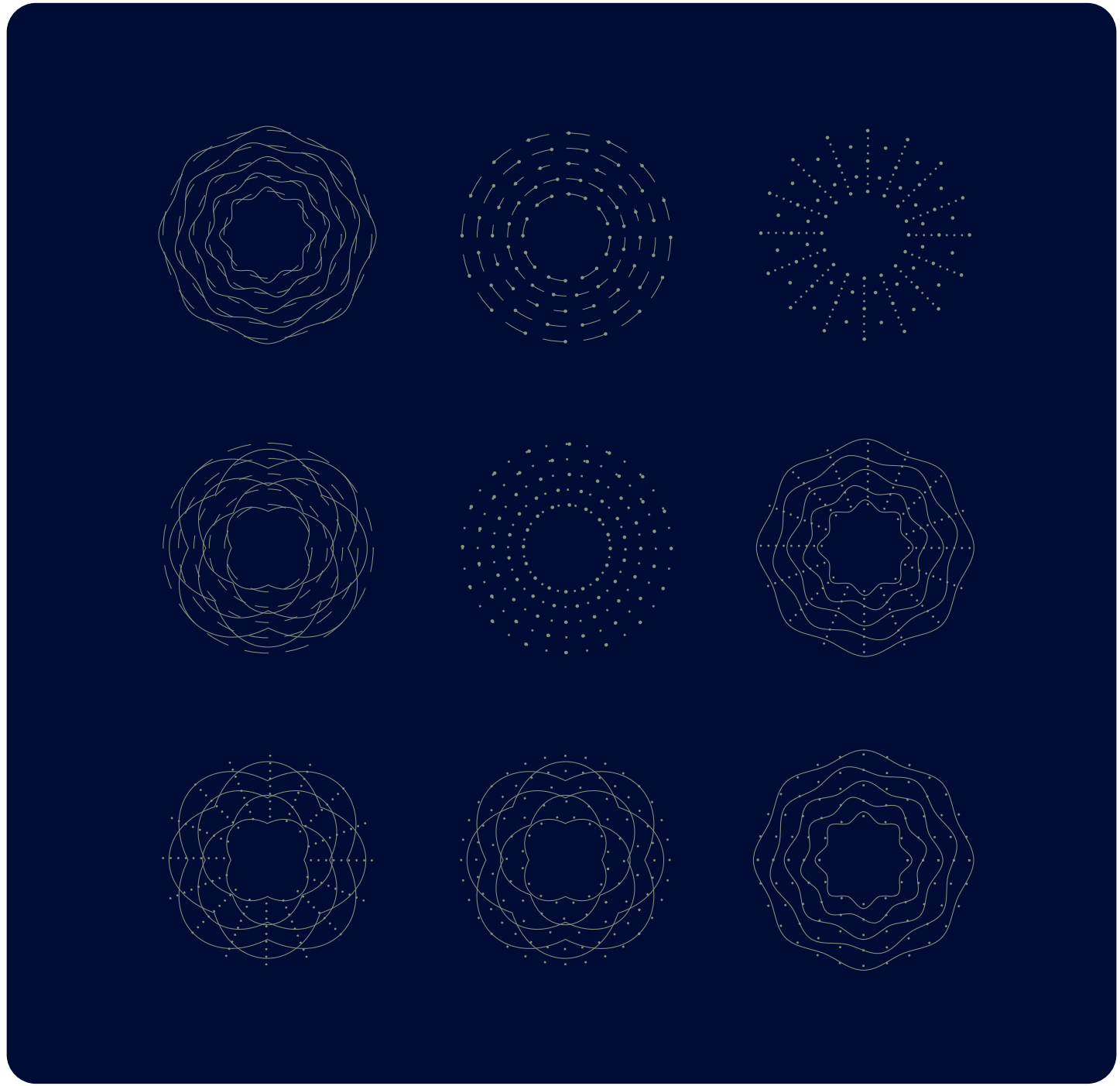
Graphic Elements

Circles of Excellence
Overview

The EHL identity is further enhanced by a series of patterns designed to reflect the core qualities of our entities.

These "**Circles of Excellence**" serve as visual tools to highlight and amplify key information within a layout.

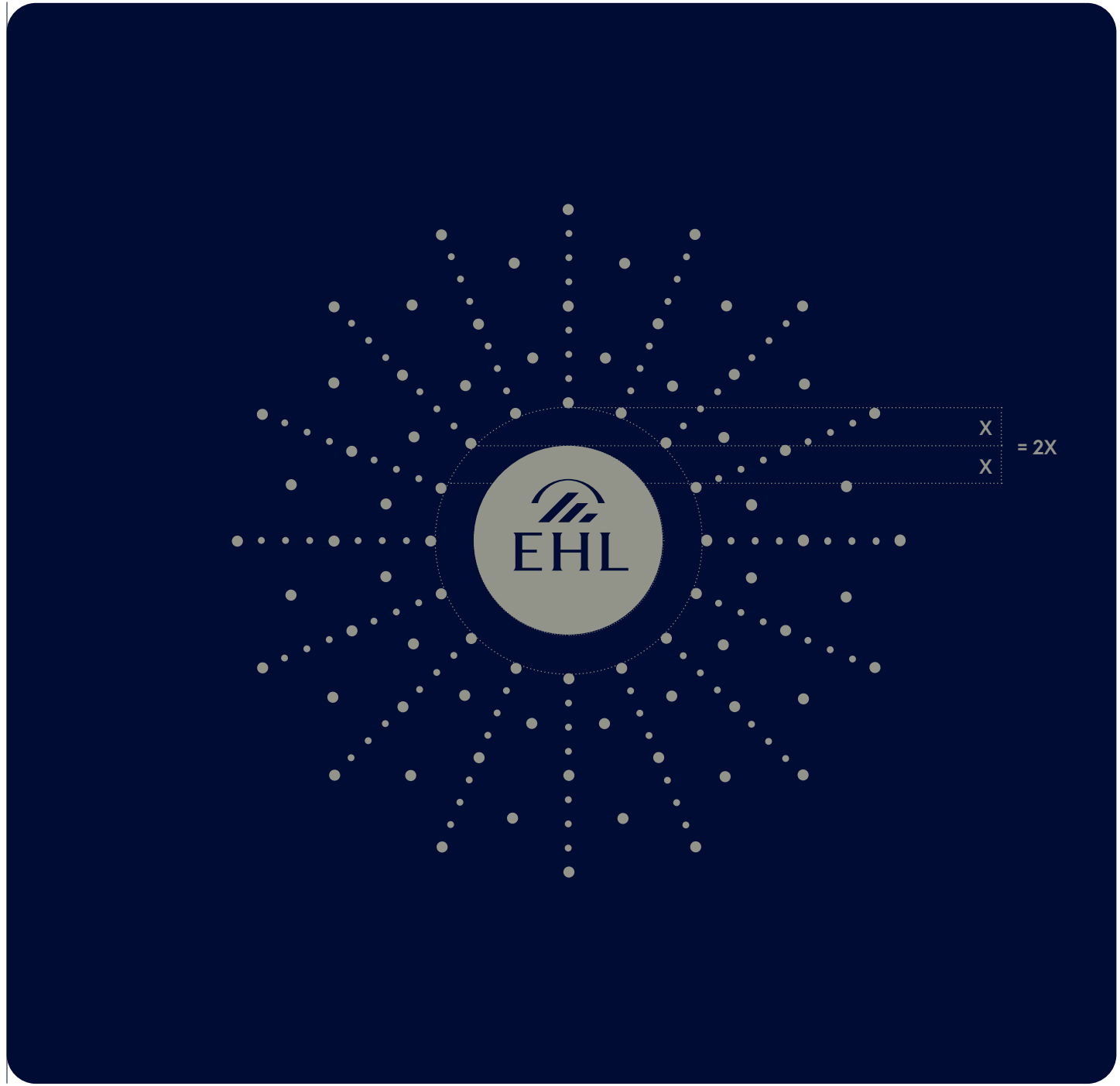
To maintain a clear and cohesive identity, circles should be used selectively and with intention.



Circles of Excellence
Around the Logo

The "Circles of Excellence" can be used **around the logo** to subtly highlight and elevate its presence. Positioned to frame the logo, these circles should draw attention to it without overwhelming the design.

Additionally, a safe zone must be respected around the logo, free from other design elements or patterns, to maintain its visual integrity.



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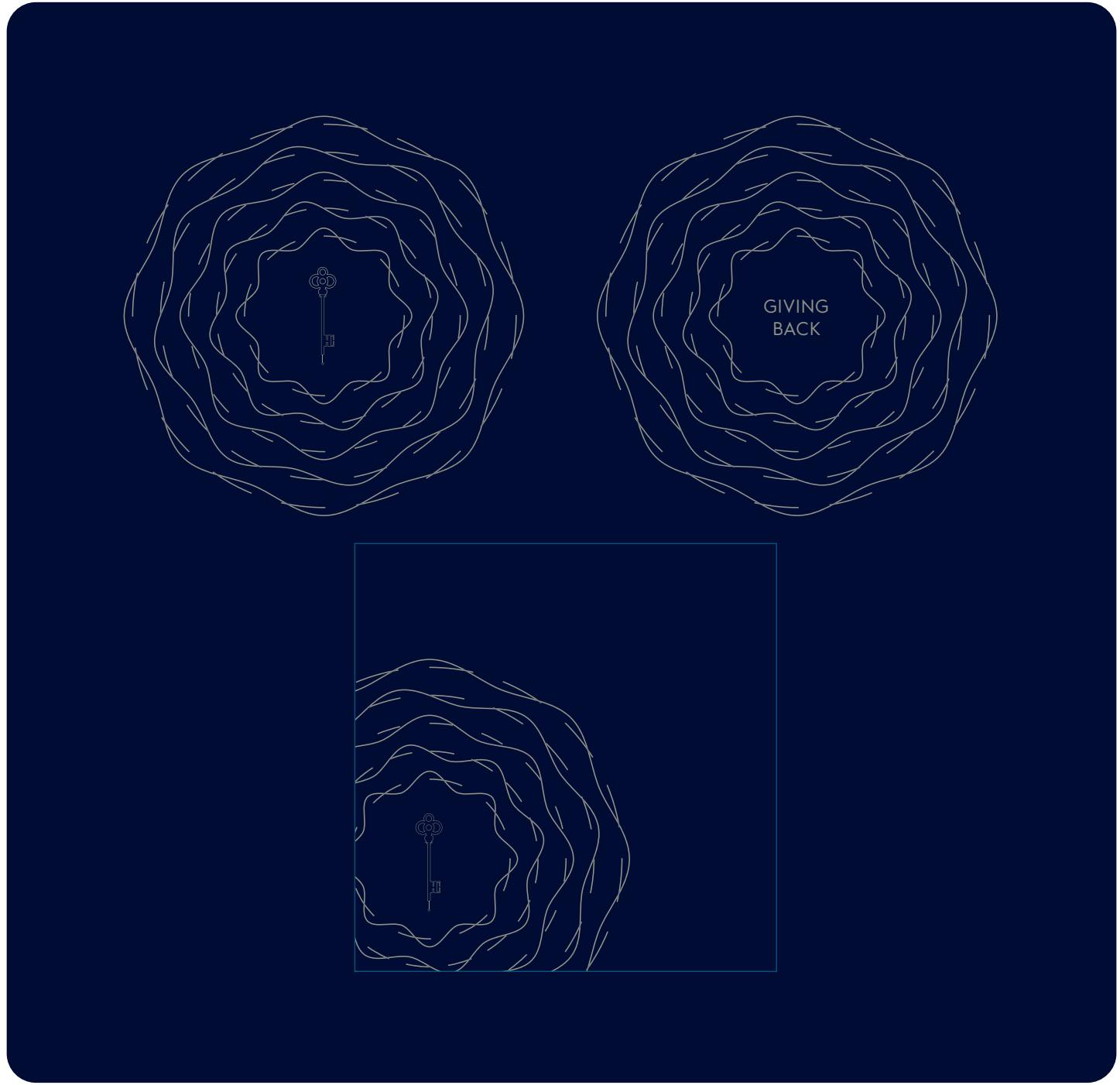
Circles of Excellence
As a Frame

The "Circles of Excellence" can be used **as a frame to highlight illustrations or text**. In this context, the shape should be displayed in halftones to subtly emphasize the content without overpowering it.

While you can crop the form to fit your design, it's important not to overuse it.



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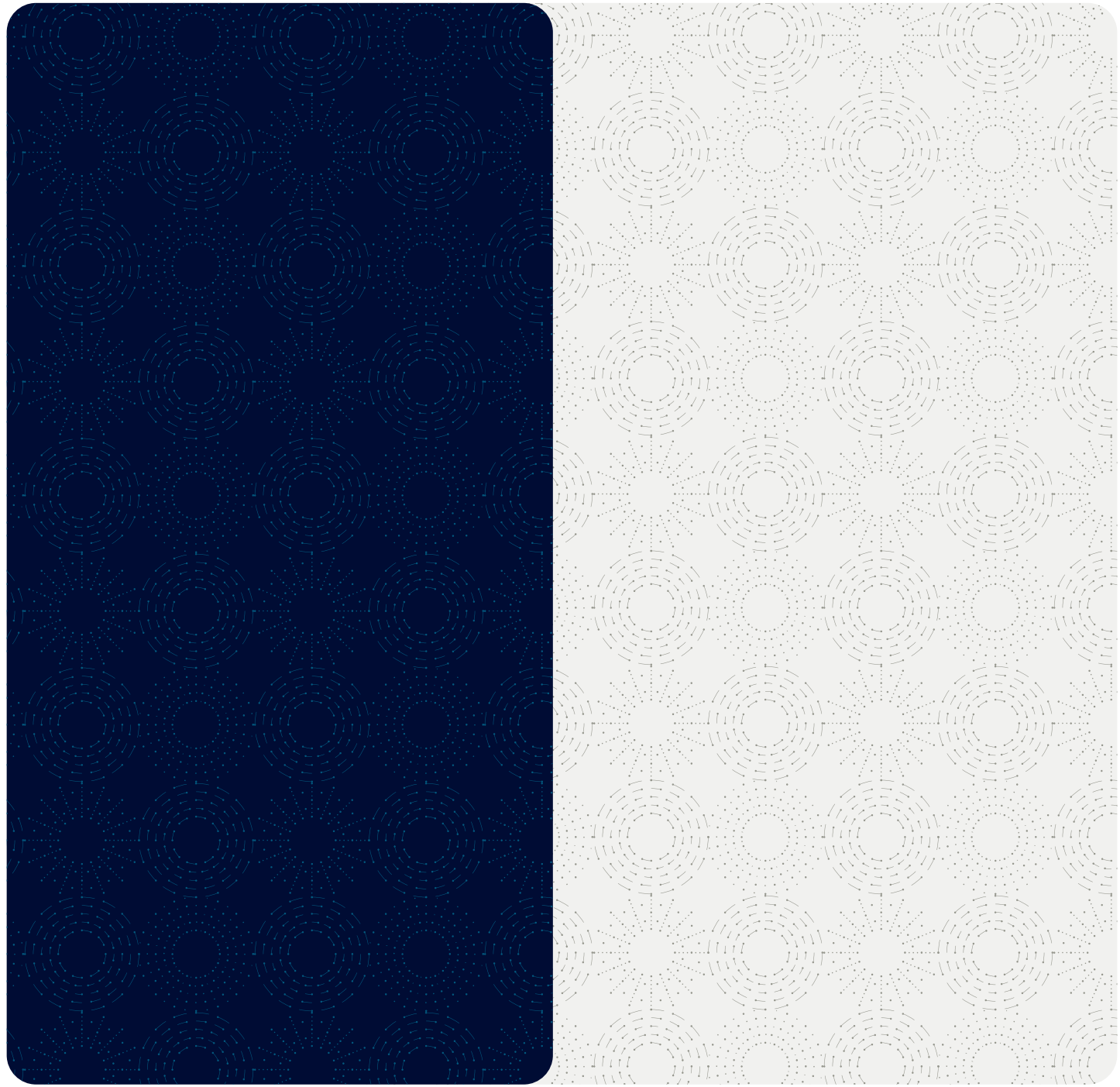
Circles of Excellence
As a Pattern

For decorative purposes

The "Circles of Excellence" can also be used for decorative purposes, such as on packaging, textiles, retail design, and more.

Always use them in halftones to maintain a subtle, refined look that complements the overall design. Ensure they enhance the aesthetic without detracting from the main elements, reinforcing the brand's identity in a tasteful, balanced way.



Illustrations
Library

EHL illustrations are an integral part of the brand and should be used thoughtfully. Their primary purpose is to **enhance the understanding** of text content. Decorative elements are meant to enrich compositions, but it's important not to overuse them—simplicity is key to maintaining a strong, beautiful identity.

- → Use illustrations to complement infographics or content.
- → Apply them as backgrounds in halftones for subtle emphasis.
- → Incorporate them as design elements in covers, advertisements, or chapter opening pages.

