



Corporate Identity Manual

July 2016, version 5.0



**HOTELSCHOOL
THE HAGUE**

Hospitality Business School



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Introduction to the Corporate Identity of Hotelschool The Hague

Hotelschool The Hague's Corporate Identity is the visual representation of our organisation. It represents the core values of the organisation by using a combination of the following factors: a logo, colours, typefaces, images and a specific tone of voice for written communication. This manual presents the standard guidelines of the Corporate Identity of Hotelschool The Hague. As we are very proud of our identity, we request that all students and employees follow these guidelines carefully. It is the responsibility of all of us to preserve the strong identity of Hotelschool The Hague.

The Strategic Marketing & Communication Department of Hotelschool The Hague is responsible for designing and developing the school's Corporate Identity. This means that the department sets the guidelines for all communication, both internal and external. For any questions regarding the use of fonts, the use of the logo, templates and stationery, please contact the Strategic Marketing & Communication Department via email or telephone. Please note that the use of our logo in any form of external communication must always be approved by the Strategic Marketing & Communication Department.

Strategic Marketing & Communication

smc@hotelschool.nl

T +31 88 028 18 00

Stationery is available at:

Repro The Hague

Repro Amsterdam

Our brand

Established by industry for industry in 1929, Hotelschool The Hague is an international, specialised and totally independent Hospitality Business School.

Hotelschool The Hague has approximately 2,000 students from over 50 nationalities, based over two campuses in Amsterdam and The Hague. Hotelschool The Hague is all about hospitality; we have a Hospitality Business School with a Master and Bachelor programme, a Hospitality Consultancy and Hospitality Curriculum division and a Hospitality Research Centre.

Our tagline is 'At the heart of hospitality'. We use this to reinforce our focus on hospitality, by at the same time highlighting the importance of people in the hospitality experience. This is very important to us and as such, we are the only Hotel School to have a person depicted in our logo. This is a real differentiation point.

The primary logo contains the red avatar centred above Hotelschool The Hague, Hospitality Business School in blue.

The avatar is our hero, it represents the importance of the human experience in hospitality. Despite the increased use of technology, Hotelschool The Hague still believes in the human touch in the service experience. The avatar is dynamic, set within a globe, representing our international credentials and our warm, yet global community.

HTH red stands for our passion and enthusiasm, the red carpet and the VIP experience people have when they come in contact with our professional HTH service and community.

HTH blue stands for our professionalism, our business school credentials and our commitment to being the global benchmark in hospitality. We are loyal, trustworthy and confident in our approach.

We are proud of our logo and the brand it represents. It is the consistency of use, that reinforces our professionalism and credentials. Please share the story of our logo, our avatar and our colours, as this story has the power to leave a unique impression that will go deeper than any facts or figures. As the only Hotel School with a person depicted in our logo we can truly claim we are, 'At the heart of hospitality'.

Basics

A corporate identity is the visual representation (symbol) of a company. It reflects the core values and the core message through text, images or a combination of these. The following chapters detail the different elements of Hotelschool The Hague's Corporate Identity. This chapter starts with a brief summary.

Logo

It is essential that the Hotelschool The Hague logo is used consistently. It has been specially designed for Hotelschool The Hague, and it represents who we are and what we represent.

Colour

Hotelschool The Hague has two corporate colours: HTH Blue and HTH Red. Additionally we have developed secondary colour palettes for print and for screen communication.

Typography

The corporate font of Hotelschool The Hague is 'Georgia Italic and Verdana'; for emails we use 'Verdana'

Paper

In addition to text and image, the printed material we use is another recognisable aspect of Hotelschool The Hague's identity. We have therefore made deliberate choices regarding the type and formats of the paper we use.

Photography

Photography is an important part of our brand identity. Our photography showcases the importance of our people and therefore, our students and staff are often featured in our photographs. A picture tells a thousand words, so the right photograph can really enhance our brand and the emotional connection we can make to our audiences.

Logo

Corporate logo (stack)

Elements of the Corporate Logo

The corporate logo comprises an avatar and a wordmark (the latter can additionally have a descriptor or division designation, see pages 7, 8 and 9). The avatar and wordmark have a fixed position and size relative to each other.

Use of the pictogram and wordmark separately

In principle, the avatar and the wordmark are always used together. In some specific cases (e.g. corporate gifts, vehicles or signage), the two elements can either be used separately or positioned differently. This has to be communicated to and approved by Strategic Marketing & Communication.



Corporate logo (line)

This is our secondary version of our corporate logo, and is only to be used if the 'stack version' is not possible, for example the area in which the logo must fit.



Logo

Usage Descriptor or Division

Hotelschool The Hague has opted for a monolithic logo policy: all parts of Hotelschool The Hague present with one name, one logo and one style.

This will build a strong and consistent brand. The corporate logo has two versions;

- Corporate logo with descriptor (Hospitality Business School)
- Corporate logo with division designation

Divisions

Hotelschool The Hague has the following divisions:

- Hotelschool The Hague Bachelor Programme
- Hotelschool The Hague Master Programme
- Hotelschool The Hague Hospitality Consultancy
- Hotelschool The Hague Hospitality Curriculum
- Hotelschool The Hague Hospitality Research

A specific division can use the corporate logo with (only) their own divisional wordmarks. See page 7 and 8 for examples of the five logos with division wordmarks.

Corporate logo with descriptor (stack)



●..... Position Descriptor or Division

Corporate logo with descriptor (line)



●..... Position Descriptor or Division

Logo

Divisions (1)

Corporate logo with division (stack)



**HOTELSCHOOL
THE HAGUE**

Bachelor Programme



**HOTELSCHOOL
THE HAGUE**

Master Programme



**HOTELSCHOOL
THE HAGUE**

Hospitality Consultancy



**HOTELSCHOOL
THE HAGUE**

Hospitality Curriculum



**HOTELSCHOOL
THE HAGUE**

Hospitality Research

Logo

Divisions (2)

Corporate logo with division (line)



Please note: never remove the descriptor or division to create an alternative logo (line) without the subline! Always use the logo that has been specially designed for this version.

The position of the pictogram in relation to the wordmark in the logos with descriptor or division is different compared to the corporate logo without a descriptor/division subline.



Note that the pictogram is positioned slightly lower in this version!

Logo

Colour (1)

The logos are available in the following colours. The examples of guidelines for the use of the logos given below are all based on the stack version of the corporate logo including descriptor. These guidelines also apply to the corporate and alternative logos with divisional designation.



2 PMS (Red + blue)
CMYK
RGB



Black

Logo

Colour (2)

Certain applications and / or printing techniques require specific colour variations of the logos:



White



Only used for Marketing and Communication purposes

Logo

Wrong use of colour

Please note: any use of colour variants other than described on pages 9 and 10 is not permitted (e.g. the examples below).



Or **any other**
colour (combination)...

Logo

Usage on coloured background

Preferably, the logo must be used on a white background. When a coloured background is used, the whole logo should always be clear and readable.



X



X

Logo

Usage on photo (or illustration) background

Preferably, the logo must be used on a white background. When a photo (or illustration) background is used, the whole logo should always be clear and readable. Not all photos can be used in combination with the logo, so photography selection is very important.



Logo

Size and scaling (stack)

Standard format

The standard eps of the logo (100%) has a total width of 45 mm.

Decrease

Only 3 smaller sizes than the standard can be used:

Standard format 45 mm	100 %	descriptor/division
33.75 mm	75 %	yes
22.50 mm	50 %	yes
15.75 mm	35 %	no

Increase

The format used is to be decided depending on the publication in question.

Exceptions

In some (special) circumstances (such as corporate gifts), the logo can be used with a minimum width of 15.75 mm; this is always without any descriptor/division.

Separate use of the descriptor / division designation is possible: this is always done in consultation with Strategic Marketing & Communication. Self-production of the descriptor / division designation is not permitted: eps and jpg files are available.



45 mm



22.50 mm

The smallest permitted format **with** descriptor / division.



15.75 mm

The smallest permitted format **without** descriptor / division.

Logo

Size and scaling (line)

Standard format

A standard eps of the logo (100%) has a total width of 68 mm.

Decrease

Only 3 smaller sizes then the standard format can be used:

Standard format 68,00 mm	100 %	descriptor/division
51.00 mm	75 %	yes
34.00 mm	50 %	yes
23.80 mm	35 %	no

Increase

The format is to be decided depending on the publication in question.

