Health~Holland Brand Guide

Health~Holland

Shared Challenges, Smart Solutions

Cooperation

As part of the internationalisation strategy of the Dutch Top Sector Life Sciences & Health (LSH) a sector specific branding (Health-Holland) in line with the general Holland Branding is developed. This supports the abroad image of the Netherlands. The Health-Holland brand is developed in cooperation with the Life Sciences & Health sector and together with the Ministries of Economic Affairs and Climate Policy, Public Health, Welfare and Sports, Foreign Affairs and the Netherlands Enterprise Agency that is responsible for the general national Netherlands branding.

Visual Identity

The wording should be combined with the Netherlands branding at all times. The proportion between the wording and the logo are set. This means that the Health-Holland logo will never be implemented larger or smaller than the Netherlands branding.

The Health-Holland logo has two variants: one logo with the pay off 'Shared Challenges, Smart Solutions' and one variant without this pay off. Preferably the logo with pay off is used. However, when the display of the logo is too small to guarantee the readability of the pay off, the variant without pay off should be used.

When using the logo with pay off, the width of the logo should be at least 100 mm. When the display of the logo is smaller than 100 mm, the logo without pay off should be used.

Logo appearances

Regard indicated whiting

The white space around the logo is as wide as the thickness of the stem of the letter 'n' as indicated below.

Minimal measures without pay-off

- ~ **Wording in capital and small letters:** 'Health' in Vista sans OT bold, '~" in Vista sans OT regular and 'Holland' in Vista sans OT book
- ~ **Pay off in capital letters:** 'SHARED CHALLENGES, SMART SOLUTIONS', in Vista sans OT regular.

Location

- ~ **Placement of the logo as footer:** preferably lower right, otherwise lower left, never centred.
- ~ **Placement of the logo as header:** preferably upper right, otherwise upper left, never centred.
- ~ When placing the logo over the full width, the minimal indicated whiting is used on both the left and right side of the logo. Depending on the placement as header or footer, the minimal upper and/or lower whiting is regarded.

Use of colour

The logo has one colour: orange. Next to its own PMS, orange also has building/full colour values.

Next to the colour of the logo, a standard text colour has been made.

PMS values are used in business print. For other full-colour printing CMYK building values are used.

RGB values are used for digital work.

HEX values are used for the website.

Black and white are used for black and white printing and for digital work where the Health-Holland colours cannot be used.

The use of colours other than stated in this Brande Guide is not allowed without permission of Health-Holland.

**Main colour
Orange**
PMS 21
CMYK 0/70/100/0
RGB 255/111/0
HEX #FF6F00

**Supporting colour
Grey**
PMS Cool Grey 9
CMYK 0/0/0/66
RGB 113/114/111
HEX #717276

**Supporting colour
Teal**
PMS 321
CMYK 77/0/31/7
RGB 2/158/161
HEX #029EA1

Typography

For Health-Holland communications two Holland Branding fonts are used: Holland Sans and Holland serif. Through a login both fonts can be downloaded via **www.hollandtoolkit.com**.

Only for digital use (web and powerpoint) and internal communication Arial (alternative Holland sans) and Georgia (alternative Holland serif) can be used.

The use of other typography than stated here has to be discussed with Health-Holland.

Holland sans regular
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Holland sans bold
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ**