AUAS house style

January 2022

Foreword

Amsterdam University of Applied Sciences (AUAS) has recently made some changes to its house style. This handbook has been put together to tell you why, what the most important changes are and exactly what the unifying profile chosen by AUAS entails.

The new AUAS

Flashback to 2019: AUAS is a thriving, prominent knowledge institution. In the past, students enrolled with universities of applied sciences like AUAS to do Bachelor's programmes after completing senior general secondary education (HAVO), pre-university education (VWO) or senior secondary vocational education (MBO). In the early 21st century, the Bachelor's-Master's structure was introduced throughout Europe and in the Netherlands too. In the same period, applied research was added to the legal requirements imposed on universities of applied sciences. The identity of universities of applied sciences in general and AUAS in particular has been evolving rapidly ever since. It is changing from a 'school' for Bachelor's programmes into a knowledge institution that is developing and implementing a whole range of different teaching methods for diverse target groups, applied research and innovation in professional practice.. AUAS is in transition, which has necessitated a 'rebranding' process. The wider community is familiarising itself with our new identity too and will come to recognise and appreciate it more over time.

Changing coalitions, one AUAS

AUAS/HvA is well-known in Amsterdam and far beyond too. The complex, urban environment in which we are based and all of the issues that it faces are key to education and research here at AUAS; interdisciplinary collaboration is absolutely vital as a result. AUAS virtually always works with companies and institutions – in changing constellations – and is continually making its mark in new environments with the specific expertise it has to offer. AUAS is also always entering into coalitions in all kinds of different networks, both for ourselves and the world outside, and is recognised by others in these networks too. All of our people and each and every AUAS team make it the wonderful knowledge institution it is and visible to everyone. We all profit from the strong, superb AUAS/HvA brand name and we all contribute to its further success and growth.

Medium endorsement

We have spent some time recently asking ourselves which brand strategy would be most appropriate given these developments and new identity. The answer is a 'medium endorsement' brand strategy, in which we consistently use the AUAS parent brand, often in combination with a second brand or sub-brand name. We will present both of these in balance with each other; neither will be dominant. We will use a sub-brand name to ensure that AUAS is recognisable and findable and, by doing this, also leave scope for the versatility and multi-ethnicity of AUAS. The sub-brand name must represent specific expertise and, as such, be aimed at a specific target group.

Scope within frameworks

From now on, AUAS will always be easily recognisable in communications when presenting itself to external target groups. We will achieve this by consistently including a number of the same elements in these communications. There will also be plenty of scope for individual AUAS units to express their uniqueness. However, this will only apply if the second identity or sub-identity is relevant for the external target group or groups at which the communication is aimed.

Fixed elements

The fixed elements to be included in all AUAS communications are:
• the AUAS logo, with space for a second sender (top);
• the 'Creating Tomorrow' pay-off (bottom);
• three triangles.

More information about these fixed elements will follow later in this document.
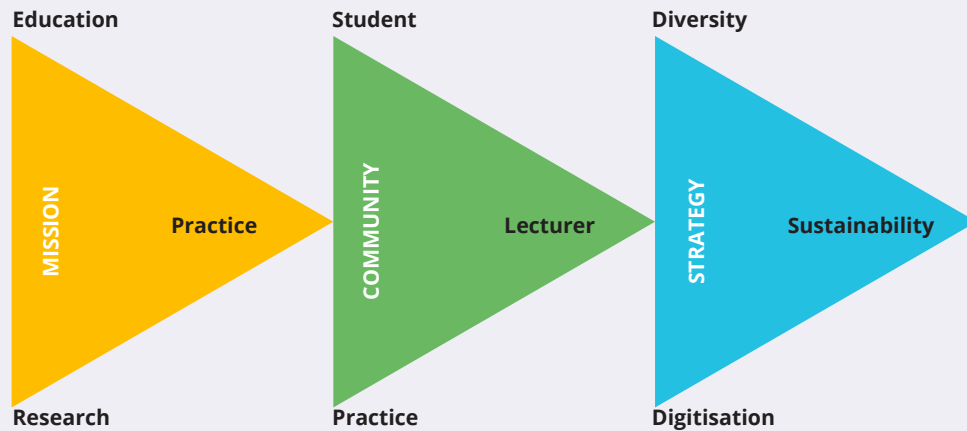The three triangles represent the AUAS mission, community and strategic ambition. Our mission focuses on education, research and innovation. Students, lecturers (and other staff) and people from professional practice are at the heart of our community. Finally, diversity, sustainability and digitisation are three important (if not the three most important) pillars on which the AUAS multi-year strategy is based. All in all, they represent the nine individual points of the three triangles.

The AUAS profile

What characterises AUAS? What makes us unique? What characterises everything and everyone involved with AUAS – despite its great diversity and versatility? The answer to these questions can be found in the name of our institution. We are Amsterdam University of Applied Sciences or – more accurately – the University of Applied Sciences of, for, with and by Amsterdam.

University of applied sciences

We are a university of applied sciences, which makes us different to universities, at which fundamental knowledge and research are key, and also different to senior secondary vocational education institutions (MBO), which focus on teaching students a trade. As a university of applied sciences, we prepare students for positions in society with considerable responsibility and for the professions of their choice. Our students (will) have a pioneering role to play in new developments. Graduates from universities of applied sciences are uniquely qualified to apply their knowledge of theory and practice in close collaboration with the professional field and to develop new insights and applications on the basis of applied research.

Creating Tomorrow

MISSION	Education / Research → Practice	COMMUNITY	Student / Practice → Lecturer	STRATEGY	Diversity / Digitisation → Sustainability

Amsterdam

We are AUAS. Based in Amsterdam, we strongly believe that this beautiful city is the very best place in the Netherlands to learn a profession, do research, enter into national and international collaborations and achieve innovations. Why? Because, whatever your field, Amsterdam has a wide range of companies and institutions that offer students, researchers and others wonderful opportunities to achieve results that really matter. Virtually all of the issues faced are complex and require interdisciplinary collaboration. This is key at AUAS, which is why the AUAS pay-off is: 'Creating Tomorrow'.

How does this influence the AUAS profile?

We are:

Amsterdam-based and immersed in Amsterdam and its issues

innovative

unorthodox

diverse

modern

and we've got flair too

All of the above means that Amsterdam features clearly in all our communications. Everything we do happens in and for Amsterdam. With this in mind, we make sure that all of the photos we use clearly show that Amsterdam is the backdrop, not Zwolle or Breda. Home to 180 different nationalities, Amsterdam is a diverse city – which makes AUAS diverse too. As a result, it is logical for this diversity

to be visible in all our communications. Like Amsterdam, AUAS is modern and up-to-date as well. The more-focused AUAS house style enables us to use contemporary colour palettes. We also express ourselves with the charm you might expect from the residents of Amsterdam.

AUAS students and staff continually work with companies, institutions and residents in the Amsterdam region to achieve solutions to the issues they face. During their time at AUAS, students learn to answer the questions of today and those of the future too. This requires a level of creativity and innovativeness that can come across in communications by (creatively) adopting a slightly different approach to the norm.

