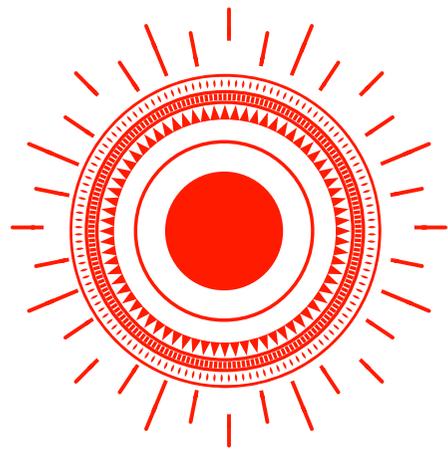


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BRAND GUIDELINES



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1. About this document

These Branding guidelines document contains all you need to know about how the Spanish NL brand should be used on product elements and marketing collateral to ensure consistency across all communications. We recommend that these guidelines be followed in order to consolidate the Spanish.nl brand

As Paul Wyatt puts it these guidelines are intended to be *"similar to a cook book which is full of brand recipes and ingredients that work well together to create a successful blend of flavors and tastes"*. As such cookbook, the guidelines aim to guide still allowing space for creative thinking.

2. Our Essence and Personality



Our brand essence should reflect to be “**Truly and Contemporary Spanish**” and this essence must ooze through all our products. It mixes our love for Spanish flavors and passion, the way Spanish culture uses sharing food and drink around a table to nurture social relations with the creativity and innovation found in Amsterdam as to of its core values.

Our Personality

Natural, fair, authentic, high quality and Tasty

Our Values

Social (Do it Together)

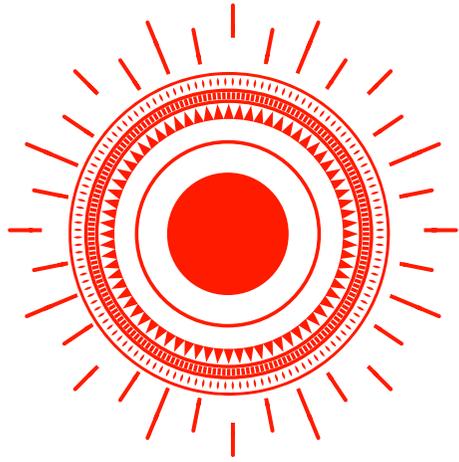
Creative (Mix it up)

Courage (Trust your intuition)

3. Tone of voice

Our tone of voice is authentic, passionate, sharing and creative. Copy should be a balance between these elements, sharing our ideas in an engaging manner that resonates with our clients.

In order to achieve this tone we combine, straight talking (natural day to day language, authentic and engaging), with energetic (passion) and modern language (using fresh ideas and terms to bring across the modern, creative nature of the brand).



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4. Logo – rational

Then main aspects the brand is aiming to reflect are:

Contemporary, Modern flavor – Avoiding classic stereotypes of Spain presented abroad and emphasizing a more current and modern design, similar to those been used to represent any other European country.

Quality, Trust, Avant-garde – We look for a more conceptual image representing the quality of our products, which provides a trust-worthy image to our customers, with a dynamic and Avant-guard touch.

5. Logo composition and elements

The elements we are using in the logo design include:

Spanish NL - Fine and soft line and wide typography – using a typography which does not have extending features called “serifs” at the end of strokes, as this provides a wide and easy to read writing. In addition, we have tailored the “s” widening it providing a more striking effect to the Brand Name. This combination projects delicacy, attention to detail, clarity as well as boldness.

