

Health Holland International

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

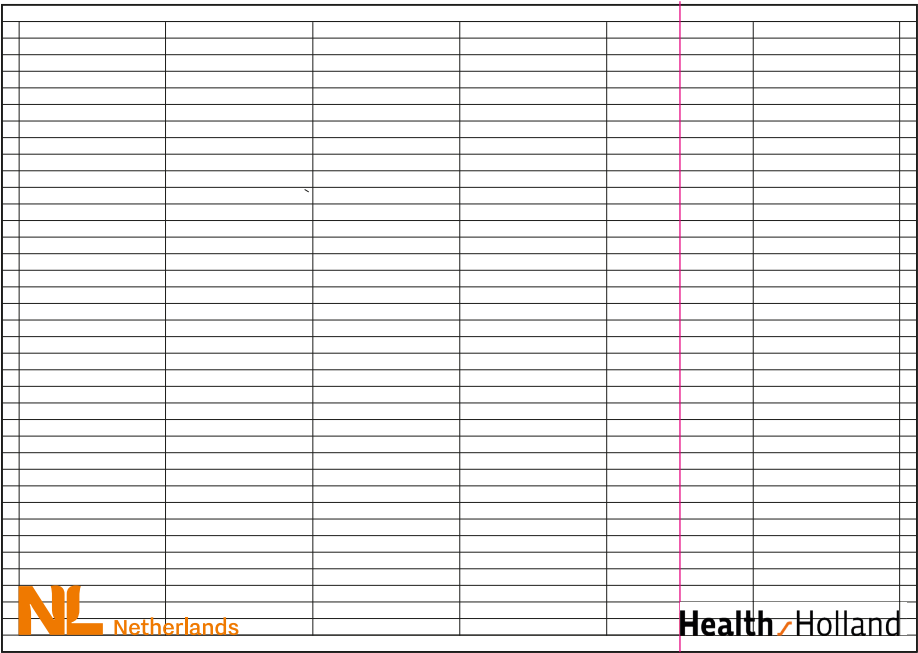
Health Holland logo - width of 1 column
Always use the original NL-logo, don't use other combinations
Minimal distance between NL and HH logo is 2X NL



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

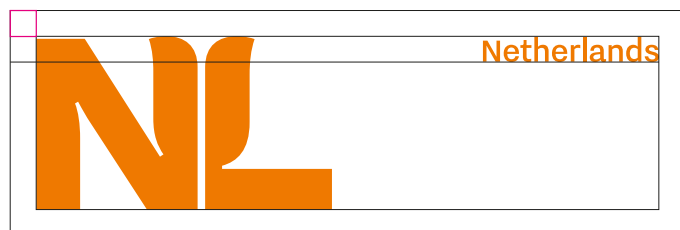
Stand with multiple sides - high walls

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



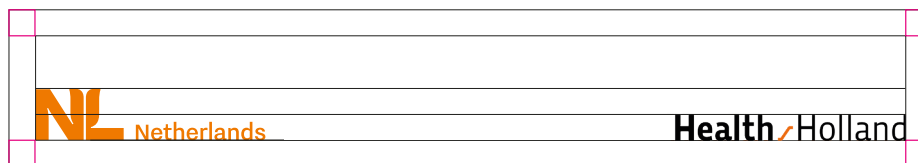
Stand with wide wall

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'.