We are at the heart of (Amsterdam) society and the city is our campus and learning environment too. This context is clear in everything we do.
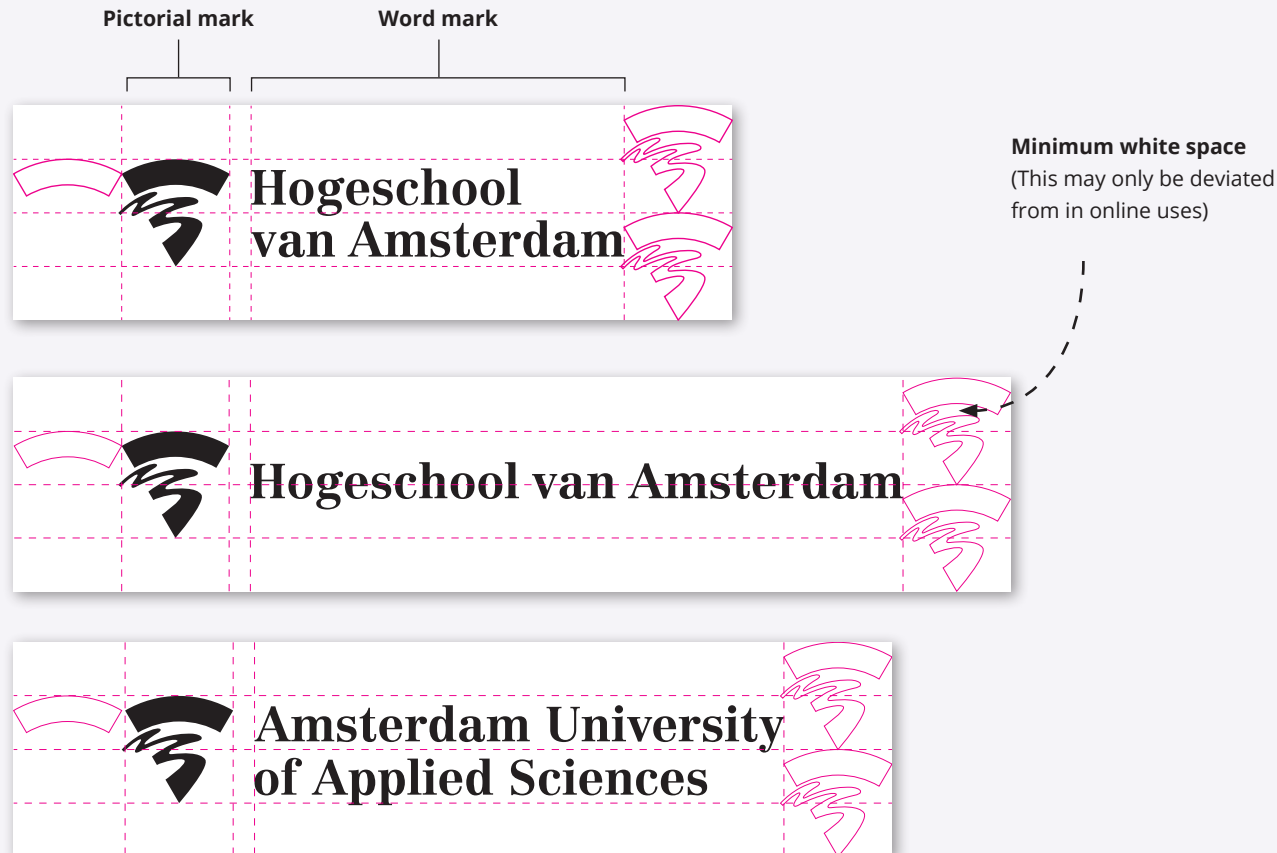
We are 'Creating Tomorrow' here at AUAS. Fuelled by enthusiasm, we focus on the new, exciting, difficult and important things that really matter, in close collaboration with others.

January 2022

Creating Tomorrow

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Logo

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Logo, logo colour and white space

Pictorial mark   **Word mark**

Hogeschool
van Amsterdam

Hogeschool van Amsterdam

Amsterdam University
of Applied Sciences

Minimum white space
(This may only be deviated
from in online uses)

The Hogeschool van Amsterdam (HvA) logo consists of a pictorial mark (inspired by the River Amstel with a bridge over the top of it and representing cooperation and commitment) and the following word mark: Hogeschool van Amsterdam (in Centennial font).

Logo versions
There are two versions of the HvA logo: one with the word mark on one line ('the long logo') and one in which the word mark is divided over two lines ('the compact logo'). The compact logo is always used for sub-brands. The English version of the logo is always divided over two lines.

Logo colour
The logo is always used in one of the primary colours (black, white and purple). AUAS purple is the preferred choice for collaborations.

Logo position
The logo is always positioned in the top-right hand corner of communications (with the exception of online communications). When positioning the logo, remember the minimum amount of white space to be used around it.

Sizes*
The minimum standard-logo size is 35% for printed communications. The minimum logo size online is 85%. When used in a larger size, the logo is enlarged seamlessly without affecting the ratio between the pictorial mark and the word mark (see the summary at the end of this document).

The logo may not be copied or reconstructed.

* See the appendix on logo scaling

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Logo and sub-brands
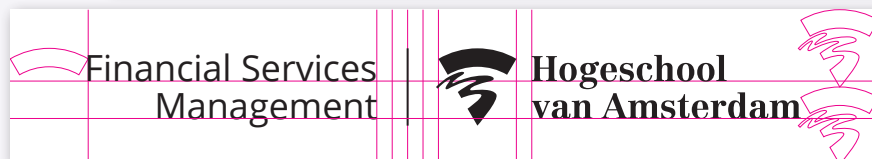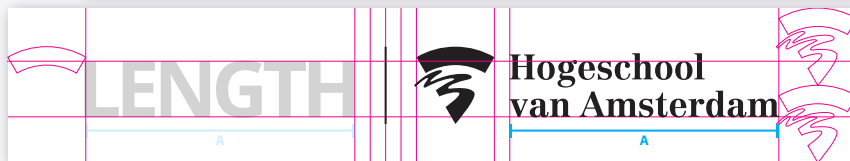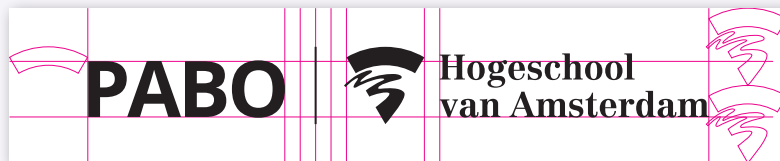
HvA sub-brands are identifiable in the HvA logo.

The sub-brand logo consists of the name of the sub-brand followed by the compact HvA logo; both are separated by a vertical dividing line.

The length of the sub-brand name determines whether it is takes up one or two lines. We take the width of the compact logo (A) as the maximum width.
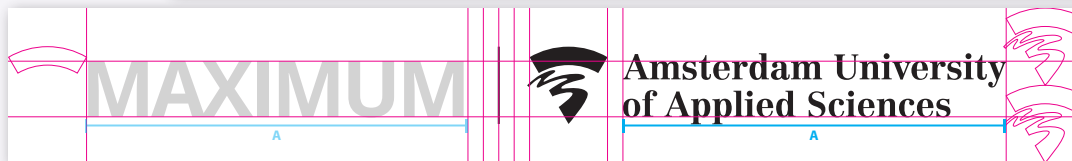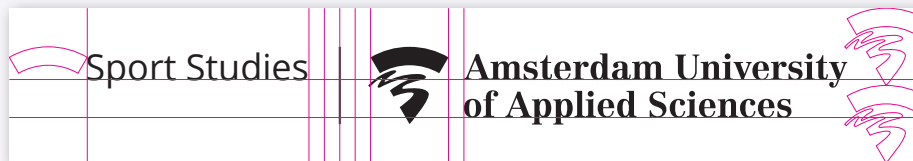
Sub-brand logos are produced on the basis of the 100% logo. If a sub-brand name is written on one line, it will be aligned with the bottom part of the AUAS word mark. We use Open Sans Bold / 41pt in this situation.

If the sub-brand does not fit within width A in this font, we divide the sub-brand over two lines and use Open Sans Regular, 18 pt with line spacing 18.75 pt. This aligns the two lines to the AUAS word mark.

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English logo

Sport Studies | Amsterdam University of Applied Sciences

MAXIMUM | Amsterdam University of Applied Sciences

A | A

A longer name is placed over two lines | Amsterdam University of Applied Sciences

Creating Tomorrow

Logo and pay-off

Printed

Financial Services Management

Hogeschool van Amsterdam

Creating Tomorrow

AUAS online

Hogeschool van Amsterdam

Creating Tomorrow

Sub-brand online

Financial Services Management

Hogeschool van Amsterdam
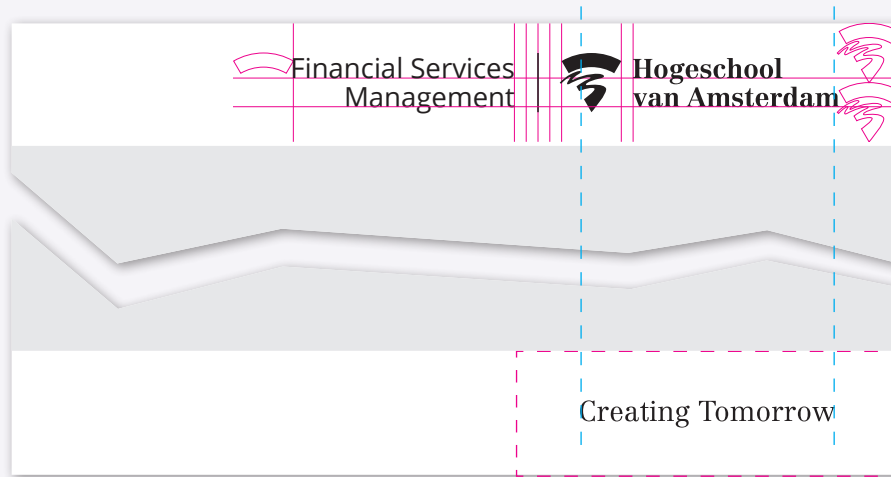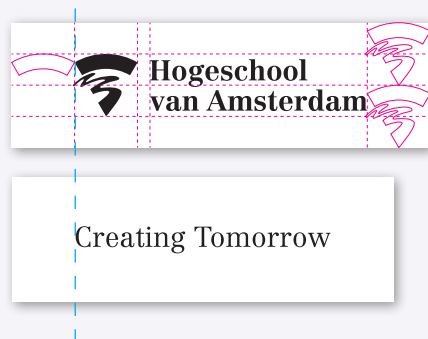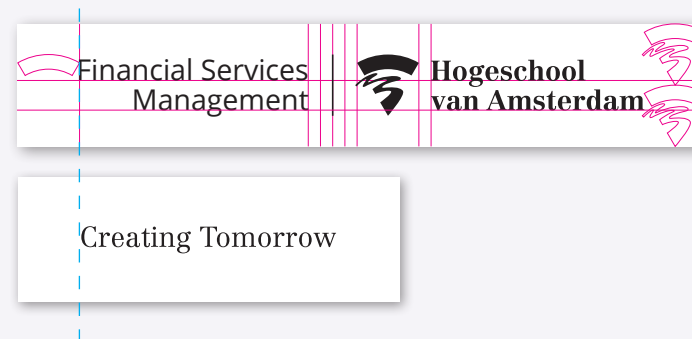
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The AUAS pay-off is 'Creating Tomorrow'. It is displayed in the same font as the HvA logo and forms part of the HvA logo set. The pay-off is always used.