Always remember, the goal is to support the content while **preserving clarity and elegance.**

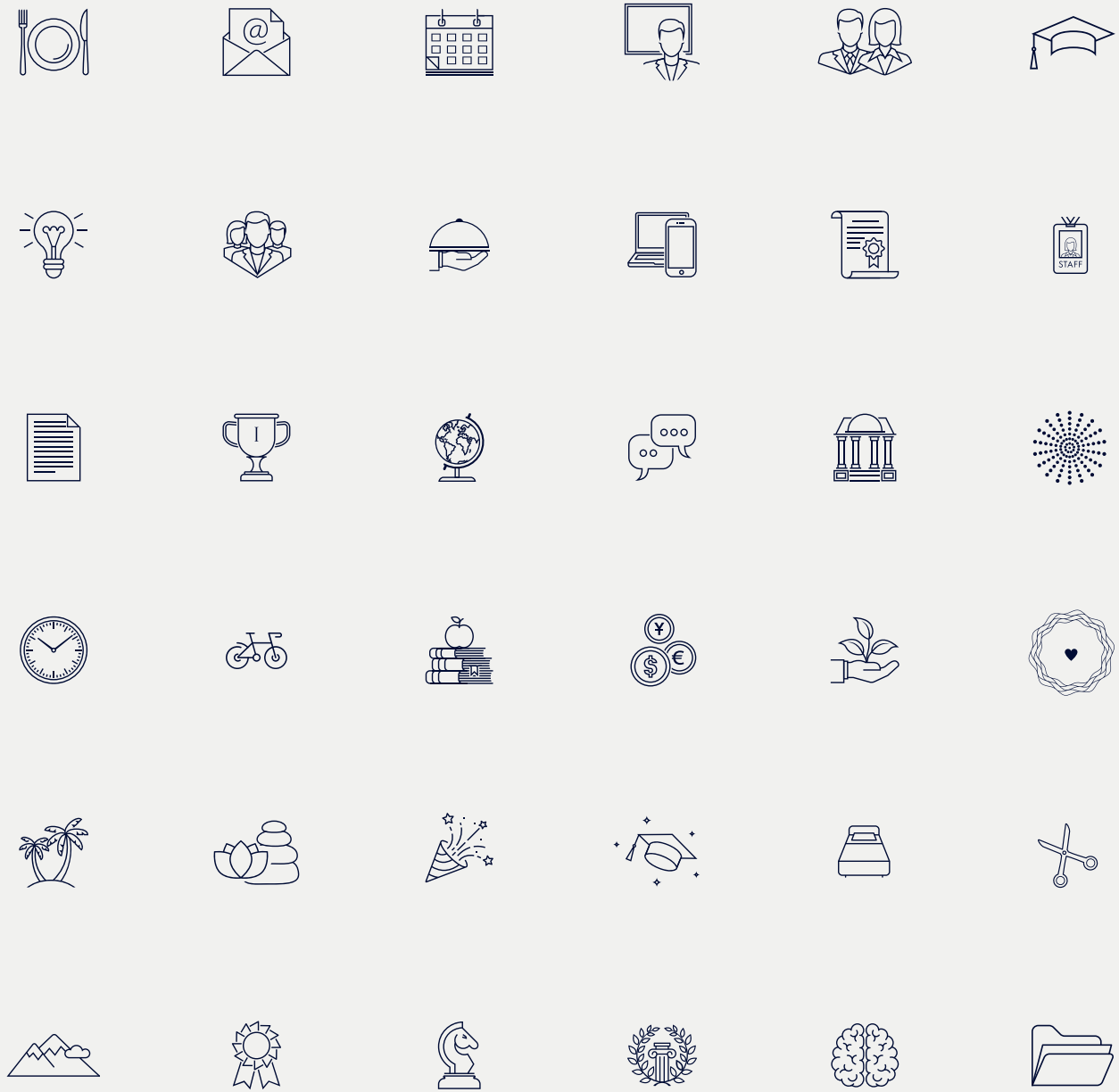
Icons
Library

A set of generic icons has been designed to complement your documents and infographics. These icons serve as visual aids to enhance clarity and support the brand's communication.

All new icon designs must follow the "outline style" and color to maintain consistency with the brand identity.

Use icons sparingly and purposefully to avoid clutter and ensure they contribute to the overall simplicity and elegance of the composition. Icons should seamlessly integrate into your materials, reinforcing the visual identity while making information more accessible.

A new icon may be created following the existing style and color palette. For support or validation, the brand team can be contacted.



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Graphic Elements
Devices

The EHL visual identity encourages creativity through the thoughtful combination of key design elements:

- → **Circles of Excellence:** add emphasis and highlight content.
- → **Rounded cards & windows:** create soft, approachable layouts.
- → Rounded "Marie-Louise" Frames: frame key visuals with elegance.
- → **Line Patterns:** introduce texture and rhythm to designs.
- → **Lines & Rounds:** combine geometric elements for dynamic compositions.
- → **Illustrations:** add depth and storytelling to your visuals.
- → **Font Symbols:** enhance communication with subtle, branded details.

Feel free to mix and play with these elements to craft engaging and cohesive layouts. Always prioritize balance, simplicity, and alignment with the brand identity.

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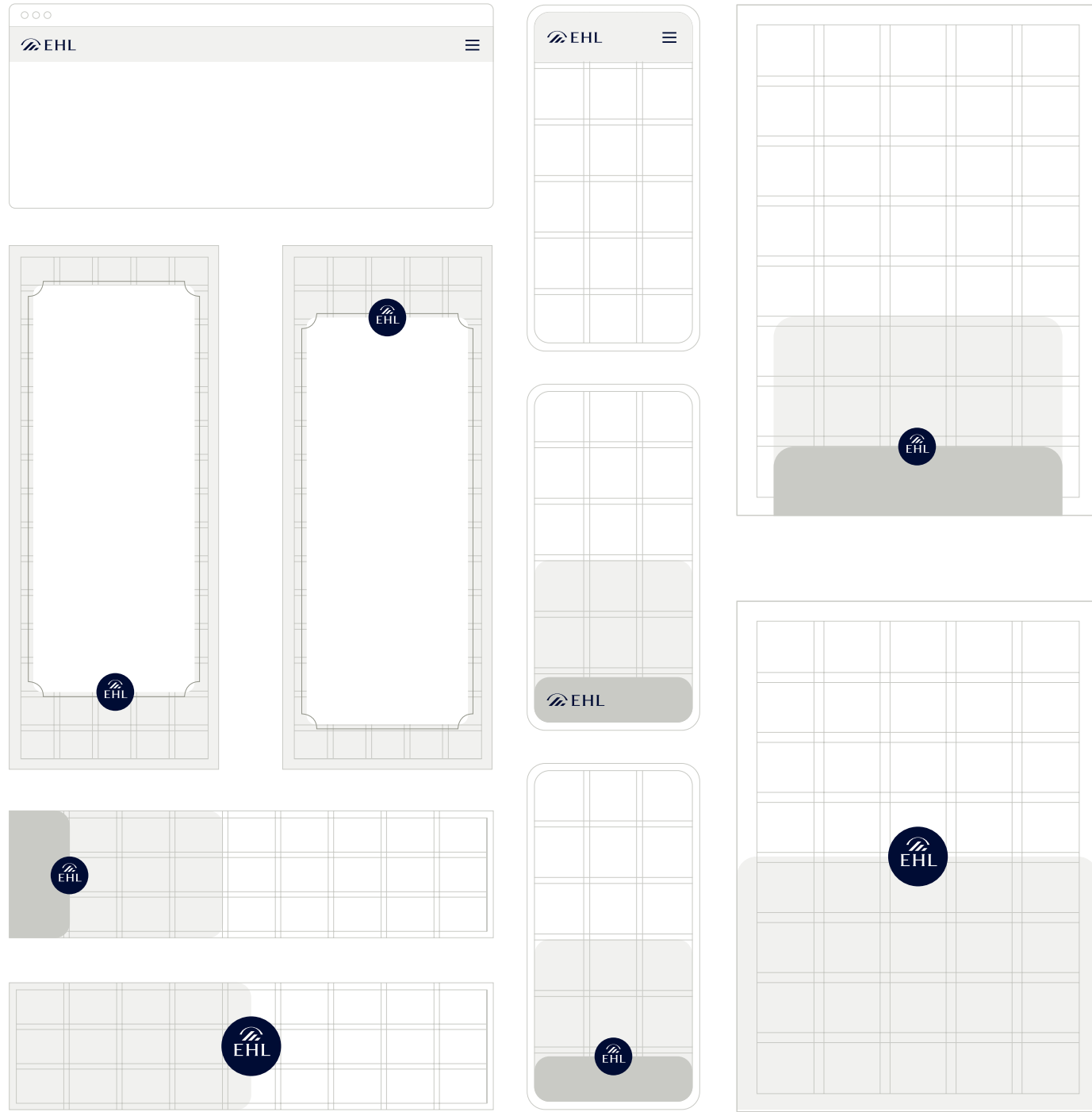
Graphic Elements
Layouts & Placement

Graphic system variant for vertical and horizontal layouts:

- → **Rounded Cards:** standard option for versatile and balanced designs.
- → **Rounded "Marie-Louise" Cards:** premium choice for luxurious and elegant layouts.
- → **Logo alone in the Center:** for minimal and understated applications.

Logo Placement:

- → The logo should always be positioned **straddling two sections**—either two communication blocks or one communication block and the background.
- → Its placement must follow the **content hierarchy,** ensuring it aligns with the visual structure and flow of the design.



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Rounded cards
Guidance on Do's & Dont's

Rounded cards radius and content hierarchy

→ **Overlay 1 to 2 rounded cards** to establish a clear content hierarchy.

→ Ensure as much as possible that the **rounded corners flow bottom to top or left to right** to enhance the logo and title placed on the colored background.

→ **Corner radius values are determined by the size of the component:**

Larger digital components:
Use a 16px corner radius

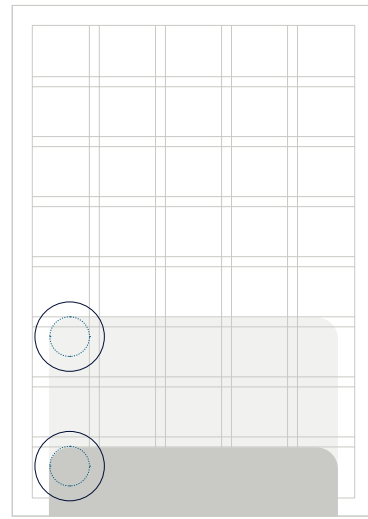
Smaller digital components:
Use a radius of 10px to 5px

Larger print components:
Use a 10mm corner radius

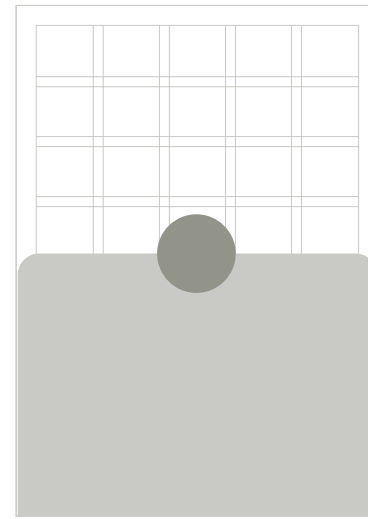
Smaller print components:
Use a 5mm corner radius

Rely on your optical perception to harmonize all corner sizes, ensuring a cohesive and visually balanced design

Do's



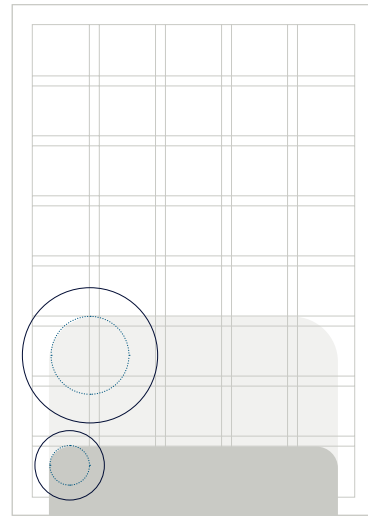
SAME RADIUS ON ALL CARDS



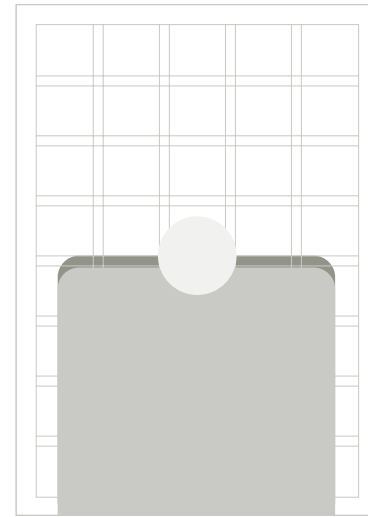
FLUSH WITH THE EDGES OF THE DOCUMENT

LIGHT TRANSPARENCY ON THE UPPER CARD

Don'ts



DIFFERENT RADIUS



LEAVE TOO LITTLE SPACE BETWEEN CARDS

FULL TRANSPARENT CARD

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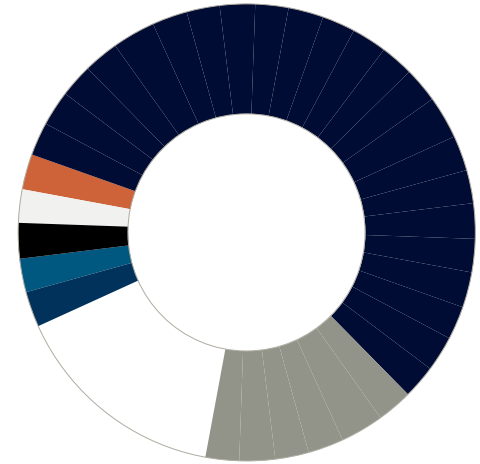
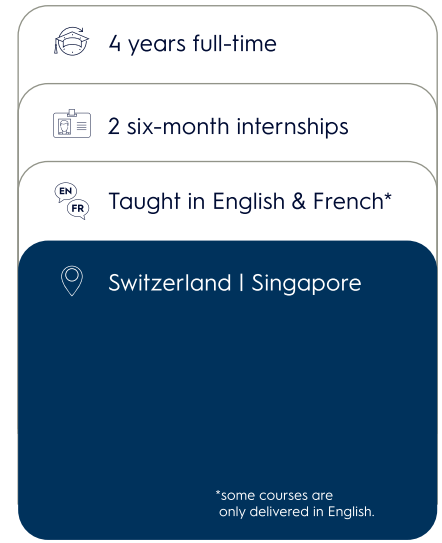
Infography
Guidance

- → **Bold, prominent numbers:** numbers are displayed in bold and large sizes, serving as graphic elements to capture attention.
- → **Brand icon library:** use the brand's icon library to illustrate and support key facts.
- → **Primary and secondary colors:** primary colors can be complemented by secondary colors in charts and graphics for added depth and clarity.
- → **Rounded cards:** serve as containers to structure and organize content effectively.
- → **Color blocks and outline elements:** combine these elements to establish a clear visual hierarchy and guide the viewer's attention.





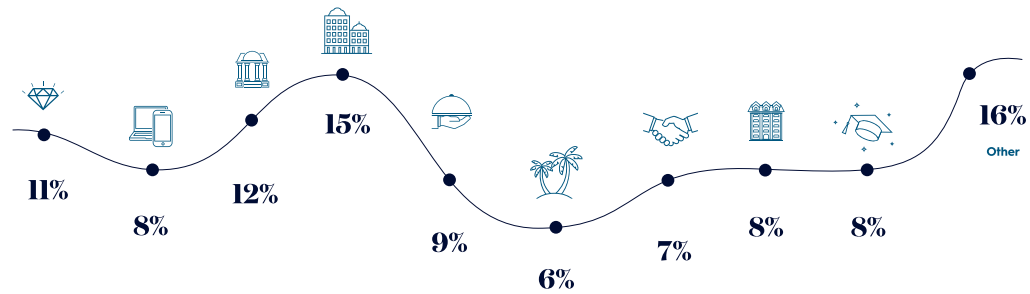


Photo-graphy

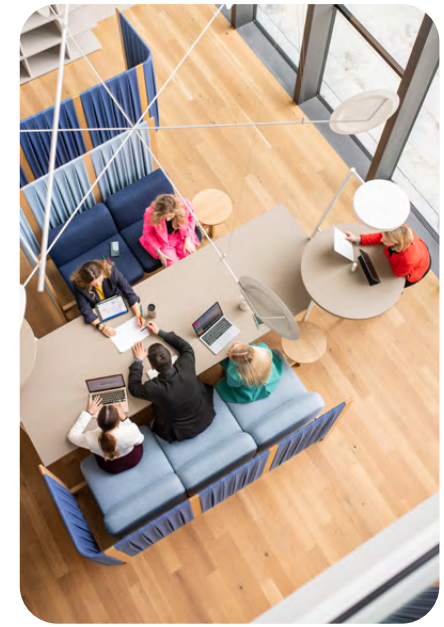
Photography
Fundamentals

To bring EHL's brand key to life, our photography invites viewers into the world of hospitality as it's lived and experienced every day—genuine, human, and transformative.
Each image quietly reflects our values: connection, care, excellence, and purpose.

"Genuine human connection. The craft of hospitality. Excellence in action."

Our visual language is refined yet warm, aspirational yet approachable.

It's about capturing the pride and joy of the EHL experience in a way that feels real and resonant.



THE IMAGERY AIMS TO BE:

- → **Ownable**
  clearly EHL, with a signature look and feel
- → **Authentic**
  rooted in real moments, never overly staged
- → **Distinct and Differentiating**
  emotionally rich and recognizably different
- → **Proud and Joyful**
  confident, uplifting, and people-focused
- → **Magnetic and Inspiring**
  drawing viewers in through storytelling and atmosphere.

Photography
The Visual Red Thread

- → **Authentic & Emotionally Engaging**
  Capture genuine, candid moments that show real human connection, confidence, curiosity, and collaboration.
- → **Sense of Excellence & Refinement**
  Use natural light and elegant composition to create polished yet approachable images.
- → **Living, Immersive Learning Experience**
  Showcase active, hands-on education where students are engaged in real-world challenges and teamwork.
- → **Global & Inclusive Perspective**
  Highlight diversity in backgrounds and cultures within international settings, blending traditional hospitality with modern leadership.
- → **Warm, Thoughtful & Magnetic Atmosphere**
  Evoke welcoming, inspiring emotions through rich, natural colors and inviting settings that balance tradition, modernity and understated elegance.

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Photography
Portraits

Portraits are a key component of EHL's visual storytelling. They allow us to introduce the individuals who shape our community—students, faculty, alumni, and professionals—while conveying the spirit and culture that connects them all.

Solo portraits aim to reveal personality in a natural, confident way. They focus on authentic expressions, whether thoughtful, joyful, or calm, using simple, clean backgrounds and natural light to keep attention on the person.

Group portraits celebrate connection and collaboration. They capture spontaneous, relaxed moments of interaction—whether laughter, teamwork, or conversation—reflecting diversity and a strong sense of belonging.

In both solo and group portraits, environments can add context—classrooms, kitchens, lounges, or natural outdoor light—but should never distract. Above all, these portraits aim to be joyful, distinctive, and unmistakably EHL.

Examples

9.1 Stationery

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9.2 Digital

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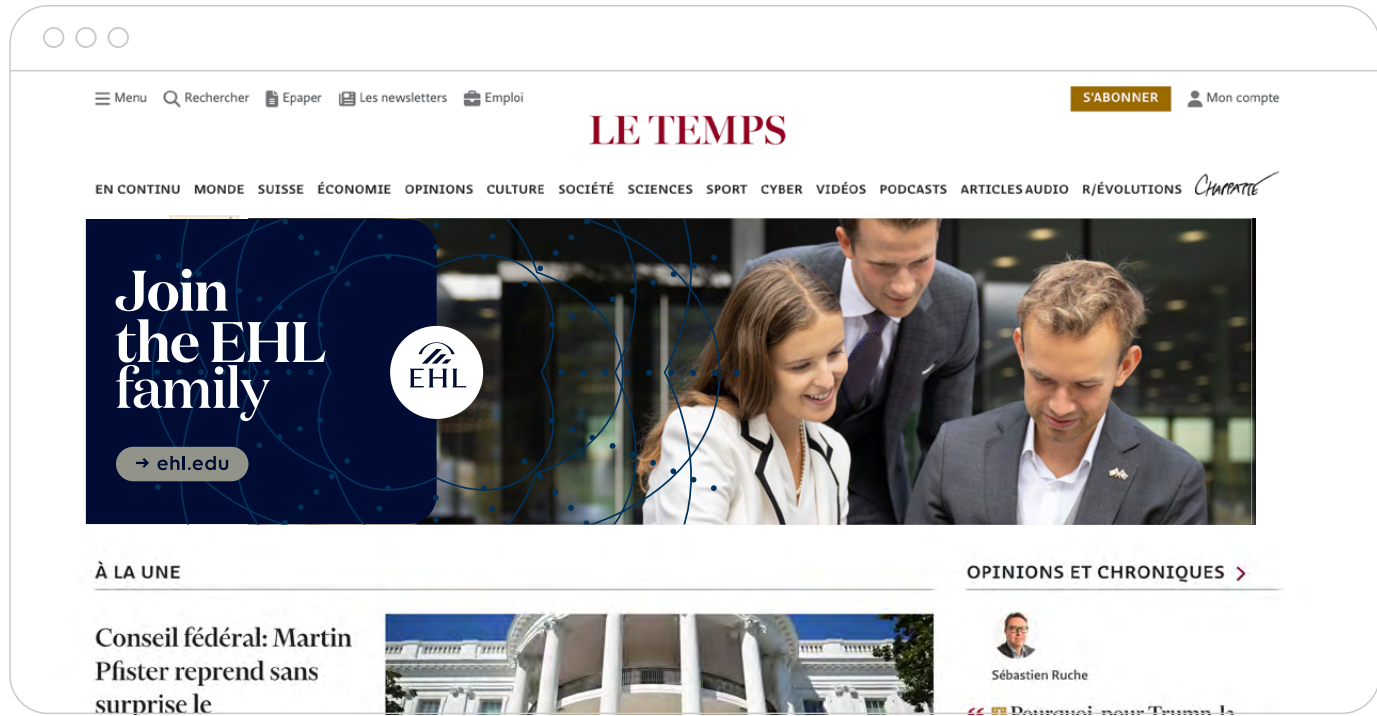

Prints

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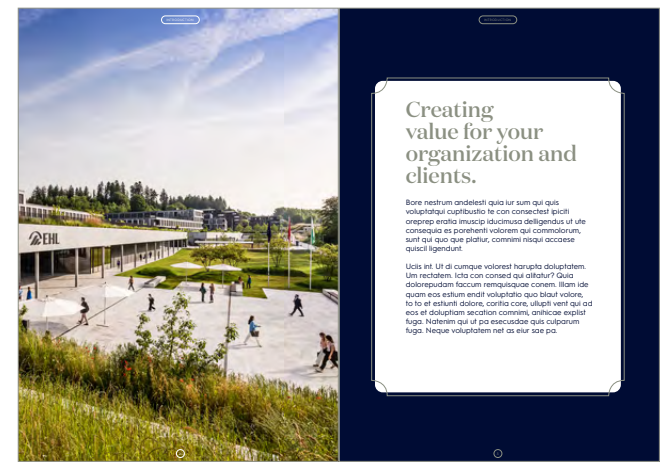

ON BROCHURE

Presentation

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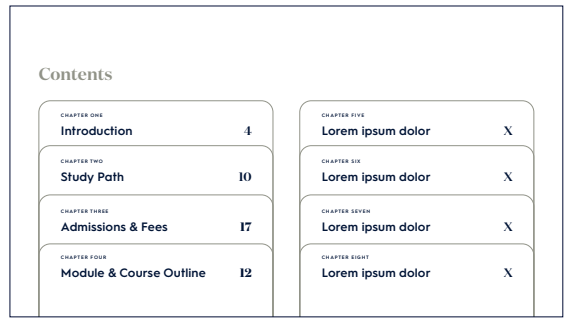

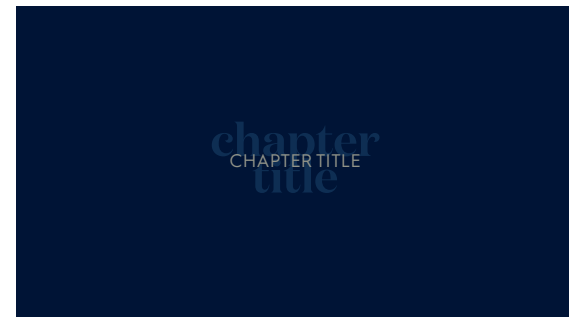

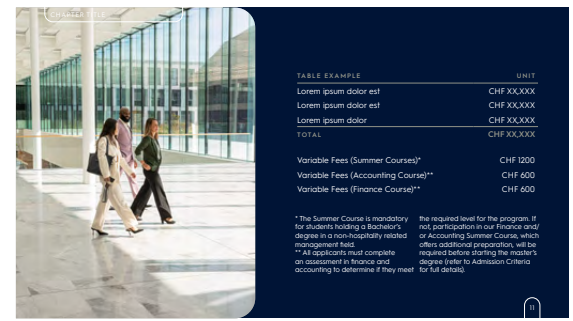

ON POWERPOINT

9.5 Food Packaging

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9.6 Merchandising

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9.7 Events & Fair

→ back to table of contents

Applications

EHL HOSPITALITY BUSINESS SCHOOL

UNDERGRADUATE SCHOOL

→ back to table of contents

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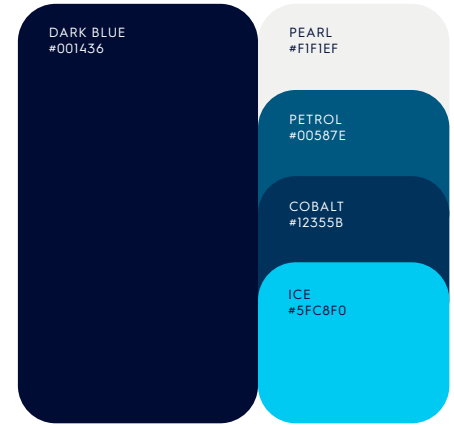
LOGOS

TITLE Domaine medium

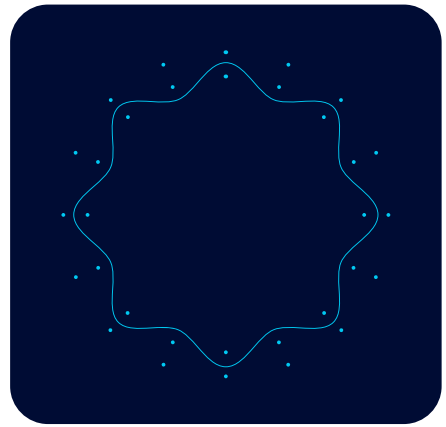
SUBTITLE **Hurme semi-bold**

TEXT Hurme regular

MAIN TYPOGRAPHY

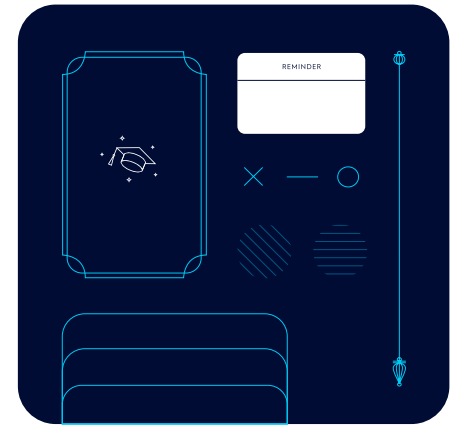


PRIMARY COLORS AND ROUNDED CARDS

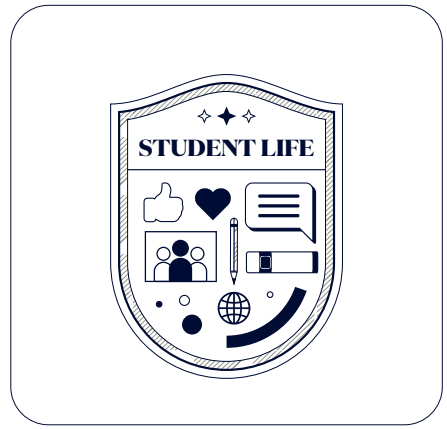


SYMBOLS

PHOTOGRAPHY



GRAPHIC ELEMENTS



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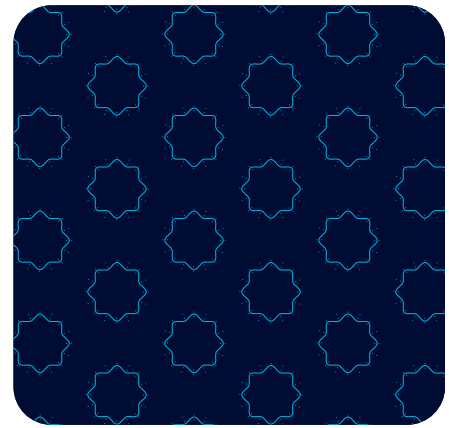

PATTERNS

COMPOSITION AND ROUNDED CARDS

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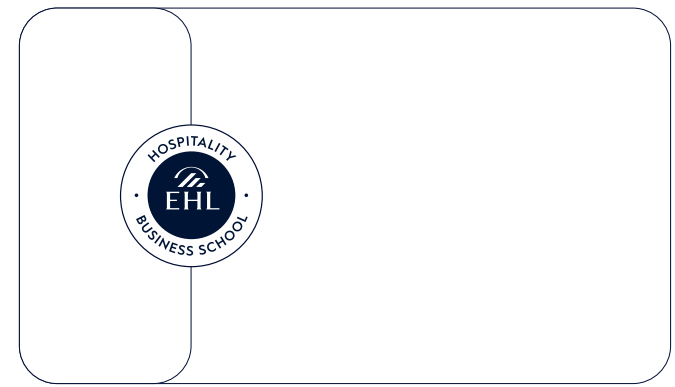

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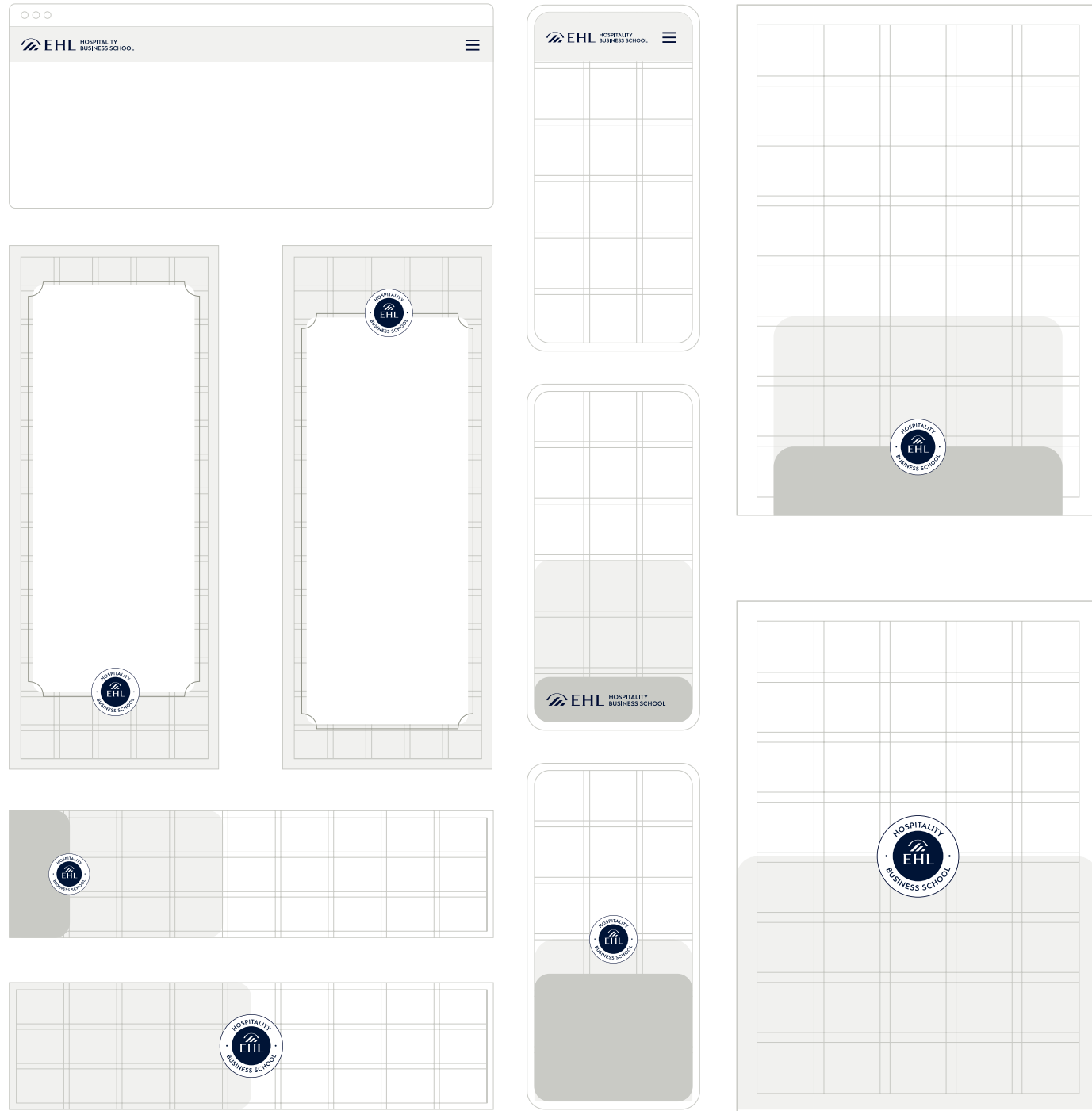

