

Health Holland International Brand Guidelines Book



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01.

About international

At Health Holland, we build international strategic partnerships that connect research, innovation, and trade. By leveraging our international network, connecting partners, and positioning our sector abroad, we work toward strengthening the earning capacity of the Dutch Life Sciences & Health sector.

In our international activities, Health Holland represents the Netherlands in close alignment with NL Branding. As a result, the international visual identity differs slightly from the general Health Holland brand, while remaining clearly connected to the overall brand.

“Health Holland strives to position the Netherlands globally as a leading and reliable partner in life sciences & health.”

02.

Logo Guidelines

Two logo's

(1) NL branding: always aligned to the left
(2) Health Holland without always aligned to the right Health Holland remains the same size as with the NL logo in front of it.

The white logo's

The white logos serve as an alternative and are intended for use when there is little contrast with the background. Always consider the orange logo first.

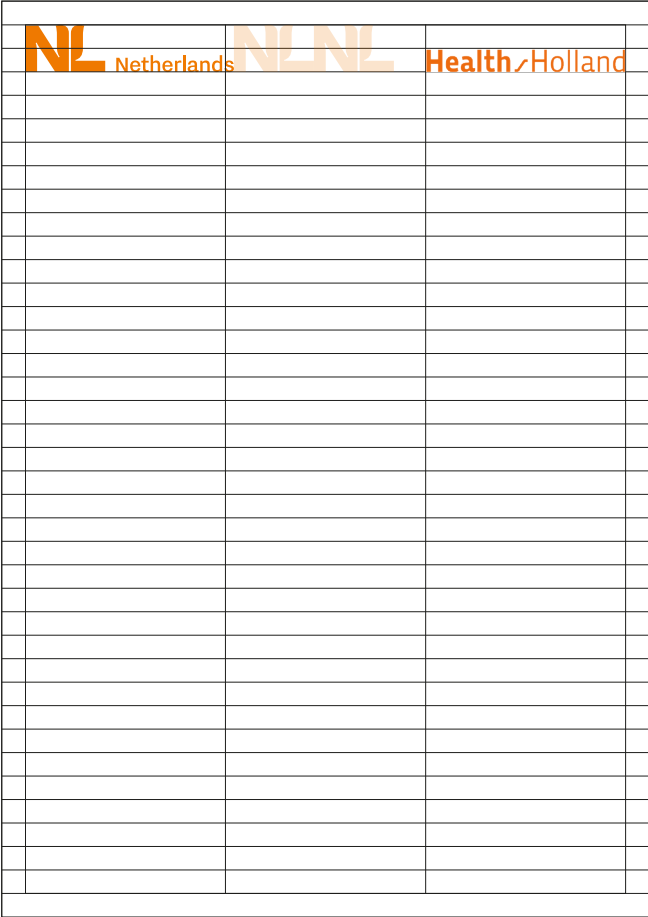


Portrait - NL 39 grid

Health Holland logo - width of 1 column

Always use the original NL-logo, don't use other combinations

Minimal distance between NL and HH logo is 2X NL

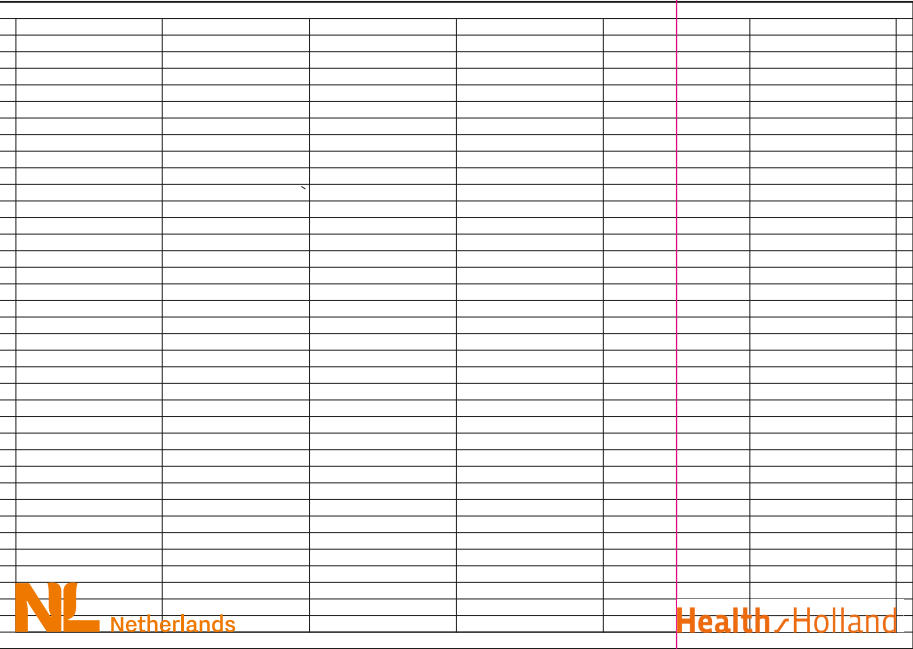


See NL brandguide for more information about this grid

Landscape - NL 39 grid

Health Holland logo - width of 1,5 column

Always use the original NL-logo, don't use other combinations



See NL brandguide for more information about this grid

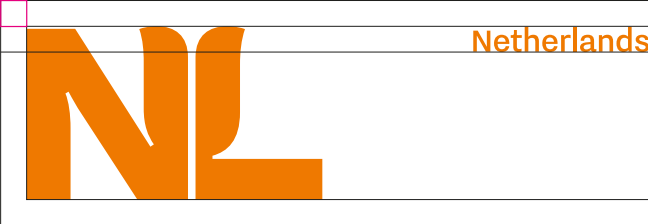
Stand with multiple sides - high walls

The margin around is more flexibel. There's no need to use the 39-grid here, otherwise the margin is getting to thin.

With multiple sides, the NL and HH logos are placed on seperate sides.

Use the margin around as your grid for the logo height en width.

Size of the NL-symbol is variable (but not wider than half of the wall), 'Netherlands' is always 1X line height.



Health Holland logo is always 2X line height



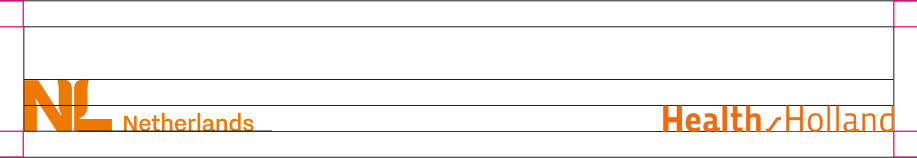
Stand with wide wall

The margin around is more flexibel. There's no need to use the 39-grid here, otherwise the margin is getting to thin.