The pay-off is exactly half the width of the pictorial mark and word mark of the compact HvA logo. The pay-off has the same amount of white space around it as the logo.

The pay-off is always used in the same scale as the logo.

The pay-off is always aligned with the logo. If the one-line logo is used, the pay-off will be aligned to the right edge of the logo.

In principle, the pay-off will be positioned at the bottom of the communication. However, it may be repositioned elsewhere along the vertical axis if necessary.

Online
When used online, the HvA logo is positioned on the left-hand side, not the right. This has consequences for the positioning of the pay-off.

The white space around the pay-off must be aligned to the left of the white space around the logo as a whole, regardless of whether the logo is accompanied by a sub-brand or not.

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Colours

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Colour HvA colours

HvA-purple

RGB	37 / 22 / 122	#25167A
CMYK	100 / 94 / 0 / 5	
PMS	273C	

Black

RGB	0 / 0 / 0	#000000
CMYK	0 / 0 / 0 / 100	
	50 / 50 / 50 / 100 *	
PMS	Process Black C	

White
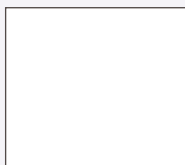
RGB	255 / 255 / 255	#FFFFFF
CMYK	0 / 0 / 0 / 0	

Supporting colour hva.nl

RGB	0 / 125 / 104	#007d68

* In the event of large fills, a percentage of cyan, magenta and yellow may be added to the black to make it stronger.

The corporate HvA/AUAS colour is HvA purple.

The logo may be used in all of the primary HvA colours (white, black or purple).

The primary colours are used when filling the triangles too: in corporate communications, at least one of the triangles will be purple, one black or white and one will feature an accent colour. This accent colour is a bright, contrasting colour that represents AUAS's identity (Amsterdam-based, innovative, unorthodox, diverse, modern, flair).

At least one triangle will be black or white in other communications.

Accent colour for hva.nl/amsterdamuas.com
A supporting colour will be added to the primary colours used for hva.nl banners and expressive text blocks with a call-to-action function. This green colour works well with the HvA purple and stands out next to the primary colours.

No secondary colours are used on hva.nl/amsterdamuas.com; banners are an exception, however.

Secondary colours
Any colour may be chosen for the other triangles, provided it promotes readability and adds to the fresh look achieved. All accent colours – those used on hva.nl, for example – must be implemented/used consistently.

If in any doubt, please contact the Communication Department.

Accessibility
Consider the accessibility requirements, level WCAG 2.0 AA, when creating a design.

See documenten-en-toegankelijkheid.nl for more information. (in Dutch)

Typography

Just one font is used in the HvA house style: Open Sans.

We use this font in Regular and Bold. Extra Bold may be used for headings and titles.

Office automation
Arial is used in office automation (for example, e-mails, Microsoft Word documents like letters and reports and PowerPoint presentations).

Accessibility
Consider the accessibility requirements, level WCAG 2.0 AA, when creating a design.

See documenten-en-toegankelijkheid.nl for more information. (in Dutch)

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Creating Tomorrow

Grid and graphic layer

Grid and graphic layer

HvA/AUAS visual language is based on a number of equilateral triangles, each of which has been tipped on its side. We use a grid to include three triangles in each communication.

Each grid features one triangle that has been tipped on its side. This ensures that the triangles are always used in fixed proportions and in fixed positions. This makes communications stand out as having been issued by AUAS.

There are two versions of the grid: one in which the planes become smaller as they progress inwards and one in which they become smaller as they progress outwards. Decide which grid you want to use on the basis of the background (the subject in your photography).
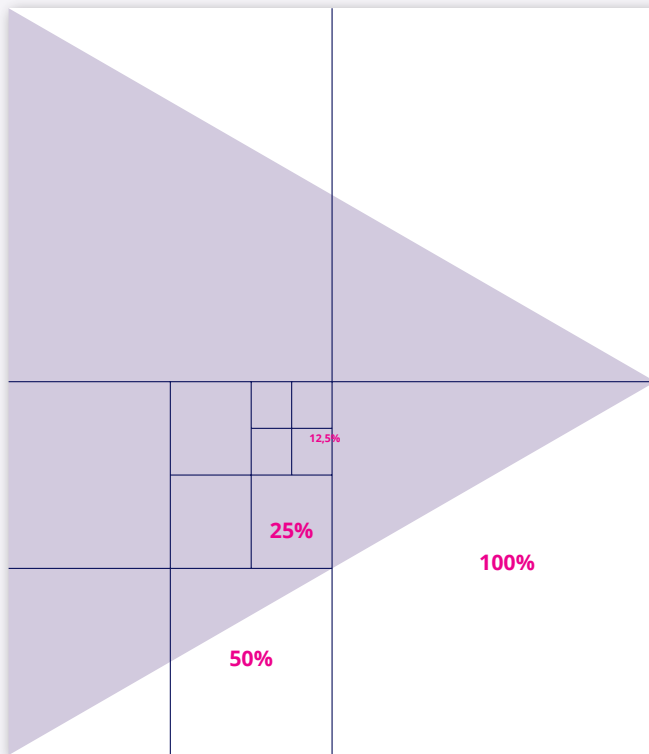
Grid inside
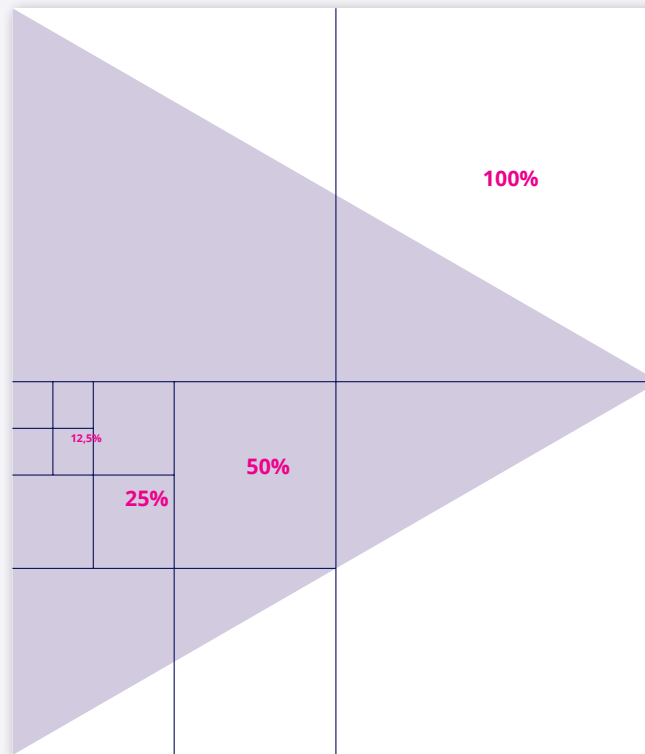
Grid outside

Grid use
Portrait A-series formats
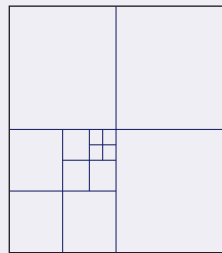
Grid inside
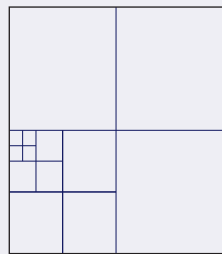
Grid outside

Change the scale of the grid based on the image on which it will be used.

100%
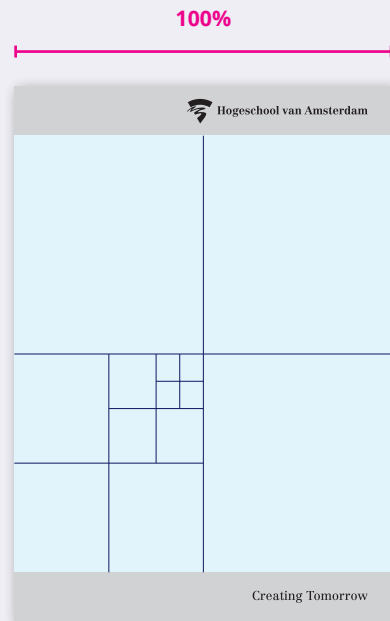
Change the scale of the grid to fit the full width of the ground plane.

We position **the logo and the pay-off** in the space created, aligned to the right-hand side and remembering to include the minimum white space required.
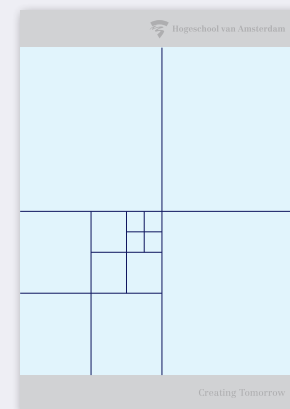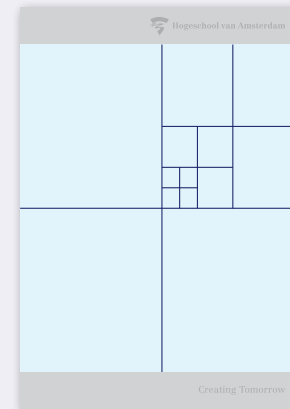
Mirror the grid if necessary

Please note! The grid may never be turned..
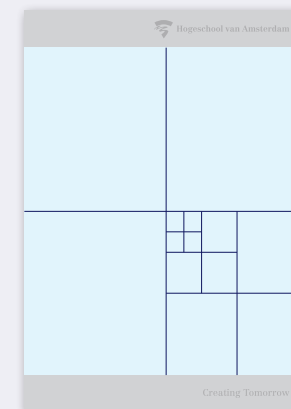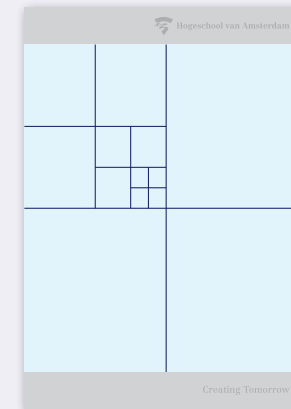
Triangle use
See Page 8

Creating Tomorrow

Grid use
Other portrait formats
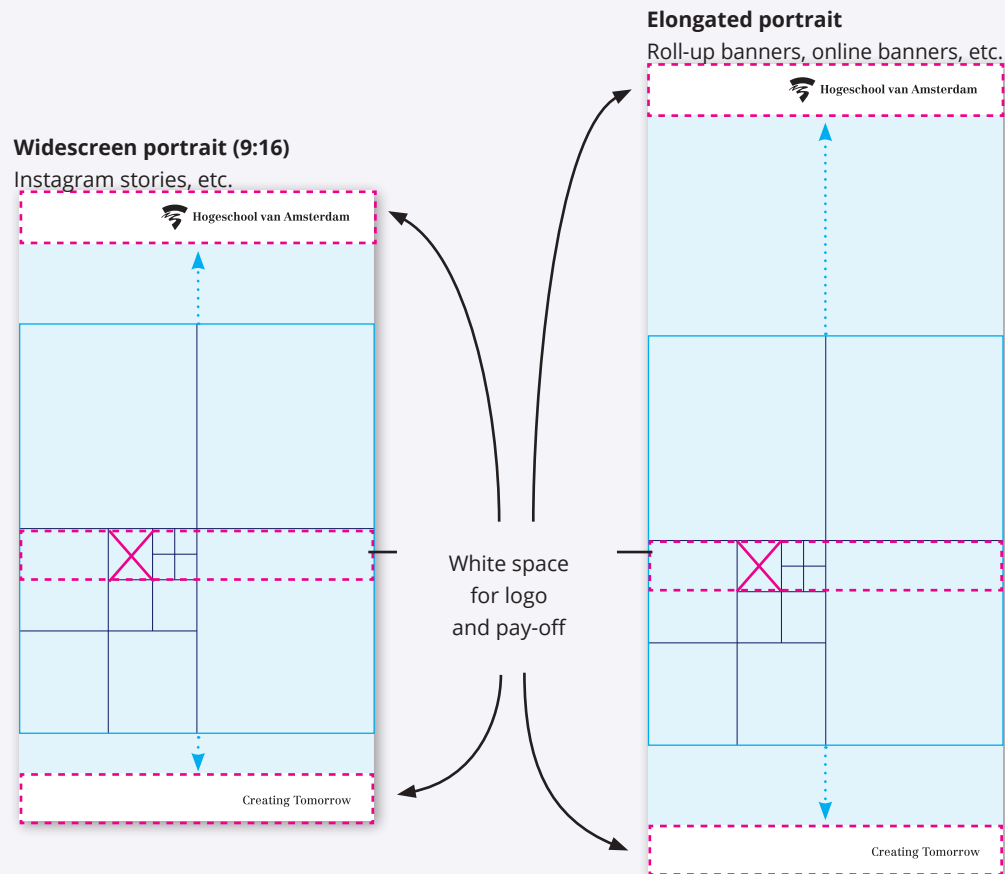
If portrait formats are longer or shorter than the A-series format, we base the size of the logo and pay-off space on the height of the second smallest grid plane.

The image may fill the area between these spaces (see the blue plane).

The grid moves as a whole across the Y axis in this space.

Elongated portrait
Roll-up banners, online banners, etc.

Hogeschool van Amsterdam

Widescreen portrait (9:16)
Instagram stories, etc.

Hogeschool van Amsterdam

White space
for logo
and pay-off

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Grid use
Exceptions for portrait formats

If the grid does not fit
If portrait uses are smaller than the A-series format, the plane remaining (after adding the logo and pay-off space) will be smaller than the height of the filled grid.

Opt for landscape formats for these (and rectangular) uses.

If the grid fits twice
If the plane that remains (after adding the logo and pay-off space) is so high that the grid fits into it twice, the grid may be scaled up to 200%. This prevents the triangles from becoming too small in comparison.

If half of the grid falls outside the ground plane, mirror the grid so that the smaller triangles fall within the plane.

Plane is too small

Rules for portrait formats (see Page 19 etc)

Grid fits twice

100%
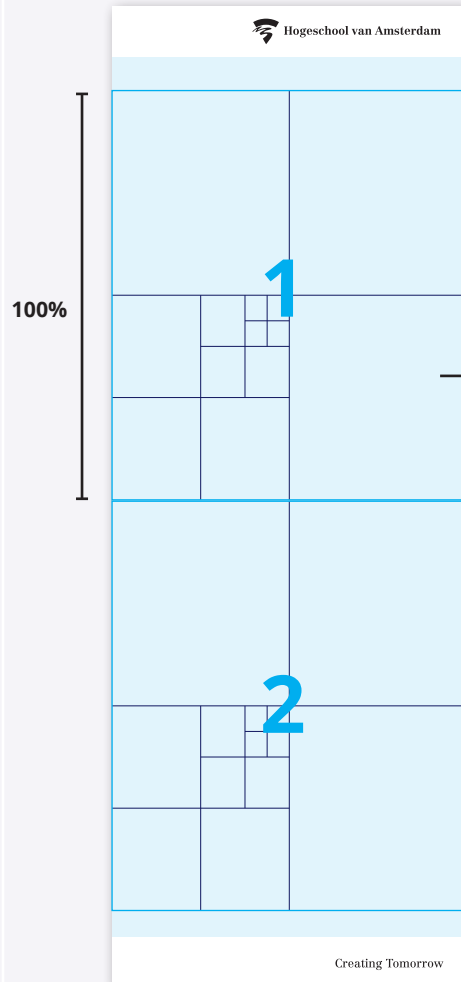
Grid scale switches to 200%

200%

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Grid use
Landscape formats

A-series format landscape
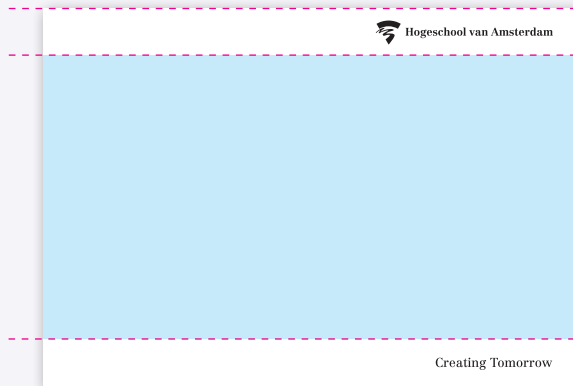
Widescreen (16:9)
Youtube, presentations, TV screens


1/8

1/8

Hogeschool van Amsterdam

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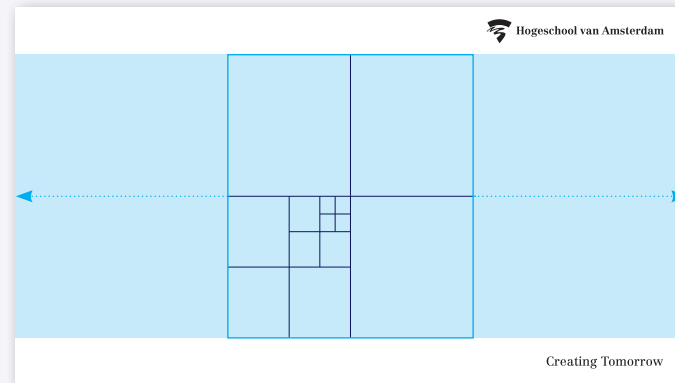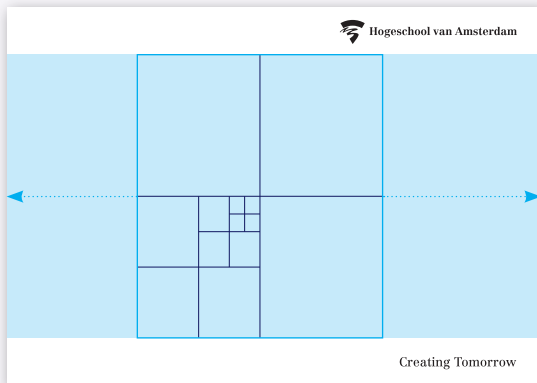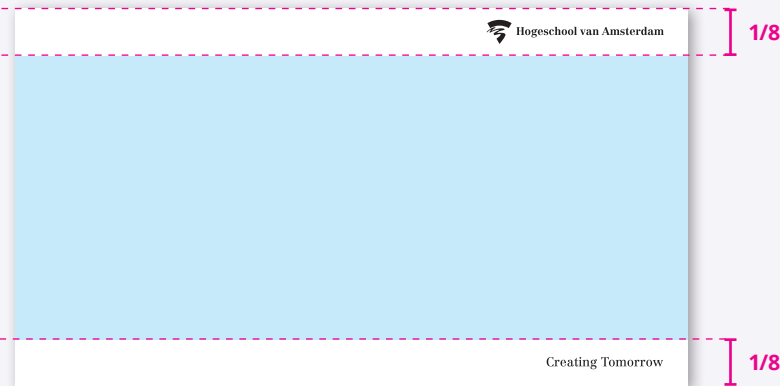
When using landscape formats, we start by determining the white space necessary for the logo. Based on the second smallest grid plane, we use 1/8th of the height of the format in question for this purpose.

We then add the grid to the plane left. We fill this upwards. The grid (as a whole) can move across the X axis.

N.B. If it is not necessary to add a logo to the plane, the grid can be filled upwards immediately.

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Grid use
Other landscape formats/exceptions
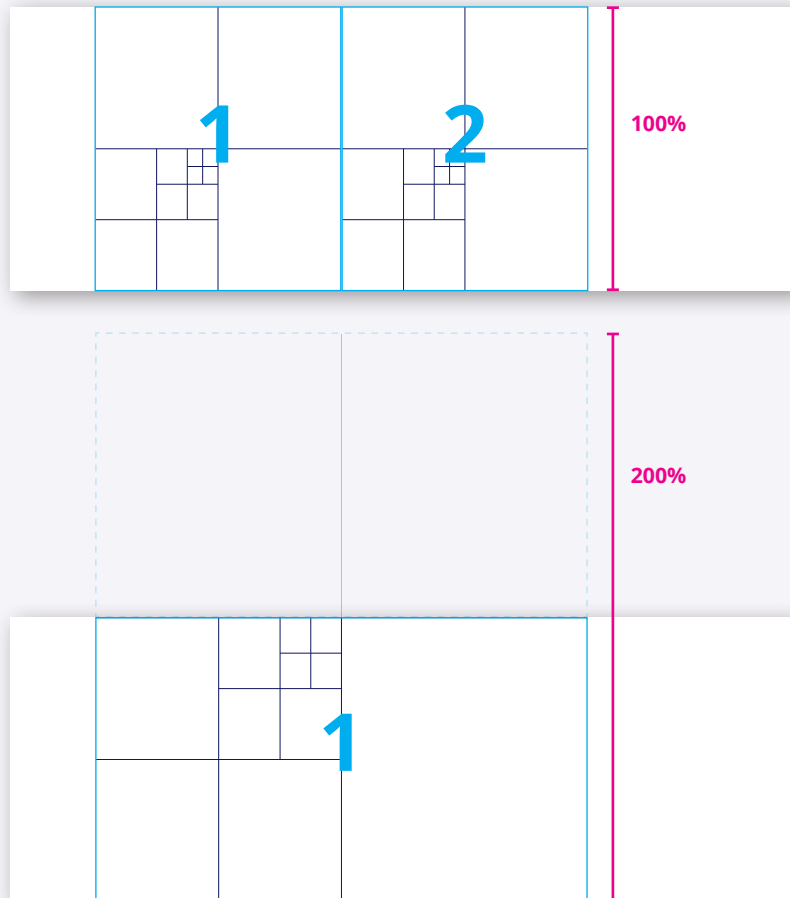
If a grid that has been filled upwards fits twice in the plane – one grid next to the other – the grid may be used at 200%.

Mirror the base plane so that the detailed plane fits in the frame.

If a format deviates from the standard significantly, the size of white space, logo and grid to be used will need to be determined on a case-by-case basis.
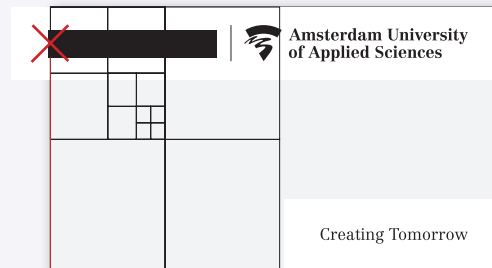

1   **2**   100%

200%

1

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Grid use
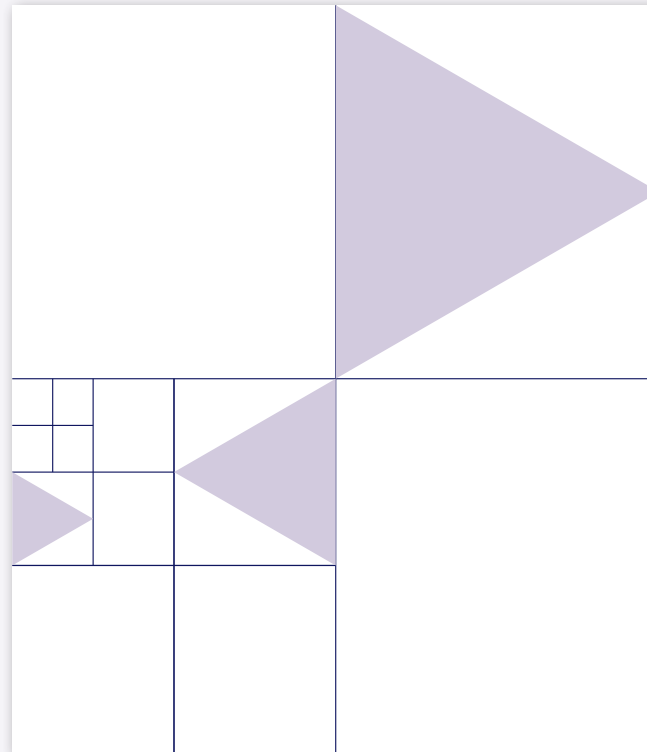## Solution for uses with non-standard formats

An exception can be made regarding the size of the logo. If the format does not allow placement of the logo in accordance with house style rules, then the logo size may be reduced up to 35% (9.54 mm in height). Examples of uses with non-standard formats include: 85x55 mm business card and 60x35 mm badge. If a logo with sub-brand does not fit in the smallest format (35%), then the AUAS logo will be used on its own, without the sub-brand. See the badge for an example.

ex. Business card: 85x55 mm

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of Applied Sciences

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ex. Badge: 60x35 mm

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ex. Badge: 60x35 mm

Amsterdam University
of Applied Sciences

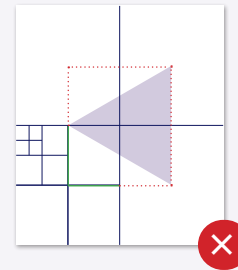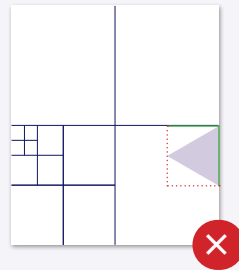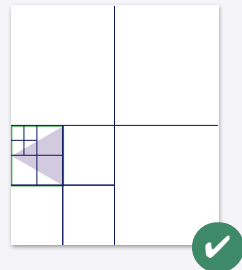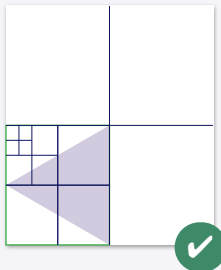Creating Tomorrow

