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Brand Values

Open
transparent, free

Inventive
creative and pragmatic

Inclusive
win-win-win, and widely
supported solutions

This visual identity was developed on request of the Ministry of Foreign Affairs of the Kingdom of the Netherlands and is based on the International Positioning Strategy of the Netherlands by Prof. S Anholt/ dr. R. Govers, together with an Advisory Group consisting of representatives from government, business, science, culture, sports and the four largest cities.

The ambition of the Netherlands is to be internationally known for co-creating pioneering solutions for global challenges. An open, inventive and inclusive culture make the Netherlands an ideal partner for other countries to work with on the Global Goals (on Sustainable Development Goals). And conversely, it is in the self-interest of the Netherlands to share its knowledge and know how in this manner. This visual identity was developed to support this narrative. This brand guide, however, does not elaborate on it but sets out the basic guidelines of the visual identity, which was endorsed by the Ministerial Council of July 2019. This brand guide may be revised and updated from time to time.

Many organisations and many people will work with the NL-identity. They will develop a diversity of touch points for a diversity of purposes and audiences.

Therefore, it is helpful to describe the rationale of the identity; the desired result that should be achieved rather than a complex set of guidelines to follow.

The NL-identity intends to express the Dutch mentality. The overall look & feel of touch points in NL-identity should be one of clarity. They should look tasteful, intelligent, inspiring but also straightforward and open.

It is crucial to keep designs free of 'clutter', avoiding the use of many details, messages and shapes.

Summarizing it in one sentence:

The purpose is to create an appearance of powerful simplicity.

When to use NL branding

This visual identity will be used from 1 January 2020 onwards by the central government of the Netherlands (executive power) and all its agencies, such as the embassy network, for example.

Primarily central government must use its own visual identity, the 'rijkshuisstijl'. The NL-style in this guide forms an exception to that style, when the promotion of the Netherlands as a country or the promotion of a Dutch public-private partnership are concerned and under the condition that:

- The target group consists of foreigners (on or outside the territory of the Netherlands)
- Activities are in line with the International Positioning Strategy of

the Netherlands or amendments to it.

- Activities do not concern sensitive, political issues and they do not form any risk to the ministerial responsibilities.
- Activities do not have a purely commercial motive.

Parties other than central government need prior consent for using the NL-style. In case of a concrete project with central government, this consent is self-understood. In case of other use, a license must be obtained.

See: www.rijkshuisstijl.nl.

For further questions please contact the Ministry of Foreign Affairs or the Netherlands' Enterprise Agency via: NLbranding@rvo.nl.

NL Branding
categories

Category 1
NL Pure

Category 2
NL Partner Branding

Category 3
NL Endorsement

NL Branding category indicator

Which category in the identity of NL Branding is the right one for you? Simply have a look at the following three questions and it will be clear to you quite quickly.

If you have doubts, please contact the Ministry of Foreign Affairs or the Netherlands' Enterprise Agency via: NLbranding@rvo.nl

The questions to find your category:

Are you communicating under the umbrella of NL Branding, meaning: NL Branding is leading and acts as the sender of the information?

→ **Category 1 is the right one for you (NL Branding Pure)**

Go to page 40

Are you communicating on partner level, meaning: NL Branding is the leading visual identity but your own project or organization should be clearly visible as well?

→ **Category 2 is the right one for you (Partner Branding)**

Go to page 80

Is an external organization leading and acting as the sender of the information, and you want to show that you endorse it?

→ **Category 3 is the right one for you (Endorsed Branding)**

Go to page 93

Design elements

Logo

The logo is an integration of two main symbols for the Netherlands: the NL-acronym and the tulip. The tulip is not used in a ‘literal’ way. It is designed like a reference, enriching the shape of the NL-acronym rather than being the main visual element. It is a visual expression of the core values open, inclusive and inventive.

Logo use

The primary logo used is NL including the addition of Netherlands.

NL logo may only be used separately if the context makes it very clear that one means NL to be the Netherlands.

NL with the addition of one of the translations (Spanish, French ...) will only be used if the recipient of the message would otherwise not understand it.

The use of NL Kingdom of the Netherlands is only for countries in the Caribbean to clarify that they are part of the Kingdom of the Netherlands.

Logo

Symbol

The symbol combines NL and a tulip. A balance has been found in the design of the logo that will empower both symbols.

The primary symbol is in orange.
The symbol is available in different file formats.



Logo

Symbol

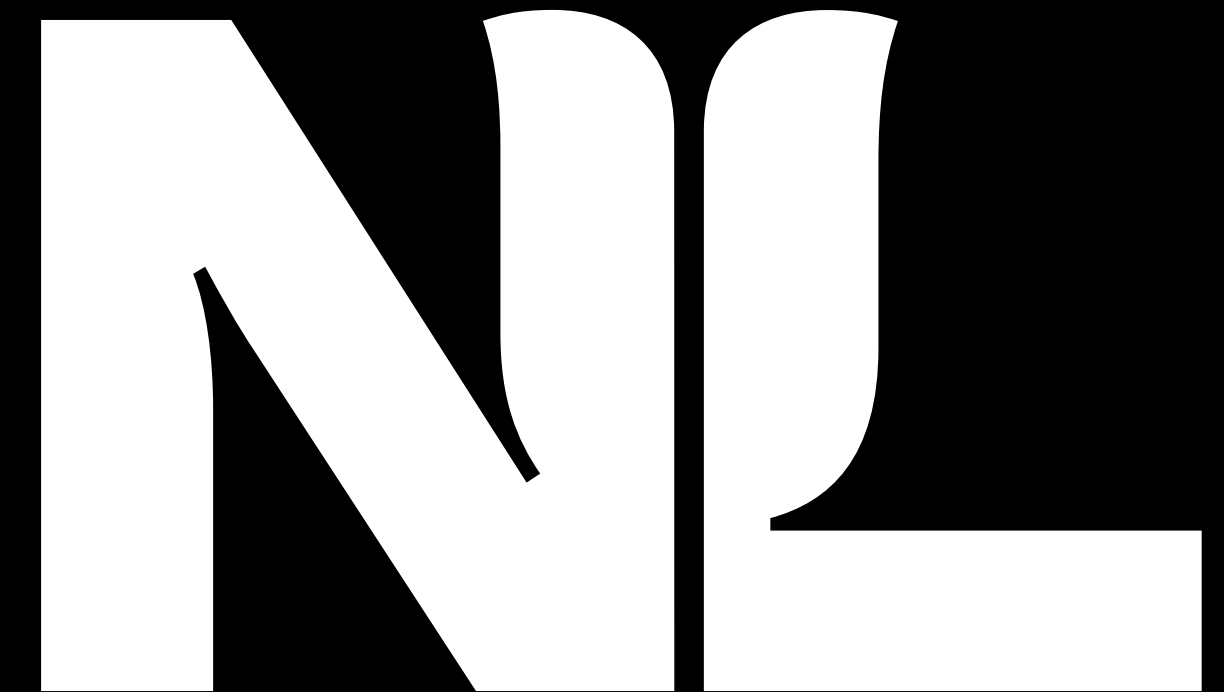
Exceptions

The black and white logos serve as an alternative and are intended for black and white printing or if there is low contrast with the background.

Always consider the orange logo first.



Diapositive symbol



Logo

Primary logo

Primary logo

The visual identity combines the symbol (NL) and a type mark. In the logo, the type mark is placed on the right side of the symbol.

The primary logo contains the NL symbol plus Netherlands. And has an orange colour. This logo version is available in different file formats and languages.



Logo 150%

Logo size

The minimum size of the logo is 15mm

Minimum Logo size 15mm



Logo

Exceptions

The black and white logos serve as alternatives and are intended for black and white printing or if there is low contrast with the background.

Always consider the orange logo first.

Black logo



Diapositive logo

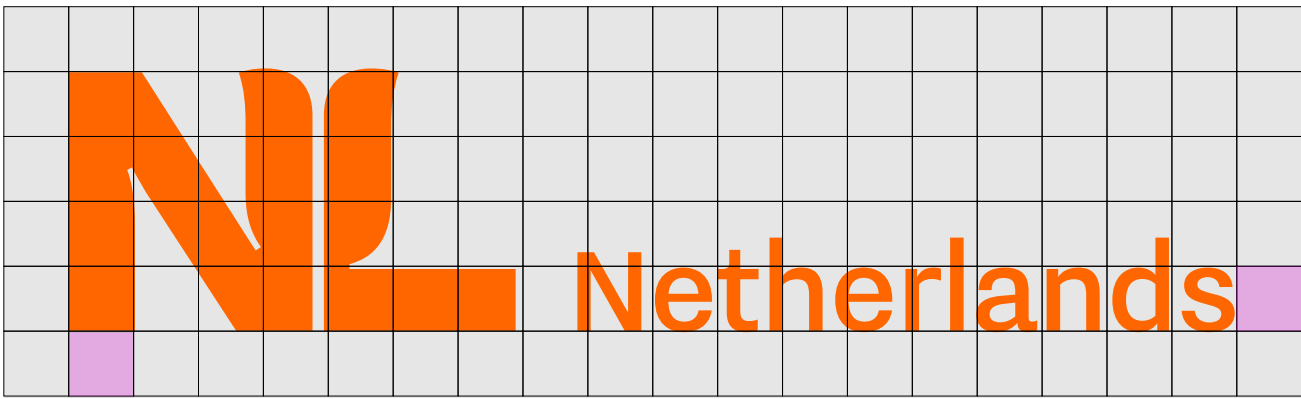


Logo

Bounding Box

There is a free zone of one grid block around the logo, also known as the bounding box. This bounding box protects the identity and integrity of the logo and should always be respected.

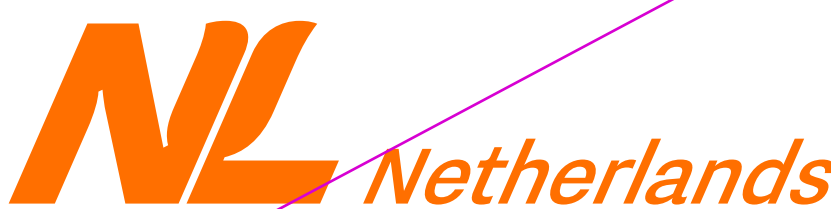
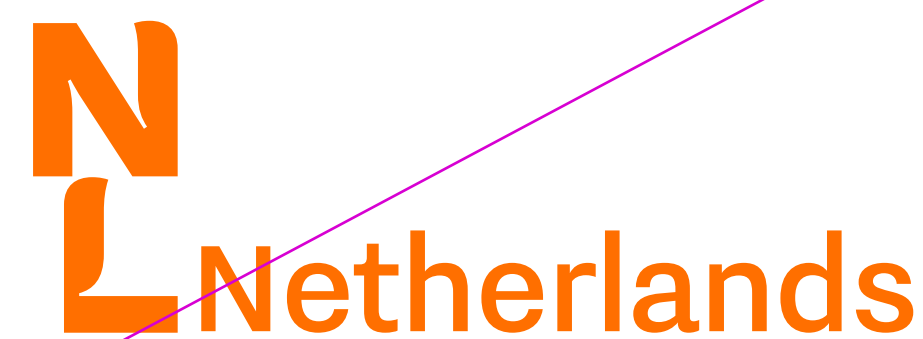
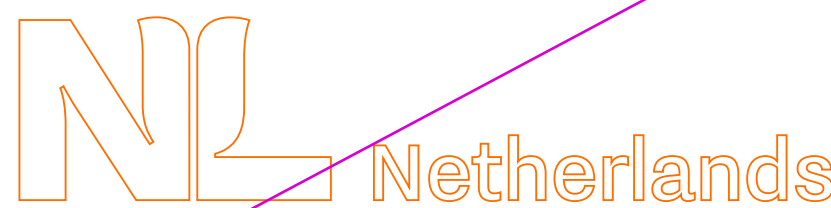
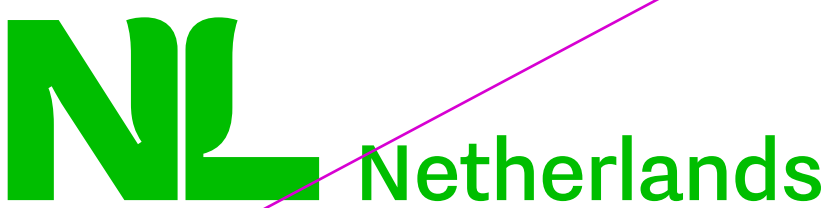
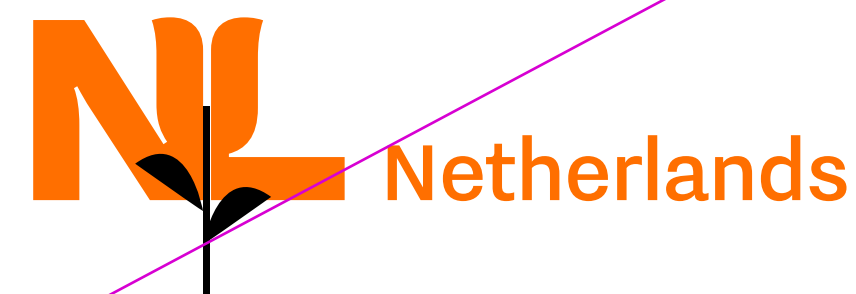
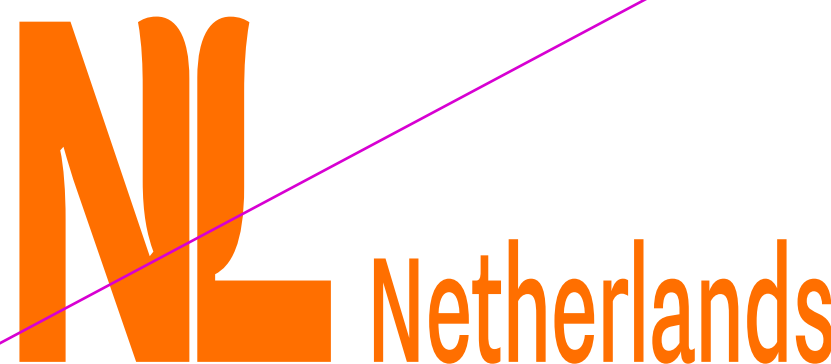
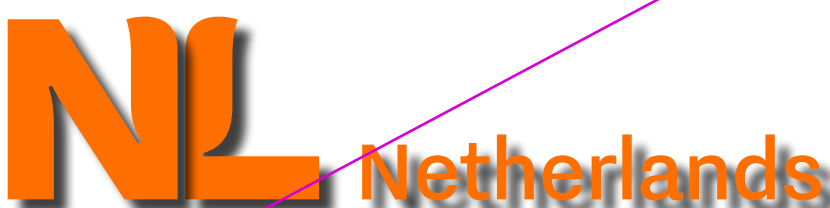
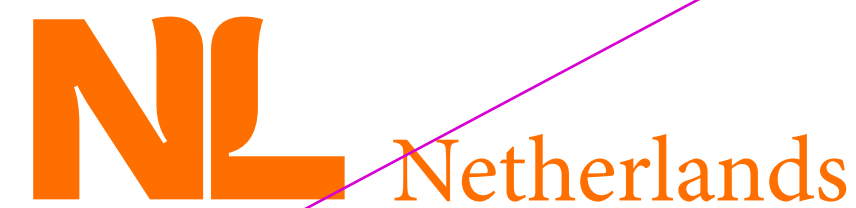
Please make sure to always respect the logos bounding box to preserve the style's integrity.



Logo

Don'ts

It is not allowed to alter the logo in any way. Please do not animate, recolour, rotate, skew, distort or separate the elements, apply effects or add extra typography to the logo. Never attempt to (re)create the logo yourself, change the font, or alter the size or proportions. And always make sure the contrast between background and logo is sufficient.



Logo Variations

Logo Variations

All the logos consist of a combination of a symbol (NL) and a type mark. This type mark can vary depending on your communication.

Variation 1 Kingdom of the Netherlands

The orange logo is the preferred version. Always consider using this version first.

Exceptions
The black and white logo serves as an alternative and is intended for black and white printing or if there is low contrast with the background.

Each logo version is available in different colour spaces and file formats.

The use of NL Kingdom of the Netherlands is only for countries in the Caribbean to clarify that they are part of the Kingdom of the Netherlands.

Orange logo



Black logo



Diapositive logo



Logo Variations

All the logos consist of a combination of a symbol (NL) and a type mark. This type mark can vary depending on your communication. For all the countries in the kingdom there is a logo version with the flag.

Variations:
Kingdom of the Netherlands + flag (the Netherlands)

Kingdom of the Netherlands + flag (Aruba)

Kingdom of the Netherlands + flag (Sint Maarten)

Kingdom of the Netherlands + flag (Curaçao)

Variation - The Netherlands



Variation - Aruba



Variation - Sint Maarten



Variation - Curaçao



Logo Variations

All the logos consist of a combination of a symbol (NL) and a type mark. This type mark can vary depending on your communication.

Variation 2 (French language) Pays Bas

The orange logo is the preferred version. Always consider using this version first.

Exceptions
The black and white logo serves as an alternative and is intended for black and white printing or if there is low contrast with the background.

Each logo version is available in different colour spaces and file formats.

This logo will only be used if the recipient of the message would otherwise not understand it.

Orange logo



Black logo



Diapositive logo



Logo Variations

All the logos consist of a combination of a symbol (NL) and a type mark. This type mark can vary depending on your communication.

Variation 3 (Spanish language) Países Bajos

The orange logo is the preferred version. Always consider using this version first.

Exceptions

The black and white logo serves as an alternative and is intended for black and white printing or if there is low contrast with the background.

Each logo version is available in different colour spaces and file formats.

This logo will only be used if the recipient of the message would otherwise not understand it.

Orange logo



Black logo



Diapositive logo



Logo Variations

All the logos consist of a combination of a symbol (NL) and a type mark. This type mark can vary depending on your communication.

Variation 4 (German language) Niederlande

The orange logo is the preferred version. Always consider using this version first.

Exceptions

The black and white logo serves as an alternative and is intended for black and white printing or if there is low contrast with the background.

Each logo version is available in different colour spaces and file formats.

This logo will only be used if the recipient of the message would otherwise not understand it.

Orange logo



Black logo



Diapositive logo



Logo Variations

All the logos consist of a combination of a symbol (NL) and a type mark. This type mark can vary depending on your communication.

Variation 5 (Dutch language) Nederland

The orange logo is the preferred version. Always consider using this version first.

Exceptions

The black and white logo serves as an alternative and is intended for black and white printing or if there is low contrast with the background.

Each logo version is available in different colour spaces and file formats.

This logo will only be used if the recipient of the message would otherwise not understand it.

Orange logo



Black logo



Diapositive logo



Logo Variations

All the logos consist of a combination of a symbol (NL) and a type mark. This type mark can vary depending on your communication.

Variation 6 (Russian language) Нидерланды

The orange logo is the preferred version. Always consider using this version first.

Exceptions

The black and white logo serves as an alternative and is intended for black and white printing or if there is low contrast with the background.

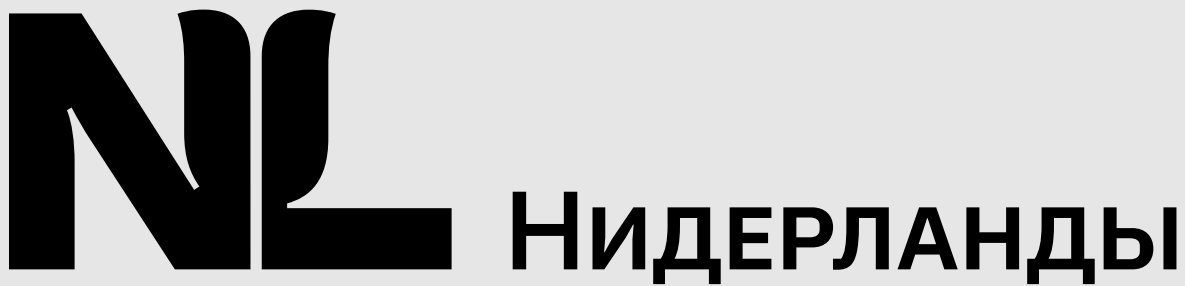
Each logo version is available in different colour spaces and file formats.

This logo will only be used if the recipient of the message would otherwise not understand it.

Orange logo



Black logo



Diapositive logo



Logo Variations

All the logos consist of a combination of a symbol (NL) and a type mark. This type mark can vary depending on your communication.

Variation 7 (Arabic language) هولندا

The orange logo is the preferred version. Always consider using this version first.

Exceptions
The black and white logo serves as an alternative and is intended for black and white printing or if there is low contrast with the background.

Each logo version is available in different colour spaces and file formats.

This logo will only be used if the recipient of the message would otherwise not understand it.

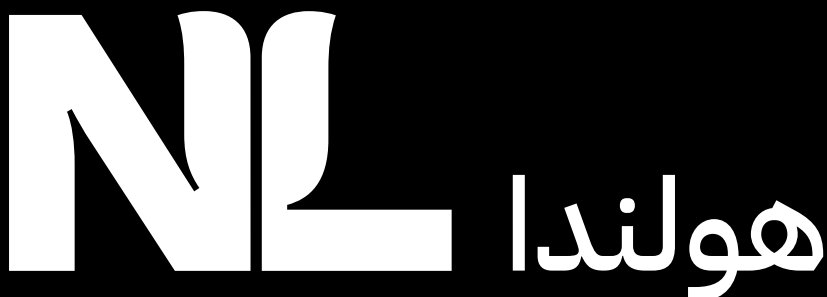
Orange logo



Black logo



Diapositive logo



Logo Variations

All the logos consist of a combination of a symbol (NL) and a type mark. This type mark can vary depending on your communication.

Variation 8 (Chinese language) 荷兰

The orange logo is the preferred version. Always consider using this version first.

Exceptions

The black and white logo serves as an alternative and is intended for black and white printing or if there is low contrast with the background.

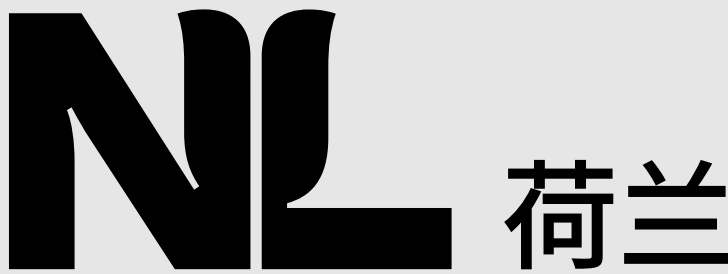
Each logo version is available in different colour spaces and file formats.

This logo will only be used if the recipient of the message would otherwise not understand it.

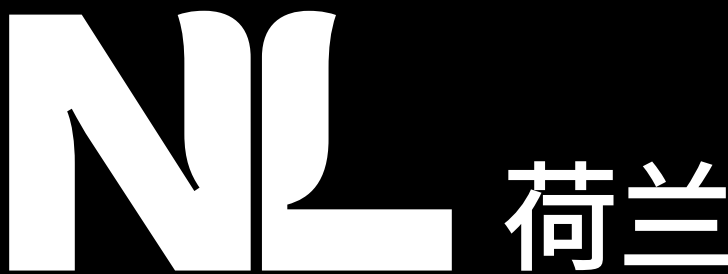
Orange logo



Black logo



Diapositive logo



Logo Variations

All the logos consist of a combination of a symbol (NL) and a type mark. This type mark can vary depending on your communication.

Variation 9 (Japanese language) オランダ

The orange logo is the preferred version. Always consider using this version first.

Exceptions

The black and white logo serves as an alternative and is intended for black and white printing or if there is low contrast with the background.

Each logo version is available in different colour spaces and file formats.

This logo will only be used if the recipient of the message would otherwise not understand it.

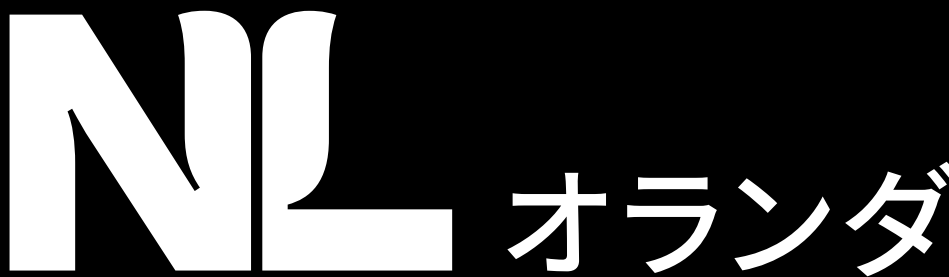
Orange logo



Black logo



Diapositive logo



Colours

NL branding colours represent the Netherlands. The colour set that this provides offers the possibility of varied communication.

There are two levels of colours.
The primary colour palette and the secondary colour palette.

The primary colour palette is deliberately kept limited and clear, as not to compete with the branding of other partners.

The secondary colour palette can be used in items that ask for a more diverse palette. Such as: exhibition stands, banners or other printed matter.

Colour

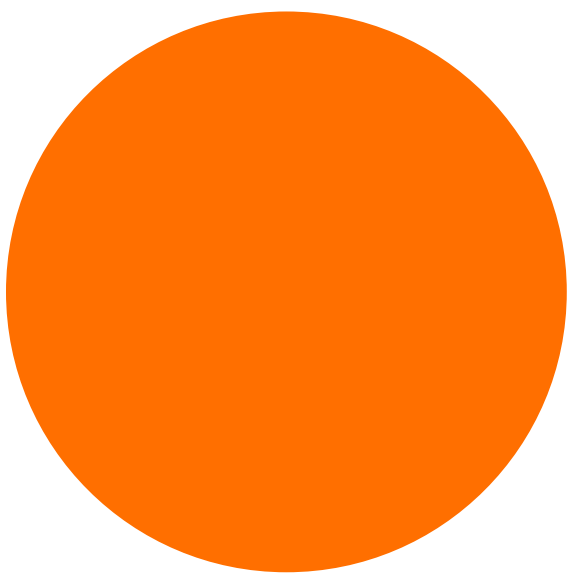
Primary colours

The selected colours for NL branding are an important means of forming the visual identity. Orange is the primary colour and the basis colour of the identity and should come back in every item.

The chart provides the approved formula for each colour in print and online use.

Please do not select any variations of the approved primary colours.

PLEASE NOTE:
Computer screens, laser printers and ink jet printers will all vary in the way they reproduce these colours.



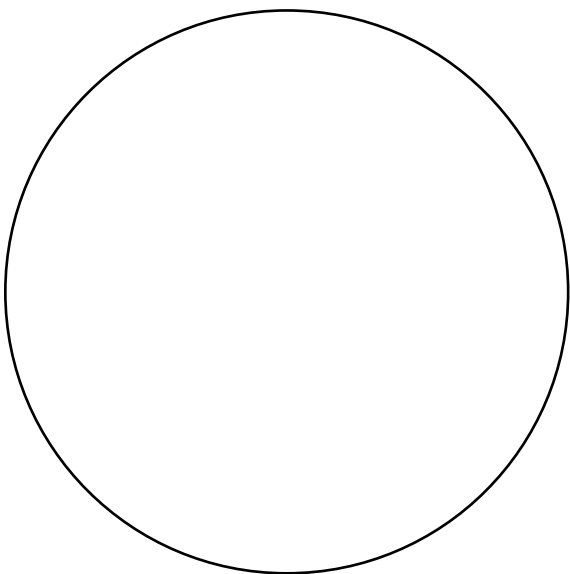
Orange

Pantone
PMS 21C | PMS 21U

CMKY
C0 M70 Y100 K0

RGB
R255 G111 B0

HEX
#FF6F00



White

CMKY
C0 M0 Y0 K0

RGB
R255 G255 B255

HEX
#FFFFFF

Colour

Secondary colours

In addition to the primary colour palette NL Branding offers a secondary palette with the colours: grey, black blue, purple brown, yellow and green.

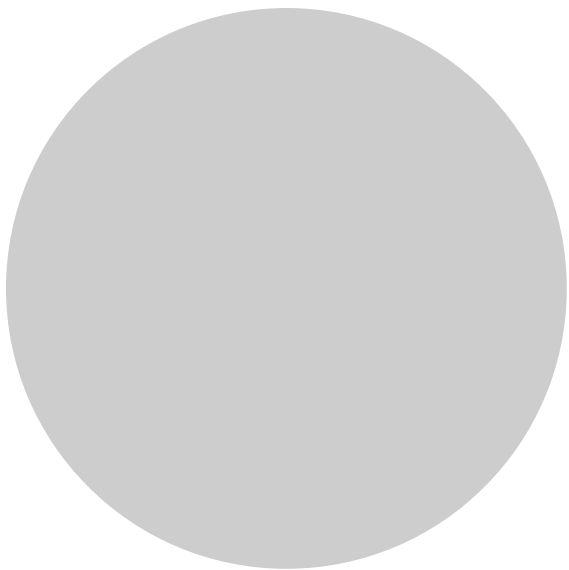
The secondary colour palette brings more expression in the communication. These colours can be used as background colours. The colour black can be used for typography.

