



DESCRIPTION OF CONTENTS

FÖRENINGEN EKONOMERNA'S BRAND BOOK

This is a translation of Föreningen Ekonomerna's Swedish policy "Marknadsföringspolicy". In case of ambiguity in matters of dispute, the Swedish version shall always apply.

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FÖRENINGEN EKONOMERNA'S BRAND BOOK

Background

A brand is a group of rules and attitudes that differentiate one organization from another. The brand's backbone is the Brand Book; where not only the rules and attitudes are explained but also different goals and marketing techniques. Föreningen Ekonomerna suffers, like many other student organizations, of a short memory. Many students come into contact with the Association to different degrees of intensity to then leave it. This lack of consistency is a major disadvantage for Föreningen Ekonomerna's brand. This brand book has been compiled to ensure the consistency of Föreningen Ekonomerna's brand.

Aim

For a brand to be perceived as legitimate and trustworthy, it must maintain consistency. The brand shall carry its message in all its channels with consistency and clearly emit the organization's identity. This consistency is difficult to ensure with the fast-changing stream of active members that Föreningen Ekonomerna has. The aim of this brand book is to capture the essence and identity of Föreningen Ekonomerna in order to then establish guidelines about how the channels can and shall be used.

CHAPTER I - FÖRENINGEN EKONOMERNA'S IDENTITY

Föreningen Ekonomerna is a student organization that has three main interests:

- *Students*
- *Stockholm university (SU)*
- *Business and Industry*

All these elements are equally important for the Association's survival and welfare, which is why Föreningen Ekonomerna has *three qualities that shall imbue everything that the Association does*.

- *Community*
- *Professionalism*
- *Drive*

These three qualities shall be benchmarks for maintaining the Association's good relationships with its three groups of agents. The catchwords are abstract and in many cases subjective. To clarify the implications, there is a motto which can be read entirely or in separate parts. It is directly related to these three words:



Students

Föreningen Ekonomerna is an organization aimed at students at Stockholm University who are divided into three groups: active members, passive members and non-members.

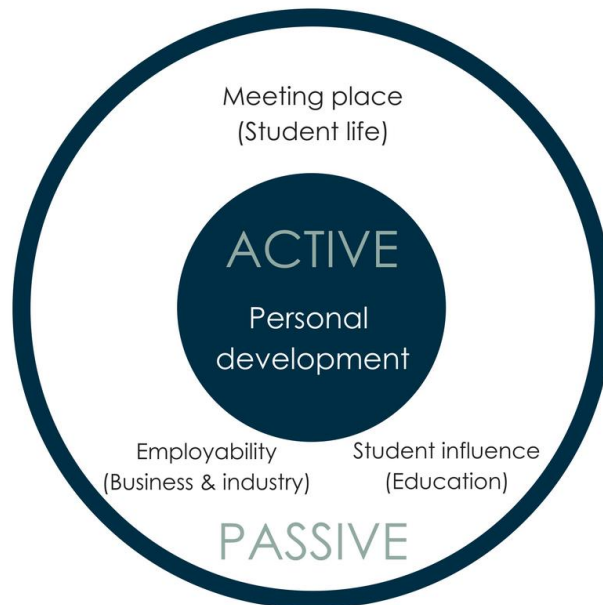
- *Active members* – are students who pay membership to Föreningen Ekonomerna and are active in a committee and/or participate and organize a project.



- *Passive members* – are students who pay membership to Föreningen Ekonomerna but are not active in a committee or participate and organize a project.
- *Non-members* - are students who have not paid membership to Föreningen Ekonomerna.

Product

Föreningen Ekonomerna is built on three pillars: *business and industry, education and student life*. These three elements are conveyed in the three main products that Föreningen Ekonomerna offers its members: increased *employability*, increased *student influence* and a natural *meeting place*. *Active members* also enjoy an opportunity for *personal development*.



