



INVEST IN
Holland

BRAND GUIDE

June 2025

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About this guide

This document contains rules and guidelines for applying the Invest in Holland (IiH) brand identity and its visual elements. It also includes the core message of Invest in Holland.

By using the visual elements and storylines of this shared brand identity correctly, we collectively invest in this brand, which gains value and recognizability as a result. This also means that consistency in style always has priority over personal aesthetic preferences. Incorrect use of the brand identity can devalue the brand, and counter the investments made collectively by the Invest in Holland network.

The Invest in Holland logo and house style may only be used as stipulated in these guidelines. For more information contact marcom@nfia.nl.

What is Invest in Holland?

Invest in Holland is the national network of The Netherlands Foreign Investment Agency (NFIA), an operational unit of the Dutch Ministry of Economic Affairs, regional and city economic development agencies, and the Holland International Distribution Council.

Together we promote the Netherlands as an attractive location for foreign direct investment.

We do this under a joint umbrella brand, or label. It is comprised of Invest in Holland logo and housestyle as well as a standard storyline.

The Invest in Holland brand (label)

The Invest in Holland brand is an umbrella brand that represents:

1. the collaborative Invest in Holland network
2. the national FDI proposition of the Netherlands

The visual identity and key messages are used by the Invest in Holland network for jointly promoting the Netherlands' investment climate and the Invest in Holland services to foreign companies/organizations seeking a location for their international expansion.

The colors and fonts are adopted from the NL Brand of the Government of the Netherlands; therefore they are aligned with the country's official nation brand.

The role of NFIA

The logo and house style are developed and maintained by the Netherlands Foreign Investment Agency on behalf of, and for the sole use of the Invest in Holland network. NFIA develops and maintains formats and tools for Invest in Holland communications, for use by the network. The NFIA marketing & communications department provides support to the IiH network for use of the brand and tools.

As the national partner in the Invest in Holland network, the NFIA uses the Invest in Holland brand for its marketing & communications, instead of the NFIA logo. (The NFIA logo is used for corporate communications purposes). For example, the NFIA website is positioned as **www.investinholland.com** and serves as the flagship national site for the network.

For information, advice or support, contact marcom@nfia.nl.

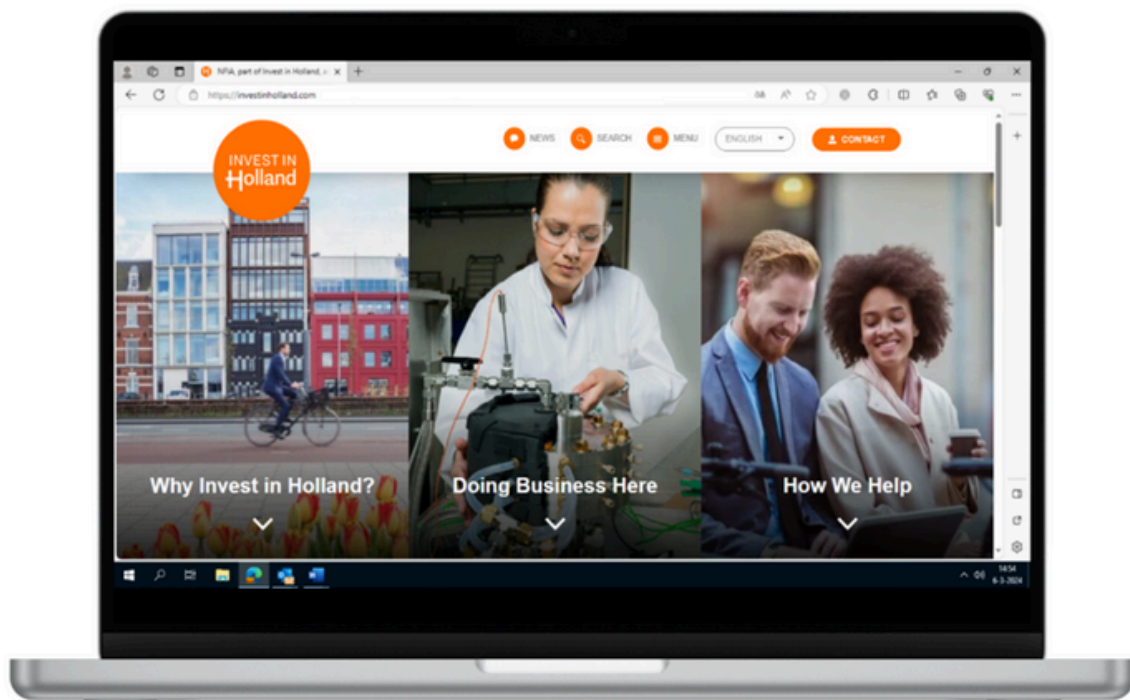
When to use the Invest in Holland brand (label)