The secondary colours are always used in combination with orange. The combination of these colours brings seriousness and playfulness to the identity carriers.

The chart provides the approved formula for each colour in print and online use.

Please do not select any variations of the approved primary colours that would alter the official colour palette.

PLEASE NOTE:
Computer screens, laser printers and ink jet printers will all vary in the way they reproduce these colours.



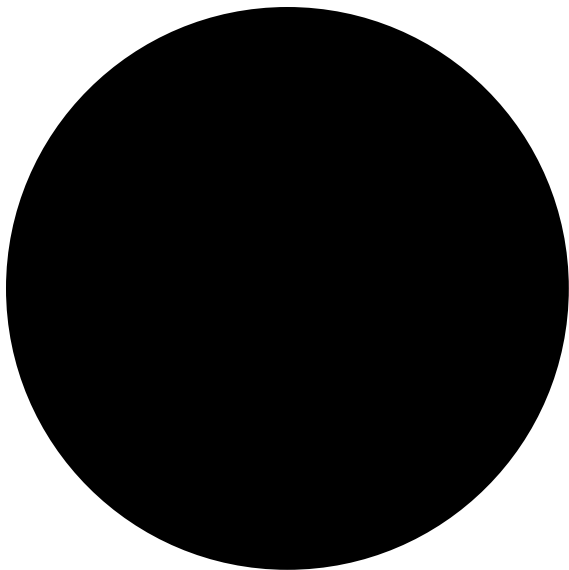
Grey

Pantone
PMS Cool Grey 4 C |
PMS Cool Grey 4 U

CMKY
C0 M0 Y0 K25

RGB
R205 G205 B205

HEX
#cdcdcd



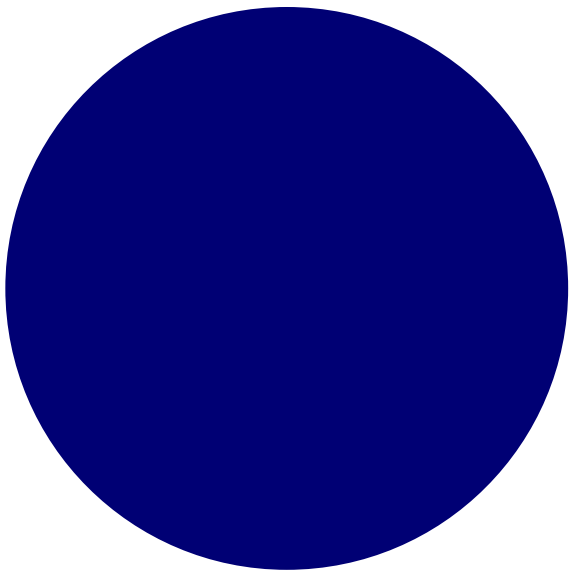
Black

Pantone
PMS BlackC |
PMS BlackU

CMKY
C0 M0 Y0 K100

RGB
R0 G0 B0

HEX
#000000



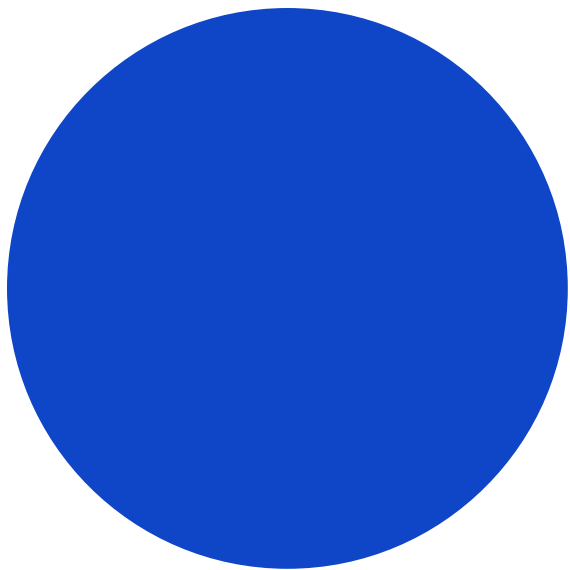
Blue 1

Pantone
PMS 2119C |
PMS 2119U

CMKY
C100 M100 Y20 K20

RGB
R0 G0 B116

HEX
#000074



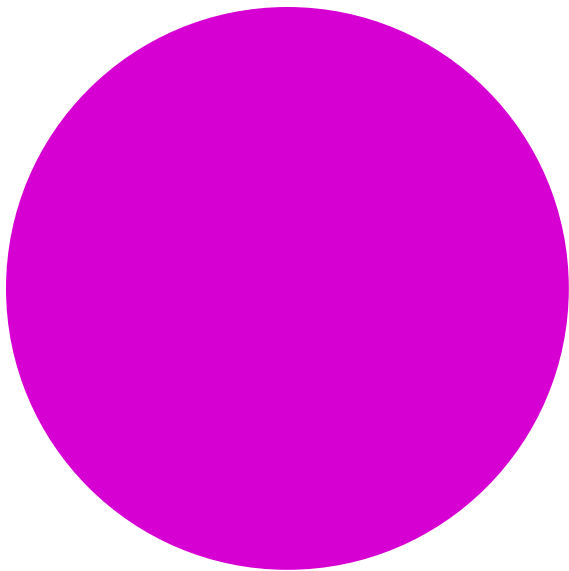
Blue 2

Pantone
PMS 2728C |
PMS 2728U

CMKY
C100 M55 Y0 K0

RGB
R15 G70 B200

HEX
#0f46c8



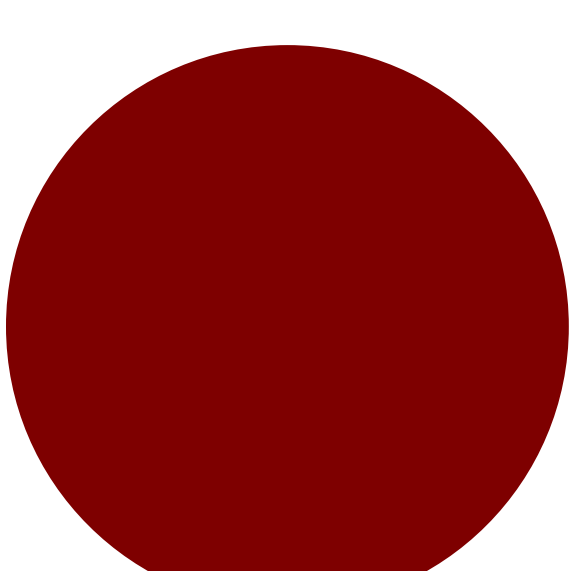
Purple

Pantone
PMS PurpleC |
PMS PurpleU

CMKY
C40 M90 Y0 K0

RGB
R215 G0 B210

HEX
#d700d2



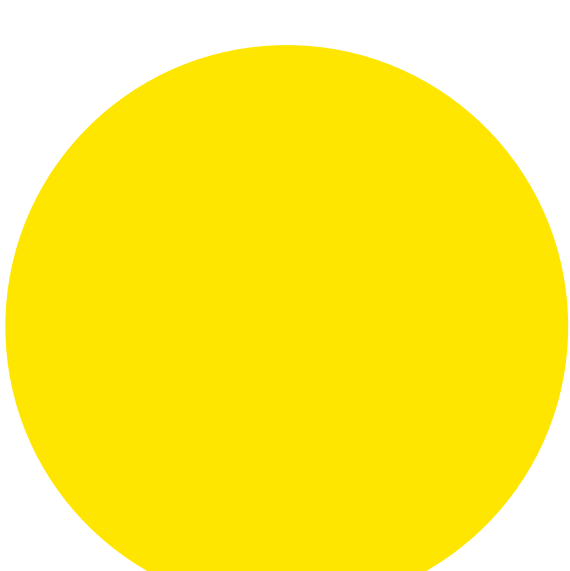
Brown

Pantone
PMS 7609C |
PMS 7609U

CMKY
C30 M90 Y100 K35

RGB
R126 G0 B0

HEX
#7e0000



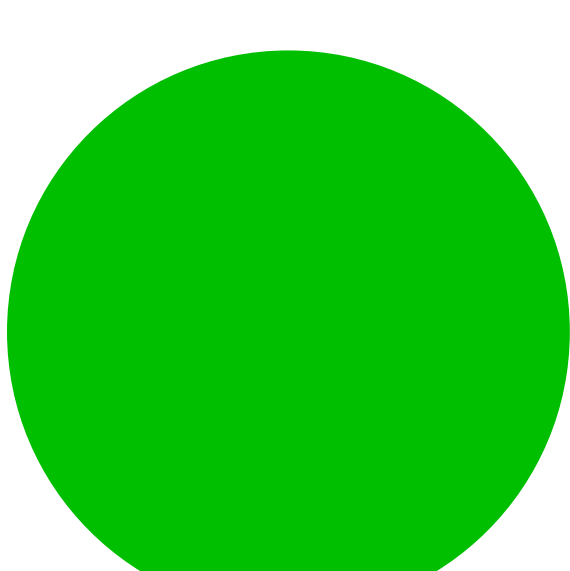
Yellow

Pantone
PMS Yellow 012C |
PMS Yellow 012U

CMKY
C0 M10 Y100 K0

RGB
R255 G230 B0

HEX
#ffe600



Green

Pantone
PMS 2423C |
PMS 2423U

CMKY
C80 M0 Y100 K0

RGB
R0 G190 B0

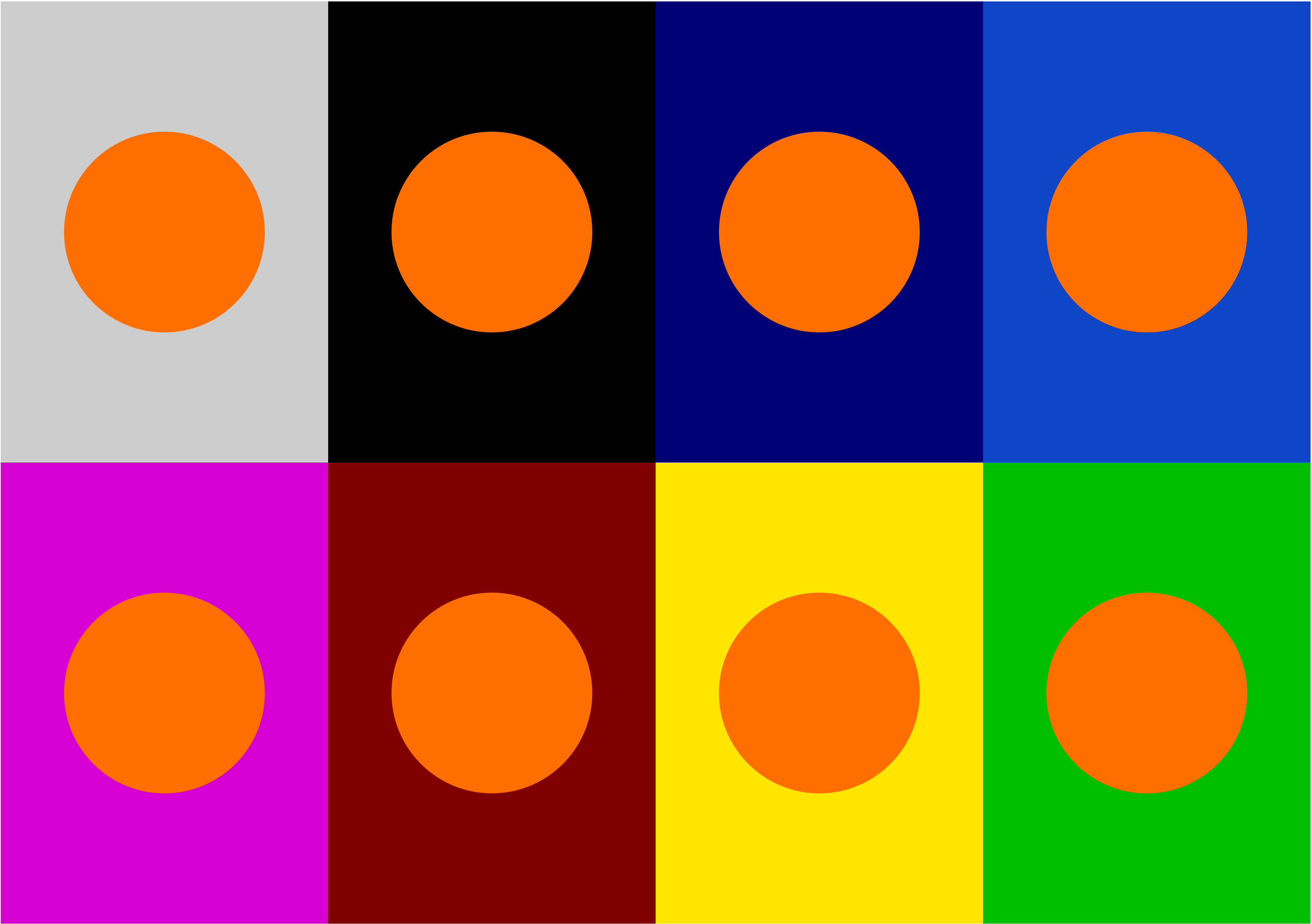
HEX
#00be00

Colour combinations

Colour combinations

These colour combinations are allowed. The secondary colours can be used as background colours.

The secondary colours are always used in combination with orange.



Typography

NL branding's visual identity uses the font Nitti Grotesk. This font was developed by Dutch type designer Pieter van Rosmalen and released by the Bold Monday foundry.

The idiosyncratic typeface has warmth and humanity.

The long ascenders give this font its particular character.

Nitti Grotesk offers the possibility of communicating both professionally and expressively.

The Nitti Grotesk is used in the communication where NL branding is leading. For documents made in Microsoft Office applications, typeface Arial should be used.

Typography

Typeface/font

The selected typeface for NL branding identity is ‘Nitti Grotesk’. It has been chosen for its friendly, simple and clear look.

All the touch points are made using Nitti Grotesk. Exceptions can be made when the use of the typeface is practically not feasible. In that case, we switch to Arial.

Nitti Grotesk

Nitti Grotesk font family consists of 19 unique font styles and weights. In the NL Branding identity we use two weights from the family: **Nitti Grotesk Medium** and **Nitti Grotesk Normal**. The family is characterized by its excellent legibility both in print and on the web. Nitti Grotesk Medium is most suitable for headlines of all sizes, but it does well in a variety of text lengths as well. Nitti Grotesk Normal is used for body text.

The Nitti Grotesk font is available for purchase at boldmonday.com/typeface/nitti-grotesk/ or through RVO (Netherlands Enterprise Agency)

Nitti Grotesk Normal

Aa

abcdefghijklmnopqrst
vwxyz ABCDEFGHIJ
KLMNOPQRSTUVWXYZ
0123456789

Nitti Grotesk Medium

Aa

abcdefghijklmnopqrst
vwxyz ABCDEFGHIJ
KLMNOPQRSTUVWXYZ
0123456789

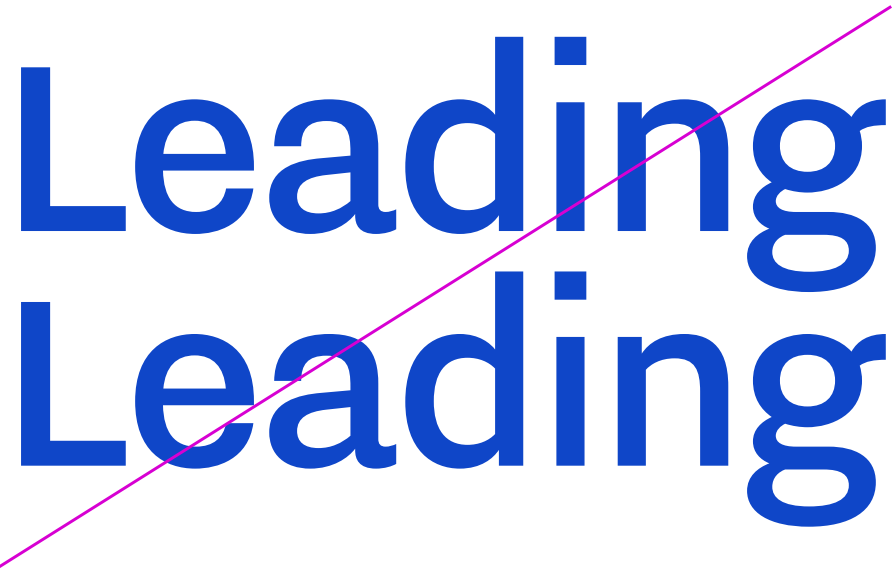
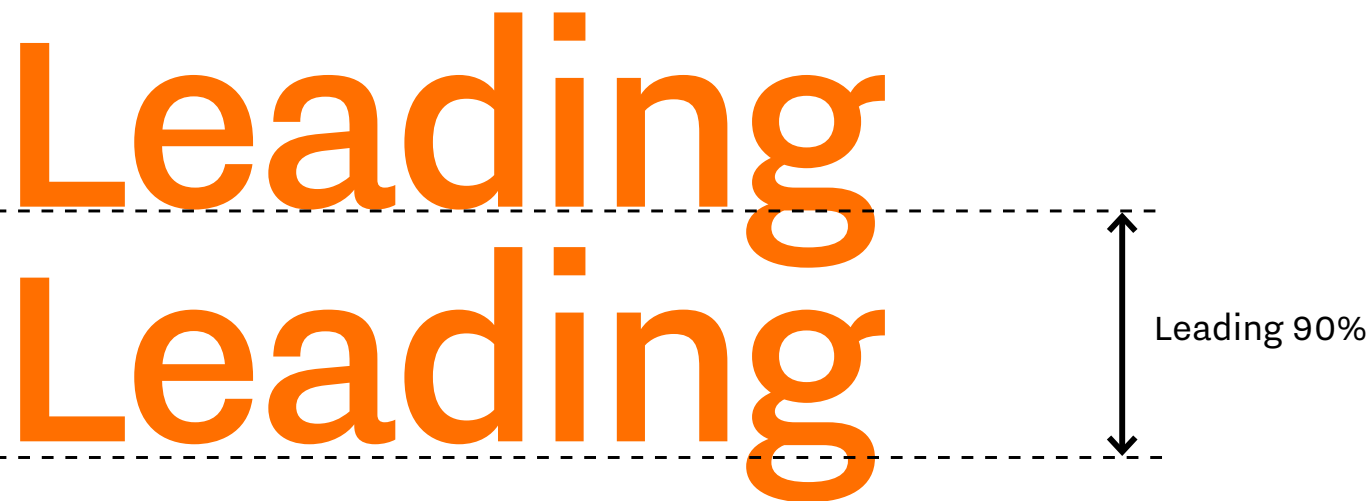
Typography

Headers

Nitti Grotesk Medium
Headers are always in Nitti Grotesk Medium and the letter spacing is tracked -30. Starting point for Leading is 90% but can be adjusted to meet the eye. Optically the header should look like one block of text.

Colour system
Main color for headings is orange.
If you use a background colour it is allowed to use white typography.

Please do not use the Secondary colours for typography



Please do not use the Secondary colours for typography

Typography

Alignment

The typography is always left aligned. Also for headers.

Please do not centralize the text.
Please do not justify the text

Left alignment

Delendi officiet et aut et audaere
rovidig nimillaudem cusdaerovit
pedis aut percid quo doluptinvel im
dolorem landerum res doluptat hici
ne illibus reptiberrum quis dolenis
dit modicime odionsequi cum dolum
lamus.

Ovid quo cone por simagnatetur
acculpa rumquatquid eos quam ut
ipsa qui volor aut et quisi cuptaspist
mintur sercien ecaboria exerit
auditibus vendit od unt eum, iumet
latur as re re eicimus ut officatecust
temqui dolupis trumentisque.

Center alignment

Delendi officiet et aut et audaere
rovidig nimillaudem cusdaerovit
pedis aut percid quo doluptinvel im
dolorem landerum res doluptat hici
ne illibus reptiberrum quis dolenis
dit modicime odionsequi cum dolum
lamus.

Ovid quo cone por simagnatetur
acculpa rumquatquid eos quam ut
ipsa qui volor aut et quisi cuptaspist
mintur sercien ecaboria exerit
auditibus vendit od unt eum, iumet
latur as re re eicimus ut officatecust
ommolupta quatiumquia simi.

Justify all lines

Delendi officiet et aut et audaere
rovidignimillaudemcusdaerovit
autpercidquodoluptinvelimdolorem
landerum res doluptat hici ne illibus
reptiberrumquisdolenisditmodicime
odionsequi cum dolum lamus.
Ovid quo cone por simagnatetur
acculparumquatquideosquamutipsa
quivolorautetquisicuptaspistmintur
sercien ecaboria exerit auditibus
venditodunteum, iumet latur as re re
eicimus ut officatecust ommolupta
quatiumquia simi, cum rerovidus
sitate platem laboreperum voluptas
qui untio. Nam et quia eaquias mo is
doluptatemquidolupistrumentisque

Typography

MS Office

Arial
For documents made in Microsoft® Office applications, Arial should be used.

Arial Regular

Aa

abcdefghijklmnopqrst
vwxyz ABCDEFGHIJ
KLMNOPQRSTUVWXYZ
0123456789

Arial Bold

Aa

abcdefghijklmnopqrst
vwxyz ABCDEFGHIJ
KLMNOPQRSTUVWXYZ
0123456789

Photography

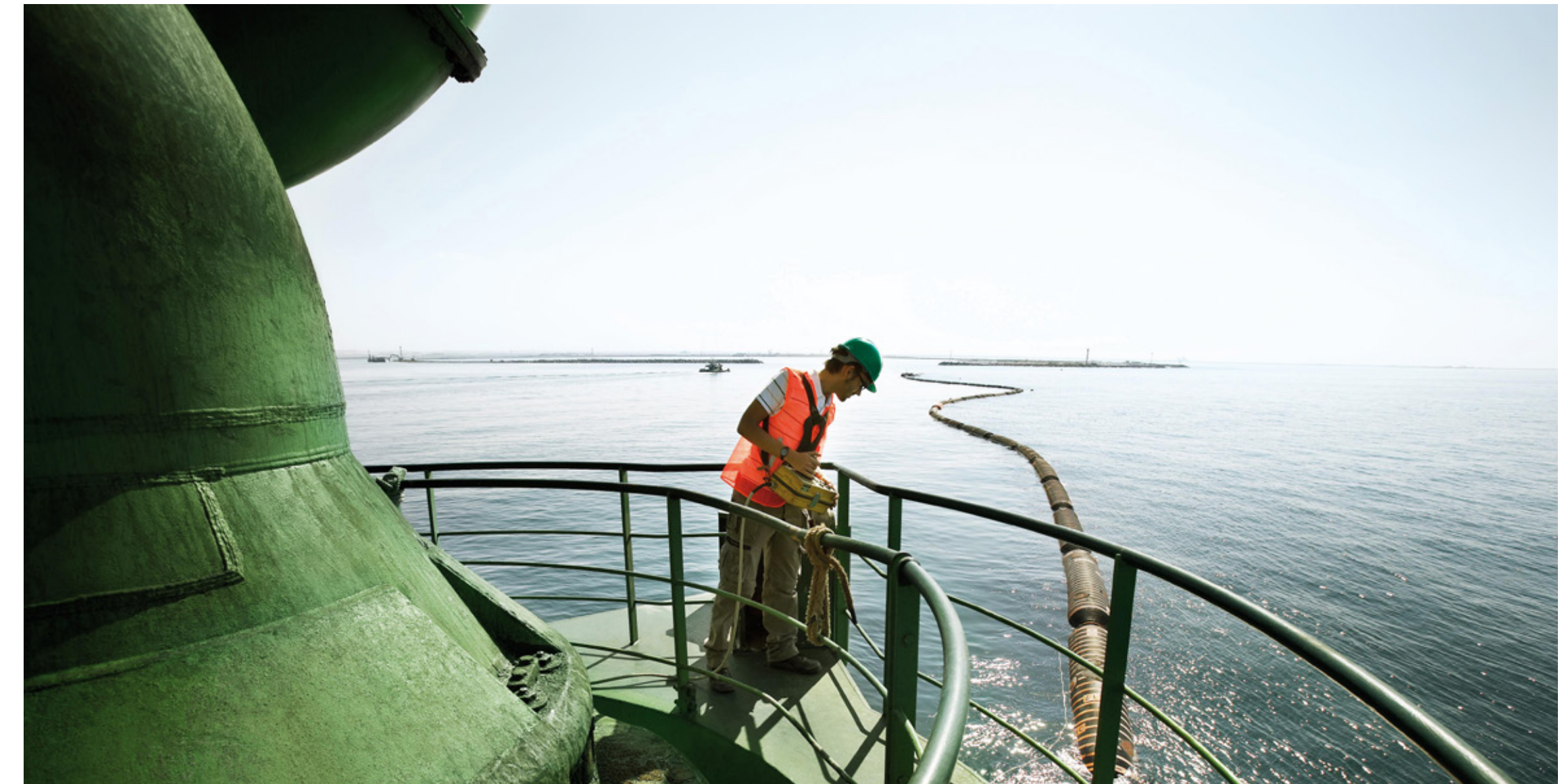
NL photography conveys a friendly, optimistic, accessible but also very simple and clear look and feel. The most important keyword for photography is that it should communicate 'we are moving forward'. The photography is a combination of human or personal, and object or landscape.

