

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

The image shows the text 'Health' followed by an orange stylized symbol (a diagonal line with a horizontal base) and then 'Holland'. A bracket above the symbol is labeled 'Symbol'.

Word mark

A horizontal line spans the width of the text 'Health Holland'.

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

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.

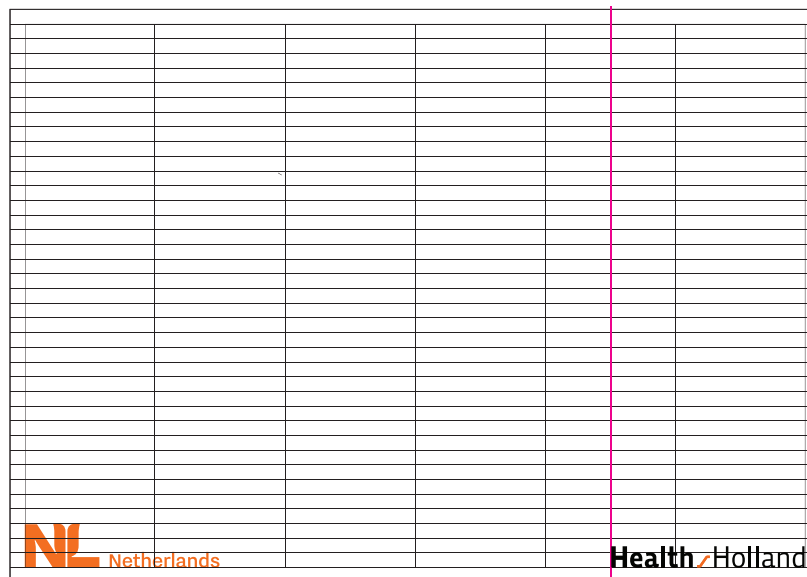
Logo's can be placed at the top or bottom.

Stand with multiple sides - high walls

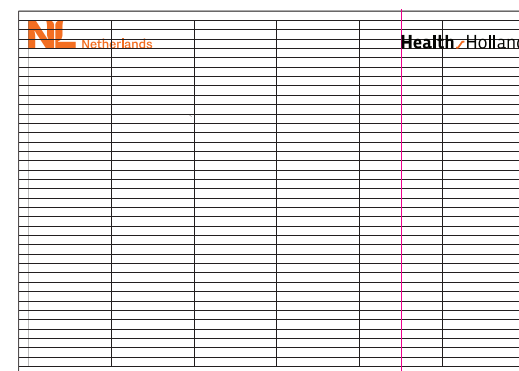
The margin around is more flexible, you can use a custom margin here.

There's no need to use the 39-grid here, otherwise the margin is getting too thin.

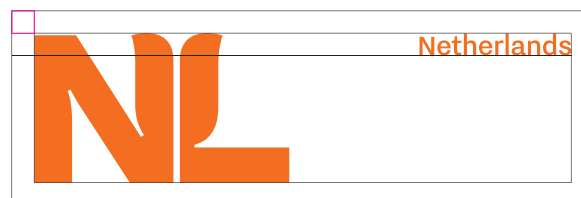
With multiple sides, the NL and HH logos are placed on separate sides.



See NL brandguide for more information about this grid



- 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 flexible, you can use a custom margin here.

There's no need to use the 39-grid here, otherwise the margin is getting too 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 X line height.