Use the margin around as your grid for the logo height and width.

Size of original NL-logo is 2X line height

Size of Health Holland logo is 1X line height

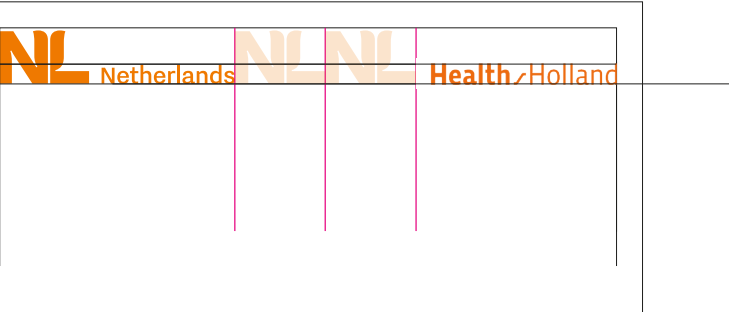


Stand with one side - thin wall

The margin around is more flexibel. There's no need to use the 39-grid here, otherwise the margin is getting to thin.

Always place the logos at the top. Distance between NL and HH logo is 2X NL symbol.

Height of HH logo is same height as 'Netherlands'.



AaBbCc

Main Font: NL Nitti Grotesk Normal
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AaBbCc

Main Font: NL Nitti Grotesk Medium
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AaBbCc

Secondary font (when Nitti Grotesk isn't working)
Arial Regular
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Normal

The family is characterized by its excellent legibility both in print and on the web. NL Nitti Grotesk Medium is most suitable for headlines of all sizes, but it does well in a variety of text lengths as well. NL Nitti Grotesk Normal is used for bodytext.

Medium

The family is characterized by its excellent legibility both in print and on the web. NL Nitti Grotesk Medium is most suitable for headlines of all sizes, but it does well in a variety of text lengths as well. NL Nitti Grotesk Normal is used for bodytext.



Please note: This image features the previous Health Holland logo. As of 2026, Health Holland uses the new logo.

04.

Color guidelines

Color = recognition, emotion, and brand anchoring. Alongside logos and typography, color is one of the most powerful visual carriers of a brand. It is often the first thing people remember, the quickest thing they recognize, and the strongest thing that subconsciously influences how a brand is perceived. Especially in an overcrowded flow of information (web, social media, events), a single color can make all the difference in visibility and brand association. For Health Holland, orange is always the primary color. Orange also remains the foundation of our visual identity in international communications. To support this, we also use a secondary color: purple. This color is used exclusively in supporting elements such as banners and graphic accents. This allows us to maintain the recognizability of orange, while at the same time creating space for visual enrichment and international alignment within our communications. Global purple is the color that represents “international.”