The Invest in Holland brand can be used by all partners in the Invest in Holland network, to signify their collaborative relationship in promoting the Netherlands.

The IiH brand is used in three different ways:

- As a standalone brand, typically used by NFIA (as the national partner in the Invest in Holland network, the NFIA has chosen to profile itself predominantly as Invest in Holland). See the NFIA website **www.investinholland.com**.
- As a 'parent brand', with IiH in the lead and partner logo's secondary to signify the joint involvement of various partners in the activity (e.g. trade show joint stand under IiH as main sender) . See: **www.youtube.com/@NFIAtube**
- As 'endorsement brand', where the partner branding is dominant, with the IiH logo is secondary/supporting to signify its collaborative relationship with the IiH network. (e.g. regional partner website in their own house style and use of IiH logo to represent their affiliation with the IiH network.) See **<https://thehague.com/businessagency/en>** and **www.linkedin.com/company/netherlands-foreign-investment-agency/**

In all cases, make sure that the relationship between the individual partner organizations and the Invest in Holland network is clear and that one of the brands is clearly dominant.



The logo

Introduction

Four versions of the Invest In Holland Logo are available, but there is a leading role for the original version which is the orange circle with white text. Since Invest In Holland is a network, applicability by a wide set of partners is necessary. Therefore, alternative versions have been made available with white and orange, black and white and white and black color schemes. Partners are free to apply one of the alternatives if the orange color clashes too much with their corporate identity.



The Invest in Holland logo may be used only by partners in the Invest in Holland network. To get your copy of the logo, please contact marcom@nfia.nl and please mention your role and the purpose for which you want to use the logo.

The logo

Spacing

White space around the logo is 25% of the logo's width/height. The logo cannot be placed closer to the edges of the page than this either. Let it breathe.



The logo

Do's and don'ts

Use the logo in its delivered format and color. Alterations are not allowed: no recoloring, no gradients, no effects of any kind (this includes shadows, embossing, glows, outlines, etc.), no transparency, no cropping, no rotating, no disproportionate scaling, no skewing, etc. When in doubt, always contact NFIA Headquarters for assistance.



The logo

Superimposition

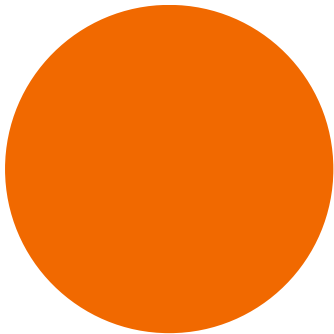
In some cases, the logo can be placed on an image. In that case, choose an image with a white or almost white background that doesn't collide with the orange color and that leaves plenty room for the logo. Avoid using the white or black version of the logo on images.



Colors

Primary color palette

We use designs that are as white as possible. The color orange is used as a signal color to make it stand out and call for attention.

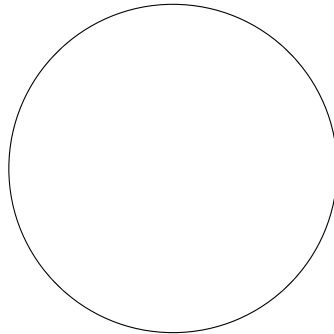


Pantone
PMS 21 C/U

CMYK
0/70/100/0

RGB
241/105/0

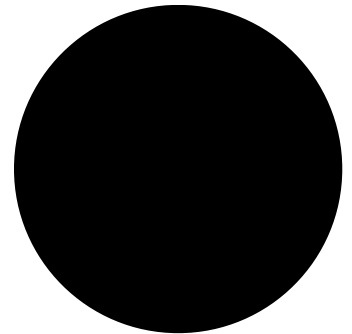
HEX
#F16900



CMYK
0/0/0/0

RGB
255/255/255

HEX
#FFFFFF



CMYK
0/0/0/100

RGB
0/0/0

HEX
#000000

Pantone Used in traditional offset printing process, this is the shade of orange that is the brightest and is preferred for print collateral. Pantone colors are not supported in CMYK-only printing processes or in RGB color reproduction

CMYK CMYK Used in traditional offset and all various other printing processes. CMYK color reproduction is limited to a multiplication of four base colors. This results in the CMYK version of orange being more muted.

