

Brand Book

for Dutchy Design

This is a guide for the basic elements of the Dutchy Design brand. Please read, it will help you get to know us a little better.

3 Our brand

- brand structure
- main version
- secondary version

8 Our typography

- logotype
- text

12 Our colours

- brand
- identity
- application on backgrounds

18 Our demands

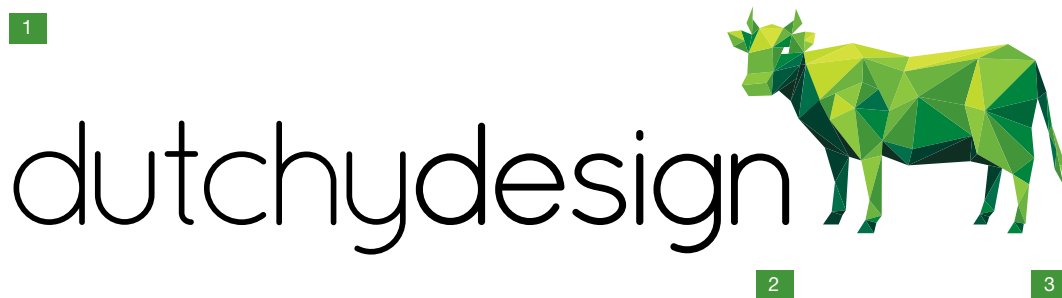
- grid construction
- safety margin
- maximum reduction

21 Our protection

26 Our brand stationery

- letterhead
- envelope
- business card

Our brand. brand structure



1. Graphic Brand

Graphic Brand is represented by the composition of the symbol and logotype. This version should always be used if possible with a light background.

2. Logotype

Logotype refers to a particular form of the name brand and is represented graphically.

3. Symbol

Symbol is the representative element that can be an object, a concept or an idea. This symbol is a representation evolution of the old symbol. This is constituted through a deconstruction that leads to the association of the art movement called cubism.

Our brand. main version



Horizontal

The brand should be used in most applications oriented horizontally.

Our brand. main version (exception)



Vertical

Only exceptions of without horizontal space, the brand is used in a vertical orientation.

Our brand. secondary version



Horizontal

The brand should be used like this when it loses legibility.

Our brand. secondary version (exception)



Vertical

Only exceptions , without legibility and horizontal space.

Our typography. logotype



ABDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Quicksand Light

The utilization of a font and differentiating itself is a key component in maintaining a consistent and uniform visual style.

Our typography. logotype

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!£\$&@ *) 0123456789

Quicksand Book

Quicksand also comes in bold. It's called Quicksand Book.

Our typography. texts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!£\$&@*) 0123456789

Helvetica Neue LT Std 45 Light

This typography is use for all texts and legends.

Our typography. titles

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!£\$&@*) 0123456789

Helvetica Neue LT Std 55 Roman

This typography is used for all titles and sub-titles.

Exception

In particular cases we can use other variations of Helvetica Neue LT Std.

Ours colours. brand



Pantone 381 C
C 20 M 0 Y 91 K 0
R 214 G 61 B 210

Pantone 382 C
C 29 M 0 Y 100 K 0
R 193 G 216 B 47



Pantone 376 C
C 50 M 0 Y 100 K 0
R 141 G 198 B 63

Pantone 369 C
C 59 M 0 Y 100 K 7
R 108 G 179 B 63

Pantone 363 C
C 68 M 0 Y 100 K 24
R 67 G 149 B 57



Pantone 356 C
C 95 M 0 Y 100 K 27
R 0 G 133 B 63

Pantone 3425 C
C 100 M 0 Y 78 K 42
R 0 G 112 B 74

Pantone 343 C
C 98 M 0 Y 72 K 61
R 0 G 88 B 61



Pantone 5535 C
C 66 M 0 Y 57 K 82
R 0 G 63 B 45

Pantone 5605 C
C 61 M 0 Y 53 K 89
R 0 G 51 B 36

Pantone Black C
C 100 M 100 Y 100 K 100
R 0 G 0 B 0

Ours colours. identity



Pantone 233 C
C 11 M 100 Y 0 K 0
R 214 G 12 B 140



Pantone Purple C
C 38 M 88 Y 0 K 0
R 165 G 67 B 153



Pantone 2726 C
C 79 M 66 Y 0 K 0
R 0 G 121 B 174



Pantone 300 C
C 100 M 44 Y 0 K 0
R 0 G 121 B 193



Pantone 299 C
C 85 M 19 Y 0 K 0
R 0 G 157 B 220



Pantone 356 C
C 95 M 0 Y 100 K 27
R 0 G 133 B 63



Pantone 369 C
C 59 M 0 Y 100 K 7
R 108 G 179 B 63



Pantone 376 C
C 50 M 0 Y 100 K 0
R 141 G 198 B 63



Pantone 382 C
C 29 M 0 Y 100 K 0
R 193 G 216 B 47



Pantone Yellow C
C 0 M 1 Y 98 K 0
R 225 G 239 B 0

Ours colours. identity



Pantone Orange 021 C

C 0 **M** 53 **Y** 100 **K** 0

R 247 **G** 142 **B** 30

Pantone 166 C

C 0 **M** 64 **Y** 100 **K** 0

R 244 **G** 123 **B** 32



Pantone 179 C

C 0 **M** 79 **Y** 100 **K** 0

R 241 **G** 93 **B** 34

Pantone 1788 C

C 0 **M** 84 **Y** 84 **K** 0

R 240 **G** 81 **B** 51

Pantone 1795 C

C 0 **M** 94 **Y** 100 **K** 0

R 238 **G** 53 **B** 36



Pantone 356 C

C 95 **M** 0 **Y** 100 **K** 27

R 0 **G** 133 **B** 63

Exception

In particular cases when we need a colour for titles so we Pantone 356 C.

Ours colours. applications backgrounds



Ours colours. applications backgrounds

dutchydesign 

dutchydesign 

dutchydesign 

dutchydesign 

dutchydesign 

dutchydesign 

dutchydesign 

dutchydesign 

dutchydesign 

dutchydesign 

dutchydesign 

dutchydesign 

Ours colours. applications backgrounds

dutchydesign 

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dutchydesign 

dutchydesign 

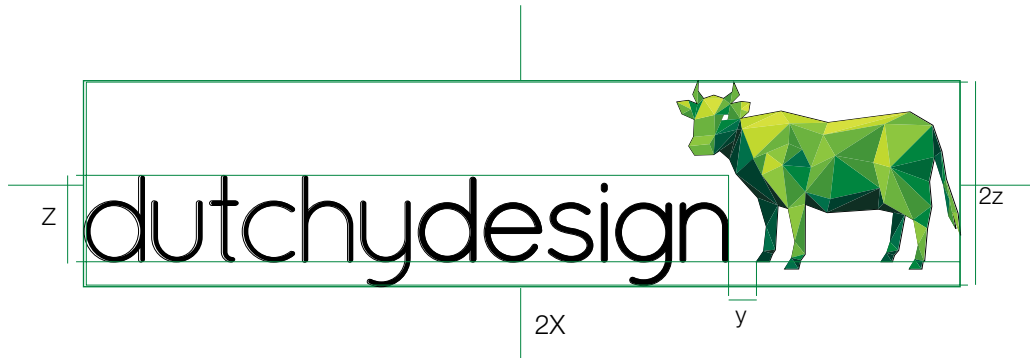
dutchydesign 

dutchydesign 

dutchydesign 

dutchydesign 

Ours demands. grid construction

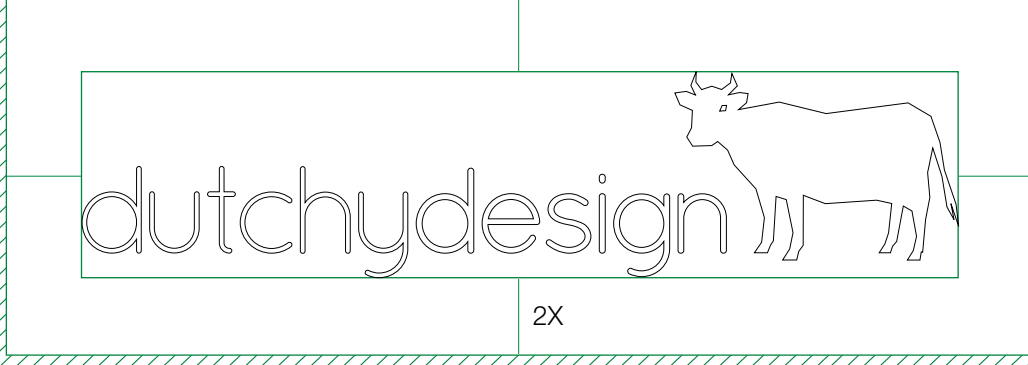


Horizontal

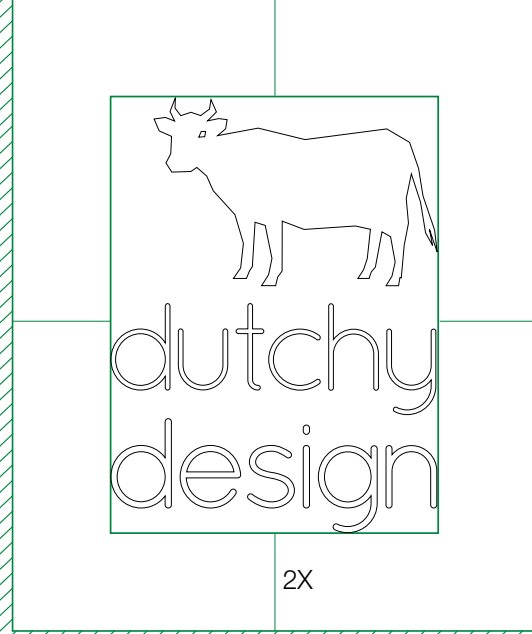


Vertical

Ours demands. safety margin



Horizontal



Vertical

§

Ours demands. maximum reduction



Normal



Maximum

Our protection

The graphic brand represents the visual identity of the company and should never be changed or transformed.

1. Change proportion between symbol and logo



2. Change proportion between the two elements



3. Use only the logotype without symbol

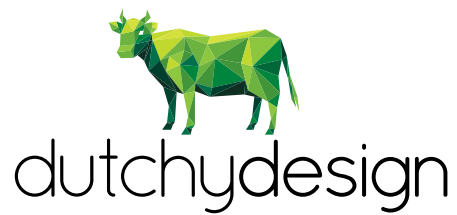
dutchydesign

Our protection

4. Changes distances between the elements of the graphic brand



5. Change position elements



6. Distorting graphic elements of brand



Our protection

7. Change orientation between the elements



8. Insert outlines



9. Change colour of the elements



Our protection

10. Create graphics that make it difficult to read the brand



11. Use the brand on backgrounds that are difficult to read

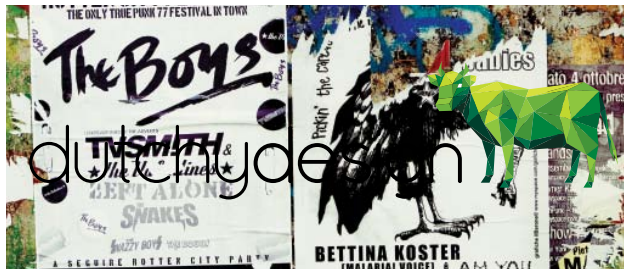


12. Use the symbol with the wallpaper



Our protection

13. Use the brand on photographic backgrounds that make it difficult to read



14. Change the logotype lettering




Our stationery. letterhead

Front

25 90 65 15

15,2

1

dutchydesign 

2

Recipient Name
Department Name
Company name
Name and street number
Postal code
Country

30

Day, month, year

Exmo. Sr. Receiver

3

Subject

Best Regards

Name of sender

15

15

10

4

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5

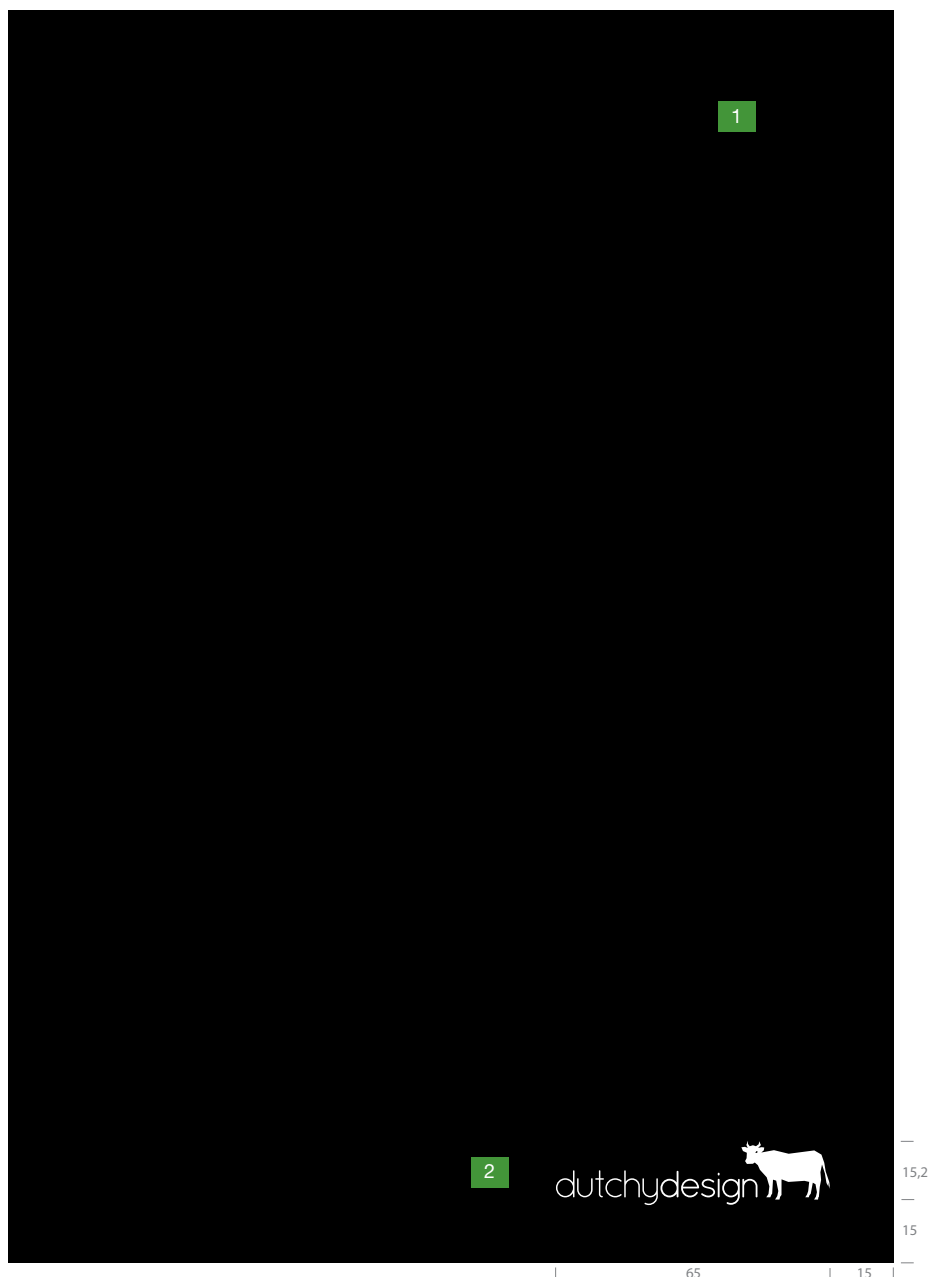
Registered office: Nieuwpoortkade 19, 1055PX Amsterdam | KvK nr. 34220454, BTW NL1862-72-909-B01

Paper Rives Design, Bright white 120g

Size 210 x 297 mm

Our stationery. letterhead

Back



Paper Rives Design, Bright white 120g

Size 210 x 297 mm

Our stationery. letterhead

Front

1

Brand Dutchy Design

Dimensions and positioning as illustrated.
Printed in the references of the Pantone Brand.

2

Text Receiver

Helvetica Neue LT Std 45 light,
size 8/12 pt. Upper case/lower case.
Align left. Print in Black.

3

Regular text

Helvetica Neue LT Std 55 roman,
size 8/12 pt. Upper case/lower case.
Bold to emphasize. Align left or justify.
Print in Black.

4

Address, contacts numbers

Helvetica Neue LT Std 35 thin,
size 7 pt. Upper case/lower case.
Align left. Print in Black.

5

Detail Company

Helvetica Neue LT Std 35 thin,
size 5,5 pt. Upper case/lower case.
Align left. Print in Pantone 356 C.

Back

1

Background

Print in Black.

2

Brand Dutchy Design

Dimensions and positioning as illustrated.
Printed in the references of the Pantone Brand.

Our stationery. envelope

Front



1

Brand Dutchy Design

Dimensions and positioning as illustrated.
Printed in the references of the Pantone Brand.

2

TNT stamps

3

Address, contacts numbers

Adress: Helvetica Neue LT Std 35 thin, size 6 pt. Align left. Print in Black (80%).
Adress: Helvetica Neue LT Std 35 thin, size 6 pt. Align left. Print in Black.

4

TNT Codes

Paper Rives Design, Bright white 250g

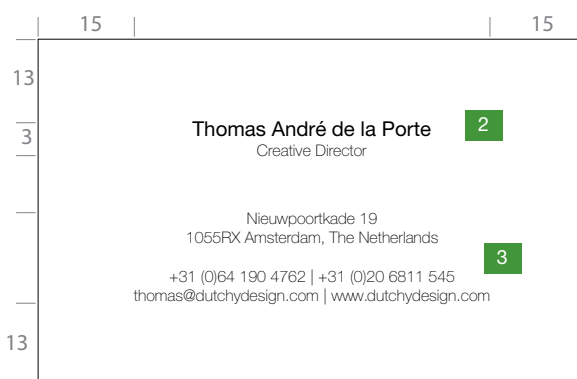
Size 229 x 162 mm

Our stationery. business card

Front



Back



1

Brand Dutchy Design

Dimensions and positioning as illustrated.

Printed in the references of the Pantone Brand.

2

Name and position

Helvetica Neue LT Std 55 roman,
size 9 pt. Upper case/lower case.
Align center. Print in Black.

3

Address

Helvetica Neue LT Std 35 thin,
size 7 pt. Upper case/lower case.
Align center. Print in Black.

Paper Rives Design, Bright white 350g

Size 85 x 54 mm

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