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Layout Guidance
Do's & Dont's

Rounded cards radius and content hierarchy

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  Smaller digital components:
  Use a radius of 10px to 5px

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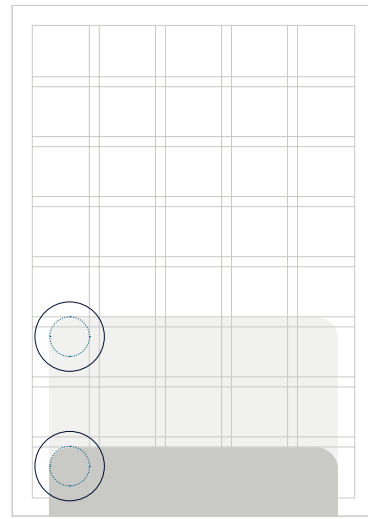
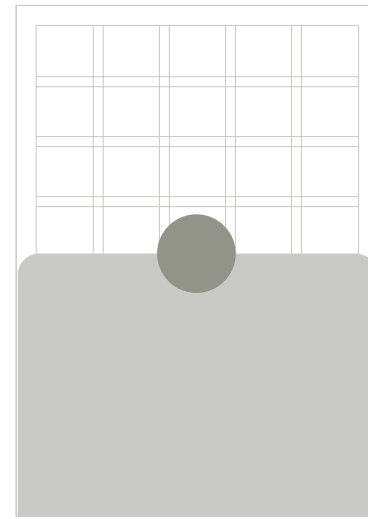
  Rely on your optical perception to harmonize all corner sizes, ensuring a cohesive and visually balanced design

Do's



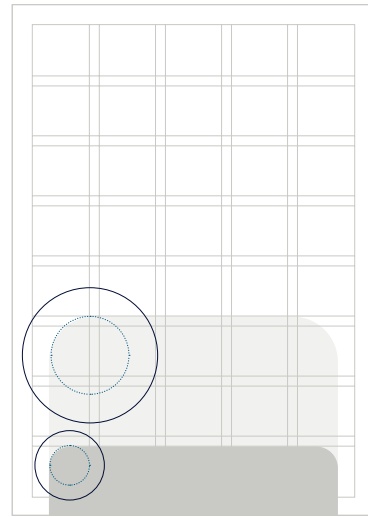
SAME RADIUS ON ALL CARDS



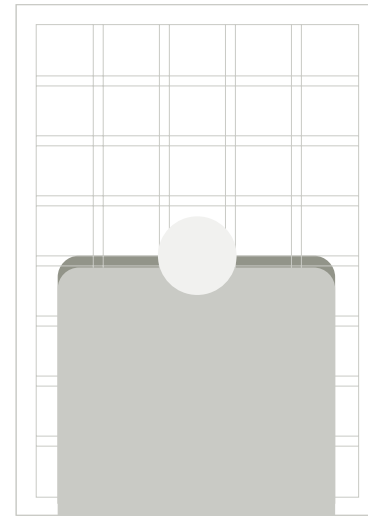
FLUSH WITH THE EDGES OF THE DOCUMENT

LIGHT TRANSPARENCY ON THE UPPER CARD

Don'ts



DIFFERENT RADIUS



LEAVE TOO LITTLE SPACE BETWEEN CARDS

FULL TRANSPARENT CARD

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Colors
Proportions and Combination Guidance

Maintain consistency and brand recognition across all media by adhering to the recommended color proportions.

DARK BLUE
#001436

TAUPE
#001436

PEARL
#F1F1EF

PETROL
#00587E

COBALT
#12355B

ICE
#5FC8F0

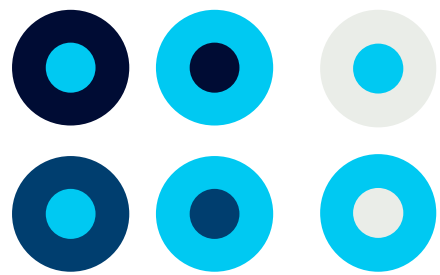
R 95
G 200
B 240

C 69
M 0
Y 9
K 0

- **For static layouts,** entity color should be limited to 2–5% of the design.
- **For animated layouts** specific to an entity, begin and end with the primary color dark blue. However, proportions can vary throughout the animation based on your needs.

Do's

These color combinations can be used for both text content and illustrative elements.



Don'ts

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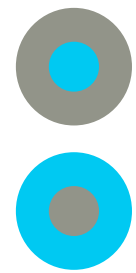

Examples
Prints

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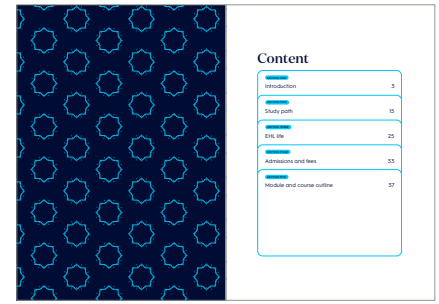

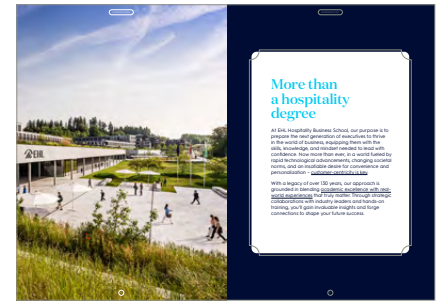

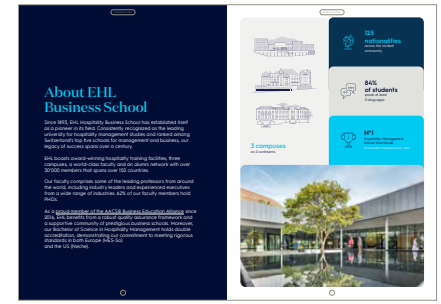

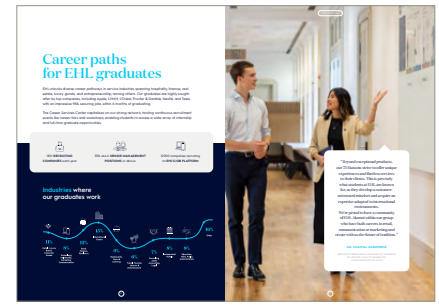

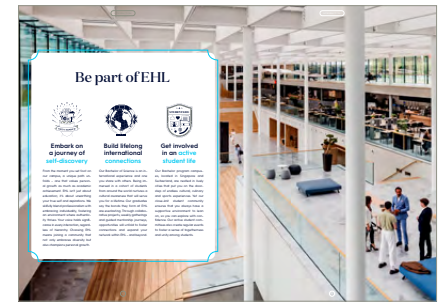

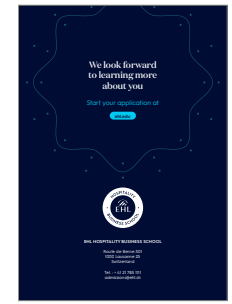

ON BROCHURE

Examples
Digital

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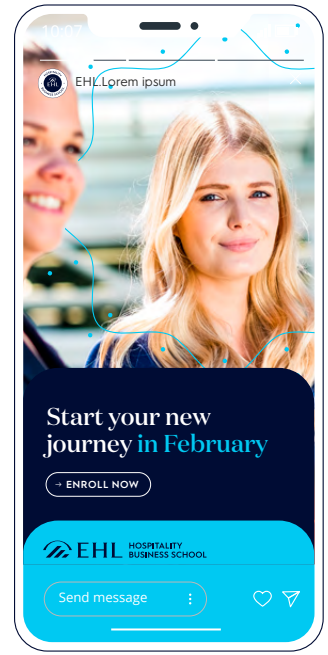
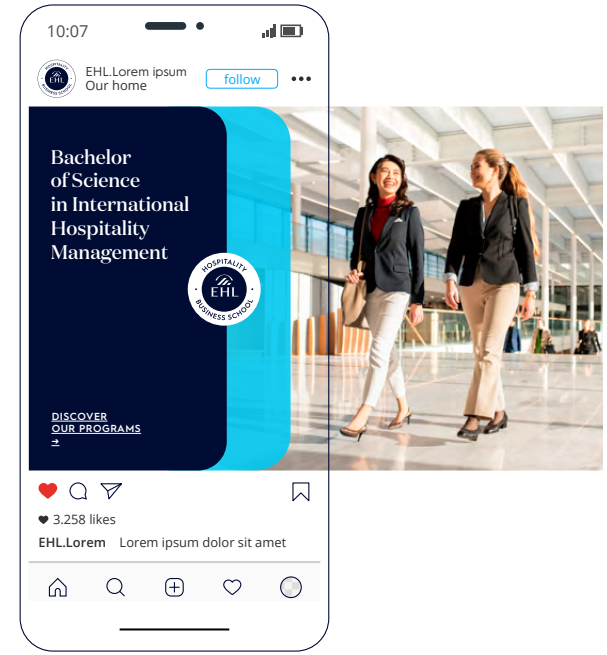
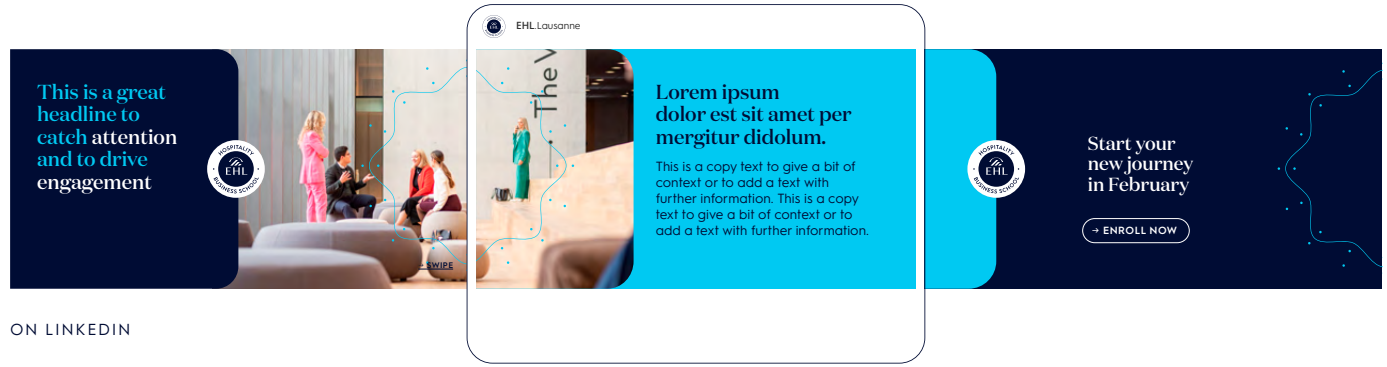




ON INSTAGRAM & FACEBOOK



ON LINKEDIN

Applications

EHL HOSPITALITY BUSINESS SCHOOL

PRE-UNIVERSITY PROGRAMS

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MAIN TYPOGRAPHY

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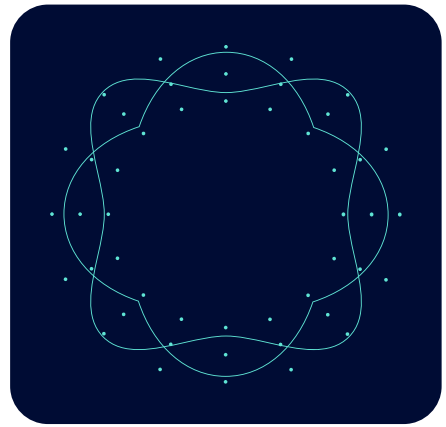
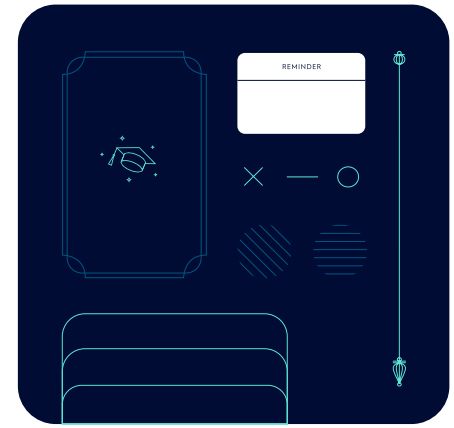


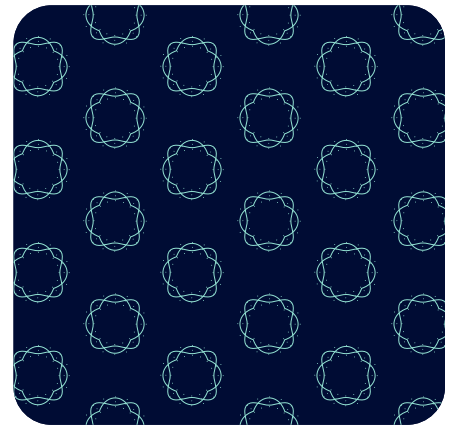
SYMBOLS

PHOTOGRAPHY

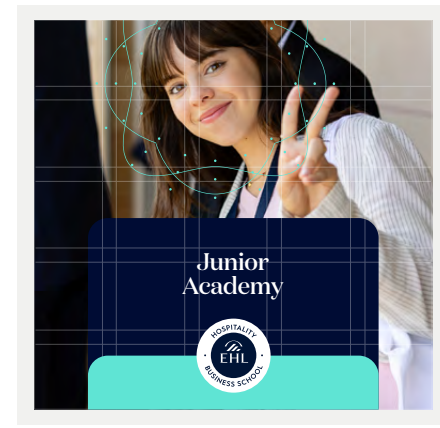


GRAPHIC ELEMENTS

ILLUSTRATIONS



PATTERNS



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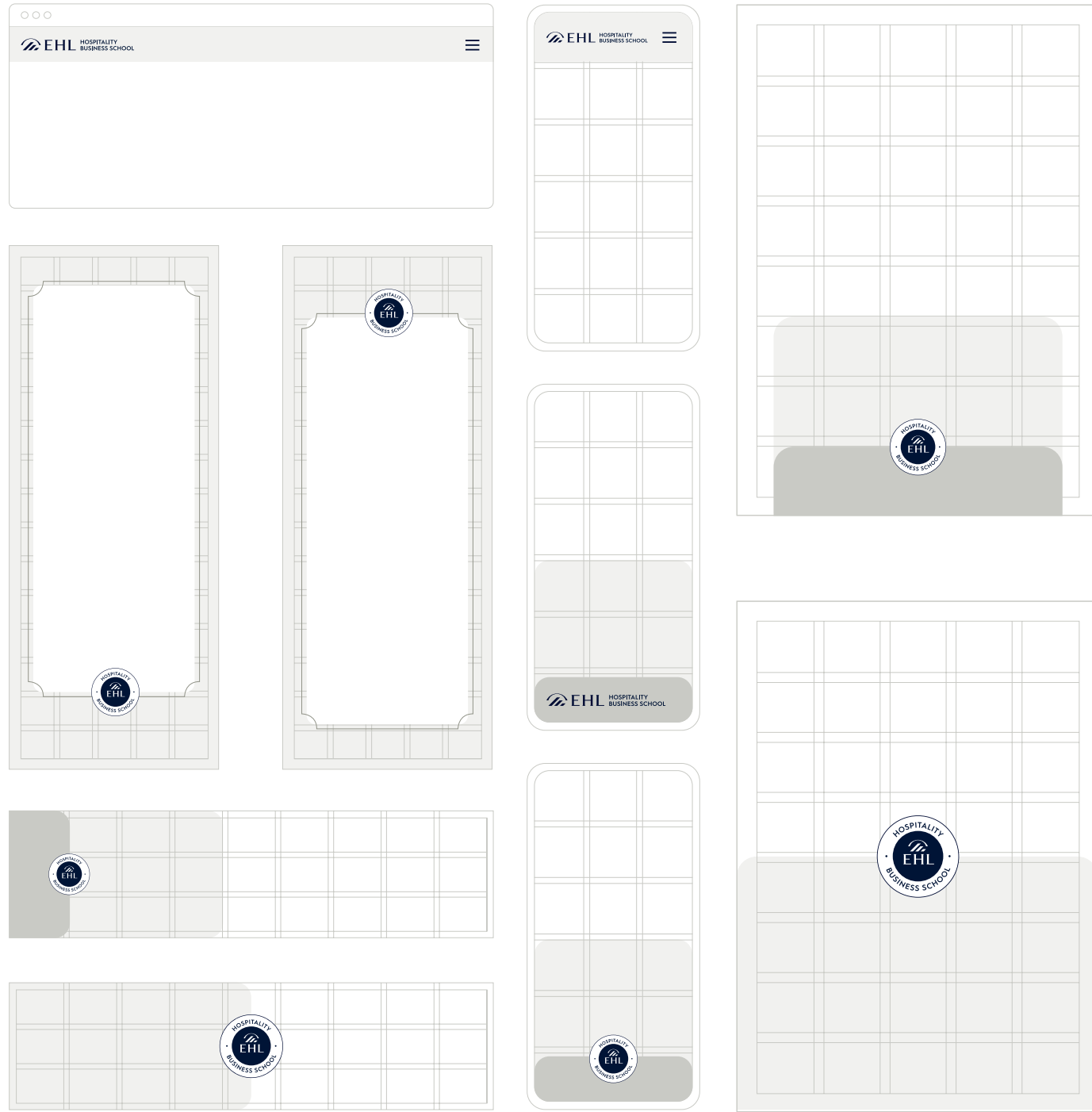