RGB RGB/HEX Used in all screen based situations. Please note that every screen reproduces colors differently depending on hardware specifications.

Shading

Shading of the colors is allowed, preferably in steps of 20%. We advise the use of full 100% color values as much as possible.



Typography

Typeface

Two typefaces are used for the Invest in Holland identity:

- **Nitti Grotesk**, the official typeface of NL Branding, is used for print purposes
- **Arial** is used for digital applications

In the Invest in Holland identity we use two weights of Nitti Grotesk: Medium and Normal. Nitti Grotesk Medium is most suitable for headlines of all sizes. Nitti Grotesk Normal is used for body text.

To get access to Nitti Grotesk, contact marcom@nfia.nl.

Nitti Grotesk
Normal

Aa
abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

123456789

Nitti Grotesk
Medium

Aa
abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

123456789

Arial regular

Aa
abcdefghijklm
nopqrstuvwxyz

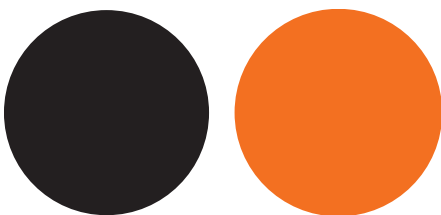
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

Arial Bold

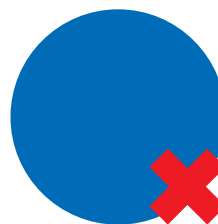
Aa
**abcdefghijklm
nopqrstuvwxyz**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789**

Colors



Use black as the primary color for all text. Use orange for text that needs extra user attention. (Use white when typing on orange or black)

