



Brand Guidelines

LOGOS

Standard

Letterhead, business cards, digital



Examples of execution with entities



Premium encapsulated

Powerpoint presentations, roll-ups, banners, flyers, advertisements, digital



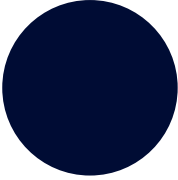
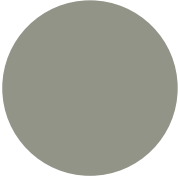
Premium encapsulated stamp

Certificates, official documents



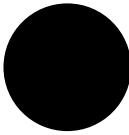
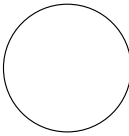
COLORS

Primary colors

	R 0 V 20 B 54 #001436	C 100 M 83 Y 0 K 60 Pantone 2768C	Ral 5013 Foil kurz colorit 917
	R 145 V 147 B 136 #919388	C 22 M 14 Y 23 K 38 Pantone 415C	Ral 7032 Foil kurz colorit 978
	R 224 V 78 B 57 #E04E39	C 0 M 81 Y 77 K 0 Pantone 7417C	Ral 2009 Foil kurz colorit 962

Exception for
EHL Swiss School
of Tourism
& Hospitality

Secondary colors

								
BLACK	R 0 V 87 B 118 #00587E	C 89 M 14 Y 0 K 56	R 18 V 53 B 91 #12355B	C 100 M 52 Y 0 K 50	R 173 V 172 B 161 #ADACA1	C 13 M 8 Y 17 K 26	R 228 V 228 B 225 #E4E4E1	C 10 M 5 Y 10 K 0
								
WHITE	R 228 V 87 B 118 #E4A3A1	C 0 M 44 Y 25 K 0	R 18 V 53 B 91 #AAD7CA	C 40 M 0 Y 25 K 0	R 173 V 172 B 161 #F7F1B8	C 3 M 1 Y 34 K 0	R 228 V 228 B 225 #CAB7D4	C 16 M 28 Y 1 K 0

Typeface

These typefaces must be used on all official EHL communications.

Arial Regular
 Bold
 Italic

Century
Gothic Regular
 Bold
 Italic

Logotype Application rules

A protected area should always be respected around the logotype, wherever it is placed on (t-shirt, adhesive, sticker, digital post...) An element from the logotype has been chosen as a reference to objectively define this area. The height of «EHL» (X) is used for the spaces that should be respected.



minimum size
20 mm width
80 px width



minimum size
12 mm width
40 px width

Logotype

Don'ts

These are examples of forbidden EHL logotypes. The logotype application rules must be respected. Alterations are not permitted.

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 the logotype.

1.



2.



3.



4.



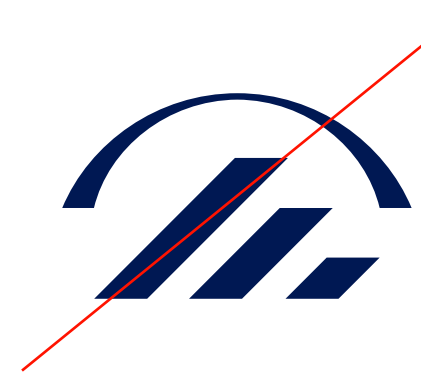
5.



6.



7.



8.



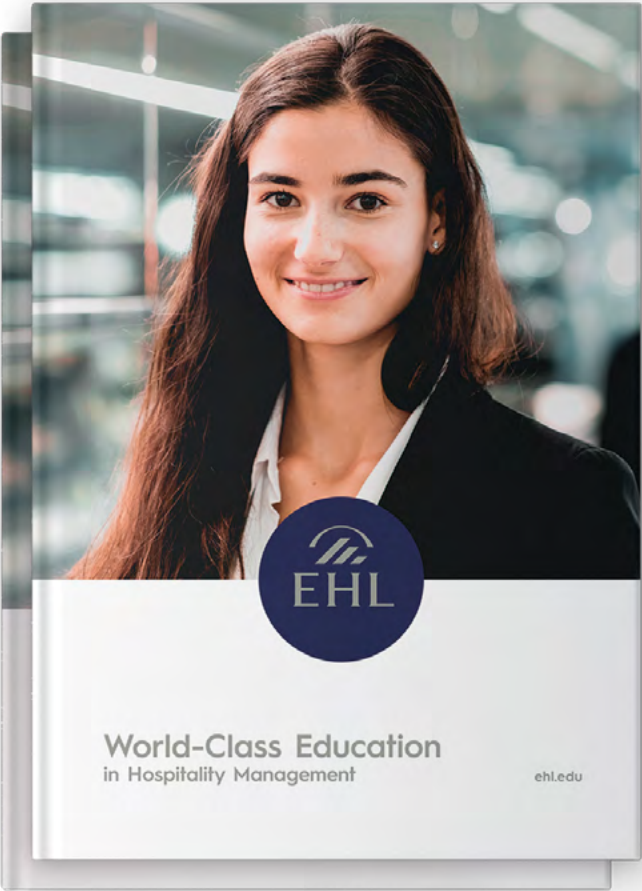
9.