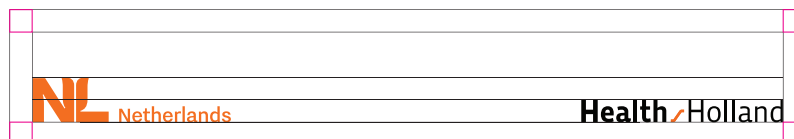
Stand with one side - thin wall

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

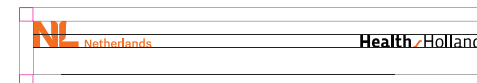
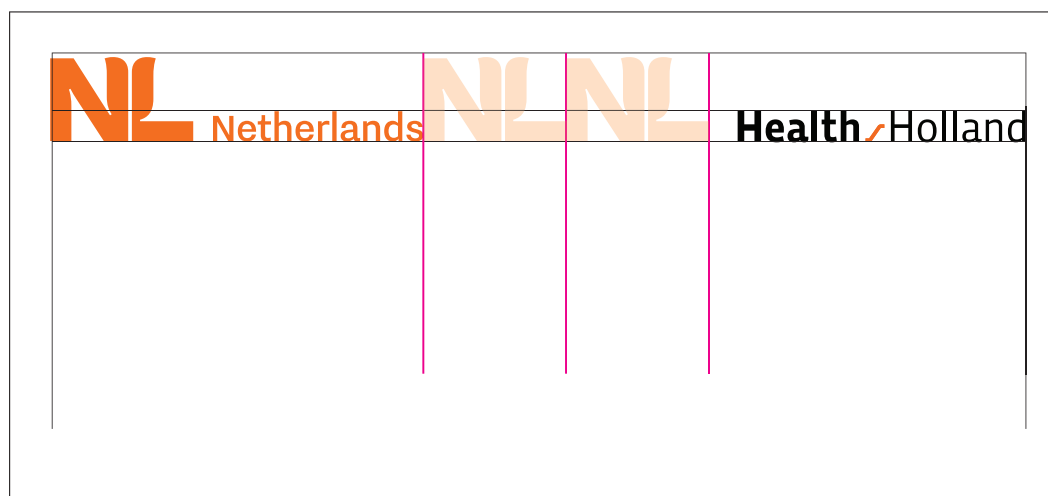
For such long thin walls, always place the logos at the top.

Minimum distance between NL and HH logo is 2X NL symbol.

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



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



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 of 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. 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

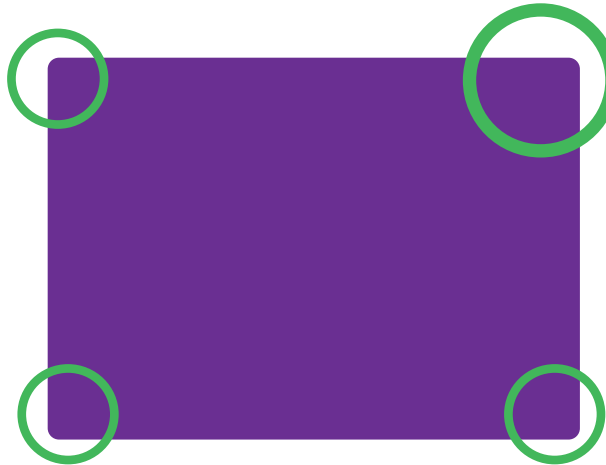
05. ■ Design elements

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.

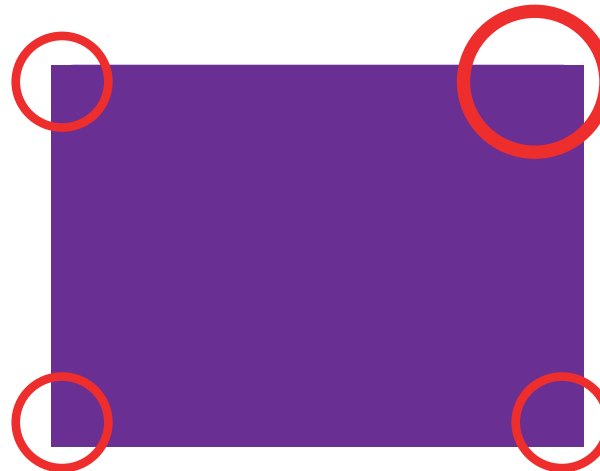
In addition, ensure sufficient white space around these areas so that the content can “breathe” and the design remains clear. The combination of color use, rounded corners, and strategic placement contributes to an open and professional look that is consistent with modern communication styles.



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 recognizable 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 recognize 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.

Detail colors within the illustrations may be adapted to match the Health Holland color palette, while maintaining the original illustration style and overall visual consistency.



**Example:
NL Branding x
Health Holland
Event Design**

This example demonstrates how NL Branding and Health Holland branding can be combined in an event or exhibition stand design.

Both visual identities are incorporated while maintaining their individual characteristics. Logo placement, color combinations, and proportions are carefully considered to create a cohesive and recognizable design.

Depending on the background, alternative logo color variations may be used to ensure strong contrast, visibility, and visual impact.



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, organizational 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 recognizability 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