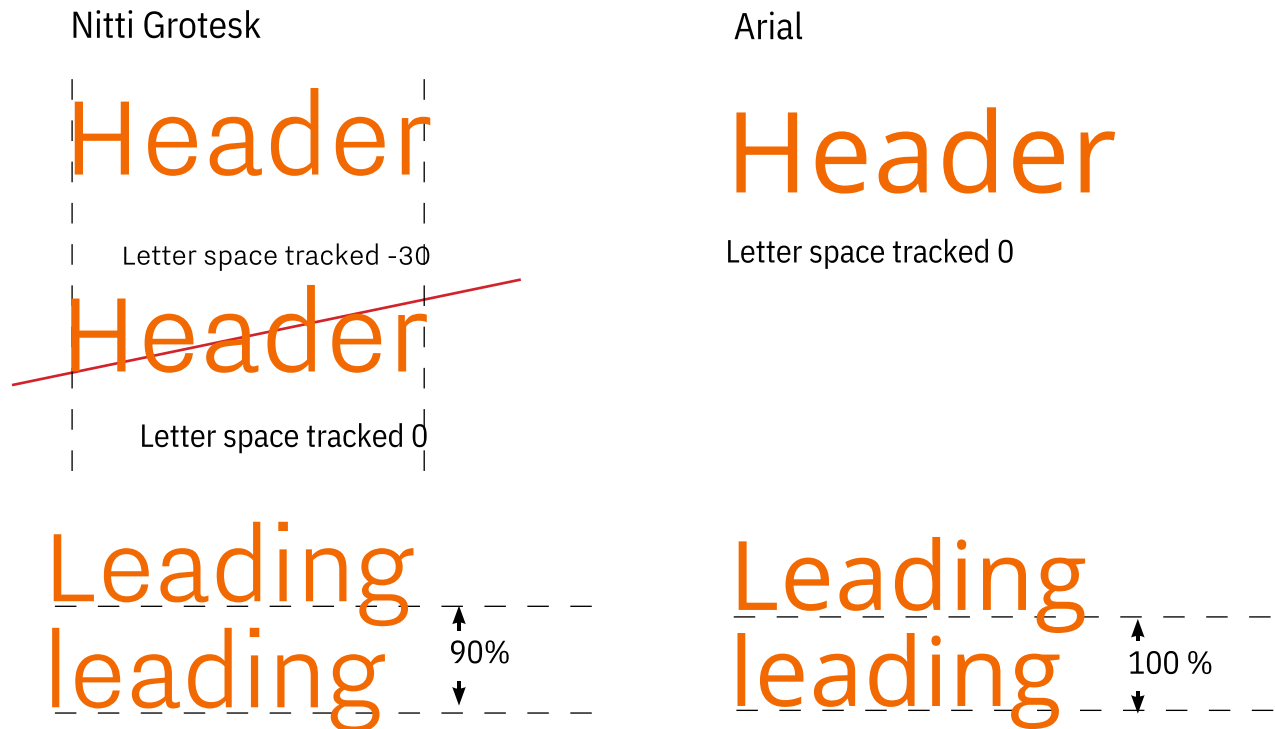


Apart from black, orange and white, no other colors are allowed for text.

Typography

Headers

Headers are in Nitti Grotesk Medium or Arial Bold, and spacing is adjusted in Nitti Grotesk to -30, but not in Arial. The starting point for Leading is 90% for Nitti Grotesk and 100% for Arial, but can be adjusted to meet the eye. Optically the header should look like one block of text.



Alignment

The typography is always left aligned. Also for headers.

Left alignment

quamus dolor autem expedit mi,
simusci repudiat as eum
experuptasCea iur, siti int
verest, untor reris maio te nia
sit rerspe

Center alignment

quamus dolor autem expedit mi,
simusci repudiat as eum
experuptasCea iur, siti int
verest, untor reris maio te nia
sit rerspe,

Justify all lines

quamus dolor autem expedit
mi, simusci repudiat as
eum experuptasCea iur, siti
int verest, untor reris maio
te nia sit rerspel

Photography

Images are an important part of the visual identity. There is a database with stock images available for use by the IiH network, which can be used in all collateral to promote the Netherlands and the NFIA. This database is the Dutch government central image library: www.mediatheekrijksoverheid.nl. Employees of the Invest in Holland network can request an account for this site. Images that are exclusive for Invest in Holland are labeled with 'NFIA'.

In addition to the national image library, it is possible to source photos from open source websites such as: www.pexels.com and pixabay.com. For advice or assistance, contact marcom@nfia.nl.

Look and feel

A good Invest in Holland image shows the following elements:

- innovation and/or innovative solution
- a professional (work-related) setting, preferably showing collaboration between people
- a Dutch touch - the Netherlands is recognizable, if possible
- the color orange in an element of the photo, if possible

The photography is friendly, optimistic and accessible, and has a simple, clear look and feel. Colors are bright and clean.

Technical specifications

- Contrast: images should be contrast rich, with depth of field and rich colors.
- In focus: images should have clear lines, crisp details, and no (unintended) blurring.
- Angles: images should have interesting angles, if possible
- Action: images can play with movement, but only when the rest of the picture is in focus.



Visual elements

Icons

The Invest in Holland housestyle is typified by the use of circles. There is a unique set of icons available to use in Invest in Holland marketing materials. Typical characteristics of the icons are bold, thick lines and slightly rounded corners.

Two versions of the icon set is available: one stand alone and one with an orange circle around them. These icons can be found in the standard Invest in Holland Powerpoint template (last slides).



Infographics

There are a number of infographics available, such as the one below, which visualizes the distance from the Netherlands to European consumer markets. These standard infographics can also be found on the Invest in Holland powerpoint template.



Design tools

There are various standard templates, formats and grids for Invest in Holland communications. These are developed and maintained by NFIA marketing & communications on behalf of the Invest in Holland network. For information or to receive the grid files, contact marcom@nfia.nl.

