

Branding manual

Study in NL

version 1.0



study in NL

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Contact

Do you have any questions or comments regarding our branding manual?

Contact studyinnl@nuffic.nl.

Strategy and design

OSAGE

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Nuffic / OSAGE

1. Logo

1.1 Logo colours

The basic logo is orange. However, the logo may also be used in an inverted colour format or in black and white.

This guideline applies to both Nuffic publications and any communications not issued by Nuffic itself.

Basic logo

study in NL

Inverted
(without orange
background)

study in NL

Black and white
(base colour)

study in NL

1.2 Logo margins

With regards to the logo's margins and the monogram, keep to the following guideline:

- Logo margins: 2x width of the letter N.

However, feel free to disregard these margins when using coloured areas.

The logo must be at least 30 mm wide, otherwise it will be illegible.

Margins



Minimum size

study in NL

Minimale grootte

30 mm

200 px

1.3 Monochrome

When absolutely necessary, the logo may also be coloured entirely black or white – for the purposes of printing on merchandising, for example.

This is not the preferred option, however.

study in NL

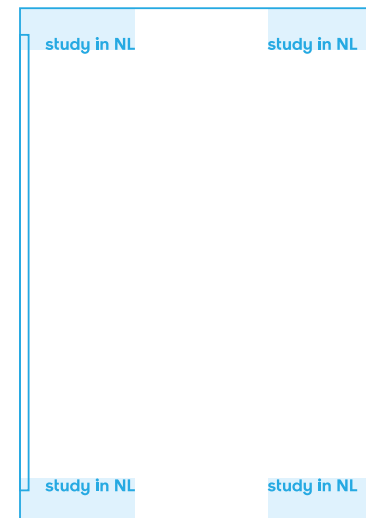
study in NL

1.4 Logo placement

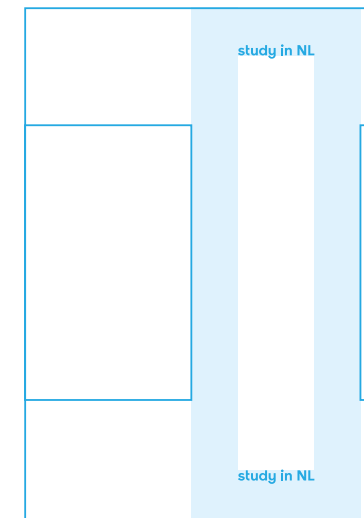
1. In the corner. The logo can be placed in one of the 4 corners. The logo should be placed within the margins. For this option, the logo need not be aligned with the boxes

2. Outside the boxes. For this option, the logo must line up with the top or bottom page margins. It should be centred between the boxes.

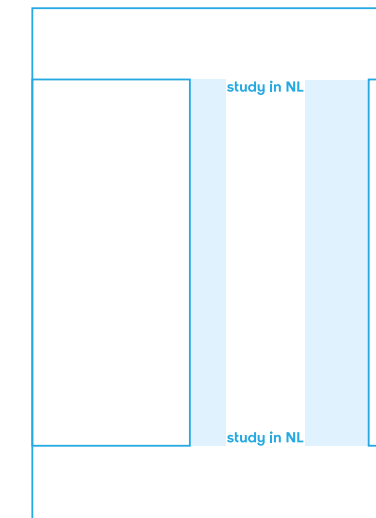
3. Between the boxes. For this option, the logo must line up with the top or bottom edges of the boxes. The logo must be at least 2 of the 42 columns away from the box (see next page). In this case, the logo does not have to be centred between the boxes.



1. In the corner

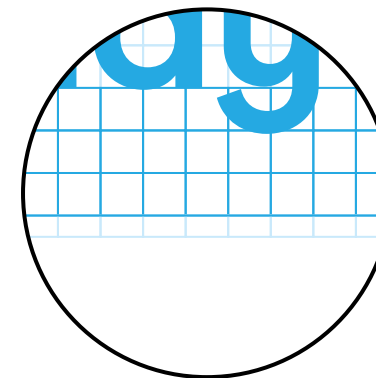
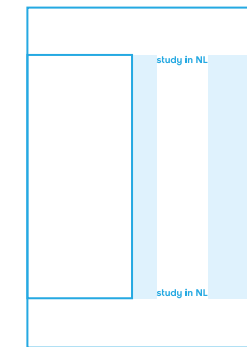
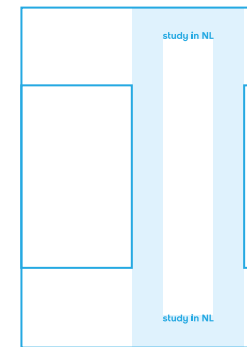
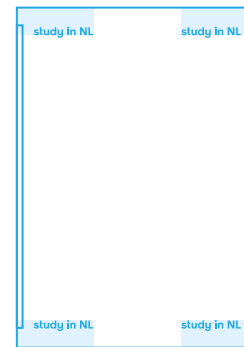


2. Outside the boxes

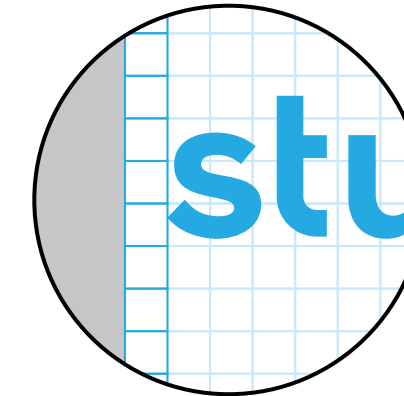


3. Between the boxes

To make sure the logo stands out effectively, it is important that it is the correct distance away from the boxes. Instructions as to which distances you should apply for each option are shown on the right.



Consider relevant margin



At least 1 column distance to box

1.5 Logo size

As an indication of the logo's size, we have taken the most commonly used formats as examples. For other communications, you can determine the most suitable size yourself.

These sizes are based on a portrait page orientation. This ensures that the logo aligns nicely with the grid.