Photo characteristics

- Active photos
- People in the picture are working, concentrating on what they're doing
- No static, posed images
- At eye level of the person in the photo
- Dynamic composition
- It is important to show the diversity of the Netherlands, both in landscape, in people and professions

Photography

- People are active
- They are concentrated on what they are doing
- Capture the moment
- Try to find an interesting moment, not the most obvious



This photo is available at www.nlbranding.nl



This photo is available at www.nlbranding.nl

Photography

- By focussing on the person you can show the scale of elements



This photo is available at www.nlbranding.nl



Photography

- Tell a little story within a bigger picture
- Focus on one story



This photo is available at www.nlbranding.nl



This photo is available at www.nlbranding.nl

Photography

- Show innovation



This photo is available at www.nlbranding.nl



This photo is available at www.nlbranding.nl



This photo is available at www.nlbranding.nl

Photography

- Show innovation



This photo is available at www.nlbranding.nl



This photo is available at www.nlbranding.nl



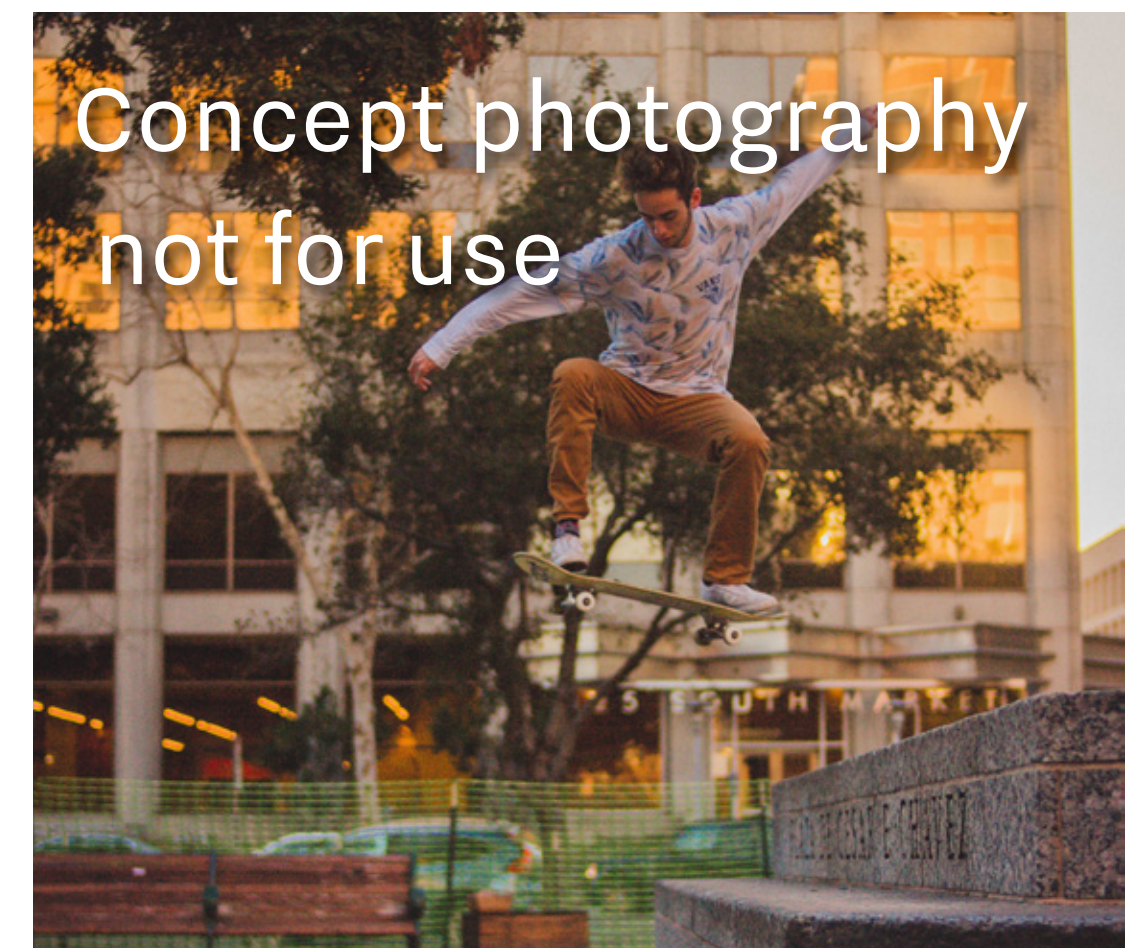
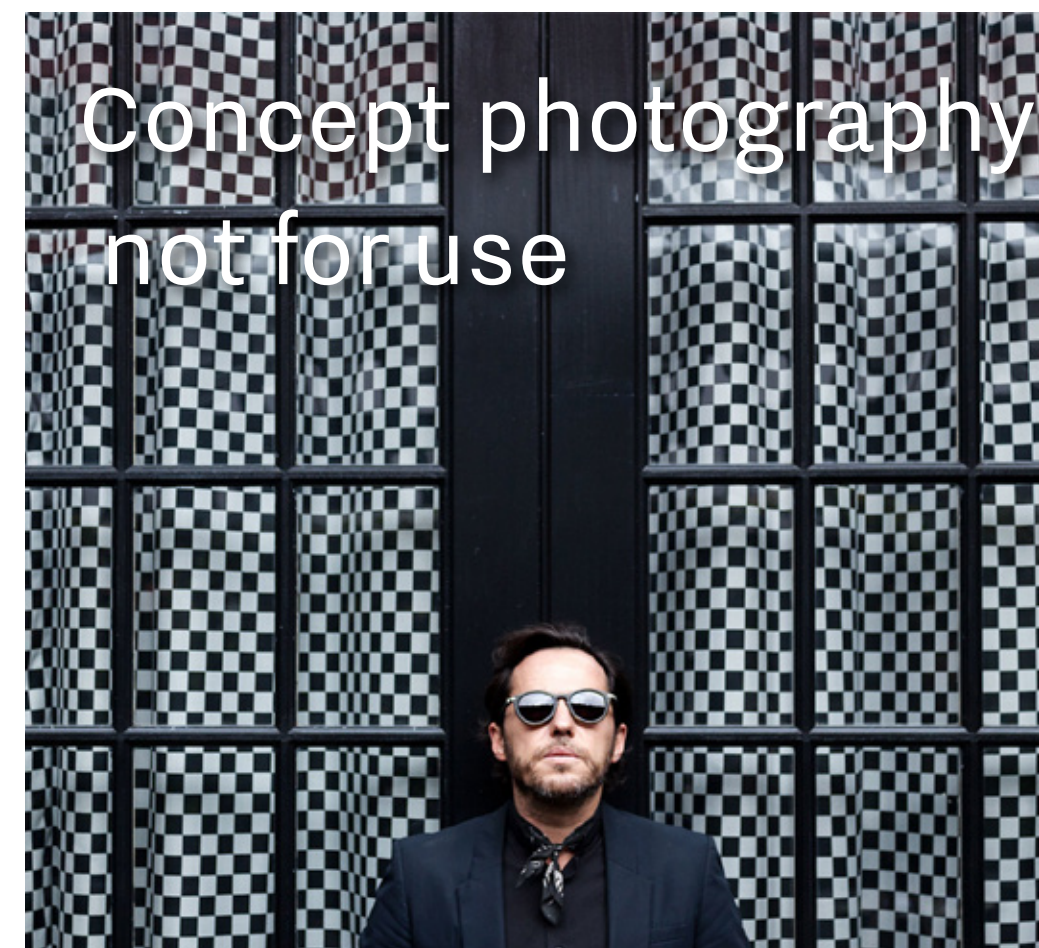
This photo is available at www.nlbranding.nl



This photo is available at www.nlbranding.nl

Photography

- Show people in different situations

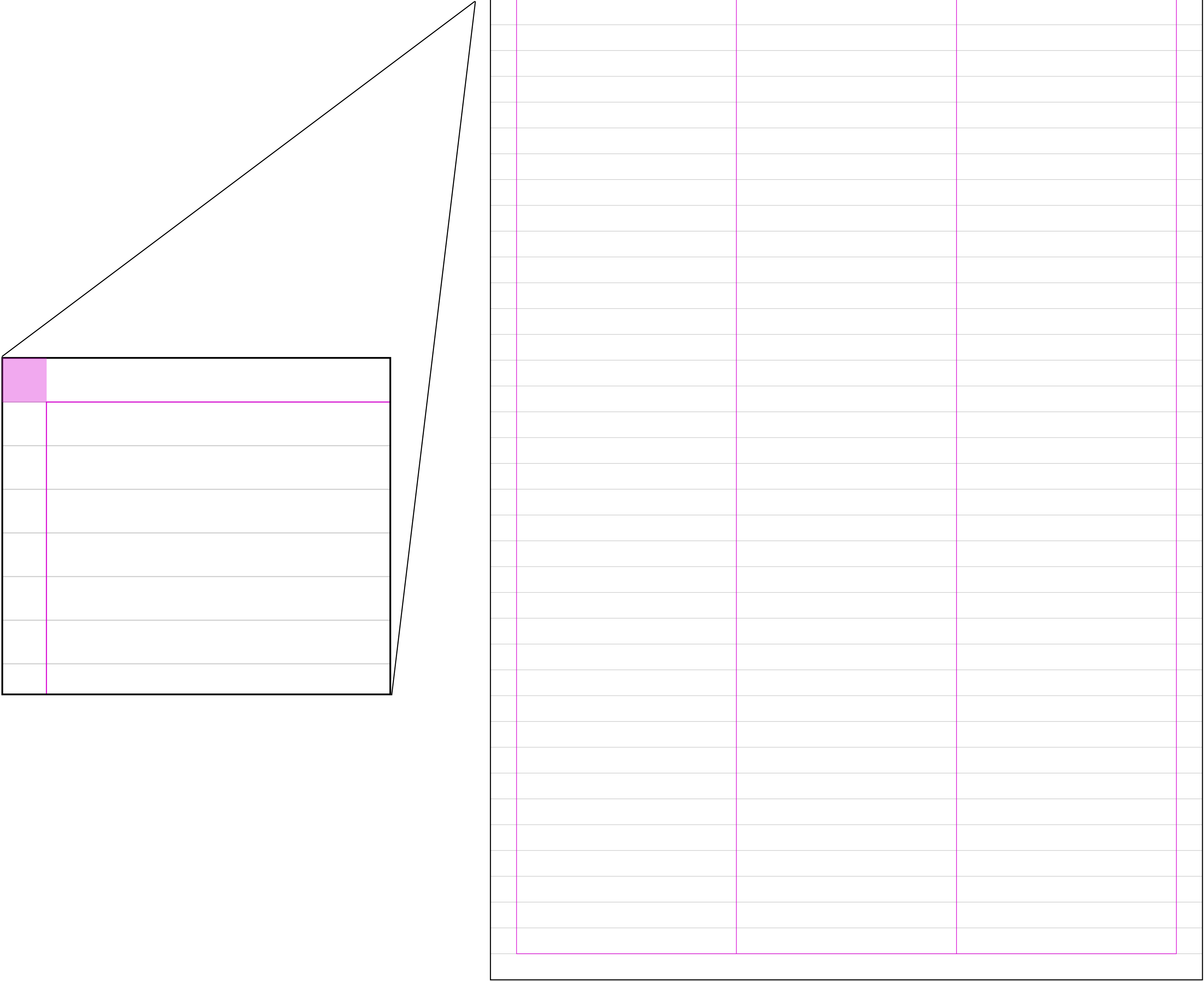


NL branding pure

System portrait format

The NL branding identity is based on a 39 line grid. It is calculated by dividing the height of medium by 39. The grid starts at the top.

The margin is the same all around, one line height. Divide the type area into three columns.

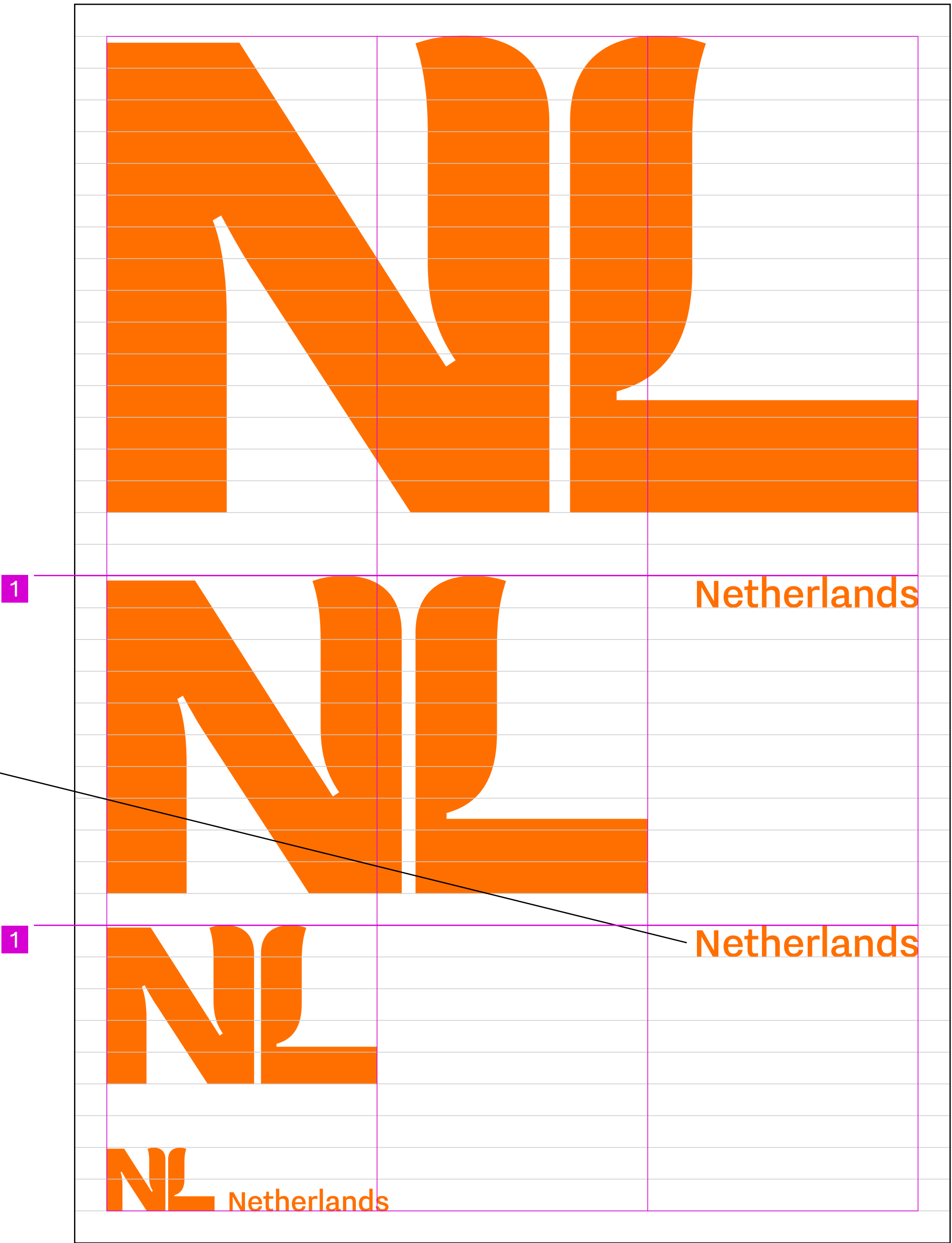


System portrait format

There are four logo formats.
For the three top ones, the symbol can be used separately from the word mark. The symbol can grow according to the columns.

The logo is always placed on the left.

1 When the NL logo is enlarged, the “Netherlands” is placed on the right, aligned at the top of the logo. And is one line spacing high.

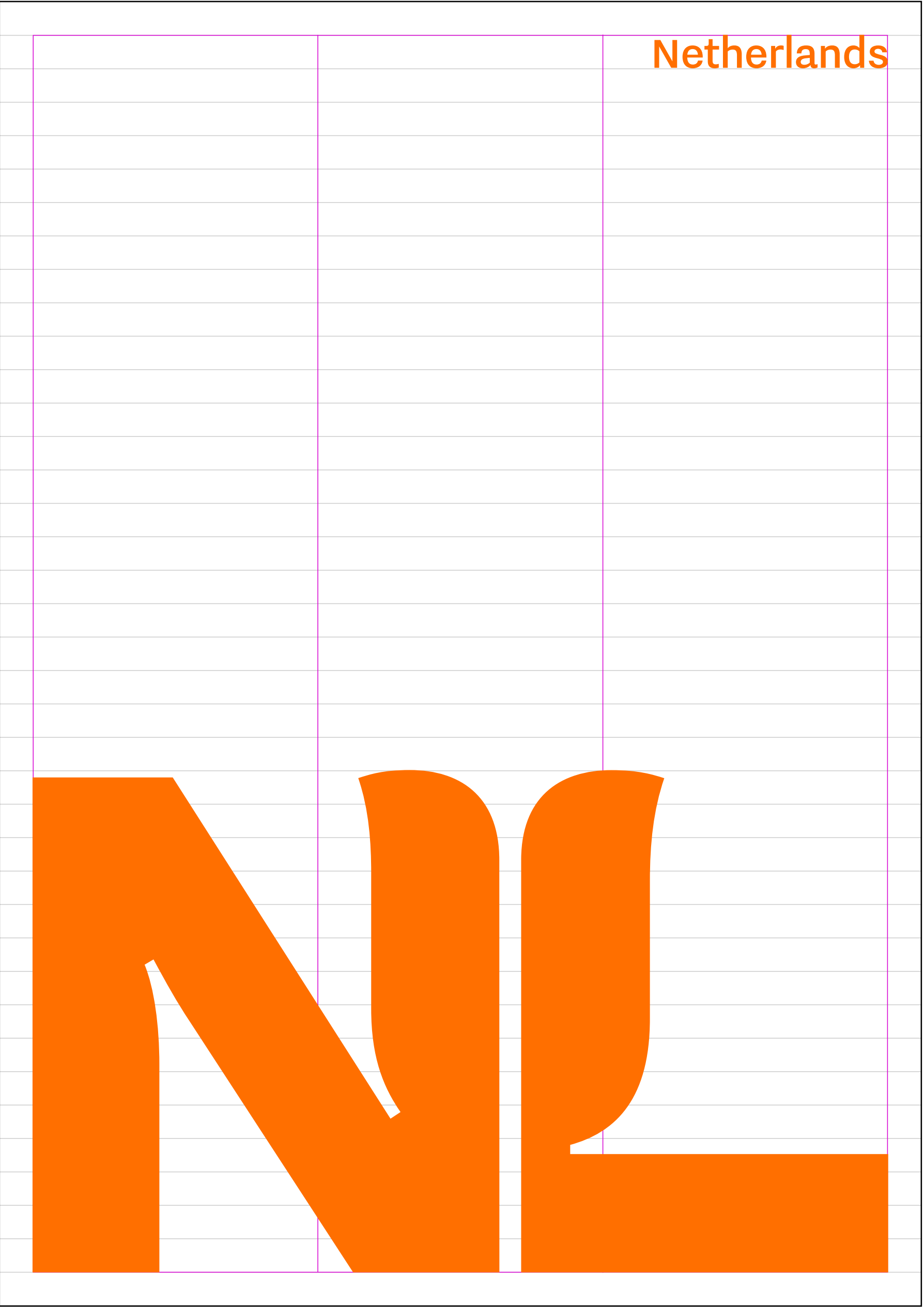
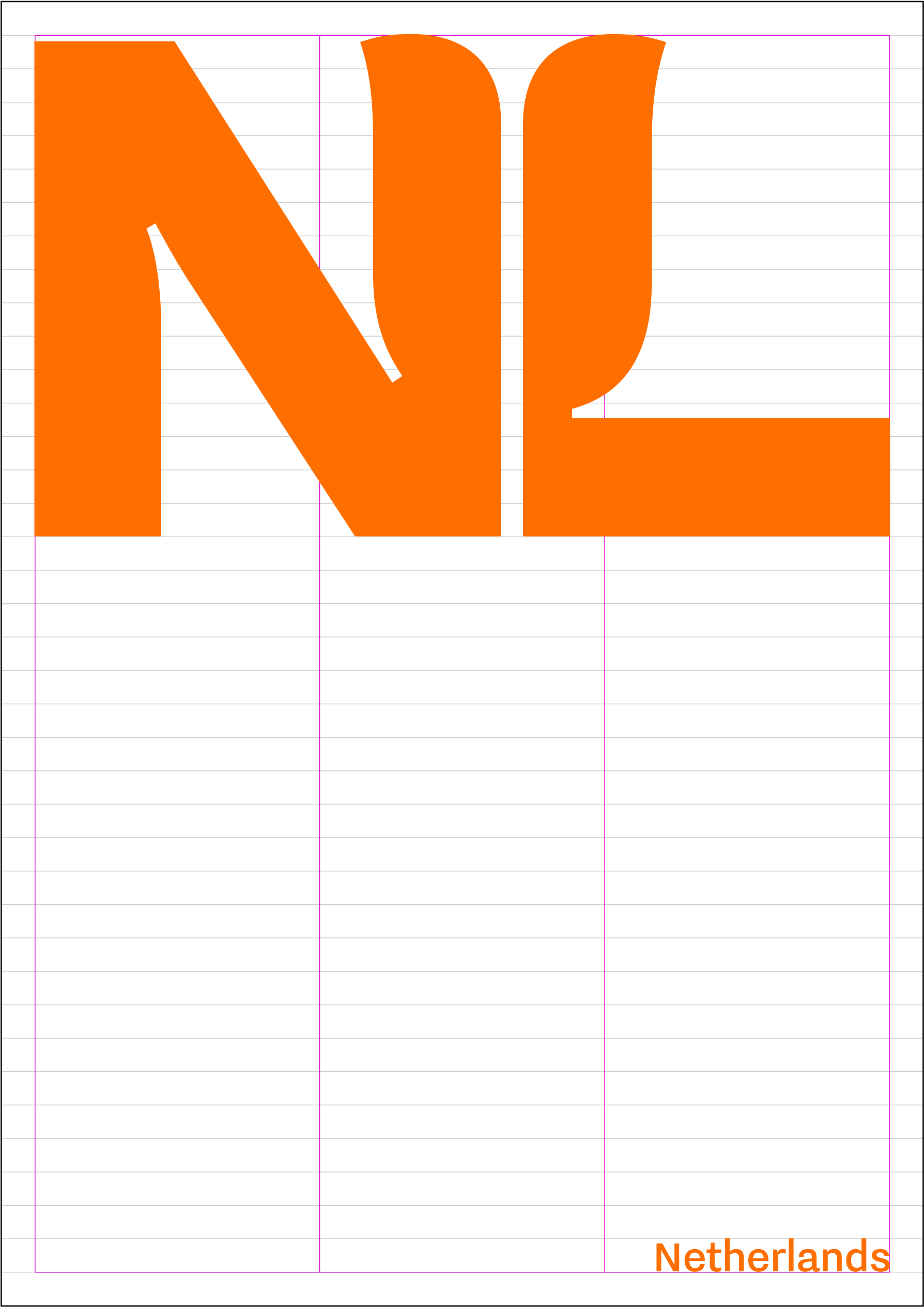


System portrait format

When the logo is placed over the entire width of the columns, at the top or bottom of the page.

If the logo is placed at the top the word mark is placed at the bottom and vice versa.

In addition, the “Netherlands” is always placed on the right side.



Lay out principles

Option 1

The layout is always building up from the logo. The positions of the different elements are set.

Please do not change the proportions of the logo, text block, photo and the margins.

For option 1 it is not allowed to use the secondary colours

Templates available for

A5-format

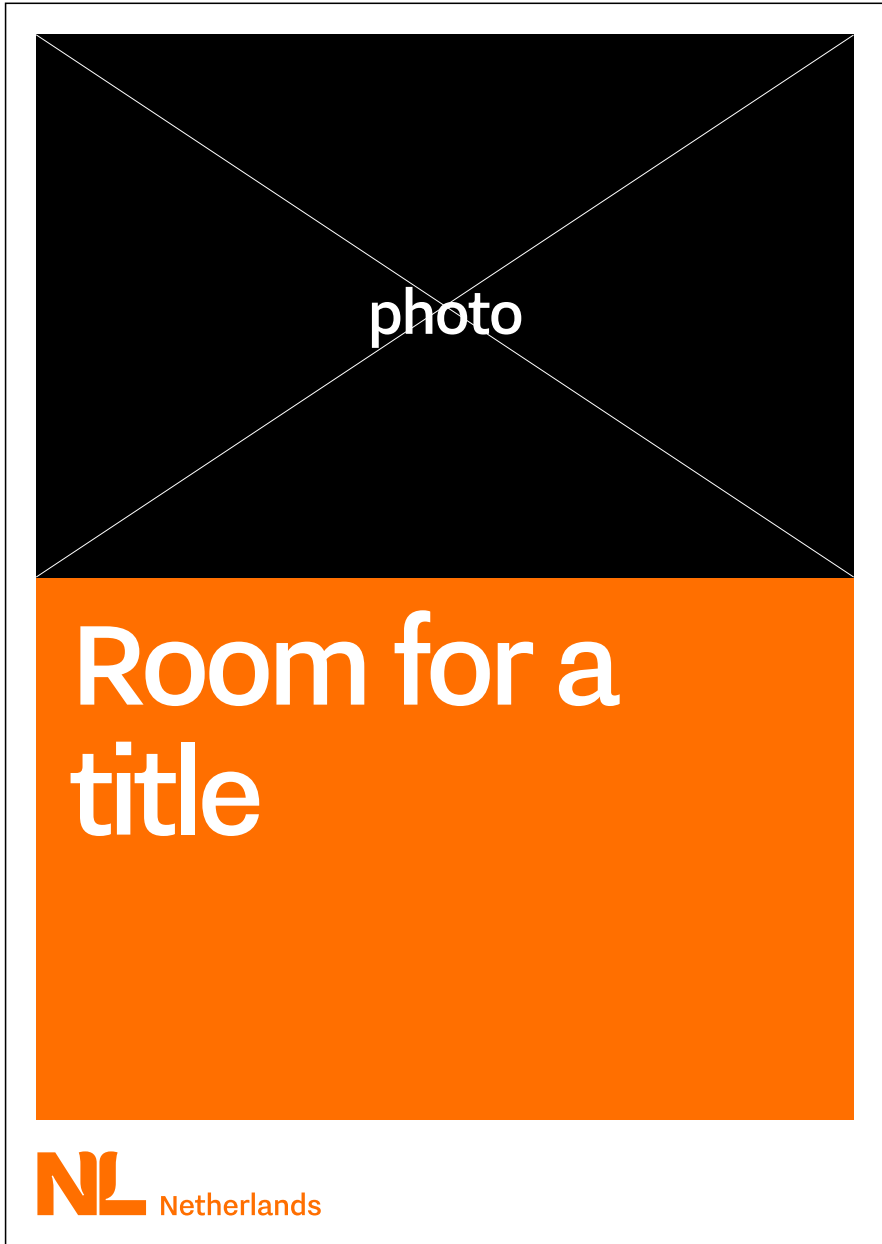
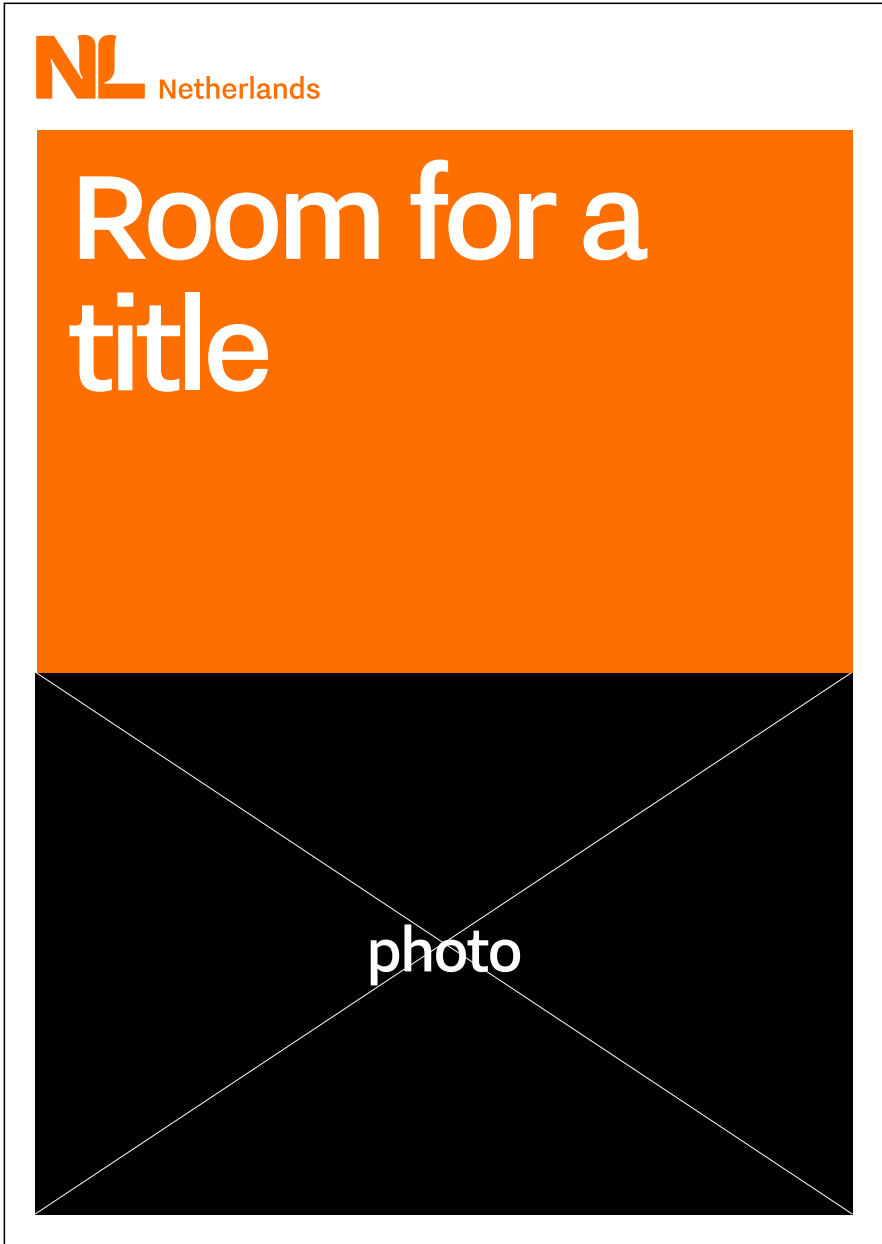
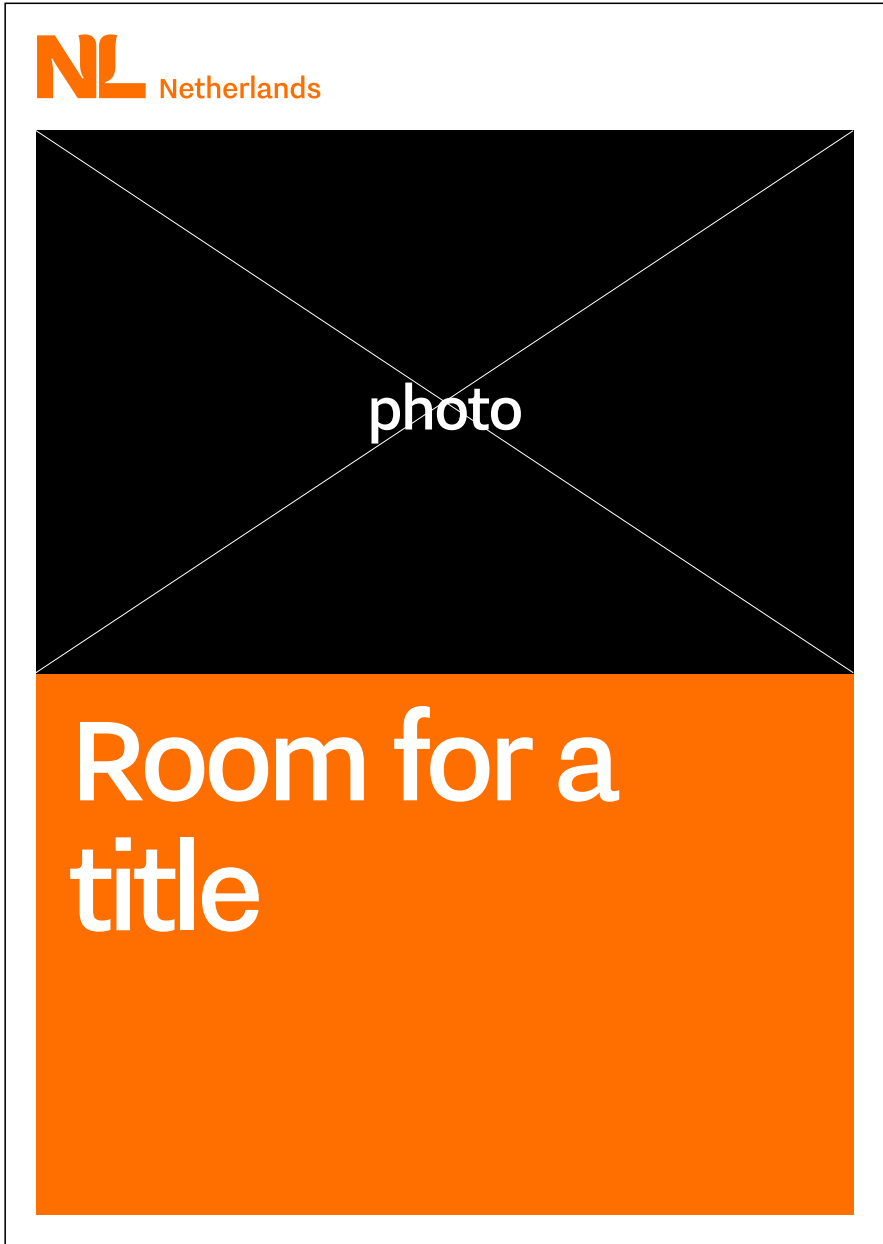
A4-format

A1-format

A0-format

Please contact the Ministry of Foreign Affairs or the Netherlands' Enterprise Agency via: NLbranding@rvo.nl to get the templates

Note if you use a different format please use the grid system.



