Brand guidelines

Logotype guidelines

EHL Group

December 2021

Overview

This document defines the basic identity principles of EHL. It explains how the graphic system that represents EHL identity works for the Group and its entities and how to respect the integrity of the EHL brand. Compliance with the rules detailed in this document will ensure that consistent communication is maintained – internally and externally.

Content

Overview
Content

1. Logotype

EHL construction 1.1
Encapsulated logotype - application rules 1.2
Encapsulated logotype - placement rules 1.3
Horizontal logotype - application rules 1.4
Stacked logotype - application rules 1.5
Horizontal logotype - application rules 1.6
Stamp logotype - application rules 1.7
Don'ts 1.8

2. Colors

Primary colors 2.1
Secondary colors 2.2
Encapsulated logotype versions 2.3
Horizontal & stacked logotype versions 2.4
Stamp logotype versions 2.5

3. Typefaces

Primary typefaces 3.1
Secondary typefaces 3.2

4. Iconography

Patterns IQ & EQ ..... 4.1 & 4.2
Examples of use 4.3
Application rules ..... 4.4 & 4.5
Icons Part I & II ..... 4.6 & 4.7
Illustrations ..... 4.8 & 4.9
Illustrations & layouts ..... 4.10 to 4.16

5. Examples

Stationary, collaterals, digital embroidery, wax seal, cufflink, flag, editorial, signage 5.1

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 redefine hospitality excellence by enriching traditional education with the values of tomorrow.
And we believe that excellence is formed in the perfect blend of Intelligence and Emotions, Hard Skills and Soft Skills, theory and practice. EHL brand purpose can be captured in this expression: Augmented Excellence.

The visual identity applies the idea of Augmented Excellence 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 EHL brand will give back a sense of family between the entities and increase the power of recognition 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.

Thank you and good reading.

Logo-
type

Logotype
Construction

The composition

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

The EHL logotype is derived from its DNA. The translation of its influence throughout the world is transcribed through "augmented excellence".

1.2 Encapsulated logotype
Application rules

The **encapsulated version** of the logotype is mainly used for premium material such as **editorial, advertisements, leaflets, roll-ups, flyers, adhesives but also on social media channels**.

Safe area

A safe area should always be respected around the logotype, wherever it is placed on. An element from the logotype has been chosen as a reference to objectively define this area. The height of «EHL» (X) is the minimum space that should be respected.

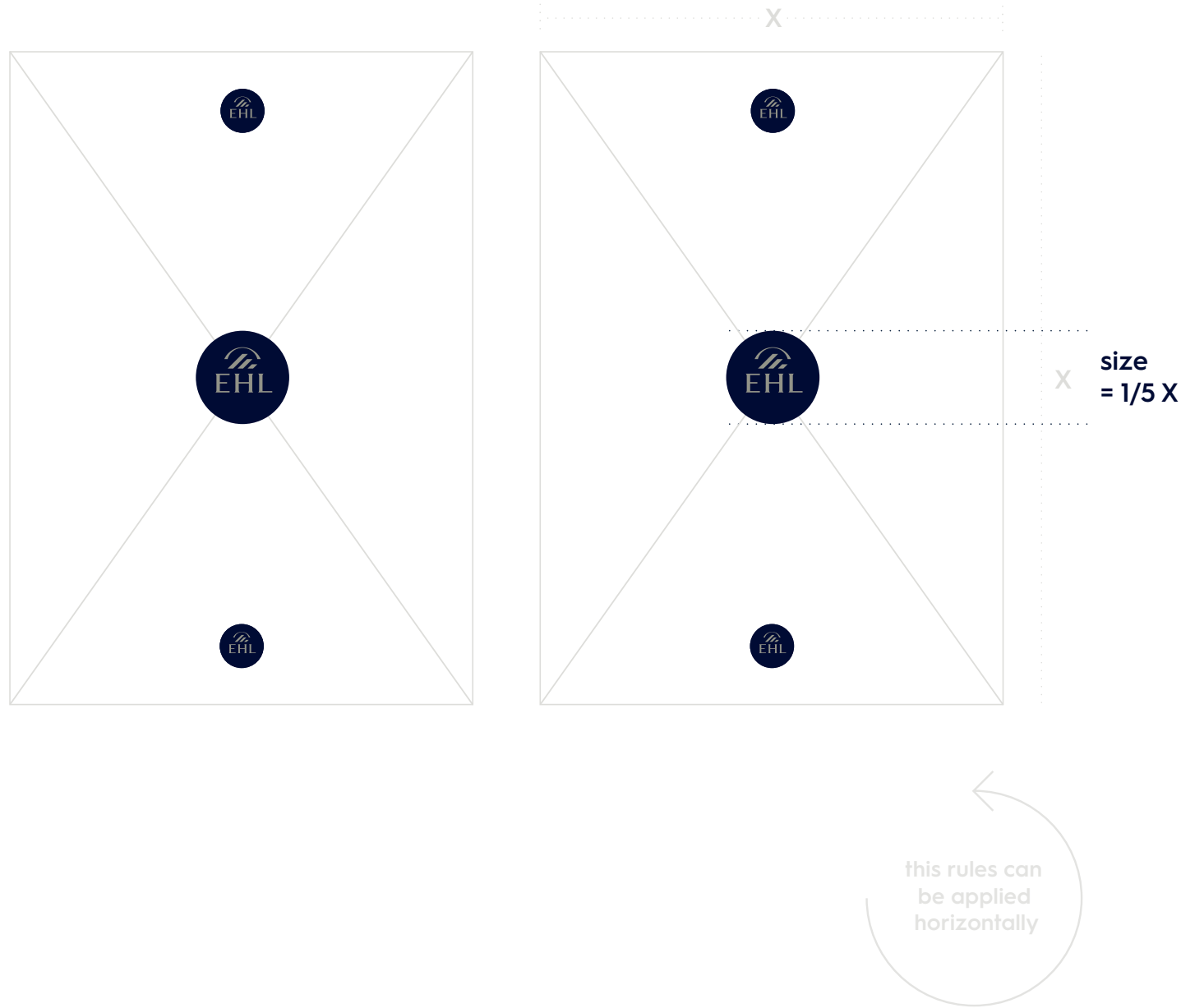
Minimum size of use

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

minimum size
15x15 mm
40x40 px

1.3 Encapsulated logotype
Placement rules

It is important to always place the logotype **in the center of the subject.**
If this is not possible then at the **center top or the center bottom.**

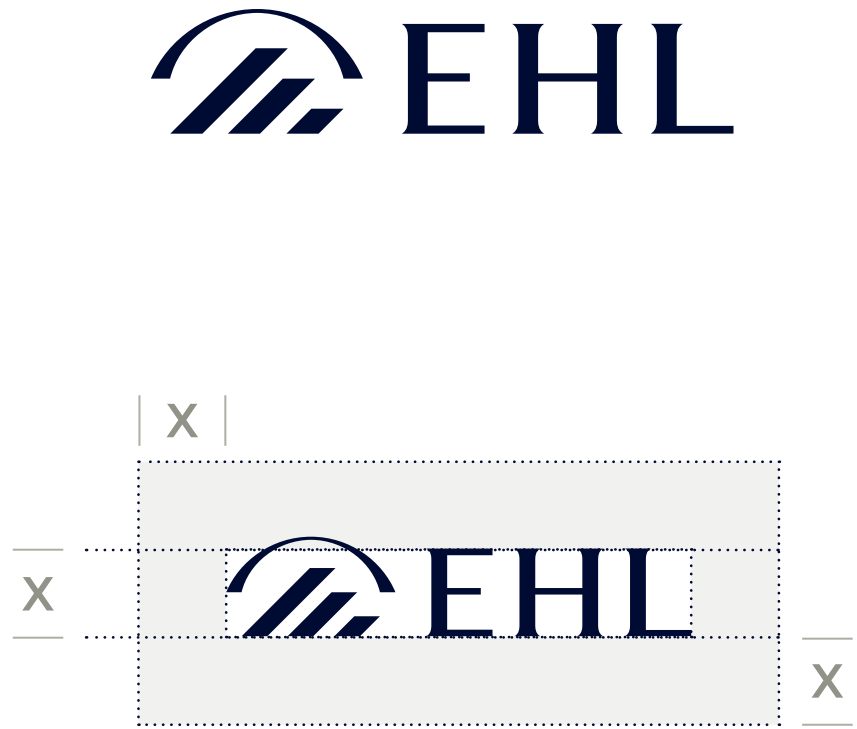


Horizontal logotype
Application rules

The **horizontal version** of the logotype is mainly used for digital assets such as the **website, landing pages, newsletters, emails, online advertisements but also for official documents like letterheads and business cards.**

Safe area

A safe area should always be respected around the logotype, wherever it is placed on. An element from the logotype has been chosen as a reference to objectively define this area. The height of «EHL» (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.

