Holland's economic identity in visual terms

Economic image

Holland.™

Economic image

Contents

**Pioneers in international business**

Introduction

Welcome! You are reading a special document:

The house style manual for Holland's economic image and economic identity in visual terms.

Although the Netherlands has a well-established and quite positive general image, Holland's economic image has been under pressure in recent years. Increasing competition, European unification and globalisation mean that our country has to be properly positioned.
A common and consistent strategy between the public and private sector could have a positive impact on the way Holland's economic image is perceived abroad. Of course a country's image consists of much more than a powerful slogan with a matching logo. A clear method of communication is an important step towards strengthening and maintaining the image we want for Holland. Hence this manual.

Holland is open, international, entrepreneurial, solution-based, knowledge-intensive and creative. In the pay-off, Holland's desired economic positioning is described as "Pioneers in international business". This recalls Holland's original strength and places it in today's context and going forward, giving it a new significance, a new feel.

Within Holland's visual identity, the pay-off "Pioneers in international business" and the Holland logo are always inextricably linked.
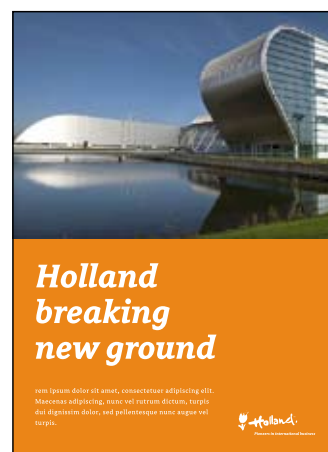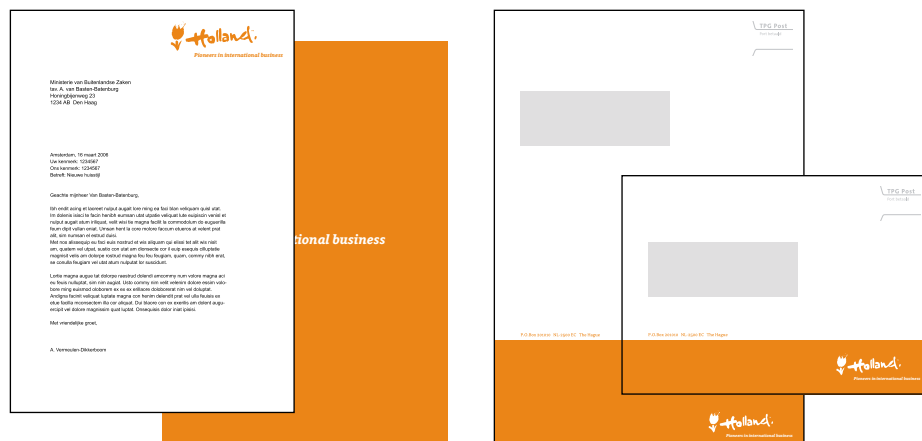
Guide

This manual contains basic guidelines for designing products. It is intended for designers and DTP professionals. In it you will find technical specifications for the design of a variety of products. The manual can be used as a guide, a check or a reference. But it can also help you to redesign existing products.

The house style is not intended to be a hindrance. Use it as an inspiration for creating something exciting. The house style provides ample opportunity for this.

As the coordination point for Holland's Economic Image (EBN), the Dutch Agency for International Business and Cooperation (EVD) manages the style used to promote Holland's economy. The style can be used by other people (outside the EVD) after signing a special licensing agreement. These agreements are coordinated via the EBN coordination point.

The following rules apply to the use of the logo and slogan:

The Holland style may only be used in economic communications concerning the Netherlands.
The Holland style must not be used for commercial purposes.
The Holland style must not be used in communications that incite hatred towards or the demeaning of explicitly named persons or sections of the population.
The Holland style must not be used in communications of a pornographic nature.
The Holland style must not be used in communications that recommend the use of drugs or other addictive substances.
The Holland style must not be used in communications which are in any way offensive.

We hope that this manual will inspire you. Take pleasure in your designs!

Logo

The Holland logo is always used in combination with the pay-off.
The following proportions apply: pay-off to be vertically aligned with the H. Half the height of the H marks the position of the pay-off, while the body size of the pay-off is one third of the height.

An alternative combination with the pay-off is also possible, in which the pay-off changes in size and is moved along the horizontal axis. In this case, the rule is that the pay-off must not be taller than half of the Holland word image and the white space in between must be at least half the width of the Holland word image.

The size, colour and proportions of the logo are fixed and must not be altered. The size on the letterhead is set at 100%.
The minimum width of the logo minus the pay-off is 23 mm.
The size of the logo may be increased depending on the communication. However, please bear in mind that the visual material is superior to the logo. The logo always plays a minor part in the composition. The logo and brand name combined are never wider than one third of the width of the page size. The logo must not be reshaped or expanded.
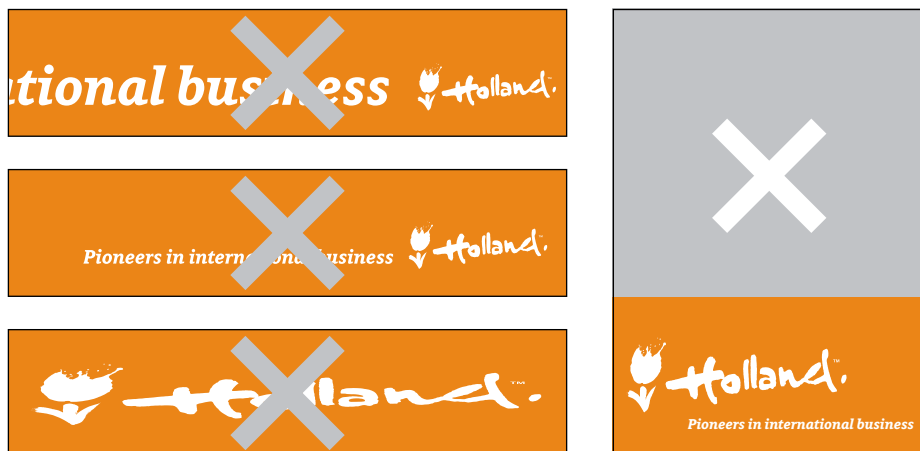
When positioning the logo, you have to take account of the minimum specified space around
the logo and the minimum 9 mm margin.

The logo and pay-off, combined with the orange or white bar, is always placed at the bottom
right of the page. The logo and pay-off can be placed anywhere when the logo is being used on
a white or orange solid or placed on a photograph.

The logo must not be placed on a subcolour and must always be associated with Holland orange.

When used on a photograph the logo must always contrast clearly with the photograph. The
logo and pay-off must always be placed in a prominent and clearly visible position. The logo
must not be placed on a busy background.

The tulip must not be used separately as an illustrative element but must always be
connected to the Holland brand name and pay-off.

When used separately from the logo, the pay-off "Pioneers in international business" may be
placed anywhere you wish. The pay-off can also be placed on a subcolour.

Colour pallet

The Holland house style consists of five colours of which orange is the dominant tone. This colour features in all communications. The intensity is indicated in the chart below. Orange is the main colour with white, black and grey as the background. Red and blue are additional colours which can be used in combination with Holland orange.

It is first and foremost the PMS colours which are used in printed items:
PMS 158 for Holland orange, PMS 186 for red, PMS 287 for blue, PMS Cool Grey 6-9 for grey and PMS 877 for silver.
Orange, red, blue and silver are always used as clear 100% colours. Grey may be used in gradations if there is no space for silver printing.
In the case of full-colour printing the CMYK translation of these colours is used. A translation is also made into RGB for use on a VDU screen.

Translations into RAL colours, RGB and HTML have been made for the five colours.
The subcolours are only used for printed items and are therefore only indicated as PMS and CMYK.