Templates, grids and formats

- Powerpoint template (for value propositions and other presentations). See Achilles for template and instruction manual
- A4 or US letter grids (brochures, reports, factsheets, folders)
- A5 flyer format (for events)
- roll-up banner template
- business card template
- social media visuals (see www.linkedin.com/company/netherlands-foreign-investment-agency/)
- video format, including intro and outro (see www.youtube.com/@NFIAtube)
- corporate gifts/promotional items carrying the logo



Welcome to the Netherlands

A place to accelerate your business and benefit people and the planet



**Welcome to the Netherlands:
A place to accelerate your
business and benefit people
and the planet**

[Investinholland.com](https://investinholland.com)



**The Dutch government-related Invest in
Holland network can guide you to expand
your innovative business in the
Netherlands. Let's connect!**

A4/US Letter Templates for Adobe InDesign

Grid - A modular approach

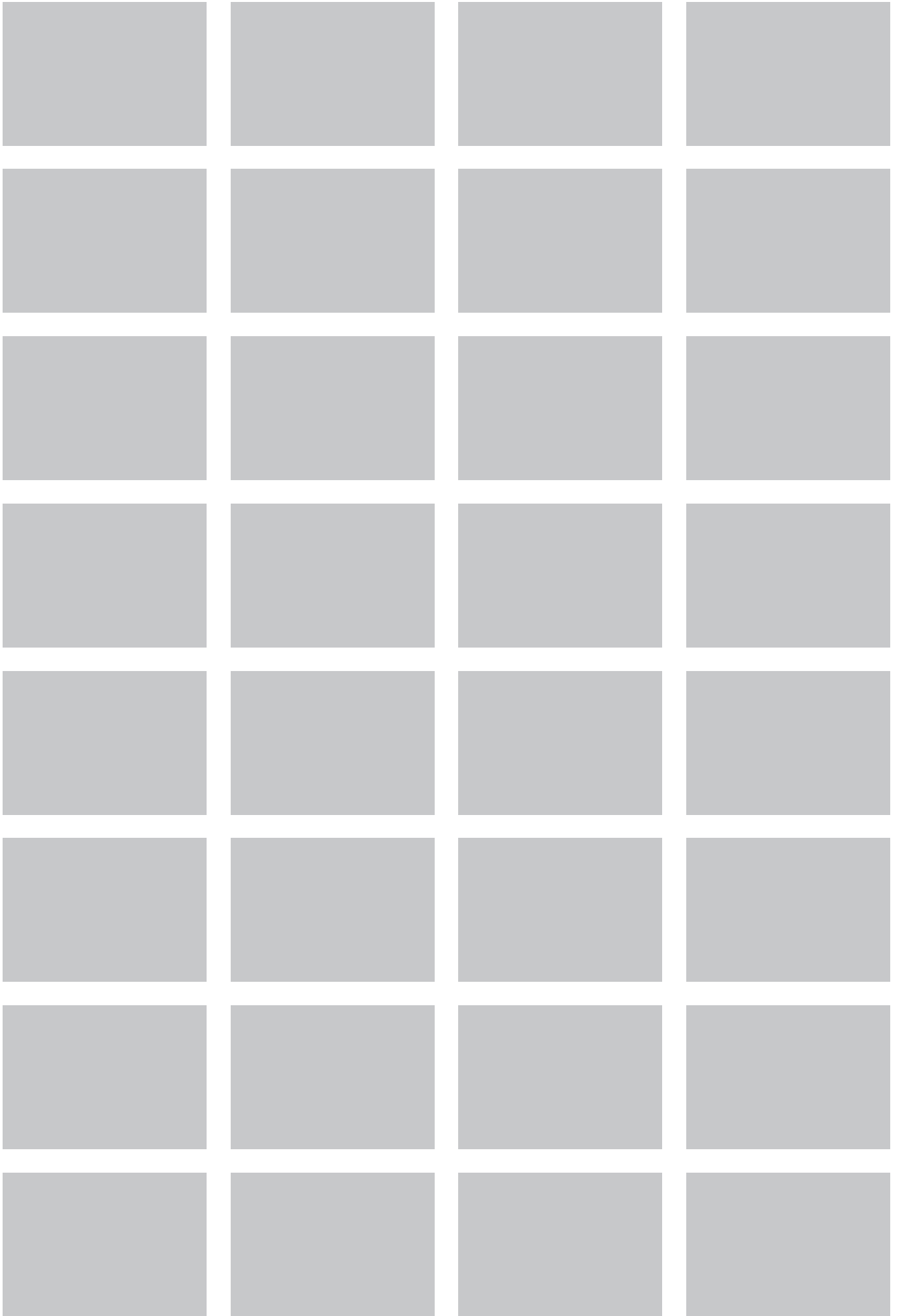
The A4 and US Letter grids are so called Swiss grids based on subdivision to create a modular way of working. The grid (set in points for more precision when creating subdivision grids) allows designers to create various different products while still maintaining a consistent look across products. The grid is subdivided in 32 blocks with one white line and column division in between the blocks. To see what that looks like, have a look at the next page (A4 example).