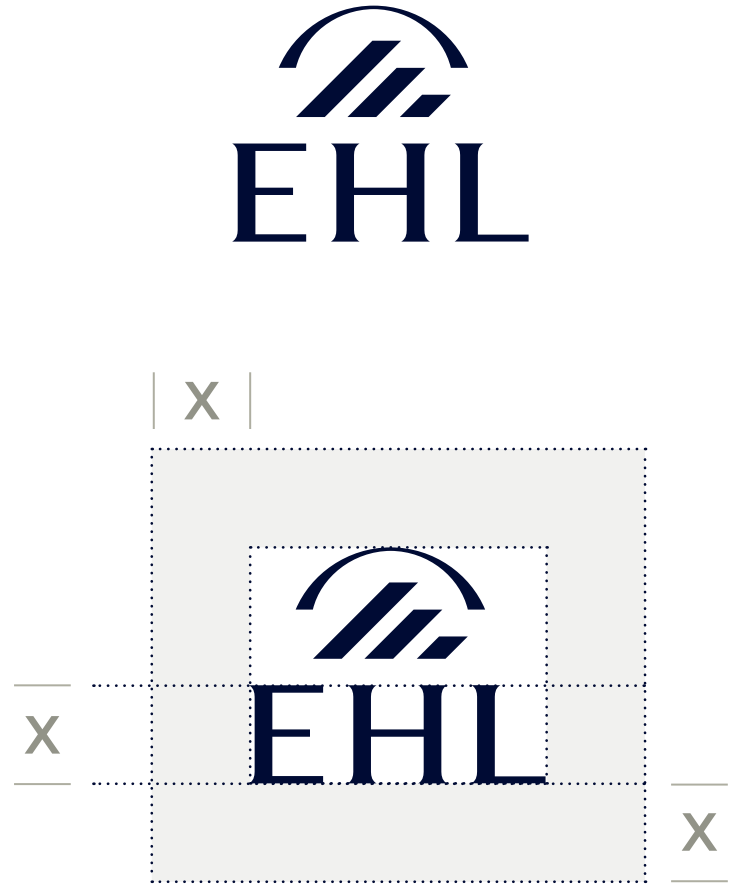
minimum size
20 mm width
80 px width

Stacked logotype
Application rules

The **stacked version** of the **logotype** should be used **when the horizontal and encapsulated versions cannot be integrated.** It is mainly used on printed materials and digital assets when the available space is square and small.

Safe area

A safe area should always be respected around the logotype, wherever it is placed on. An element from the logotype has been chosen as a reference to objectively define this area. The height of «EHL» (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

Horizontal logotype
Application rules

Examples of execution with entities.

Font used for descriptor:
Hurme Regular

EHL
Hospitality
Business School

EHL
Hospitality
Business School
Lausanne

EHL
Campus Lausanne

EHL
Alumni Network

EHL
Advisory Services

EHL
Advisory Services
Switzerland

EHL
Swiss School
of Tourism and Hospitality

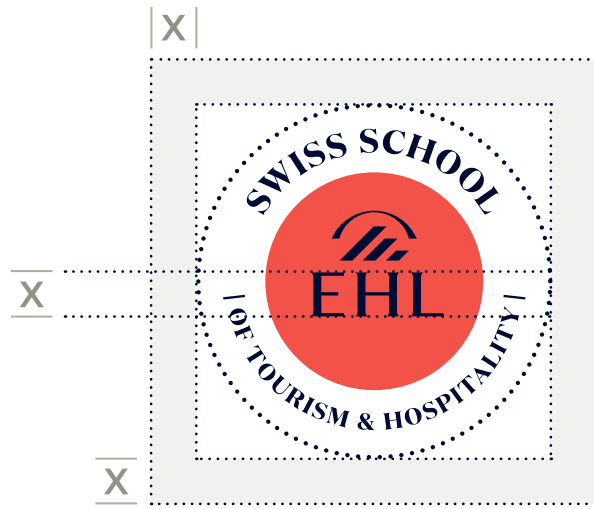
EHL
Swiss School
of Tourism and Hospitality
Chur-Passugg

Stamp logotype
Application rules

The **encapsulated stamp version** of the logotype is mainly used for merchandising or on official documents.

Safe area

A safe area should always be respected around the logotype, wherever it is placed on. An element from the logotype has been chosen as a reference to objectively define this area. The height of «EHL» (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
25 mm width
70 px width

EHL Logotype
Don'ts

These are examples of forbidden EHL logotype. 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 a logotype.
11. Do not use logotype in a vertical position

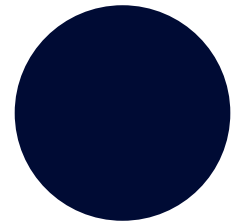
Colors

Colors
Primary

The brand colors
The EHL main brand colors are dark blue and taupe. Specific color references have been defined for each EHL color depending on its use.

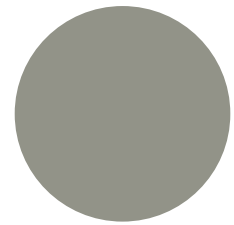
- **RGB**: to be used for screens and web.
- **Hex code (#)**: to be used for web.
- **CMYK** (four color process): to be used for print.
- **Pantone**: to be used for color accurarcy for print.
- **RAL**: to be used for coatings.
- **Kurz Colorit**: to be used for the graphic industry (pigmented stamping foils).

DARK BLUE



R 0 G 20 B 54	C 100 M 83 Y 0 K 60	Ral 5013 Foil kurz colorit 917
#001436	Pantone 2768C	

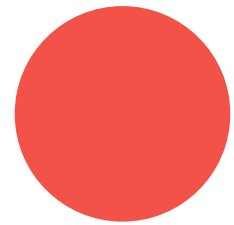
TAUPE



R 145 G 147 B 136	C 22 M 14 Y 23 K 38	Ral 7032 Foil kurz colorit 978
#919388	Pantone 415C	

Exception for EHL SWISS SCHOOL OF TOURISM & HOSPITALITY

RED



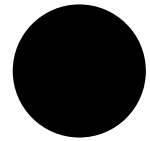
R 224 G 78 B 57	C 0 M 81 Y 77 K 0	Ral 2009 Foil kurz colorit 962
#E04E39	Pantone 7417C	

Colors
Secondary

Aditionnal colors

The secondary color palette is optional and can be used when the primary color pallette is not sufficient.