Main and additional colours

			877			
Holland-oranje 158		Cool Grey 6	Cool Grey 9		186	287
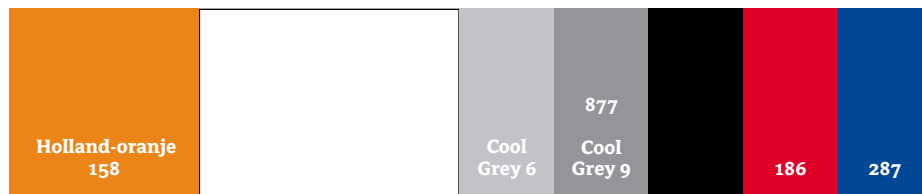
Colour	PMS	CMYK	RGB	RAL	HTML
Orange	158	0/60/94/0	255/102/0	2008	#FF6600
Red	186	0/100/65/4	204/0/51	3020	#CC0033
Blue	287	100/80/0/15	9/40/119	5002	#092877
Light grey	Cool Grey 6	0/0/0/33	161/161/164	9023	#A1A1A4
Dark grey	Cool Grey 9	0/0/0/66	113/114/118	9023	#717276
Silver	877		9023		

Subcolours

The subcolours must always be used in combination with Holland orange.
To retain the simplicity and peace of the composition, you are advised to use one subcolour in addition to Holland orange. There are greys for more commercial communications and brighter shades for more promotional communications. The subcolours can be used in gradations.

Commercial

549	7468	534	5625	7497	7498

Colour	CMYK
PMS 549	57/0/0/34
PMS 7468	91/0/0/45
PMS 534	85/72/0/50
PMS 5625	37/0/43/54
PMS 7497	0/12/59/75
PMS 7498	25/0/85/85

7531	418	411	5497	5487	7545

Colour	CMYK
PMS 7531	0/30/50/60
PMS 418	0/0/30/85
PMS 411	0/30/30/80
PMS 5497	32/0/18/37
PMS 5487	40/0/24/58
PMS 7545	33/6/0/71

Promotional

7447	676	625	384

Colour	CMYK
PMS 7447	67/80/0/20
PMS 676	20/100/18/19
PMS 625	58/0/48/42
PMS 384	25/0/100/38

513	527	5483	5473

| Colour	CMYK
PMS 513	51/95/0/0
PMS 527	73/94/0/0
PMS 5483	79/24/39/0
PMS 5473	76/0/26/60

You should take care with coated and uncoated papers as the colours can vary considerably on them.

Division of the surface and layout

The visual identity of Holland must be recognisable from the simple and clear-cut horizontal division of the surface. It can be said to be the DNA of Holland's visual identity.