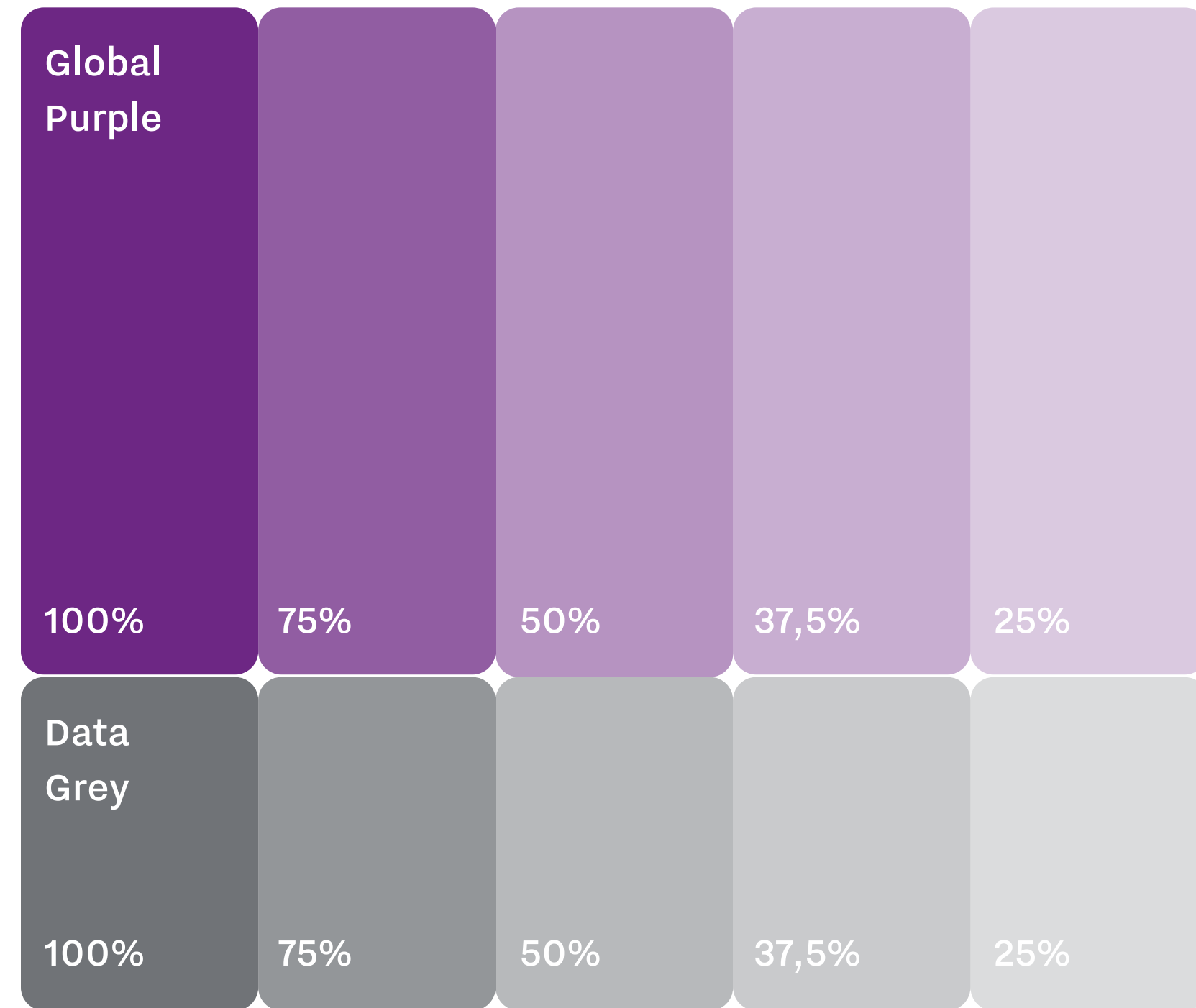
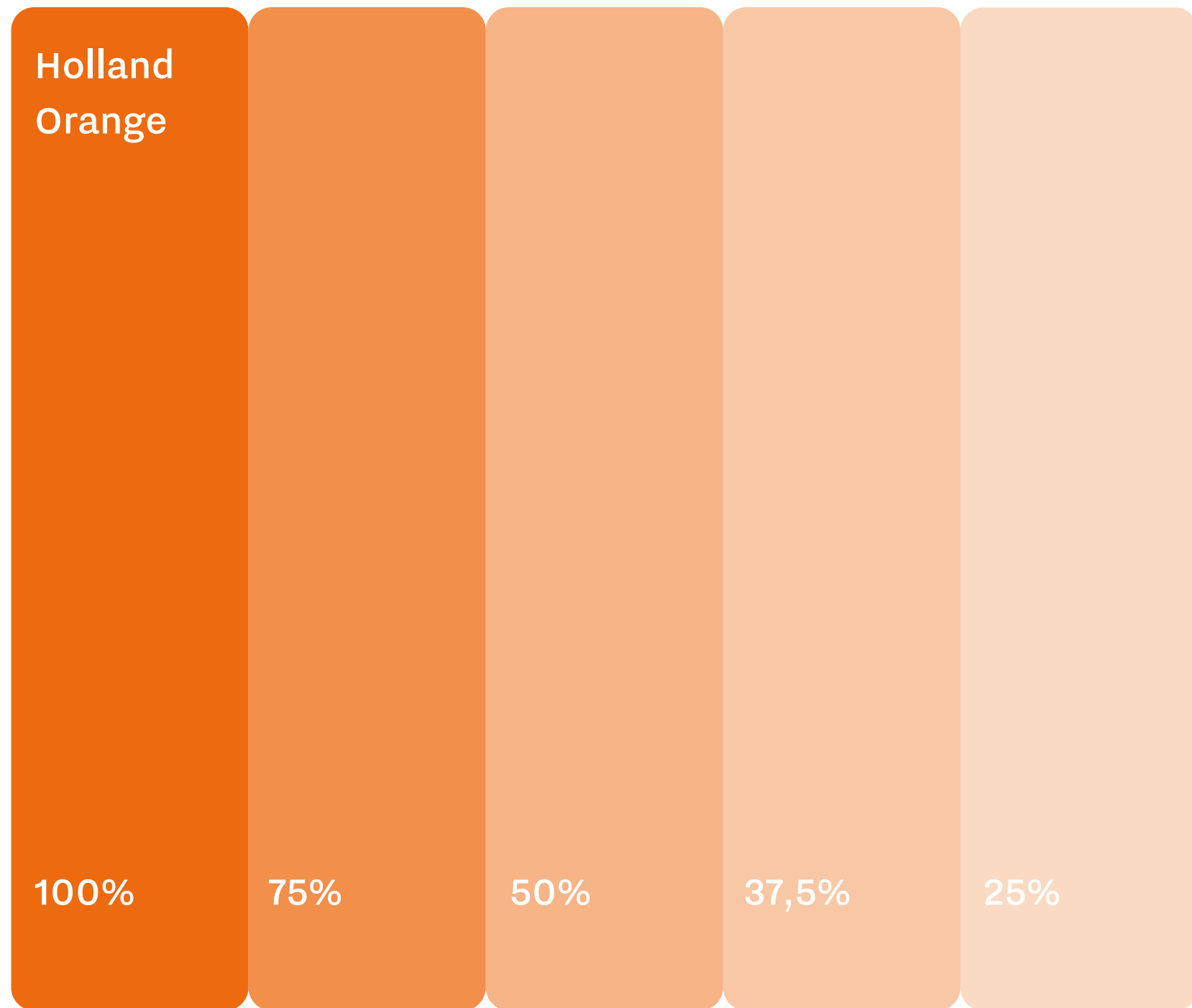
Applications per channel