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Grid filling
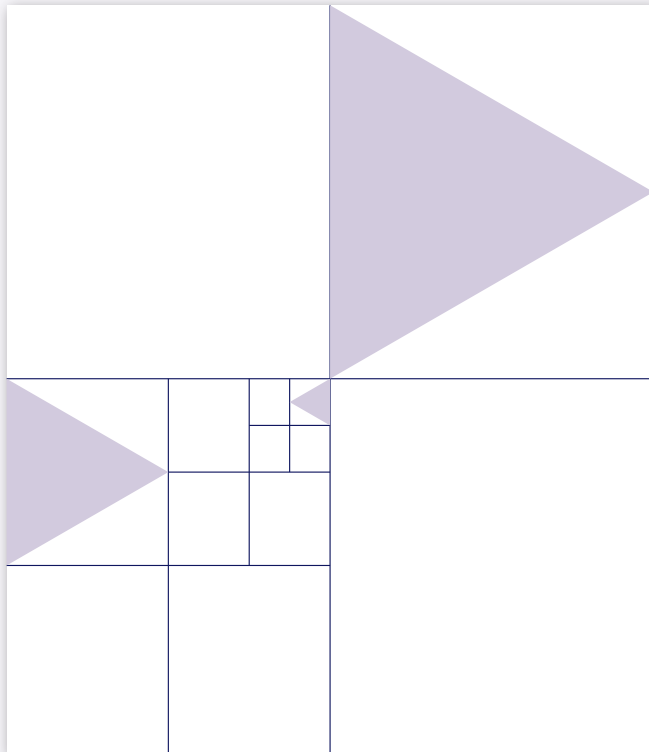
Grid inside

Grid outside

Grids: do's and don'ts
Each triangle has a grid line around it on four sides.

All AUAS communications feature three triangles.

The triangles are positioned in the planes of the grid: this means that a triangle is always surrounded by a line on four sides.
The triangles must always be tipped on their sides.

Two of the triangles must always touch each other.

If two triangles are of the smallest size possible, the third must always be at least one size bigger.

One of the triangles must always be white or black (in corporate communications: one purple and one black or white). One of the triangles must always be white or black (in corporate communications: one purple and one black or white), and one of the triangles has an accent colour (i.e. a bright, contrasting colour).
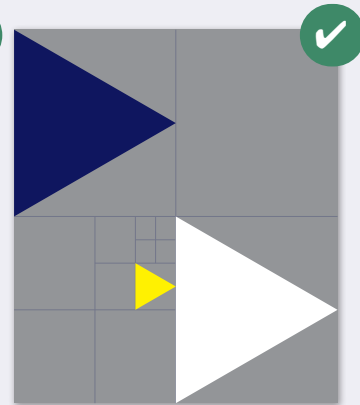
The grid itself is only used as a guide and will not be visible in the communication.

Grid filling
do's & don'ts
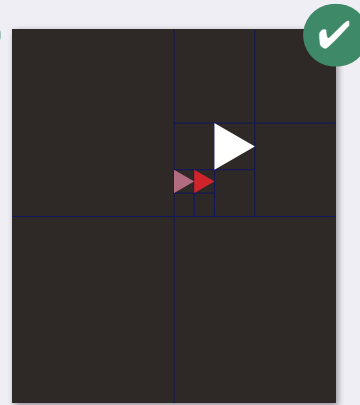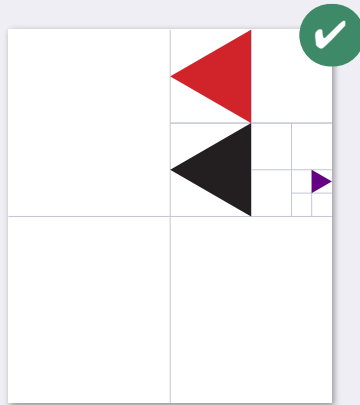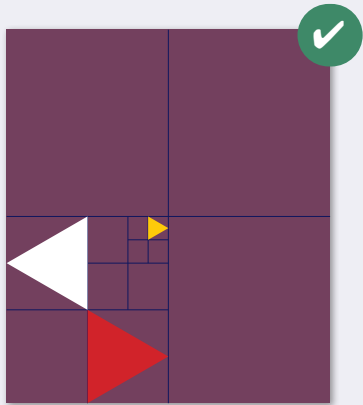
Corporate
One purple triangle, one black or white triangle, one accent colour.

Make sure that there is enough contrast in comparison with the ground plane.
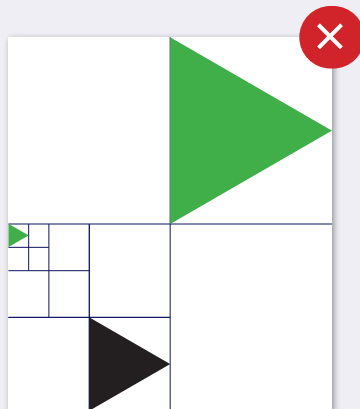
At least two of the three triangles must touch each other.

All three triangles must be different colours.
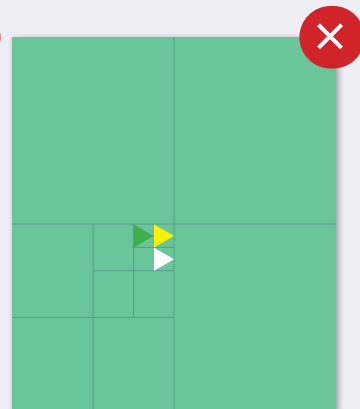
The third triangle must be at least one scale bigger.
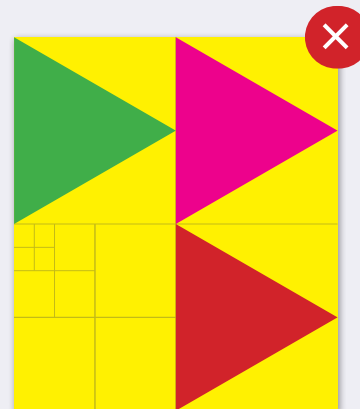
One of the triangles must be black or white (purple in corporate applications).

One of the triangles must always be white or black (in corporate communications: one purple and one black or white), and one of the triangles has an accent colour (i.e. a bright, contrasting colour).
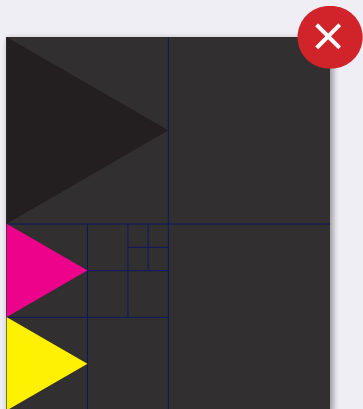
Tip
When positioning the triangles, try to consider their composition.

Three triangles on one line could look as if they were merging into one object.

Three triangles that are the same size create a stern image.

When deciding which colours to use, make sure that there is enough contrast between the individual triangles and in comparison with the plane colour/photo.

Always test with a grid to check the correct placement of the triangles.

hva.nl & amsterdamuas.com

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Banners for hva.nl

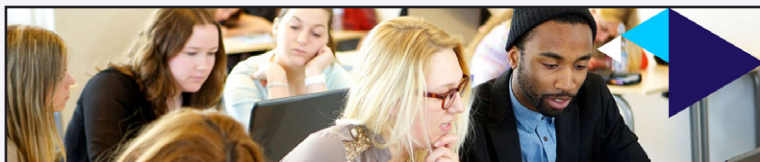**hva.nl - Homepage banner**
1312 x 580

hva.nl - Section banner
1312 x 382

hva.nl - Page banner
1312 x 272

Please note this section refers interchangeably to both hva.nl as well as our international website, amsterdamuas.com.

On the homepage, we use the grid in line with the rules for non-standard landscape formats.

In banners, there is limited space in which to display the subject of the photo, given the planes and buttons to be added on top of the banner. Because the logo is always placed in the top left-hand side of the screen on the website, we position the grid in the banner in the right-hand corner.