Exceptions

In some (special) circumstances (such as corporate gifts), the logo can be used with a minimum width of 20 mm; this is always without any descriptor/division. Separate use of the descriptor / division designation is possible: this is always done in consultation with Strategic Marketing & Communication. Self-production of the descriptor / division designation is not permitted: eps and jpg files are available.



68.00 mm



34.00 mm

The smallest permitted format **with** descriptor/division.



23.80 mm

The smallest permitted format **without** descriptor/division.

Logo

No stretching!

The logo is always used in its original shape. When scaling the logo (decrease or increase), please note that the logo remains in its original proportions. **Never ever stretch the logo.**



No rugby balls....



... or eggs!

Logo

No turning!

The logo is always to be used in its original shape. The baseline of the logo (also in cases where only the pictogram (avatar) is used), should always be horizontal.



Logo

No mirroring!

The logo is always to be used in its original shape. No mirroring, either horizontal or vertical, is permitted. This is true for all versions of the logo, Wordmark with pictogram or when the pictogram (avatar) is used alone.



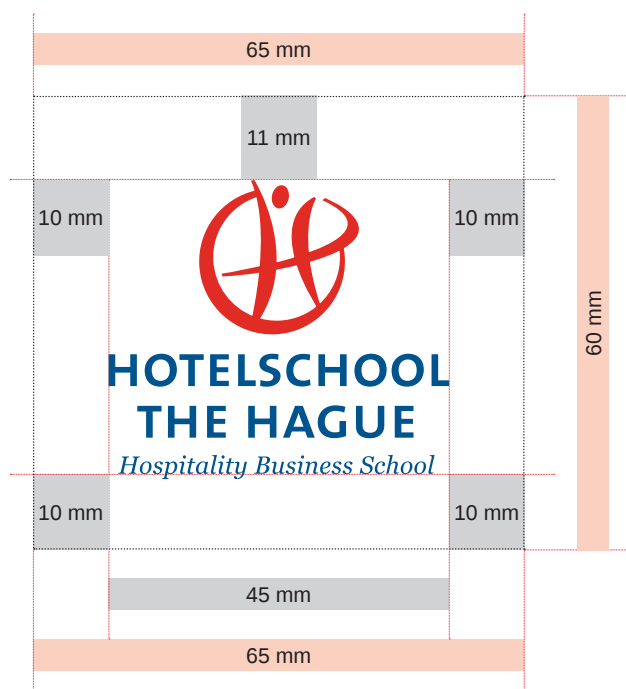
Vertical mirroring only is shown in this example.



Logo

'Safe-area' surrounding logo (stack)

The logo is surrounded by a fixed 'safe' area (always in proportion; see the dotted lines in the image below). No other elements of text or image are permitted within this area. An exception is the use of a logo on a coloured background or image/photo (see pages 12 and 13) All logo files (with exception of eps files) contain this 'safe' area.



Safe-area around Logo **with** descriptor



Safe-area around Logo **without** descriptor

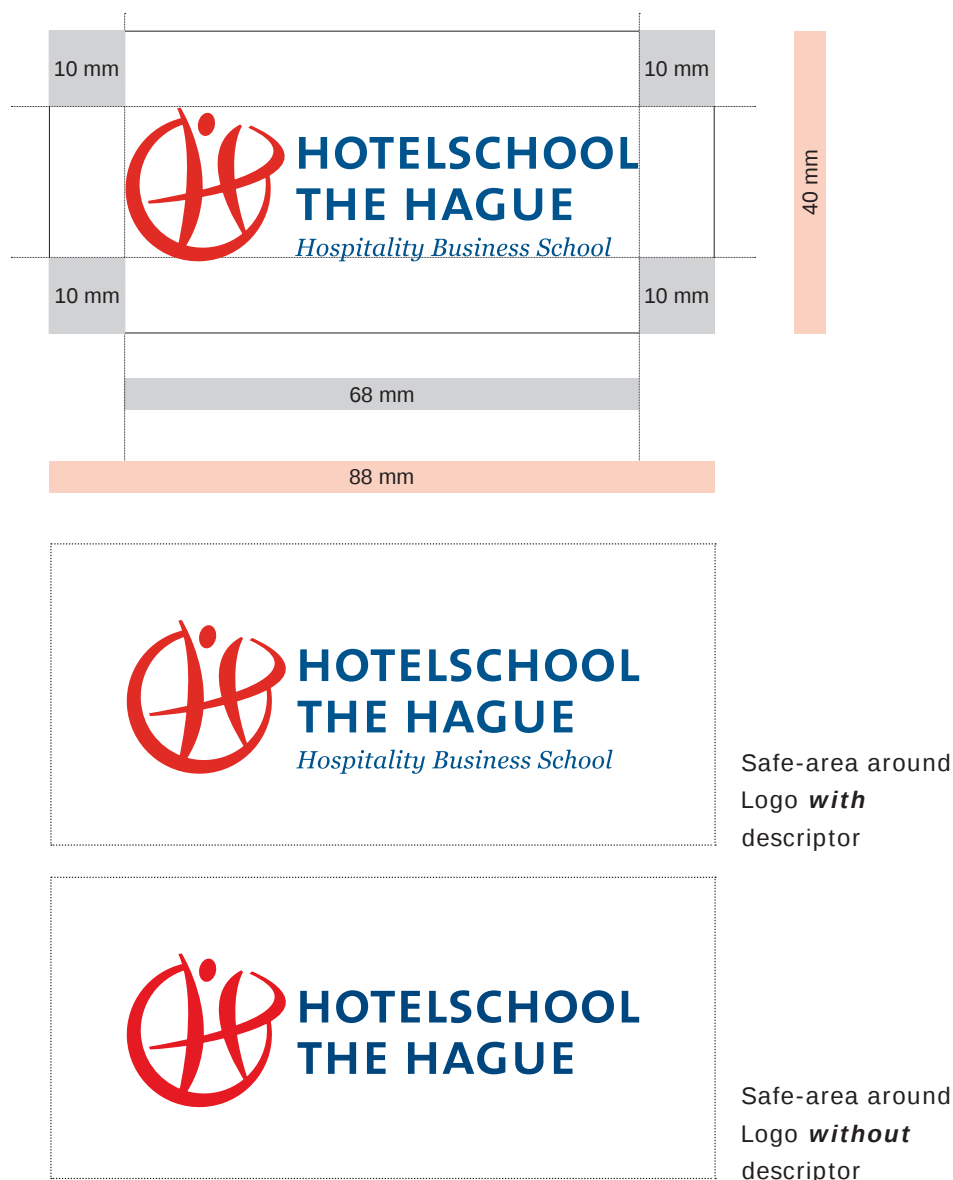
Logo without descriptor / division wordmark

The safe-area surrounding a logo without a descriptor / division wordmark is the same as the safe-area surrounding a logo with descriptor / division wordmark.

Logo

'Safe-area' surrounding logo (line)

The logo is surrounded by a fixed 'safe' area (always in proportion; see the dotted lines in the image below). No other elements of text or image are permitted within this area. An exception is the use of a logo on a coloured background or image/photo (see pages 12 and 13) All logo files (with exception of eps files) contain this 'safe' area.



Logo without descriptor / division wordmark

The safe-area surrounding a logo without a descriptor / division wordmark is the same as the safe-area surrounding a logo with descriptor / division wordmark.

Any form of self-development of the logo without the descriptor / division wordmark is not permitted; this will change the position of the avatar in relation to the wordmark! Eps and jpg files are available.

Logo

'Safe-area' (examples stack)



The blue banner is partly in the 'safe-area' and is therefore too close to the logo



This text is partly in the 'safe-area' and is therefore too close to the logo



Logo

'Safe-area' (examples line)



The blue banner is partly in the 'safe-area' and is therefore too close to the logo



This text is partly in the 'safe-area' and is therefore too close to the logo



Avatar

There is a special 'pictogram only' (Avatar) version of the Hotelschool The Hague logo for a number of applications.

Reverse pages of reports

This special version of the Hotelschool The Hague logo can be used on the reverse side of report pages. This is only permitted if the front side of the page in the same report includes the complete Hotelschool The Hague logo including the pictogram and wordmark.

Social media

This special version of the Hotelschool The Hague logo is also designed for use in social media. The use of the smallest version of the logo, for example the Avatar, the space available can be optimally utilised and the readability ensured.