A3 17.5 mm | **study in NL**

A4 12.5 mm | **study in NL**

A5 8.8 mm | **study in NL**

A6 6.25 mm | **study in NL**

1.6 Don'ts


To make sure the logo stands out effectively, it is important to use it correctly. On the right, you will find a few examples of what **NOT** to do.


study in NL
Do not rotate


study in NL
Do not use outlines only


study in NL
Do not use a different colour,
or add colours


study in NL
Do not use shading


study in NL
Always scale
proportionally


stud_y in NL
Never move logo
components individually

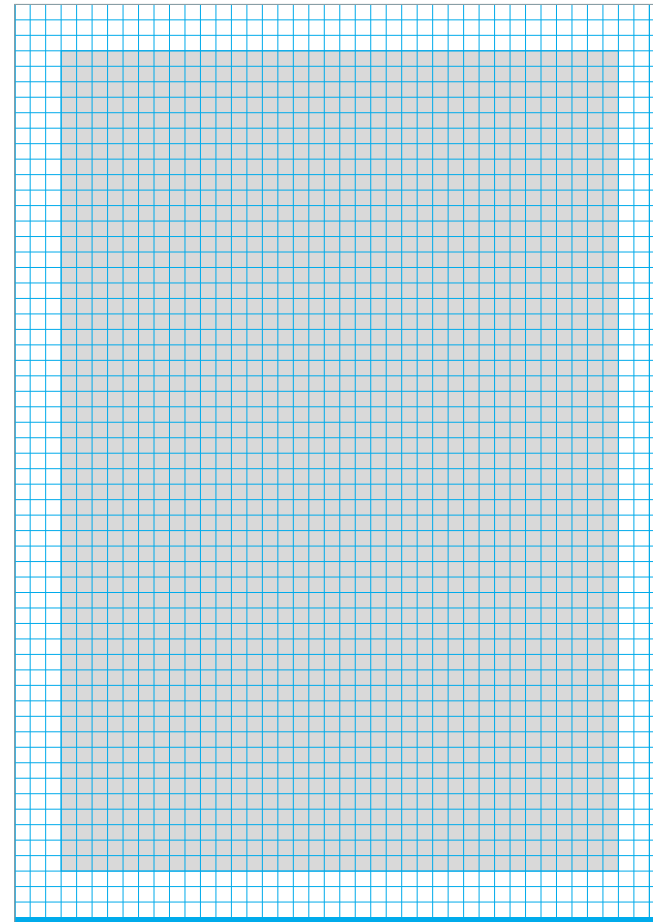
2. Grid

2.1 Grid explanation

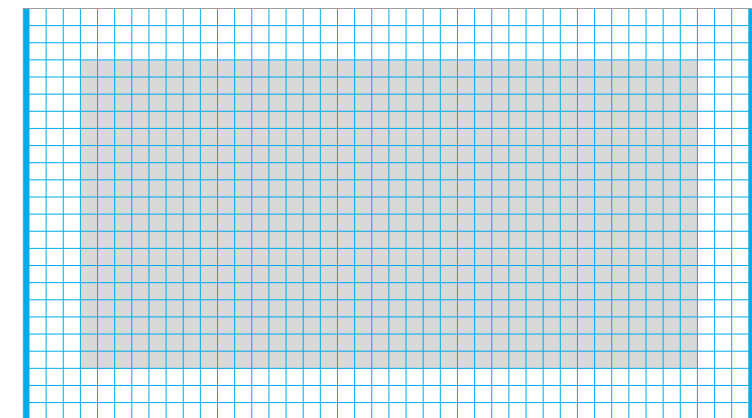
We also use a grid as the basis for the Study in NL house style. This enables us to apply various style elements correctly and consistently.

In this branding manual, we frequently use the A4-sized grid as an example. However, the grid system can be applied to various formats, both in print and digital media.

Grid application overview



Basic grid (example: A4 size)



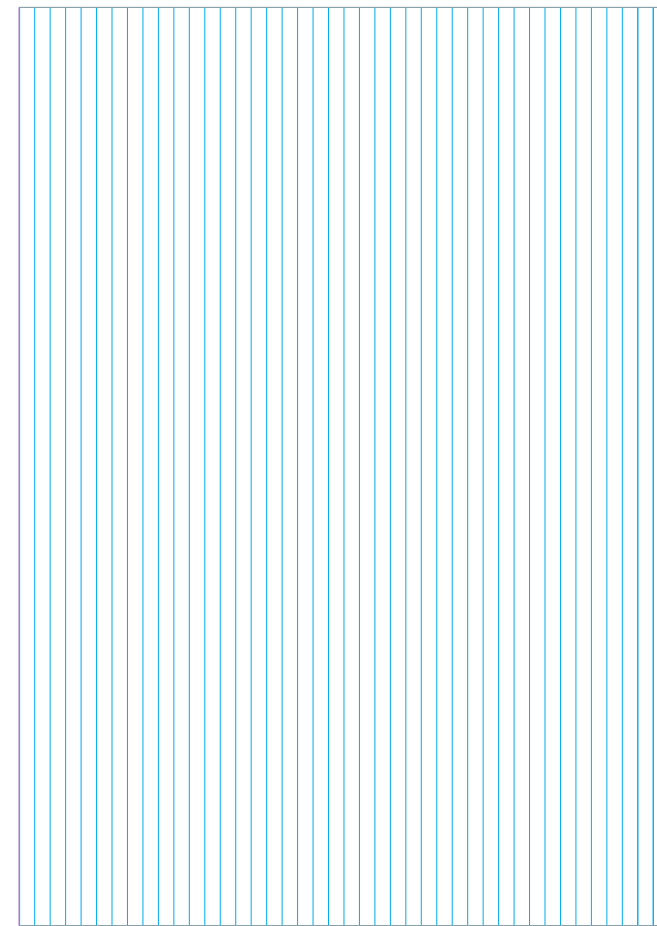
Digital grid (example: 1,280 x 720 pixels)

2.2 Basic grid layout

We construct a basic grid using 3 steps:

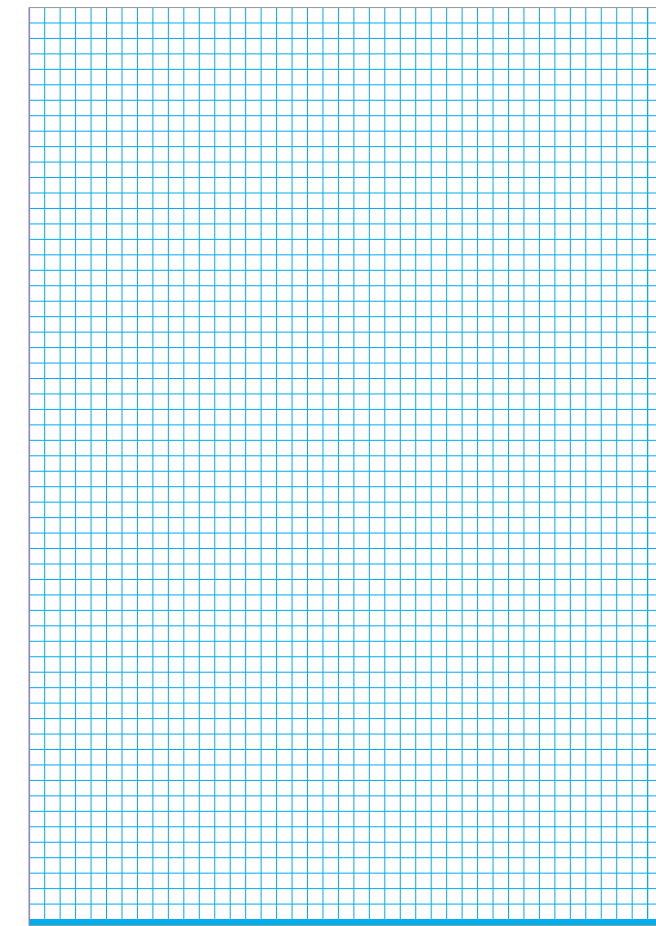
- 1** Divide the horizontal side of the canvas by 42, where $1/42$ nd part is the value X .
- 2** Next, also divide the vertical side by X . Make sure to round off to where X is a full number. The remaining space (which is coloured dark blue in the image) should be placed at the bottom of the page, and should be disregarded from any calculations using X .

