

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.



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

Logo's can be placed at the top or bottom

[illegible]

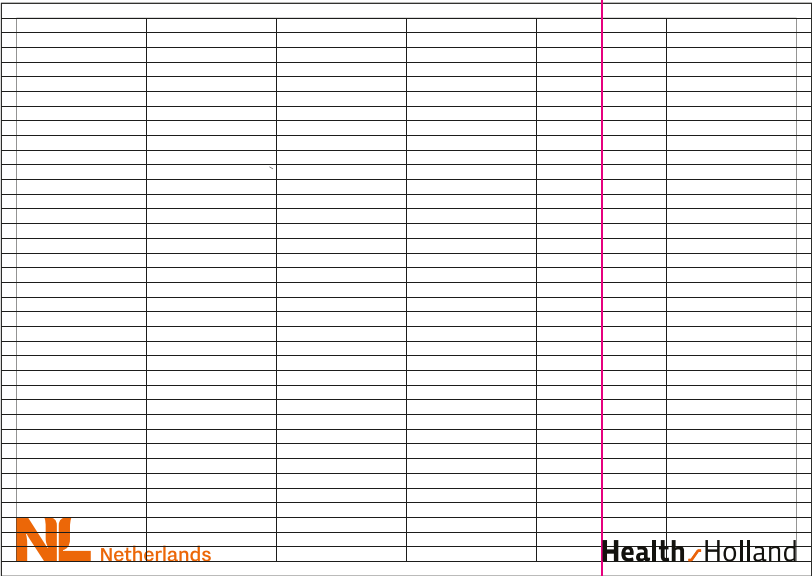
See NL brandguide for more information about this grid

Landscape - NL 39 grid

Health Holland logo - width of 1,5 column

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

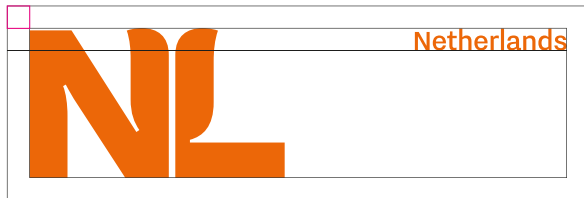
Logo's can be placed at the top or bottom



See NL brandguide for more information about this grid

Stand with multiple sides - high walls

- The margin around is more flexibel, you can use a custom margin here.
- 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.

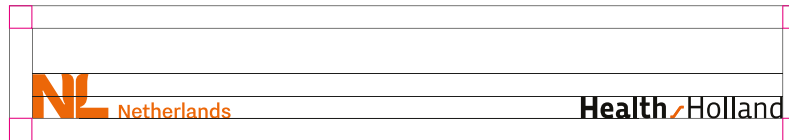


- Health Holland logo is always 2X line height

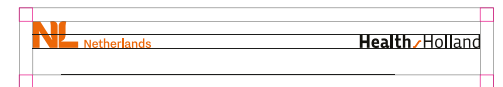


Stand with wide wall

- The margin around is more flexibel, you can use a custom margin here.
- 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



- Logo's can be placed at the top or bottom



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.
- For such long thin walls, always place the logos at the top.
- Minimum distance between NL and HH logo is 2X NL symbol.
- Height of HH logo is same height as 'Netherlands'.