Printing (CMYK)

- Use only CMYK 0/69/99/0 (Holland Orange), CMYK 78/14/39/1 (Inno Teal), CYMK 66/0/24/ (Lab Blue) and CMYK 55/43/40/66 (Data Grey)
- CMYK-values for print applications

PowerPoint/Office

- Background: Lumen White (of Data Grey < 25% light gray)
- Titles: Holland Orange
- Body text: Data Grey
- Graphs: Holland Orange + Global Purple for bright accents



Holland Orange

CMYK 0/70/100/0

RGB 241/105/0

HEX #F16900

Global Purpel

CMYK 40/90/0/0

RGB 120/0/150

HEX #780096

Data Grey

CMYK 0/0/0/66

RGB 113/114/118

HEX #717276

Lumen White

CMYK 0/0/0/0

RGB 255/255/255

HEX #ffffff

Color & text

When using text on colored backgrounds, it is important to ensure good readability and contrast ratios. The image shows combinations of text and background colors that work and those that do not.

Avoid color combinations with insufficient contrast (such as Holland Orange on Global Purple), and choose combinations that are clear and accessible, such as Lumen White on Global Purple or Data Grey on Lab Blue. In addition, the design of text areas is crucial (see pp. 28 & 29). Ensure that the text is in rounded areas, with sufficient white space around the letters.

This increases readability and ensures a modern and consistent look within the corporate identity. Please note: With a font size smaller than 12 pt, it is not advisable to place white text on a colored background. Always check readability with a proof.

	Holland Orange	Global Purple	Lumen White	Data Grey
Holland Orange	✗ ✗ Aa ✗			
Global Purple	✗ ✗ Aa ✗			
Lumen White	Aa	Aa	✗	Aa
Data Grey	✗ ✗ Aa ✗			

05.

Image library

5.1

Image library:
Forms

Open,
Impact-oriented,
Connecting
& Pioneering

Use of (text) areas in design

In visual communication, (text) areas play an important role in structuring and emphasizing information. Areas can be used to visually distinguish elements such as buttons, text blocks, or calls to action from the rest of the design. Think of orange banners, purple frames, or blocks with QR codes as used in the Health Holland flyer.