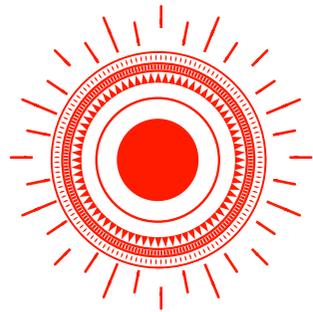
Strapline “Made with passion, shared with joy” represents the main brand values: passion, social, creative. The typography used for this strapline – handwriting and in a pastel palette - adds freshness to the logo contrasting with the other elements

The Sun – taken from the original design, which represents a crucible. It is the element which brings us together – light, heat... The changes applied to the original design provide it with a more ‘conceptual’ (less traditional) feel to the brand. The Sun with the nice weather, outdoors lifestyle describes the Spanish character to perfection.

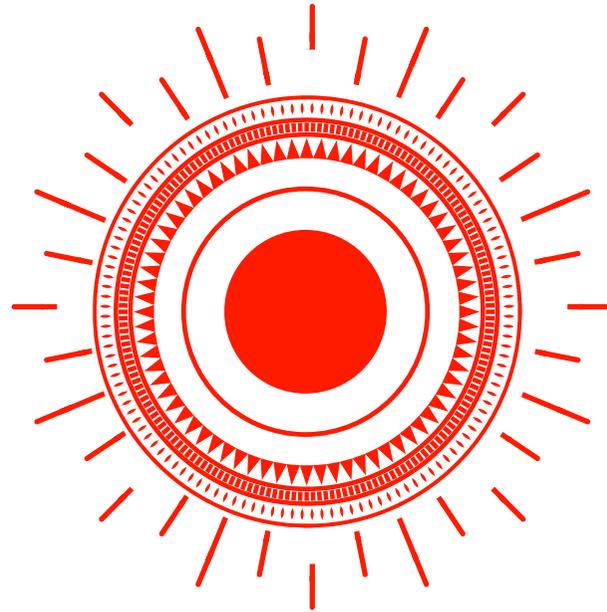
The colour palette used, including reds, yellows and black are representative of Spain. You can see the consistency of these colours when searching for “Spain” in Google.

In summary, the design transmits the brand essence and personality. It brings together the values of the brand with the contrast of Spanish way of enjoying life with passion with a modern flavour brought about by the quality of the product offering and market in which this brand fits.

*Additionally, we have added some ‘cooler colours’ that can be used in the designs to offer a ‘modern’ look to the composition.



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Symbol + Name + Strapline



Symbol + Name



Symbol + Name



Symbol + Strapline



5.1 Logo - different combinations

The logo can be presented with all or only a combination of the elements, namely:

Symbol + Name + Strapline

Symbol + Name (two different - rectangular and square)

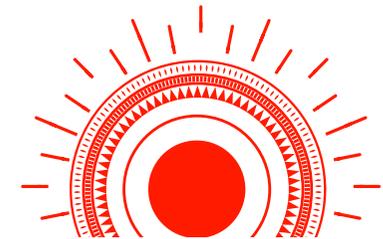
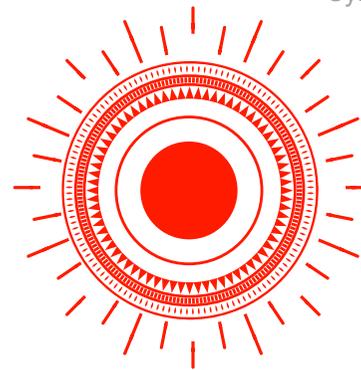
Symbol + Strapline

Symbol

It is recommended that the name is not used on its own as a representation of brand as it does not reflect the brand spirit as desired.

Also, if the support where the logo is to be applied is square, the square variant of the "symbol + name" logo is used.

Symbol





5.2 Logo – modulation and sizing

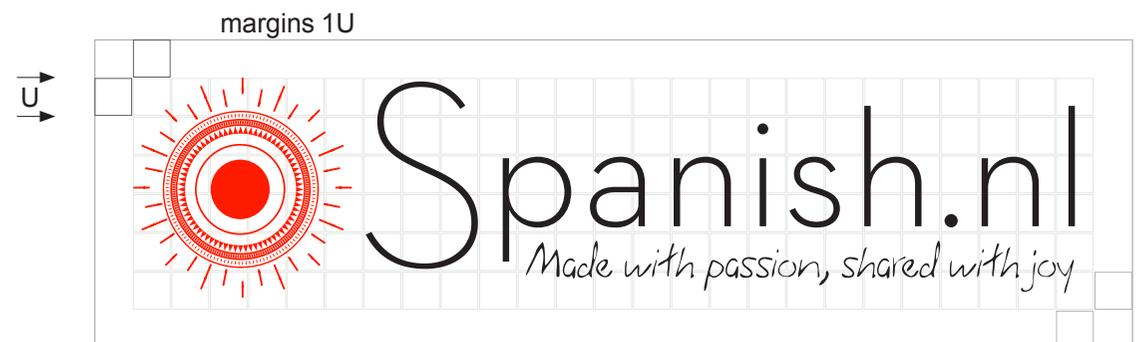
The logo is framed in an area of $6U \times 25U$, where U is the unit. We can scale it up or down giving different values to U .

This way we ensure the right proportion of the different logo elements over any size of stand or mount.

5.3 Logo – margins

It is important that the logo is surrounded by an empty protection area where no other graphic elements can interfere with the brand perception and reading.

The protection area is determined by the value allocated to U as a minimum. The logo ($6U \times 25U$) should be surrounded by a line of U squares around each of the logo borders, resulting on a total area of $8U \times 27U$.





5.4 Logo – sizing

it will sometimes be necessary to increase and decrease the logo size depending on the print area. It is recommended that in addition to keeping it in proportion and with the relevant margins, you ensure that the strapline is always legible.

For that reason it is important that the logo size is not smaller than 50 mm long for offset or digital printing. When the design is to be used in screen printing, it is recommended that the logo size is not smaller than 75mm long. If it is required the use of the logo in a smaller area, we recommend that the “square format” of the logo is used and always no smaller than 25mm long.

For display design, it is advisable that the size is not smaller than 100 pixels long.

For low resolution systems it is recommended an even bigger minimum size.

6. Dos and don'ts

You can find some incorrect uses of the logo in this slide. These don'ts are primarily errors on the composition, scaling, typography used or the colour palette.

These indications about what not to do are applicable to all formats of the logo.



Correct use of the logo



Never change the composition or the colour palette



Never changed the proportion of the elements



Never change the use of colour palette on the Name



Never change the proportion of the elements



Never user colours outside of the colour palette



Never use the elements in different proportions



Never change the position of the elements



Never change the recommended typographies

7. Typography

7.1 For the Logo

The typography selected for the Name text of the logo is **NEUTRA TEXT LIGHT**. As explained in previous sections, this fine and soft typography without “serifs” at the end of strokes makes reading easier. The wide “S” provides boldness to the Brand name. This combination projects delicacy, attention to detail, clarity as well as boldness.

The typography selected for the strap line text of the logo is **ALAINASHAND REGULAR**. This typography simulates handwriting which adds freshness to the logo contrasting with the other elements.

These two typographies are only to be used as part of the log, and not in any other written communications.



(Neutra tex light)

abcdefghijklmnopqrstuwxz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789

(Alainashand regular)

abcdefghijklmnopqrstuwxz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789

7.2 For online communications

It is recommended that one of the following fonts are used for online communications.

MYRIAD
HELVETICA
LUCIDA SANS UNICODE

These fonts maintain the main values of the brand. They are fairly standard and can be found in most of the OS available at the moment.

For web communications, we recommend the following

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789

Myriad

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789

Lucida

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789

Helvetica

7.3 For off-line communications

It is recommended that ARIAL is used for all off-line communications.

This font is very standardised, also available in most OS, which makes it easy to use.

Recommended typography for paper communications (stationary)

abcdefghijklmnopqrñstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789

Arial



8. Colour palette

8.1 Rational

The use of the different colors influences the emotional and perceptive background in which a brand is transmitted. The set of colours selected as part of the palette reflect the brand values: warmth with the use of reds, ochres, beige and yellows. We add the innovative and creative contrast with the use of cooler colours such turquoise and sky blue.

8.2 Use of palette on the main Brand

The main colours used for the brand elements are:

Sun - RED: #FF1B00
Name – BLACK

Strapline – BLACK. We recommend an alternative use of turquoise (#5CB9BA) for the strapline which adds freshness to the logo.

When the logo is represented in its 'negative' form, all elements are BLACK and WHITE.

Please find examples of what colour combinations within the palette work well in page 18.

It provides better results to use WHITE on the font when working on darker backgrounds.

Also, some combinations (using turquoise) tend to provide a bolder effect.



8.3 Other possible applications of the palette on the brand

These are different examples of the palette application the Brand design providing slightly different flavours to it.

The Sun will always appear in red or black, although at times we may want to use Yellow to balance the logo against certain colored backgrounds.

We also provide an example of the use of turquoise in the strapline as an alternative to the main use (black)

Nevertheless, we should not forget that this guide provides the direction we should be using when designing with the logo components, and it is always open for further brand development.

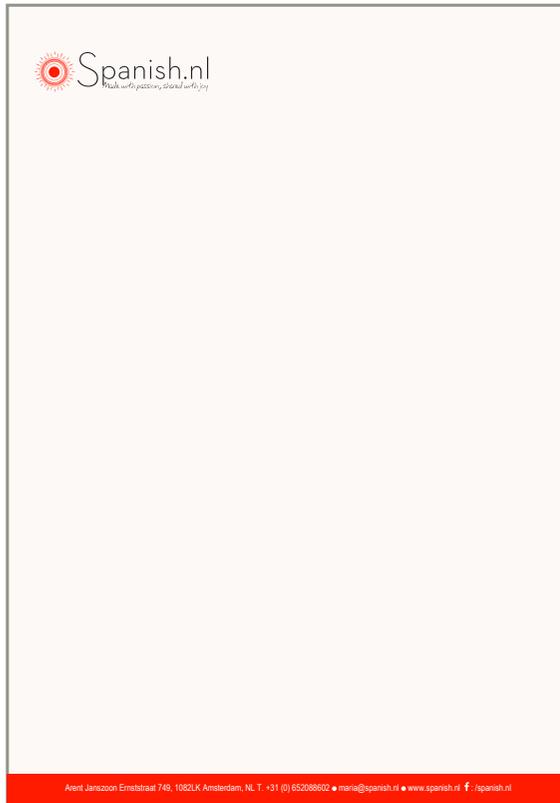


9. Some examples of how to apply these guidelines to different elements

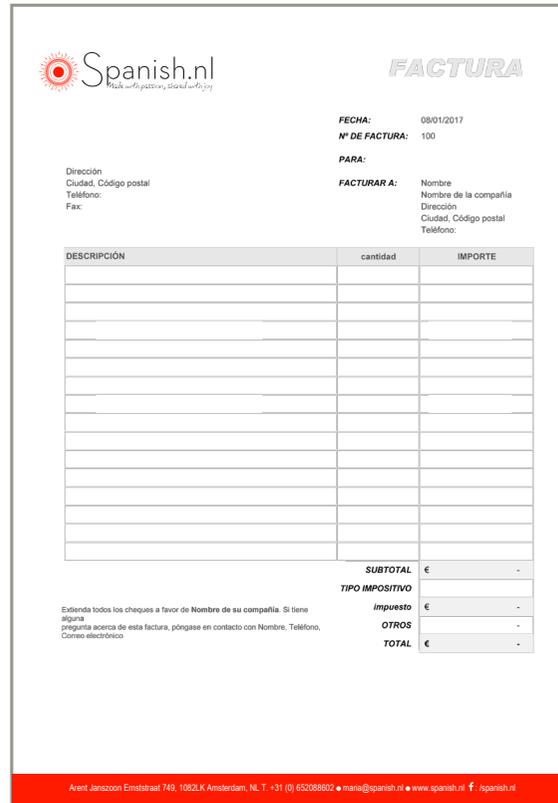
The guidelines provided should provide enough information to be able to develop designs over any physical or online element. The following only provide an example of what different applications could look like. It is not intended to provide a final design of any of those elements as we understand that it is down to the designer to creatively apply these guidelines to come up with innovative elements.



Report template



Invoice template



Envelope

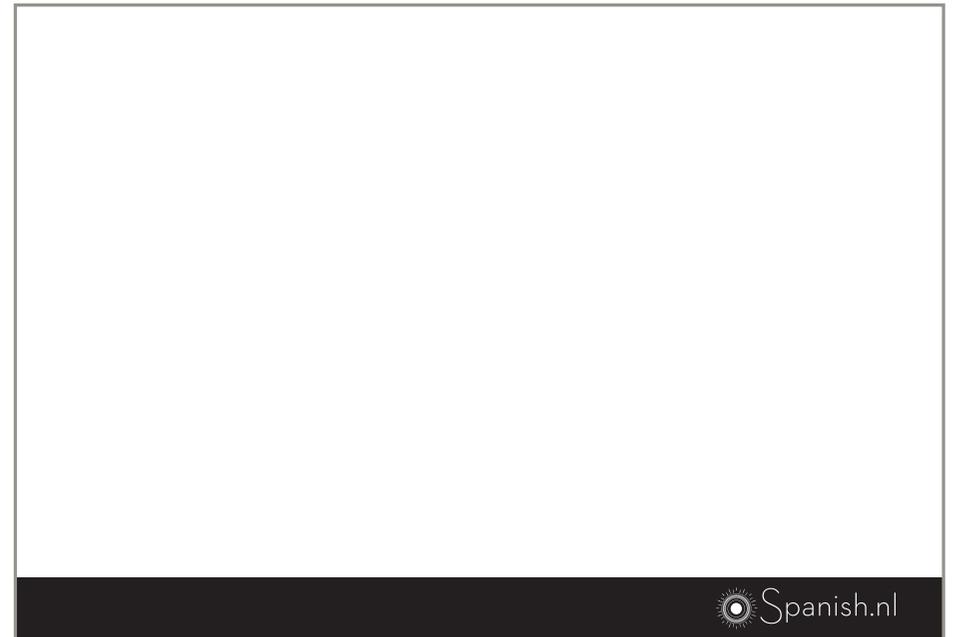


PPT Template

Front page

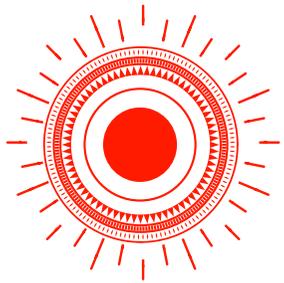


All pages

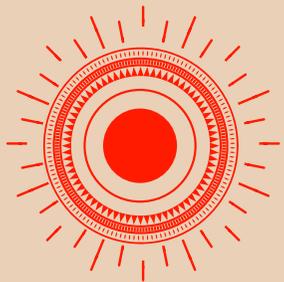


Collateral and Merchandising

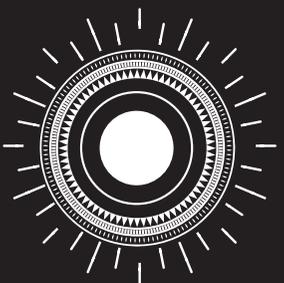




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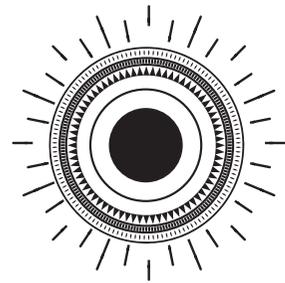
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Banners and rollups





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