10.



Stationary & collaterals Examples



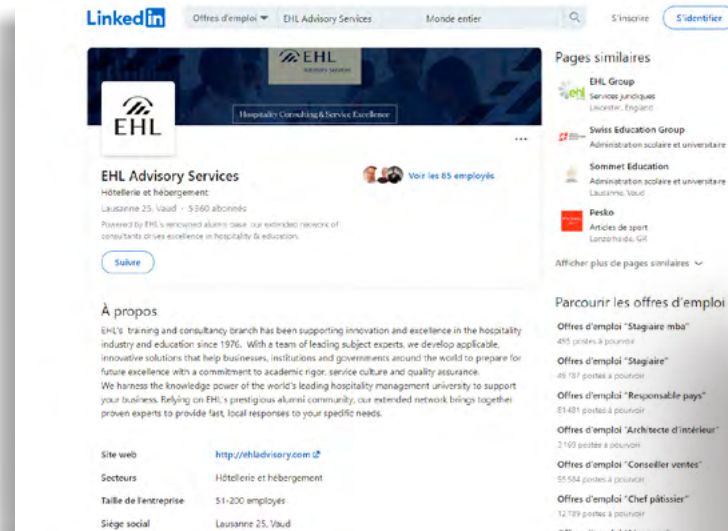
Brochures,
printed material



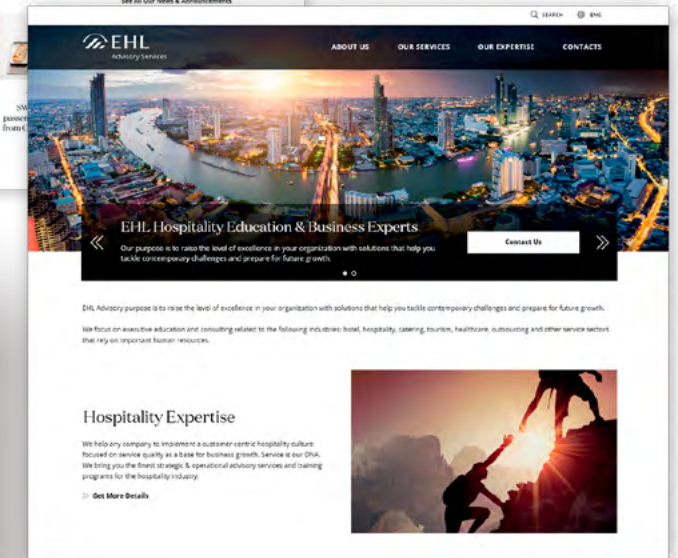
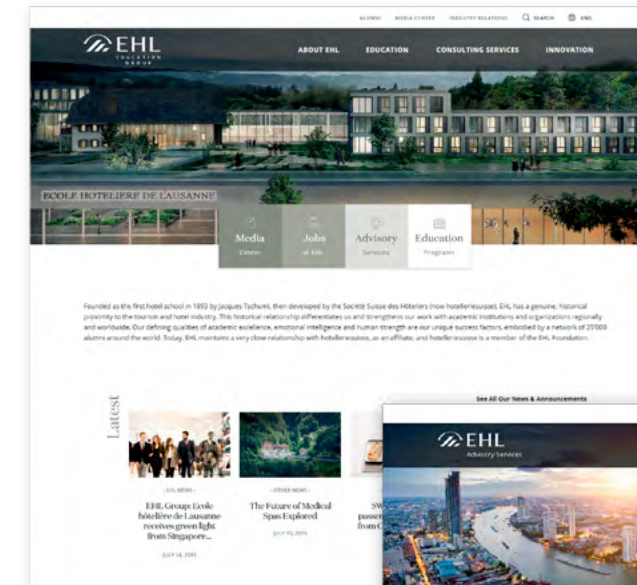
Letterhead,
business cards &
stationary



Digital Examples



Websites & banners



Social media & digital platforms

