

Study in Holland branding manual – Nuffic

Update 5th July 2010

Fine-tuning the Study in Holland logo

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1. Logo and tagline



Logo with tagline

The new Study in Holland logo is a visual depiction of the quality of Dutch higher education in an international setting. The combination of symbols incorporated in the logo represents the diversity and openness of Dutch culture. They stand for research, innovation and advancement combined with some typically Dutch icons. These have been incorporated in a stylized banner, a shape that once again emphasizes the mark of expertise and quality.

The logo is a rhombus and is oriented at 45 degrees, which alludes to being self-confident, modern and innovative. It is an eye-catching design among those of the other players in the international higher education sector. The sans serif typeface is unfussy and contemporary.

The tagline 'Open to international minds' indicates that the Netherlands is open to international minds both literally and figuratively, in other words to international students. They are welcome; there is openness in education, in our style of teaching as well as our culture.

The logo version with the tagline is intended for use in situations where the large format logo (100% or larger) can be applied.



Logo without the tagline

The logo, word mark and tagline stand in fixed proportion to each other.

The logo version without the tagline is intended for use in situations where the logo can be reduced (75% or smaller).

1.2 Logo exclusion zone

There is an exclusion zone around the logo that must be kept clear. The logo may not be positioned immediately alongside the edge of a brochure or webpage, for example. Similarly, other logos or images may not be positioned immediately alongside the logo.

Logo exclusion zone of five millimetres (green zone)



Examples



1.3 Logo formats

(printed and digital media)

What logo formats are permitted?

The format of the file supplied is 100% (58 x 58mm) when opened. This should always serve as the basis for enlarging or reducing the logo. We always use the 100% format for printed media. The logo version without the tagline is intended for use in situations where the logo is reduced (to 75% or smaller).

If a logo less than 50% of the total size is used, readability will be affected. This is not permitted.



Examples of incorrect use

- The position of the icons is fixed and may not be changed.
- It is not permitted to use any other typeface for the logo.
- The icons form a fixed part of the Study in Holland logo and may never be left out or used individually.
- The logo may not be turned.
- It is not permitted to change the colours of the logo



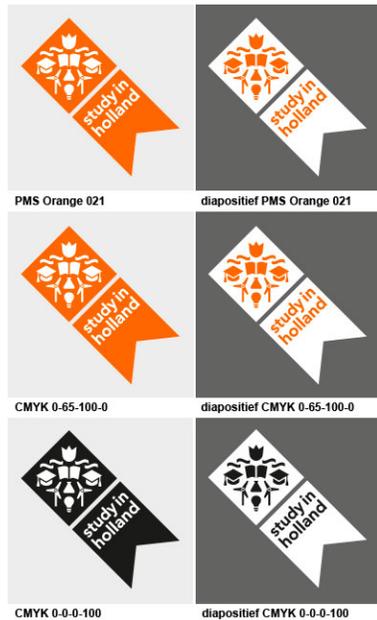
2. Use in printed media / Colour

What are the guidelines for using different colour variations for the logo?

The guidelines for using different colour variations apply to the logo with and without the tagline.

The orange logo (PMS or full colour) is always preferred above the reversed out version. Only use the reversed out version if the positive logo would result in insufficient contrast with the background.

Use the full colour logo, only if PMS Orange 021 is not available. If both PMS Orange 021 and full colour are not available, the black and white logo may be used.



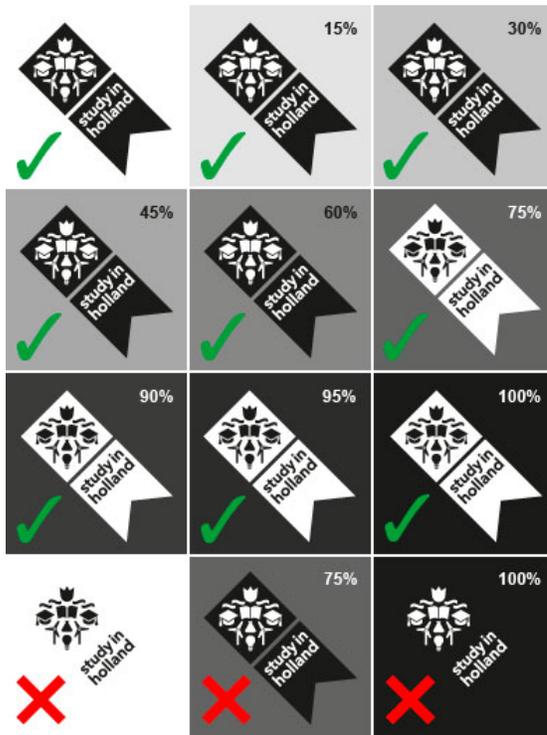
Contrast with the background

Please always take into consideration that there must be sufficient contrast with the background at all times. The logo must always be clearly readable.

