

LOGO GUIDELINES

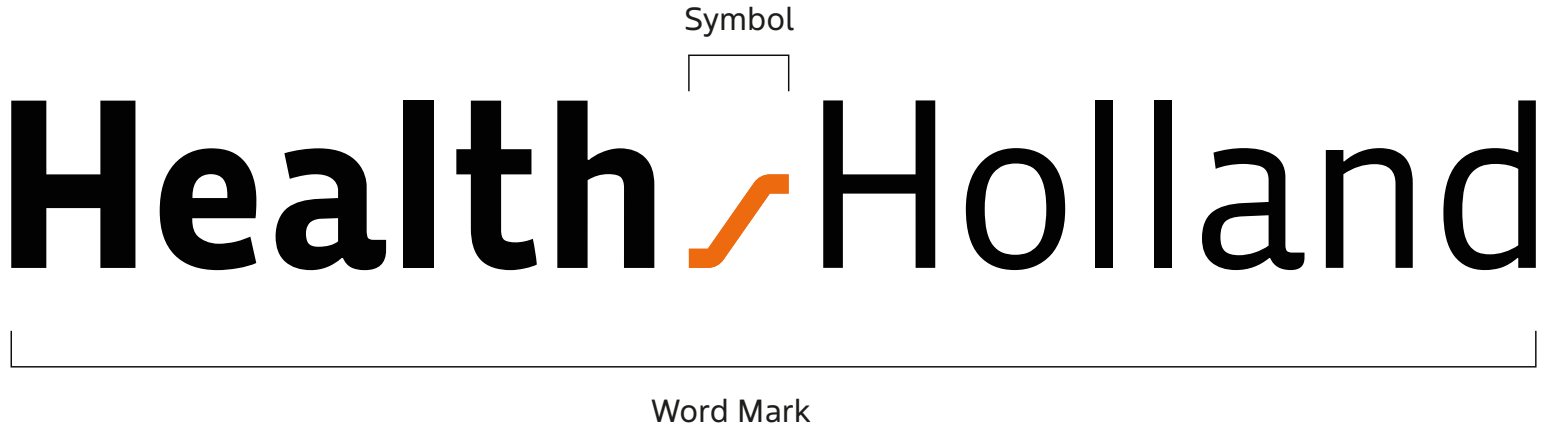
Please note:

Since 2026, we have been using the new logo and writing “Health Holland” without the tilde (~).

The logo is our most important visual element and should always be the first choice for representing our brand. We will discuss the components of the logo, the available variations, and the guidelines for its proper use.

LOGO

The logo consists of a symbol and a wordmark, which together form key expressions of our brand identity. Consistent use is crucial to strengthening our brand's power and maintaining immediate recognition of who we are and what we stand for. The logo, symbol, and wordmark must never be altered, modified, or redrawn.



SYMBOL

Our symbol is the bridge.
It represents the connections
and collaboration that Health
Holland fosters between science,
entrepreneurship, policy, and
society. In the logo, it also serves
as the connecting element
between the words “Health” and
“Holland.”.



BASIC PRINCIPLE

Always use the horizontal logo (full color) as your first choice. This is our standard logo. Black text + orange bridge Use this in all regular communications (presentations, documents, website, etc.).

USAGE BY BACKGROUND

White or light background

Use the standard horizontal logo (black + orange)

Dark or colored background

Use the inverted logo (white + orange). Use the all-white logo if the orange lacks sufficient contrast.

Black-and-white print materials:

Use the all-black logo exclusively for black-and-white prints.

Design choice:

The orange logo may be used when it visually enhances the design.

Health Holland

Health Holland

Health Holland

Health Holland

Health Holland

Health Holland

HORIZONTAL VS. STACKED LOGO

Horizontal logo (default)

Always use this unless it really doesn't fit.

- Use it when:
- There is sufficient horizontal space
 - The logo is part of a professional or content-related communication
 - In documents, presentations, websites, and reports

Rule of thumb

Not sure? Go with the horizontal logo

Stacked logo (compact version)

Use this only if the horizontal logo does not fit.

- Use when
- The space is square or narrow
 - The logo is displayed in a small size
 - The readability of the horizontal logo is compromised

Typical uses

- Social media visuals,
- promotional items/merchandise,
- narrow layouts or blocks

Rule of thumb

Stacked is the solution to space problems, not the standard.

LOGO MARK (ICON)

The logo mark is a supplementary element, not a replacement for the logo.

- When to use:
- Only in situations where brand recognition already exists
 - Social media profile photos
 - Favicons (browser icons)
 - App icons / mobile buttons
 - Small branding on merchandise

- Do not use:
- In combination with other logos (e.g., partners, consortia)
 - In official communications (reports, policy documents)
 - As the sole logo in new or formal contexts

Important

The Mark logo only works if people are already familiar with Health Holland.

GENERAL RULES

- Never use multiple logo variations in a single communication.
- Always ensure there is sufficient white space around the logo.
- Do not distort, rotate, or modify the logo.
- Always place the logo on a plain background.
- Always prioritize maximum readability and contrast.

QUICK SELECTION GUIDE

Do I have enough space? → Horizontal logo
Is the space small or square? → Stacked logo
Is it very small (icon)? → Logo mark
Dark background? → White/inverted logo

LOGO VARIATIONS

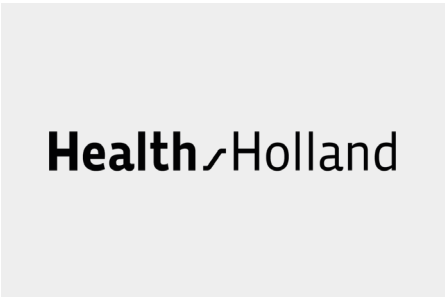
There are several variations of the logo. Depending on the situation, contrast, and available space, the appropriate version can be used. This ensures that the logo remains effective and recognizable in every application.



Horizontal logo - Full color



Horizontal logo - Inverted



Horizontal logo - Black



Horizontal logo - White



Stacked logo - Full color



Stacked logo - Inverted



Stacked logo - Black



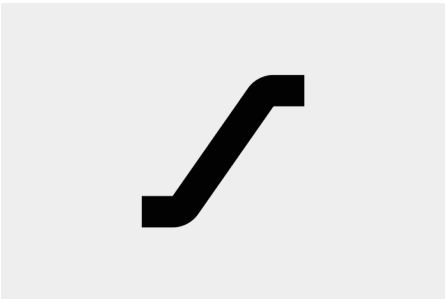
Stacked logo - White



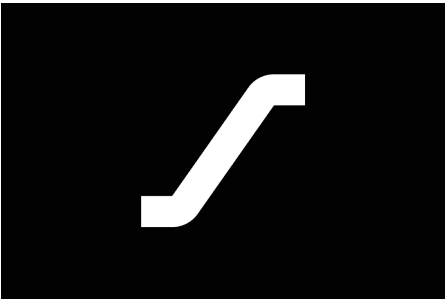
Logo Mark - Full color



Logo Mark - Inverted



Logo Mark - Black



Logo Mark - White

LOGO USAGE

It is important that the logo be used in accordance with our guidelines. Apart from the logo variations, it must not be altered in any way, whether in shape or color.

Here are a few examples.



Het logo mag op geen enkele manier worden uitgerekt of vervormd.



Het beeldmerk en woordmerk mogen niet in verhouding aangepast worden.



Gebruik de juiste logo variant voor de juiste achtergrond zodat het goed zichtbaar blijft.



Het symbool mag niet op een andere plek worden geplaatst