Lay out principles

Option 1
Examples



Lay out principles

Option 2
For longer titles it is allowed to start the header on the left side.

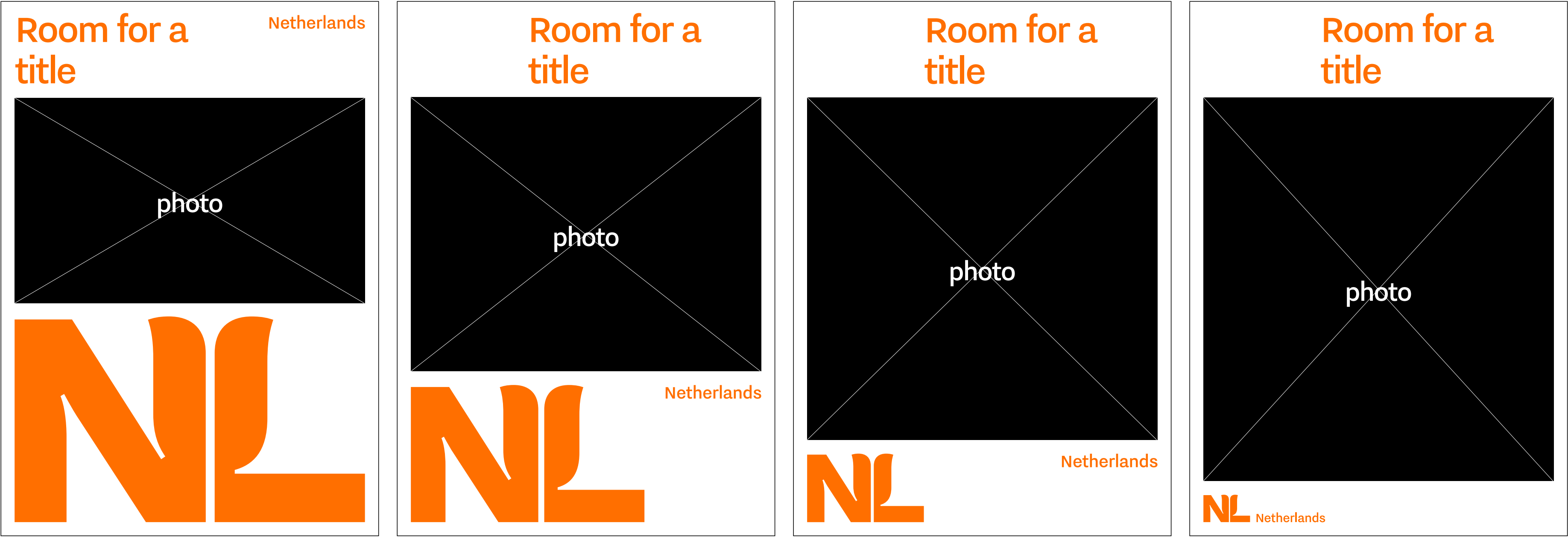
The positions of the different elements are set.

Please do not change the proportions and sizes of the logo, text block, photo and the margins.

Templates available for
A5-format
A4-format
A1-format
A0-format

Please contact the Ministry of Foreign Affairs or the Netherlands’ Enterprise Agency via: NLbranding@rvo.nl to get the templates.

Note if you use a different format please use the grid system.



Lay out principles

Option 2
For longer titles it is allowed to start the header on the left side.

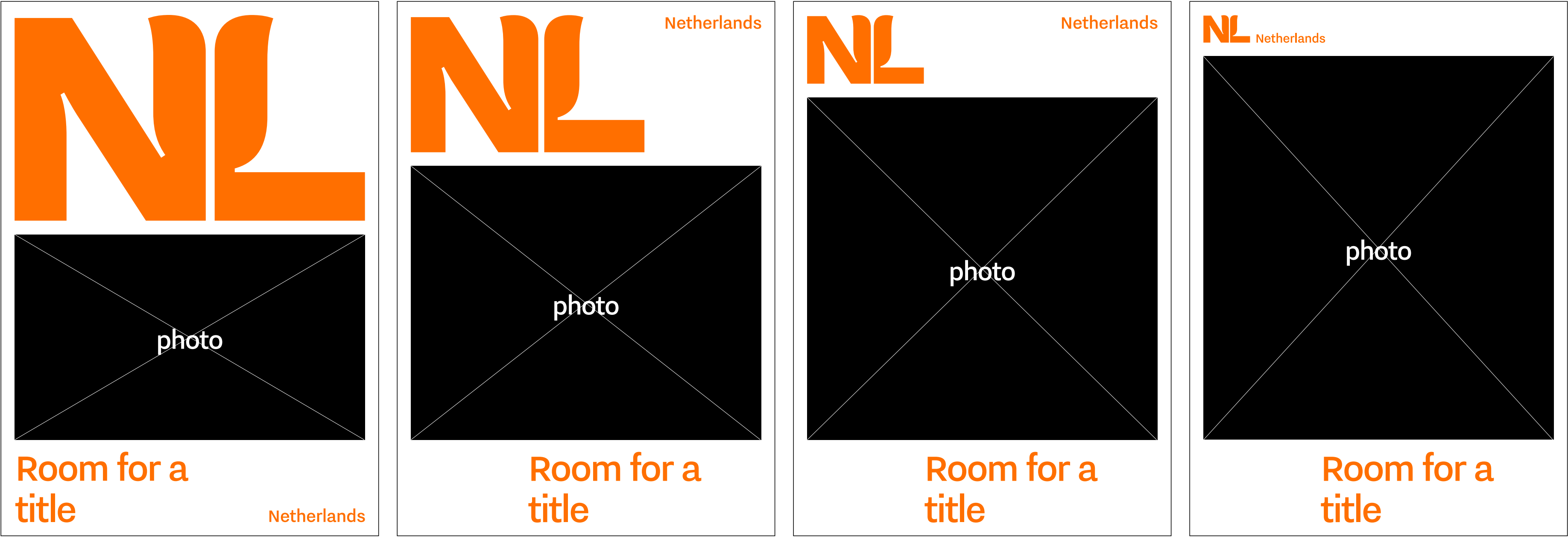
The positions of the different elements are set.

Please do not change the proportions and sizes of the logo, text block, photo and the margins.

Templates available for
A5-format
A4-format
A1-format
A0-format

Please contact the Ministry of Foreign Affairs or the Netherlands' Enterprise Agency via: NLbranding@rvo.nl to get the templates.

Note if you use a different format please use the grid system.



Use of typography

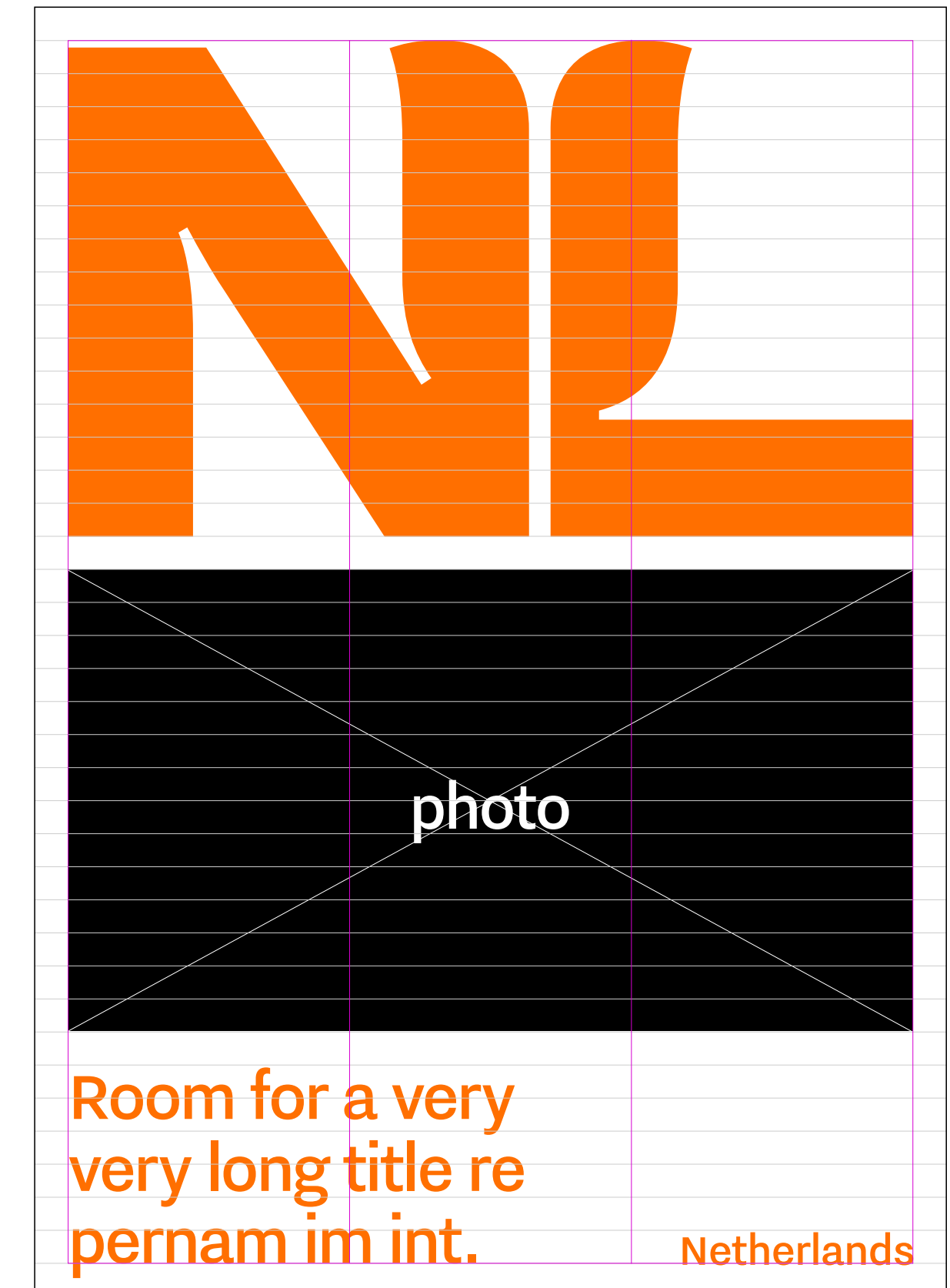
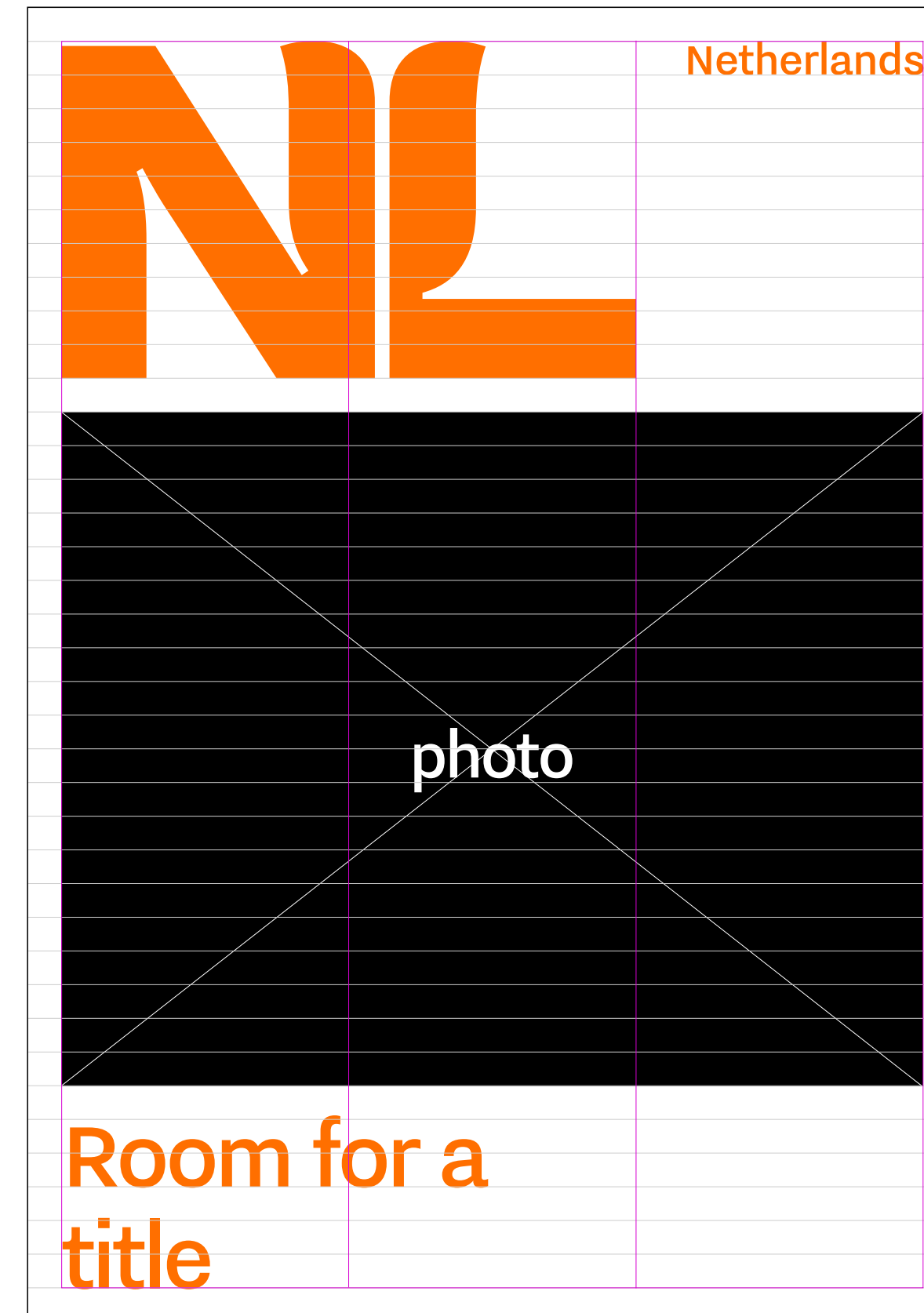
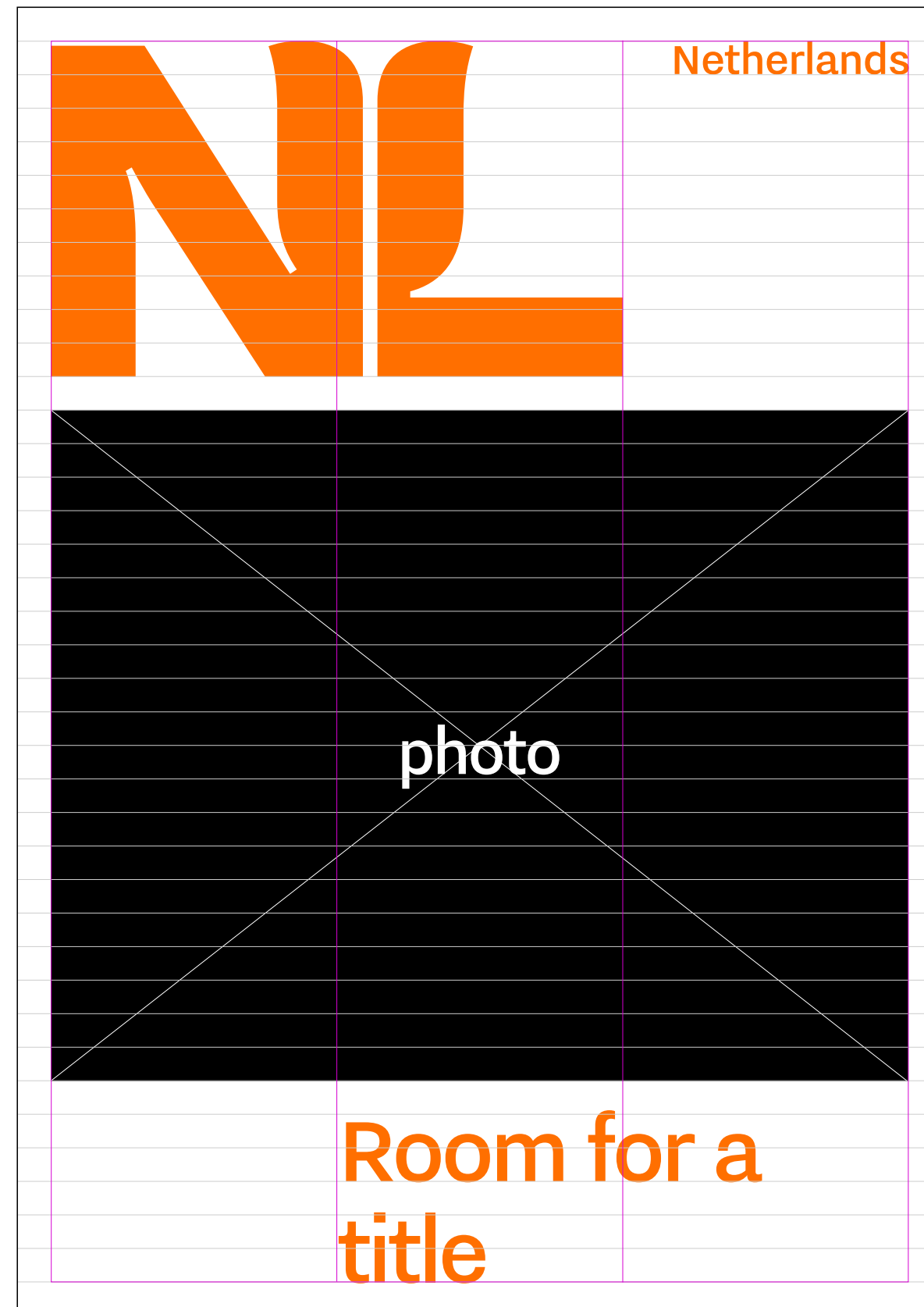
Placement of the text

The text preferably starts on the second column. For long titles, it is possible to start the text from the first column.

When the logo is placed over the entire width of the columns, at the top or bottom of the page.

If the logo is placed at the top the word mark is placed at the bottom and vice versa.

In addition, the “Netherlands” is always placed on the right side. Therefore the text always starts from the first column on the left. For long titles reduce the size of the title.



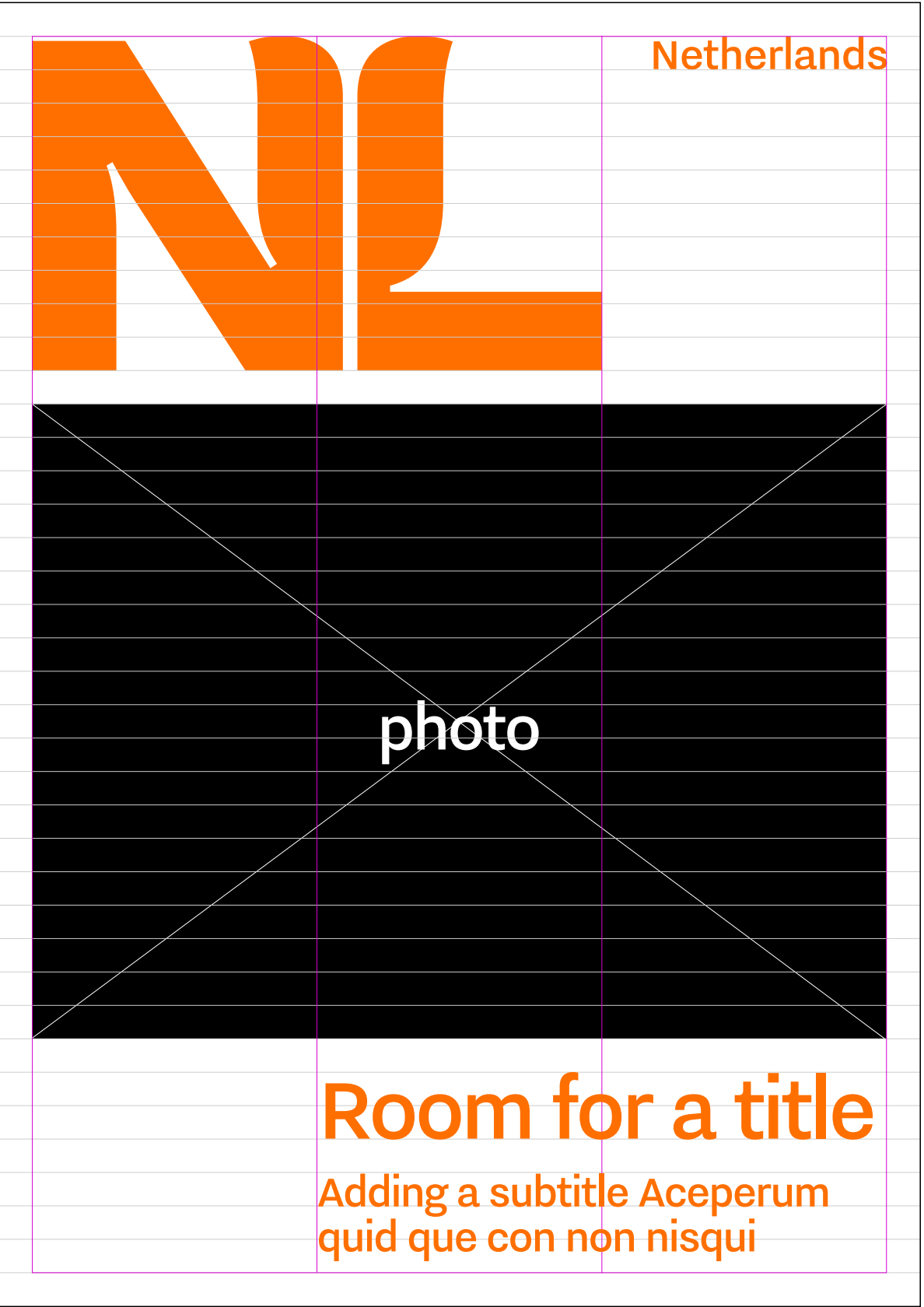
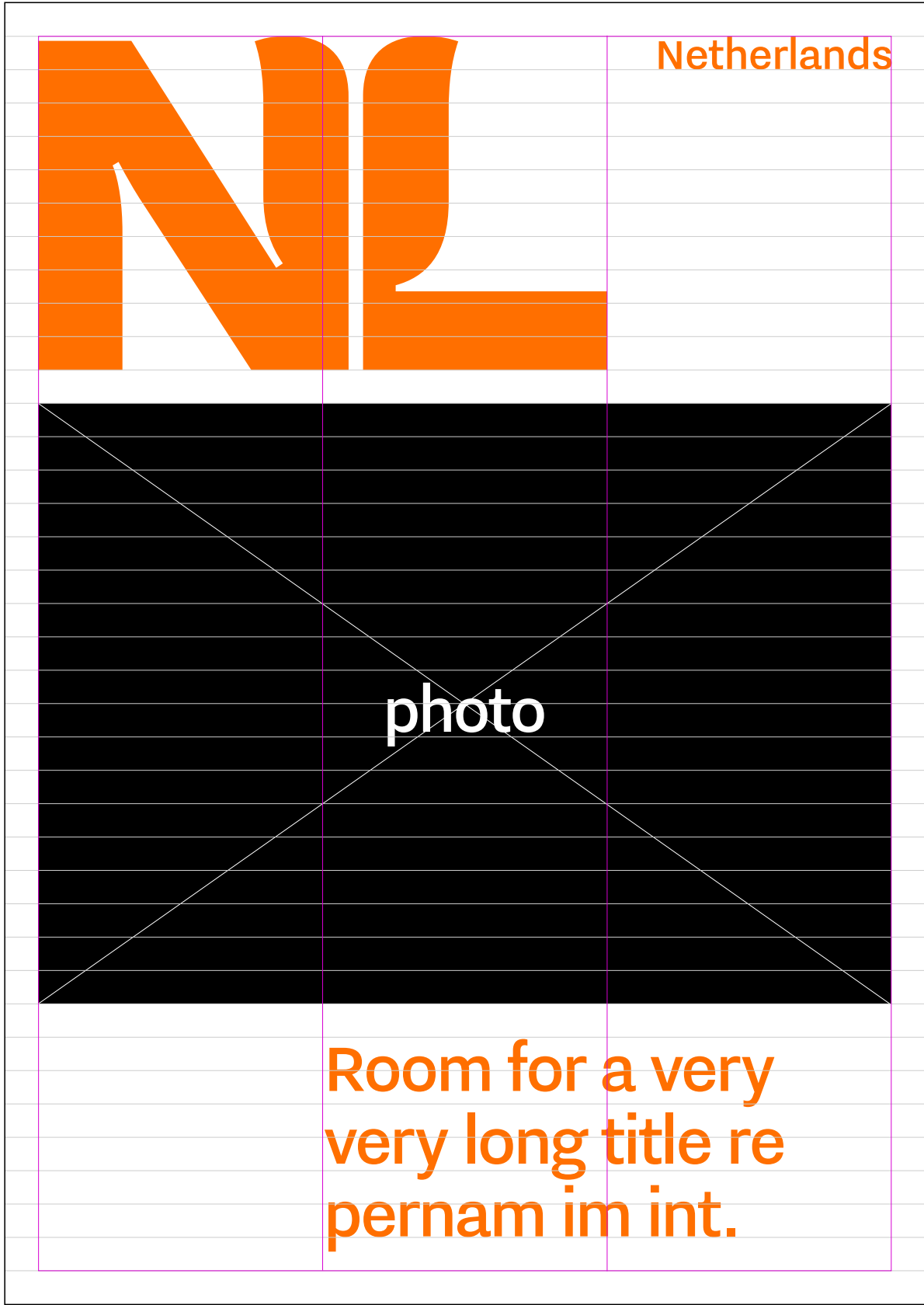
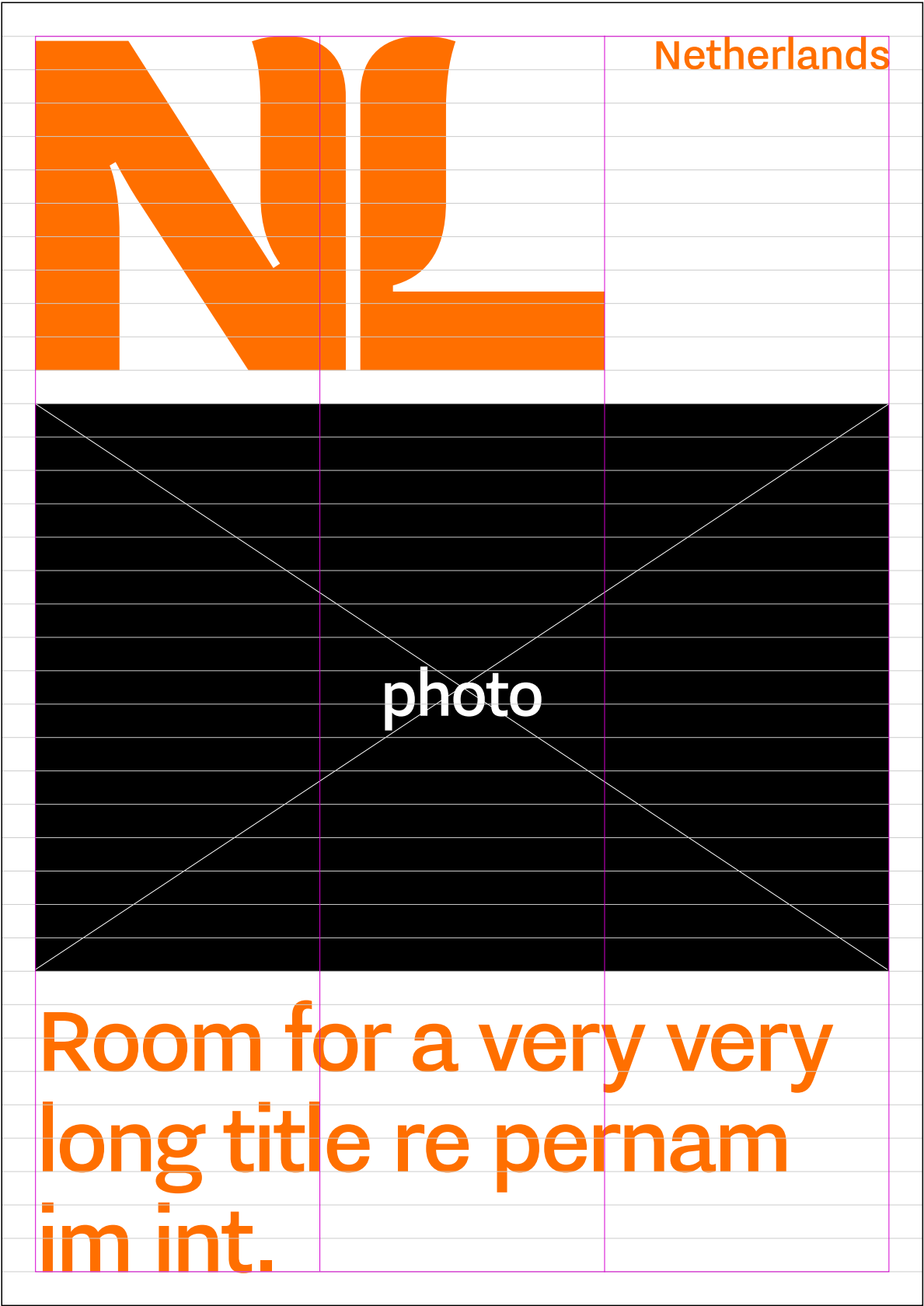
Use of typography

Long titles
When using a long title, the space for the image becomes smaller.
Always place the image so that there is one line between the title and the image.

It is allowed to make the font size smaller to give the image more space.

The size of the subtitles is one line distance high.

Note The shorter the text the better.



Lay out principles

Option 2
Examples

NL

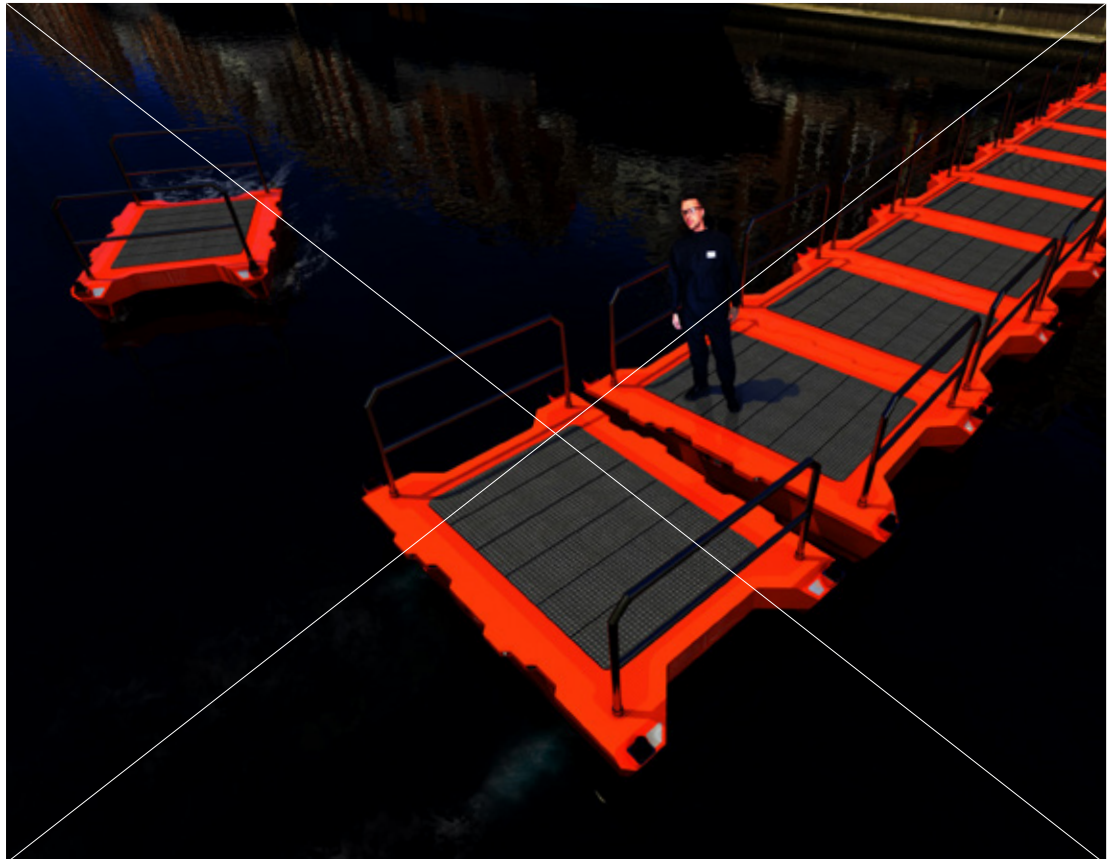
Netherlands



Solving global challenges together

NL

Netherlands



Invest in the future

NL

Netherlands



Creative Capital

Netherlands

Lay out principles

Option 2 Examples

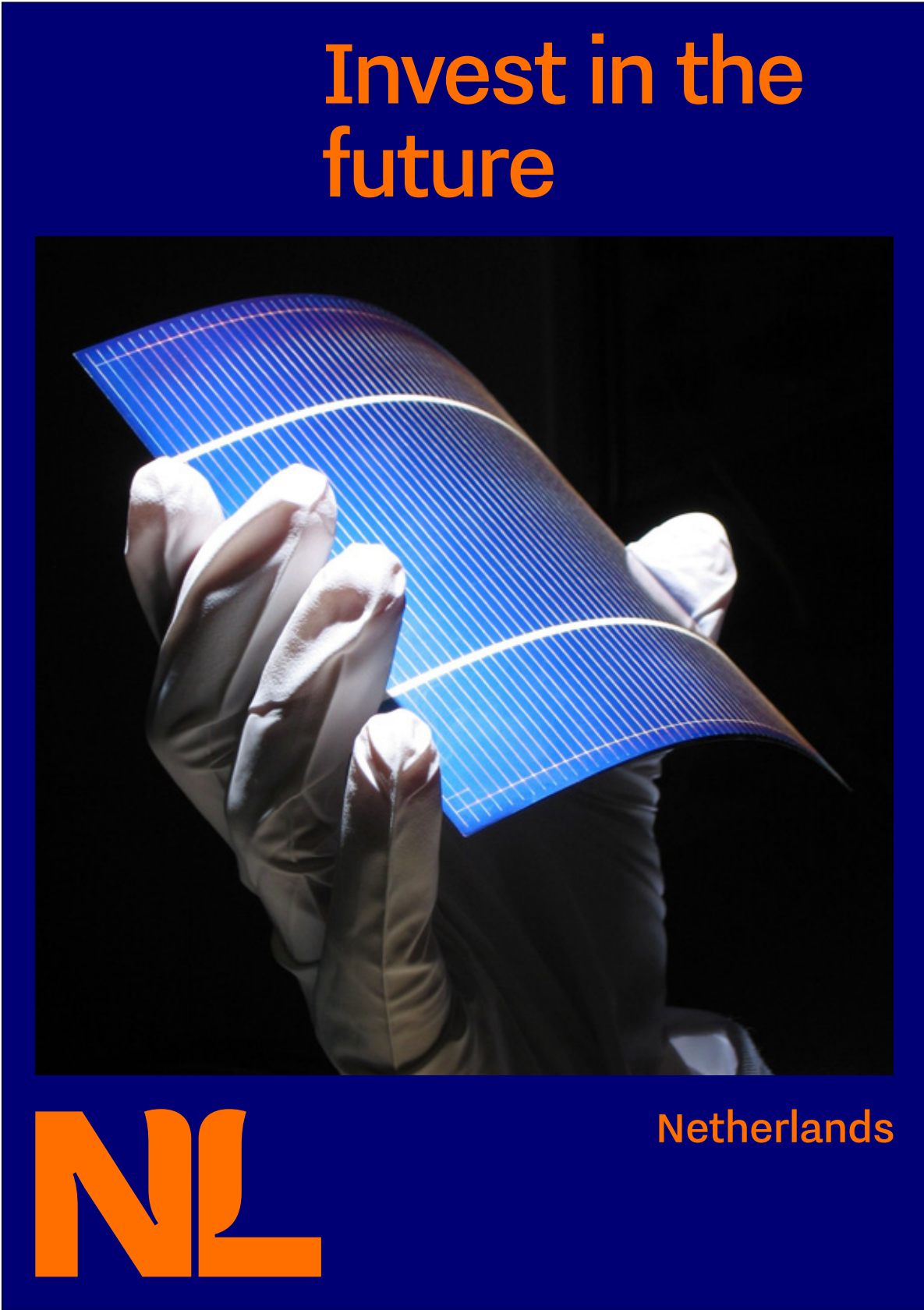
With option2 it is allowed to use a background colour from the secondary colour palette.



Lay out principles

Option 2
Examples

It is allowed to use a background colour from the secondary colour palette.



Lay out principles

Option 3

This is the last option.
In this option we use a full bleed image with the logo and type on the bottom.

Templates available for

A5-format

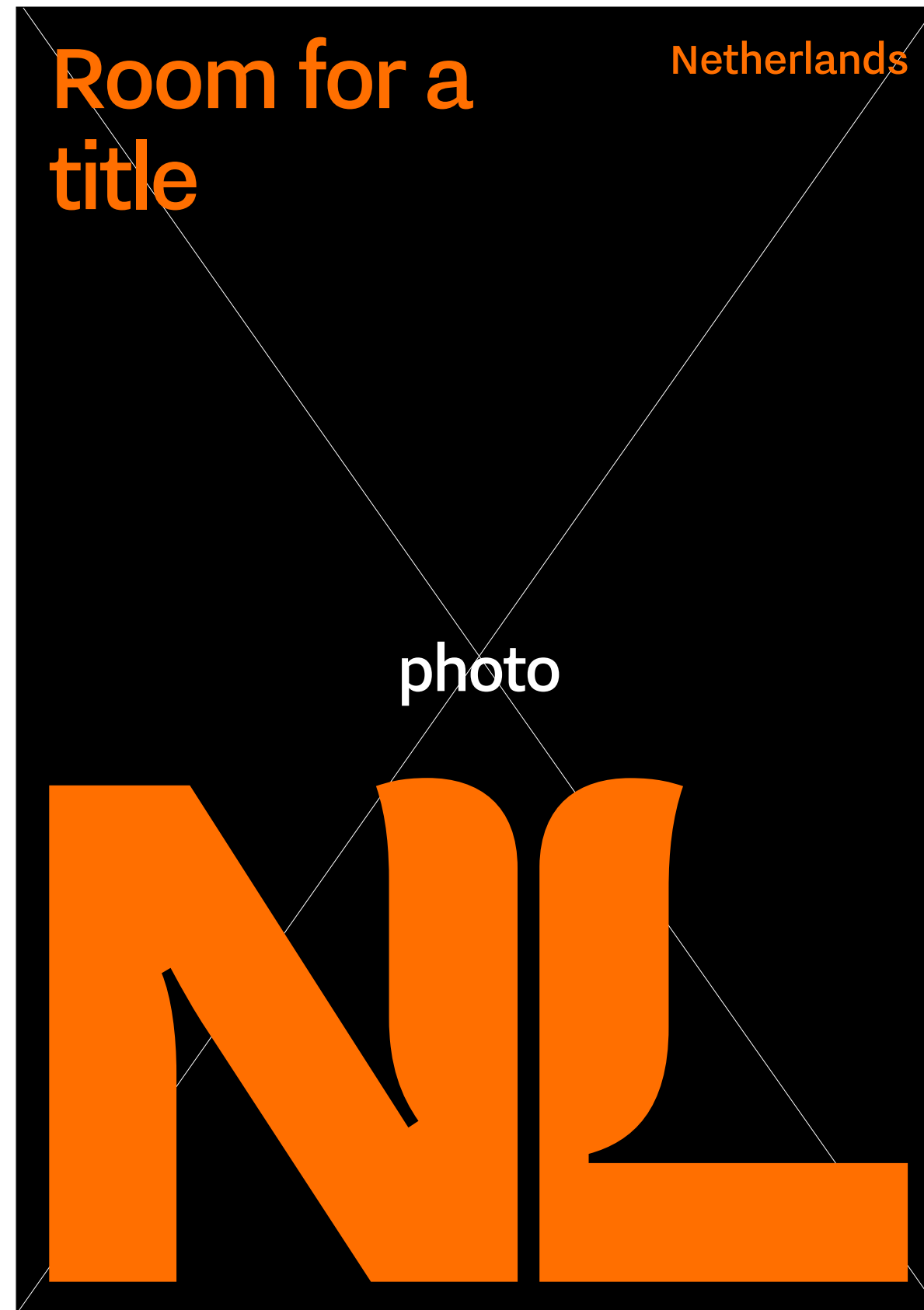
A4-format

A1-format

A0-format

Please contact the Ministry
of Foreign Affairs or the
Netherlands' Enterprise Agency
via: NLbranding@rvo.nl to get the
templates.

Note if you use a different format
please use the grid system.



Lay out principles

Option 3

This is the last option.
In this option we use a full bleed image with the logo and type on top.

Templates available for

A5-format

A4-format

A1-format

A0-format

Please contact the Ministry
of Foreign Affairs or the
Netherlands' Enterprise Agency
via: NLbranding@rvo.nl to get the
templates.

Note if you use a different format
please use the grid system.



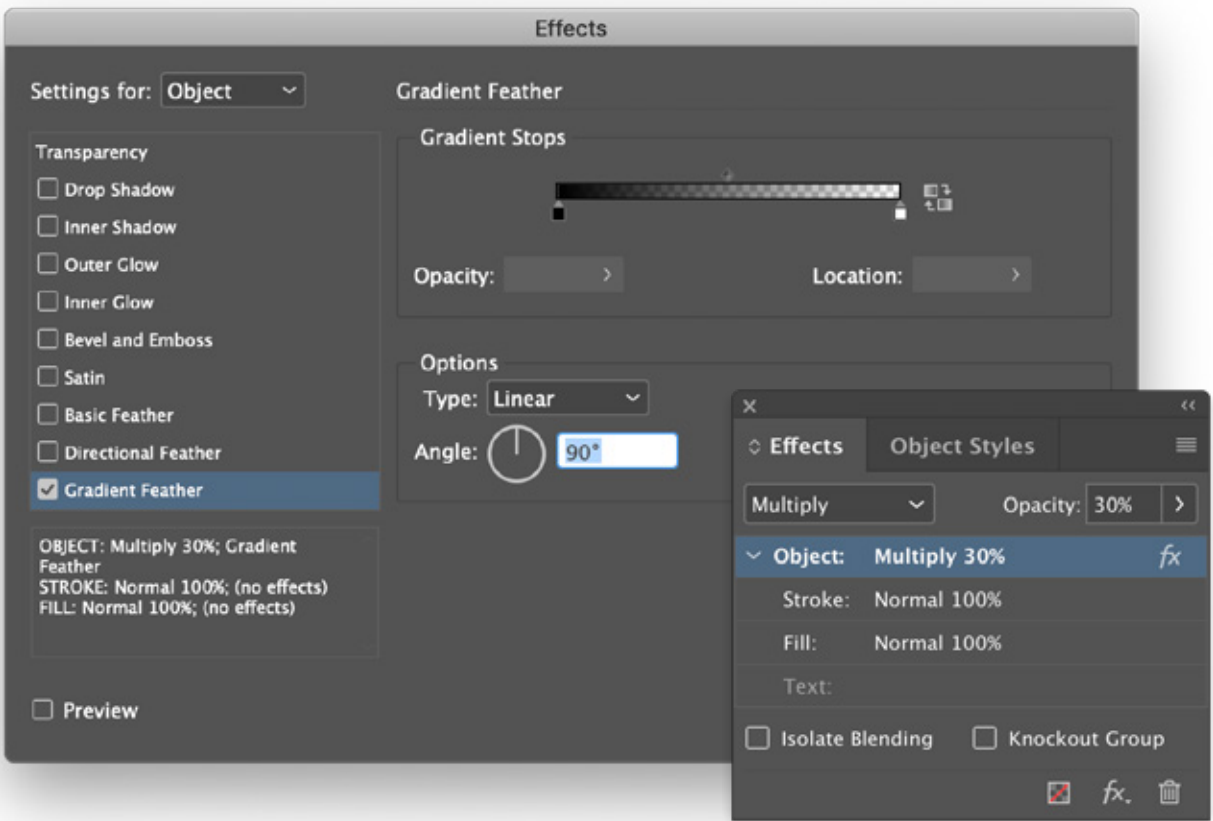
Lay out principles

Option 3
Examples



Lay out principles

Contrast with the background
If the contrast between the text and the background is low, you are allowed to use white text.



Improve the legibility
Place a black gradient feather behind the text if the legibility is low.

Put this gradient to multiply at a low opacity.

Lay out principles

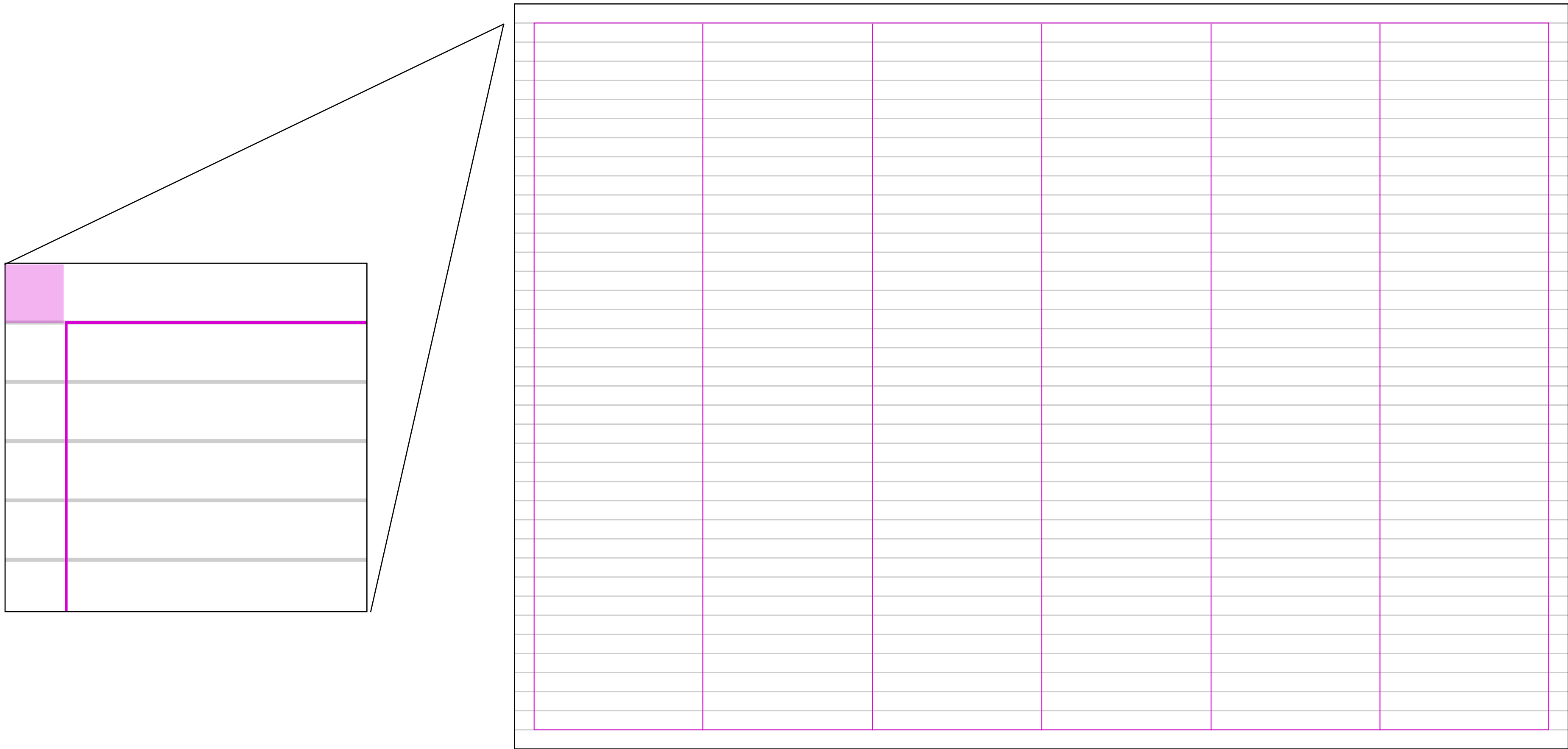
Option 3
Examples without a photo but
with a coloured background



System landscape format

The NL branding identity is based on a 39 line grid. It is calculated by dividing the height of medium by 39. The grid starts at the top.

The margin is the same all around, one line height. Divide the type area into six columns.



System landscape format

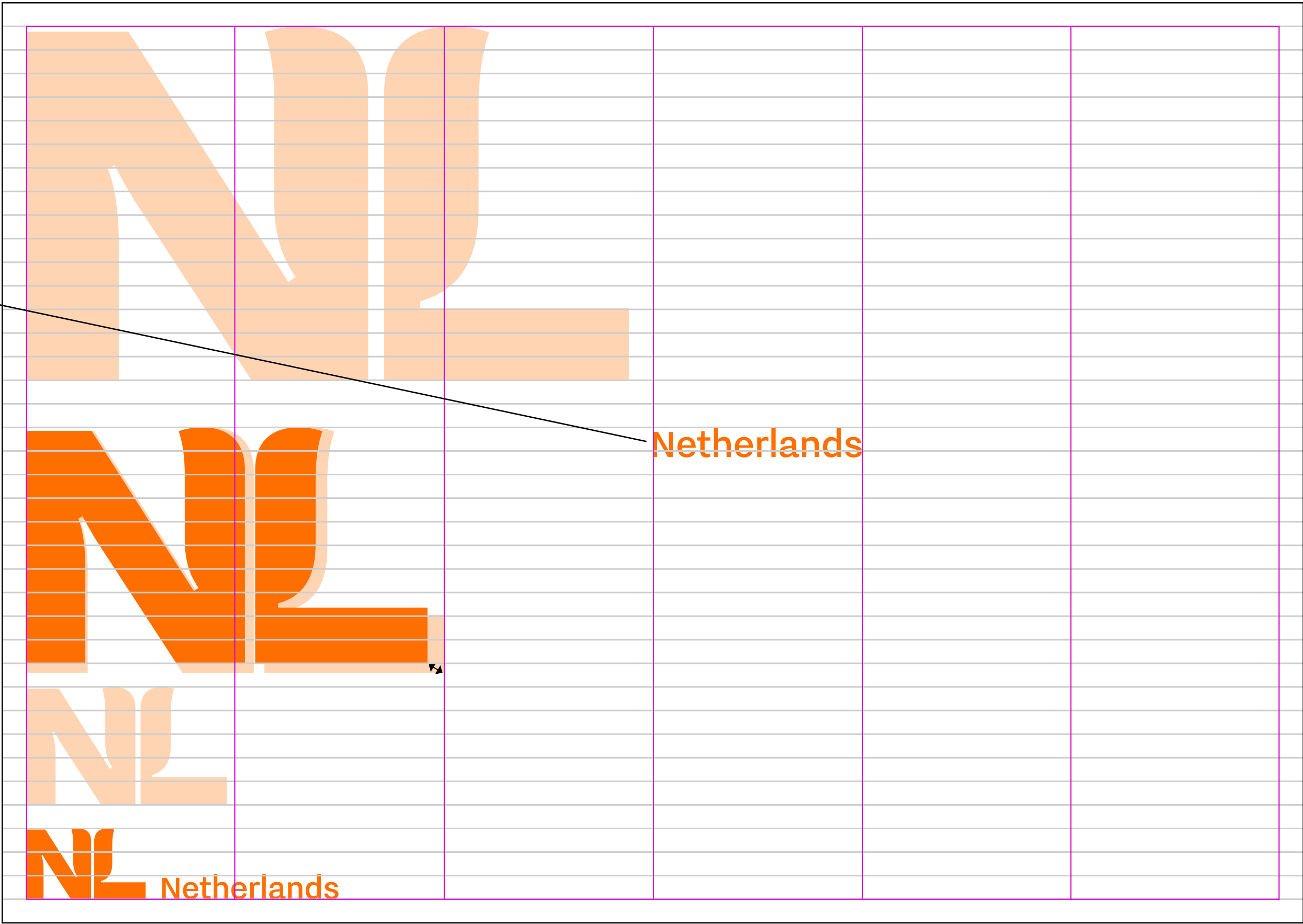
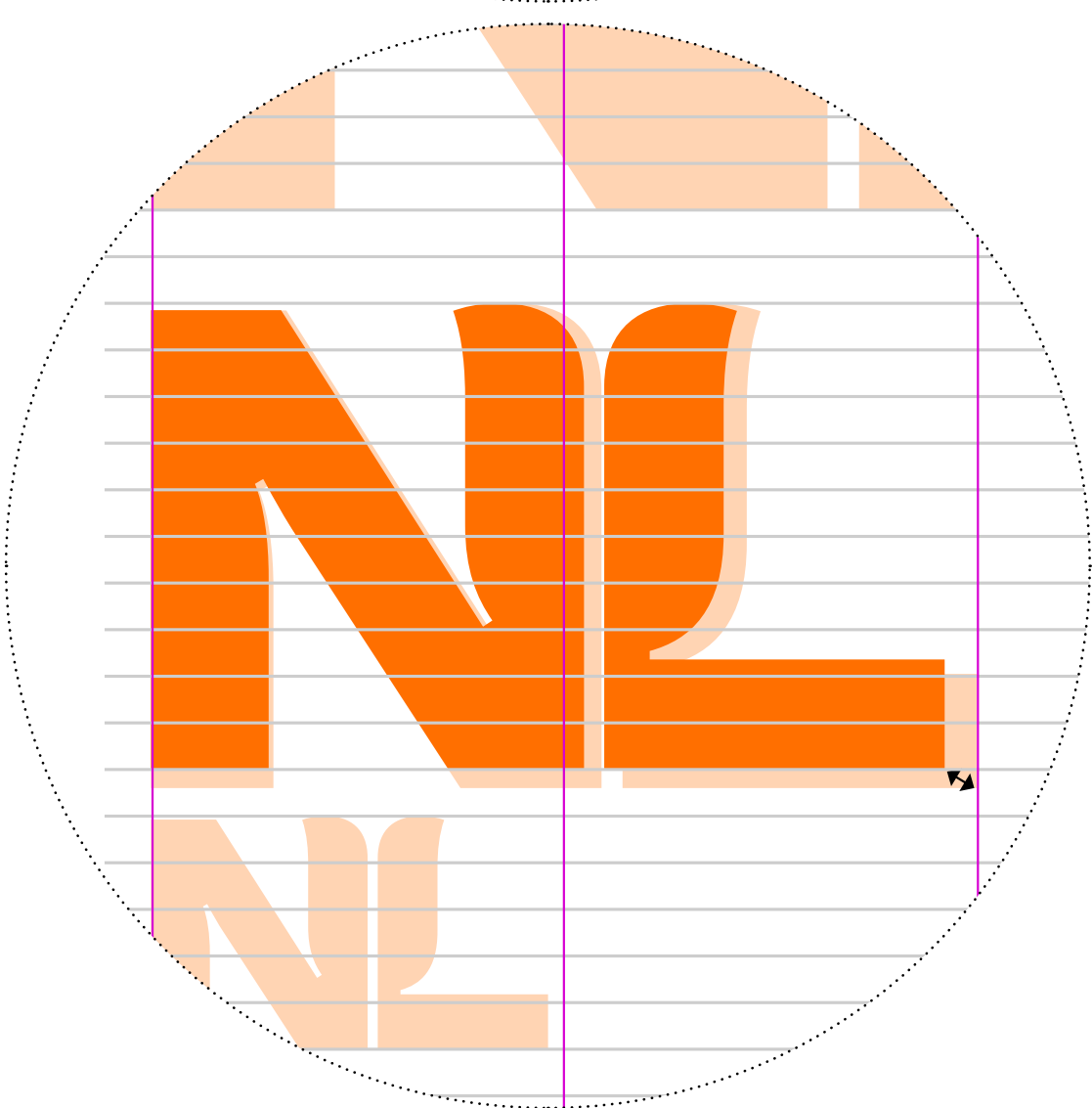
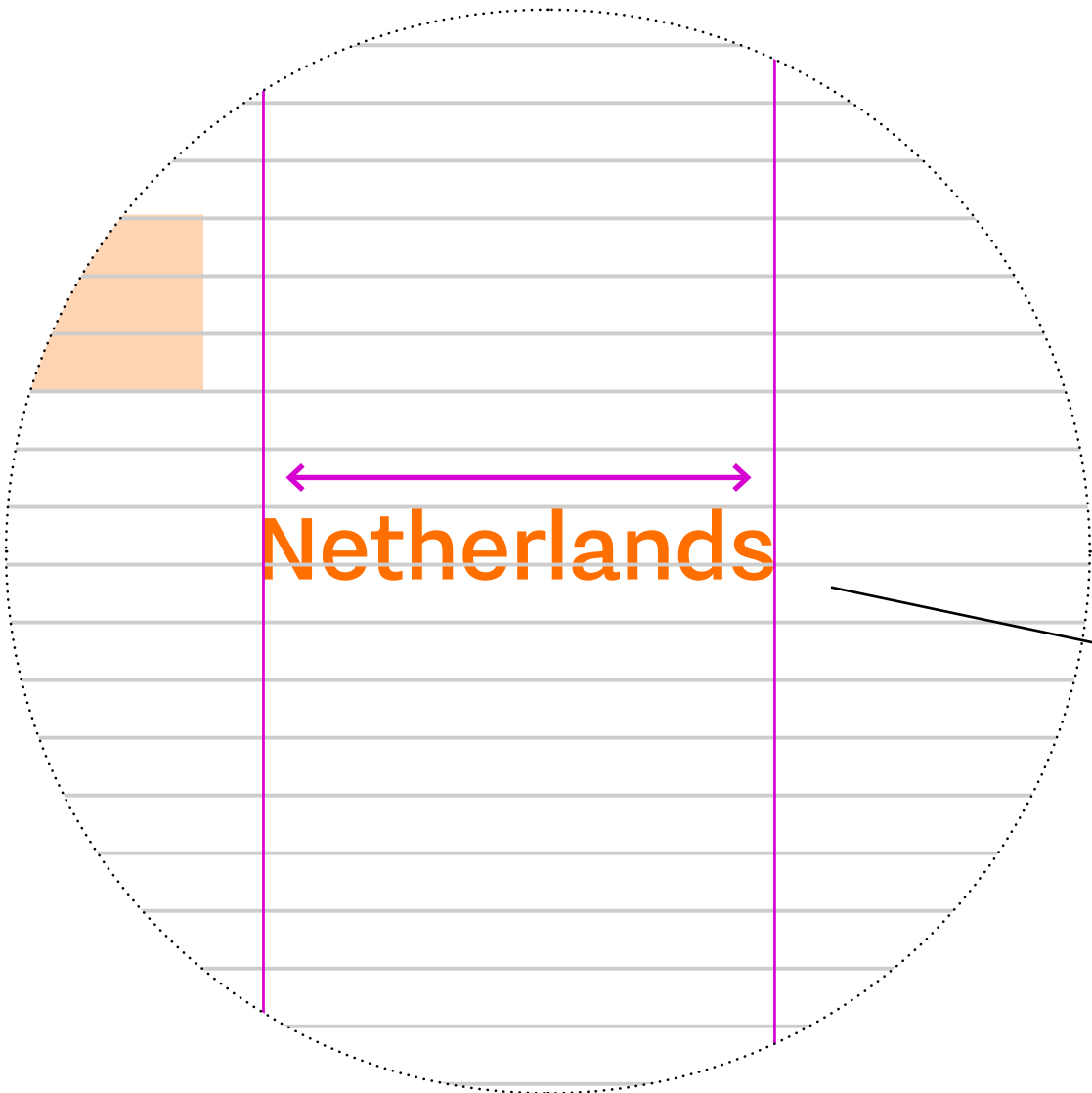
The logos are distributed among the six columns. We use 2 formats that offer the possibility to use multiple layouts.

The logo is always placed on the left.

When the NL logo is enlarged, the “Netherlands” is placed on the third column, aligned at the top of the logo.

The size of the word mark is determined by the width a column.

Stretch the logo to the column line. If needed adjust it to make it fit on the baseline. If you adjust it always make it smaller.



Lay out principles

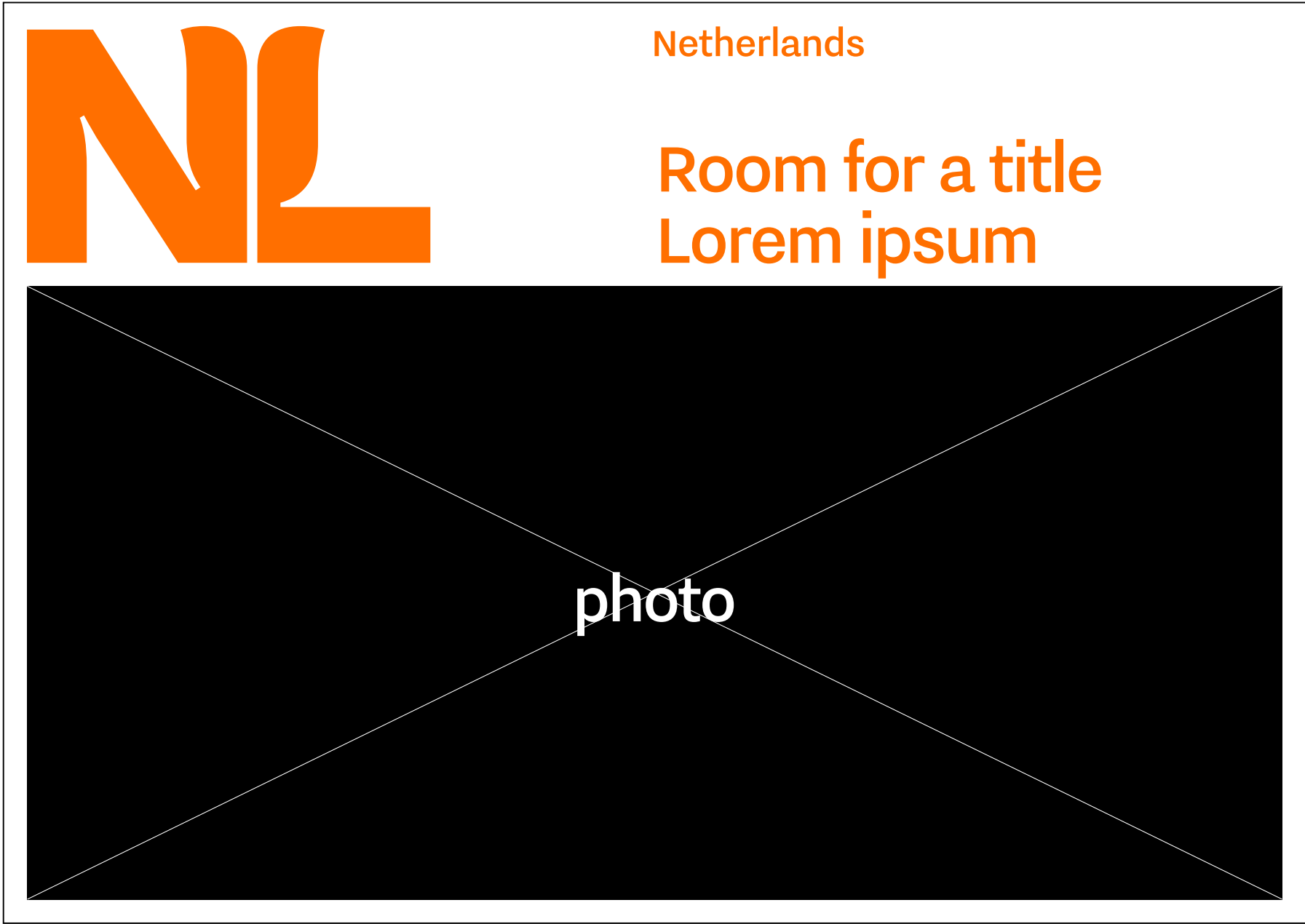
Option 1
The layout is always building up from the logo. The positions of the different elements are set.

Please do not change between the logo, text block, photo and the margins.

Templates available for A4-format

Please contact the Ministry of Foreign Affairs or the Netherlands’ Enterprise Agency via: NLbranding@rvo.nl to get the templates.

Note if you use a different format please use the grid system.



Lay out principles

Option 1
Examples



Your Partner for a
circular economy

Netherlands

Lay out principles

Option 2

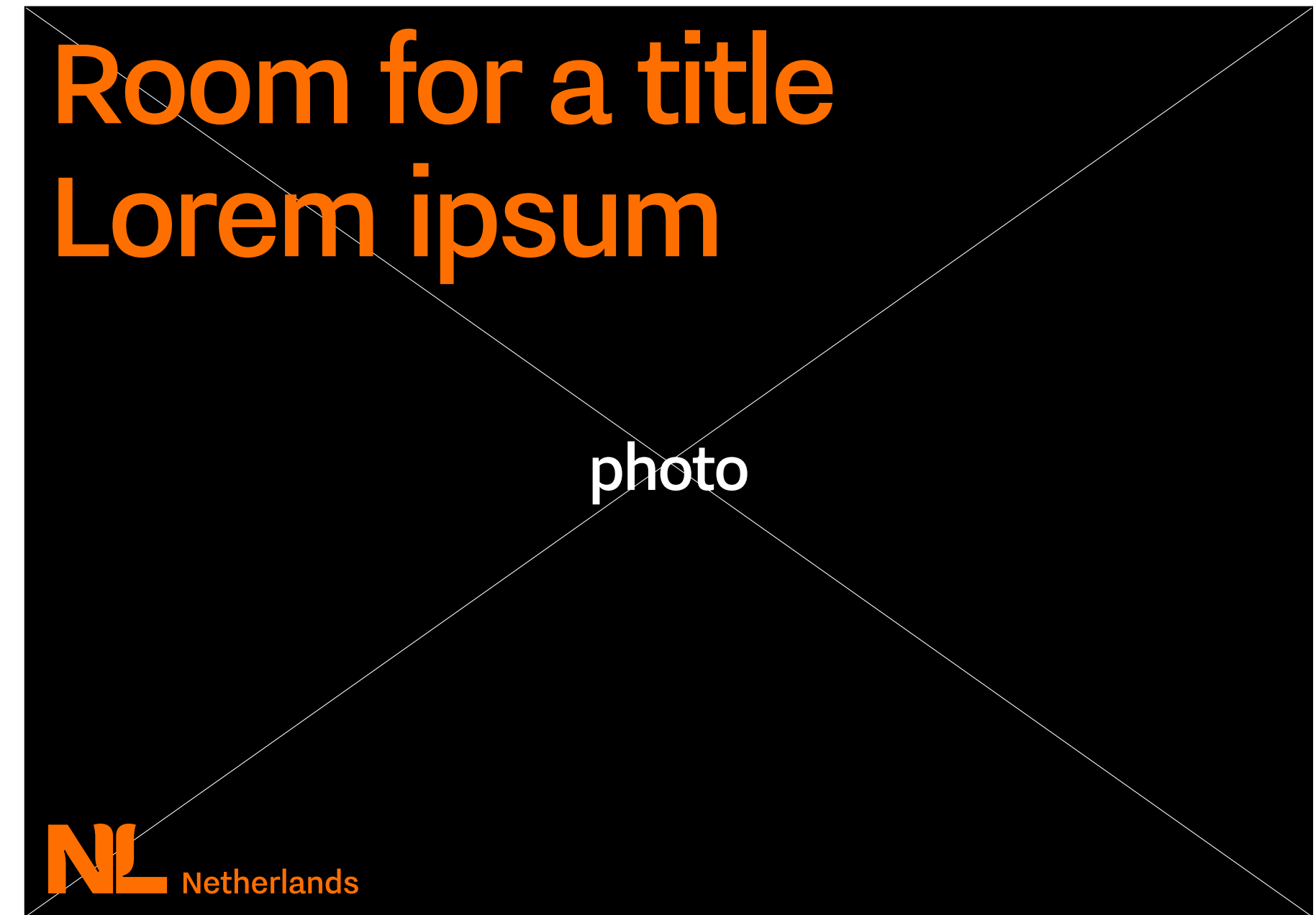
The layout is always building up from the logo. The positions of the different elements are set.

Please do not change between the logo, text block, photo and the margins.

Templates available for A4-format

Please contact Ministry of Foreign Affairs or the Netherlands' Enterprise Agency via: NLbranding@rvo.nl to get the templates.

Note if you use a different format please use the grid system.



Lay out principles

Option 2

For longer titles it is allowed to start the header on the left side.

The positions of the different elements are set.

Please do not change between the logo, text, photo and the margins.

Templates available for A4-format

Please contact the Ministry of Foreign Affairs or the Netherlands' Enterprise Agency via: NLbranding@rvo.nl to get the templates.

Note if you use a different format please use the grid system.





Lay out principles

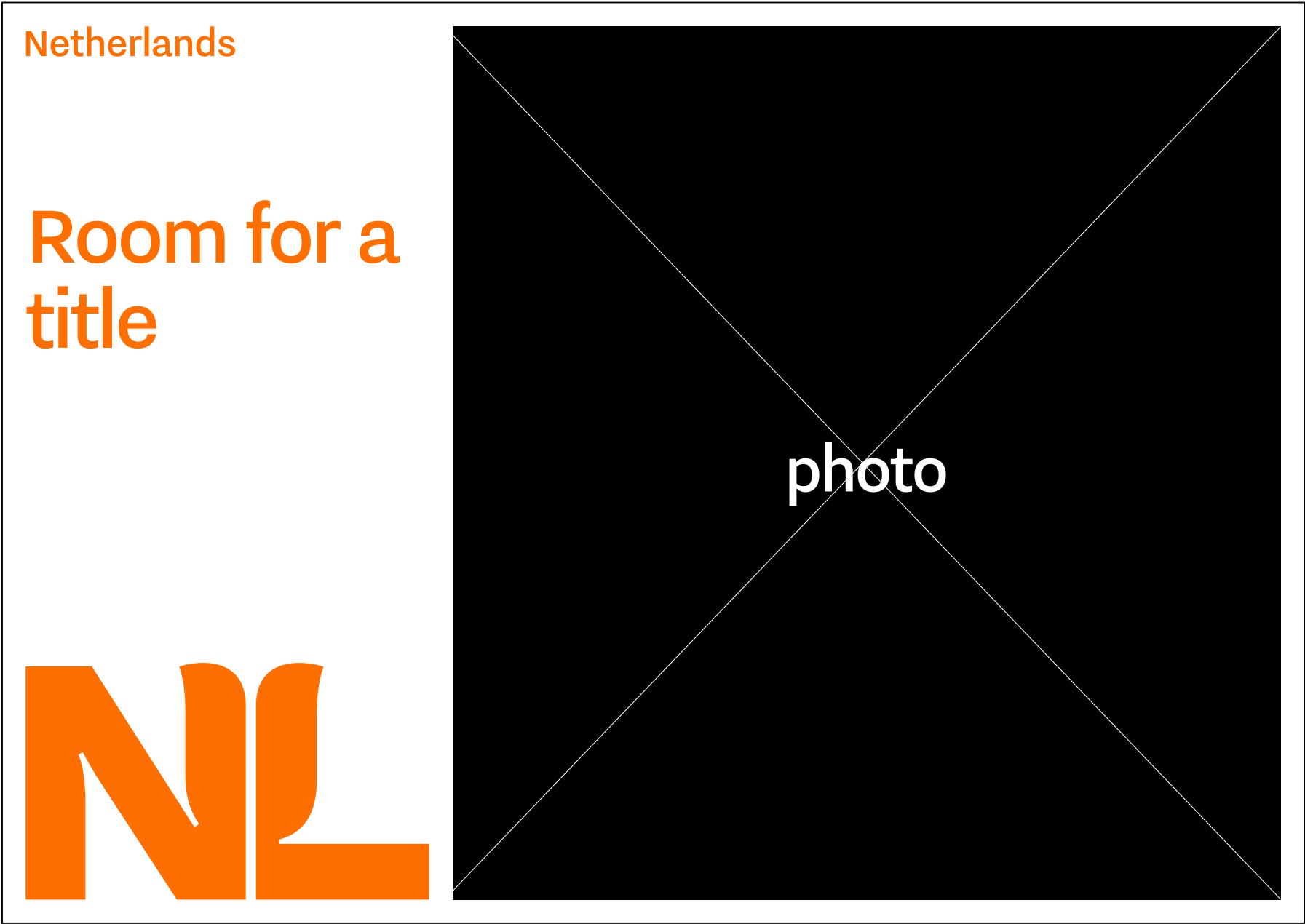
Option 3
The layout is always building up from the logo. The positions of the different elements are set.

Please do not change between the logo, text block, photo and the margins.

Templates available for A4-format

Please contact the Ministry of Foreign Affairs or the Netherlands’ Enterprise Agency via: NLbranding@rvo.nl to get the templates.

Note if you use a different format please use the grid system.



Note
This is an exception. The logo is placed on the right next to the image

Netherlands

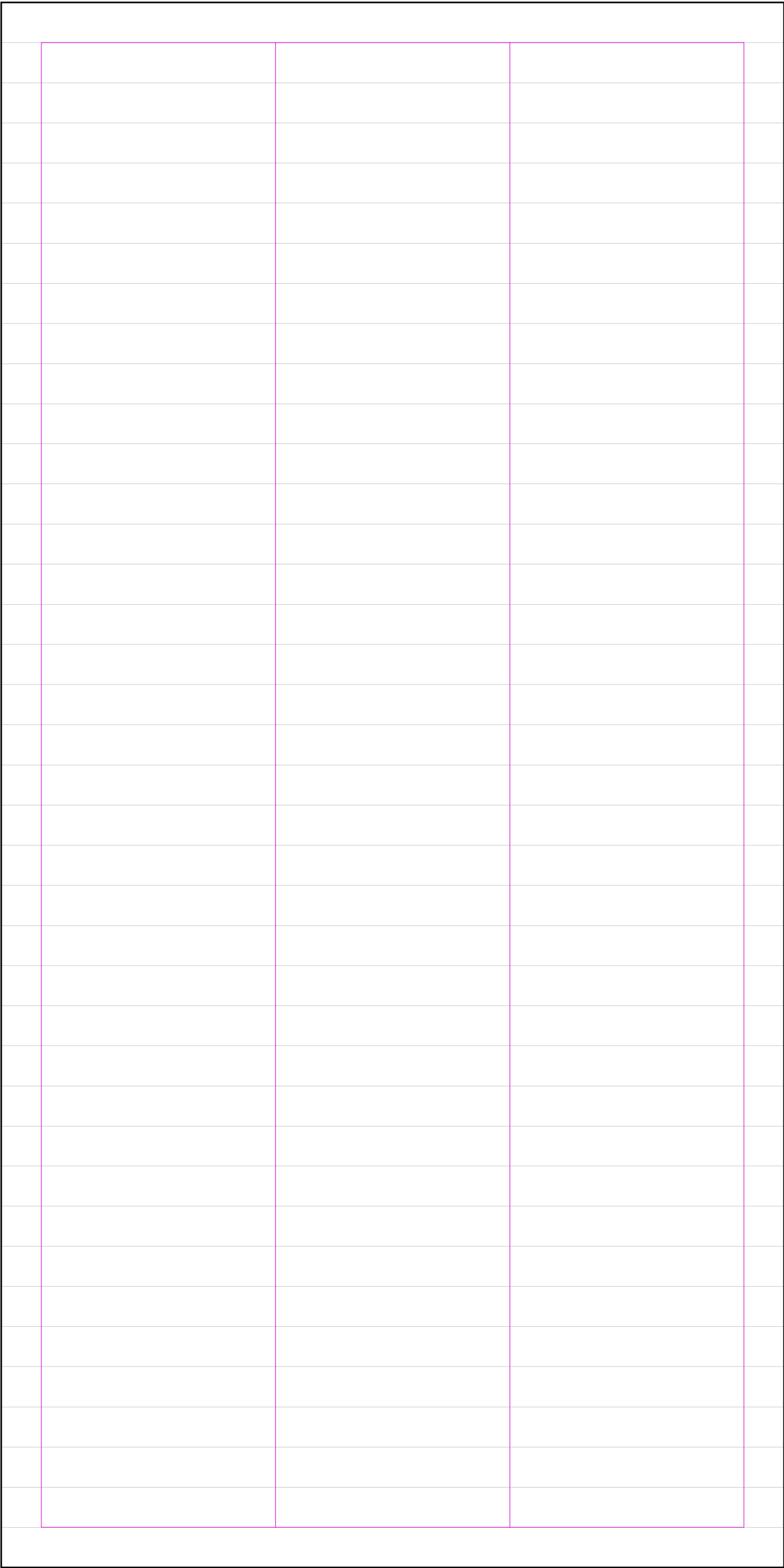
Your partner
in Life Sciences
& Health



System Roll-up banner (200x100)

The NL branding identity is based on a 39 line grid. It is calculated by dividing the height of medium by 39. The grid starts at the top.

The margin is the same all around, one line height. Divide the type area into three columns.



System Roll-up banner (200x100)

The logos are distributed among the three columns. We use 3 formats that offer the possibility to use multiple layouts.

The logo is always placed on the left.

The large NL doesn't show the word mark.



Lay out principles

Layout options

The layout is always building up from the logo. The positions of the different elements are set.

Please do not change between the logo, text block, photo and the margins.

Templates available for
200cmx100cm
200cmx85cm

Please contact the Ministry of Foreign Affairs or the Netherlands' Enterprise Agency via:
NLbranding@rvo.nl to get the templates.

Note if you use a different format please use the grid system.

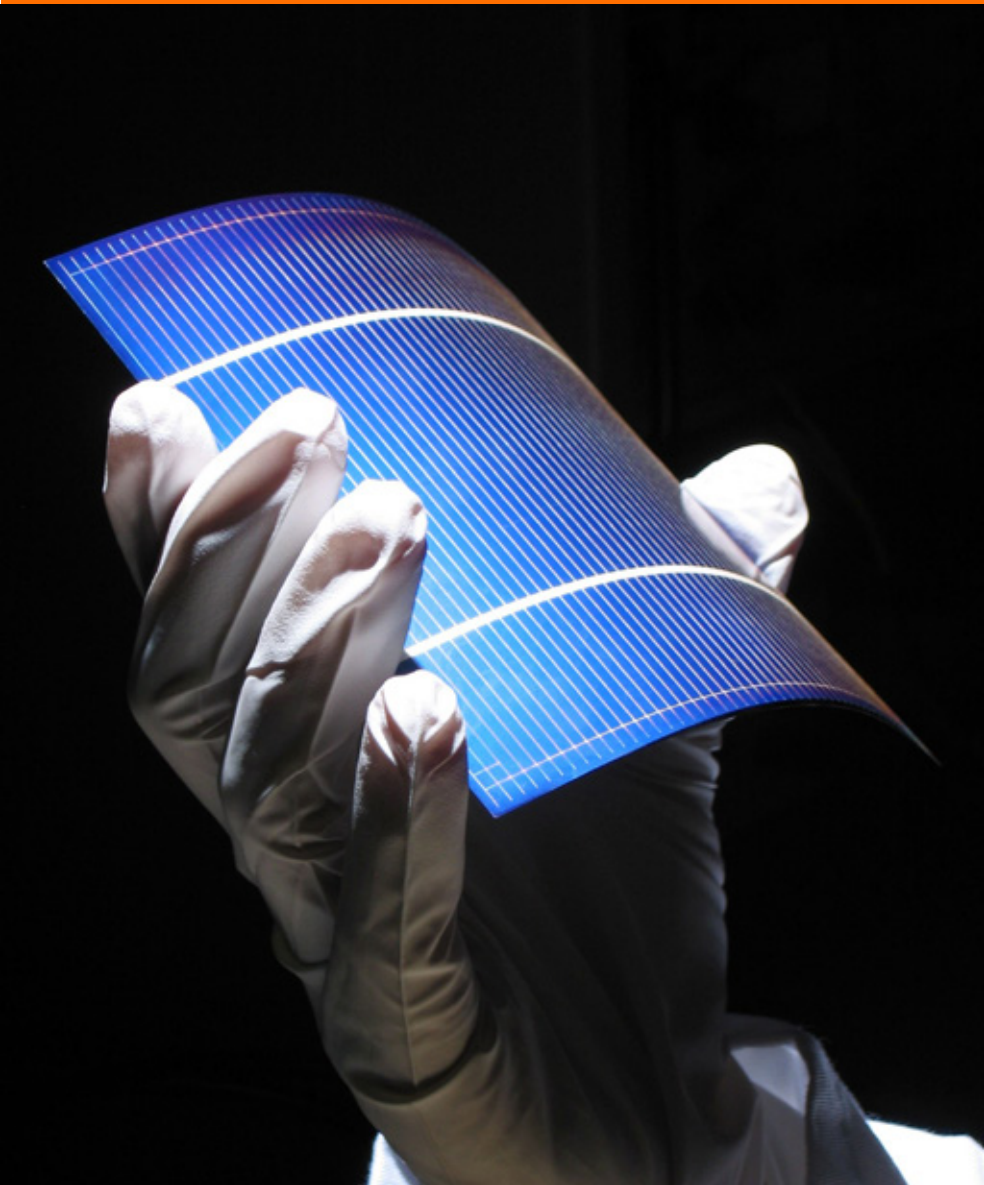


Lay out principles

Examples



New
Energy



New
Energy



Lay out principles

Examples

Circular economy

NL

NL



Solar Champion

Haute tech couture



NL Netherlands

NL Netherlands



High standards

Editorial design

Principles

- Use enough white space
- Create a clear hierarchy in the page. This helps in processing the information
- Increases certain information so it stands out.
- Do not overfill the pages
- Use photos and play with the layout.

Healthy Environment

3.2 Energy Transition

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3.2 Energy Transition

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4.26 million kilowatts
wind electricity
generation capacity
2016



Innovation Powerhouse

The Netherlands ranks 2nd on the 2018 Global Innovation Index (GII). The Netherlands leads other indexes such as the European Innovation Scoreboard and has innovation hubs across the country, including the European Space Agency, TNO, Brainport Eindhoven, and the universities of Wageningen, Utrecht, Leiden, Delft, Amsterdam, Groningen, Maastricht, Tilburg, Nijmegen and Rotterdam, plus a number of renowned technical schools. Also, the Netherlands has the 5th highest (first in the EU) number of patent applications per million inhabitants in the world.

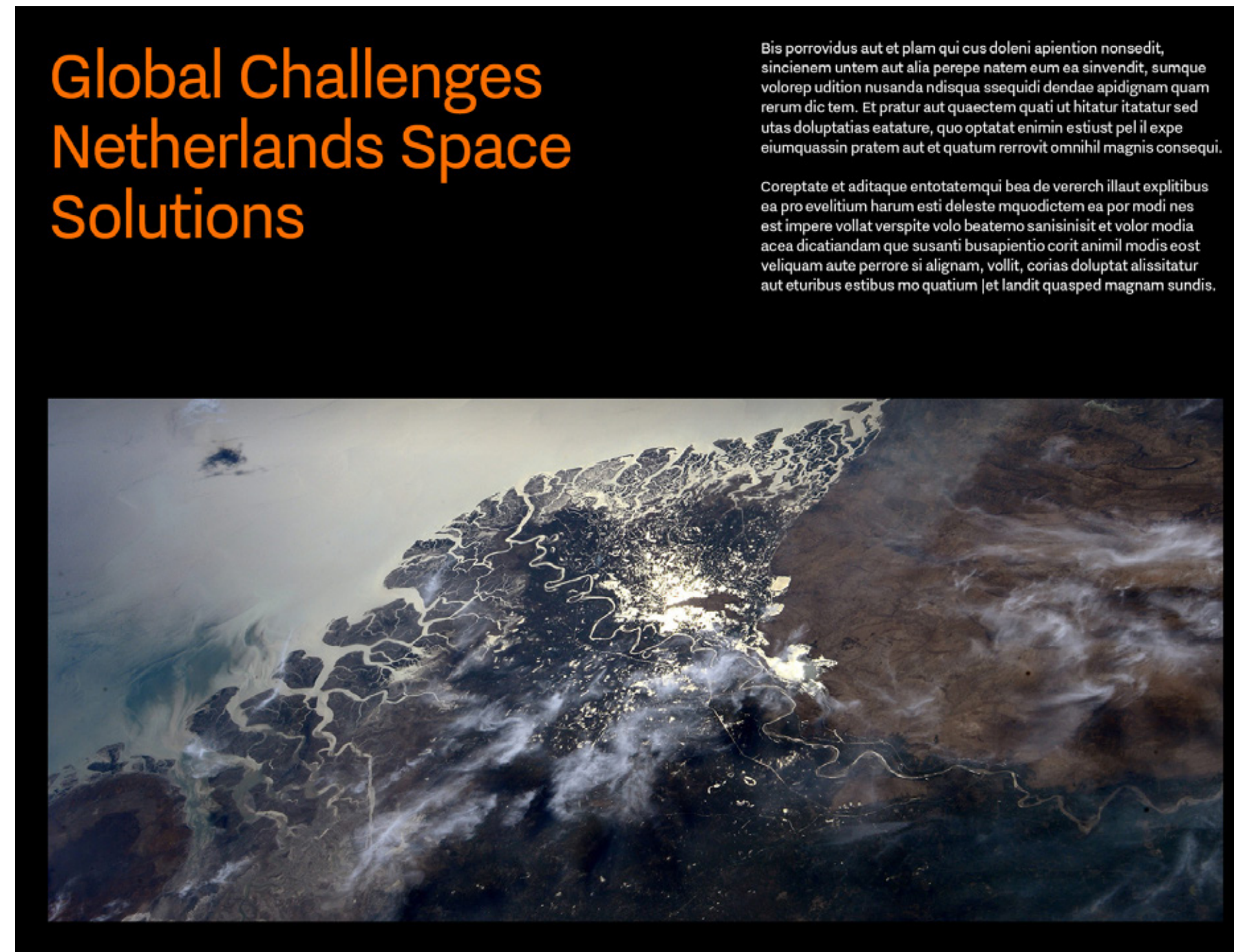
The Netherlands is international leader in high tech fields, such as photonics, solar chip technology and agricultural research. Photonics provide for an answer to the surging energy consumption by our digital economy. This light-technology also paves the way for less invasive medical treatments.