The style consists of a horizontal division of 25%, 50%, 75% or 100%. For covers, it is important that the basic principle should consist of splitting the page in two, combining an orange or white area with a photograph. In addition, a solid block of Holland orange or white may be used without a picture but with a logo on it.
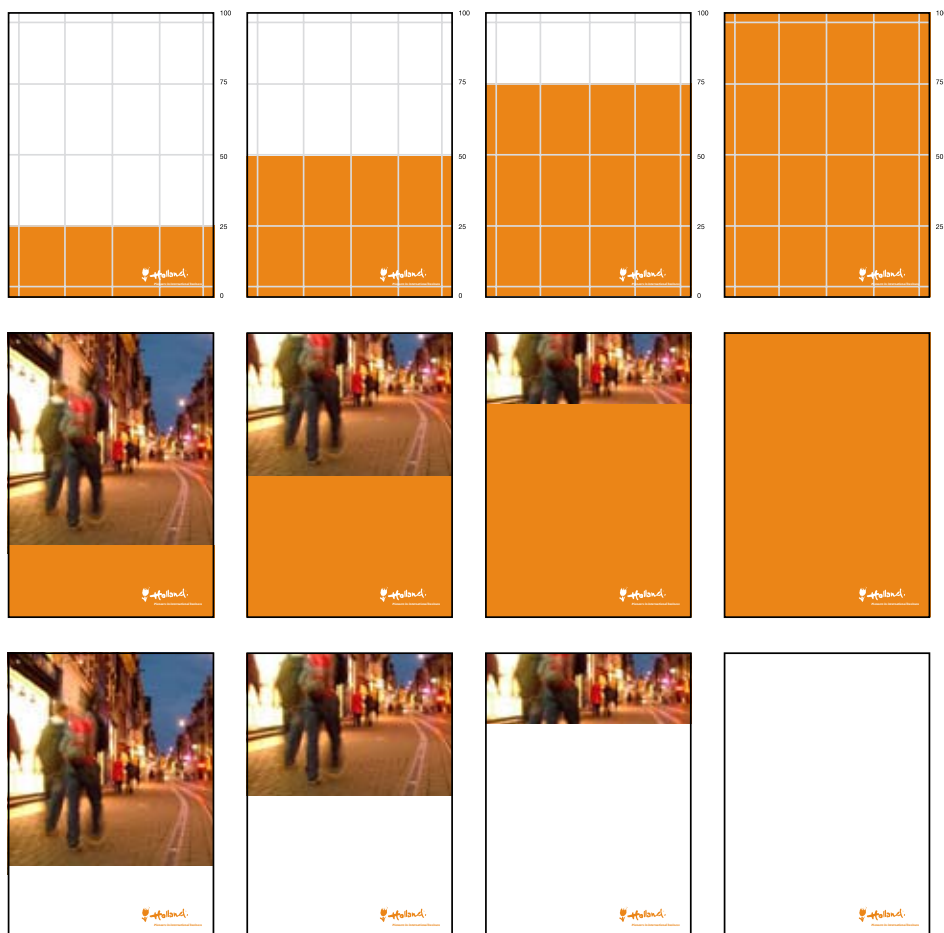
Typography

The FF Avance font family from Dutch designer Evert Bloemsma (1958-2005) is used in the typography for the Holland house style. This font was chosen because of its clean-cut and unique appearance and because it can be used on several fronts. The unusual details are visible in headings and it is remarkably easy to read in small type sizes.
It was designed by Evert Bloemsma, an influential Dutch type designer. The choice of a typeface of Dutch origin underlines the typically Dutch character of the house style.

FF Avance Regular is used for running text.
FF Avance Italic can be used for quotes and streamers. FF Avance Bold and Bold Italic can be used for headings.

A sans serif typeface, also by Evert Bloemsma, FF Legato is used to supplement FF Avance. FF Legato can be used to support FF Avance but only in combination and never on its own.

Arial is used in combination with the house style elements for computer screens (internet and PowerPoint) and PC applications.

FF Avance regular
abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLM NOPQRSTUVWXYZ

FF Avance italic
abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLM NOPQRSTUVWXYZ

FF Avance bold
abcdefghijklmnopqrstuvwx yz 1234567890 ABCDEFGHIJ KLMNOPQRSTUVWXYZ

FF Avance bolditalic
abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLM NOPQRSTUVWXYZ

FF Legato
abcdefghijklmnopqrstuvw xyz 1234567890 ABCDEFG HIJKLMNOPQRSTUVWXYZ

Arial
abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJK LMNOPQRSTUVWXYZ

White text on an orange background	White text on a red background	White text on a blue background
Coloured text on a white background	Black text on a grey background	White text on a grey background
Grey text on a coloured background ✗	Light grey text on dark grey ✗	Dark grey text on light grey ✗
Orange text on a subcolour ✗	Orange text on a red background ✗	Orange text on a blue background ✗
Subcolour text on an orange background ✗	Red text on an orange background ✗	Blue text on an orange background ✗

This listing shows the most common colour combinations with text. The rule is that two different colours should not be combined in text. It is based on the principle that coloured text should be placed on a white background or white (or black) text on a coloured background. This keeps the house style pure.
However, you have to take care with small-size text on areas of colour as it may become illegible.

Different rules apply in the case of silver (PMS 877), which can be used freely provided that legibility is preserved.

