**MARBELLA HOSPITALITY INSTITUTE**

* The logo is for a new Hospitality Management Institute (hotel Management School) in the well-known touristic area of Marbella (Costa del sol)
* The center will focus on Executive Education (professional courses for hotel managers and executives related to the hotel and restaurants sectors)
* We have an agreement with the number one hotel management school in the world, the Ecole hoteliere de Lausanne

<http://www.ehl.edu/en>

Their network of associated schools (like ours) – you can check the logos of these schools also:

<http://www.ehl.edu/en/about-us/our-organization/certified-schools>

* Our competition (try to differentiate the logo from these examples, focusing more on the profesional side of the education and the global leadership of Lausanne):

  

LES ROCHES MARBELLA HEC+AHLEI HIP

* Specific information for the final logo:
  + We will need an horizontal and a vertical/square versión of the logo
  + A possibility is using the acronyms “MHI” but always showing the full name in the logo
  + Do not use the typical hotel “H” or building in the logo
  + Similarity to the logo of EHL can be an idea
  + We will need a versión of the logo where it relates to EHL; see examples below:

 