

The Hague

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Publication

Municipality of The Hague | Urban Development Department | City Branding Agency

Internet: www.merkdenhaag.nl | Email: merk@denhaag.nl

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1 General guidelines

Den Haag

Preferred logo

DH_logo_pos_CMYK

DH_logo_pos_RGB

The Hague

Preferred logo - English

TH_logo_pos_CMYK

TH_logo_pos_RGB

Den Haag

Black-White

DH_logo_pos_Grayscale

DH_logo_pos_Grayscale_RGB

The Hague

Black-White - English

TH_logo_pos_Grayscale

TH_logo_pos_Grayscale_RGB

Den Haag

Black-White Diapositive

DH_logo_rev_Grayscale

DH_logo_rev_Grayscale_RGB

The Hague

Black-White Diapositive - English

TH_logo_rev_Grayscale

TH_logo_rev_Grayscale_RGB

Den Haag

Blue-White Diapositive (on sample background)

DH_logo_rev_CMYK_Blue

DH_logo_rev_RGB_Blue

The Hague

Blue-White Diapositive - English (on sample background)

TH_logo_rev_CMYK_Green

TH_logo_rev_RGB_Green

Den Haag

Green-White Diapositive (on sample background)

DH_logo_rev_CMYK_Green

DH_logo_rev_RGB_Green

The Hague

Green-White Diapositive - English (on sample background)

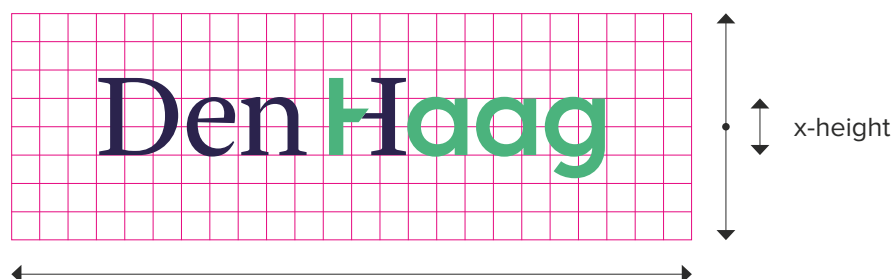
TH_logo_rev_CMYK_Green

TH_logo_rev_RGB_Green

Typographic logo

The typographic logo may not be altered in any way whatsoever. Always use the original files.

2 Matrix



Typographic logo 100%



Minimum size 30%

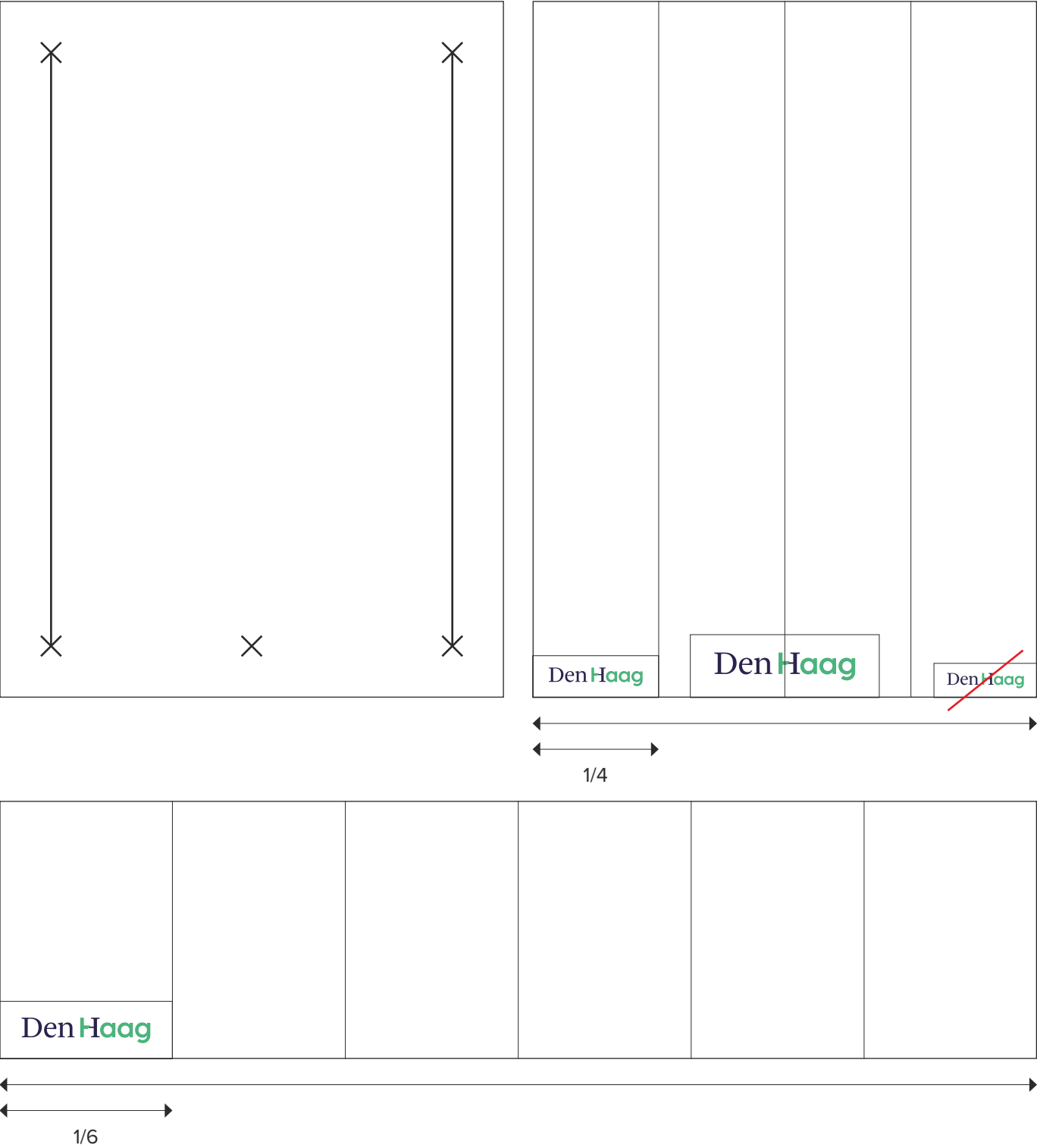
Matrix

The typographic logo is centred in a transparent matrix in order to make it easier to place. The matrix is four times the height of the x-height and is centred on the x-height.

Scales

The typographic logo is fully scalable, but it has a fixed ratio of 1:3. The smallest version of the typographic logo is – including the matrix – 30% of the original, or 9 mm high.

3 Placement & Size



Placement

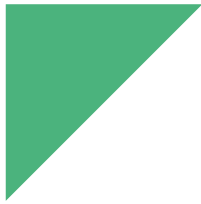
The typographic logo may be placed in the spots indicated. If preferred, it may also be placed along the vertical lines or lined with graphic or typographic elements. When placing the typographic logo, always ensure that there is sufficient distance from the edge.

Size

On vertical publications, scale the typographic logo to at least one-fourth of the horizontal side; on horizontal publications, scale it to at least one-sixth of the horizontal side. Larger scales are possible, while smaller scales are not.

4 Colours

Green



PMS = 7724 C
PMS = 7482 U
C=70 M=0 Y=65 K=0
R=70 G=180 B=125
#46b47d

Blue



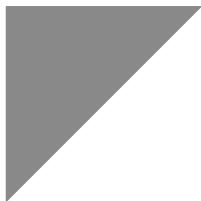
PMS=2766C
PMS = 2767 U
C=100 M=100 Y=0 K=60
R=25 G=20 B=70
#191446

Black



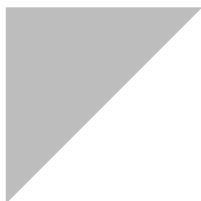
C=0 M=0 Y=0 K=100
#000000

Dark grey



C=0 M=0 Y=0 K=60
#666666

Light grey



C=0 M=0 Y=0 K=35
#a6a6a6

5 Contrast



Contrast

When placing the typographic logo, always ensure that there is sufficient contrast between the typographic logo and the background.

6 Do's and Don'ts



- 1 Never make the typographic logo one colour.
- 2 Never use a picture in the typographic logo.
- 3 Never widen or heighten the typographic logo out of proportion.
- 4 Never place the typographic logo at the edge of the field.
- 5 Use the blue diapositive version when placing the typographic logo on light backgrounds.
- 6 Use the green diapositive version when placing the typographic logo on dark backgrounds.

The typographic logo is provided in fixed colour schemes that may never be altered.



Placement

The typographic logo may not be placed in the general sponsor logo bar.

7 Best practices



Welcome to
the city of peace
and justice

Den Haag

Nuclear Security
Summit 2014
The Hague

Den Haag

THE HAGUE YOUR NEW CITY.

DOING BUSINESS FIRST CLASS



The Hague