Editorial design

Principles

- Use enough white space
- Create a clear hierarchy in the page. This helps in processing the information
- Increases certain information so it stands out.
- Do not overfill the pages
- Use photos and play with the layout.



Principles

- Use enough white space
- Create a clear hierarchy in the page. This helps in processing the information
- Increases certain information so it stands out.
- Do not overfill the pages
- Use photos and play with the layout.

Historically open, inventive and inclusive

For centuries the Netherlands has been a country where freedom and high trust have flourished. Due to the geographical location of a river delta bordering the sea, the people of the Netherlands developed into a trading nation; open and bold. In the late sixteenth century after years of oppression they declared themselves free from their king. Their reasoning was used again by the founding fathers of the United States two centuries later, after New Amsterdam was renamed New York.



Sedita pe doloressit, sam la imi, que aut eaquod molor aut rerupti sequid quatur? Molor magnam sam nosam, assimpo rrovit, inusandi denihil lacipis minte eum voluptientis es a cornimus pernatent mi, odis reprat que parum sit et quidi natem dusda

Paragraph Subheading

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Bis porrovidus aut et plam qui cus doleni apiention nonsedit, sincienem untum aut alia perepe natem eum ea sinvendit, sumque volorep udition nusanda ndisqua ssequidi dendae apidignam quam rerum dic tem. Et pratur aut quaectem quati ut hitatur itatur sed utas doluptatias eatature, quo optatat enimin estiust pel il expe eiumquassin pratem aut et quatum rerrovit omnihil magnis consequi.

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Bis porrovidus aut et plam qui cus doleni apiention nonsedit, sincienem untum aut alia perepe natem eum ea sinvendit, sumque volorep udition nusanda ndisqua ssequidi dendae apidignam quam rerum dic tem. Et pratur aut quaectem quati ut hitatur itatur sed utas doluptatias eatature, quo optatat enimin estiust pel il expe eiumquassin pratem aut et quatum rerrovit omnihil magnis consequi. Coreptate et aditaque entotatemqui bea de vererch illaut explitibus ea pro evelitium harum esti delestemquodictem ea por modi nes est impere vollat verspite volo beatemo sanisinisit et volor modia acea dicatiandam que susanti busapientio corit animil modis eost veliquam aute perrore si alignam, vollit, corias doluptat alissitatur aut eturibus estibus mo quatum et landit quasped magnam sundis.

Editorial design

Principles

- Use enough white space
- Create a clear hierarchy in the page. This helps in processing the information
- Increases certain information so it stands out.
- Do not overfill the pages
- Use photos and play with the layout.



5. Economic Prosperity

Paragraph Subheading

Temporum res earum repelectem qui numquo blaut aboremquo tem estotatem faceatur abo. Itaquod quia dus debitium natiorp orehendi blatur saped et eribus dollora cus etur suntur, ut volum quam hit autae imintotam volorehenis esectat ecullaborro officat od quodistrum eaque pro eturior seque pero maximporitat minus modis earum fuga. Et rendaes tiamus magniatur, essimos antore

Bis porrovidus aut et plam qui cus doleni apiention nonsedit, sincienem untem aut alia perepe natem eum ea sinvendit, sumque volorep ution nusanda ndisqua ssequidi dendae apidignam quam rerum dic tem. Et pratur aut quaectem quati ut hitatur itatatur sed utas doluptatias eatature, quo optatat enimin estiust pel il expe eiumquassin pratem aut et quatum rerrovit omnihil magnis consequi.

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Bis porrovidus aut et plam qui cus doleni apiention nonsedit, sincienem untem aut alia perepe natem eum ea sinvendit, sumque volorep ution nusanda ndisqua ssequidi dendae apidignam quam rerum dic tem. Et pratur aut quaectem quati ut hitatur itatatur sed utas doluptatias eatature, quo optatat enimin estiust pel il expe eiumquassin pratem aut et quatum rerrovit omnihil magnis consequi. Coreptate et aditaque entotatemqui bea de vererch illaut explitibus ea pro evelitium harum esti delestem mquodictem ea por modi nes est impere vollat verspite volo beatemo sanisinisit et valor modia acea dicatiandam que susanti busapientio corit animil modis eost veliquam aute perrore si alignam, vollit, corias doluptat alissitatur aut eturibus estibus mo quatium et landit quasped magnam sundis.

Economic Prosperity

Paragraph Subheading

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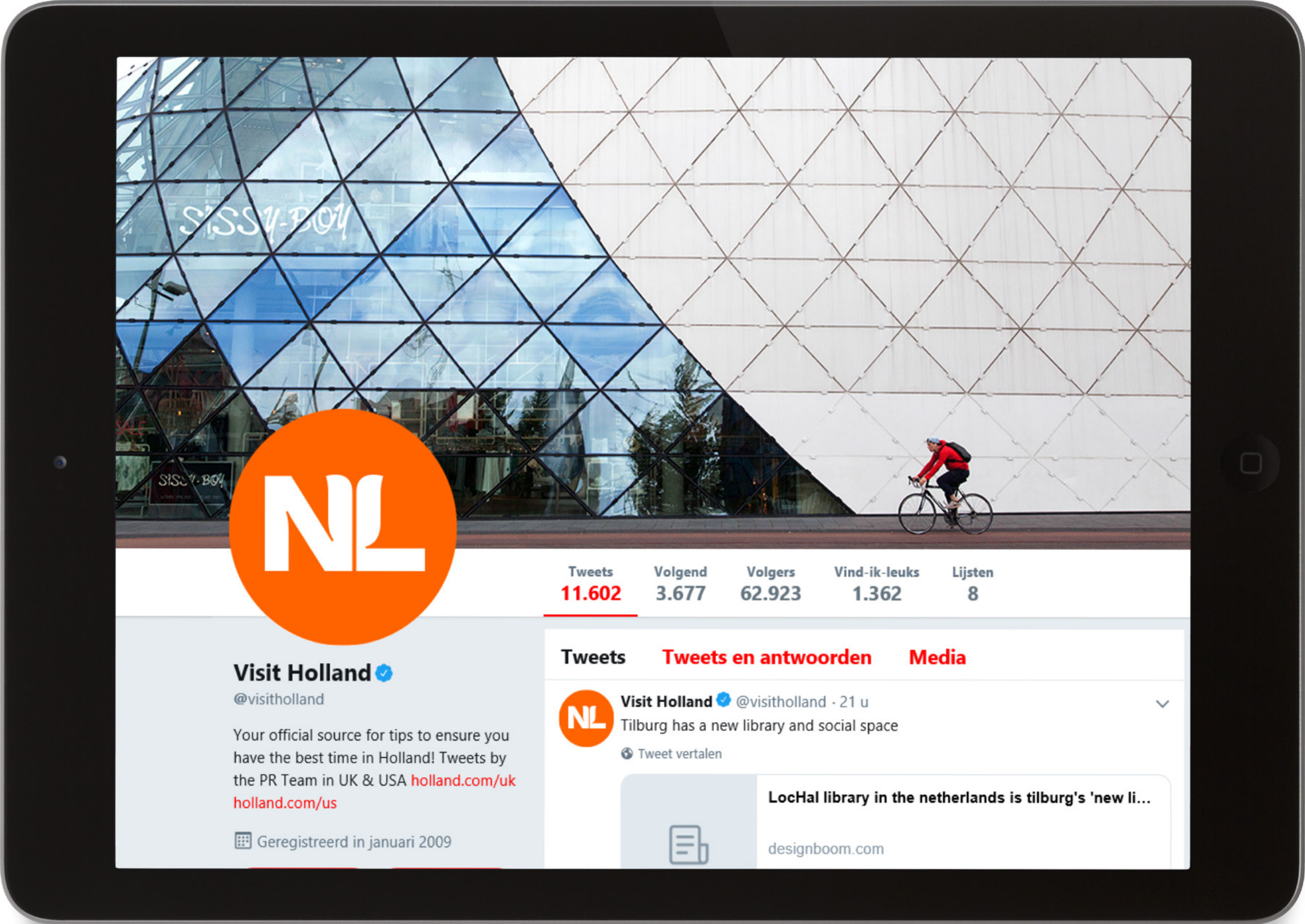
Coreptate et aditaque entotatemqui bea de vererch illaut explitibus ea pro evelitium harum esti delestem mquodictem ea por modi nes est impere vollat verspite volo beatemo sanisinisit et valor modia acea dicatiandam que susanti busapientio corit animil modis eost veliquam aute perrore si alignam, vollit, corias doluptat alissitatur aut eturibus estibus mo quatium Jet landit quasped magnam sundis.

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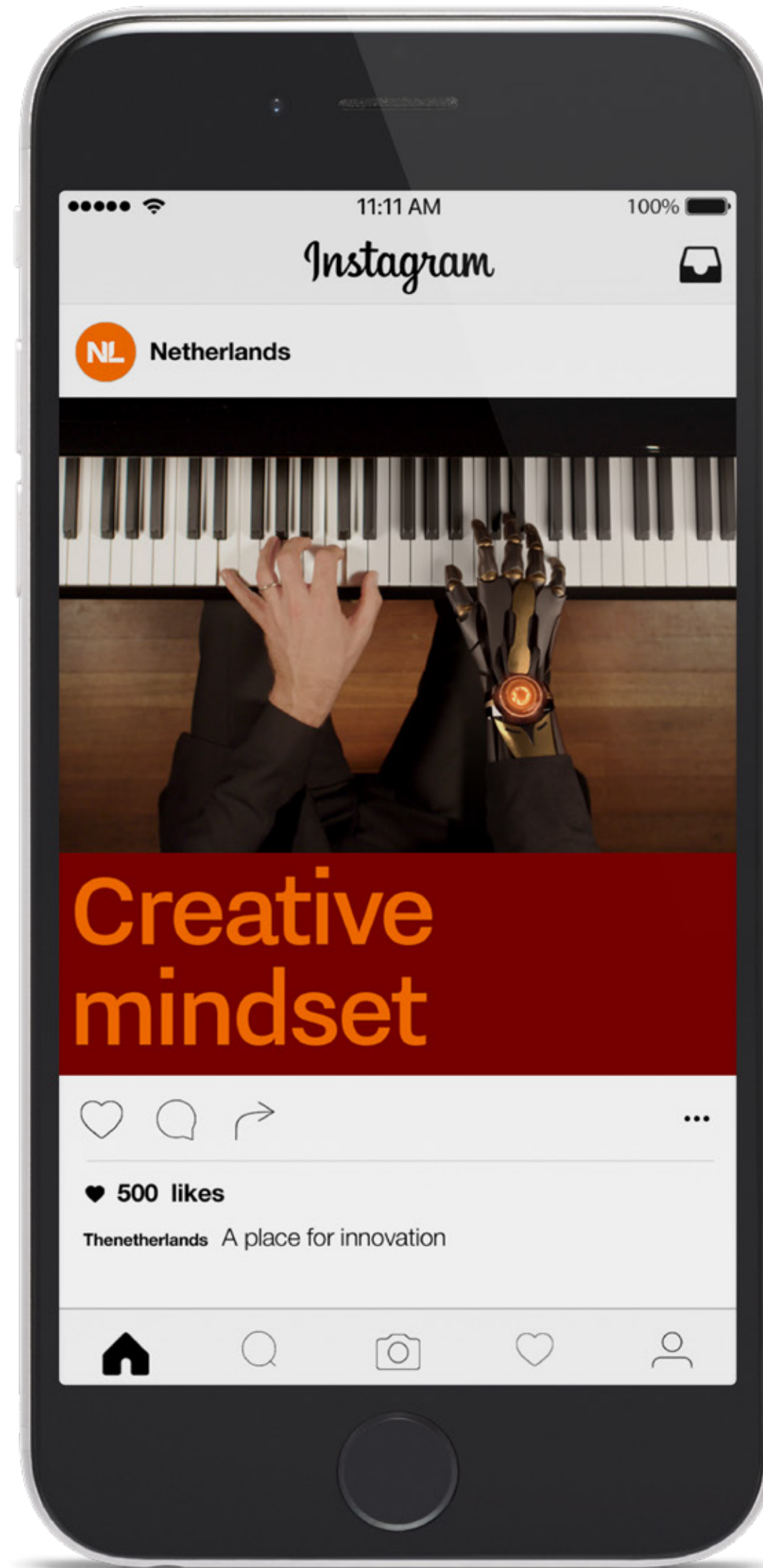


For the social media avatars we use the NL symbol. The organization name shows the difference.

The shape of the avatar is a restriction of the social media platform. In this case it is a circle. This cannot be adjusted.



Examples



Examples

Examples



Examples



Examples





Examples



NL branding + partners

Principles

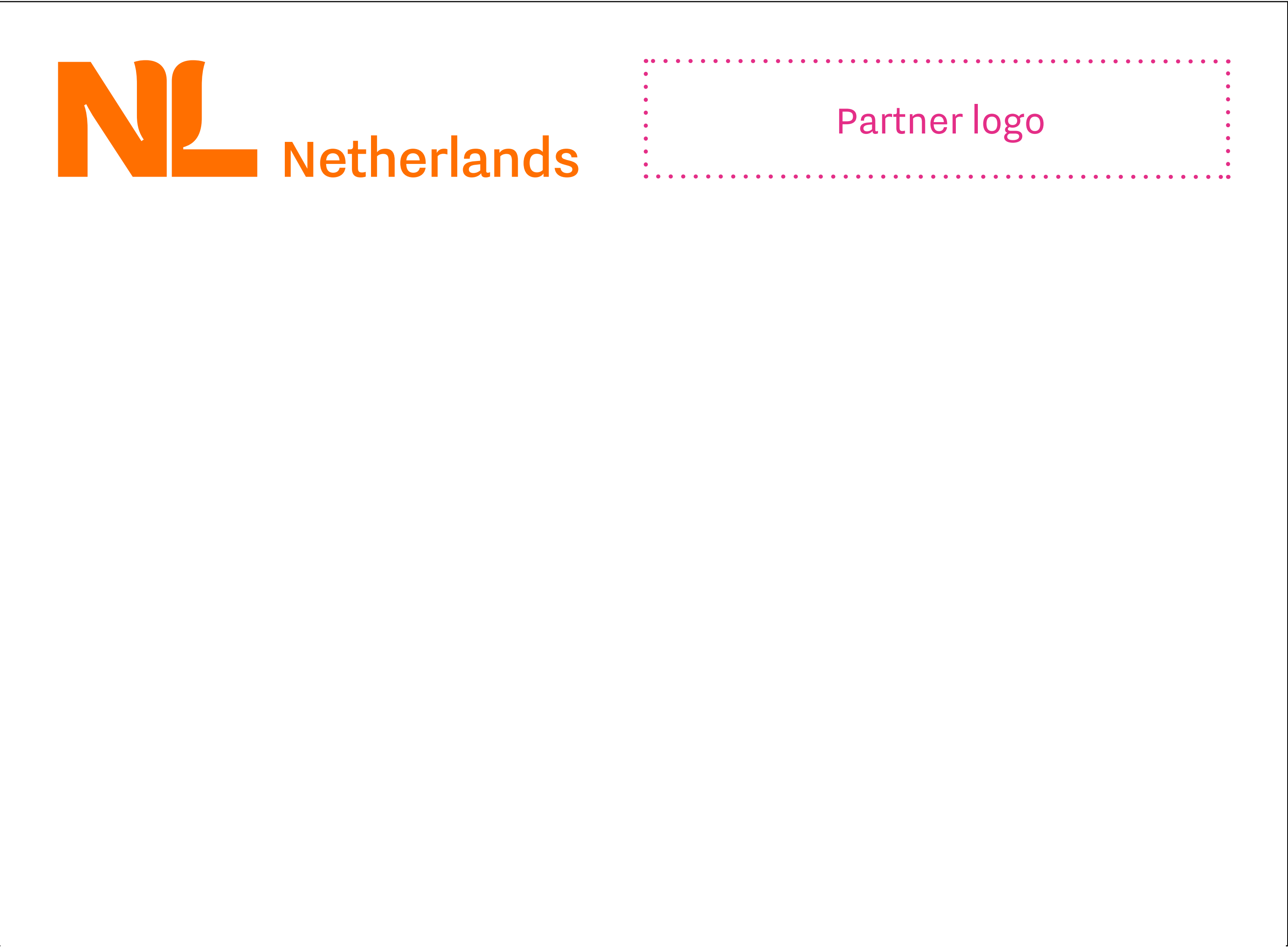
- Grid NL branding
- Layout principles NL branding
- Use of the NL logo
- No additional form language

Additions

- Adding own logo
- Choice in photography
- Choice in colour

Logo system

NL logo and the partner logo are placed on same height. They are equivalent. NL logo is always placed left.



Logo proportion

It is allowed to correct the partner logo optically so that it is in proportion with the NL logo.

The minimum distance between the logos and the image is one line height. This ratio must be corrected if needed.



Optical corrected



Logo proportion

It is allowed to correct the partner logo optically so that it is in proportion with the NL logo.

The minimum distance between the logos and the image is one line height. This ratio must be corrected if needed.



Optical corrected



Logo proportion

It is allowed to correct the partner logo optically so that it is in proportion with the NL logo.

The minimum distance between the logos and the image is one line height. This ratio must be corrected if needed.



Optical corrected



Logo example

This is an example of a partnership with another country. It could also be a campaign logo like ‘Farming the Future’.



Grid

The NL branding identity is based on a 39 line grid. It is calculated by dividing the height of medium by 39. The grid starts at the top.

The margin is the same all around, one line height. Divide the type area into three columns.

Place the logo and the partner logo on the same height. NL logo is always on the left.

The partner logo is aligned on the right. It is permitted to reduce the space between the partner logo and the NL logo by moving the partner logo to the centerline.

[illegible][illegible]

Lay out principles

The layout is always building up from the logo. The positions of the different elements are set.

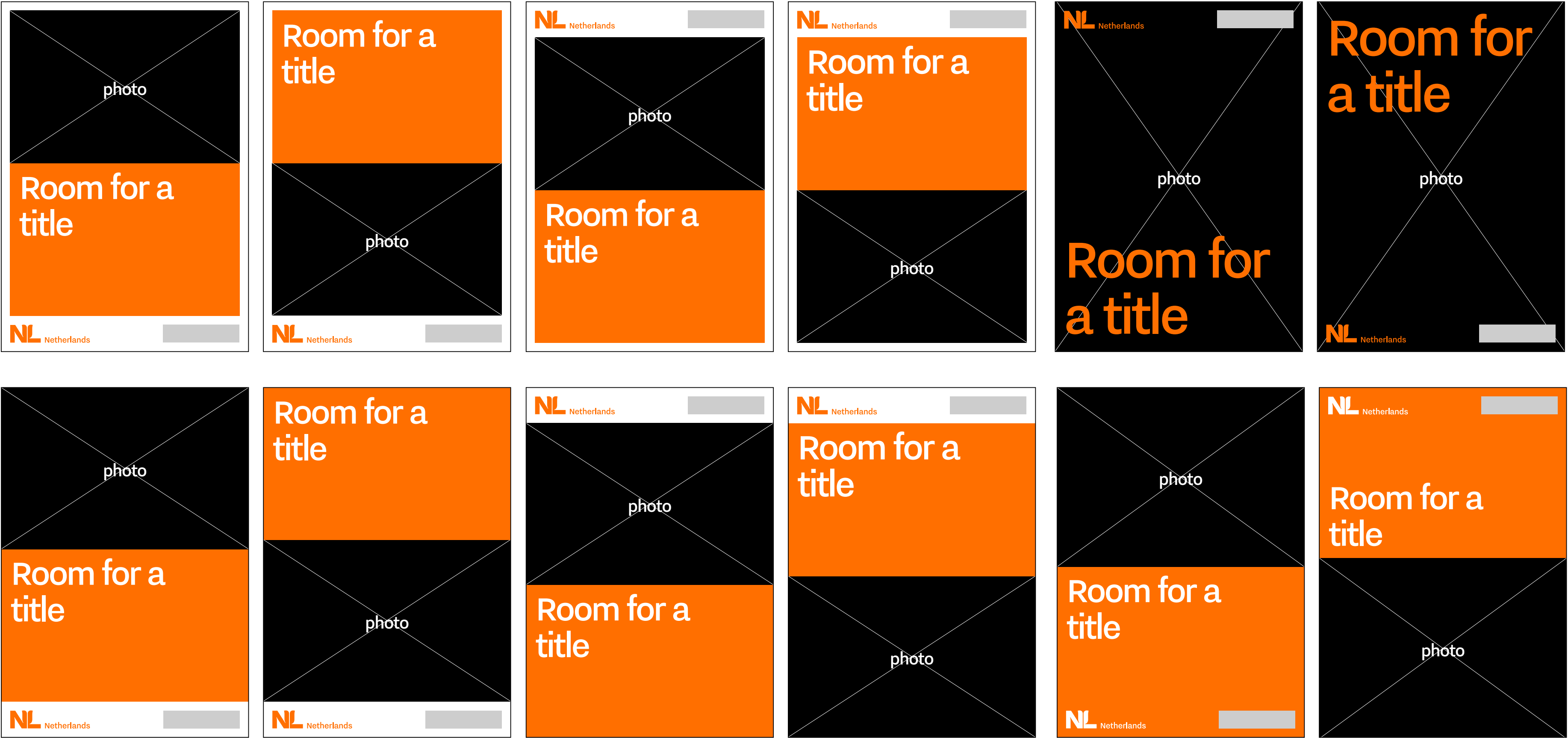
Please do not change the proportions of the logo, text block, photo and the margins.

Templates available for A-format

Please contact Ministry of Foreign Affairs or the Netherlands’ Enterprise Agency via: NLbranding@rvo.nl to get the templates

Note if you use a different format please use the grid system.

Expression with typography
Within the NL identity we currently use the Nitti Grotesk Normal and Medium. But if you want to change the tone of the messages it is possible to use another weights of the Nitti typeface.



Lay out principles

Examples 1

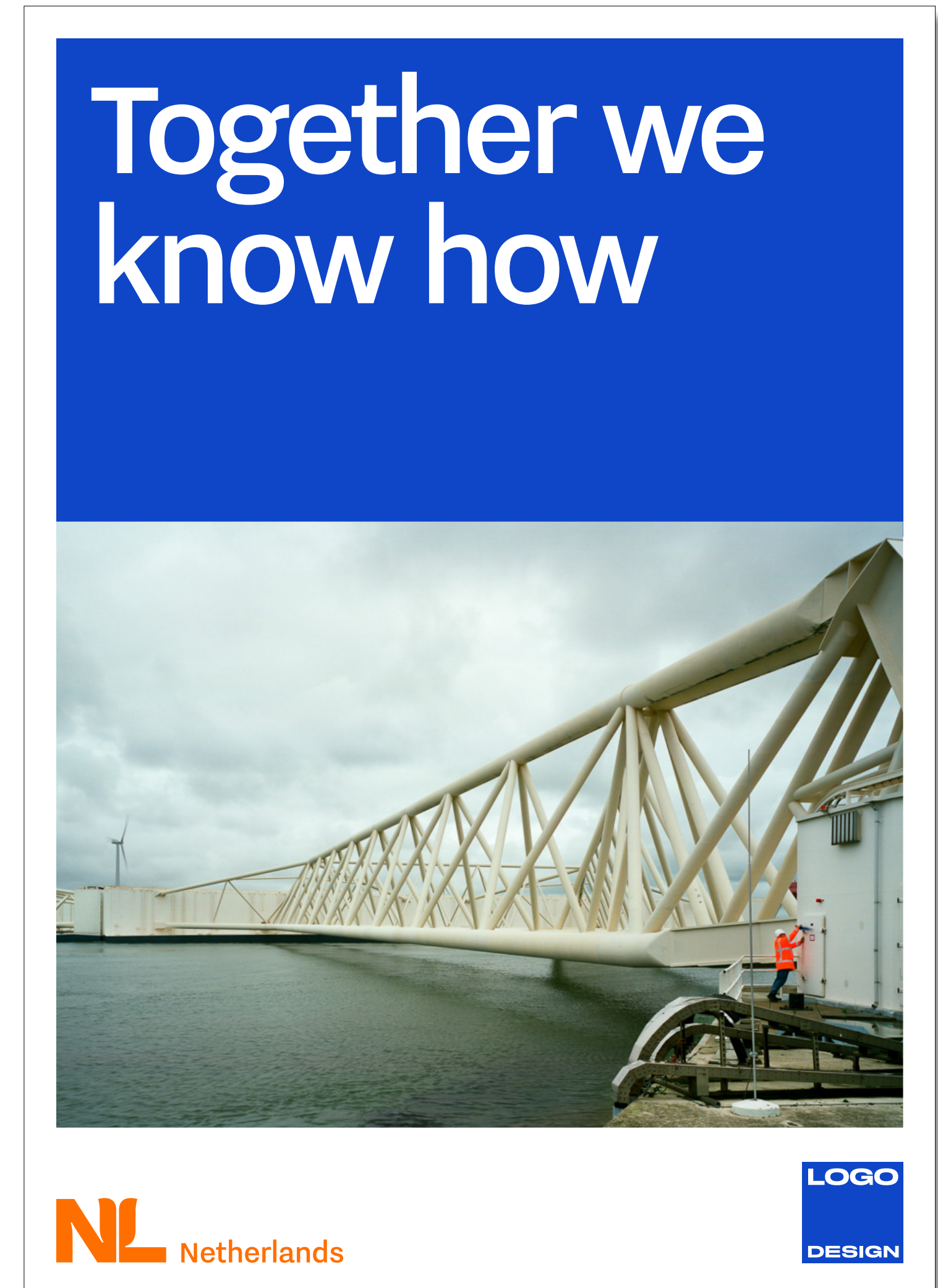
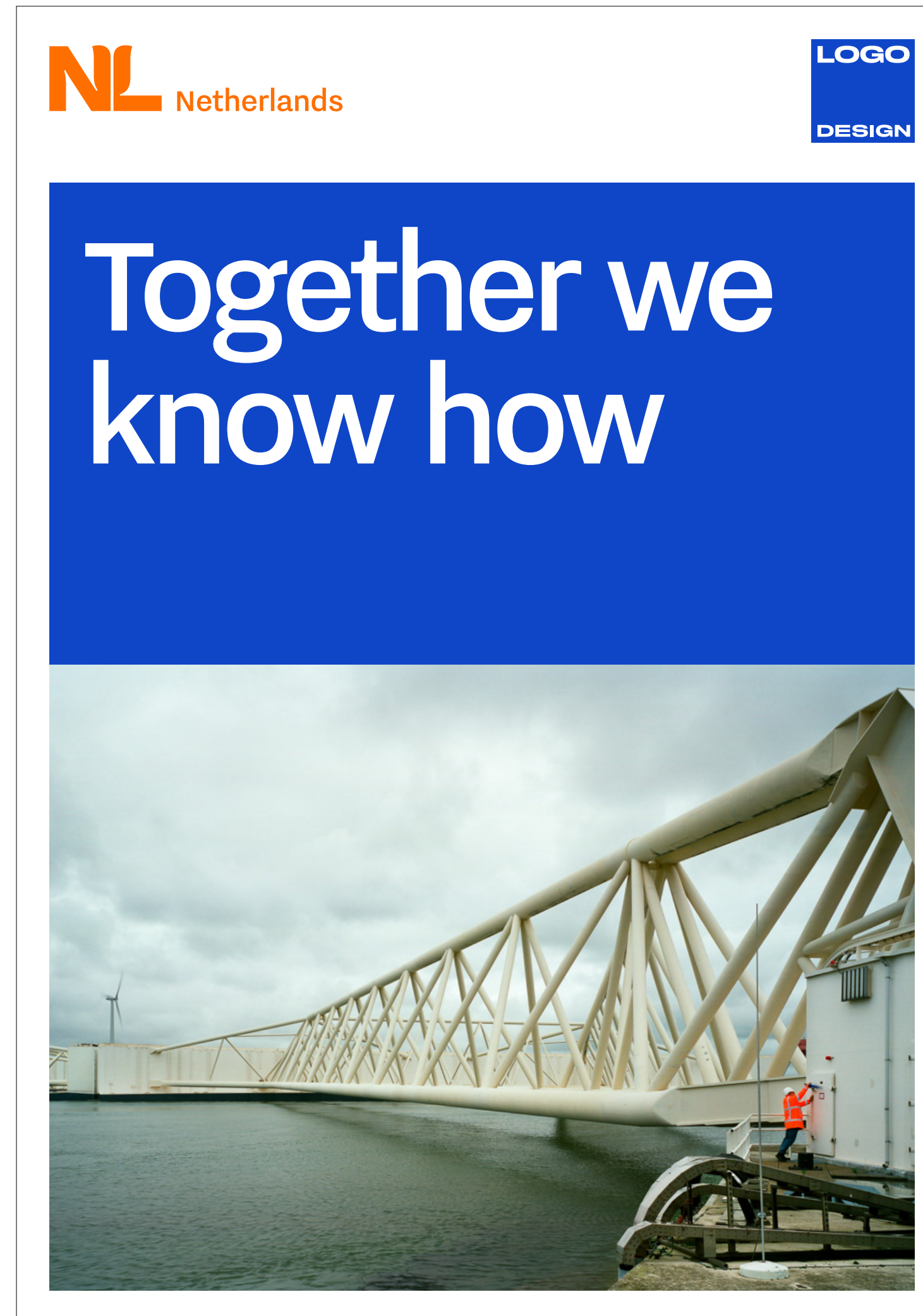
With the partner branding it is allowed to add the partner logo, change the background colour and use your own photography. This gives you the possibility to focus on a single subject.



Lay out principles

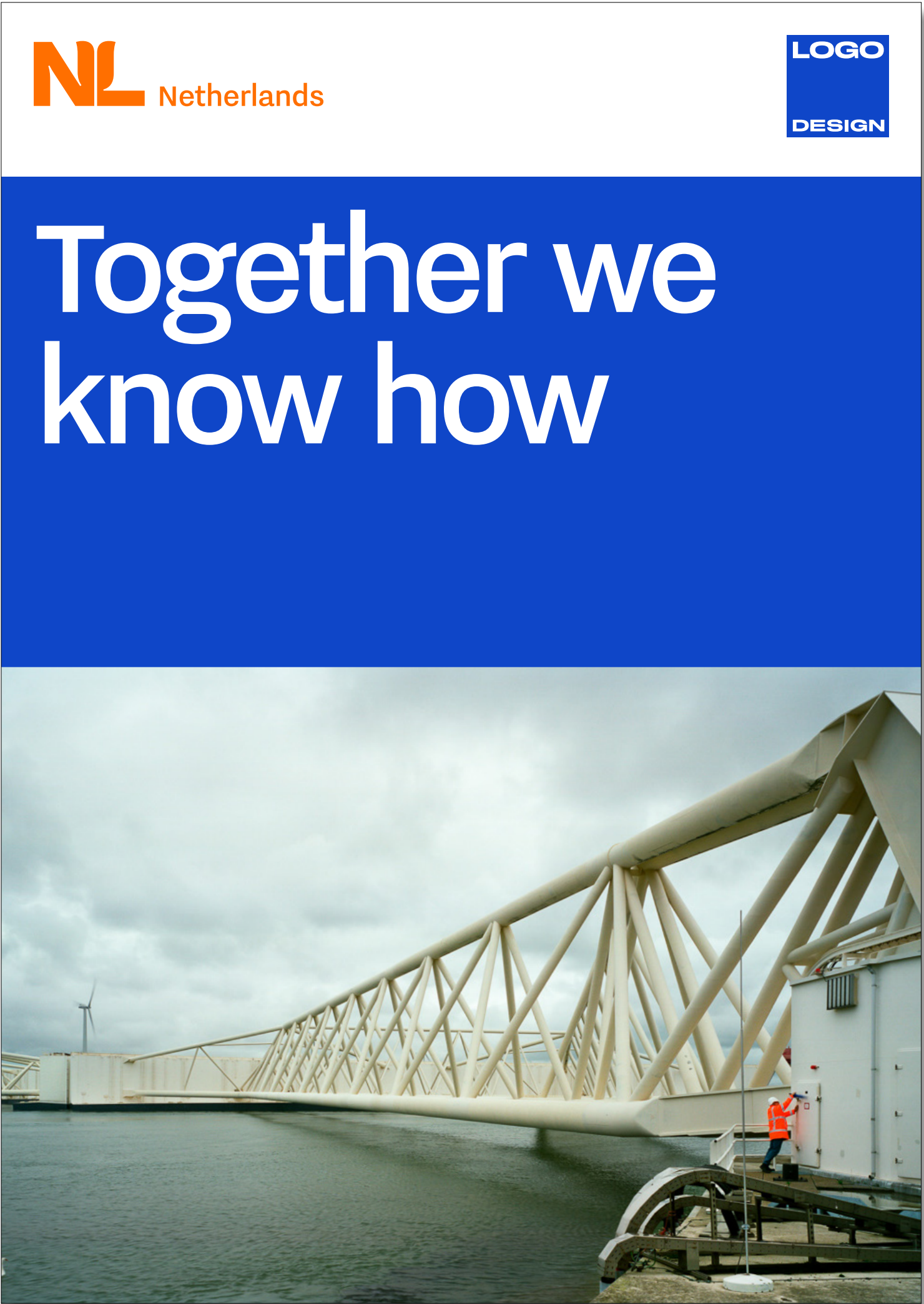
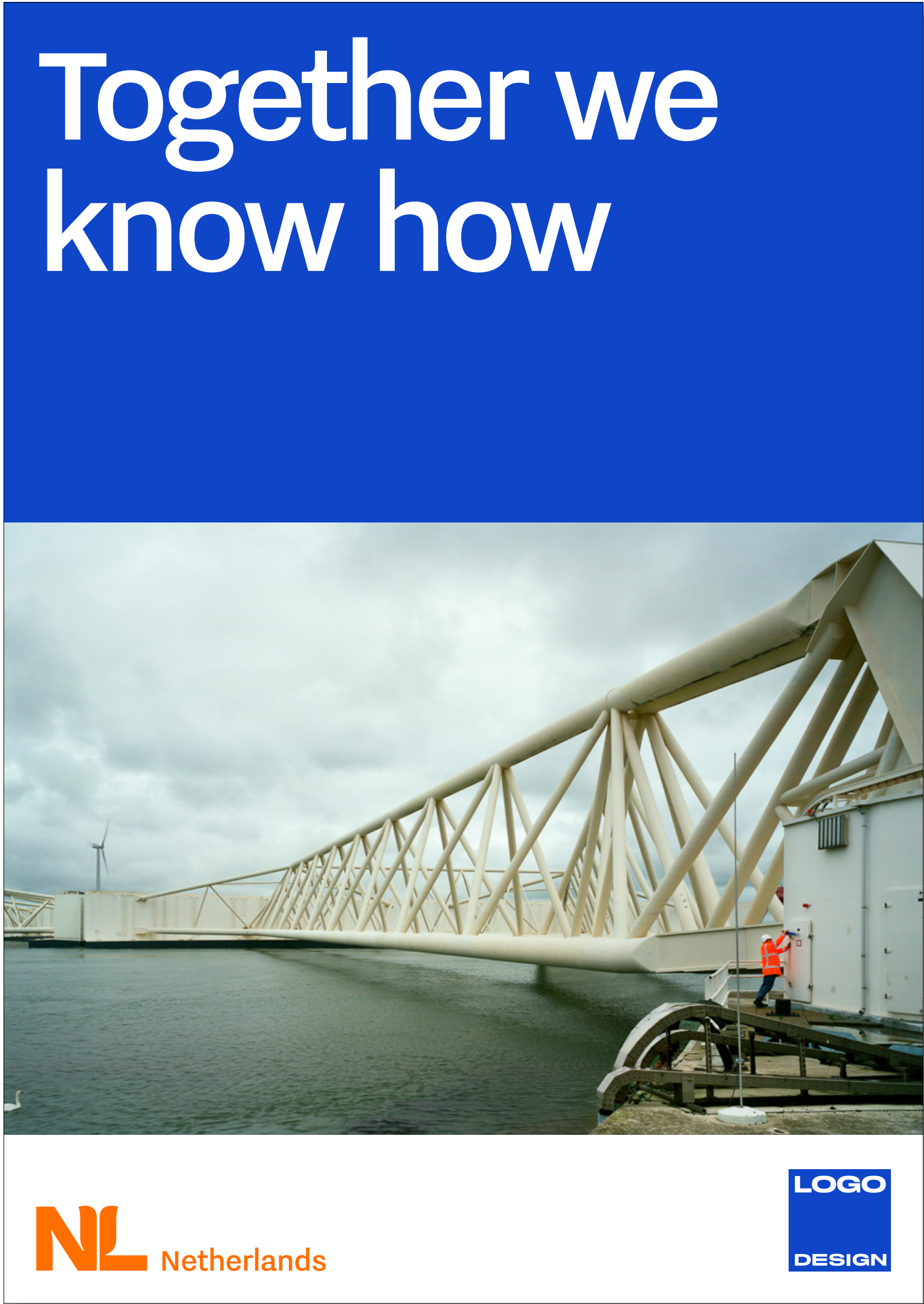
Examples 1

With the partner branding it is allowed to add the logo. Change the background colour and use your own photography. This gives you the possibility to focus on a single subject.



Lay out principles

Examples



Lay out principles

Examples



Lay out principles

Examples



If there are contrast problems you can use a white block behind the logos.

NL branding endorsement

NL endorsement label

As endorsement we use a label.

The primary label is orange.
The secondary label is white.

Primary



Secondary



NL endorsement label

The secondary label is used in case of low contrast with the background.

Low contrast

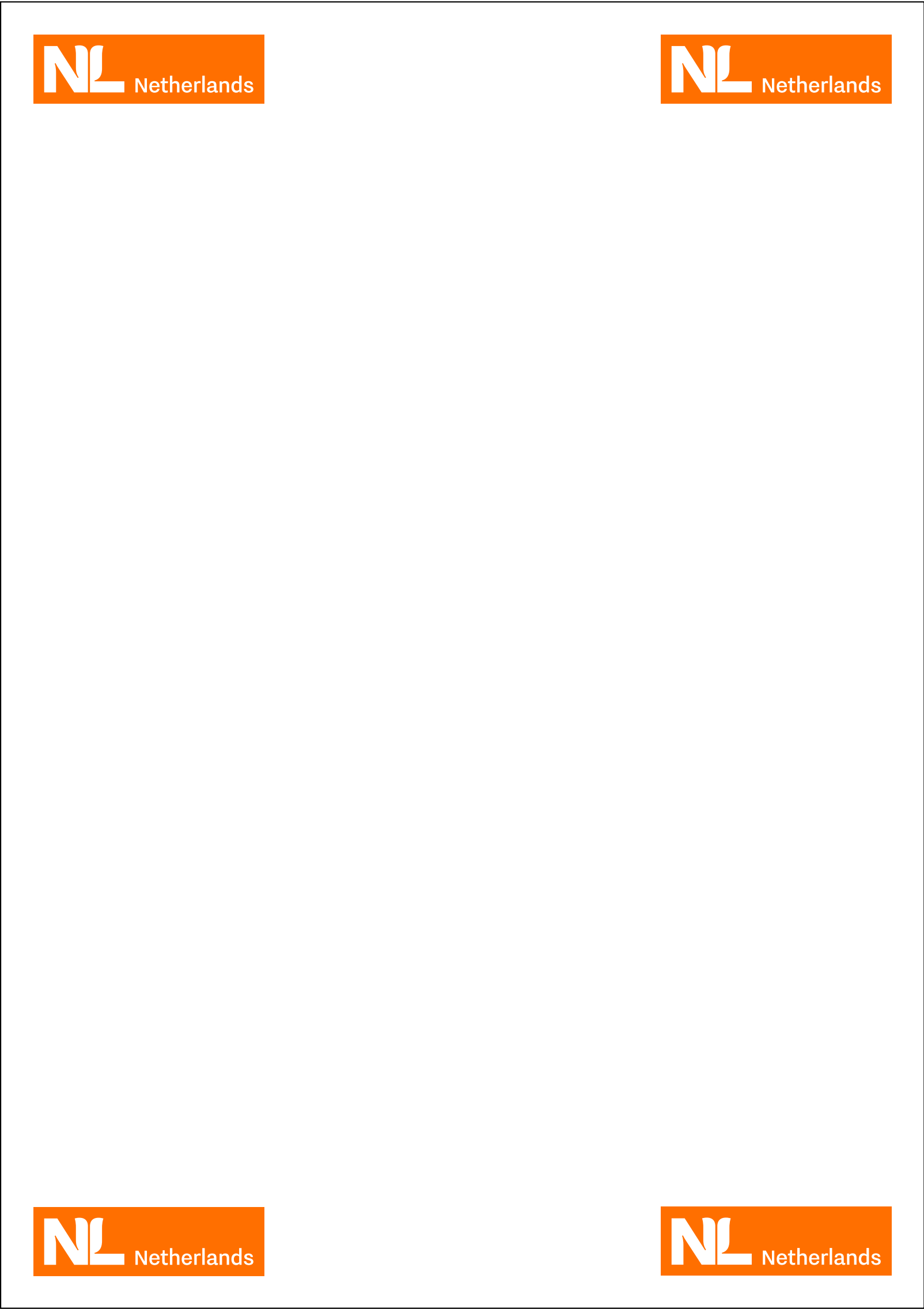


Vibrating contrast



Label system

The label can be placed in every corner.



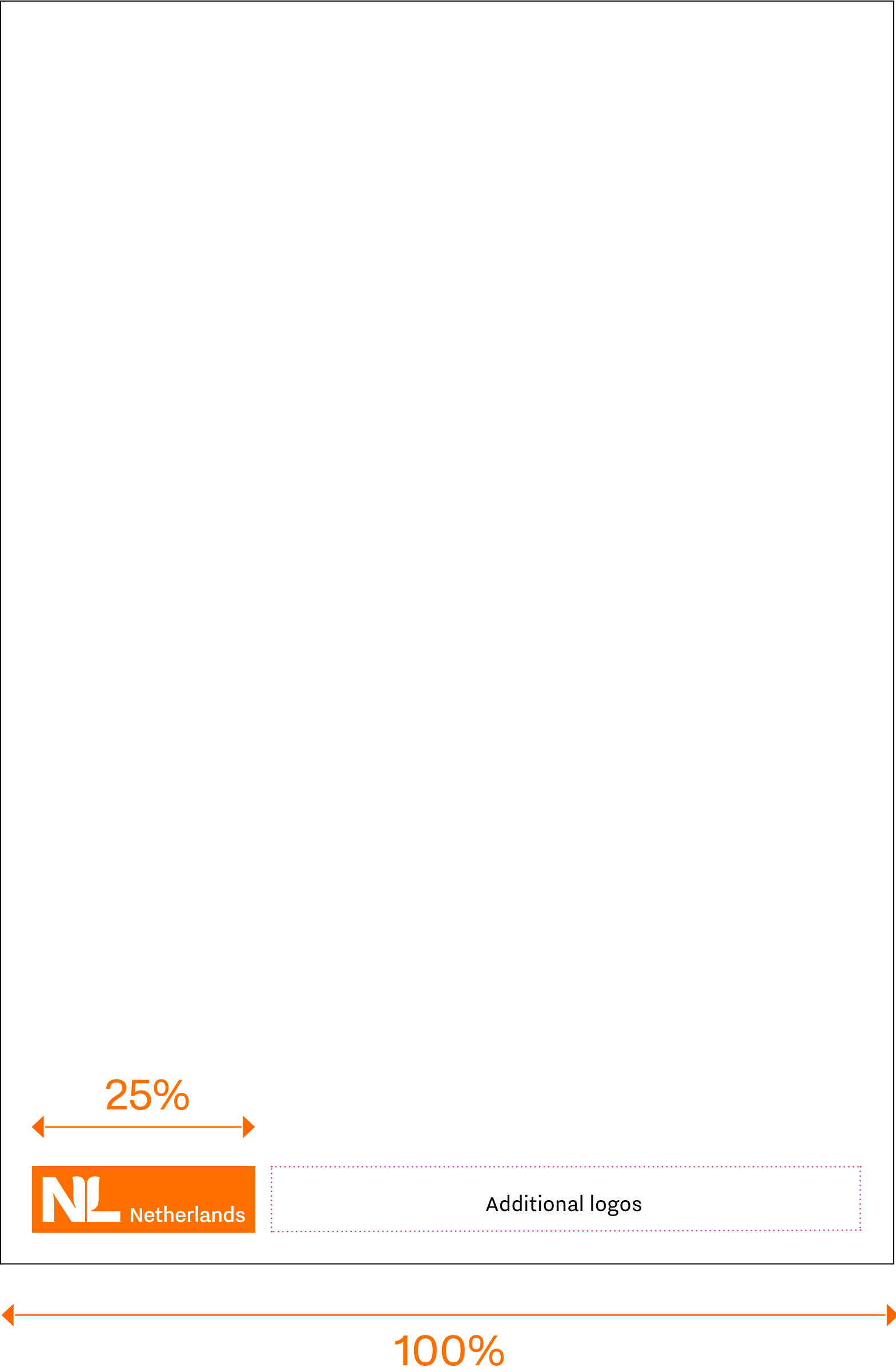
Label size

The size of the label = 25% of the short side.

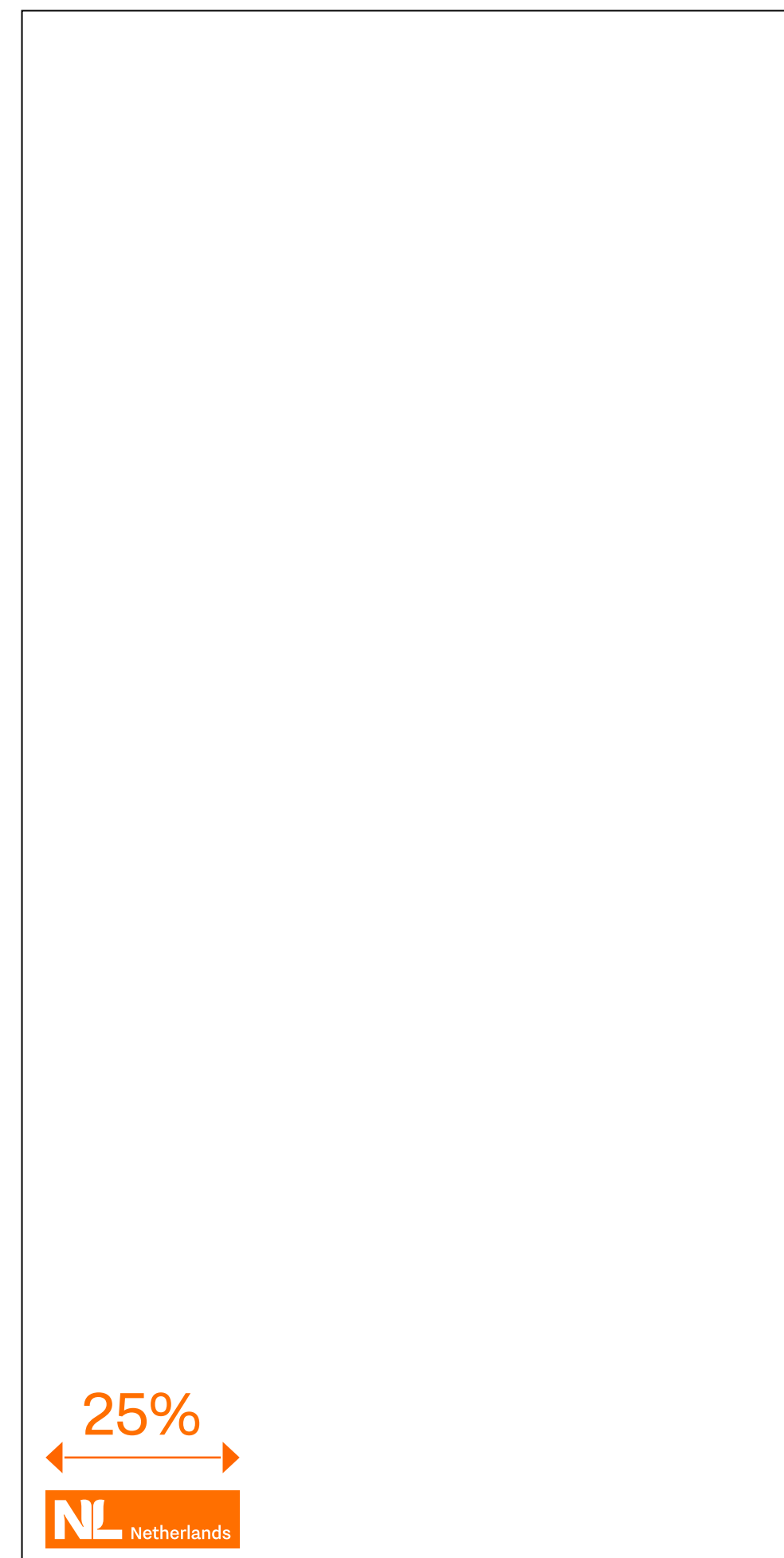
This table shows the label size on common formats.

	Format item	label size
A5	148 x 210 mm	37 mm
A4	210 x 297 mm	52,50 mm
A3	297 x 420 mm	74,25 mm
Roll-up banner	1000 x 2000 mm	250 mm

The minimum label size is 20 mm.

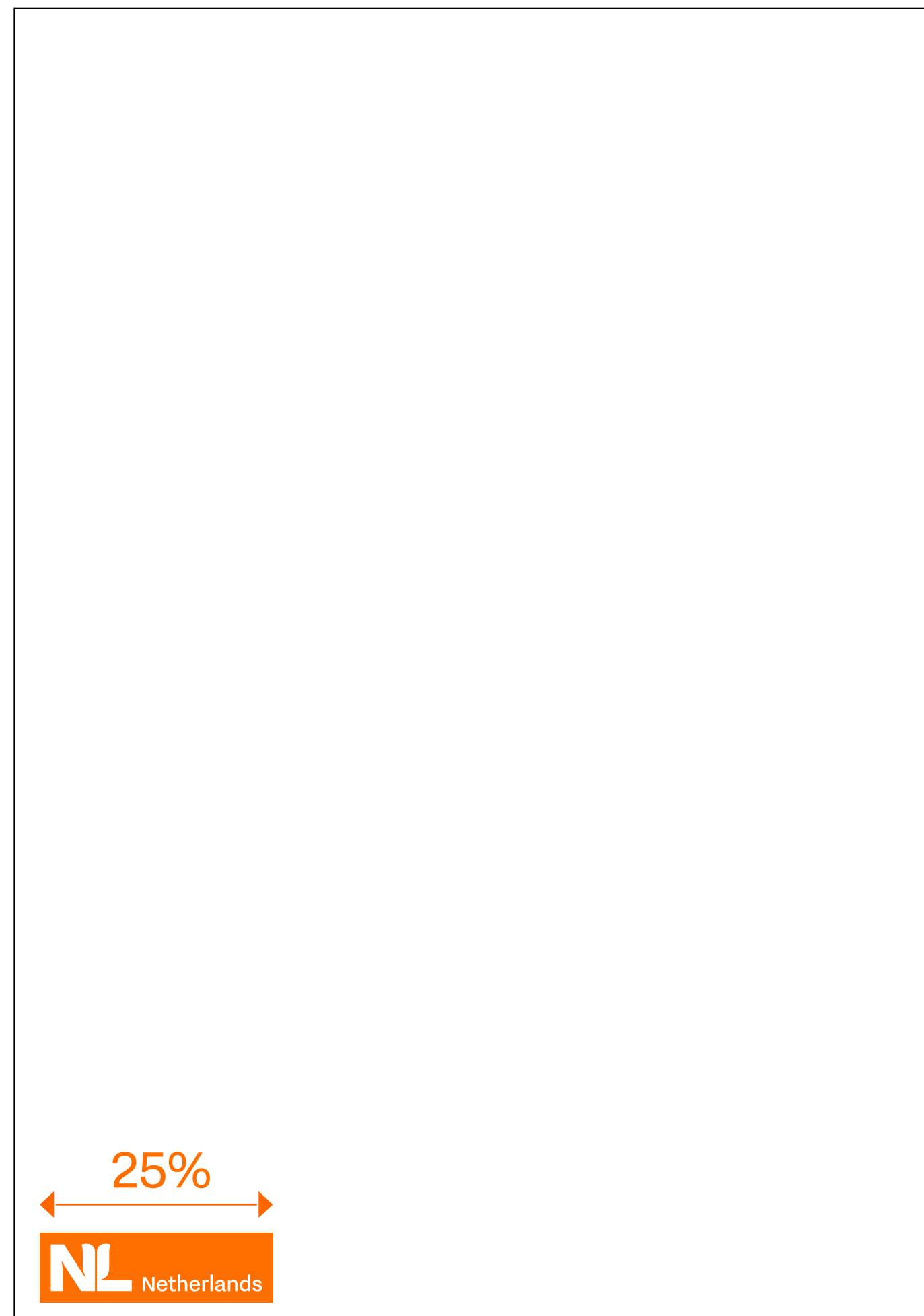


Roll-up banner (100 x 200 cm)



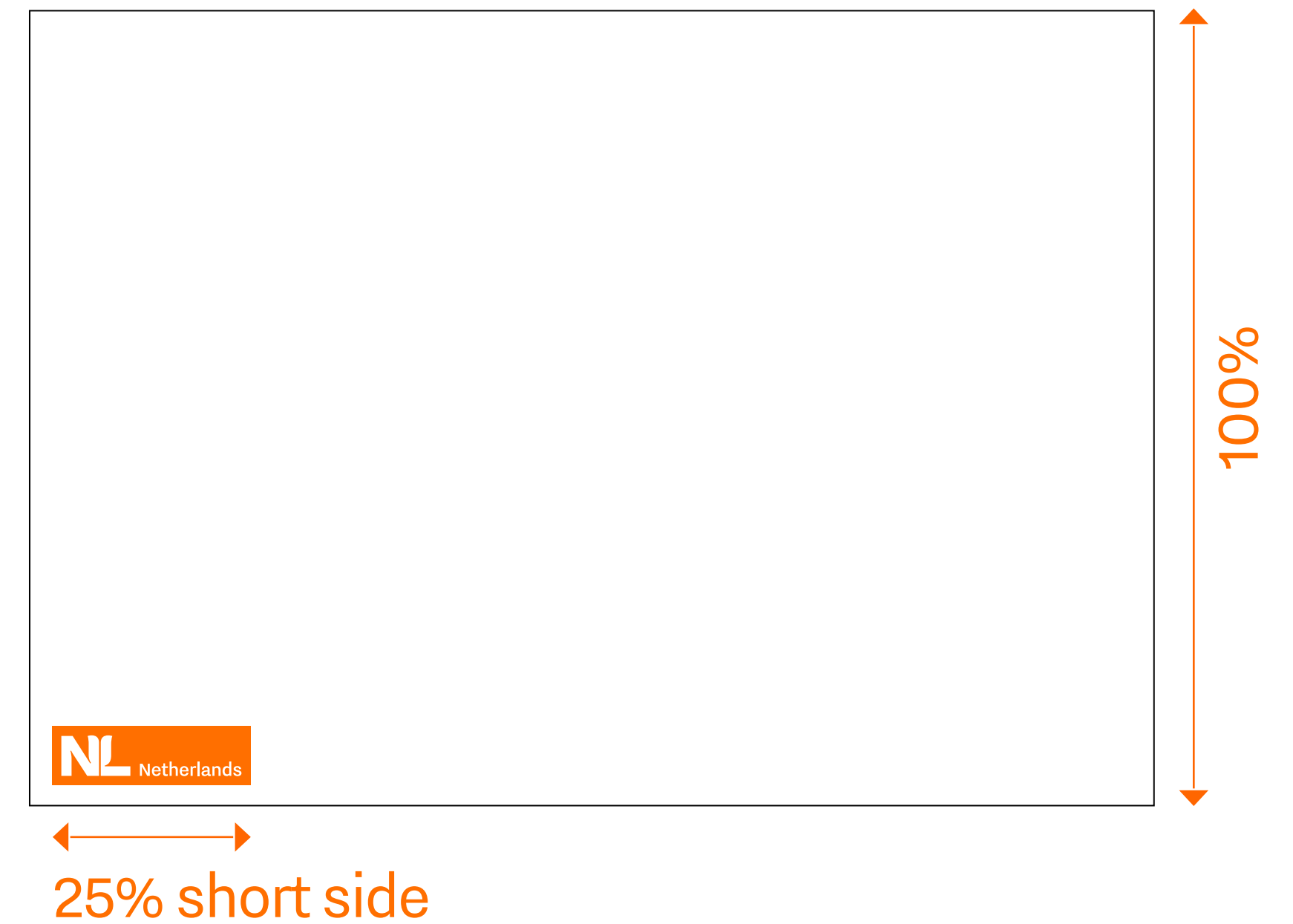
100%

Portrait (A-format)



100%

Landscape (A-format)



Label placement

The minimum distance to the edge is twice the size of a bounding box block





For more information please contact
the Ministry of Foreign Affairs
or
the Netherlands' Enterprise Agency

via: NLbranding@rvo.nl