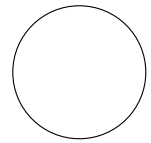
BLACK



R 0 G 0 B 0 | C 40 M 40 Y 40 K 100

#000000

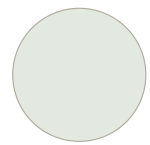
WHITE



R 255 G 255 B 255 | C 0 M 0 Y 0 K 0

#FFFFFF

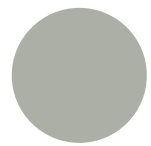
PEARL



R 228 G 228 B 225 | C 10 M 5 Y 10 K 0

#E4E4E1 Pantone 9101 C

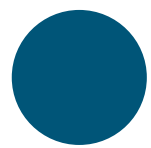
GREIGE



R 173 G 172 B 161 | C 13 M 8 Y 17 K 26

#ADACA1 Pantone 414 C

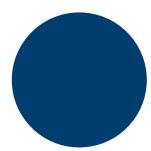
PETROL BLUE



R 154 G 154 B 140 | C 89 M 14 Y 0 K 56

#00587E Pantone 7701 C

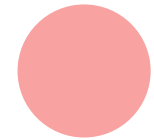
COBALT BLUE



R 18 G 53 B 91 | C 100 M 52 Y 0 K 50

#12355B Pantone 534 C

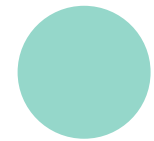
CORAL



R 228 V 87 B 118 | C 0 M 44 Y 25 K 0

#E4A3A1 Pantone 4067C

MINT



R 18 V 53 B 91 | C 40 M 0 Y 25 K 0

#AAD7CA Pantone 4162C

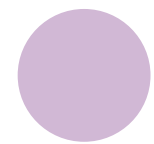
BUTTER

R 173 V 172 B 161 | C 3 M 1 Y 34 K 0

#F7F1B8 Pantone 7499C

#ADACA1

LILAC



R 228 V 228 B 225 | C 16 M 28 Y 1 K 0

#CAB7D4 Pantone 523C

Encapsulated logotype
Colors & monochrome versions

Colored versions
The EHL logotype versions are in dark blue with EHL in taupe or in taupe with EHL in dark blue.

Colored backgrounds
The EHL logotype can be used in dark blue on light backgrounds and in taupe on dark backgrounds.

Monochrome versions
The monochrome versions should only be used when the constraints do not allow for the use of the colored versions.

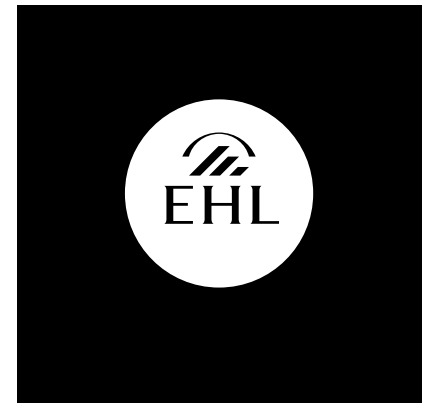
Exceptions
The EHL logotype in dark blue with EHL in white is allowed for digital assets to ensure a higher contrast and visibility on all screens.

Exception for EHL Swiss School of Tourism & Hospitality
The EHL SSTH logotype versions are in red with EHL in blue or in blue with EHL in red. The monochrome versions have the same rules as above.

COLORED VERSIONS

WEB, DIGITAL ONLY

MONOCHROME VERSIONS



Exception for
EHL - SWISS SCHOOL OF TOURISM & HOSPITALITY

COLORED VERSIONS

WEB, DIGITAL ONLY

Horizontal & stacked logotypes

Colors & monochrome versions

Colored versions

The EHL logotype versions are in dark blue and petrol blue.

Colored background

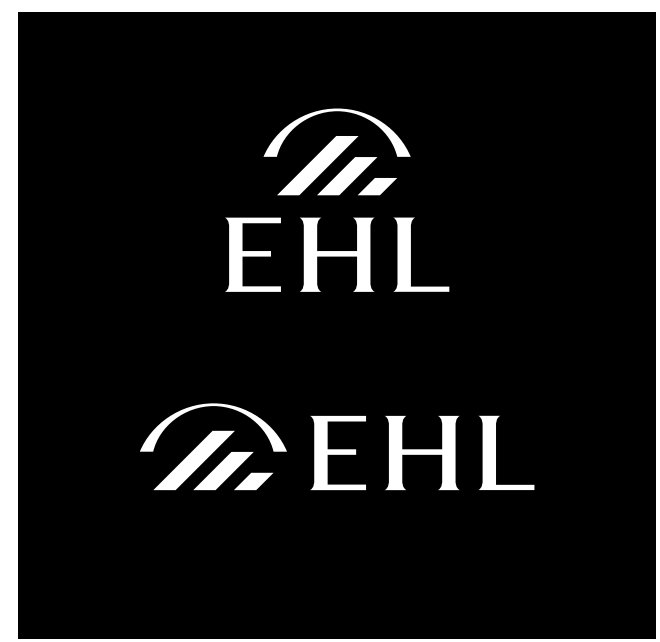
The EHL logotype can be used in dark blue and petrol blue on light backgrounds and in white on dark backgrounds.

Monochrome version

The monochrome versions should only be used when the constraints do not allow for the use of the colored versions.

COLORED VERSIONS

MONOCHROME VERSIONS



Stamp logotype

Colors & monochrome versions

Colored versions

The EHL logotype versions are in dark blue with EHL in taupe or in taupe with EHL in dark blue.

Colored backgrounds

The EHL logotype can be used in dark blue on light backgrounds and in taupe on dark backgrounds.

Monochrome versions

The monochrome versions should only be used when the constraints do not allow for the use of the colored versions.

Exceptions

The EHL logotype in dark blue with EHL in white is allowed only for digital assets to ensure a higher contrast and visibility on all screens.

EHL Swiss School of Tourism & Hospitality

The EHL SSTH logotype versions are in red with EHL in blue or in blue with EHL in red. The monochrome versions have the same rules as above.

COLORED VERSIONS

WEB, DIGITAL ONLY

MONOCHROME VERSIONS

Exception for EHL - SWISS SCHOOL OF TOURISM & HOSPITALITY

COLORED VERSIONS

WEB, DIGITAL ONLY

Type-faces

Typefaces
Primary typefaces

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

These typefaces are available only under licences.

The **Domaine Display font** is used for titles.

The **Hurme Geometric Sans 1** font is used for body texts.

They exists in 6 different weights which provide a wide range of possible applications (e.g body text and secondary content).

Domaine Display

Regular
Medium
SemiBold
Bold
ExtraBold
Black

Hurme Geometric Sans 1

Thin
Light
Regular
SemiBold
Bold
Black

Typefaces
Secondary typefaces

The typeface usages

The Georgia, Century Gothic and Arial fonts are typefaces that can be used in replacement of Domaine Display and Hurme Geometric Sans 1.

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.