Specials

This special version of the Hotelschool The Hague logo can be used in exceptional circumstances, for example for marketing accessories like ties and cufflinks. These products require explicit approval from Strategic Marketing & Communication.

Standard format 21.00 mm		100%
15.75 mm		75 %
10.50 mm		50 %
7.35 mm		35 %



Increase

Percentage to be decided depending on the publication.

Colour

This special version of the Hotelschool The Hague logo can be used in the colours red, black or white.



Smallest version



**HOTELSCHOOL
THE HAGUE**
Hospitality Business School



**HOTELSCHOOL
THE HAGUE**
Hospitality Business School

The wordmark may **never** be separate from the avatar.

Brand essence

Our tagline

As the only Hotel School with a person depicted in our logo we can truly claim we are, 'At the heart of hospitality'.

'At the heart of hospitality' is our brand essence and can be seen as the overall theme for both internal and external communication. The phrase serves as a tagline and is often used on its own, but sometimes also in different combinations, linking the tagline to our divisions. Our brand essence can be incorporated in many types of communication, from print to online and from advertising to Social Media.

The following combinations for our divisions are currently used:

- Hotelschool The Hague Hospitality Business School
- Hotelschool The Hague Bachelor Programme
- Hotelschool The Hague Master Programme

Discover your potential, at the heart of hospitality.

- Hotelschool The Hague Hospitality Consultancy
- Hotelschool The Hague Hospitality Curriculum

Optimise your business, at the heart of hospitality.

- Hotelschool The Hague Hospitality Research

Explore tomorrow's business, at the heart of hospitality.

- Hotels & Restaurants:

Be delighted, at the heart of hospitality.

- General and Events:

Welcome, at the heart of hospitality.

Hospitality Consultancy

Hotelschool The Hague Academy

Hospitality Consultancy launched the Hotelschool The Hague Academy, which presents short, commercial, lifelong learning and adult education programmes.

A special logo is created for the Hotelschool The Hague Academy. This logo is used by Hospitality Consultancy to promote the Hotelschool The Hague Academy.

The logo consists of two elements: the image and text. The image and text have a locked position and size in relation to each other. Hospitality Consultancy can use this specific logo to promote the Hotelschool The Hague Academy.

Hospitality Consultancy has been provided with an official logo set, a powerpoint template and a certificate, which can be used for marketing and communication purposes.

All marketing and communication products on which these logos are used, must be approved by the Strategic Marketing & Communication Department of Hotelschool The Hague.



All guidelines related to the use of the
Hotelschool The Hague Academy logo
can be found in the
Hotelschool The Hague Academy
branding summary.

Hospitality Curriculum

Partner School, Strategic School

Our Hospitality Curriculum division offers a range of support for institutions wishing to develop or enhance their curriculum with hospitality. We have created a special logo to endorse partners of Hospitality Curriculum.

The logo consists of two elements: the image and text. The image and text have a locked position and size in relation to each other. Hospitality Curriculum partners can demonstrate the partnership by using these specific logos. Institutions that qualify for strategic school or partner school can use the logos as specified in their partner agreement.

Hospitality Curriculum will provide the partner institution with an official logo set, which can be used for marketing and communication purposes. There are specific rules regarding the use of our logo, as we do not accept any changes to the logo.

All marketing and communication products on which these logos are used, must be approved by the Strategic Marketing & Communication Department of Hotelschool The Hague.



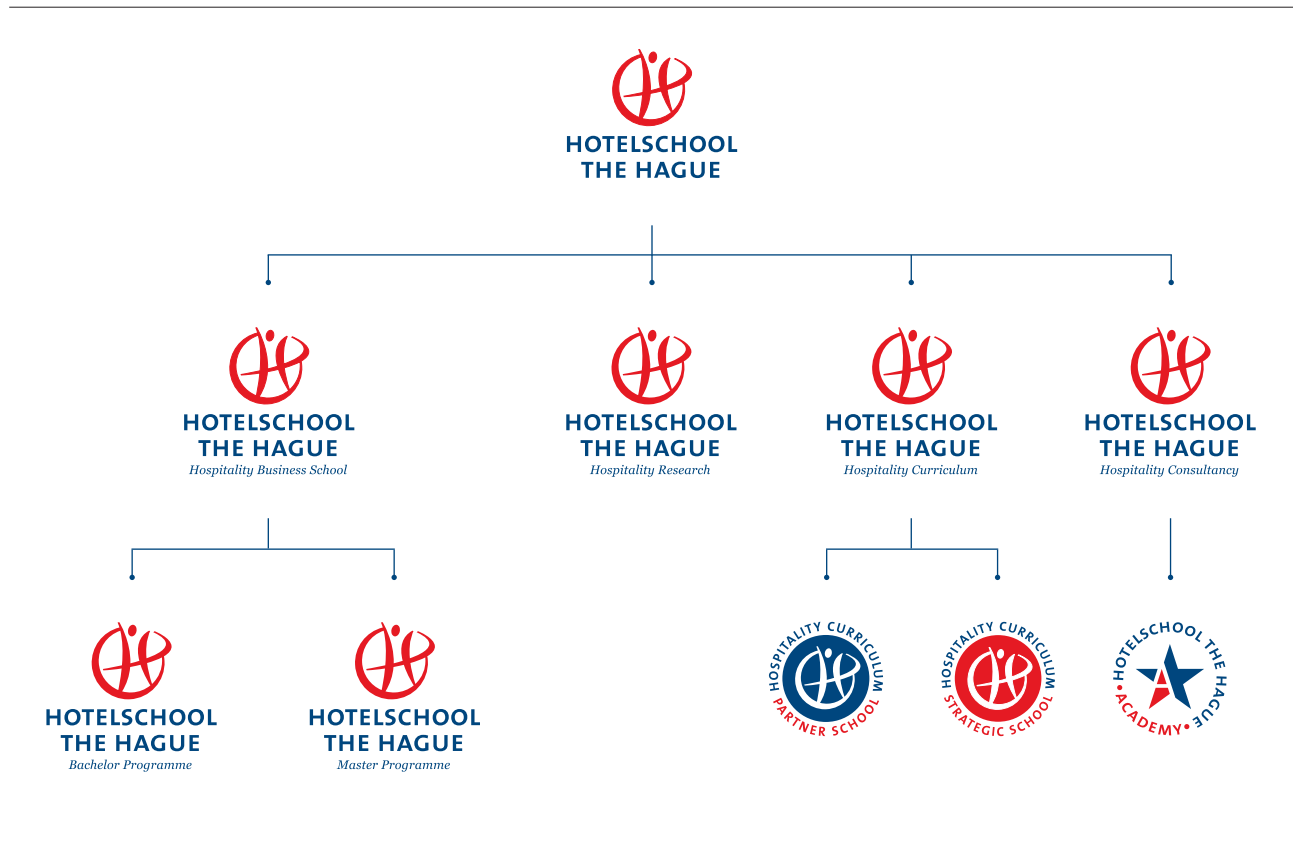
All guidelines related to the use of the Partner School logo can be found in the Hospitality Curriculum branding summary.



Guidelines related to the use of the Strategic School logo are available on request.

Hierarchy

The hierarchy of the divisions and sub-divisions of Hotelschool The Hague is presented below.