Basic grid



1 Horizontal side: $42X$

X



2 Vertical side: divided by X

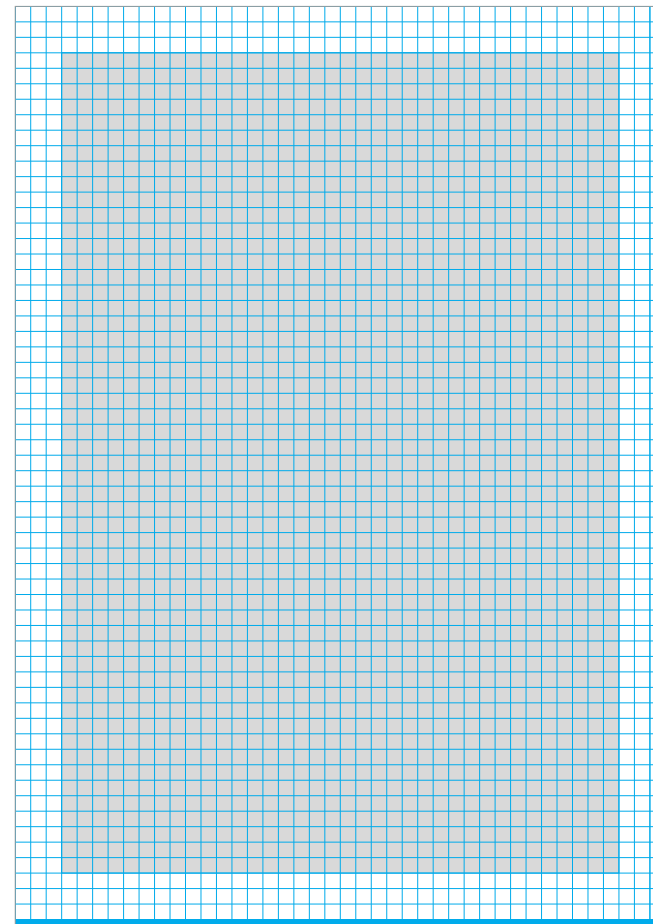
X

Remaining space

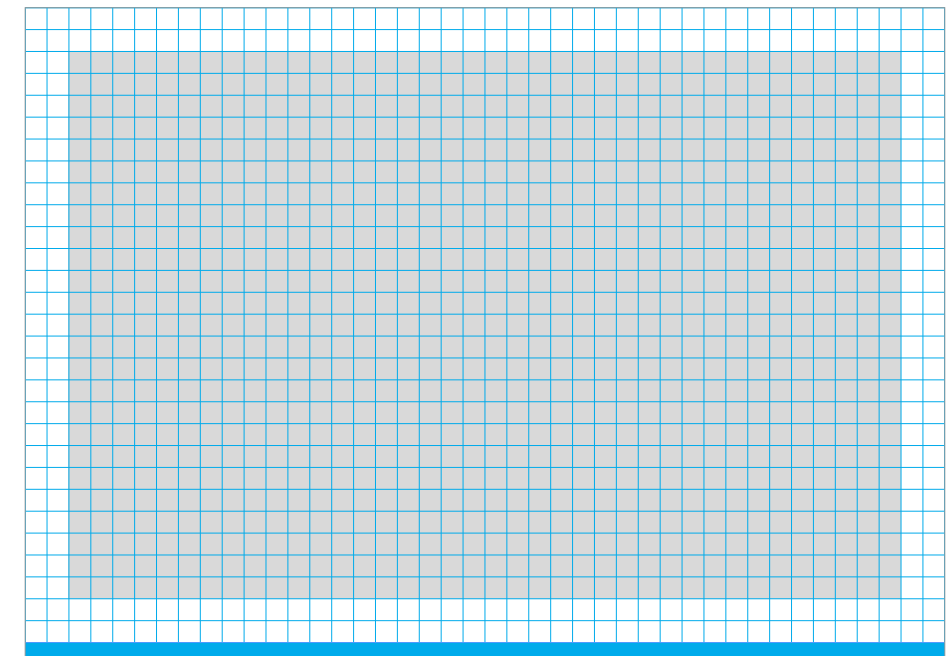
- 3 For portrait orientation, use a 3X margin for the titles, quotes and (body) text.
For landscape orientation, use a 2X margin.

The grid serves as a guide for placing style elements. However, when working with non-standard canvas sizes, it may be necessary to adjust the grid to achieve the desired proportions. In such cases, carefully determine the correct proportions.

