




**HEC Paris  
Students Union**

**Designing a logo**



# Creation of a logo

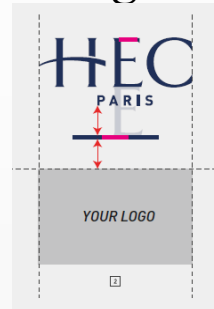
**To be approved by the HEC Paris Corporate Communication Department**

- 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 a club's 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. Logo of the club cannot 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) cannot be used to create the logo