Colour

Primary colours



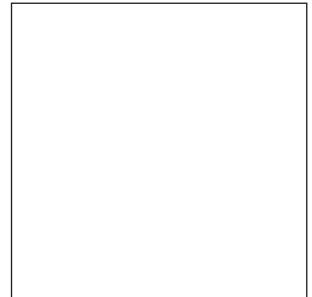
HTH Blue



HTH Red



Black



White

Secondary colours - screen



Water



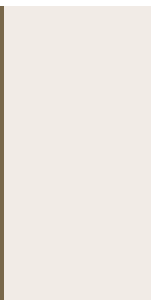
Tomato



Dark Blueberry



Truffle



Rice

Secondary colours - print



Light Blueberry



Salmon



Macchiatto

Colour Codes

Colour name		Pantone	C.M.Y.K	R.G.B	HTML	RAL
-------------	--	---------	---------	-------	------	-----

Primary

HTH Blue		541	100.50.0.30	0.79.142	#004F8E	5010
HTH Red		1797	0.94.94.6	222.34.18	#DE2212	3020
Black		Proces Black	0.0.0.100	0.0.0	#000000	9017
White		-	0.0.0.0	255.255.255	#FFFFFF	9016

Secondary colours print

Light Blueberry		659	55.30.0.0	-	-	-
Salmon		486	0.58.48.0	-	-	-
Macchiatto		7502	6.14.35.7	-	-	-

Secondary colours screen

Water		-	-	95.192.251	#5FC0FB	
Tomato		-	-	235.66.53	#EB4235	
Dark Blueberry		-	-	29.114.166	#1D72A6	
Truffle		-	-	119.102.74	#77664A	
Rice		-	-	239.234.228	#EFEAE4	

Typography

Typefaces

Two fonts

For all Hotelschool The Hague publications, the following two fonts can be used:
Georgia (only Italic, no Regular or Bold) and Verdana (the four weights shown below)

Georgia Italic

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 16 pt

Verdana Regular

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 8.5 pt

Verdana Italic

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 8.5 pt

Verdana Bold

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 8.5 pt

Verdana Bold Italic

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 8.5 pt

Typography

Size and general rules

Use of Georgia Italic

Georgia Italic can only be used as a heading, subheading or quote. The **minimum** font size is 16 points. (Microsoft Office)

Use of Verdana

Verdana is to be used for correspondence, reports, minutes etc.

The font size is 8.5 points, line spacing 11.7 points. (Microsoft Office)

For Academic reports we have selected different sizes; these are applied in the report templates.

General use

- Text is left-aligned (flush left, ragged right)
- Only hyphenated words can be, and broken off at the end of a line
- Ensure readability: too light text colours; texts on a coloured background, and white text on a coloured background.

Advice on dyslexia

- Use of typeface without serifs (Example: Verdana).
- Be careful when using italics in large texts.
- Preferred font size serif typefaces; not smaller than 12 pt.
- Paper should be thick enough to prevent the other side showing through.
- Use matt paper rather than glossy. Digital print processing tends to leave paper shiny. Please consider this before printing.
- Avoid white backgrounds for paper, computer and visual aids.
- Use a light background colour or a dark colour for the text.
- AVOID TEXT IN BLOCK CAPITALS: this is much harder to read. We do not shout.

Example text Header

1.1 Paragraph

Possuntis dustio mi, ut qui cum quamendit, si derrum nes ab id ullignist aut as ut ipsum didicus maximusa susaes estrum, net debitate accab ipsus aliat am et eliqui doloria nisinci assunt estrum quae prorum facepel estis qui cus ipsam faccus sit inctem videl ium dolupta tiosant alitat erferepro beatem demolest dolupti dolupisciam ra cus.

1.1.1 Paragraph second level

Dametur reperis tisincta si dolorporios molora sanis accum, nobit as qui nonsequatus ut voluptumet explaut que cupti dolore dicient res rerferibus dolore volorryum qui bea pro mo doluptatio.

Subheader

Idente quatur autentio modigen ihicill aborrum, sita vendus. Verfern ationsent. Ullaut eum re, ut estrum dolorro eni natorit quam, occum intur, adipsam di debit et eaquid quas iunt harumet que cum dolupta quiassi tiorat quo te ditaqua tianis valor aut in pratur alibus dipsunti nescipsam aspere repuditat venias prat quis dolent re alisquia derumque ilit, illabor porero evendaes demporp oressint el in cus es por aut estoreiciame necae elique nis volessi nvelitiumqui re eicimpor ad eatiorum sum, veribus andento exeritatur sus ationse quist.

Paper

Sort and size

Distinction Publishing white

For printed correspondence, such as letterheads, with compliments cards and envelopes, Hotelschool The Hague uses Distinction Publishing White. Distinction is an environmentally friendly paper with an FSC certificate.

Print Speed

For other offline expressions, like brochures, factsheets and covers Hotelschool The Hague has chosen for Print Speed, an uncoated offset paper, with a superior level of whiteness. Print Speed is FSC certified and has a sustainable look and feel. It has the European Ecolabel, is produced with ECF pulp, meets the European standards for REACH legislation and is produced in factories certified with ISO 9001, ISO 14001 and OHSAS 18001.

FSC

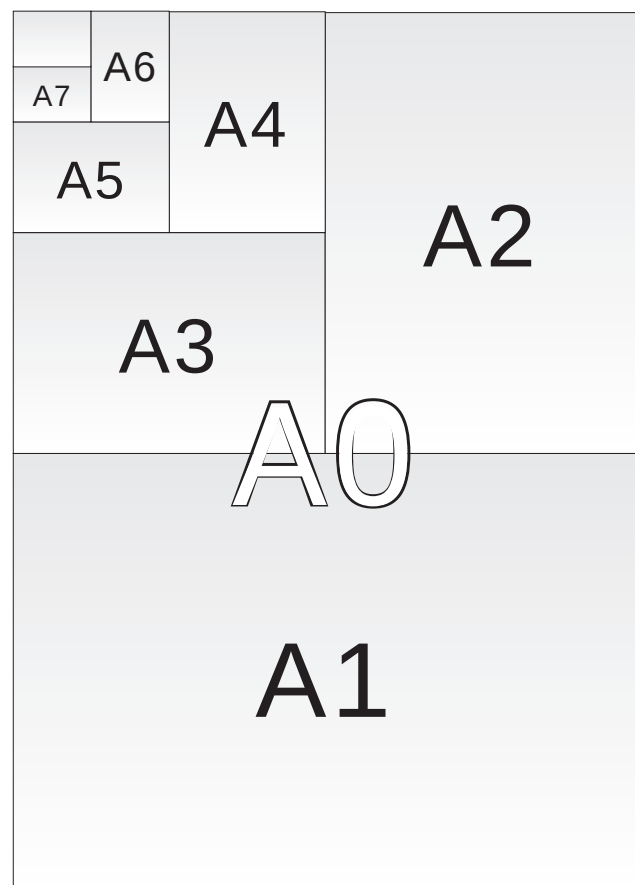
A prerequisite for the use of the FSC logo is that production takes place at an FSC-certified printer.

Print formats

For printing we make use of the A-series, portrait/ landscape:

A-series	Format
A0	841 x 1189 mm
A1	594 x 841 mm
A2	420 x 594 mm
A3	297 x 420 mm
A4	210 x 297 mm
A5	148 x 210 mm
A6	105 x 148 mm
A7	74 x 105 mm

For brochures, flyers, books, unique productions, or if no other production solution is available, a custom size is permitted.



Paper Publications

Publication	Sort	Weight	Size
Stationary			
Letter headed paper	Distinction Publishing white	90 grm	A4
Business cards	Distinction Publishing white	320 grm	55 x 85 mm
With compliments cards	Distinction Publishing white	320 grm	148 x 210 mm
Address labels	Jac sticker	70 grm	4 on A4
EA5 envelopes Window left 110 x 40 mm	Distinction tape-lock white	120 grm	156 x 220 mm
C4 envelopes Window left 110 x 40 mm	Distinction tape-lock white	120 grm	229 x 324 mm
Other publications			
Bachelor Brochure	Print Speed	cover 250 grm	210 x 210 mm
		body 170 grm	
Mini folder Bachelor, Master and IFT	Print Speed	250 grm	210 x 210 mm
Factsheet cards	Print Speed	350 grm	A4
Postcards	Print Speed	350 grm	A5

Brand Photography Guidelines

These guidelines apply to Hotelschool The Hague corporate photography. For new photo shoots to extend the current portfolio, these guidelines must be followed.

Distance:

1. Overview

- A person has a central position
- Person (subject) holds a central position and the surroundings play a central role.

2. Focus

- Always focus on main subject.
- Person focused, surroundings play a supporting role.
- If an action plays a central role, make sure it has a human touch.

Camera Angle:

Human perspective:

- Eye level
- Equivalent/part of situation
- Involved

Technique: Sharpness-depth

Sharpness-depth gives:

- Subject in focus
- Gives direction
- Ensures harmony in the photo
- Provides a special quality appearance (craft of photography).

Technique: Contrast

In balance, spherical

Technique: Colour balance

Natural, warm

Styling: Colours

- Subtle but colourful (such as Hotelschool The Hague colour palette)
- Harmonious, but no accent

Styling: context/location

- Lively
- Business oriented
- People focused
- People, or human presence by items
- Non sterile, show warmth.

Styling: clothing

- Mix of "Tenue de Ville" and "Smart Casual" (Depending on the subject)
- Excellent appearance, groomed
- According to school standards
- Determine per division
- Timeless clothing, nothing of a particular trend, no large brand names.

Casting:

- International (representative mix)
- Natural, pretty faces.
- Open/sympathetic/professional
- Relevant for character, target audience
- No heavy make-up, accessories.

Attitude: Connection

- Always a connection with the audience, the assignment or with each other.
- Optimistic, Pro-active, Professional, Passionate.
- Active/lively, not posed, credible.
- Happy faces, smile, not posed.

Subject: Who / What / Where / Why?

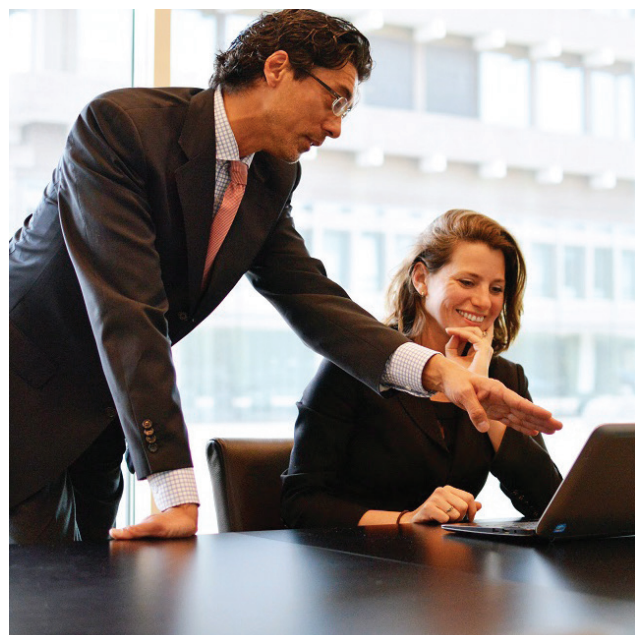
- Who belongs here, who plays a role?
- What is happening, what is the action?
- Where does it take place?
- Why do you want to show this? What is important?

Presentation

- How do you tell the story?
- Relevant performance
- Relevant interfaces
- The viewer must understand what (s)he sees

Photography

Examples



Icons

For Hotelschool The Hague, a special icon set has been developed. As visuals are very important, Hotelschool The Hague was looking for visuals that could represent the USP's of the school. Later this icon set was further developed with icons for several departments and for the Hotelschool The Hague Sports Club. The number of icons is still growing and new icons can be developed on request.

The icons have an open character and contours.

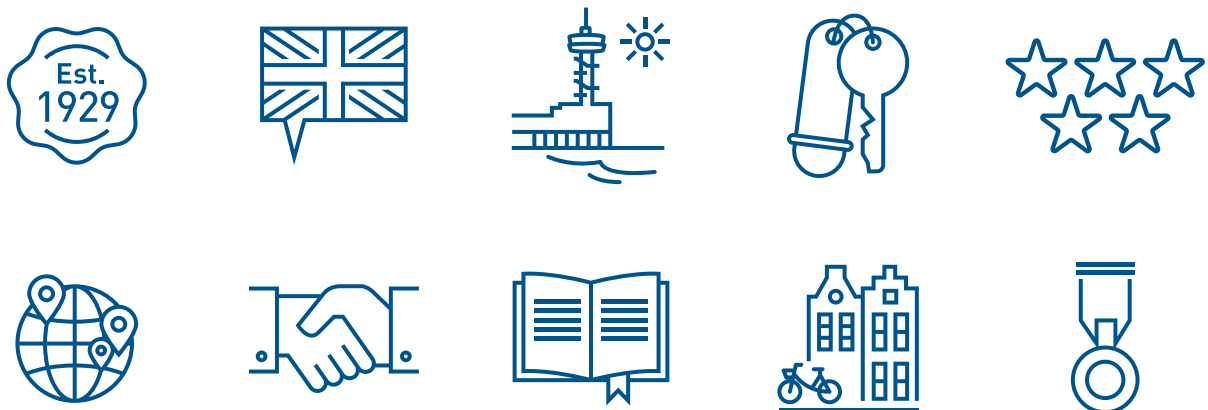
Colour:

The icons are available in two colours:

- Positive: HTH Blue
- Negative: White (preferably to be used on an HTH Blue background)

Usage:

When icons are used together, it is important that they have the same size. This to ensure the same contour style. However, it is possible to highlight one icon in contrast to the others. In this case, the relationship between this icon and the other icons should be at least (2:1).



Some examples of the Hotelschool The Hague Icons
(50% of the original size).

Notation

General

Hotelschool The Hague uses two different fonts for all internal and external communication.

Georgia Italic

The font Georgia Italic is only used for headings, subheadings and quotes.

The font size is minimal 16 point. (Microsoft Office)

Verdana

For correspondence and publications like reports, letters and memos, Hotelschool The Hague uses Verdana. The font size is 8.5 point, line spacing 11.7 punt. (Microsoft Office).

For plans, course guides and student reports, the following guidelines need to be applied related to the academic standards.

Heading 1: for chapters and headings	Verdana bold 20
Heading 2: for section headings	Verdana bold 16
Heading 3: for sub sections	Verdana bold 12
Body text: for standard body text	Verdana 10
Line spacing:	1.1 pts.

Hotelschool The Hague uses British English as official standard in all communication, both internally and externally. Some examples are:

British spelling

Programme
Organisation
Labour

American spelling

Program
Organization
Labor

This means that for the notation of titles and abbreviations, British English needs to be applied as well.

Notation titles

Mr/Mrs/Ms Jones
Dr/ Professor Scott

instead of Mr./Mrs./Ms. Jones
instead of Doctor/ Prof. Scott

Notation dates

1 January 2014
20 February 2014

instead of 1st of January 2014
instead of 20th of February 2014

Notation Phone numbers

T +31 88 028 18 00
T +31 6 12 34 56 78

instead of T +31 880281800
instead of T +31 12345678

Notation

Email

The standard font for emails is Verdana. To ensure uniform appearance, staff are required to use a signature according to the format below. You can link your personal LinkedIn account to the LinkedIn Icon, but please make sure that the other icons link to the official Hotelschool The Hague accounts.

Kind regards,

<Name>

<Department>



Hotelschool The Hague
Hospitality Business School

Campus The Hague
Brusselselaan 2
2587 AH The Hague

Campus Amsterdam
Jan Evertsenstraat 171
1057 BW Amsterdam

T+31 88 028 18 00
 <name>@hotelschool.nl
www.hotelschool.nl



Additional corporate style
General

In addition to the general house style of Hotelschool The Hague, a special 'corporate style' has been developed. This style is more business oriented and is used for annual reports, strategy documents, B2B communication and for other marketing purposes.

Style elements

Several style elements from the corporate style differ from the general house style, such as: typography, the use of colours and the use of infographics. These elements will be described in the following pages.

Financial Support Fund 2015	Number of applications	Total amount awarded
Financial Support Fund (special circumstances such as illness, pregnancy, special family circumstances)	23	€ 36,783
Professional Sports Fund	0	€ 0
Student Association Fund	6	€ 3,000
Total	29	€ 39,783

Figure 4.9 Financial Support Fund 2015

4.7 Legal Protection

Confidential Advisers

Two confidential advisers are available on each campus, one for students and one for employees. Any employee or student who experiences undesirable conduct in his or her work or studies may turn to the confidential adviser on his or her campus and file a complaint, preferably through the confidential adviser. The advisers' main task last year was to provide advice and help people find solutions to adverse events. In 2015, four employees and fifteen students contacted a confidential adviser. For further consultation, and in order to make our confidential advisers more professional, Huischool The Hague contacted the WerknemenWAAR agency in 2015. See figure: 4.10

Complaint	Employee	3
	Student	4
Report of undesirable conduct	Employee	1
	Student	1
Consultation or request for advice	Employee	4
	Student	4
Support	Employee	4
	Student	6

Figure 4.10 Confidential advisers

Legal Protection Office

Legal Protection Office

Providing students with greater legal protection was one of the key aspects of the Higher Education and Scientific Research Act, which was amended in 2010. This has resulted in relevant procedures being improved and an "accessible facility" being established, i.e., the Legal Protection Office. The Legal Protection Unit supports enforcement of the procedures with the Board of Appeal for Examinations, the Attestation Board, and the processing of complaints and appeals to the APO for examiners submitted to the relevant Complaints and Appeals Committee. Students can turn to this unit for any complaints and objections they may have. In processing the complaints, the unit will first send alerts back to the employees involved in order to try and resolve the matter through friendly discussion. If a formal complaint or objection is filed, or if a serious dispute arises, the Legal Protection Office will forward the complaint, objection or appeal to the appropriate channel for further processing, and will ensure that it is attended in a timely manner.

Reporting (Whistle-blower Arrangement)

Both Hotelschool The Hague students and employees can use this arrangement. We did not receive any complaints or reports on the basis of the Reporting Wrong doings Arrangement in 2015.

Board of Appeal for Exams

Eleven appeals were filed with HotelSchool. The Hague's Board of Appeal for Exams in 2015. The Board convened three times to discuss these. In accordance with legislation, no members of the school's management team are on the Board of Appeal. Of all the appeals filed, two were disallowed and two were upheld. One appeal was declared inadmissible, while six appeals were withdrawn before the Board's meeting as HotelSchool The Hague was able to settle matters amicably with the students involved. The Chair of the Board did not receive any requests to make any pre-legal arrangements.

- The issue of a requirement to discontinue the programme;
- Sanctions had been imposed due to fraud;
- Declaring an assessment result invalid due to committing fraud;
- Rejection of the request for an exemption for practical placements

Hotelschool The Hague's Objection Committee

One objection was lodged with Hotelschool The Hague's Objectie Committee in 2015. The objection was withdrawn before the session was due to take place, as the school was able to settle matters amicably with the student involved. The objection concerned Hotelschool The Hague's decision to disenroll a student due to his or her failure to pay tuition fees. Pursuant to legislation, the board is entirely made up of lecturers and students, as well as an external Chair and an independent secretary.

Annual Report 2015 Huischool The Hague 25

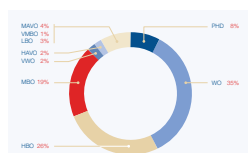


Figure 5.9 Combined teaching and support staff level of education at year-end 2015

5.4 Sickness Absence

The sickness absence rate over 2015 was 2.5%, which constitutes a marked decrease from 2014 (4.2%). On average, employees called in sick 0.82 times in 2015, down slightly from the 2014 rate (0.86). On average, sickness absence lasted 20.1 days in 2015.

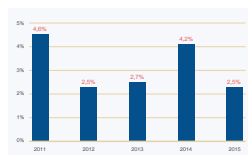


Figure 5.11 Hotelschool The Hague's sickness absence rates over the last five years

The percentage of employees claiming benefits under the Work and Income Commensurate with Capacity for Work Act remained at 0% in the period between 2002-2015. In other words, none of the employees have had to apply for benefits under the Work and Income (Capacity for Work) Act or Back to Work Scheme in the last few years. The differentiated Back to Work insurance contributions for the year 2015 amounted to the minimum percentage of 0.33%. In 2015, once more, Hotschool Hagen made a very serious effort to create good working conditions within the organisation. For instance, in 2015, the full amount of Livli's company-specific labour-related care budget was spent on interventions such as coaching and task-based help to take employees who were partially incapacitated to work, to the workplace. In addition, 68% of the employees (33% of the total number of employees) underwent a voluntary health check.



Since 1 August 2015, a number of employees have been able to use Sustainable Employability hours, in accordance with the collective labour agreement. The Sustainable Employability arrangement was approved by the school's Representative Advisory Council and the trade unions at the end of 2015. It will be further implemented in early 2016. For instance, managers will be asked to discuss with their employees the possibility of using the Sustainable Employability hours for one of the designated purposes. Based on a quick survey of lecturers, over half (55%) have chosen not to use the hours for the time being, but rather to save them up for later. The other designated purposes are mainly in the field of restoring the *BlueWeek* balance (25%).

5.5 Employee Arrangements

In 2015, a total of 18 employees used the Teachers' Retirement-Age scheme, and four employees requested and obtained parental leave. Hotelschool The Hague employed seven members of staff aged 65 or older in 2015.

As an education institution, Hotschool The Hague cannot take out unemployment insurance for its employees, which means that the costs of extra-legal unemployment benefits paid to former employees who are entitled to such benefits must always be borne by the school. Since these rules apply to the school, it must offer its former employees the opportunity to resume work in their changed conditions. The former employee must commit to making a serious effort to apply for jobs in order to remain eligible for the unemployment benefits paid by the school. In order to supervise former employees, the school, through Zesdor, has entered into an arrangement with Mergelin, an external, professional organisation that provides former employees with intensive and personal guidance to help them find new jobs. Mergelin regularly informs the HR department of the efforts the

Additional corporate style

Typefaces

Additional font

Within the corporate style Helvetica Neue is used as a primary font. Strategic Marketing & Communication may also use this font for other marketing and communication purposes. Helvetica Neue can be used in the weights (regular and italic) which are shown below. Georgia italic (no regular or bold) is used for quotes and introduction texts.

Helvetica Neue - Thin

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 8.5 pt

Helvetica Neue - Thin Italic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 8.5 pt

Helvetica Neue - Light

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 8.5 pt

Helvetica Neue - Light Italic

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 8.5 pt

Helvetica Neue - Regular

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 8.5 pt

Helvetica Neue - Regular Italic

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 8.5 pt

Georgia Italic

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz - 16 pt

Additional corporate style

Colours and shapes

The colour palette of the general house style is used in the corporate style. Light Blueberry and Macchiatto have a larger role in communication. These colours are used for typography, backgrounds, stylistic elements and infographics.

Black is used for main texts. The use of more space in typography gives the colour White a more prominent place in the corporate style. HTH Blue is only used for headings and infographics. HTH Red is used to make accents in text and infographics.

Colour name		Pantone	C.M.Y.K
Main colours			
Light Blueberry		659	55.30.0.0
Macchiatto		7502	6.14.35.7
Black		Proces Black	0.0.0.100
White		-	0.0.0.0
Headings and accents			
HTH Blue		541	100.50.0.30
HTH Red		1797	0.94.94.6

Shapes

Rectangles are the primary shapes that are used to give the 'corporate style' a more 'business look-and-feel'.

Additional corporate style

Infographics

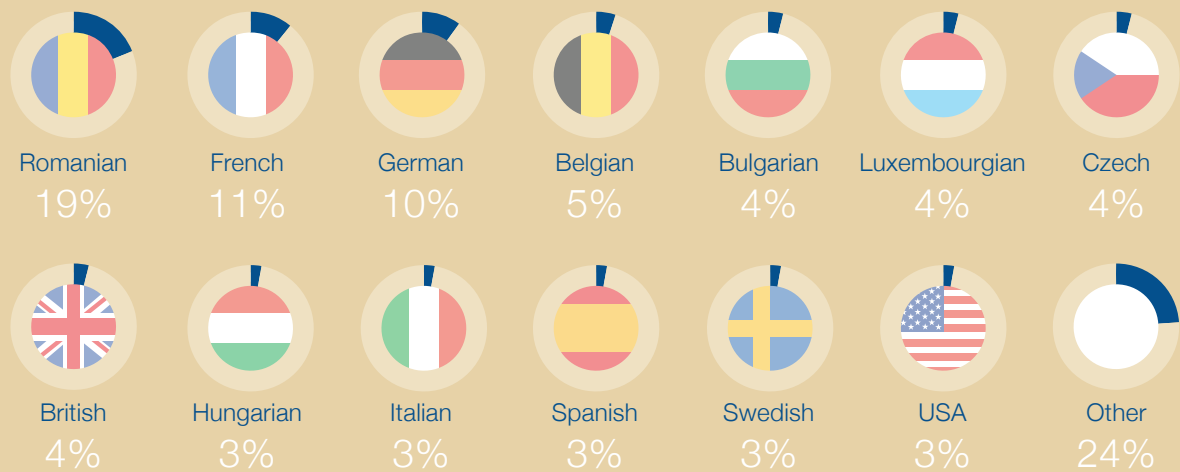
To make statistics more reader friendly, the corporate style introduces infographics. These infographics have the same open character and contours as the 'HTH Icons', which makes it possible to combine these two style elements in the corporate style.

Use of colours and positioning

HTH Blue is the primary colour, whereas accents are made with HTH Red, complimented by Light Blueberry and Macchiatto, or spectrum shades of these four colours.