Basic grid



3 Portrait canvas margins X3



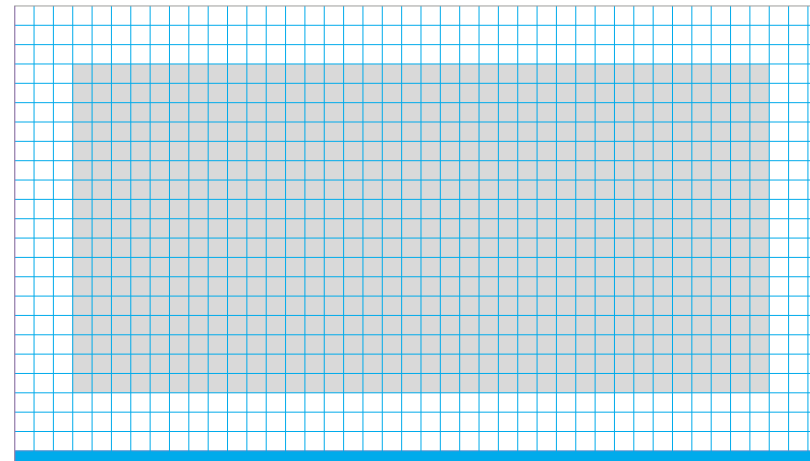
3 Landscape canvas margins X2

2.3 Digital grid

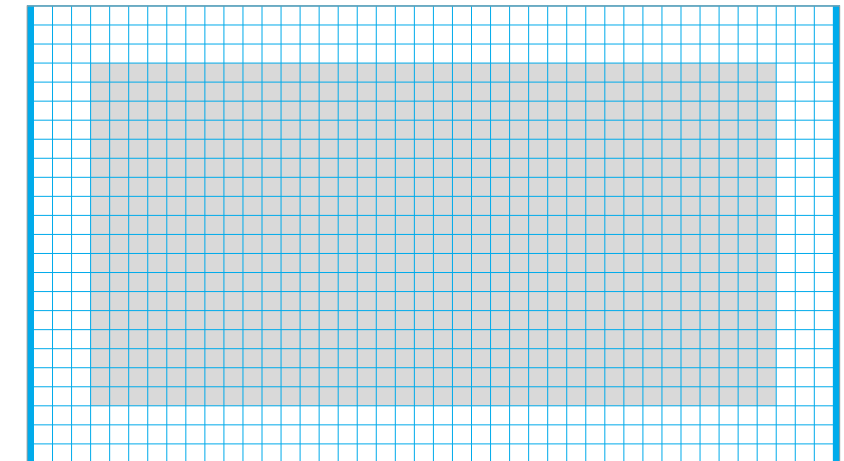
The basic grid can be applied in the same way to digital formats (1).

However, when it is necessary to divide a canvas into precise pixels, you can convert the basic grid into a digital grid (2), where we replace the value X with pixels (px).

Digitale formaten



1 Basic grid in digital format (16 : 9)

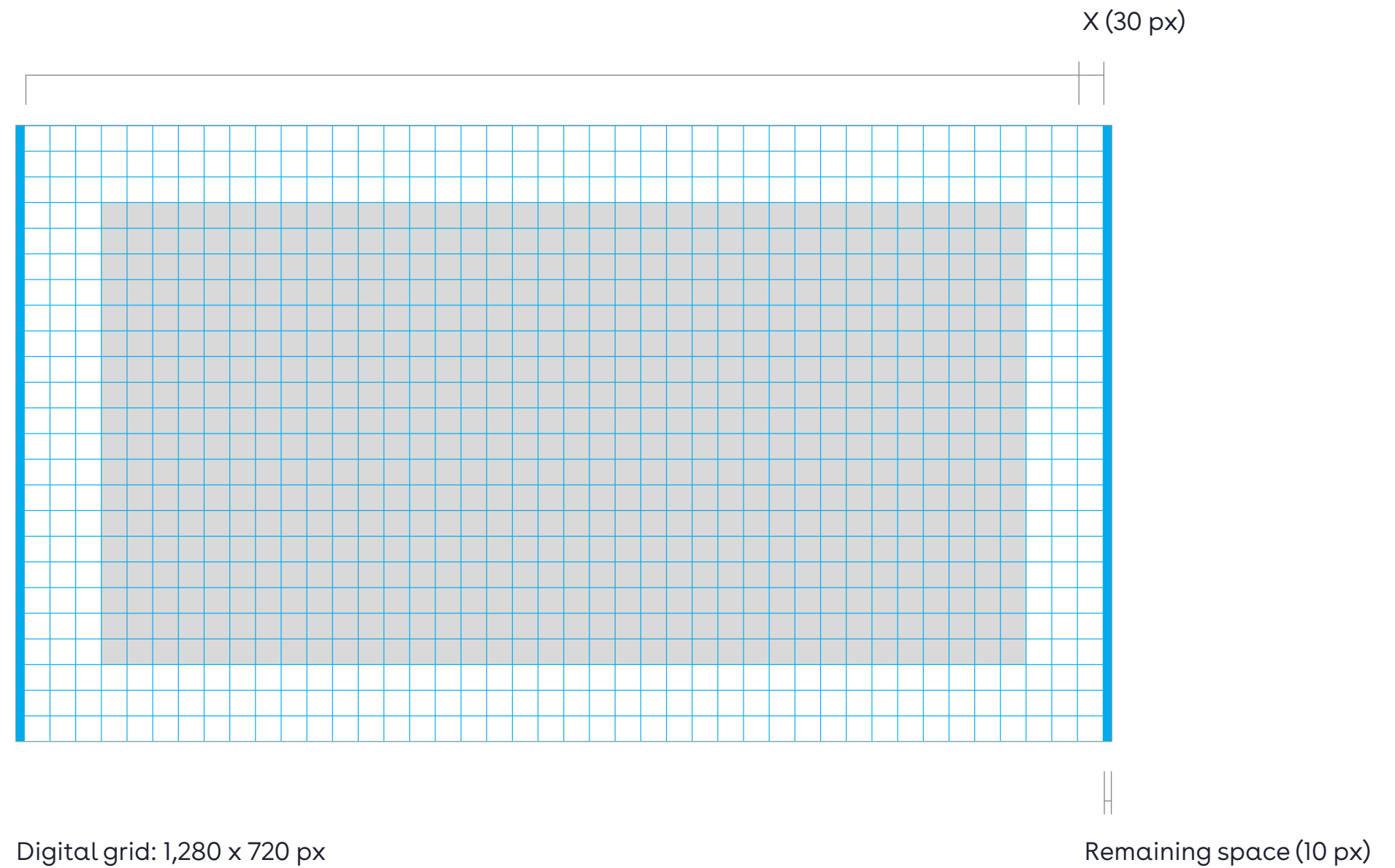


2 Digital grid in pixels (1,280 x 720 px)

The digital grid is calculated as follows
(example: 1,280 x 720 px):

- 1** Divide the horizontal side by 42 and round off X ($1,280 \text{ px} / 42 =$ rounded off to 30 px). Distribute any vertical remaining space evenly over the left and right-hand sides, so the canvas is centred.
- 2** Divide the vertical side by X ($720 \text{ px} / 30 \text{ px} = 24$). Place any remaining space at the bottom of the canvas.
- 3** Apply the same margins as for the basic grid.

Digital formats

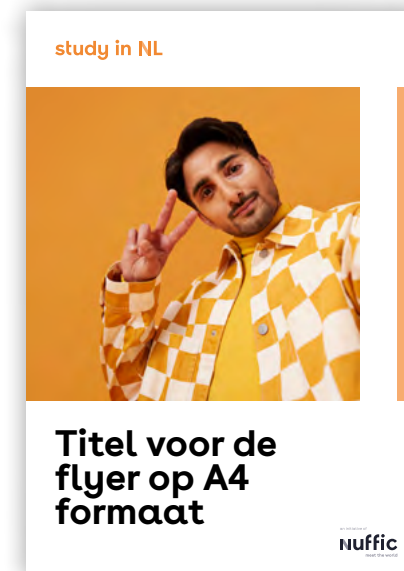


3. Boxes

3.1 Possibilities for boxes

The general house style is characterised by the use of two boxes. This principle also applies to material for Study in NL.