Georgia

Regular
Bold

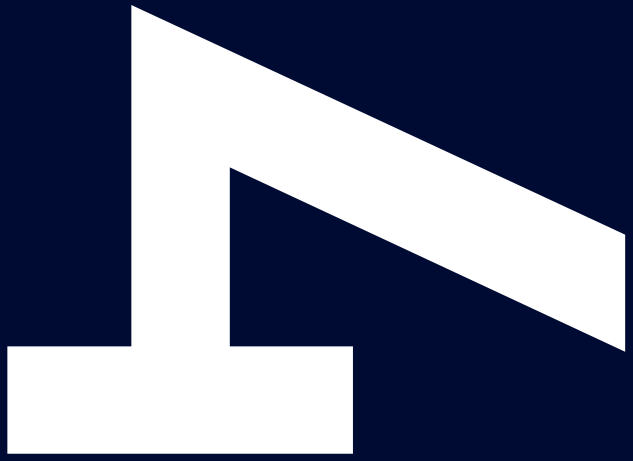
Century Gothic

Regular
Bold

Arial

Regular
Bold

Icon-ography

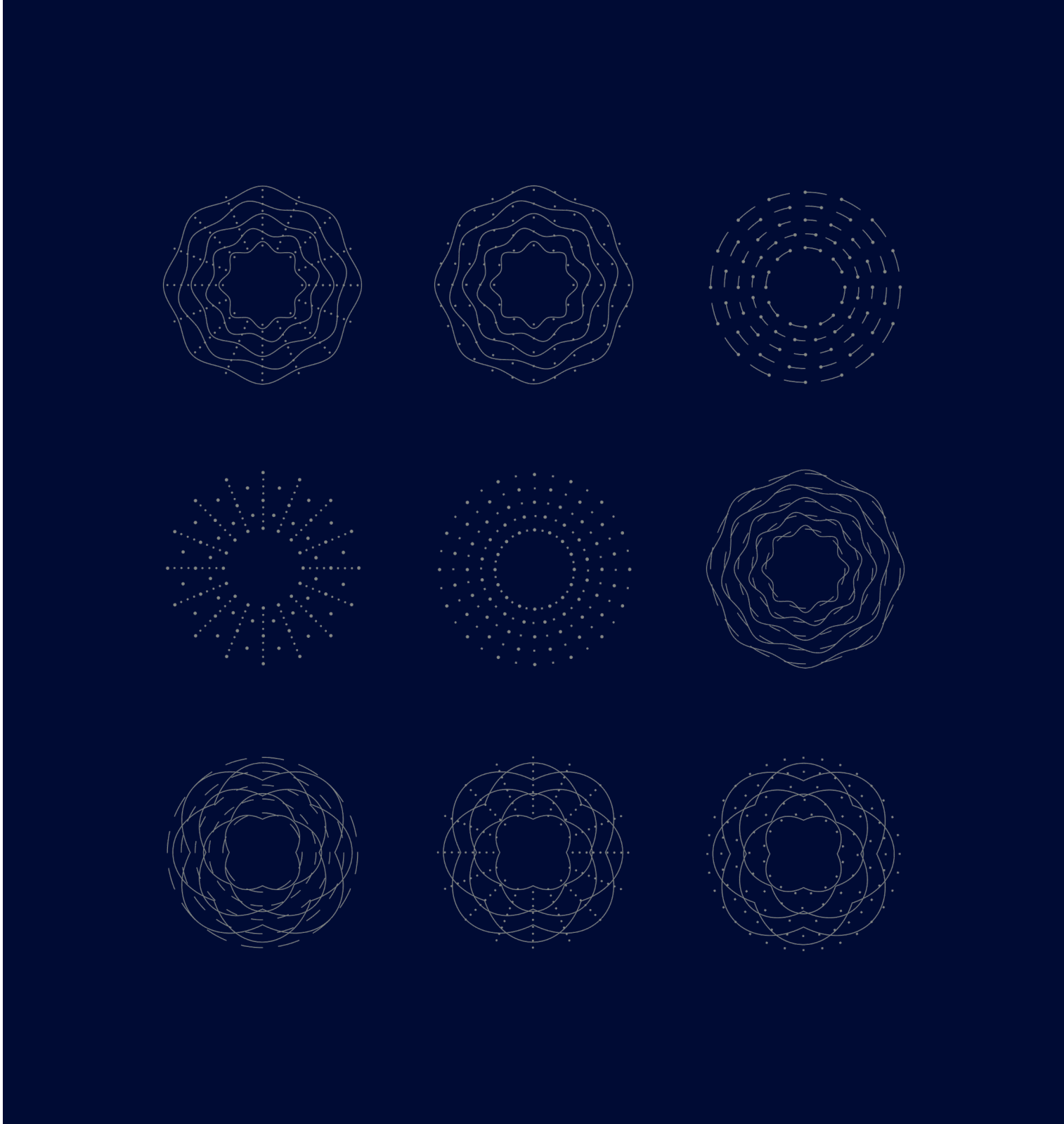


4.1 Iconography
Patterns IQ & EQ

The augmented excellence identity is enriched by a set of patterns.
This set is made to represensent the EQ and IQ qualities of EHL's entites.

These "circles of excellence" can be used in order to emphasize and enhance information on a layout.

Do not over use these graphic elements.



4.2 Iconography
Patterns IQ & EQ

These "circles of excellence" can be used to highlight an illustration or text.

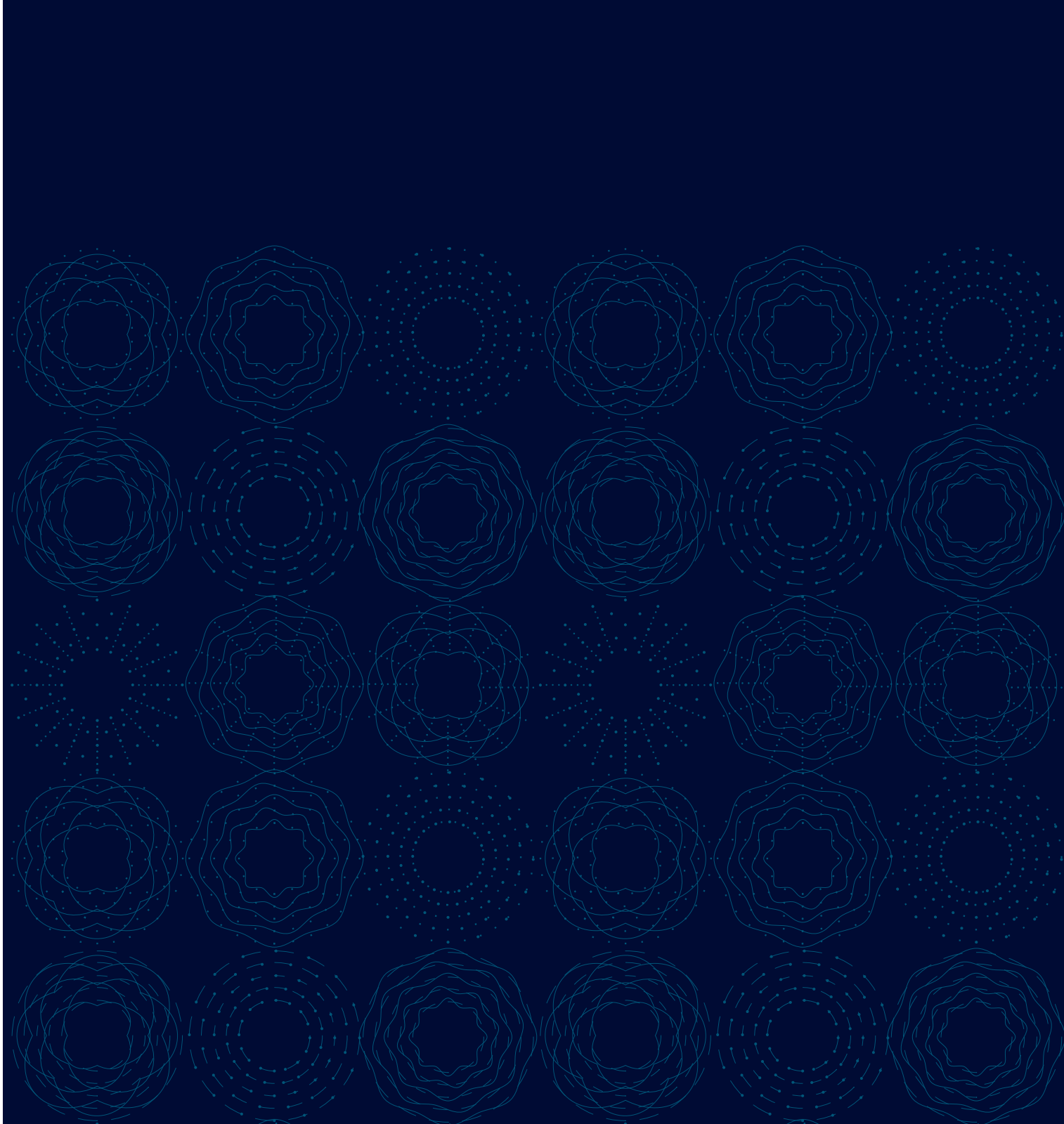
In this case the shape must be in halftones in order to highlight the content

You can crop the form of "augmented excellence" but but do not overuse it.