32 building blocks

Other than the big cover page included in the grid, page design is based on the 32-block grid. These blocks allow the designer to place pictures, text and other elements on the page where he or she sees fit as long as the elements are aligned to the 32 block grid. Below are a few examples of how that works, depicted as icons with Latin Lorem Ipsum (A4 examples).

The InDesign templates and detailed instructions for designers are available from marcom@nfia.nl





Events

The Invest in Holland network regularly participates in events where it has its own stand or where it shares a stand with another organisation(s). There are guidelines for the design of a stand that carries the Invest in Holland logo and, if necessary, the logos of regional network partners. Since most event stands are custom made, the NFIA marcom team should always be consulted for advice.

Invest in Holland stand

The Invest in Holland logo is leading. Preferably, the logos of the participating regional partners are not shown. In some cases, when the participating regional partners have determined they need to be clearly identifiable at the event, the following approach is used. The Invest in Holland logo is shown above, with underneath it first the words 'Powered by' and below that the logos of the partners.

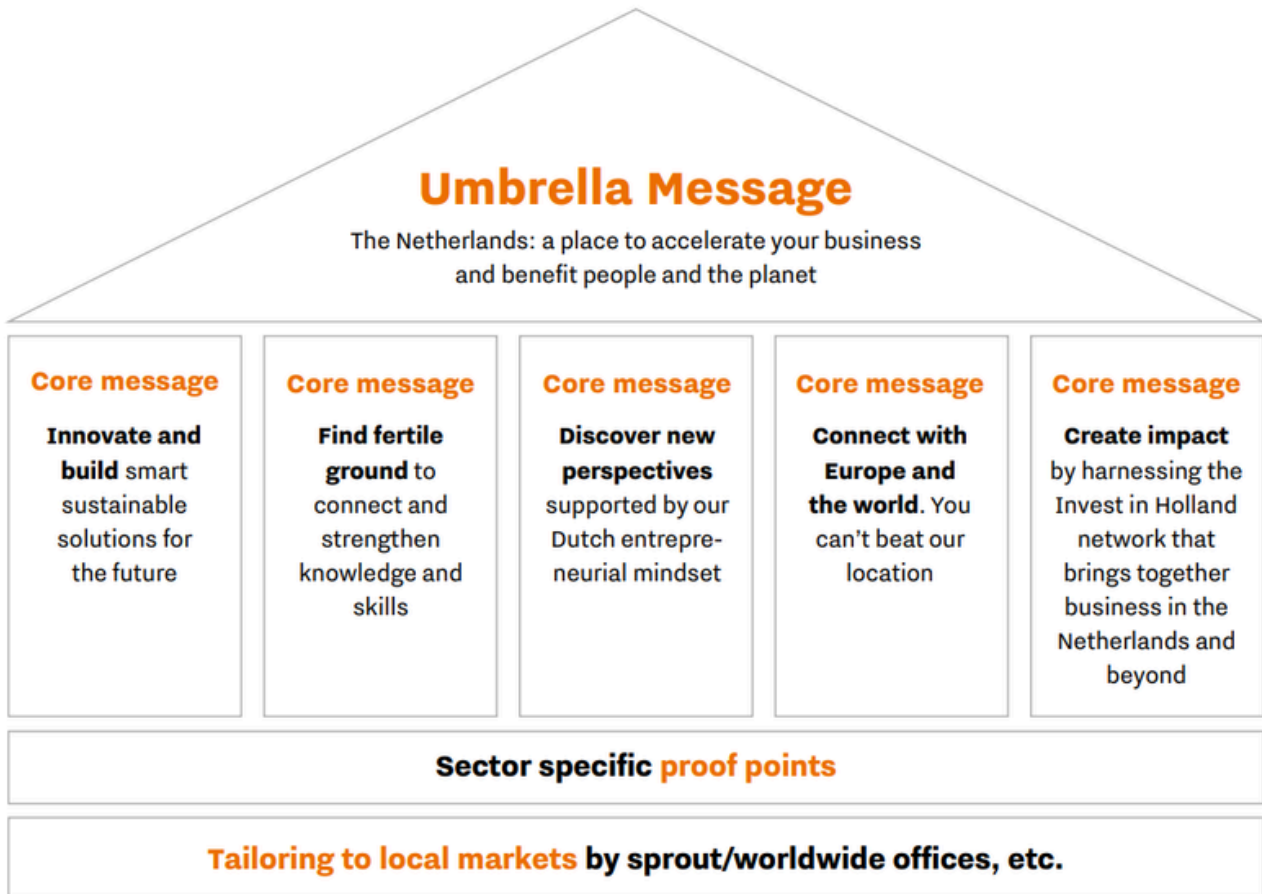
NL Pavilion in which Invest in Holland is a participant