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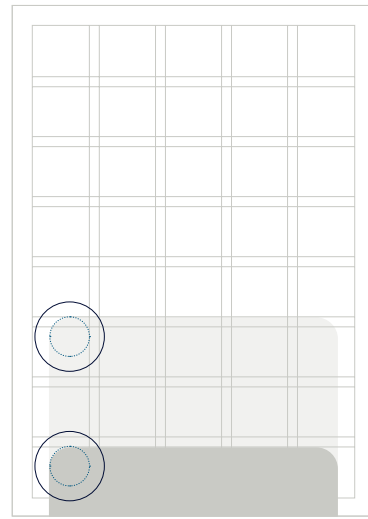

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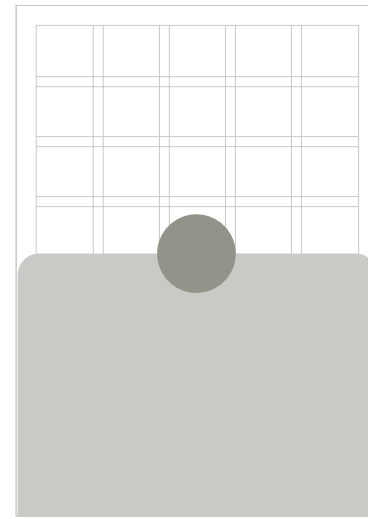

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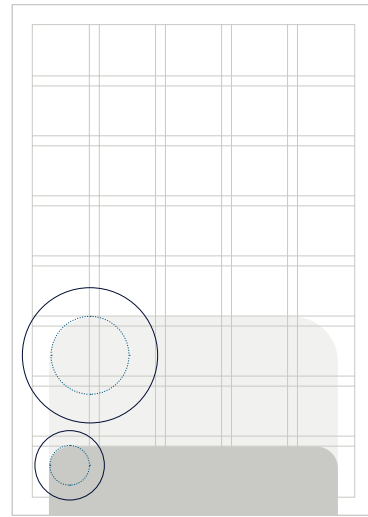
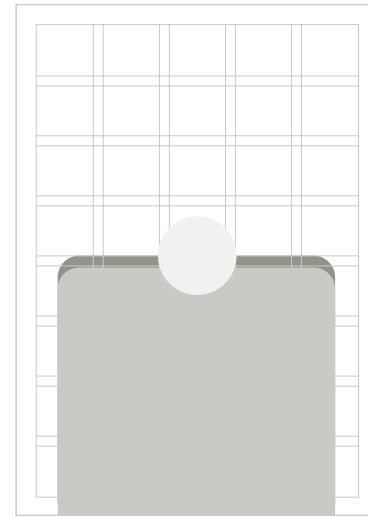
Don'ts



DIFFERENT RADIUS



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MINT
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B 212

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M 0
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K 0

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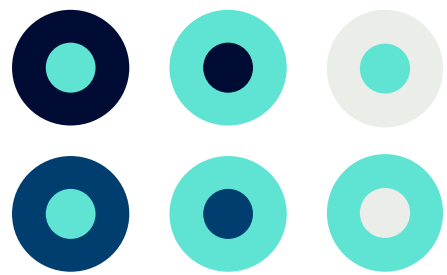

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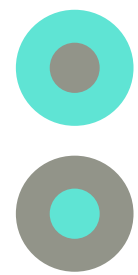

Examples
Prints

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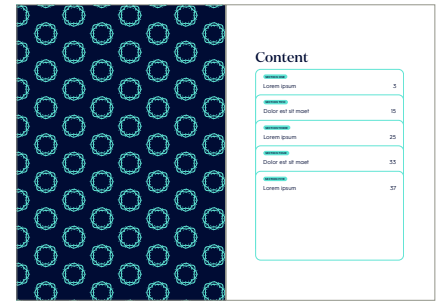

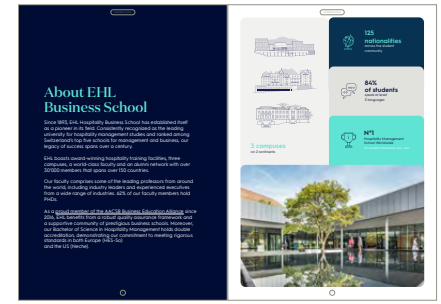

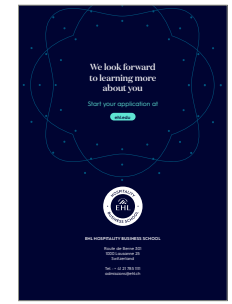

ON BROCHURE

Examples
Digital

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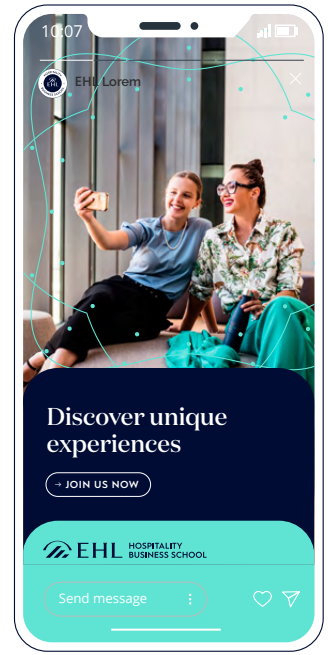

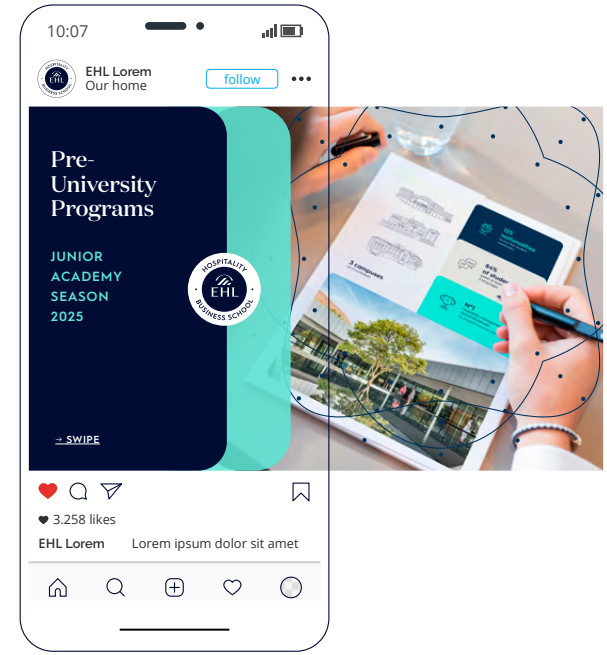

ON INSTAGRAM & FACEBOOK

ON LINKEDIN

Applications

EHL HOSPITALITY BUSINESS SCHOOL

GRADUATE & EXECUTIVE EDUCATION

→ back to table of contents

Graphic System
Elements

The system elements were inspired by the mother brand framework and brand characteristics.

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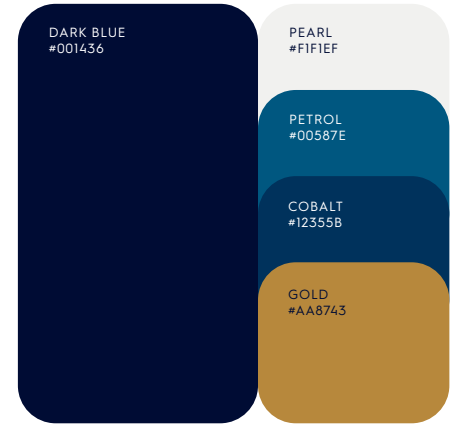
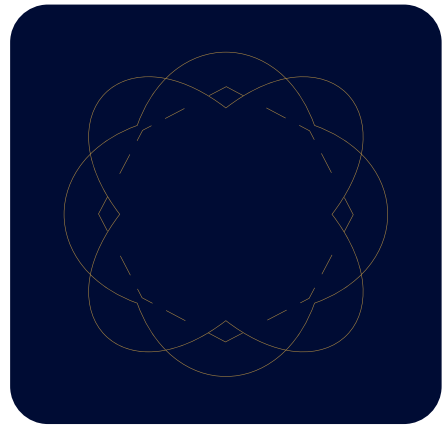
LOGOS

MAIN TYPOGRAPHY

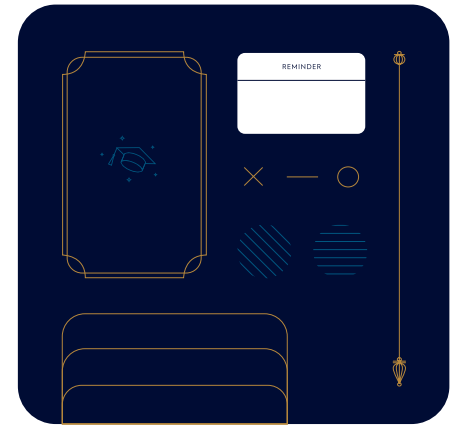


PRIMARY COLORS AND ROUNDED CARDS



SYMBOLS

PHOTOGRAPHY



GRAPHIC ELEMENTS

ILLUSTRATIONS

PATTERNS

COMPOSITION AND ROUNDED CARDS

Logotypes
Construction and application rules

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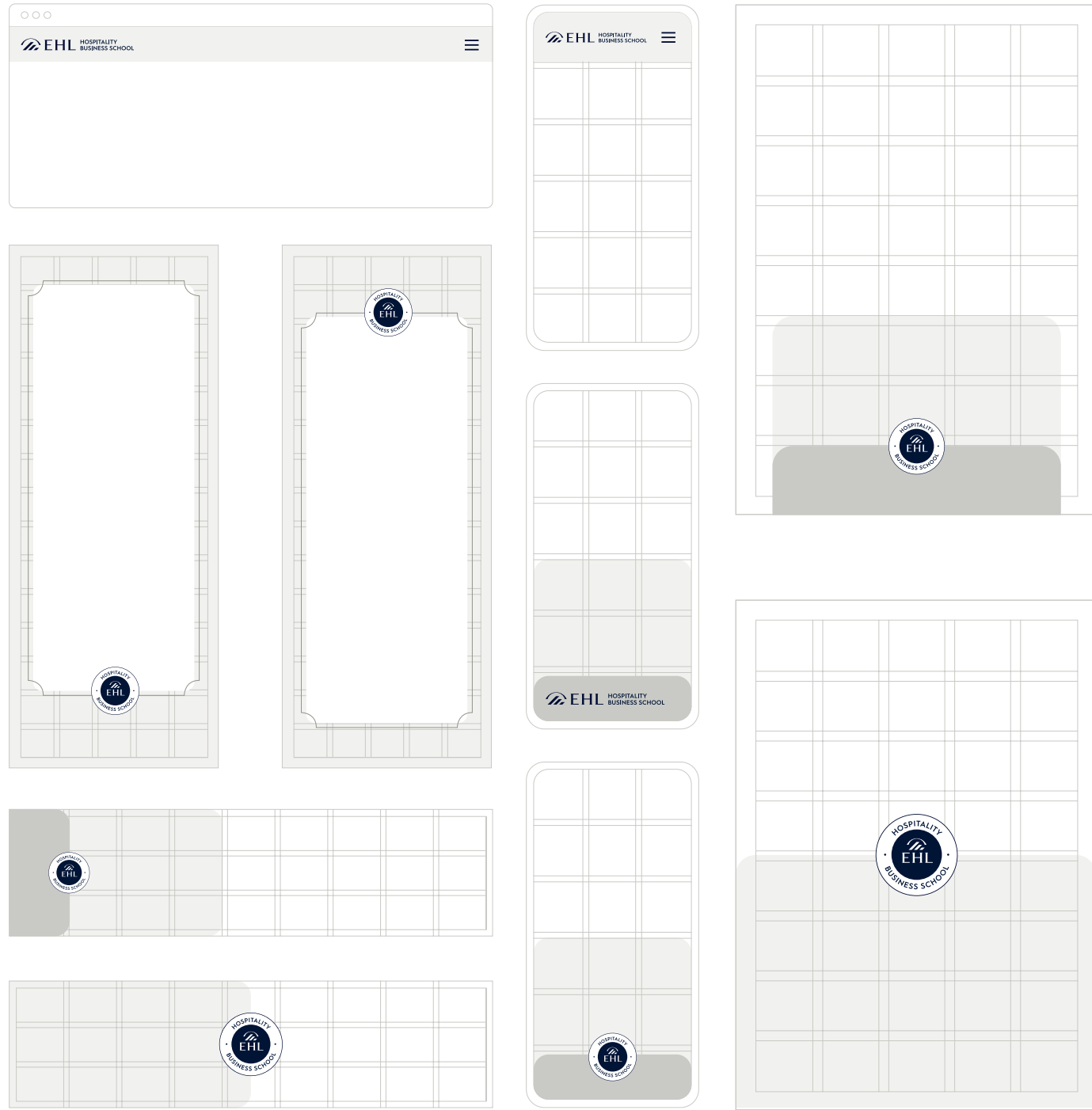

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Layout Guidance
Do's & Dont's

Rounded cards radius and content hierarchy

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  Smaller digital components:
  Use a radius of 10px to 5px

  Larger print components:
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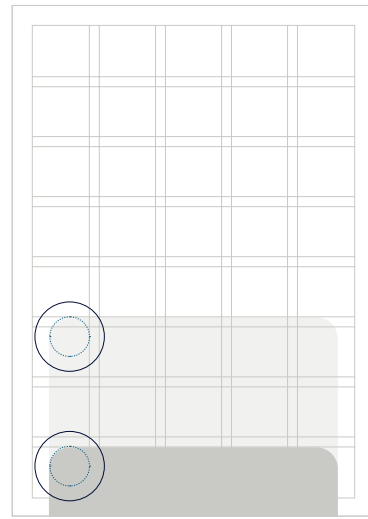
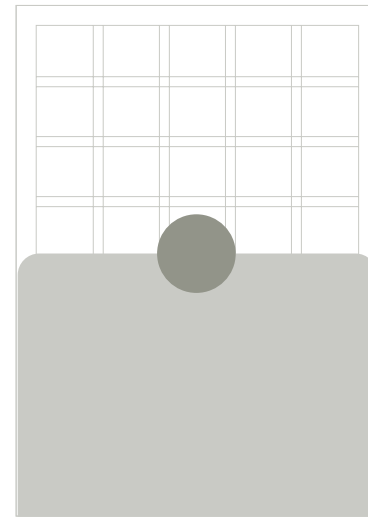
  Smaller print components:
  Use a 5mm corner radius

  Rely on your optical perception to harmonize all corner sizes, ensuring a cohesive and visually balanced design

Do's



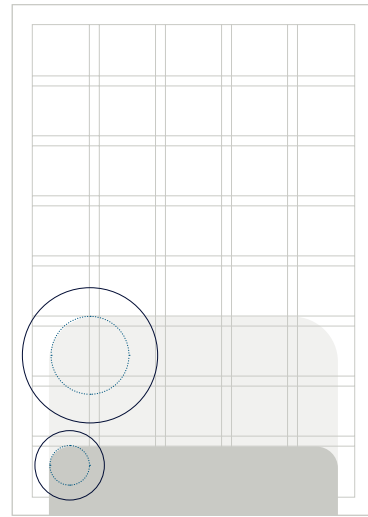
SAME RADIUS ON ALL CARDS



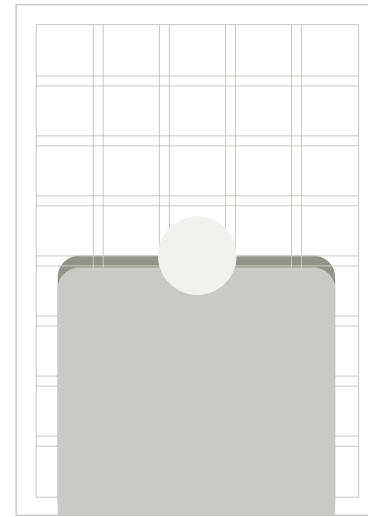
FLUSH WITH THE EDGES OF THE DOCUMENT

LIGHT TRANSPARENCY ON THE UPPER CARD

Don'ts



DIFFERENT RADIUS



LEAVE TOO LITTLE SPACE BETWEEN CARDS

FULL TRANSPARENT CARD

→ back to table of contents

Colors
Proportions and combination guidance

Maintain consistency and brand recognition across all media by adhering to the recommended color proportions.

DARK BLUE
#001436

TAUPE
#001436

PEARL
#F1F1EF

PETROL
#00587E

COBALT
#12355B

GOLD
#AA8743

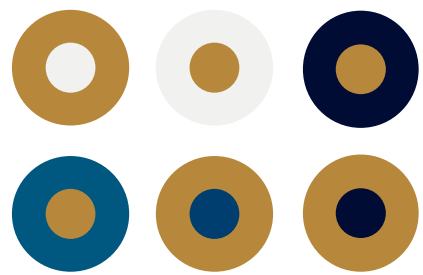
R 170
G 135
B 67

C 26
M 42
Y 78
K 17

- **For static layouts,** entity color should be limited to 2–5% of the design.
- **For animated layouts** specific to an entity, begin and end with the primary color dark blue. However, proportions can vary throughout the animation based on your needs.

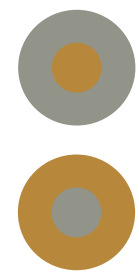
Do's

These color combinations can be used for both text content and illustrative elements.



Don'ts

Don't use these color combinations that compromise readability or accessibility – Avoid combinations that make text or elements difficult to distinguish, ensuring clarity for all viewers.



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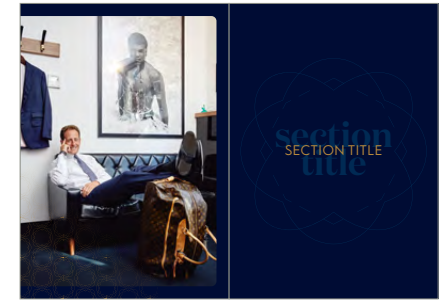

ON BROCHURE

Examples
Digital

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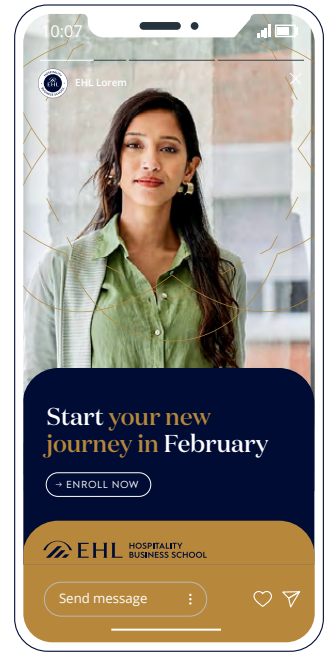

ON INSTAGRAM & FACEBOOK

ON LINKEDIN

Applications

SCHOOL OF PRACTICAL ARTS

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The "EHL School of Practical Arts" visual identity and secondary color palette will also be applied to EHL Hotelfachschule Passugg / EHL Hotel School Passugg.

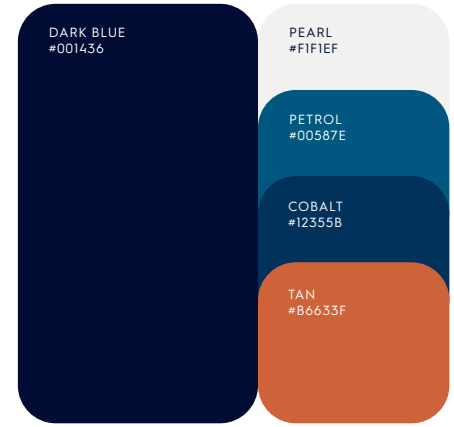
LOGOS

TITLE **Domaine medium**

SUBTITLE **Hurme semi-bold**

TEXT Hurme regular

MAIN TYPOGRAPHY



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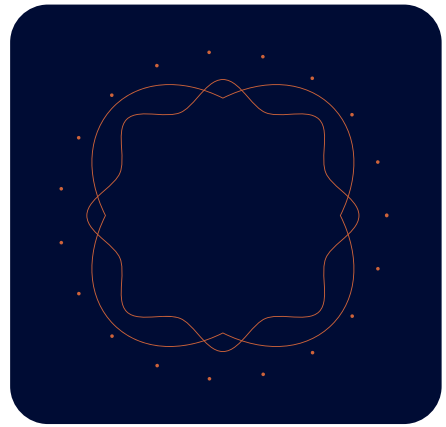

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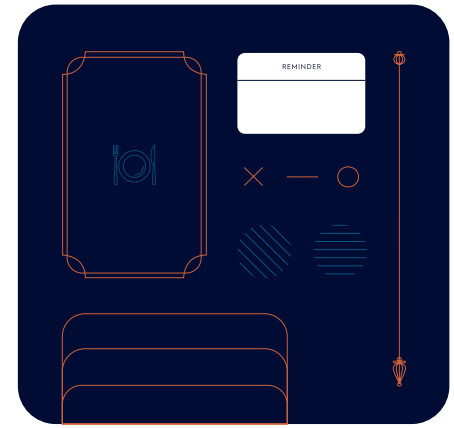

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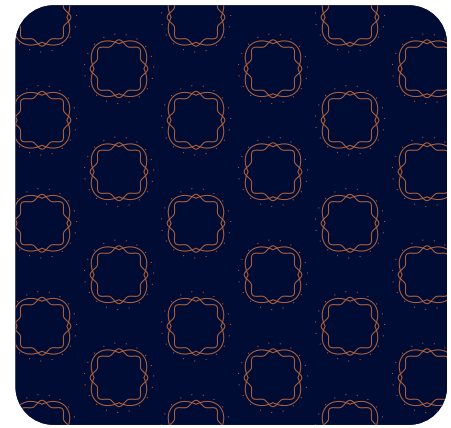
ILLUSTRATIONS



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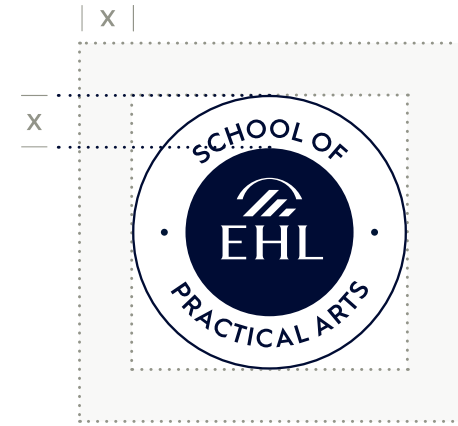

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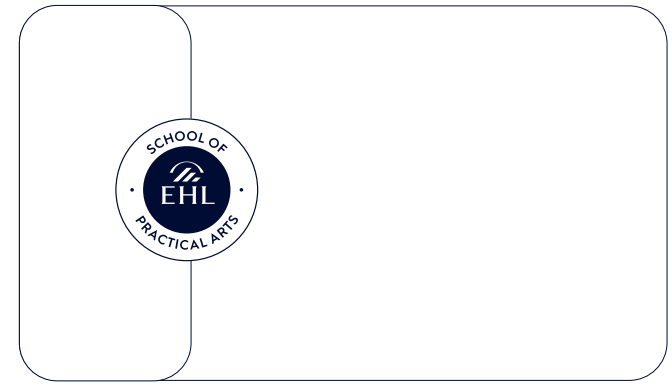

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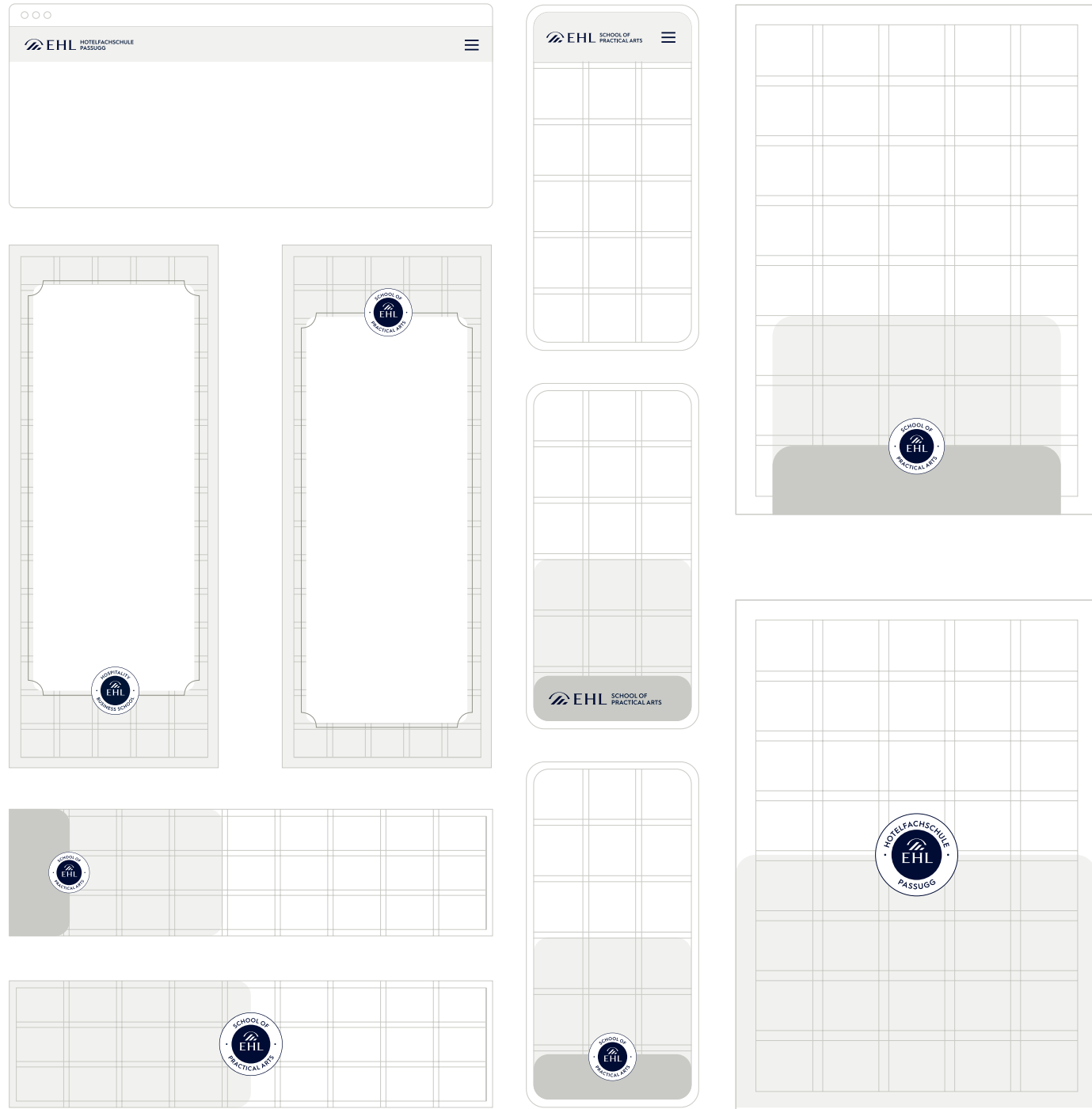

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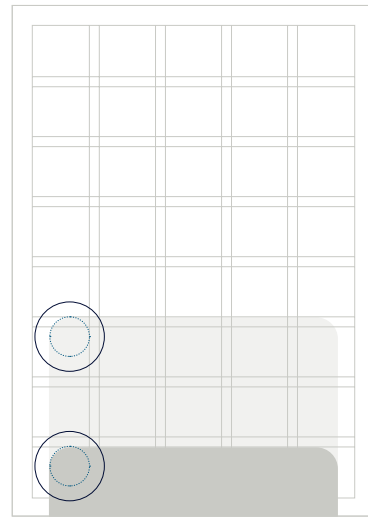

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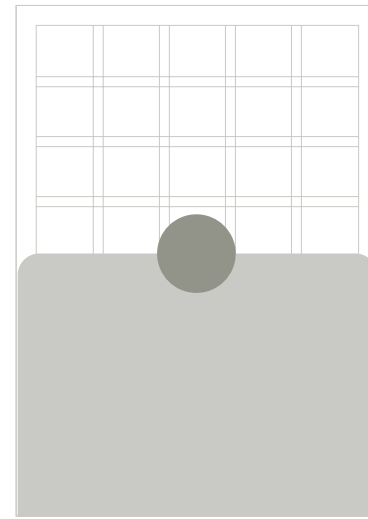

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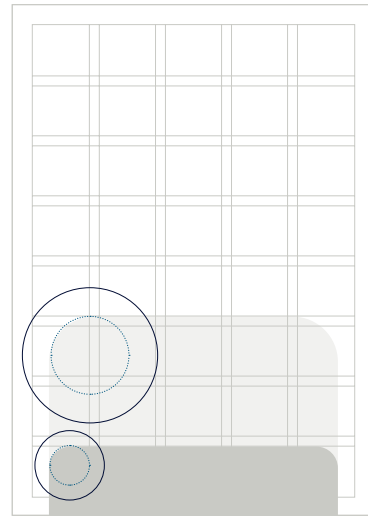
Don'ts



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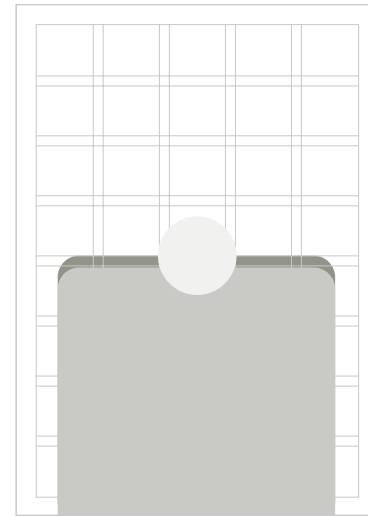

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TAN
#B6633F

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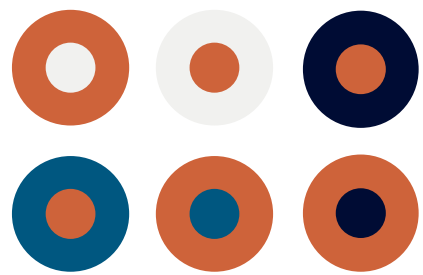

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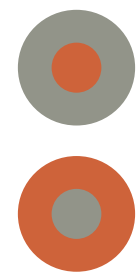

Examples
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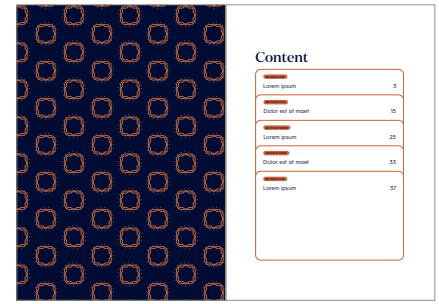

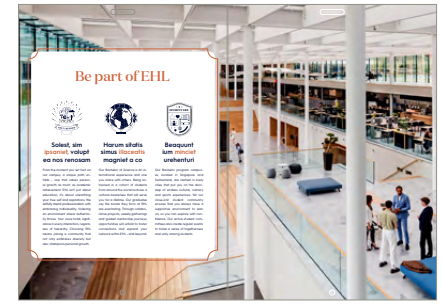

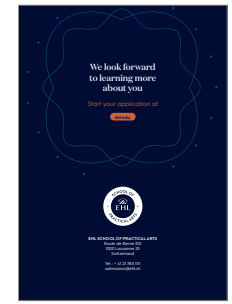

ON BROCHURE

Examples
Digital

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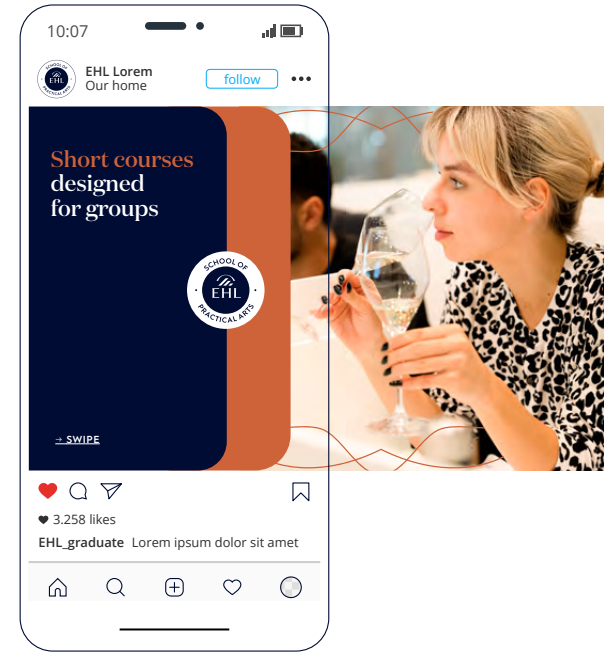

ON INSTAGRAM & FACEBOOK

ON LINKEDIN

Applica-tions

INNOVATION HUB

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LOGOS

TITLE **Domaine medium**

SUBTITLE **Hurme semi-bold**

TEXT Hurme regular

MAIN TYPOGRAPHY

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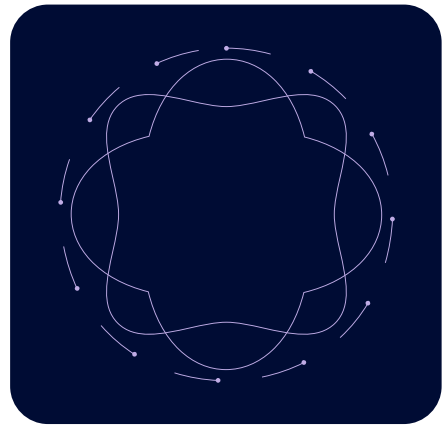