Use of pictures

Photography plays an important part in the Holland style. Photography is intended to underline Holland's positioning. Extreme care must therefore be taken with the way photography is used.

Strategic photography
"Strategic photography" means photography which is used, for example, during campaigns (advertisements, posters, websites) and for the cover of the "Made In Holland" magazine (Sector special).
The photography must produce a positive and pleasant effect, with a human touch. It must have an authentic and realistic feel, i.e. not overproduced and slick.

The photographs should tell a story. When photographing a Holland product you should always look for a situation which shows off its strengths to best advantage. This is not usually in a showroom but somewhere where the product is used.

The people in the photographs are part of a network (friends/business/family). The viewer should also become part of the network and the world shown in the photograph.

Style
Bright colours
Great depth of focus
Reportage
Direct/accessible
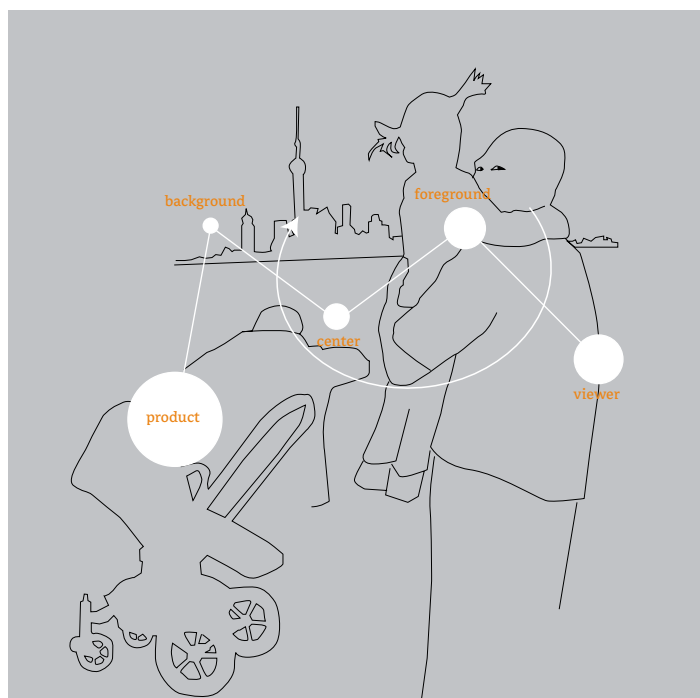
Editorial photography

By editorial photography we mean photographs which are used, for example, as illustrations in a magazine. It is not always possible to have photographs taken for each brochure or magazine. In this case, we rely on photographs which have been supplied (e.g. by companies) and stock photography.

It is of crucial importance to select the right photograph in order to maintain the desired feel. You should therefore choose photographs which produce a positive and pleasant effect, with a human touch. It must have an authentic and realistic feel, i.e. not overproduced and slick.

The photographs should tell a story. You should always look for photographs that show off the Holland product's strengths to best advantage. This is not usually in a showroom but somewhere where the product is used.

The people in the photographs are part of a network (friends/business/family). The viewer should also become part of the network and the world shown in the photograph.

Style
Bright colours
Great depth of focus
Reportage
Direct/accessible

Stationery

Business cards: name, position and organisation always
on the left. Correspondence details on the right.
Organisation's logo always placed bottom left or, in the
case of two logos, the second logo bottom right, level with
the logo on the left (see example opposite).

Ab van Ravestein
Managing Director EVD

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国际商务与合作局局长
荷兰经济事务部

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w www.internationale-
handel.mkb.nl

Pioneers in international business

A4 headed paper and reverse, C4 and C5 envelopes, compliments slip,
business cards, address sticker, mission booklet

Richtlijnen voor visitekaartjes

All cards must have the colours referred to in the house style. The cards will use the pantone 158 U colour for the Holland orange colour. The grey in the text is 33 K black. The cards will be printed preferably with PMS colours as this gives a better result. If it is not possible to print PMS colours, the CMYK value (full colour) of the orange will be: C=0, M=69, Y=94, K=0.