- *Employability* - increases through an active and close cooperation with the Association's partners.
- *Student influence* - increases through an active and close cooperation with SU.
- *Student life* - increases through a natural and qualitative meeting place for members of the Association.
- *Personal development* - increases through active participation in the Association's projects and committees.



Implementation

To increase awareness around Föreningen Ekonomerna's identity, students and products, the Head of Marketing should give presentations on key factors. The recommendation is to give presentations at:

- Two ordinary Association's meetings
- An Operational management group- meeting (OMG meeting)/term
- An active members' meeting/term

Since identity and culture are governance tools, all active members should understand the implications of these words. The Head of Marketing should therefore strive to ensure that *all* active members are familiar with the Association's identity and culture as well as conveying such each time they represent Föreningen Ekonomerna.



CHAPTER II - MARKETING CHANNELS

Website

Föreningen Ekonomerna's official website is:

www.foreningenekonomerna.se / www.fest.se

The website shall be used as both an information and marketing channel. The Head of Marketing has ultimate responsibility for everything that is written and uploaded to the website, which means that he/she shall be informed and aware of website content.

Facebook

Föreningen Ekonomerna has three official Facebook pages. These are:

*fb.me/Festhlm - Education
fb.me/FesthlmBusiness - Business
fb.me/FesthlmSocial - Social*

The Head of Marketing has ultimate responsibility for everything that is written and uploaded to the Facebook page. The Head of Marketing ensures that the page is current and up-to-date. Additional guidelines for what can be published on each page can be found in the *Digital Marketing Guidelines*.

Discussion forum

Discussion forum for business students at SU:

<https://www.facebook.com/groups/FesthlmForum/>

Föreningen Ekonomerna is the administrator for this group. The group shall be used for the benefit of students. The discussion forum may be used to spread the association's study-related events as well as inform about membership in the association but *not* to market private events or companies and organizations.



Course groups

Prior to each semester, Marketing Manager, Vice Chairman and Chairman of the Education Committee are responsible for creating and administering a certain number of groups for Stockholm Business Schools different courses. The purpose of these groups is to create a natural meeting place for students where they can communicate regarding their studies. These groups may not be used by the association to spread other than study-related events and information. Additional guidelines for these groups can be found in the *Guidelines for course groups on Facebook*.

Other groups

Other groups may be created for internal communication. The groups must be restricted and/or private. The Head of Marketing shall be informed of the existence of such groups. The Head of Marketing shall be a member of such groups.

Twitter

Föreningen Ekonomerna's official Twitter account is:

@festhlm

The Twitter account is inactive, with the aim of preventing any other entity from registering an account unofficially in the Association's name. Committees, clubs and projects shall not have their own Twitter accounts. Exceptions for this guideline shall be discussed with the Head of Marketing in any case, with the aim of preventing diffuse marketing channels externally against the Association's interested parties.

Instagram

Föreningen Ekonomerna's official Instagram account is:

@foreningenekonomerna.se

Föreningen Ekonomerna disposes of an active account on Instagram that is maintained solely for social purposes. No material that is designed to explicitly

market the Association's different events such as posters, flyers or videos shall be uploaded to Instagram. The account aims instead to give an insight into the Association as a social entity, by means of the occasional photo from an event or an "typical" day at Loftet for example. It is suggested that at least one photo per week is added if there is reason to do so. The Head of Marketing has ultimate responsibility for content that is uploaded to the Association's Instagram account.

Committees, clubs and projects shall not have their own Instagram account, with the exception of Ekonomernas Dagar, or any other exception that has been discussed with the Head of Marketing, with the aim of preventing diffuse marketing channels externally against the Association's interested parties.

Snapchat

Föreningen Ekonomerna's official Instagram account is:

fe.sthlm

Like Instagram, Snapchat has been created for social purposes only. The purpose is to provide insight into the associations daily activities. Proposedly, multiple images / videos from all events will be uploaded. Marketing Manager is ultimately responsible for the content uploaded to the association's Snapchat account.

YouTube

The Association of officials YouTube Channel is:

www.youtube.com/user/Festhlm

Marketing Manager is ultimately responsible for the content uploaded to the association's YouTube channel.