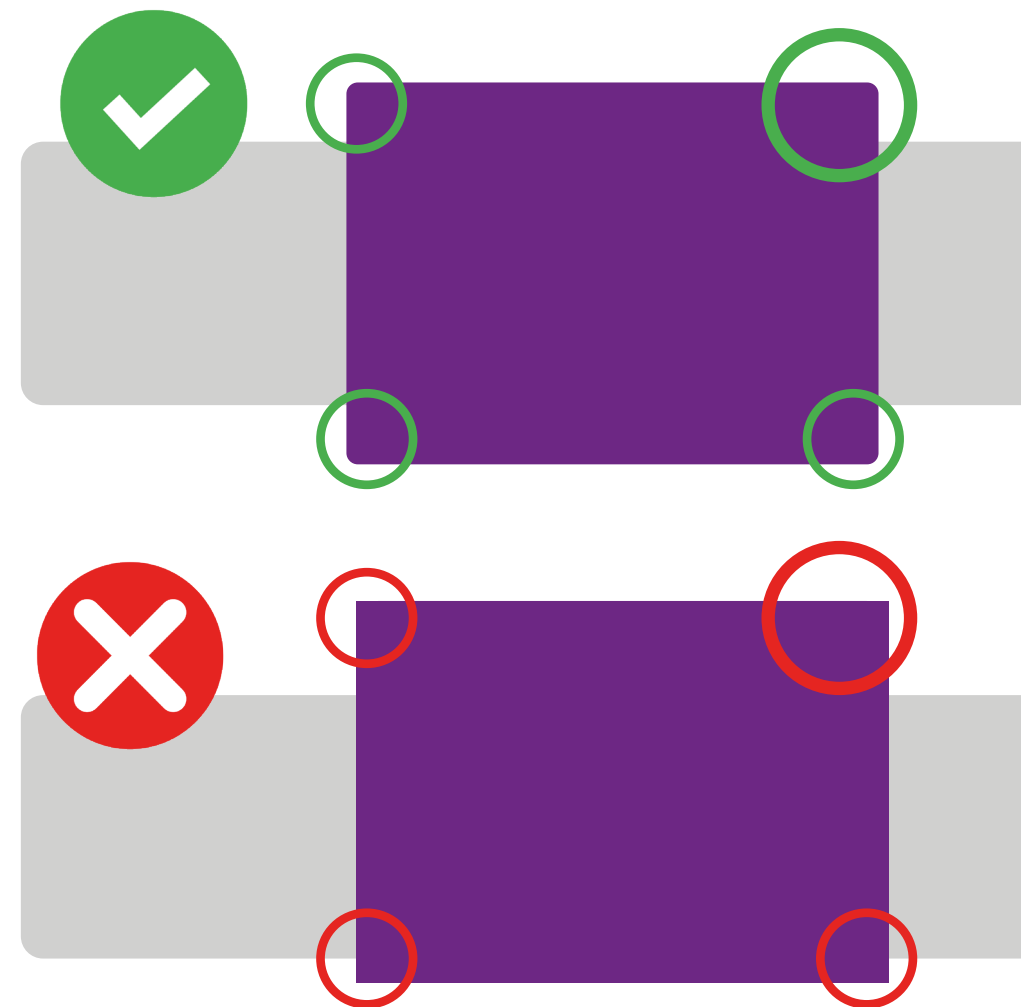
To maintain an accessible, friendly, and open look, it is important that these areas have rounded corners. Straight or sharp corners can quickly feel businesslike or strict. Choosing rounded shapes creates more visual softness, which invites interaction and increases readability.

In addition, ensure sufficient white space around these areas so that the content can “breathe” and the design remains clear. The combination of color use, rounded corners, and strategic placement contributes to an open and professional look that is consistent with modern communication styles.

Radius of the corners:

Adobe – InDesign/Illustrator – border radius of 1,5 mm

Canva – border radius of 4 px





5.2

Image library: Photography

Images set the emotional tone for our brand. They show who we are, what we stand for, and how approachable we want to be. For Health Holland, warmth is key: we want to show that we're people-focused, approachable, and connected—both to the field and to society.

That's why we choose images that radiate warmth, authenticity, and cooperation.

Event Fotografie



Visual style: what we want to show

- Open and authentic: real people, in real places, with real interaction
- Active and people-oriented: collaborations, conversations, events, practical environments
- Narrative and warm: images that tell a story about a situation or relationship, not abstractions
- Carefully chosen colors: warm tones and natural lighting are preferred over cold or cool edited images

For events, we use photography from our own company as much as possible. At www.pinterest.com/chantallankhof, there is an up-to-date image archive that anyone can consult for inspiration.

What to avoid

- Stock photos without people or with unnatural poses
- Abstract technology without context
- Images with cool colors, gray areas, or bluish tones
- Images that are too static: we want dynamism and proximity
-

Examples and image library

Approved examples can be found in our visual guides and on:
Pinterest Health Holland – Event & Stock photos

Please note: when using external stock photos, always assess whether they:

- Align with our core values (Impact-driven, Pioneering, Connecting & Open)
- Visually match the rest of the brand design
- Do not have watermarks or a commercial feel



Internationaal Stockfoto's

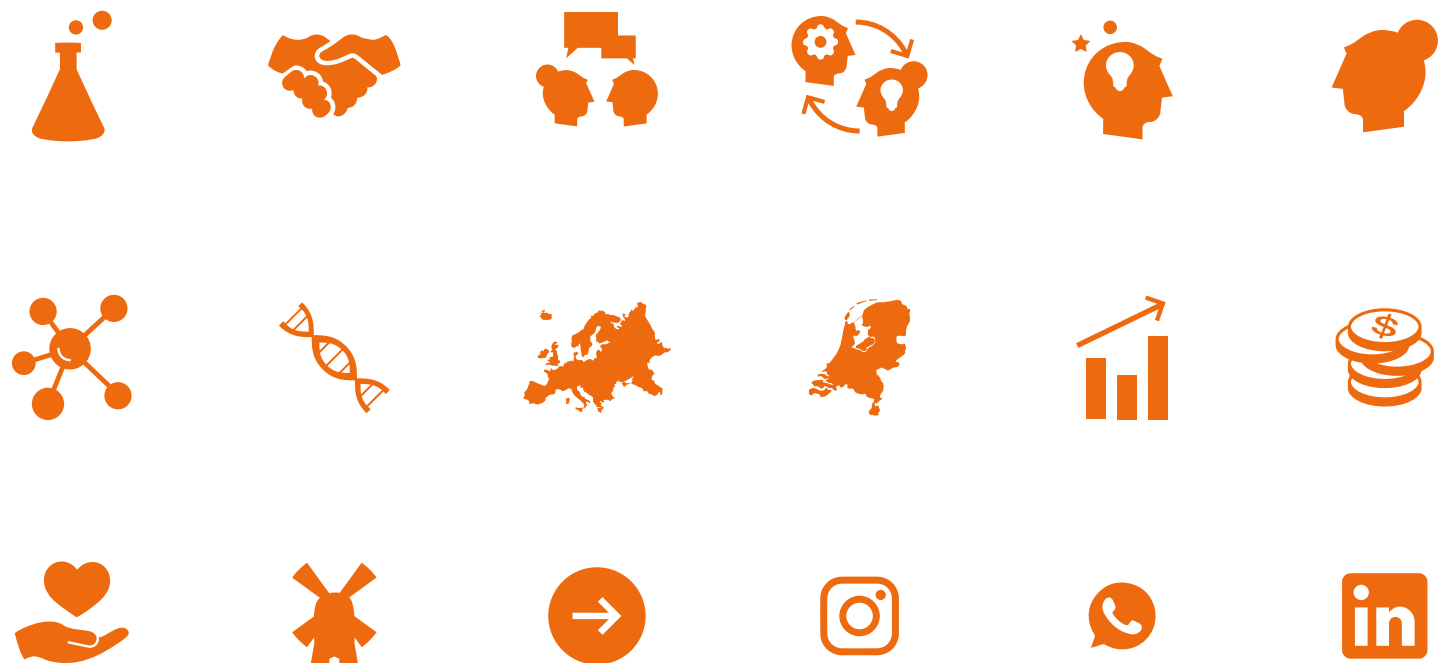


5.3

Image library: icons

In our visual communications, we use icons that are consistent with the official NL Branding. These icons were chosen for their recognizable and consistent style, which fits in with the broader national and international positioning of the Netherlands. By applying this iconography, we reinforce the cohesion and international recognizability of our visual identity. The icons are taken from the official NL Branding toolkit and are used in accordance with the guidelines of the corporate identity.

With this statement, we acknowledge the contribution of NL Branding to the design and provision of this icon set.



5.4

Image library: Illustrations

In our visual communications, we use illustrations that are consistent with the official NL Branding. These illustrations have been chosen for their recognizable and consistent style, which fits in with the broader national and international positioning of the Netherlands. By using these illustrations, we contribute to a clear and recognizable visual language.

The illustrations are taken from the official NL Branding toolkit and are used in accordance with the applicable guidelines for style and use. With this statement, we acknowledge the contribution of NL Branding to the design and provision of this illustration set.



06 ■ Events

At international events, we operate under the umbrella of the NL branding, with Health Holland as a visible representative of the Dutch Life Sciences & Health sector. Our primary objective is always to position the Netherlands strongly and professionally on the international stage.

Each event has its own context. Regulations, organisational structures, and the composition of participating partners may differ. Sometimes we represent the Netherlands alongside a broad delegation of partners; other times with a more focused group of companies or knowledge institutions. This dynamic requires clear alignment and a consistent visual and strategic presence.

When Health Holland acts as the executing organisation, or when partners participate under our umbrella, early coordination with the communications team is essential. Together, we ensure:

- Clear positioning: who represents whom and in what role
- Consistent visibility within the NL branding
- Transparent identification of roles and points of contact
- Targeted promotion and supporting materials (such as content, signage, and giveaways) aligned with the event objectives and audience

Clarity and recognisability are key. We make explicit who fulfils which role and where visitors can direct their questions. This strengthens both the collective Dutch positioning and the impact of each individual partner.







07.

Tone of voice & Style of writing

Tone of Voice

Health Holland's tone of voice is impact-oriented, pioneering, connecting, and open. We speak in a warm, inclusive, and inviting tone that encourages collaboration: not against, but with our target groups. Whether it's a startup, SME, large enterprise, or research organization, we strengthen the ecosystem based on shared ambitions. Our communication is open, honest, and accessible: we avoid jargon, explain clearly, and invite dialogue so that everyone feels addressed and involved. At the same time, we dare to innovate and speak with energy and decisiveness; we highlight opportunities, encourage initiative, and think ahead. We combine this pioneering attitude with a keen eye and strategic awareness. We communicate in a thoughtful, expert, and impact-oriented manner, with an eye for the social value of innovation. As a result, our tone strikes a unique balance between humanity, clarity, ambition, and direction.

Style principles Active sentences

- **Active sentences:** No passive phrasing, but language that inspires and encourages action.
- **Inclusive and positive:** Use of 'we', 'together', 'partners' instead of 'us versus them'.
- **Accessible language:** Technical and policy terms only when necessary, and then with explanation.
- **Honest and clear language:** We avoid vague or exaggerated words. We say what we do, in understandable language.
- **Consistency with values:** Every message reflects our core values: Impact-oriented, pioneering, connecting, and open.

08.

Communication Guidelines

To increase the visibility of our collaboration, we ask you to include a clear reference to the support of Health Holland in all relevant communications. Communication guidelines have been drawn up to assist you in this. These provide communication advisors, staff, and spokespersons with clear and unambiguous guidelines for correctly and recognizably mentioning Health Holland's support in communications.

The guidelines are divided into the following categories:

1. General reference to support
2. Project support
3. Project support in collaboration with a partner
4. Program support
5. Support for a network activity
6. Support for an innovation broker

For more information or support, please contact the Health Holland communications team at communication@health-holland.com.

Option 1. General reference to support

Communicative statements referring to Health Holland support should:

Text

Where possible, contain the following standard phrases:

- NL: Mede mogelijk gemaakt door Health Holland.
- EN: Powered by Health Holland.

If this wording is not appropriate, an alternative reference can be agreed in consultation with the Health Holland communications team. Logo and website

To be provided with the Health Holland logo and, where possible, a clear reference to the website www.health-holland.com. For guidelines on the use of the logo, see chapter 2 of the Brand Guide.

Social media

In the case of social media communications, a clear reference to Health Holland must be included:

- LinkedIn: [Health-Holland](https://www.linkedin.com/company/health-holland)
- Instagram [health.holland](https://www.instagram.com/health.holland)

Events

Invite Health Holland to events organized in the context of the collaboration with Health Holland. Relevant photos, reports, and promotional materials should be shared so that Health Holland can anticipate these in its own communications.

Press and news releases

If supported activities are publicized in a press release or news report, you must first send the release to Health Holland for review via communication@health-holland.com.

Option 2. Project support

Communications referring to project support by Health Holland should:

Text

Where possible, include one of the following standard phrases:

- NL: Het samenwerkingsproject [projectnummer] is medegefinancierd door inzet van PPS-subsidie die door Health Holland is toegekend ter stimulering van publiek-private samenwerkingen.
- EN: The collaboration project [project number] is co-funded by PPP Subsidy awarded by Health Holland to stimulate public-private partnerships.

Indien deze formulering niet passend is, kan in overleg met het communicatieteam van Health Holland een alternatieve verwijzing worden afgesproken.

Logo and website

To be provided with the Health Holland logo and, where possible, a clear reference to the website www.health-holland.com. For guidelines on the use of the logo, see chapter 2 of the Brand Guide.

Social media

In the case of social media communications, a clear reference to Health Holland must be included:

- LinkedIn: [Health-Holland](#)
- Instagram [health.holland](#)

Press and news releases

If supported activities are publicized in a press release or news report, you must first send the release to Health Holland for review via communication@health-holland.com.

Option 3. Project support in collaboration with a partner

Communicative statements referring to project support by a partner and Health Holland should:

Text

Where possible, include one of the following standard phrases:

- NL: Het samenwerkingsproject [projectnummer] is medegefinancierd door inzet van PPS-subsidie die door Health Holland in samenwerking met <PARTNER> is toegekend ter stimulering van publiek-private samenwerkingen.
- EN: The collaboration project [project number] is co-funded by PPP Subsidy awarded by Health Holland in collaboration with <PARTNER> to stimulate public-private partnerships.

If this wording is not appropriate, an alternative reference can be agreed in consultation with the Health Holland communications team.

Logo and website

To be provided with the Health Holland logo and, where possible, a clear reference to the website www.health-holland.com. For guidelines on the use of the logo, see chapter 2 of the Brand Guide.

Social media

In the case of social media communications, a clear reference to Health Holland must be included:

- LinkedIn: [Health-Holland](#)
- Instagram [health.holland](#)

Press and news releases

If supported activities are publicized in a press release or news report, you must first send the release to Health Holland for review via communication@health-holland.com.

Option 4. Program support

Communications referring to Health Holland’s support for a network activity must:

Text

Where possible, include one of the following standard phrases:

NL: Het samenwerkingsproject is mede gefinancierd door inzet van PPS-subsidie die door Health Holland, is toegekend aan [het PPS-programma] ter stimulering van publiek-private samenwerkingen.

EN: The collaboration project is co-funded by PPP Subsidy awarded by Health Holland to [PPP program], to stimulate public-private partnerships.

If this wording is not appropriate, an alternative reference can be agreed in consultation with the Health Holland communications team.

Logo en website

To be provided with the Health Holland logo and, where possible, a clear reference to the website www.health-holland.com. For guidelines on the use of the logo, see chapter 2 of the Brand Guide.

Social media

In the case of social media communications, a clear reference to Health Holland must be included:

- LinkedIn: [Health-Holland](https://www.linkedin.com/company/health-holland)
- Instagram [health.holland](https://www.instagram.com/health.holland)

Press and news releases

If supported activities are publicized in a press release or news report, you must first send the release to Health Holland for review via communication@health-holland.com.

Option 5. Support for a network activity

Communications referring to Health Holland’s support for a network activity must:

Text

Where possible, include one of the following standard phrases:

- NL: <Naam evenement> is mede mogelijk gemaakt door Health Holland.
- EN: <Name event> is powered by Health Holland.

If this wording is not appropriate, an alternative reference can be agreed in consultation with the Health Holland communications team.

Logo and website

To be provided with the Health Holland logo and, where possible, a clear reference to the website www.health-holland.com. For guidelines on the use of the logo, see chapter 2 of the Brand Guide.

Social media

In the case of social media communications, a clear reference to Health Holland must be included:

- LinkedIn: [Health-Holland](https://www.linkedin.com/company/health-holland)
- Instagram [health.holland](https://www.instagram.com/health.holland)

Press and news releases

If supported activities are publicized in a press release or news report, you must first send the release to Health Holland for review via communication@health-holland.com.

Program coordination

Prior to the networking event, where possible, discuss Health Holland’s substantive contribution to the program.

Attendance and materials

Provide tickets for Health Holland to attend the networking event. Relevant photos, reports, and promotional materials should be shared so that Health Holland can anticipate these in its own communications.

Option 6. Support for an innovation brokers

Communications referring to project support provided by a partner and Health Holland must:

Text

Where possible, include one of the following standard phrases:

- NL: <Innovatiemakelaarstraject> is mede mogelijk gemaakt door Health Holland.
- EN: <Innovation brokers' project> is powered by Health Holland.

If this wording is not appropriate, an alternative reference can be agreed in consultation with the Health Holland communications team.

Logo and website

To be provided with the Health Holland logo and, where possible, a clear reference to the website www.health-holland.com. For guidelines on the use of the logo, see chapter 2 of the Brand Guide.

Social media

In the case of social media communications, a clear reference to Health Holland must be included:

- LinkedIn: [Health-Holland](https://www.linkedin.com/company/health-holland)
- Instagram [health.holland](https://www.instagram.com/health.holland)

Press and news releases

If supported activities are publicized in a press release or news report, you must first send the release to Health Holland for review via communication@health-holland.com.

09.

Health Holland

Health Holland connects science, entrepreneurship, policy, and society to accelerate health innovation. Because: together we do better.

Driving innovation forward

We invest in research and innovation and support the further development of ideas. We help initiatives grow and create the right conditions for innovations to successfully reach the market. Through our (inter)national network, we connect stakeholders and help seize opportunities.

In this way, we are building a strong Life Sciences & Health ecosystem in which collaboration is central. An ecosystem that contributes to a healthy society and economy.

Our vision for tomorrow

The Netherlands is a global leader in both developing and applying innovations in health and healthcare. Thanks to strong connections between science, entrepreneurship, policy, and society, stakeholders easily find one another and tackle challenges together.

The impact we strive for

An innovative, resilient, and healthy Netherlands. Together, we accelerate health innovation.

Together we do better.

Health/Holland



AaBbCc

Boreal Bold
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AaBbCc

Boreal Light
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