



Photography: Elodie Burrillon

**We are
Study
in NL**

We are Study in NL

**Study in NL is the starting point
for current and prospective
international students in
the Netherlands.**

Study in NL is an initiative of Nuffic funded by the Dutch government. Nuffic is the main expertise and service centre for internationalisation in Dutch education.

Meet the world Meet us Meet Study in NL!

Our aim is to provide international students with reliable and up-to-date information about studying in the Netherlands. We inform them in an open and honest way, even, or in fact especially, when we are talking about relatively unfamiliar subjects (like our binary education system) or the challenges of studying in the Netherlands (like housing and the actual shortage hereof).

We are communicating this message on behalf of all of us: Dutch higher education institutions (both research universities and universities of applied sciences), our government, ministries and diplomatic posts.

We share best practices with the institutions and act as a sparring partner

Broad experience

Study in NL has broad experience with international marketing, online and social media information and stimulating student mobility. In our informative role as facilitator and connector, we share best practices with the institutions and act as a sparring partner for institutions with international mobility questions.

Telling the same story together

Study in NL supports Dutch higher education institutions, student counsellors and diplomatic posts with international student mobility to the Netherlands.

By sharing the same message and focusing on specific activities, we co-create a stronger Study in NL platform to fully prepare diverse and well-informed young talents to study in the Netherlands. We have done so for a long time and will continue doing so for many more years.

Study in NL connected with NL branding

In January 2020, the Netherlands' new international positioning strategy came into effect, embracing the Netherlands as our official name and '**Solving global challenges together**' as our philosophy. The NL logo and accompanying visual identity support this narrative and are used by various Dutch parties.

**Study in NL is now in line with
the national brand.**

Our language

The name Study in NL says it all. We provide information about studying in the Netherlands both to students who are considering this and students who are already enrolled.

Our brand name has the Nuffic capital N. We are a brand of Nuffic. Like Nuffic, we are ambitious. We want to be inspiring too. We want to inspire students and inform them in the best way possible. We want to make dreams come true.

Our language is therefore active, personal and inviting. Our texts are clear, concise and simple.

We communicate in English only.

study in NL

**Where worlds
come together,
the most
beautiful things
are created**

**We use the stories of students.
They each show their experience
in their own beautiful way.
Inclusive and diverse.**

We use videos and photos that stimulate and inspire. Images that radiate knowledge and portray cultures and worlds. They show where worlds come together.

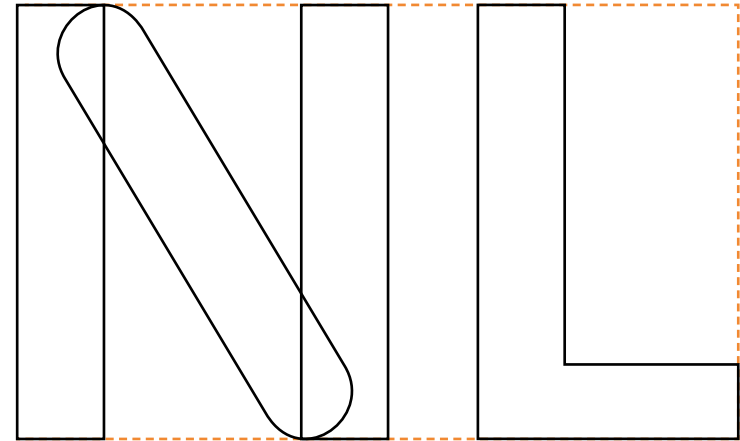
When students gain their international competences, we create global citizens.

study in NL

part of the Netherlands,
part of Nuffic.

Our brand style

Our new logo in our national colour, orange, clearly shows our connection with the Netherlands. But using the Nuffic capital N also highlights the connection with Nuffic. Connection is part of our entire brand style.



Our accessible nature is also expressed in the two open and round fonts we use.

Buenos Aires

for our websites, digital publications and printed matter.

Century Gothic

for all letters, emails, presentations and documents.

NL



Orange is our main colour in all our tools. It makes us recognisable and distinguishes us from others.

study in NL

study in NL

We are here for you!

At www.nuffic.nl/en/promotional-material-study-in-nl, we showcase all our new brand materials. These web pages are dedicated to Dutch higher education institutions and other relevant stakeholders such as diplomatic posts around the world. The abovementioned web page is not intended for students.

Feel free to use the information that we provide on the following topics:

- information material (flyers, logo, presentations, etc);
- Study in NL website;
- Studyfinder;
- scholarships;
- information fairs;
- social media;
- Student Ambassadors;
- visits and events.

Our URL for students

Our main URL for students is **www.studyinnl.org**.

- It shows NL.
- The .org extension has more value than .nl when it comes to international targeting.
- All our former URLs are still in place and redirect to the new one.

We work evidence-based: our website is continuously being developed based on insights gained from user experience research, website statistics and SEO optimisation. Our content is up to date, reliable and accessible. Furthermore, we have a broad reach.

Contact

**Do you have brilliant ideas that
you would like to share with us?
Any comments or suggestions?**

Please feel free to get in touch with us:
studyinnl@nuffic.nl.

   @studyinnl