Too much information makes the cards cluttered and complex, so restrict address data to what is required. It all has to fit into the right-hand column (max. 10 lines, or if there is no logo on the right, 11 lines).

In principle, the cards will be printed in English, unless this language is not common in the country where the cards are used, e.g. China. In the case of two-language cards, the English text will be in the right-hand column and the local language will be on the left.

The cards will be printed in addition to the standard business cards used for commercial activities abroad and will be handed to foreign target groups.

Cards for institutions and organisations located in the Netherlands

Only the postal address may be stated (not the visiting address).

Cards for institutions and organisations located abroad

Foreign cards are local, and for that reason both the postal and visiting address are stated.

Netherlands Business
Support Office (NBSO)

Delegação Comercial
Holandesa

Fabíola Rios
Deputy Representative
Delegada Adjunta

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f +55 - 81 - 3224 3154
m +55 - 81 - 9139 1139
e rios@nbso.com.br
w www.nbso.com.br
skype +55 -20050503

Logos

In the case of a single logo, it must be placed on the left-hand side.

In the case of two logos: the parent company is always on the left-hand side and the affiliated company on the right (in the case of EVD/ Ministry of Economic Affairs, EVD on the left and the Ministry on the right).

Always use English logos.

If there is no company or organisation logo available, the Holland logo with payoff must always be used (always on the left-hand side).

When adding a mobile number, do so in accordance with the example in the correct order.

A direct-dial number always follows the general number using a /, followed by the three numbers of the direct-dial number and is indicated as in the example (see next page).

The direct-dial number alone may be stated (in connection with automatic redirecting to the general number).

The skype telephone number is indicated by: skype.
Order:
telephone
fax mobile email website
skype address

Personal data will be stated in a fixed pattern on the cards. Unnecessary data will be omitted.

Avance letter type
(can be ordered via www.fontshop.be)

Colours: PMS 158C and 33 K grey

8 pt bold italic
line spacing 10

8 pt italic
line spacing 10

8 pt italic
line spacing 10

Simon J. de Muinck
projectmanager
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e muinck@evd.nl
w www.hollandtrade.com

8 pt regular
line spacing 10

7 pt regular
line spacing 8

EVD
international
business and cooperation

Ministry of Economic Affairs

Pioneers in international business

Holland.

Rear side should be in
accordance with the example.

Press folder, note block

Post-it notes
Bookmark

Joris HILCKMAN

The Company Amsterdam

Internal layout of brochures, leaflets and other applications

The horizontal appearance (the basis of the house style) is also carried through into the internal layout. However, the house style allows ample leeway for experimenting with text, subject to a number of guidelines.

The internal design consists of a 4-column layout and a horizontal division of 25-50-75-100, which formats the type page clearly and simply. The horizontal division of the surface may be carried over two pages but blocks of text, illustrations and photographs must keep to a margin of 9 mm (A4). The margin can be scaled up or down to accommodate larger or smaller paper sizes. It is also possible to increase the margin above 9 mm. You can again use a 4-column layout as a starting point within this margin.