The boxes must be used in as many communications as possible. Depending on the context, the boxes may be subtle or more prominent and may serve to hold text and/or images or simply be used as style elements.

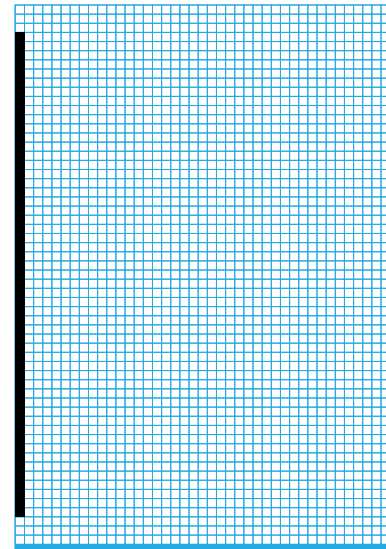


3.2 Rules for boxes

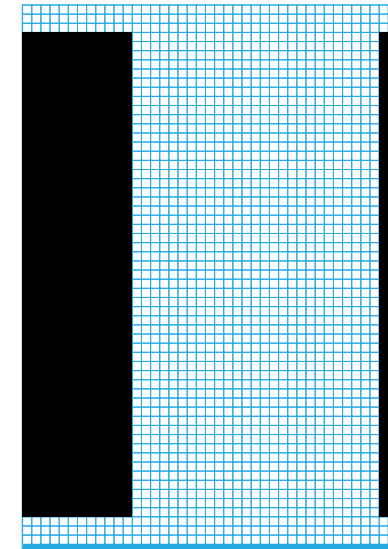
The height and width of the boxes can be adjusted freely within the constraints of a minimum and maximum height and width. Both boxes should always line up against the sides of the canvas and positioned at equal heights.

One other important stylistic factor is that one of the boxes should always be wider than the other. They should only be the same width if they both consist of 1 column

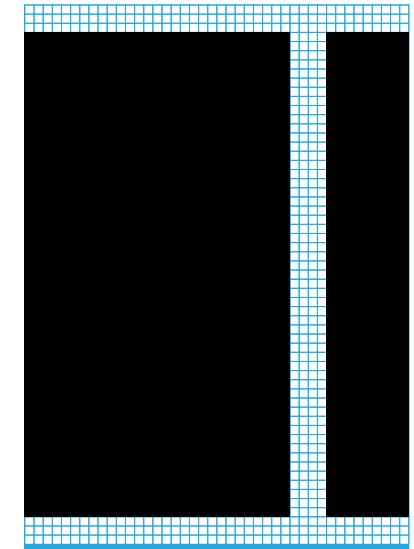
Height is always the same



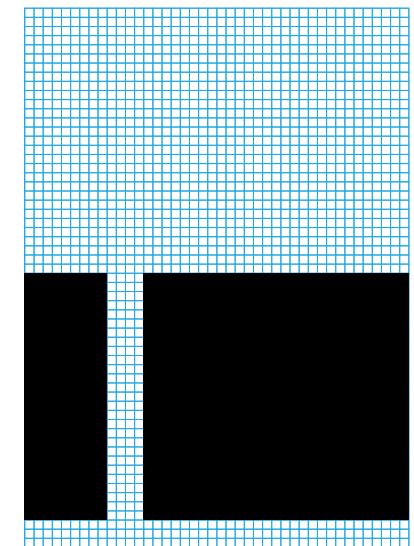
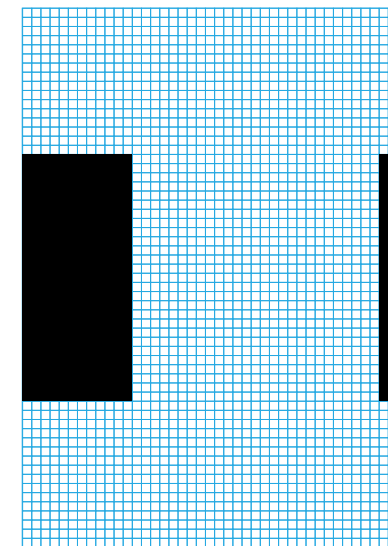
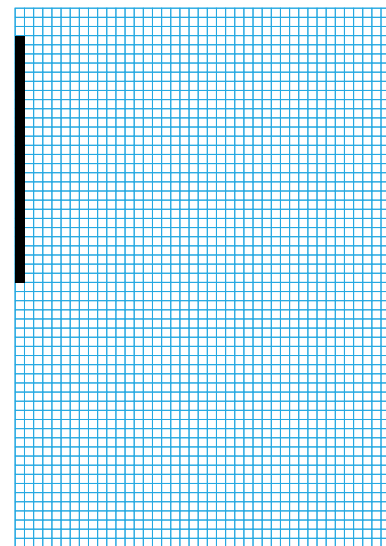
One of the boxes is wider



Minimum spacing of 4 columns in between



The boxes can vary in terms of height, width and placement.

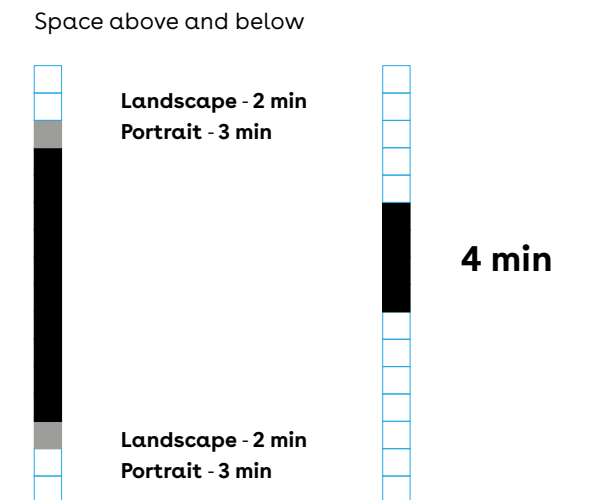
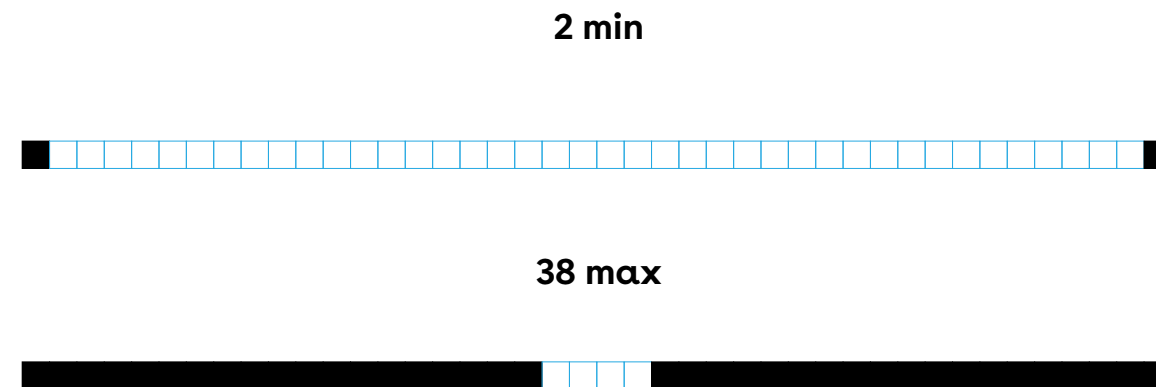


3.3 Boxes on the grid

The left and right-hand boxes must each have a minimum width of 1 out of 42 columns.
The maximum width for each box should be 19 out of 42 columns.