Use only when the content is relevant.

4.3 Iconography
Patterns IQ & EQ

Use as a pattern of excellence.



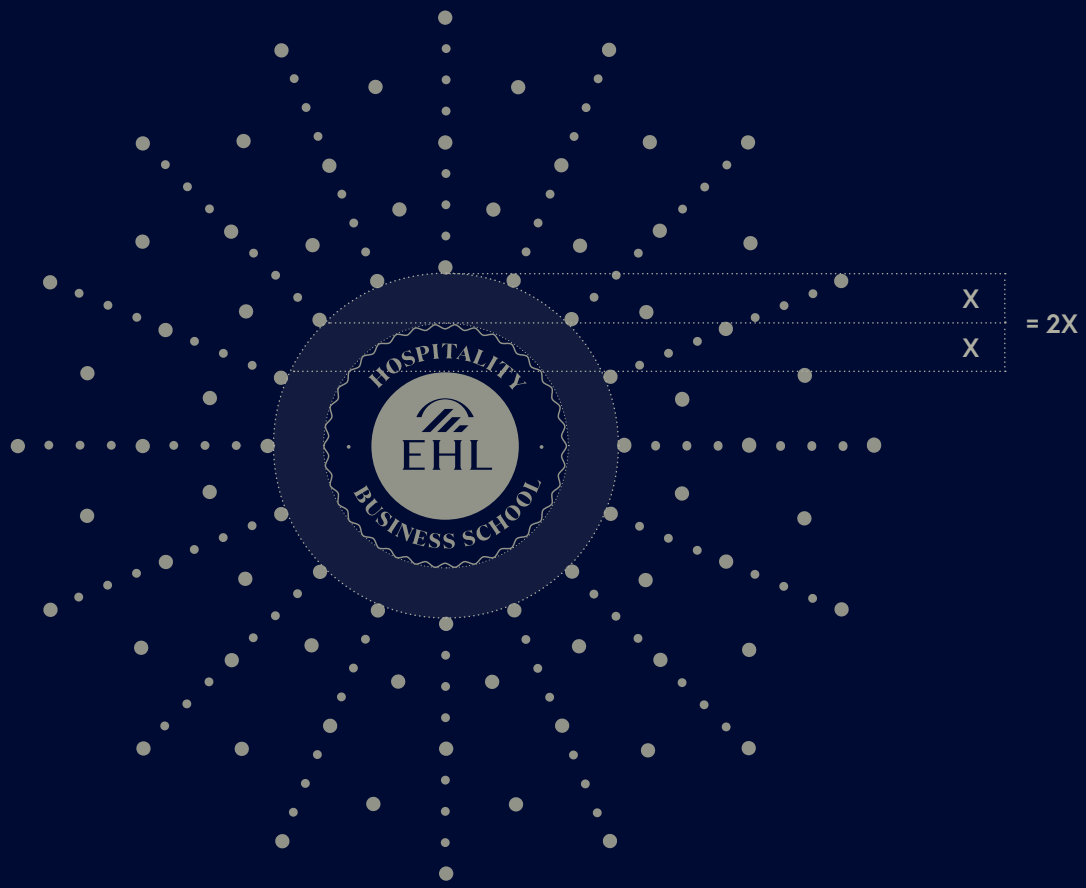
Iconography
Patterns IQ & EQ
Examples of use

Examples of use of "circles of excellence".

Iconography
Patterns IQ & EQ application rules

Protected area

A protected area should always be respected inside the last circle of the pattern when it is used with one of the logothypes of the entities.

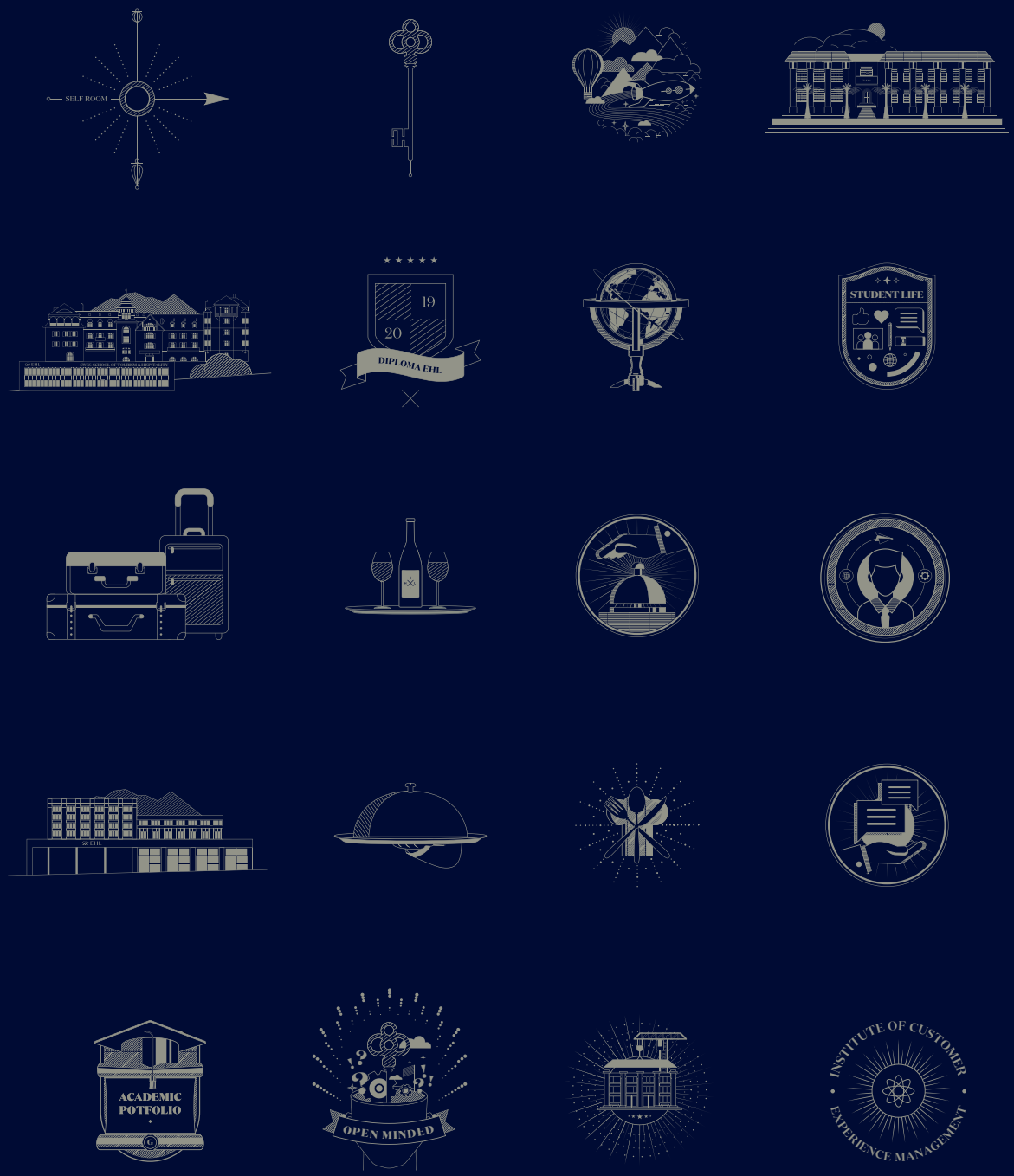


Iconography
Icons & Illustrations Part I

EHL illustrations are part of the brand. Use them wisely: their purpose is to make text content easier to understand.

The decorative ingredients are meant to enrich the compositions but be careful not to overuse them. Simplicity remains the key to a beautiful identity."

→ Use them to illustrate
→ Use them as a background
→ Use them as ingredients of your composition



Iconography
Icons & Illustrations Part II

EHL illustrations are part of the brand. Use them wisely: their purpose is to make text content easier to understand.

The decorative ingredients are meant to enrich the compositions but be careful not to overuse them. Simplicity remains the key to a beautiful identity."

→ Use them to illustrate
→ Use them as a background
→ Use them as ingredients of your composition

4.8 Iconography
Illustrations

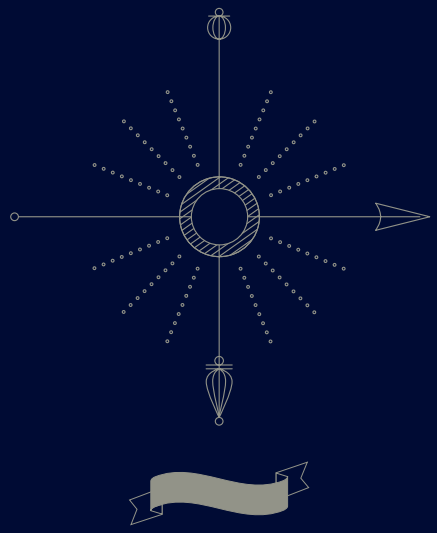
Play with shapes, lines, patterns and illustrations

Play with rectangular shape «Marie-Louise»

Play with line

Play with Domaine Glyphes

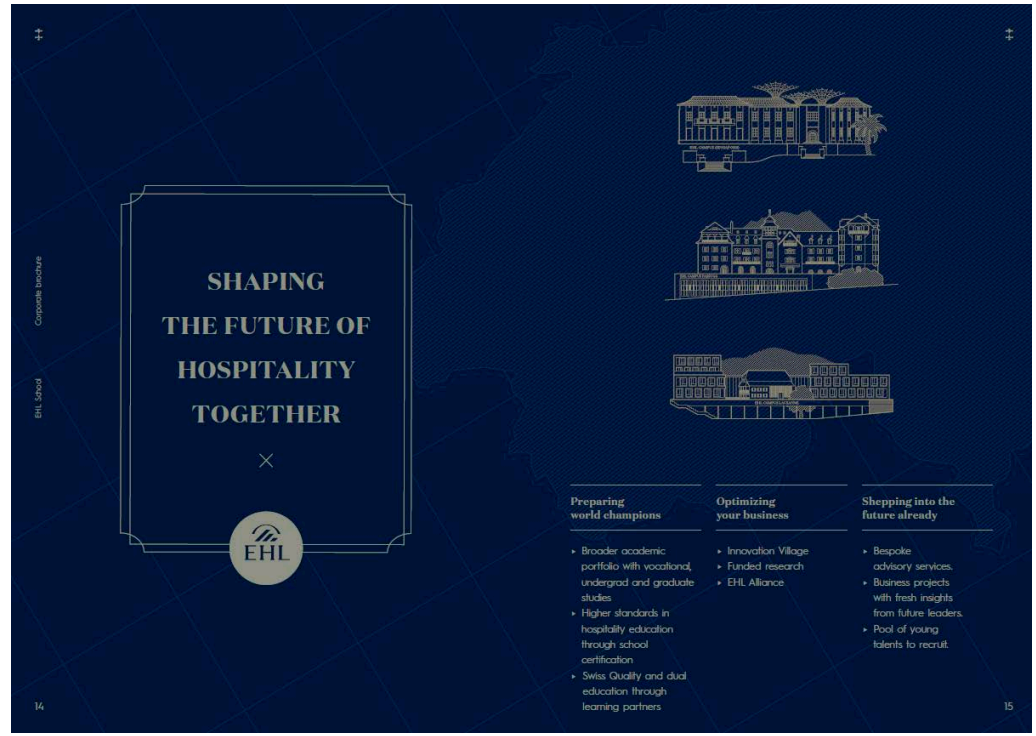
Play with illustration



Play with line & map as a pattern for background

Iconography
Illustrations

Examples of usage



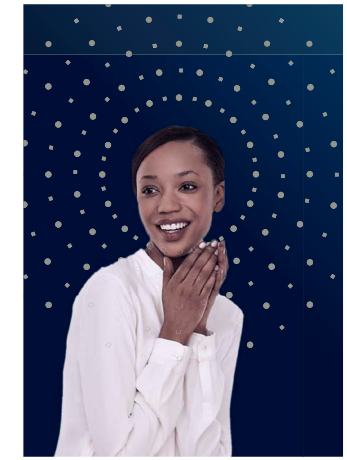
Iconography
Layouts

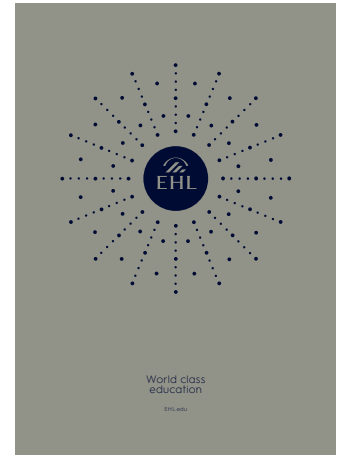
Graphic system variant for brand recognition