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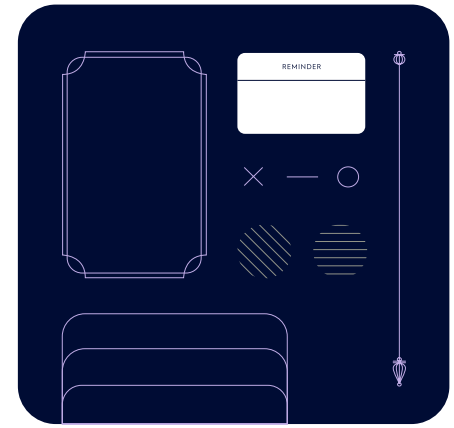

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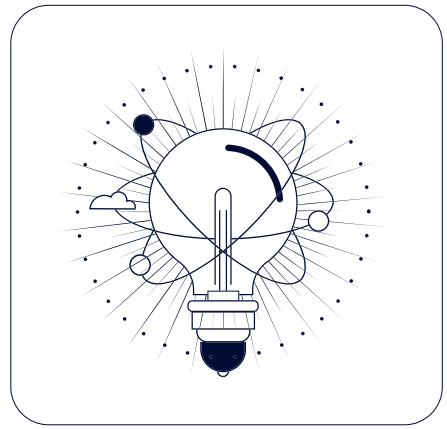
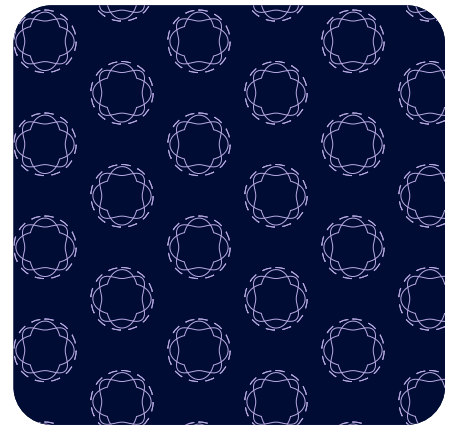
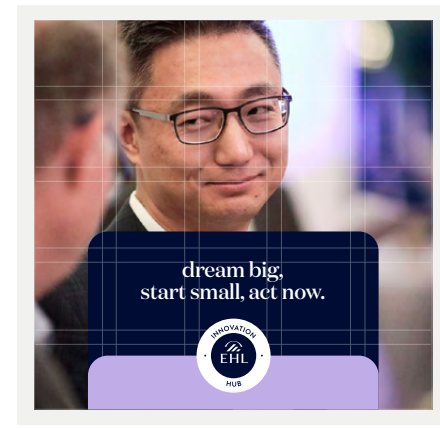


ILLUSTRATIONS



PATTERNS



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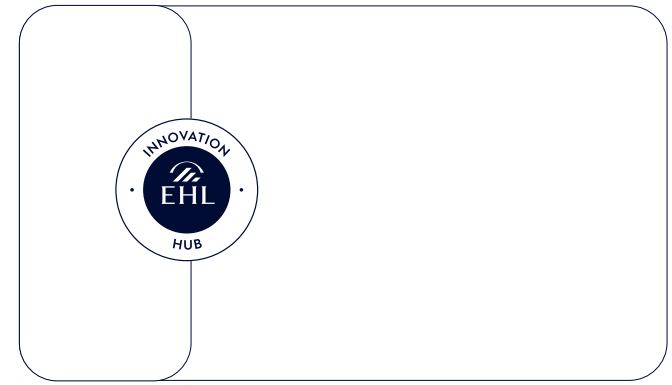

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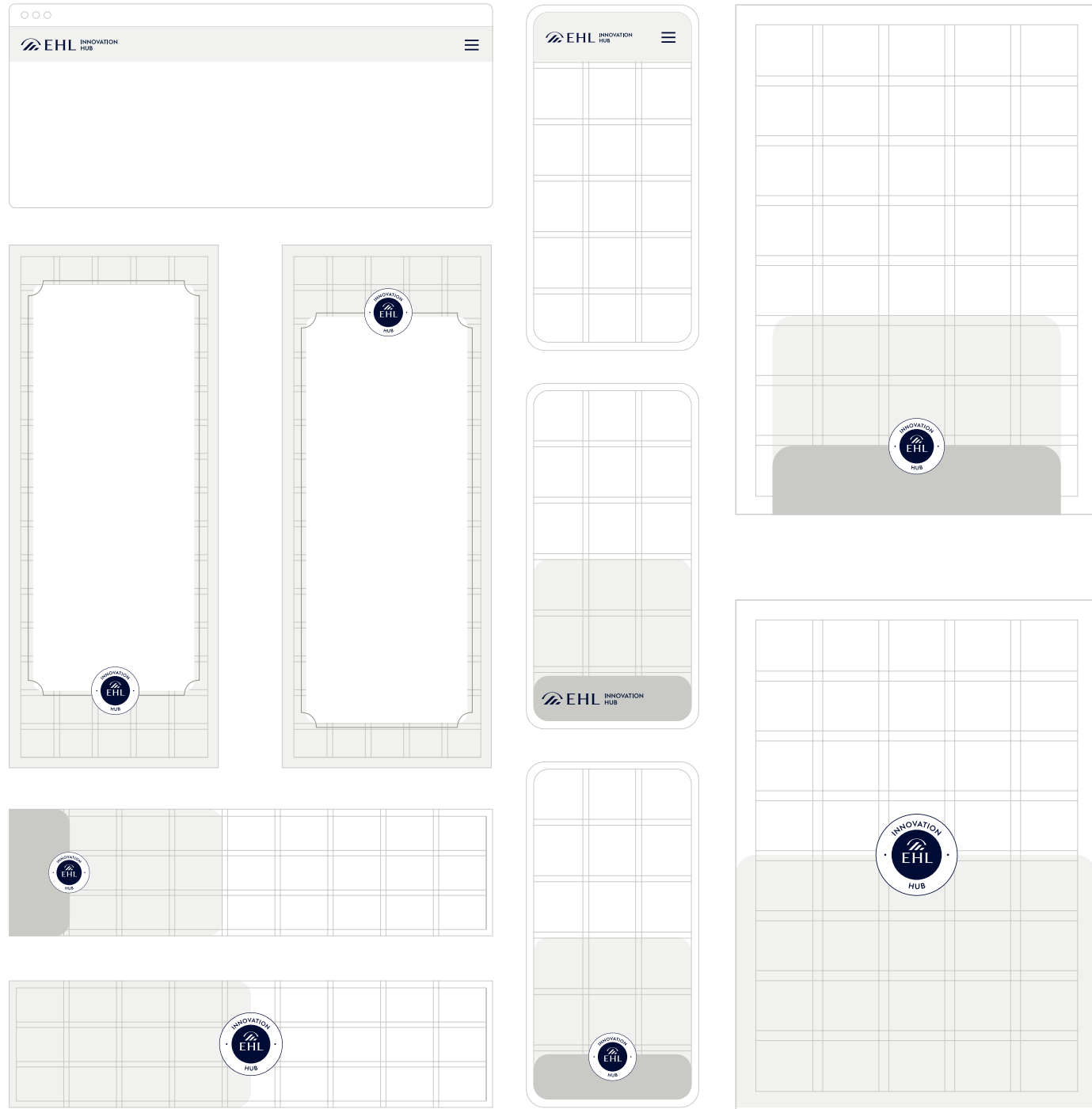

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Layout Guidance
Do's & Dont's

Rounded cards radius and content hierarchy

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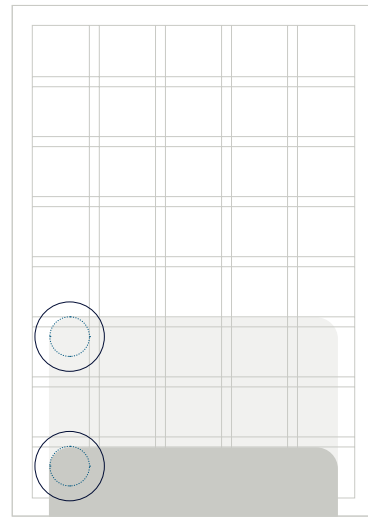
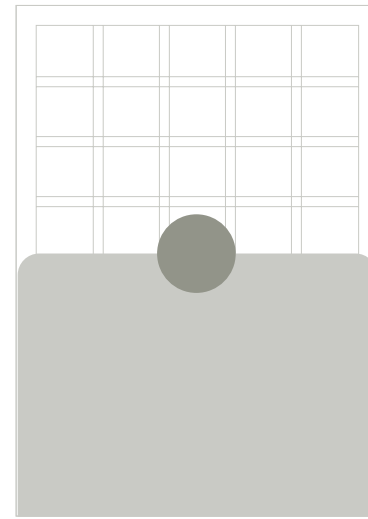
  Rely on your optical perception to harmonize all corner sizes, ensuring a cohesive and visually balanced design

Do's



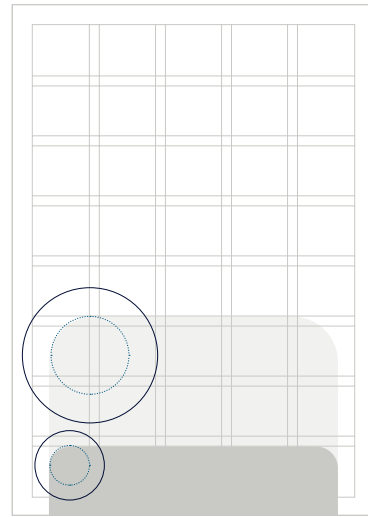
SAME RADIUS ON ALL CARDS



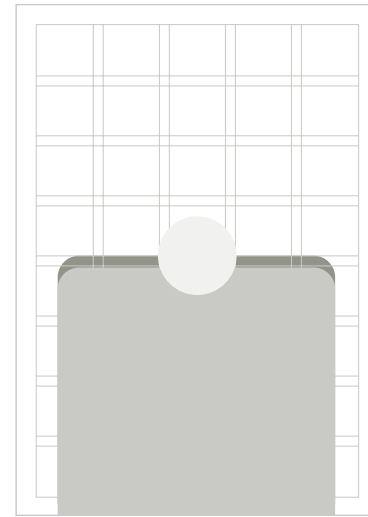
FLUSH WITH THE EDGES OF THE DOCUMENT

LIGHT TRANSPARENCY ON THE UPPER CARD

Don'ts



DIFFERENT RADIUS



LEAVE TOO LITTLE SPACE BETWEEN CARDS

FULL TRANSPARENT CARD

Colors
Proportions and combination guidance

Maintain consistency and brand recognition across all media by adhering to the recommended color proportions.

DARK BLUE
#001436

TAUPE
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PEARL
#F1F1EF

PETROL
#00587E

COBALT
#12355B

LILAS
#B9AAE3

R 185
G 170
B 227

C 34
M 36
Y 0
K 0

- → **For static layouts,** entity color should be limited to 2–5% of the design.
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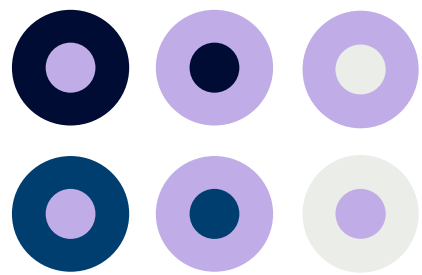
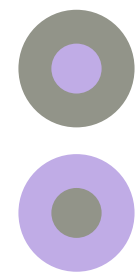
These color combinations can be used for both text content and illustrative elements.



Don'ts

Don't use these color combinations that compromise readability or accessibility – Avoid combinations that make text or elements difficult to distinguish, ensuring clarity for all viewers.



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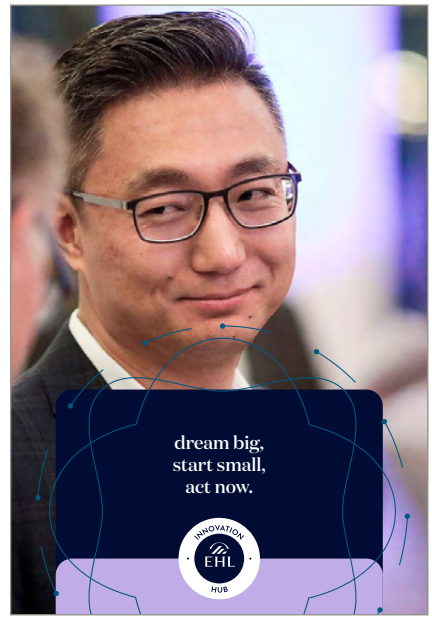

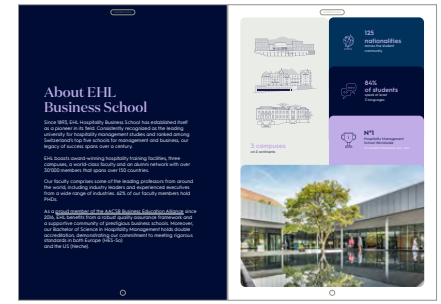

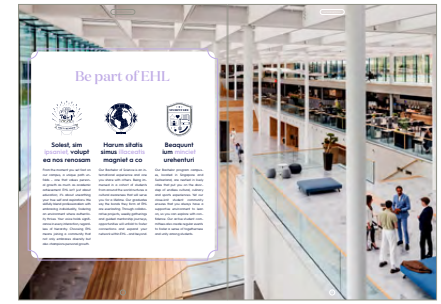

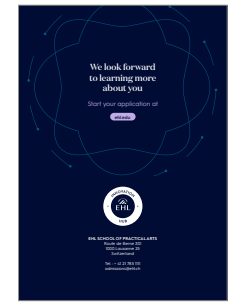

ON BROCHURE

Examples
Digital

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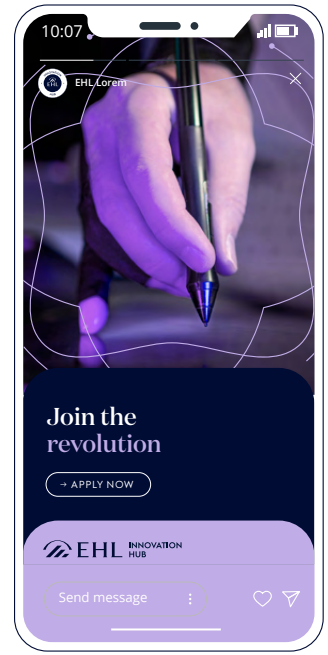
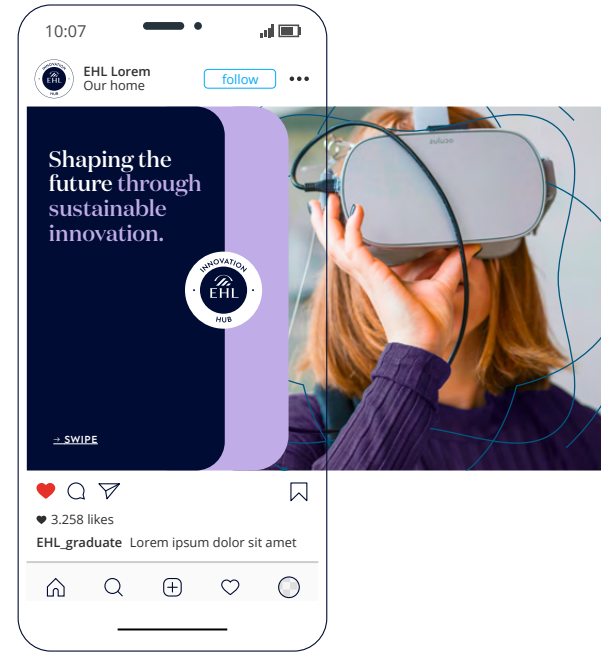


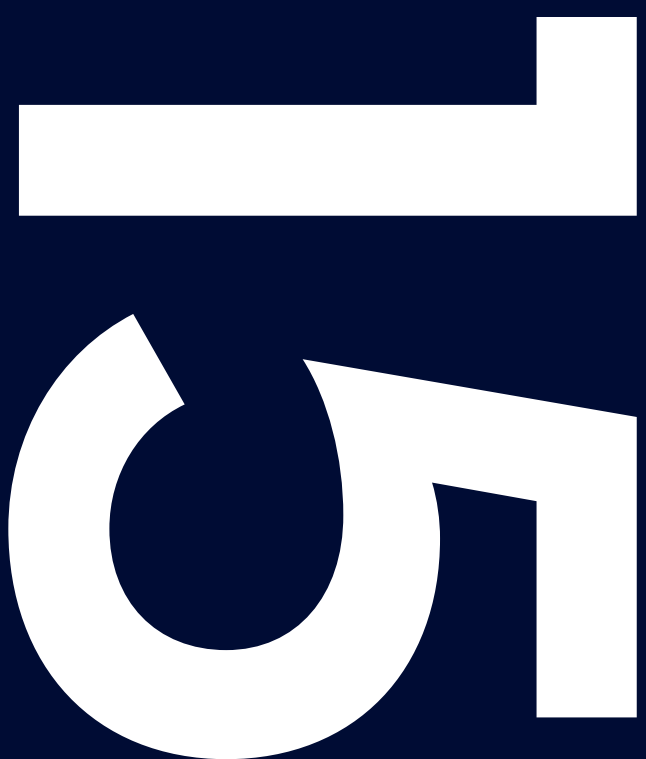


ON INSTAGRAM & FACEBOOK

ON LINKEDIN

Applications

EDUCATION CONSULTING



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Graphic System
Elements

The system elements were inspired by the mother brand framework and brand characteristics.