You can, however, change the column layout. It is possible, for example, to increase the number of columns from 4 to 8 to provide more room to include something like a spare column or just more white space because you intend to use 3 or 6 columns.
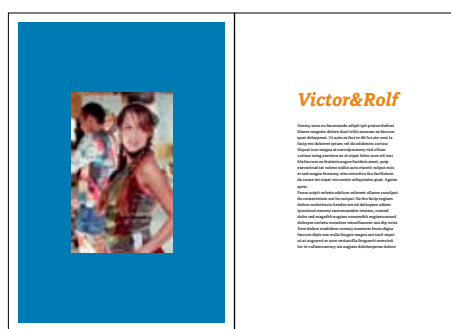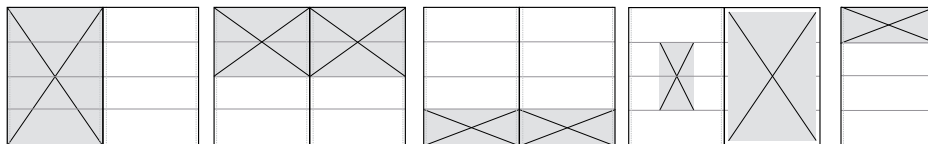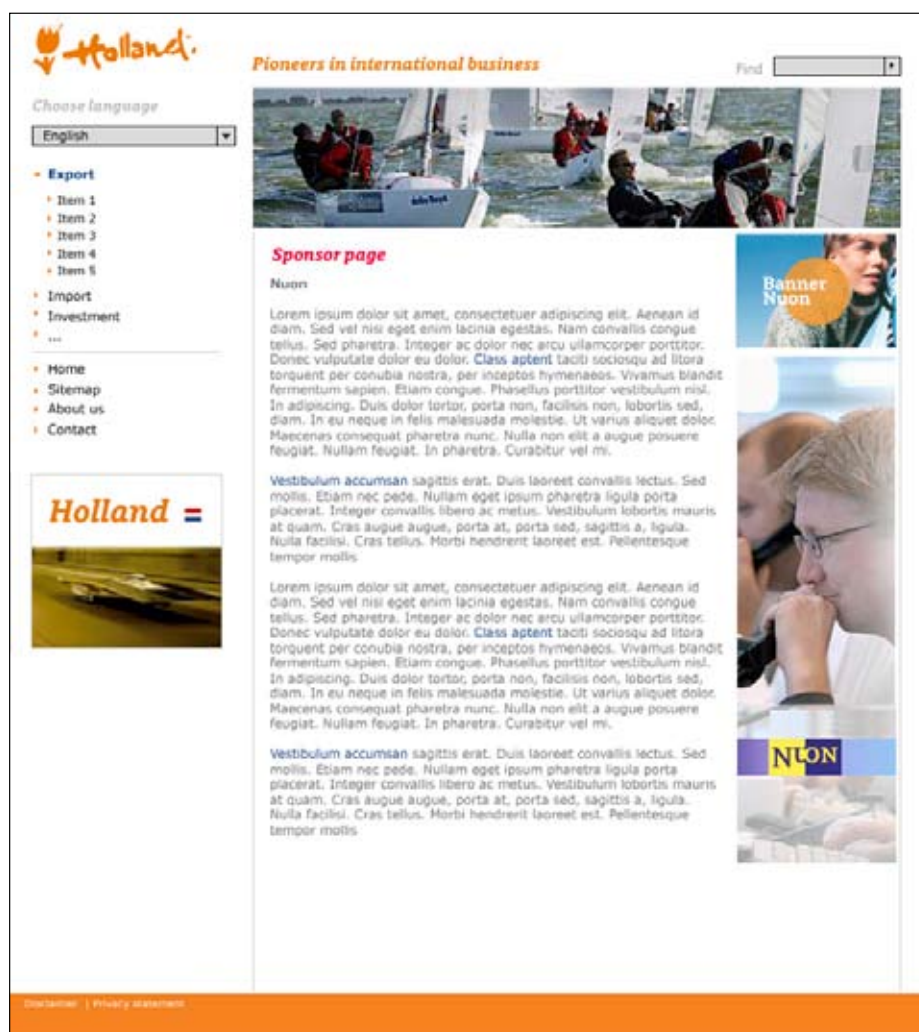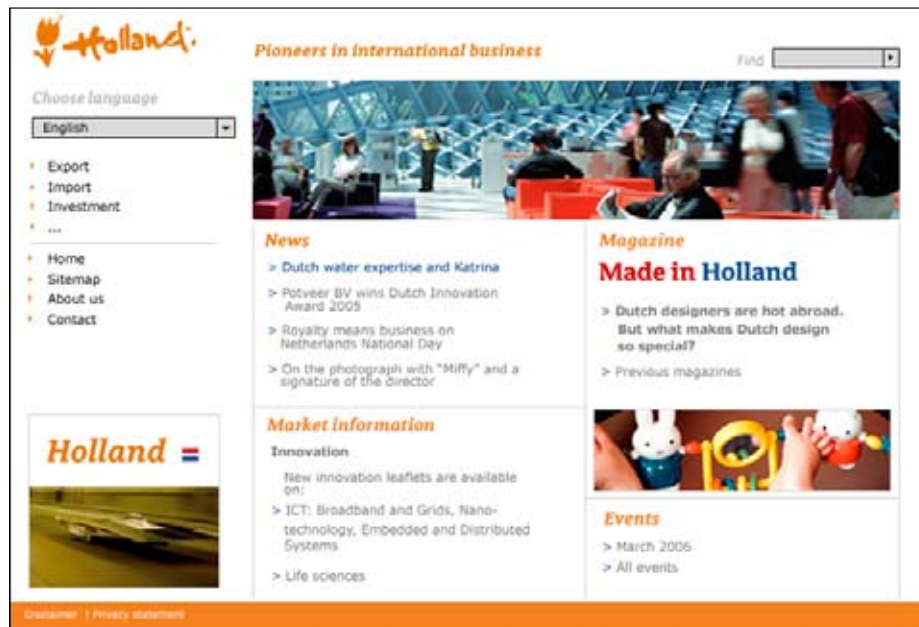
Examples
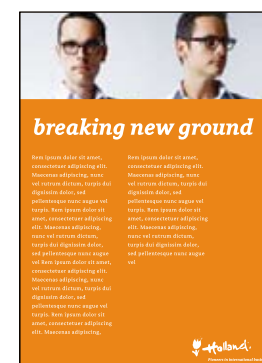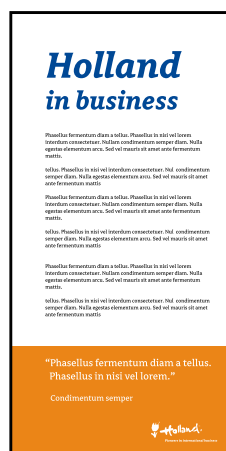
Example of internet application