Sending out emails

Sending out emails for marketing purposes shall only be used in exceptionally few



cases, supervised by the Head of Marketing.

Posters/Flyers

Föreningen Ekonomerna's various committees, clubs and projects may make use of posters and/or flyers for marketing. The Marketing Committee may freely design marketing tools, within the framework of Association policy.

Marketing material produced for the Association's projects must follow the Association's policies as well as Swedish copyright law and must not harm the Association's brand or reputation in any way.

Posters may be posted on Association premises, in the toilets in Ljusgården, on Association notice boards in Ljusgården, on the association's bulletin board at Frescati or on general notice boards at Frescati. Marketing Managers for projects ensure that project marketing is launched in good time and that the above guidelines are respected.

All posters shall be approved by the Head of Marketing unless decided otherwise. Posters on the Association's digital channels shall be added, after approval, by an administrator of the chosen channel. A non-approved poster or flyer may not be published.

Inspring (visiting lectures)

One of the Association's marketing channels is inspring. Through this channel, active members in project teams can visit a lecture and market a project. During inspring, help tools may be used in the form of digital posters through projectors and/or video in the background to add visual stimulation.

There are several reasons as to why projects shall be marketed through inspring, above all the fact that it reaches a large number of students immediately. Despite all its advantages, there is a risk that intense use of inspring over a short period can lead to frustration, above all from Stockholm University. To avoid negative associations concerning inspring, there is an aptly-named inspring calendar that is always shared between OMG and the Board and sometimes with project managers of larger projects too. The Head of Marketing is responsible for monitoring the inspring calendar. It is important to point out that constant use of



video on inspring can lead to saturation and reduce the effectiveness of inspring.

Lecturers shall always be contacted and asked if inspring is permitted and a refusal shall always be respected. It is important that all necessary material is prepared and ready for use. Material shall be displayed using a USB stick or exceptionally email. 15 minutes before inspring shall take place, the participants should be in place and have contacted the janitors or similar for help with sound, image etc. Inspring shall be one of at least two channels and should not therefore be the only marketing tool for a project.

Other guidelines for inspring:

- Shall open with the phrase "Hello, we/I come from Föreningen Ekonomerna..."
- In the event that there is no visual material, Föreningen Ekonomerna's logotype in landscape format shall be displayed on the projector screen (with priority given to the logotype in landscape format with blue background, see Chapter III- Graphic Image).
- An inspring should be two minutes long maximum.
- The speaker should be factual and communicate the objective with the inspring clearly and distinctly.

Video

Föreningen Ekonomerna's projects may make use of marketing through video.

Föreningen Ekonomerna's logotype in landscape format shall appear at both the beginning and end of video marketing. The logotype should be displayed clearly and for at least three seconds.

Video marketing may be made use of during inspring, in posts on the Association's website, Facebook and on a specific project's event page.

All video material shall be approved and published by the Head of Marketing unless decided otherwise. A non-approved video film may not be published.

PowerPoint

A PowerPoint presentation used for Association-related purposes shall, as in the case of video films, always start with Föreningen Ekonomerna's logotype, preferably the logotype in landscape format (in accordance with Chapter III - Graphic Image).

Concerning fonts for PowerPoint presentations made for external use, (aimed towards non-active members, Stockholm University or Business and Industry etc.) the Association's preferred font is used for headings and body text.

Concerning fonts for PowerPoint presentations made for internal use, (aimed towards active members, for example on a committee, club or project meetings), fonts are at the discretion of the presenter, but if unsure of choice, Föreningen Ekonomerna's preferred fonts can always be suggested (in accordance with Chapter III - Graphic Image).

Printed material

Föreningen Ekonomerna should, from time to time, produce printed booklets and books that are then given out to interested parties. Such printed material, which is often of an informative nature, shall always be considered under the category of "marketing" and all content, as well as layout and contained text, shall therefore always be approved by the Association's Head of Marketing before it is sent out for printing.

Hashtags (#)

Föreningen Ekonomerna's official hashtag is:

#foreningenekonomerna

Hashtags can be a good way to get a public to interact with an event of the Association and can therefore be used in different projects' marketing and implementation. Such hashtags shall always be added jointly and with the approval of the Association's Head of Marketing.



CHAPTER III - GRAPHIC IMAGE

Font

All formal documents, with the exception of Föreningen Ekonomerna's website and marketing (posters/flyers/videos), shall make use of two fonts for three different parts of the document: heading style 1, heading style 2 and body text:

Heading style 1:

CENTURY GOTHIC 16 pt

Heading style 1 uses Century Gothic font, which can be found in most computer text editors and has been used by Föreningen Ekonomerna for quite a long time. Heading style 1 shall be written in capital letters, in bold and in the Association's blue color (see section Colors).

Heading style 2:

Century Gothic 14 pt

Heading style 2 uses Century Gothic. Heading style 2 shall *not* only be written in capital letters, but in bold and in the Association's blue color (see section Colors).

Heading style 3:

Palantino Linotype 12 pt

Heading style 3 uses Palantino Linotype font, which can be found in most computer text editors. Heading style 3 shall *not* only be written in capital letters, but in bold and shall also be in black. The purpose of Heading style 3 is to facilitate reading and differentiation of body text with more discrete end markers, for example double colons used in agendas or the minutes of a meeting.

Body text:

Palantino Linotype 12 pt.



Colors

The blue color used by Föreningen Ekonomerna in official documents, material and for logotypes is called Association-blue. All headings shall use this color for digital and color printing. For non-color printing, black shall be used for headings.



Color code

HEX: #003045

CMYK: 99, 74, 49,
48

RGB: 0, 48, 69



**Föreningen
Ekonomerna**
STOCKHOLMS UNIVERSITET

Logotype

Below appear the logotypes used since 2010 onwards with the exception of the 2015 jubilee year. All forms of the logo should be available for download on the association's website.



Below appears the design used for the jubilee year logotype which was used during the spring and autumn term of 2015.



Logotype - color

Föreningen Ekonomerna's logotype is closely related to its brand. There are three



types of logotypes and each type comes in uniform color combinations; Association-blue on white, black on white and white on Association-blue. The Association's logotype depicts Hermes' winged helmet and staff encircled by an olive wreath. For graphic representation, see page 15: best practice. The logotypes can be downloaded from the website. Only one variant of the logotypes may be used per poster.

As for promotional materials, such as posters, the blue and black logos may appear on light backgrounds and the white logo on a dark backgrounds.

Logotype- positioning

In order to further strengthen Föreningen Ekonomerna's brand and maintain consistency, there are rules for where the Association's logotype should be positioned on documents.

The logotype in landscape format shall appear in the top left corner of each page of all formal documents that are produced by Föreningen Ekonomerna.

For the Association's logotypes on posters and flyers, the rules are different. The logotypes shall preferably be positioned as far down as possible, centered or to the left, at a *reasonable distance* in relation to the poster's surrounding elements and design elsewhere. Additional guidelines and examples can be found in the *Digital Marketing Guidelines* document.

Logotype - several partners

On posters where several partner logotypes appear, ownership is clearly made known both with a worded statement as to which organization is the organizer and by the positioning of logos in such a way as to reflect who the main organizer is.





Logotype - Committees/clubs/projects

Föreningen Ekonomerna consists of several committees and clubs. In order to strengthen the Association's united image, committees and clubs do not have their own logotype. Externally, it should always be clear when a project is managed by Föreningen Ekonomerna. On the other hand, stand-alone and non stand-alone projects are permitted to create a logotype under the supervision of the Head of Marketing. When marketing a project, whether stand-alone or non stand-alone, the Association logotype shall appear in accordance with the above stated guidelines. The purpose of this is to make it clear that all projects are managed by Föreningen Ekonomerna.

CHAPTER IV - MARKETING LANGUAGE

Marketing shall be carried out in accordance with the Association's language policy.