

HANKEN NETWORK DAY

Thank you for participating in HND 2026! The following guide will provide clear instructions on how you can deliver materials to help us promote your company on our Instagram story before the event!

If you have any questions, do not hesitate to contact:

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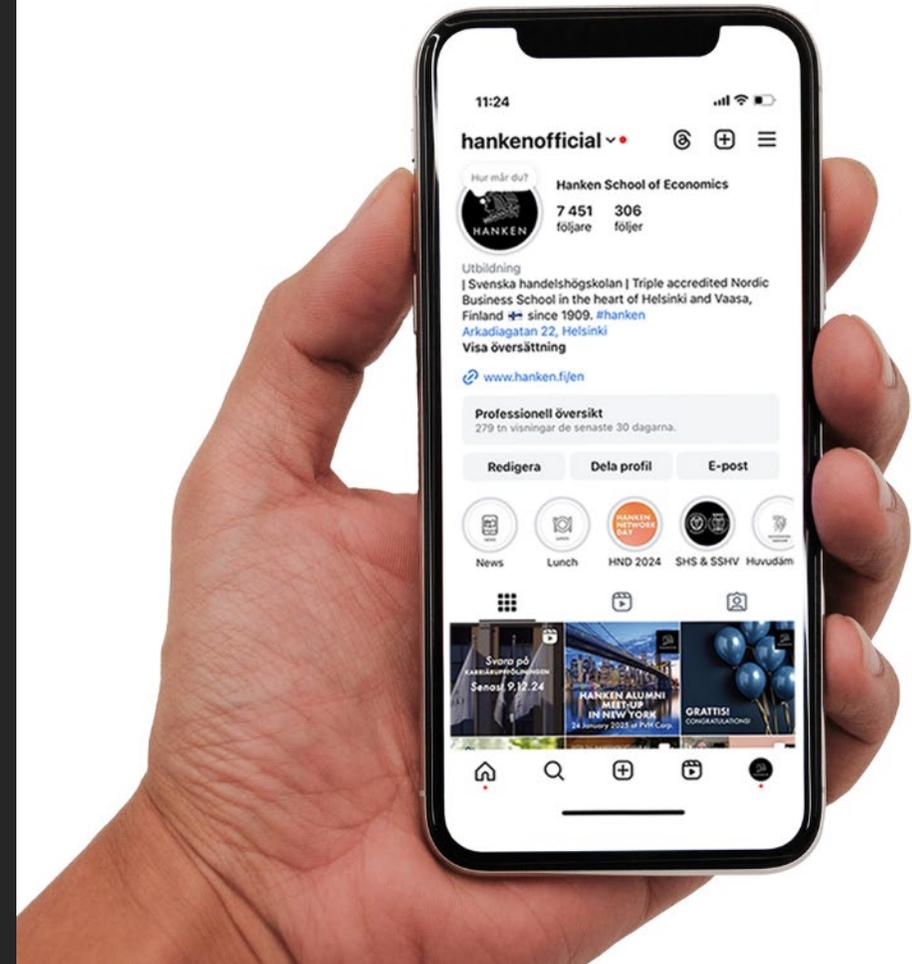
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HND PROMOTION ON IG

TIMETABLE

- Each participating company has the chance to post an Instagram story at [@hankenofficial](#) before the event!
- Please submit your materials at least 2 weeks before the event
 - On the following page you will find instructions on what kind of materials we require!



MATERIAL

SUBMISSION GUIDELINES FOR VISUAL CONTENT:

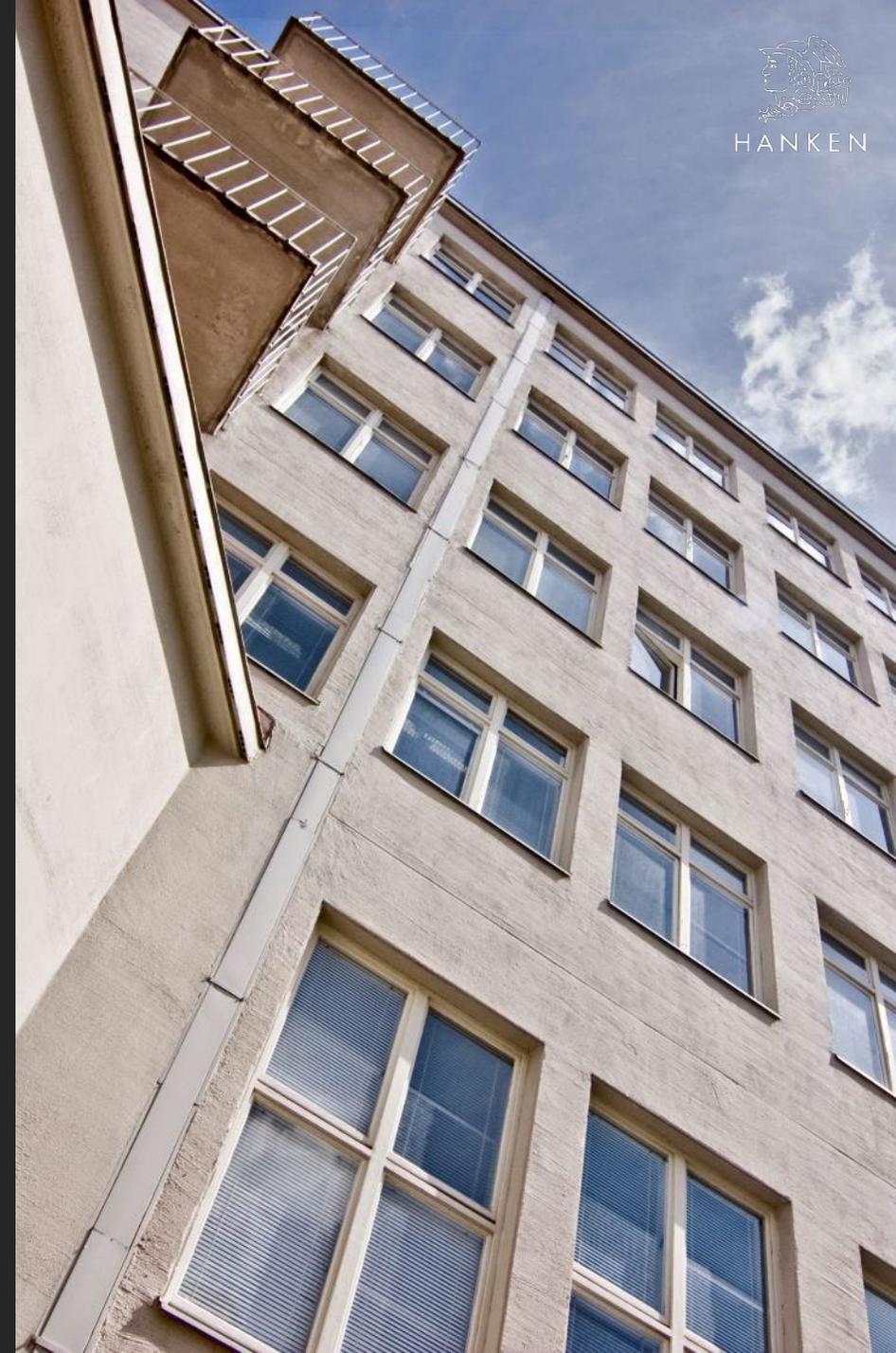
- Please provide an image without any text.
- Preferred format: PNG or JPG (PDFs are not accepted).
- Preferred image dimensions are square or portrait – it is easier to work with than rectangular/panoramic images (see example on the next slide)

ACCOMPANYING LOGO

- Hanken should have your logo in vector format, or PNG with a transparent background in all the colours the logo exists in.
 - However, if you are a new partner and aware that Hanken might not have this, please provide it!

ACCOMPANYING TEXT REQUIREMENTS:

- Submit a Word document with a brief message encouraging students to visit your stand, highlighting what they can discover.
 - Maximum length: 300 characters.



FINAL PRODUCT

- The picture, logo and text will help us create a comprehensive look for the event!
- By utilizing a standardized template, we can ensure equal visibility for all participants with consistent colors, themes, and fonts—decided in advance, prior to summer.
- The picture, text, and logo will not only help establish a distinct identity for your brand, but in this way also contribute to a polished and cohesive event marketing strategy that will attract more students.



Example