Examples (coloured logo on a background colour)



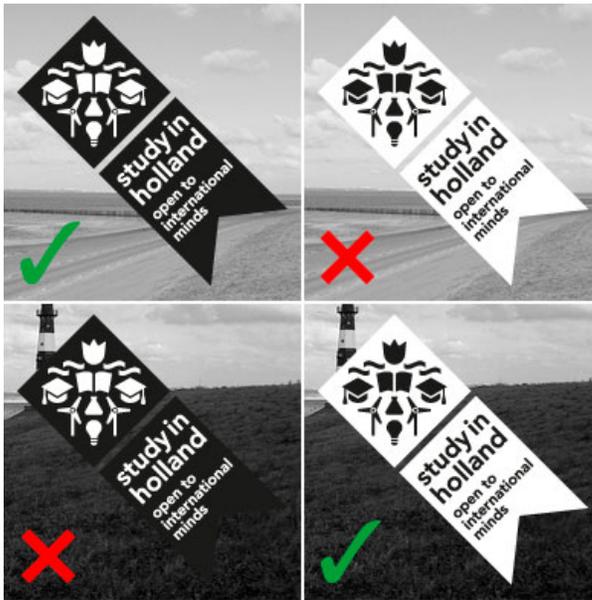
Examples (black and white logo on a background)



Examples (coloured logo on a photo)



Examples (black and white logo on a photo)



3. Use in digital media / Colour

What are the guidelines for using different colour variations for the logo?

The guidelines for using different colour variations apply to the logo with and without the tagline.

Use the RGB logo for digital applications. The orange logo is always preferred above the reversed out version. Only use the reversed out version if the positive logo would result in insufficient contrast with the background.



RGB 255-102-0



diapositief RGB 255-102-0

Contrast with the background

Please always take into consideration that in all cases there must be sufficient contrast with the background. The logo must always be clearly readable.

Examples (logo on a background colour)



Examples (logo on a background colour)



4. Printed media / Illustrative applications

The illustrative application offers an alternative to the ordinary application and enhances the visibility of the logo. The suitability of this application should be judged on a case by case basis.

Examples



5. Digital media / Illustrative applications



Examples



6. Use by third parties

As the new branding logo stands for high quality education in an international setting, it is preferable that the logo is used by institutions that operate according to these values.

In Holland therefore, only Dutch higher education institutions that have signed the Code of Conduct may use the logo on their own promotional materials. For those institutions that have not yet signed the Code of Conduct, this is hopefully an encouragement to sign the Code as well.

What to do when an organization contacts you for the logo?

Your response depends on what kind of organization it is, and what they want to use the logo for. It is therefore always good to think about this before you send them the logo and manual.

To help you out, we have made a summary of several types of organizations, and what entitlement they have to use the logo:

- Dutch higher education institutions

The brand can be used by higher education institutions who are accredited by the Netherlands-Flemish Accreditation Organization (NVAO). They must also have signed up to the Code of Conduct, which is a set of minimum standards for the teaching and care provided to international students in the Netherlands. Institutions that wish to use the brand, can register online at www.nuffic.nl/branding Within several days, they will receive their log-in codes and will then be able to download the logos online for their own purposes.

- HEIs that have not signed the CoC or institutions abroad

Other Dutch institutions that have not signed the Code of Conduct may not use the branding logo. If an institution outside the Netherlands would like to use the logo, they should contact Ellen Ruifrok or Shirley van Maren to check whether they are eligible to use the logo.

- Dutch Embassies, consulates or Dutch Institutes

There will be specific promotional material made for these intermediary organizations, but in the meantime you may send them the logo and manual when they ask for it. After all, they promote Dutch higher education on behalf of the Dutch government.

- Agents

It is not recommended that commercial parties, such as agents, use the branding logo. They are not supported by the Dutch government. So please be careful when agents contact you for the branding logo. Only agents who have contracts with Nuffic, for example, may use the logo. In all other cases, they may not. If you are in doubt, contact Ellen Ruifrok or Shirley van Maren.

- Other parties

There might be situations in which other parties will ask for the logo, to use it on their own materials. Please contact Ellen Ruifrok or Shirley van Maren to check whether they are eligible to use the logo.

- Finally

In order to keep track of organizations using the logo, please note down the details of any organizations you give the logo to. This way, we can gain a clear picture of who requires the logo.

7. Available downloads

(No changes: See online branding manual at www.nuffic.nl/branding)

8. Guidelines for logo line-ups

Where should the logo be placed in between other logos?

The Study in Holland logo can obviously also be placed next to other logos in a logo line-up. It is important that the logo remains readable when using the logo in this context. The logo may therefore not be reduced to less than 50% (84 x 84 pixels; see example).

Example:



9. Guidelines for banner displays

How should the logo be applied on a banner display?

The logo may also be applied on flags and banners. Since the logo format used for a banner will be large, the logo with a tagline will also be clearly readable. You should therefore use the logo with the tagline. Based on a format of 80 x 200cm, we would recommend applying a minimum logo size of 25 x 25cm. The logo may not be turned or applied differently and there must be sufficient contrast with the background.

Colour

The guidelines for applying different colour variations described under 'Use in printed media/Colour' also apply to banners.

Examples showing a background photo



Examples showing a background colour



10. Using the logo on a fair booth

How should the three-dimensional logo be applied?

When applying the 3D logo, it is desirable that both sides of the logo remain readable. A file has therefore been created with the typeface reversed on the reverse side so that the logo continues to be readable.

Colour

A 3D object or a light box displaying the logo may only be produced in orange. A RAL colour must therefore be selected that matches PMS Pantone Orange 021 to the best possible extent.

Note: These files are only intended for 3D applications! Please do not use the reversed logo for two-dimensional applications.

THESE FILES ARE NOT OFFERED IN THE MANUAL, BUT COULD BE DELIVERED ON REQUEST.