Example of internet application

Examples of merchandising

Examples of merchandising

www.hollandpromotion.com

Warning: Pictures are not the right examples, logo needs to be accompanied with the pay-off
Pioneers in international business.

Examples of promotional material for trade fairs and events

Banners
Reception desk and wall behind

Pioneers in international business

Pioneers in international business

Joris HILCKMAN

The Company Amsterdam

Examples from Typical Dutch campaign

Typical Dutch
The "Typical Dutch" campaign concept has been developed for both small-scale and large-scale use. The idea is that we use Typical Dutch for public-private partnerships in more campaign-style communications, e.g. the mission booklets or promotional material for use at trade fairs and events.

The term "Typical Dutch" represents the traditional images of Holland (clogs, tulips, windmills, etc.) These are Dutch symbols which are already present in the minds of many people (in other countries). We don't want to challenge these images but add to them and enrich them. That is why a picture is placed next to "Typical Dutch" which is the complete opposite of the traditional images: unexpected images of modern Holland. These could be projects, products or people. This creates tension and it is this tension on which the success of a campaign image is totally dependent.

The campaign must be an eye-opener for the target group: "Does that come from Holland? I didn't know that".

Uiteraard kunnen uitingen met "Typical Dutch" alleen na overleg gebruikt worden. Hieronder zie je enige schetsen van het "Typical Dutch" concept. Het concept wordt op dit moment nog verder ontwikkeld.

Images from the Holland= campaign

"Holland=" is primarily used in communication media such as brochures, magazines, websites, etc. The aim of "Holland=" is to enhance the language of the imagery within the visual identity and to make the communication media more individual and more easily recognisable.

Just as in "Typical Dutch", "Holland=" uses the tension between the traditional and modern images of Holland and has the same message. For the target group "Holland" often conjures up traditional images of clogs, windmills, tulips, etc.

Holland's visual identity

Holland's economic identity

Publisher's details

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