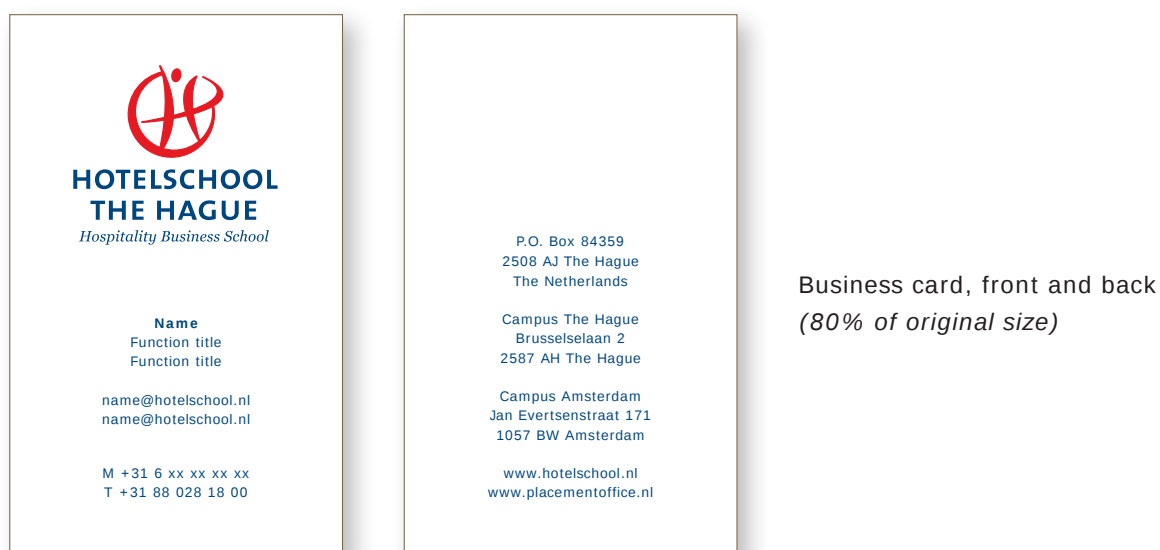
The infographic is preferably positioned on a coloured background.

Figure 4.6 First-year non-Dutch bachelor students, who started on 1 September 2015



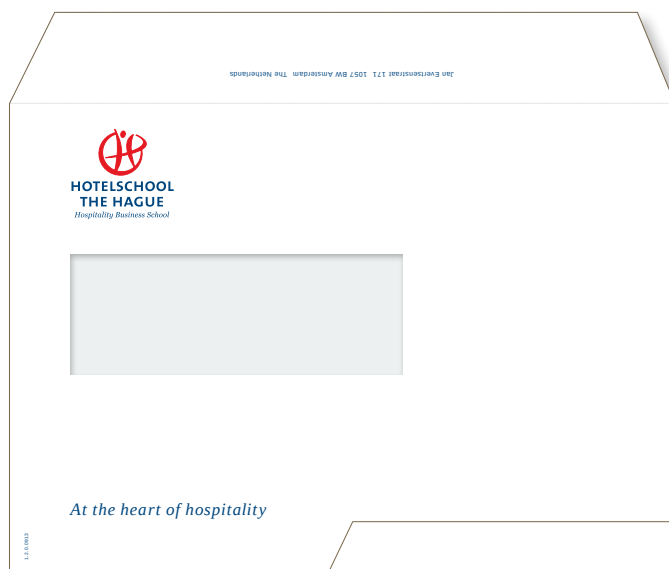
Examples print

Stationary (1)



Examples print

Stationary (2)

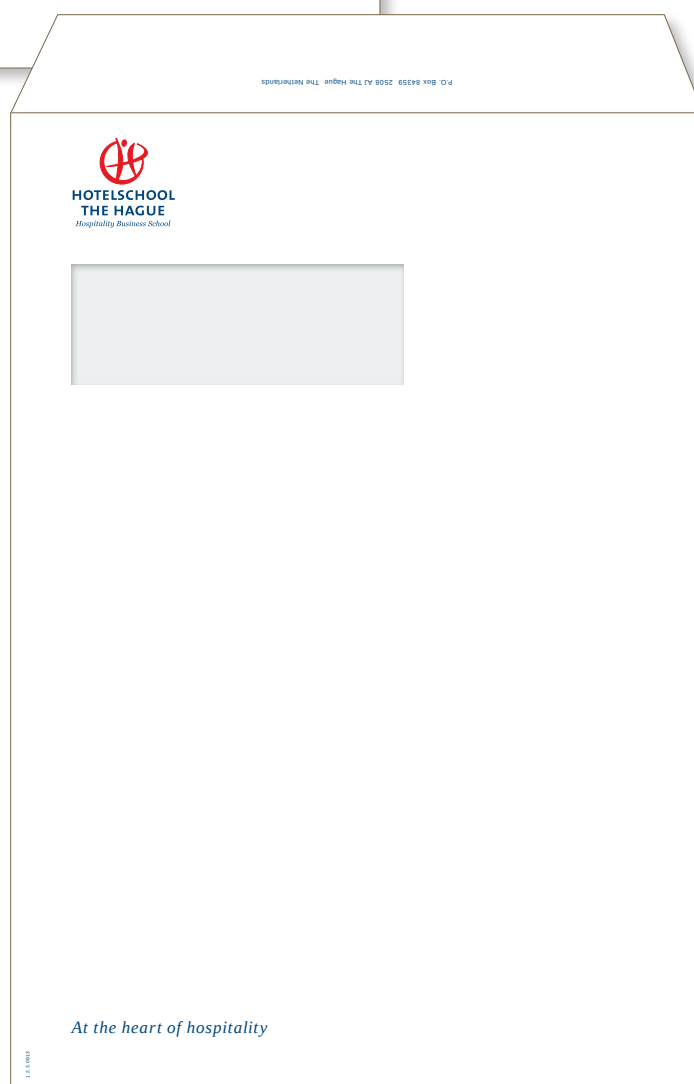


Envelopes

EA5

C4

(40% of original size)



Examples print Publications (1)



Bachelor brochure

210 x 210 mm

Front cover

In this example the blue text box has a 85% transparency and is placed on top of the photos. The use of transparency gives more depth to the design.



Spread



Back cover

Examples print Publications (2)

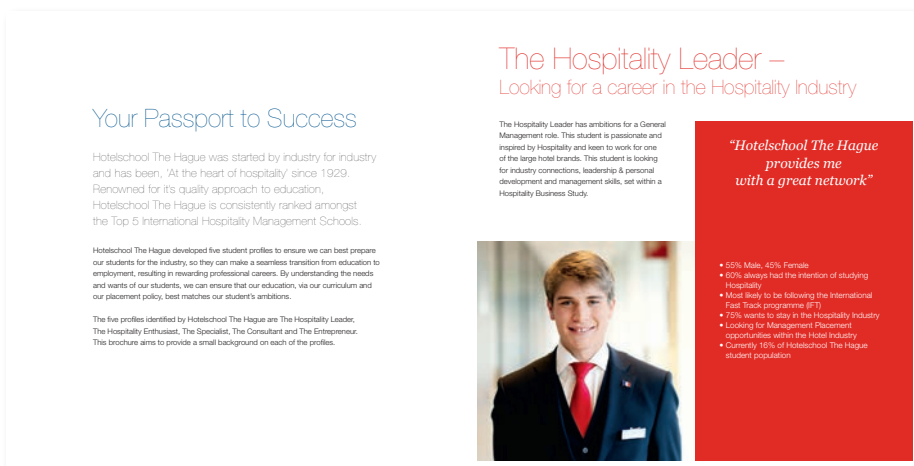


Bachelor Student Profiles brochure

210 x 210 mm

Front cover

One big photo in combination with smaller photos is used on this front cover.



Spread
Combination
of Georgia (streamer)
and Helvetica
(body text).



IFT folder (6 pages)

Front cover, 210 mm x 210 mm

The HTH-red text box has a 85% transparency.