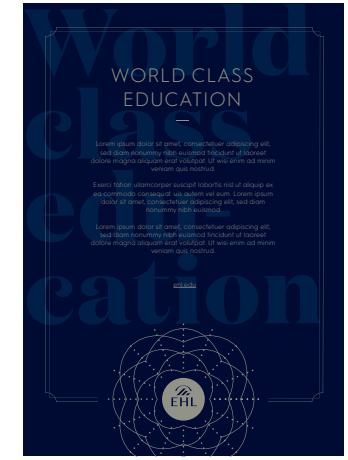
The logo in the center
→ minimal use

The banner
→ standard use

The "Marie-Louise" frame
→ luxurious use







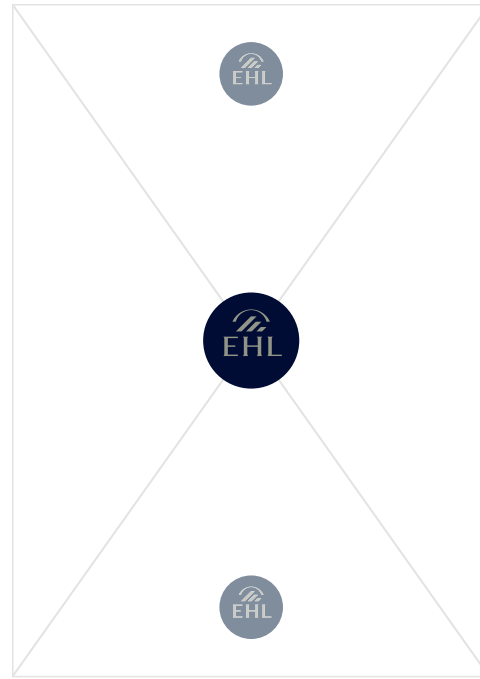
Iconography
Layouts

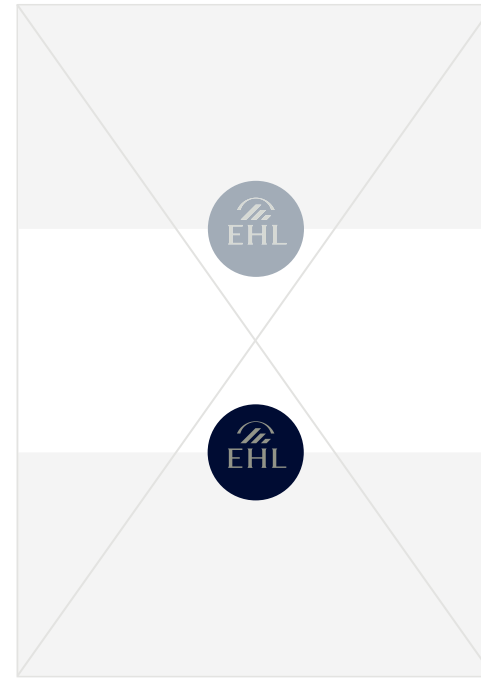
Graphic system variant for layouts

The logo in the center
→ minimal use

The banner
→ standard use

The "Marie-Louise" frame
→ luxurious use





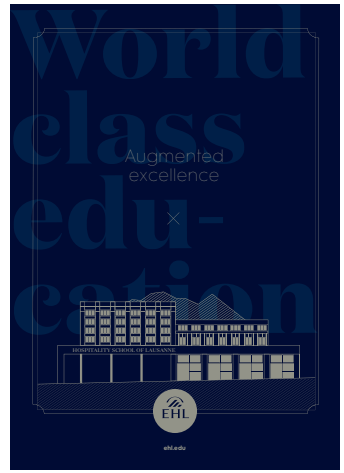
Iconography
Layout examples

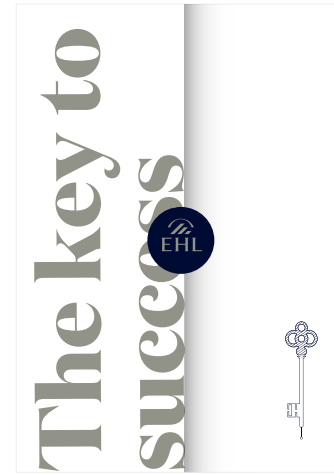
Graphic system variant for layouts

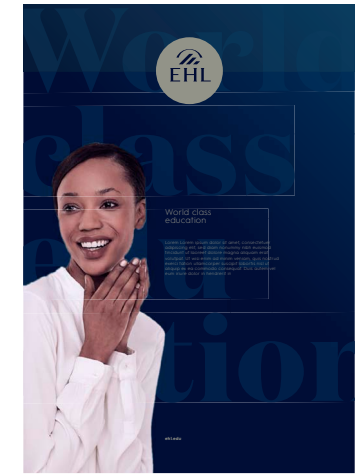
The logo in the center
→ minimal use

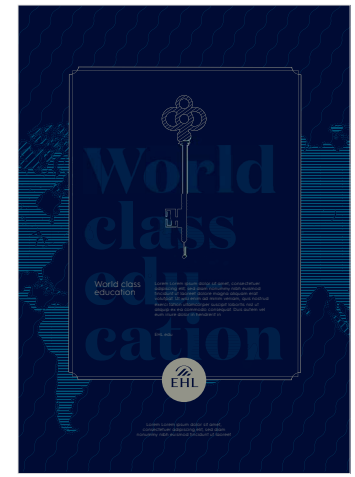
The banner
→ standard use

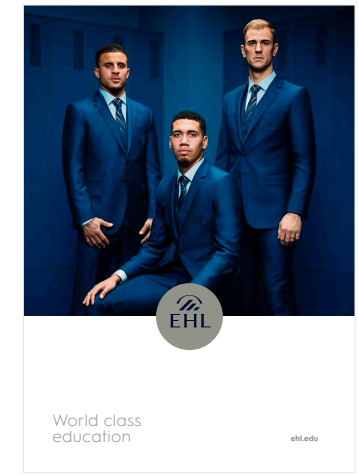
The "Marie-Louise" frame
→ luxurious use