When it comes to height, at least 2 or 3 columns must be kept free at the top and bottom:
3 for portrait layouts and 2 for landscape layouts.
The boxes must be at least 4 columns high.

Regardless of the communication, the box must always be a minimum of 2 mm wide.



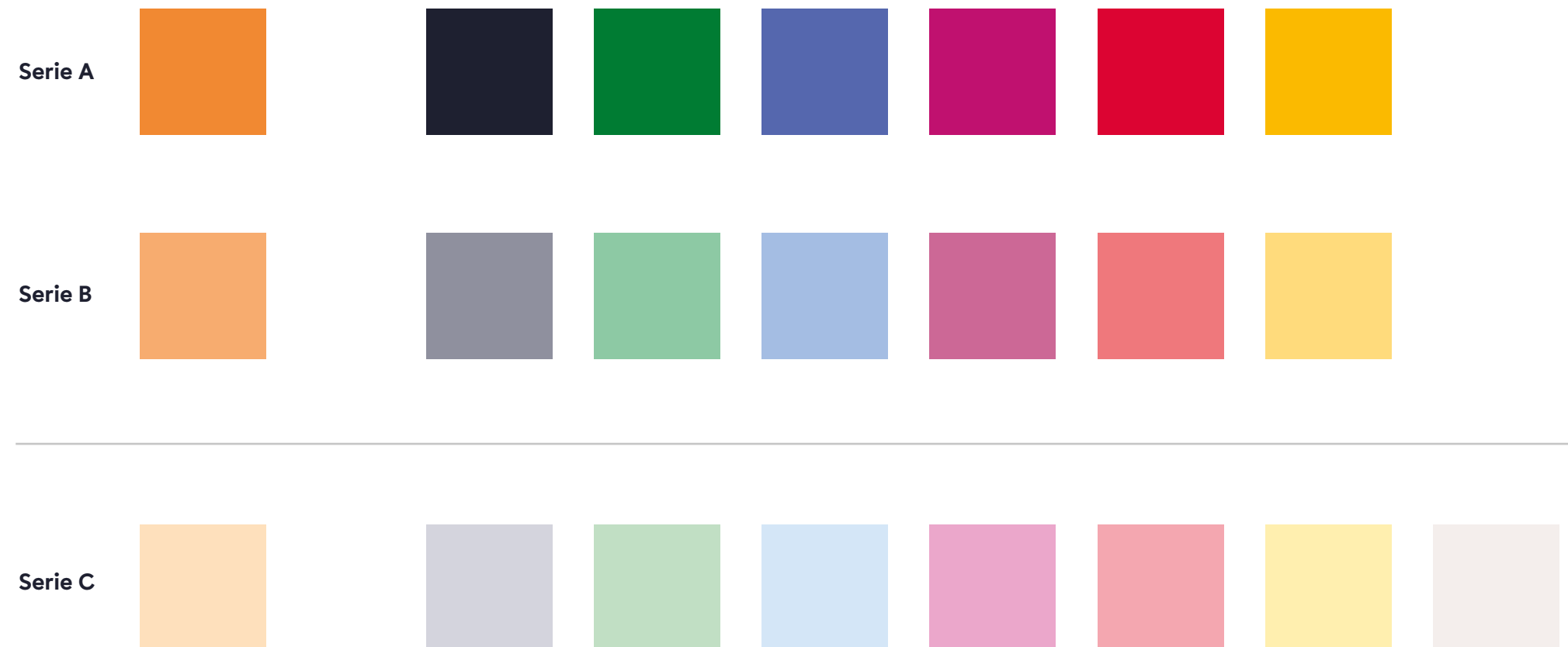
4. Colours

4.2 Colour schemes

The primary colour for Study in NL is orange. The coloured boxes should also be orange wherever possible to enhance recognition and distinction. Note that the boxes should use the orange from Schemes A and B.

Generally, no other colours should be used for the boxes, but if necessary, Subtle Tone 2C can be used.

In addition to the main orange colour, we use a selection of additional support colours from the Nuffic palette.



4.3 Colour codes

orange

base

green

blue

magenta

red

yellow

subtle tone 2

A



CMYK 0 / 55 / 85 / 0
 RGB 241 / 137 / 50
 # f18832
 PMS C 715



CMYK 90 / 80 / 50 / 65
 RGB 30 / 32 / 48
 # 1e2030
 PMS C black 6



CMYK 95 / 4 / 100 / 25
 RGB 58 / 133 / 85
 # 3a8555
 PMS C 356



CMYK 75 / 60 / 0 / 0
 RGB 85 / 103 / 174
 # 5467ae
 PMS C 7456



CMYK 25 / 100 / 20 / 0
 RGB 192 / 17 / 111
 # bf106f
 PMS C 675



CMYK 0 / 100 / 75 / 5
 RGB 230 / 30 / 80
 # e61e50
 PMS C 206



CMYK 0 / 30 / 100 / 0
 RGB 251 / 186 / 0
 # fbb900
 PMS C 143

B



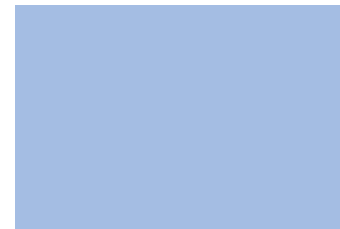
CMYK 0 / 40 / 60 / 0
 RGB 247 / 172 / 111
 # f7ac6f
 PMS C 715 (50%)



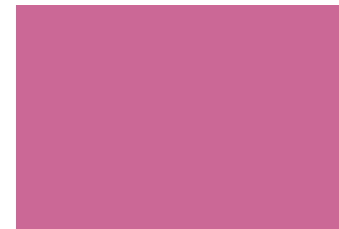
CMYK 50 / 40 / 30 / 3
 RGB 143 / 144 / 158
 # 8f909d
 PMS C black 6 (50%)



CMYK 50 / 0 / 45 / 0
 RGB 141 / 201 / 164
 # 8cc8a3
 PMS C 356 (50%)