Invest in Holland often participates in events where the Netherlands' government has a large stand on behalf of several participants, e.g. trade, innovation, and invest. In this case, the NL Branding is the leading sender and style. Invest in Holland can show its logo on its part of the stand, e.g. wall or counter. Since Invest in Holland uses the same color orange and typography as the NL Brand, this combination works effectively. Please note that NFIA marcom liaises closely with NL Branding for these type of stands.



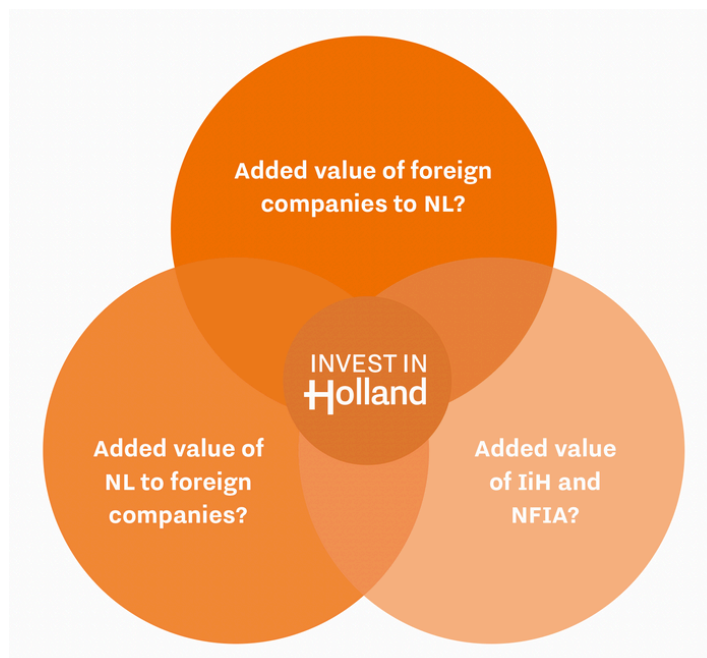
Messaging

Similar to our visual style, we also have a key messages for texts for Invest in Holland communications targeted at the business audience. This core message represents our promise and the supporting arguments:



Strategic focus of our messaging

In our messaging we always strive to include three perspectives:



Messaging

Tone of voice

We target our audience in a professional setting, and address them accordingly. The tone is accessible, informative and promotional. In line with Dutch nature, the language is straightforward and clear. Because our texts are often translated, we try to avoid jargon and play-on-words.

English

We use American English as our standard for spelling and grammar, as this is the most commonly used English for international business.

One-pagers (key narratives) for core message and focus sectors

There is one-page storyline for our core umbrella message for the business audience.

In addition, there are key narratives for each of the sectors that Invest in Holland focuses on.

These standard texts serve as guidelines for communications about these topics, e.g. to write your own texts or to brief copywriters.

The key narratives are available via NFIA marcom: marcom@nfia.nl



Support

The NFIA marketing & communications team gives advice, provides tools (such as typeface, grids and photos) and does final checks on the application of the Invest in Holland brand, including event stands, bidbooks, videos, etc. If you are developing materials that carry the Invest in Holland brand, including storylines, please check with NFIA marcom - they are ready to help.

Contact: marcom@nfia.nl