Banner use
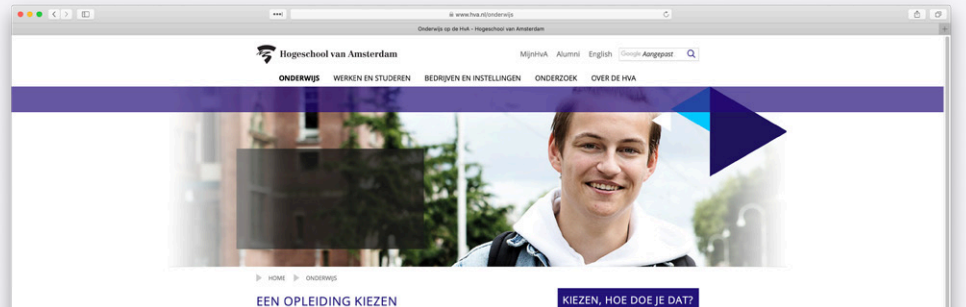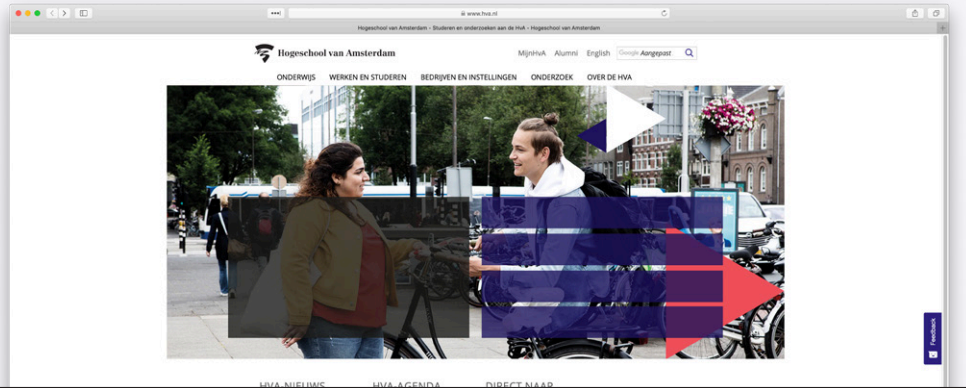
When using the new house style on the current hva.nl website, several limitations need to be taken into consideration.

We add the triangle pattern to the homepage and section pages. The triangle pattern is the same on the section and page banner.

The triangle pattern next to the banners on hva.nl will be replaced by a gradient to white.

On mobile devices, the grid will also be justified in height. As a result of the scale, the grid will be expanded to 200% compared with the desktop version. The triangle pattern will be the same on the homepage and sub-pages (see the examples on the next page).

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Banner use

HvA/AUAS Social

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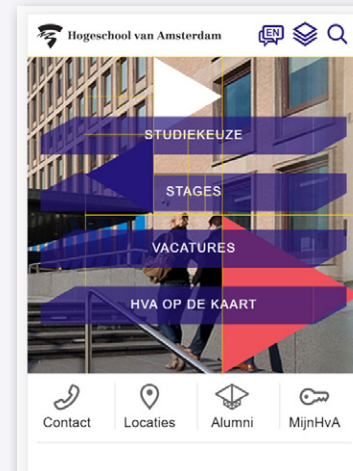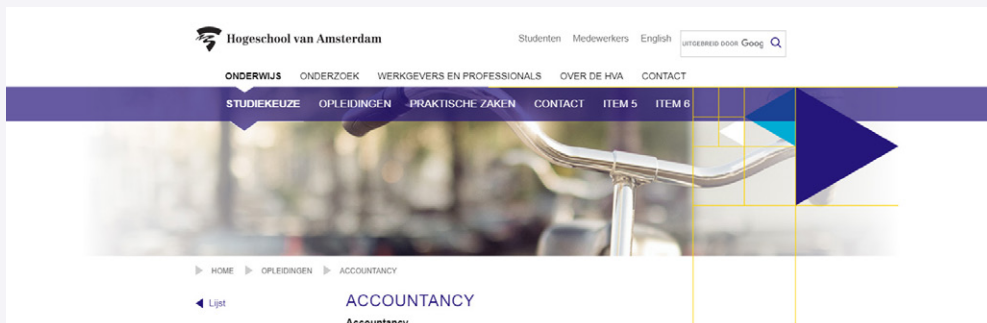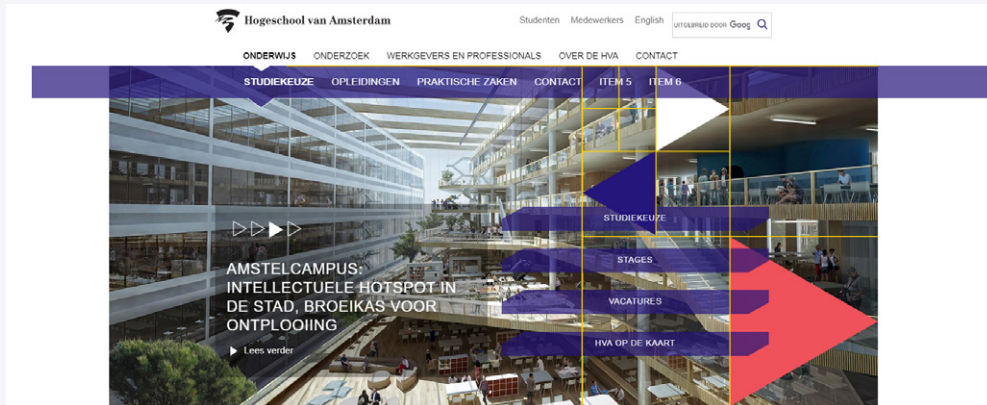
Please note that this section refers interchangeably to the HvA and AUAS socials.

**User name requirements
(@username) and the name**

For example:
@hva = user name (this features in the URL too)
Hogeschool van Amsterdam (HvA) = name

Corporate
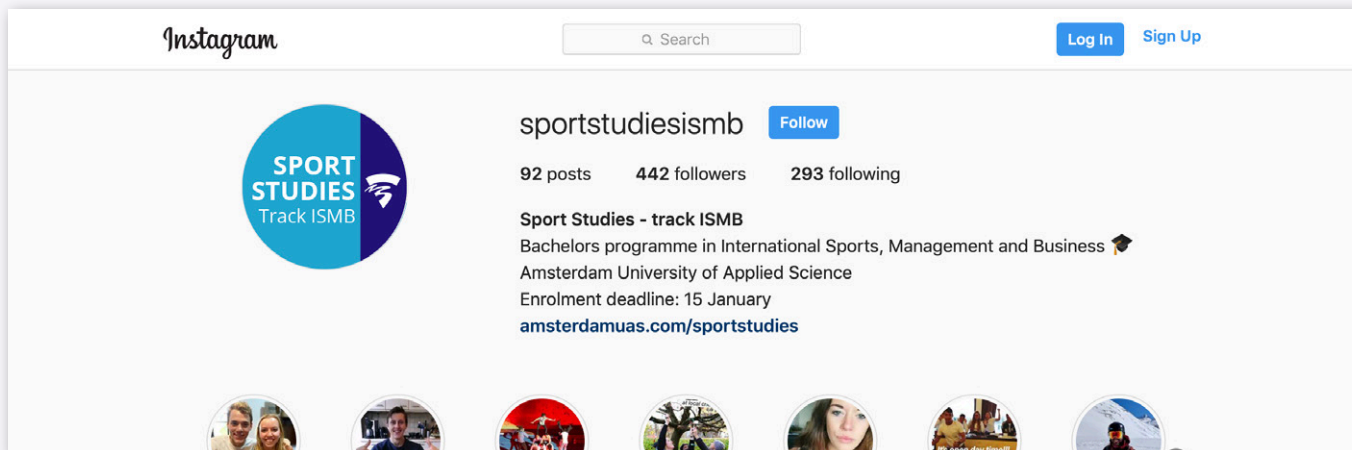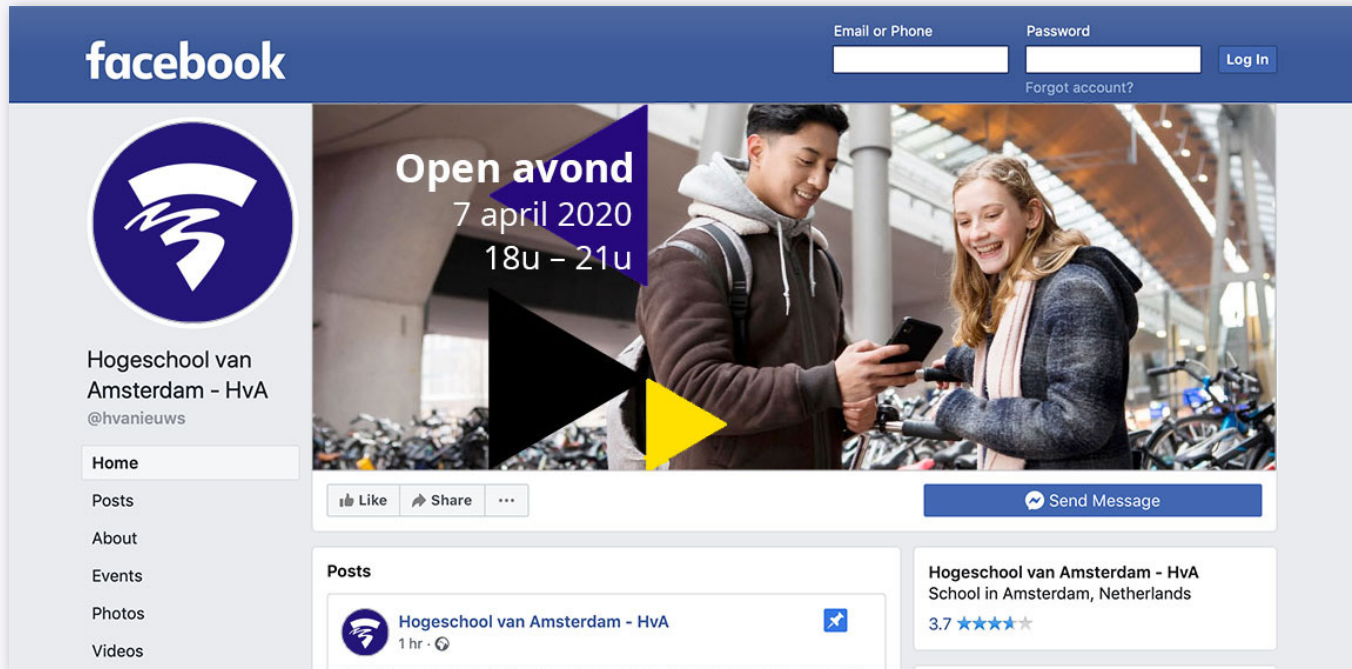User names for corporate social media accounts vary and are not always possible to change (the user names used on Facebook and YouTube, for example).
If possible, the user name will be 'Hogeschool van Amsterdam' or 'HvA' / 'Amsterdam University of Applied Sciences' or 'AUAS'

The following applies for the name: 'Hogeschool van Amsterdam' in combination with the abbreviation. So:

Hogeschool van Amsterdam (HvA)
LinkedIn is an exception to the above; the abbreviation is not used alongside the name on this site.

Sub-brand
The following guideline applies for the sub-brand user name to be used on all social media channels:
@HvA-[name of sub-brand]

The following applies here too: it will not be possible to use existing user names on all channels. The following applies for the name of the sub-brand:

HvA – [name of sub-brand]
In the bio, the name 'Amsterdam University of Applied Sciences' must be used (in full) once. If programmes are only offered in Dutch, the name 'Hogeschool van Amsterdam' must be used.

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Social media
Sub-brand avatars

HvA corporate avatar

HvA Sender Avatar

Examples
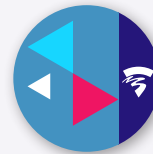
Please note that in this section HvA and AUAS are used interchangeably – all mentions of HvA apply as well to AUAS examples.

The logo is added to corporate avatars in HvA purple. We use the HvA/AUAS tag in them too.

A template is available for sub-brands and other AUAS senders. This template consists of two parts: an AUAS part and a free part.

The HvA part
The HvA part (a bar with the pictorial mark in it) is positioned to the right of the avatar. No changes may be made to this bar.

The empty part
The sub-brands/senders are free to decide how to fill the free part themselves.

Bearing the specific use in mind, we advise you not to use too many elements in an avatar.

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Summary

Summary
An HvA/AUAS communication will always include ...

1. a HvA/AUAS logo or HvA/AUAS sub-logo

2. the 'Creating Tomorrow' pay-off

3. three triangles in a grid*

4. the following font: Open Sans
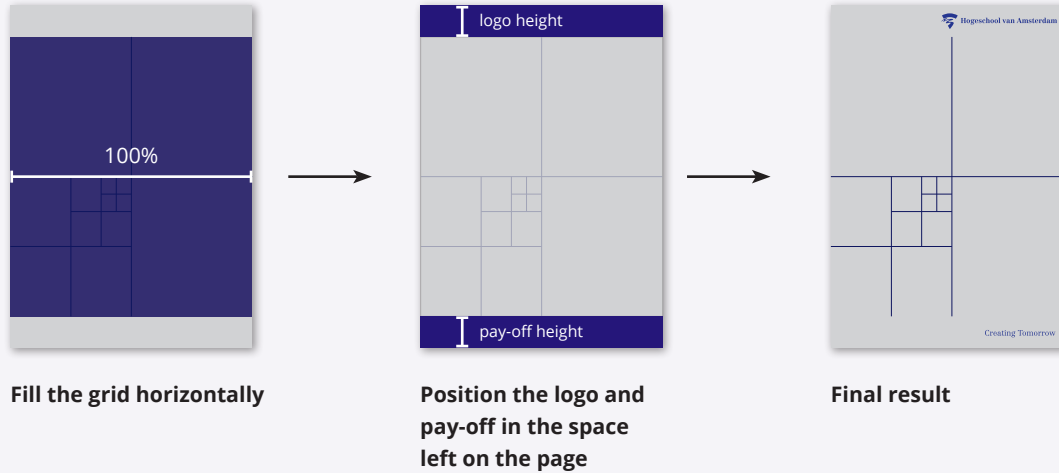
All of this in accordance with the agreements set out in this handbook.

One of the triangles must always be white or black (in corporate communications: one purple and one black or white).
One of the triangles must always be white or black (in corporate communications: one purple and one black or white), and one of the triangles has an accent colour (i.e. a bright, contrasting colour).

Appendix: Logo scaling

A-series formats

Fill the grid horizontally

logo height

pay-off height

Position the logo and pay-off in the space left on the page

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Final result

Non-standard formats

Fill the grid horizontally.

logo height

1/8 of grid height

pay-off height

The logo and pay-off space will be 1/8 of the grid height

Hogeschool van Amsterdam

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Final result

The size of the HvA logo is determined after adding the grid (see Page 16).
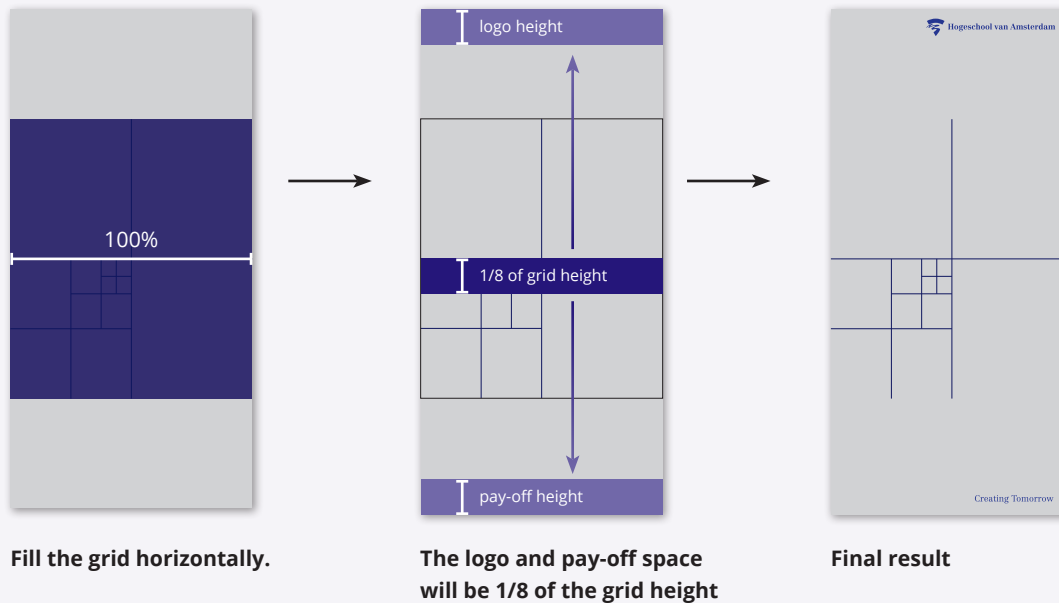
A-series formats
When using portrait A-series formats, the logo fills the space left above the grid.

The logo sizes for the most important formats are as follows:

Format	%	Height (incl. white space)
A0	400,00	108,949 mm
A1	284,54	77,554 mm
A2	200,00	54,513 mm
A3	141,35	38,527 mm
A4	100,00	27,257 mm
A5	71,74	19,552 mm
A6	49,00	13,378 mm

Non-standard formats
When non-standard formats are used, the height of the logo will be equal to 1/8th of the height of the ground plane (for landscape formats) or 1/8th of the height of the grid (for portrait formats).

So, the height of the logo will be determined by the width of the grid where portrait formats are concerned.

(Grid width × 1.1547) × 0.8 = logo height (incl. white space)

Width	Grid height	Logo height	%
100 mm	115,47 mm	14,345 mm	52,63
200 mm	230,94 mm	28,868 mm	105,91
300 mm	346,41 mm	43,301 mm	158,87
400 mm	461,88 mm	57,735 mm	211,82
500 mm	577,35 mm	72,169 mm	264,78
600 mm	692,82 mm	86,803 mm	318,47
700 mm	808,29 mm	101,030 mm	370,67