Specific logos, colors and illustrations have been added for each of our main entities, enabling **tailored communication** to resonate effectively with their unique audiences. **They are designed to enhance consistency while allowing flexibility across various mediums.**

System elements may be combined in various ways to create distinct expressions, from simple and elegant to bold and energetic. The spacious and structured approach to composition helps each application feel more open, inviting and inspiring — reflecting our brand personality and connecting all that we do.

LOGOS

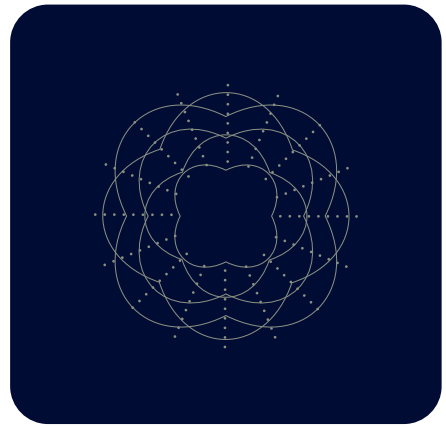
TITLE **Domaine medium**

SUBTITLE **Hurme semi-bold**

TEXT Hurme regular

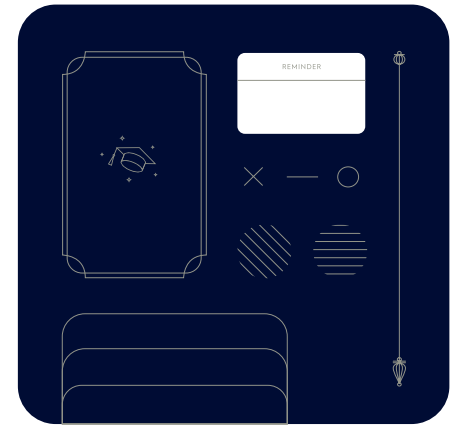
MAIN TYPOGRAPHY

PRIMARY COLORS AND ROUNDED CARDS



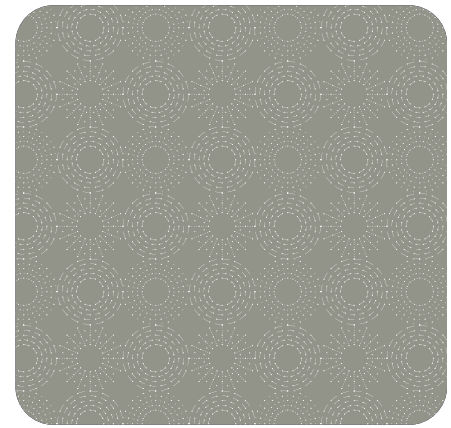
SYMBOLS

PHOTOGRAPHY



GRAPHIC ELEMENTS

ILLUSTRATIONS



PATTERNS

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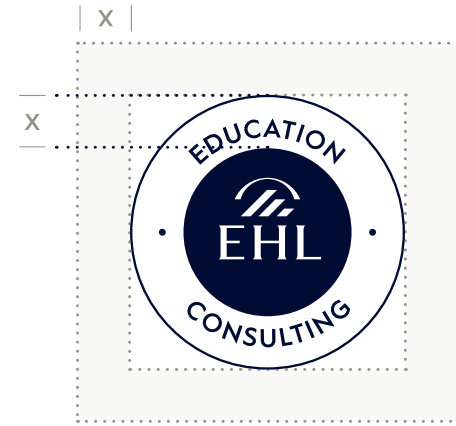

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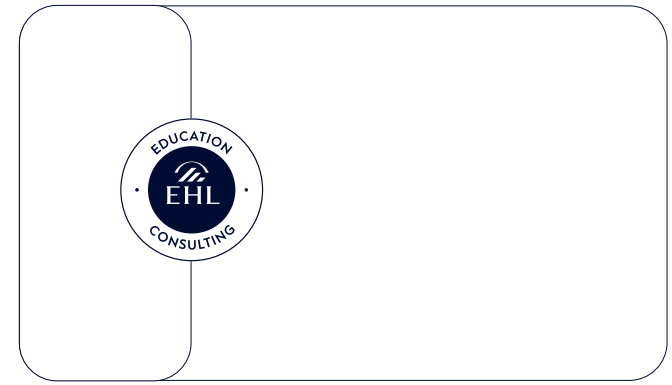

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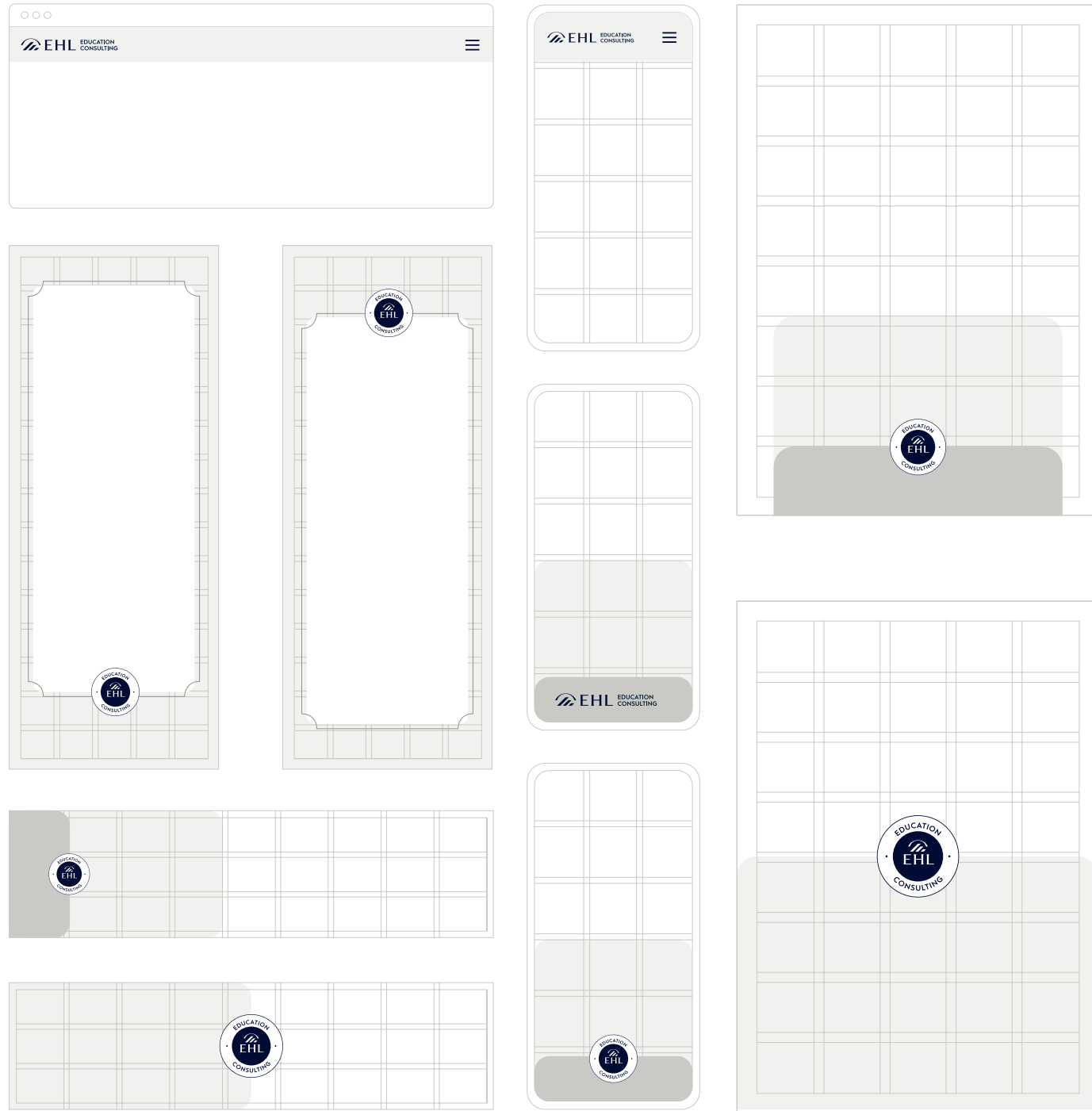

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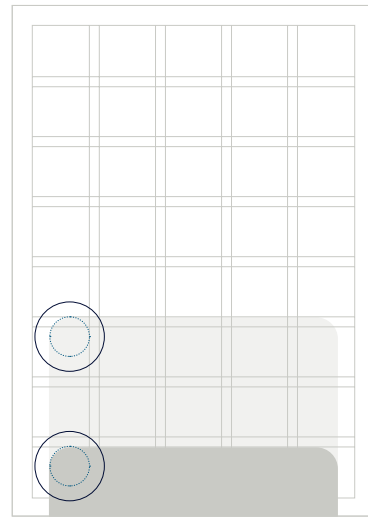

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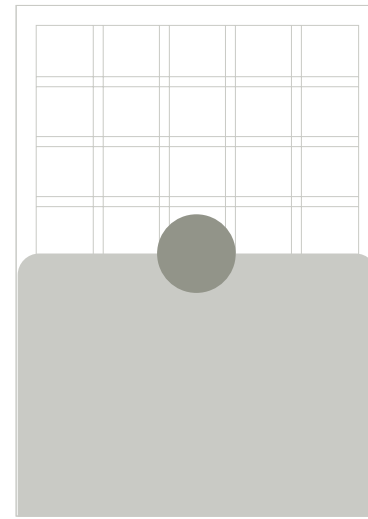

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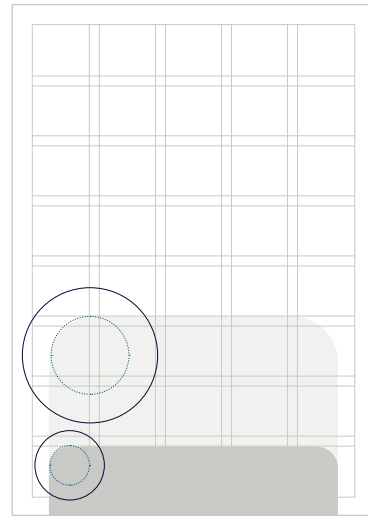

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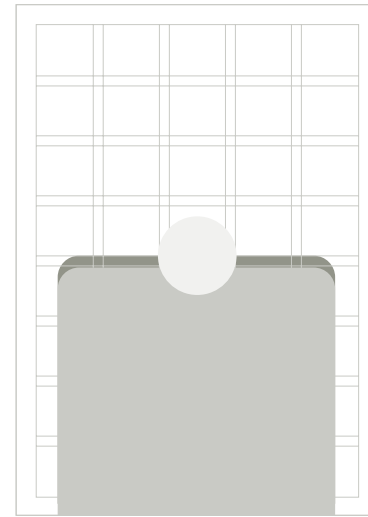

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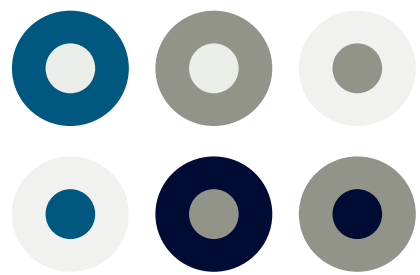

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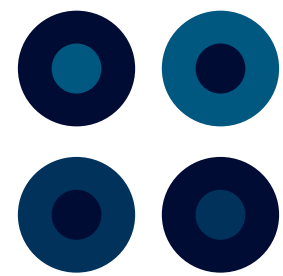

Examples
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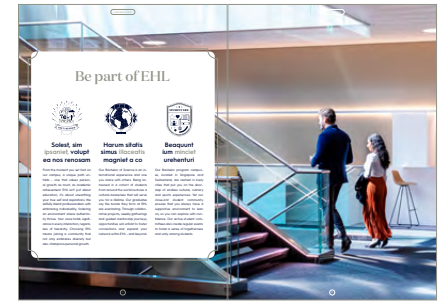

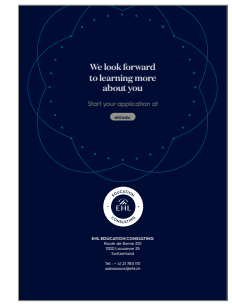

ON BROCHURE

Examples
Digital

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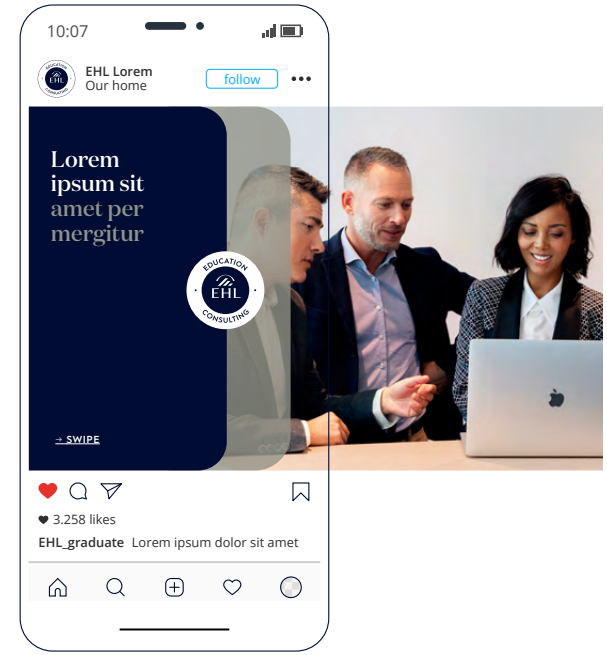

ON INSTAGRAM & FACEBOOK

ON LINKEDIN

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Contact & Toolkit

Contact & Additional Informations

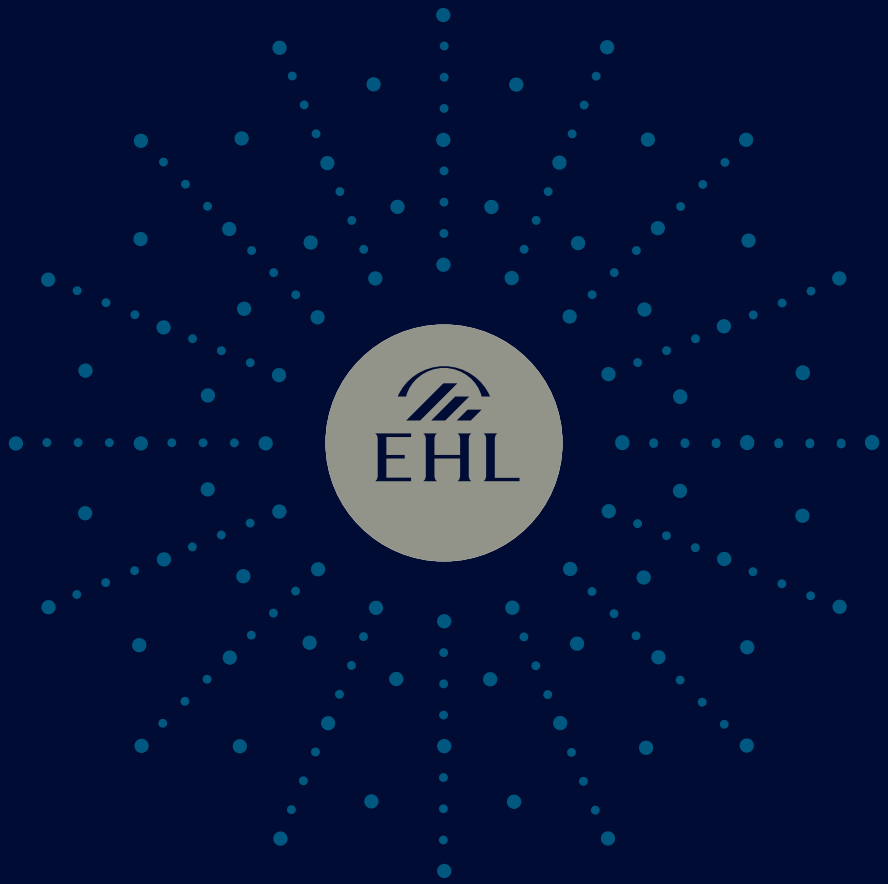
Please do not hesitate to contact us should you have any questions regarding this information on the application of the EHL Corporate Brand Guidelines.

Should you need to prepare a special layout or anything else requiring the EHL Brand please contact EHL Brand Management Team:

brand@ehl.ch

Pictures, logos and other branded assets can be downloaded directly here:

Brand folder



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