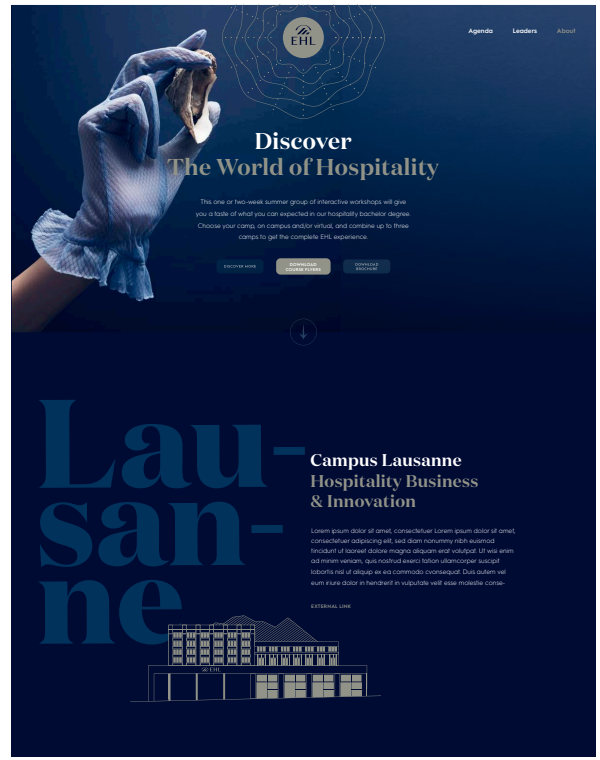


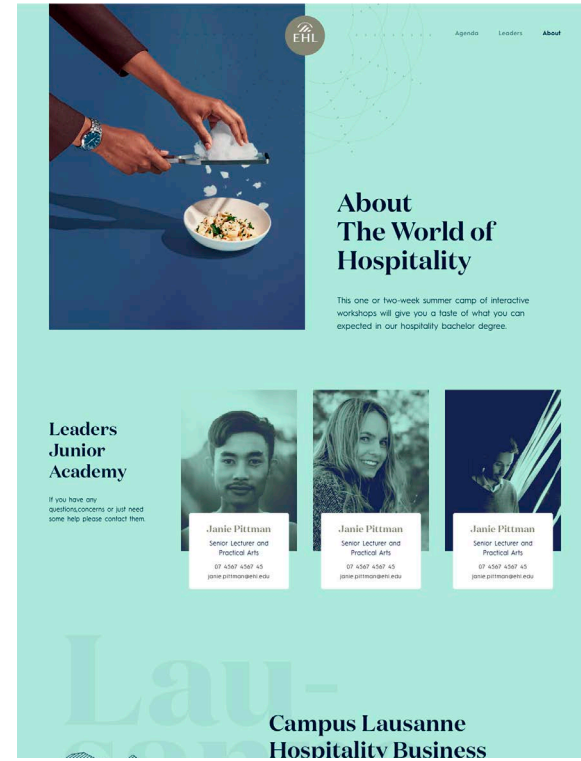
Iconography
Layout examples

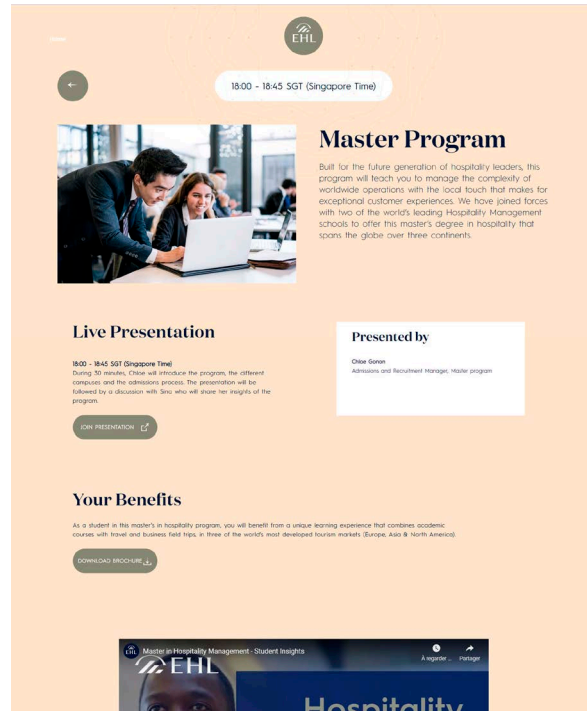
Digital banners

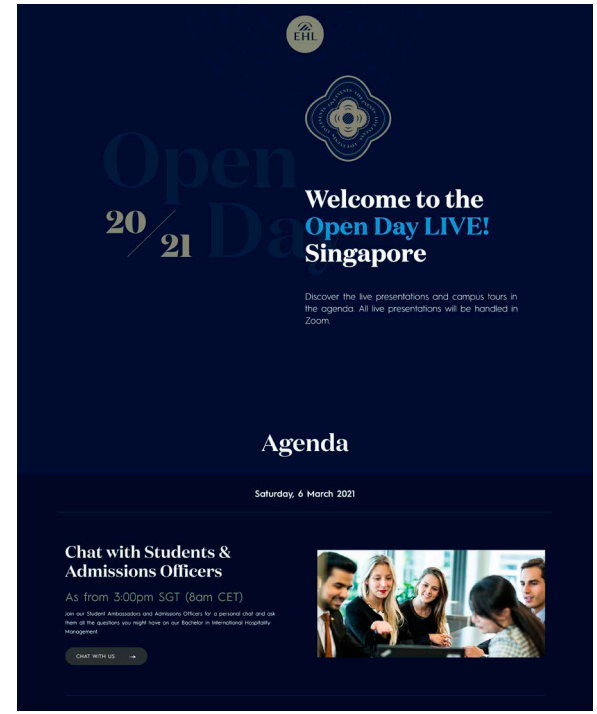
Iconography
Layout examples

Websites, landing pages...









Iconography
Layout examples

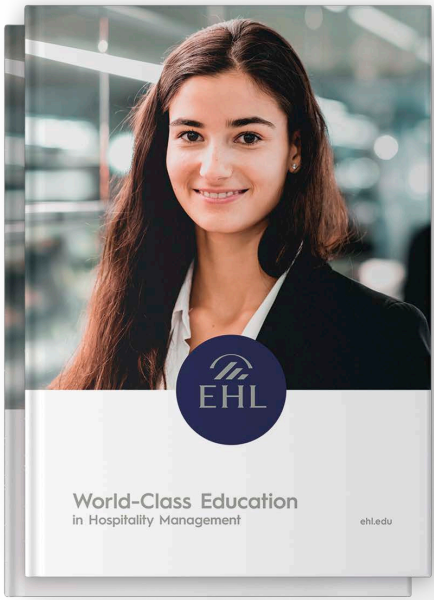
Banners, postcards...

Iconography
Layout examples

Posters, flyers...

Examples

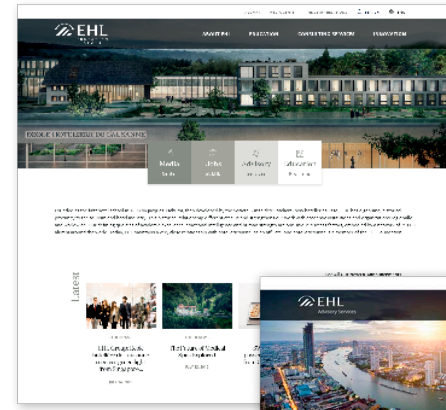
Stationary & collaterals
Examples



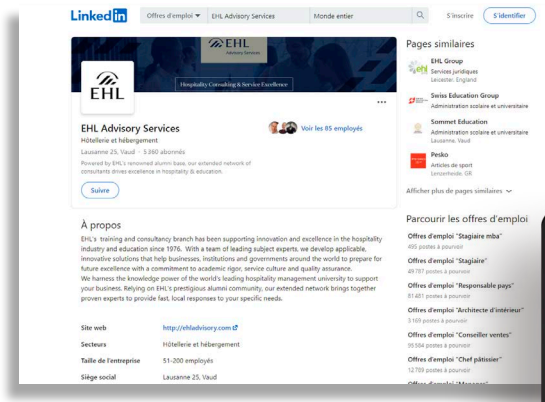
Brochures,
printed material

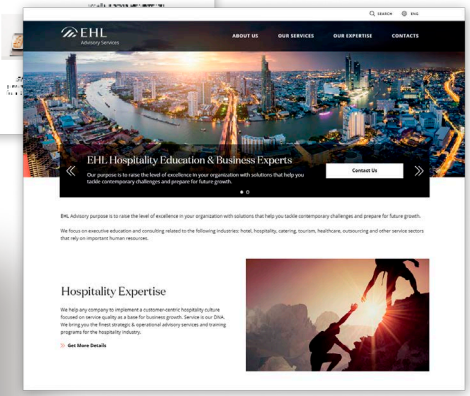
Letterhead,
business cards &
stationary

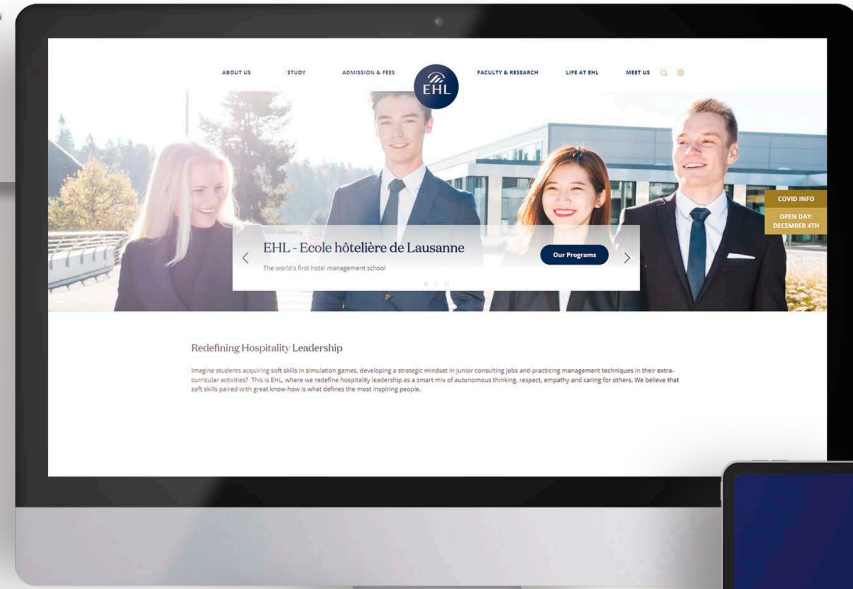
Digital
Examples



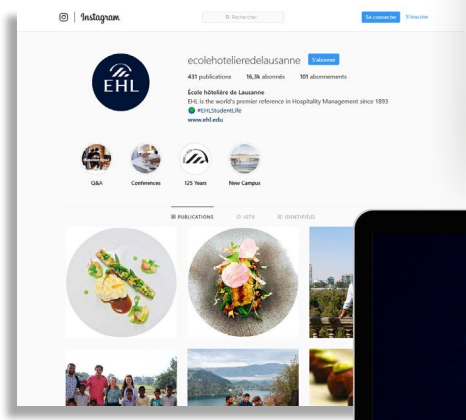
Websites &
banners

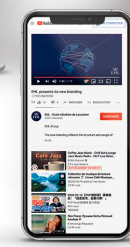






Social media &
digital platforms





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19
20
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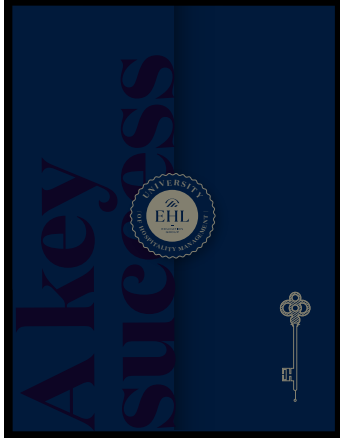
Entities
THE EVOLUTION
OF SPECIALIZED
ACTIVITIES


A key
success

Embroidery

Wax seal

Cufflink

Flag

Cap

HOSPITALITY
EHL
BUSINESS SCHOOL

Founded in 1893 as
École hôtelière de Lausanne

Merci