


**HEC Paris
Students Union**

CREATING A LOGO



Creation of a logo

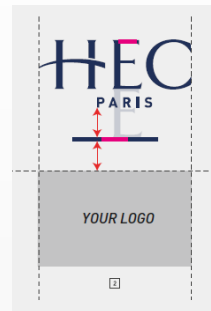
To be approved by the HEC Paris Corporate Communication Department

- **HEC Paris has exclusive rights on the HEC Paris logo** ()
- If an HPSU club wants to design its own logo, there are rules to adhere in order to get the approval of the HEC Paris Corporate Communications Department.
- Non-respect of the rules could lead to a misuse of the HEC Paris brand and could result in financial penalties for HPSU and the club.

2 options to get your logo approved

Option 1

- ➔ **Using the official HEC Paris logo:**
- 1) HEC Paris logo on the left or on top
 - 2) separating bar in blue
 - 3) logo and name of the club (font and color must be different from the HEC Paris logo)
 - 4) The logo of the club can't be higher and wider than the HEC Paris logo.



Option 2

- ➔ **Not using the official HEC Paris Logo (like HPSU):**
- Design, font type (Din) and colour (**HEC blue**) can't be used to create the logo.