Master mini-folder (6 pages)

Front cover, 210 mm x 210 mm

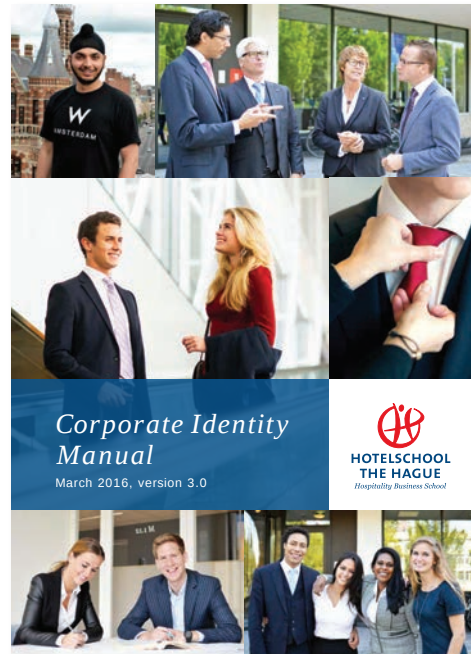
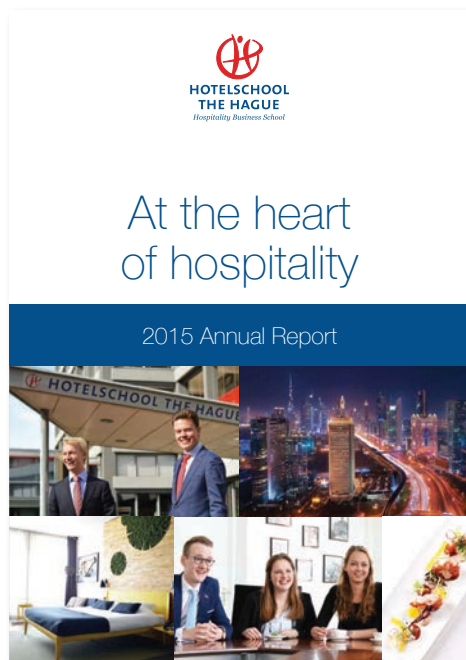
The white text box has a 85% transparency.

Examples print Publications (3)

Annual Report

A4

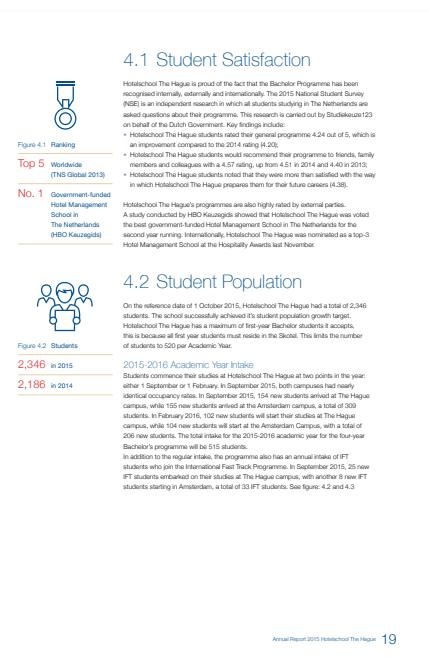
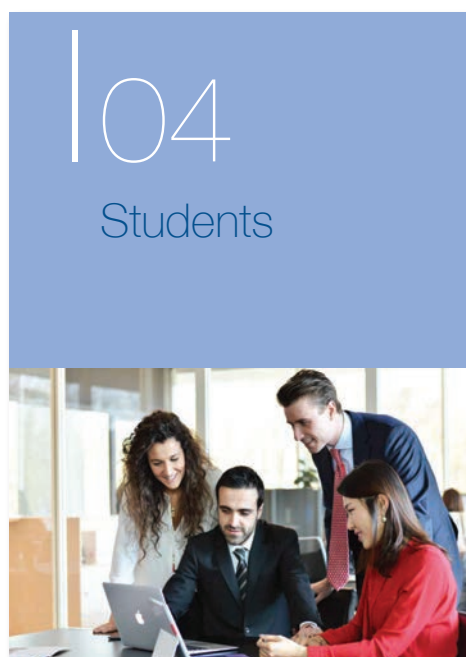
One photo, no transparency in combination with more white is used on this front cover.



Corporate Identity Manual

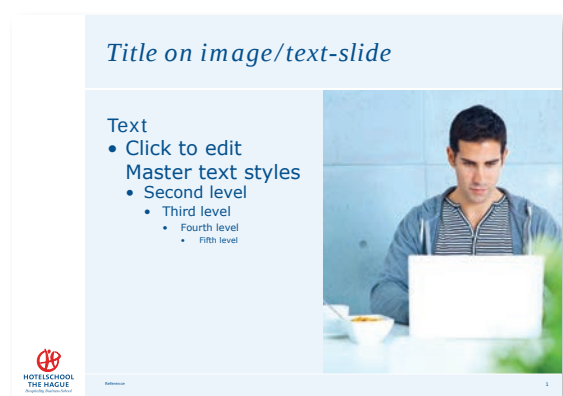
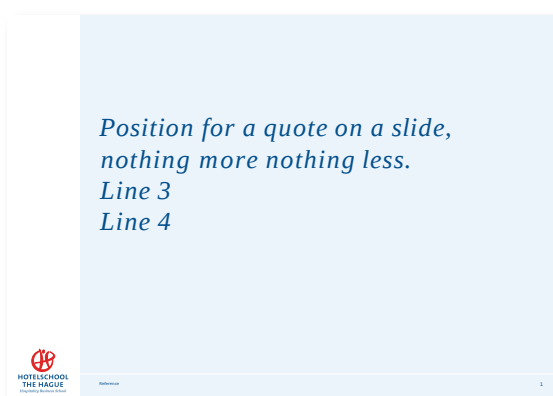
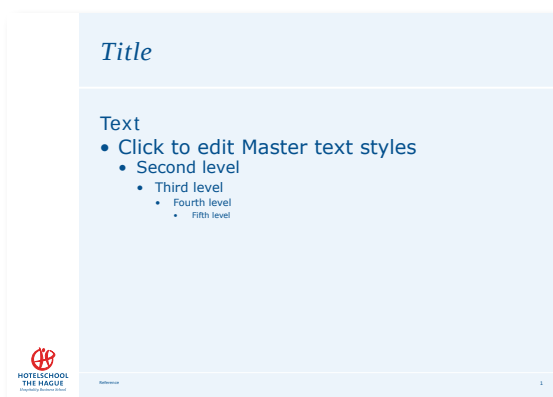
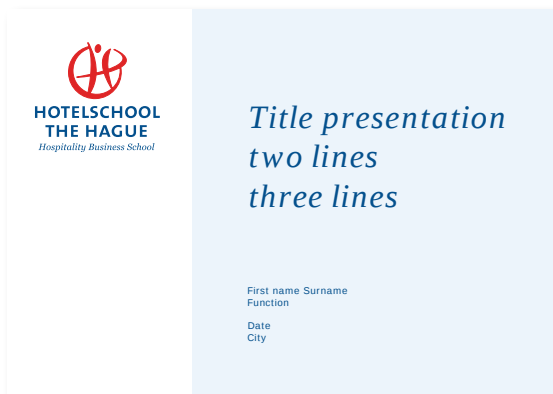
A4

A compilation of photos with more or less the same size are used on this front cover. Georgia and Verdana are used.



Spread

Examples Powerpoint Templates



- ! Use only Georgia italic for headings and Verdana for the other texts!

Examples Word Templates



Recruitment

flyers and posters

Flyer A4 (portrait and landscape)

Poster A3 (portrait and landscape)

Georgia and Verdana are used.



Recruitment flyers and posters

Flyer A4 (portrait and landscape)

Poster A3 (portrait and landscape)

Georgia and Verdana are used.



Information

The Strategic Marketing & Communication Department of Hotelschool The Hague is responsible for designing and developing the school's corporate identity. This means that the department sets the guidelines for all communication, both internal and external. For any questions regarding the use of fonts, the logo, templates and stationery, please contact the Strategic Marketing & Communication Department via mail or telephone.

Strategic Marketing & Communication

smc@hotelschool.nl

T +31 88 028 18 00

Hotelschool The Hague

Campus The Hague

Brusselselaan 2

2587 AH The Hague

Campus Amsterdam

Jan Evertsenstraat 171

1057 BW Amsterdam

Website: www.hotelschool.nl

Facebook: facebook.com/HotelschoolTH

Instagram: instagram.com/hotelschoolthehague

Snapchat: hotelschool

Blog: blog.hotelschool.nl