

# Health Holland International Brand 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

Health  Holland

Symbol

Word mark

## 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. Use the Full Color logo or the Orange logo

## 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.

1

**NL** Netherlands

2

**Health**  **Holland**

**Health**  **Holland**

### 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

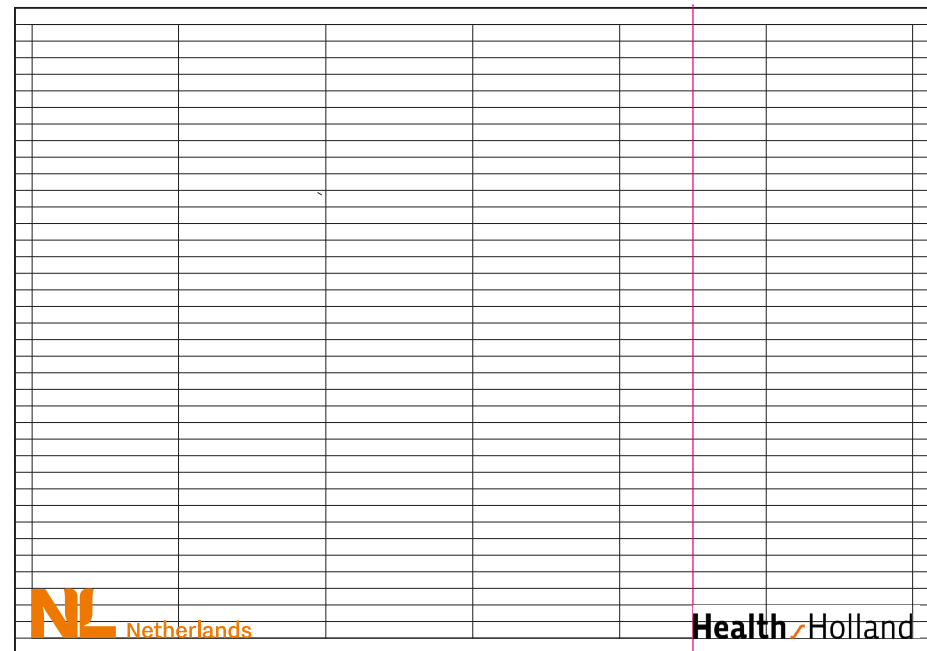


See NL brandguide for more information about this grid

### 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

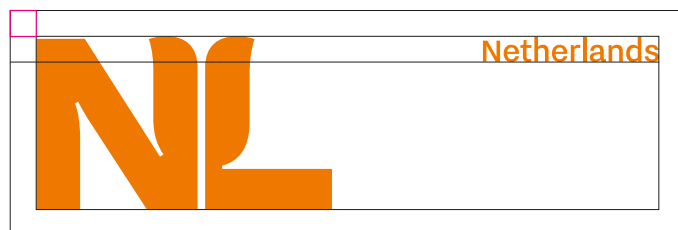
### Stand with multiple sides - high walls

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



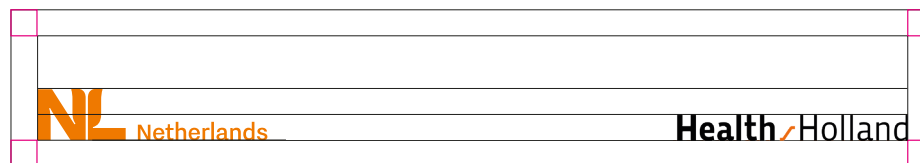
### Stand with wide wall

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

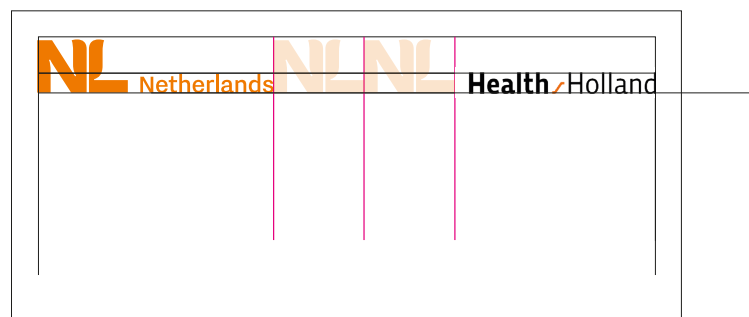


### Stand with one side - thin wall

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'.