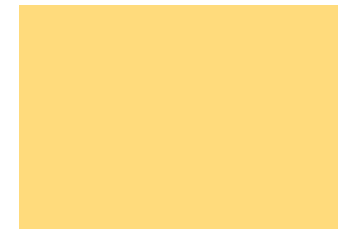
CMYK 40 / 20 / 0 / 0
 RGB 164 / 189 / 228
 # a4bce3
 PMS C 7456 (50%)



CMYK 20 / 70 / 15 / 0
 RGB 204 / 104 / 150
 # cc6895
 PMS C 675 (50%)



CMYK 0 / 65 / 40 / 0
 RGB 239 / 120 / 124
 # ee787c
 PMS C 206 (50%)

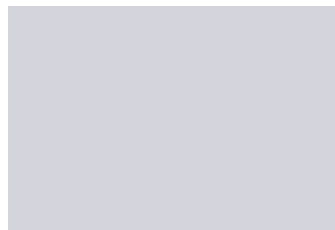


CMYK 0 / 15 / 60 / 0
 RGB 255 / 219 / 124
 # ffda7c
 PMS C 143 (50%)

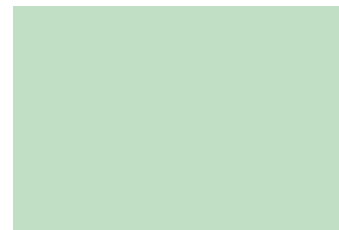
C



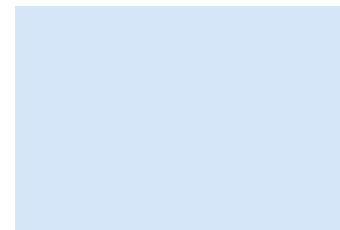
CMYK 0 / 15 / 30 / 0
 RGB 253 / 217 / 189
 # fdd9bd
 PMS C 715 (25%)



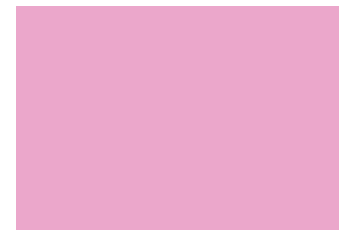
CMYK 20 / 15 / 10 / 0
 RGB 212 / 212 / 221
 # d3d3dc
 PMS C black 6 (25%)



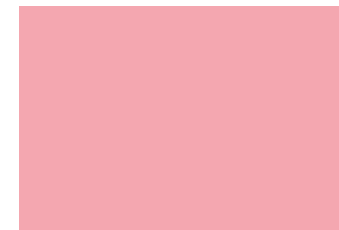
CMYK 30 / 0 / 30 / 0
 RGB 193 / 223 / 196
 # c0dec3
 PMS C 356 (25%)



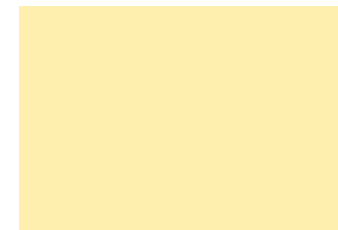
CMYK 20 / 5 / 0 / 0
 RGB 228 / 236 / 250
 # e4ecfa
 PMS C 7456 (25%)



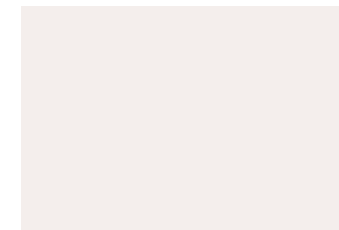
CMYK 5 / 45 / 0 / 0
 RGB 235 / 167 / 203
 # eba7cb
 PMS C 675 (25%)



CMYK 0 / 45 / 20 / 0
 RGB 244 / 167 / 176
 # f4a7af
 PMS C 206 (25%)



CMYK 0 / 5 / 40 / 0
 RGB 255 / 234 / 180
 # ffeab4
 PMS C 143 (25%)



CMYK 5 / 7 / 7 / 0
 RGB 244 / 238 / 236
 # f4edec
 PMS C warm gray 2 (25%)

4.4 Basic colour combinations

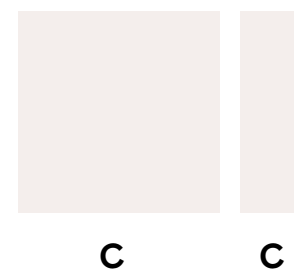
Orange is the basic colour for Study in NL.
The image on the right displays the basic colour combinations.

The left box should always have a colour from Scheme A. The right box, however, can have a colour from either Scheme A or Scheme B.



Exception:

For the left box, you may also use Subtle Tone 2 from Scheme C. In that case, you should use the same colour for the right box. Generally, we do not use Subtle Tone 1 from Scheme C for larger boxes



5. Typography

5 Typography

Buenos Aires

For the website, digital publications
and printed communication.

Century Gothic

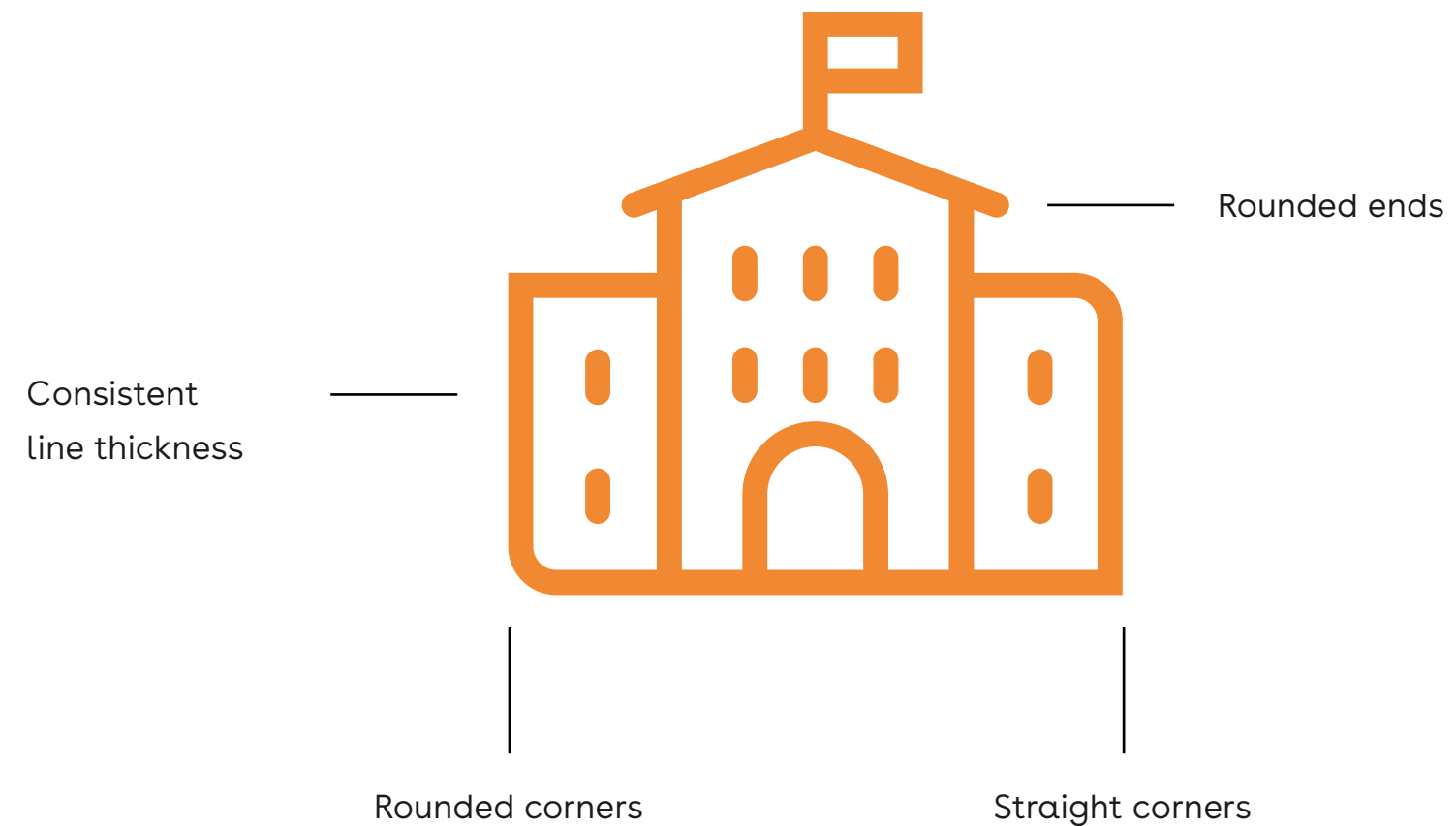
For all letters, emails, presentations
and documents

6. Icons and graphs

6.1 Style

Icons and graphs can be used to make more complex information clearer and more appealing. Here you will find the basic principles for the style of the icons. The icons always consists of outlines. These outlines include a mix of straight and rounded corners, which aligns with the style of the Study in NL and Nuffic logos

Starting point icon style



6.2 Application

The icons may be used on both white and coloured backgrounds. However, there are specific contrast rules to follow.

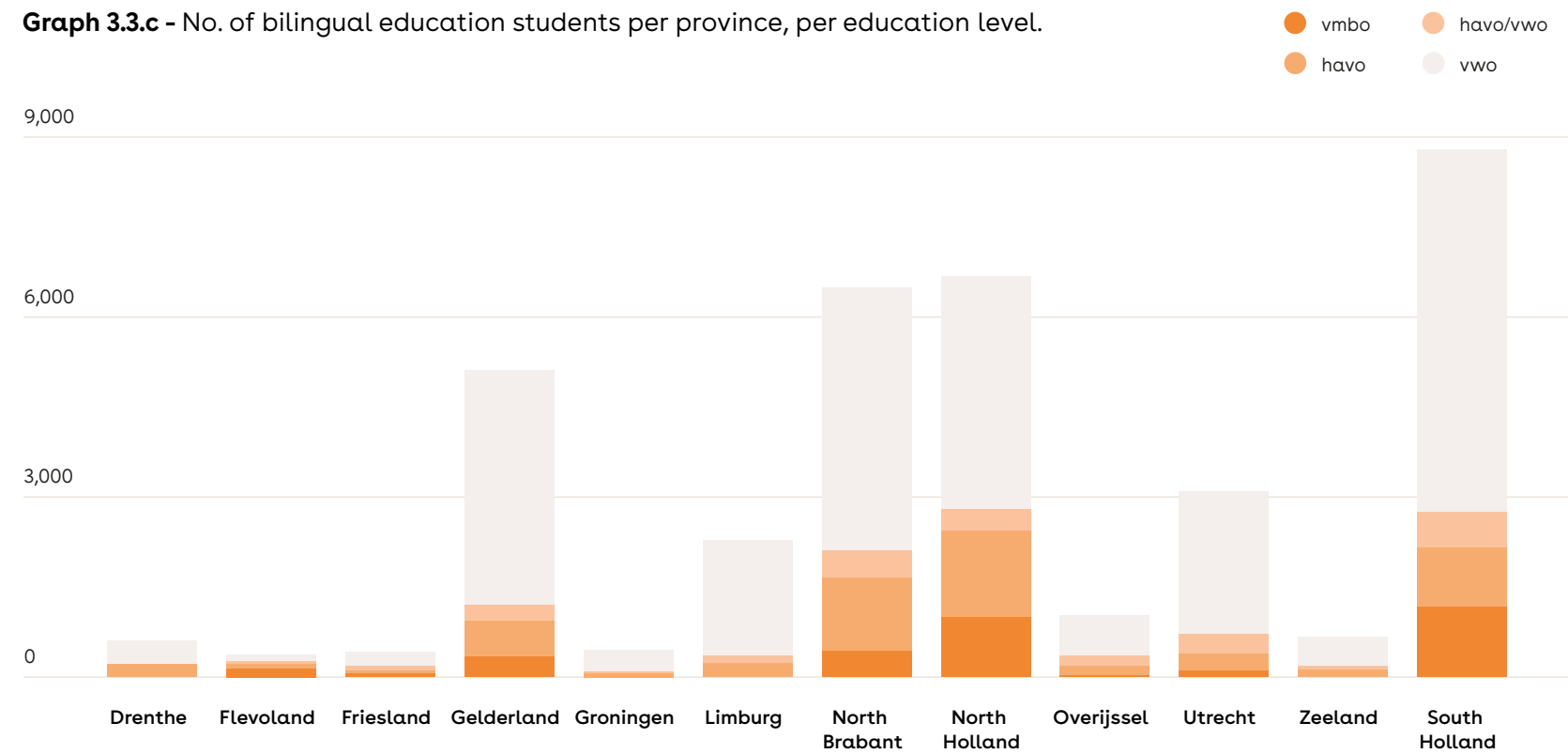
These rules can be found in the **Nuffic house style guide**. For a comprehensive overview of all house style icons, please contact us at studyinnl@nuffic.nl.



6.3 Graphs

Graphs can feature different shades of a single colour (from Scheme A, B or C). You can also combine various different colours. However, make sure the colours complement each other.

Graph 3.3.c - No. of bilingual education students per province, per education level.



Source: Nuffic, TTO network survey, 2017.

7. Writing style

7 Writing style

Writing style:

Study in NL

Abbreviation style:

SiNL

URL style:

www.studyinnl.org

New email address:

studyinnl@nuffic.nl



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