# 03.

## 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.”

# Primary Colors

Our international brand visuals consist two primary colors, which helps us maintain consistency and brand recognition.

Holland Orange is the primary color. It is also the primary color of Health Holland Algemeen. Global Purple is a bold color that works exceptionally well as an accent color.

## Holland Orange

HEX F16900  
RGB 241, 105, 0  
CMYK 0, 69, 99, 0

## Global Purple

HEX 780096  
CMYK 40, 90, 0, 0  
RGB 120, 0, 150

04.

Font &  
Typography

## Font

The two fonts we use for our brand are NL Nitti Grotesk and Arial as a backup font. Arial is used only when NL Nitti Grotesk is not available and in PowerPoint slides.

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

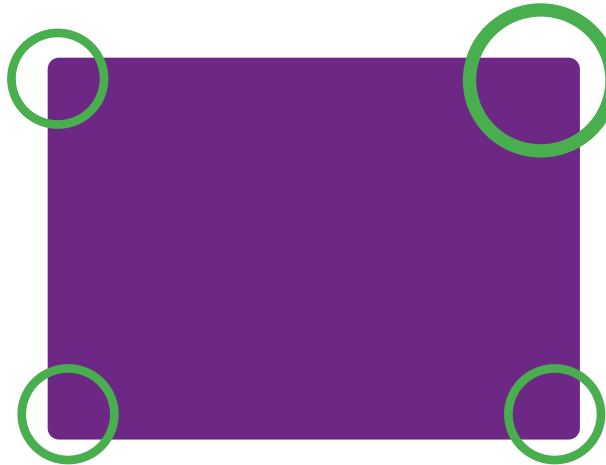
# 05. ■ Design elements

## 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.

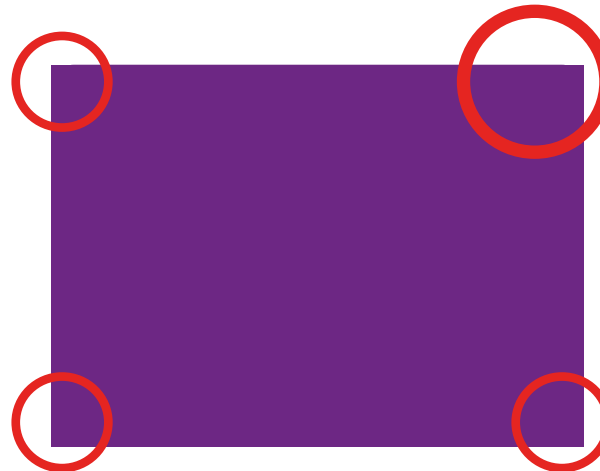
In addition, ensure sufficient white space around these areas so that the content can “breathe” and the design remains clear. The combination of color use, rounded corners, and strategic placement contributes to an open and professional look that is consistent with modern communication styles.



Radius of the corners:

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

Canva – border radius of 4 px



## Images

Images should always have square corners. Rounded corners should not be used in any visual applications to ensure a consistent and clean brand appearance.



## Icons

Within our visual communication, we use icons that align with the official NL Branding guidelines. These icons have been selected for their recognisable and consistent style, complementing the broader national and international positioning of the Netherlands.

By using this iconography, we strengthen the consistency and international recognition of our visual identity.

The icons are sourced from the official NL Branding toolkit and are used in accordance with its brand guidelines. With this acknowledgement, we recognise NL Branding's contribution to the design and provision of this icon set.



## Illustrations

Our visual communications incorporate illustrations from the official NL Branding framework. Selected for their distinctive and consistent style, these illustrations align with the broader national and international positioning of the Netherlands and contribute to a cohesive and recognisable visual identity.

The illustrations are sourced from the official NL Branding toolkit and are used in accordance with the applicable guidelines for style and usage. We acknowledge NL Branding for 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.

**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

# Health Holland



## AaBbCc

Boreal Bold

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## AaBbCc

Boreal Light

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ



