

# NLUUG brand guide

**Logo**



### Primary logo

The coloured logo should be used as much as possible. It needs to be on a white or off-white background.



### Alternate logo

When the primary logo can't be used, on a dark background or when only one colour is available, the alternate can be used. Make sure there is enough contrast with the background.

**Logo safe zones**

To make the logo stand out and not feel cramped a safe zone must be respected. There are some exceptions like the app icon.



## Logo do's and don'ts

Here are some common cases of how the logo should and shouldn't be used.



✓ Logo is in colour on a white or off-white background.



✓ Inverted logo uses the monochrome colour



✓ Monochrome logo can be used on very dark colours or black



✗ Colour logo should be used (or monochrome in black or midnight blue)



✗ Logo should not be used on coloured backgrounds/contrast is too small



✗ (Colour) logo should not be used on coloured background



✗ Logo should be readable from a normal distance



✗ Logo safe zone(margins) should be respected

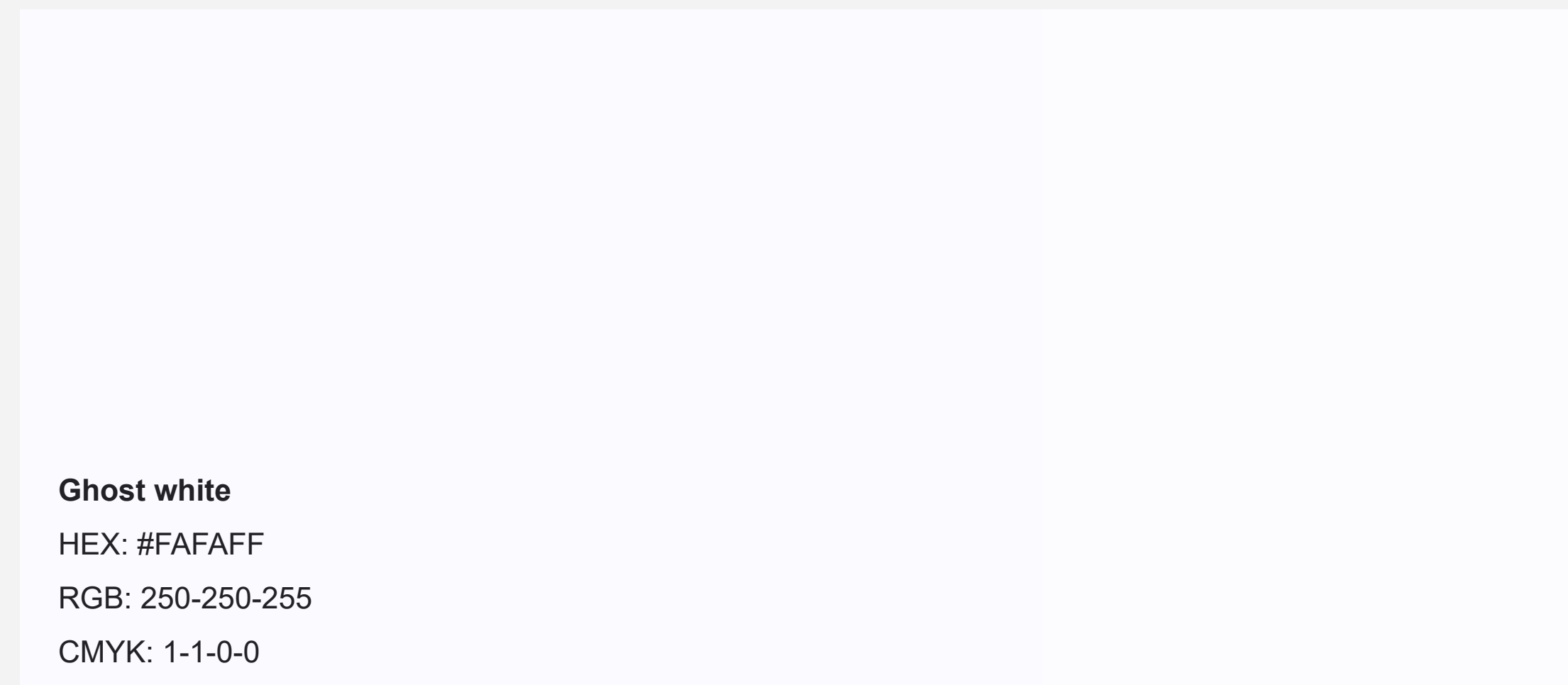
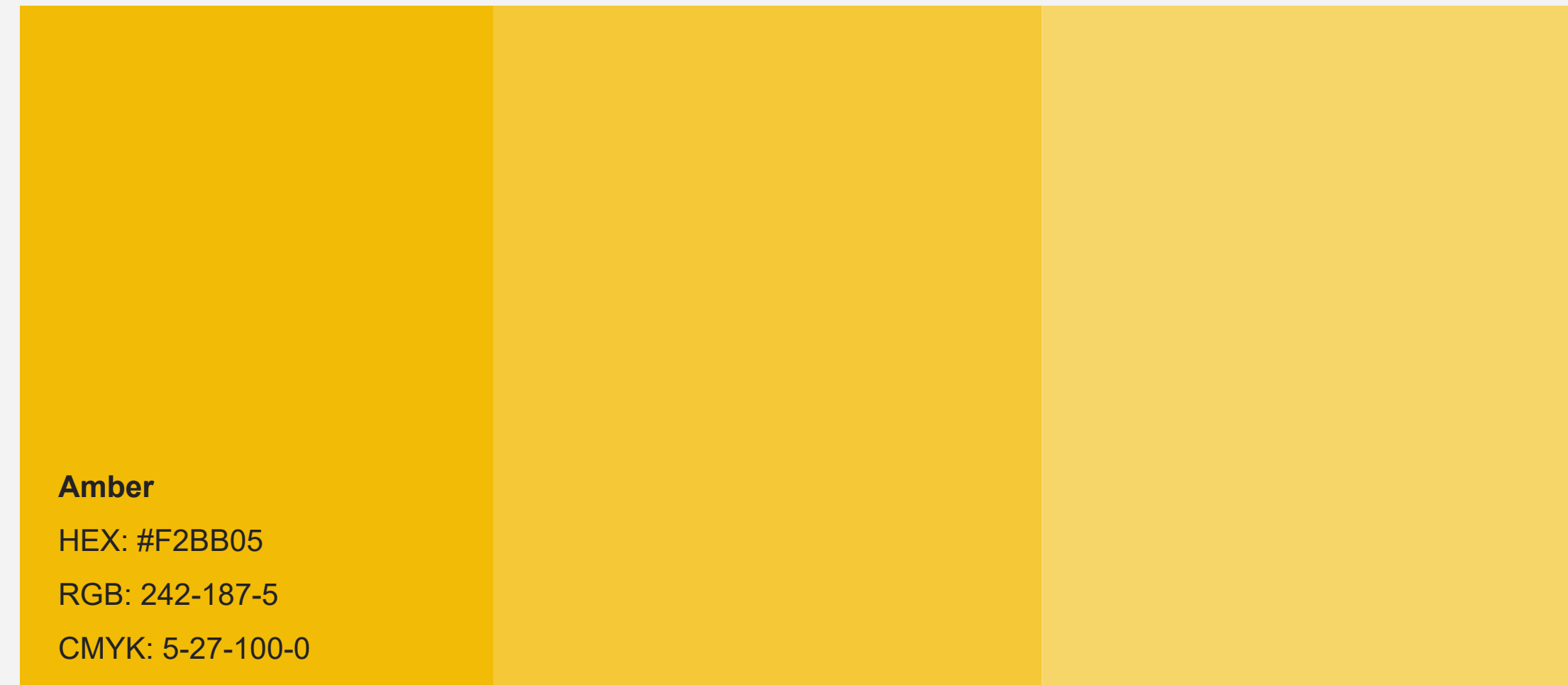
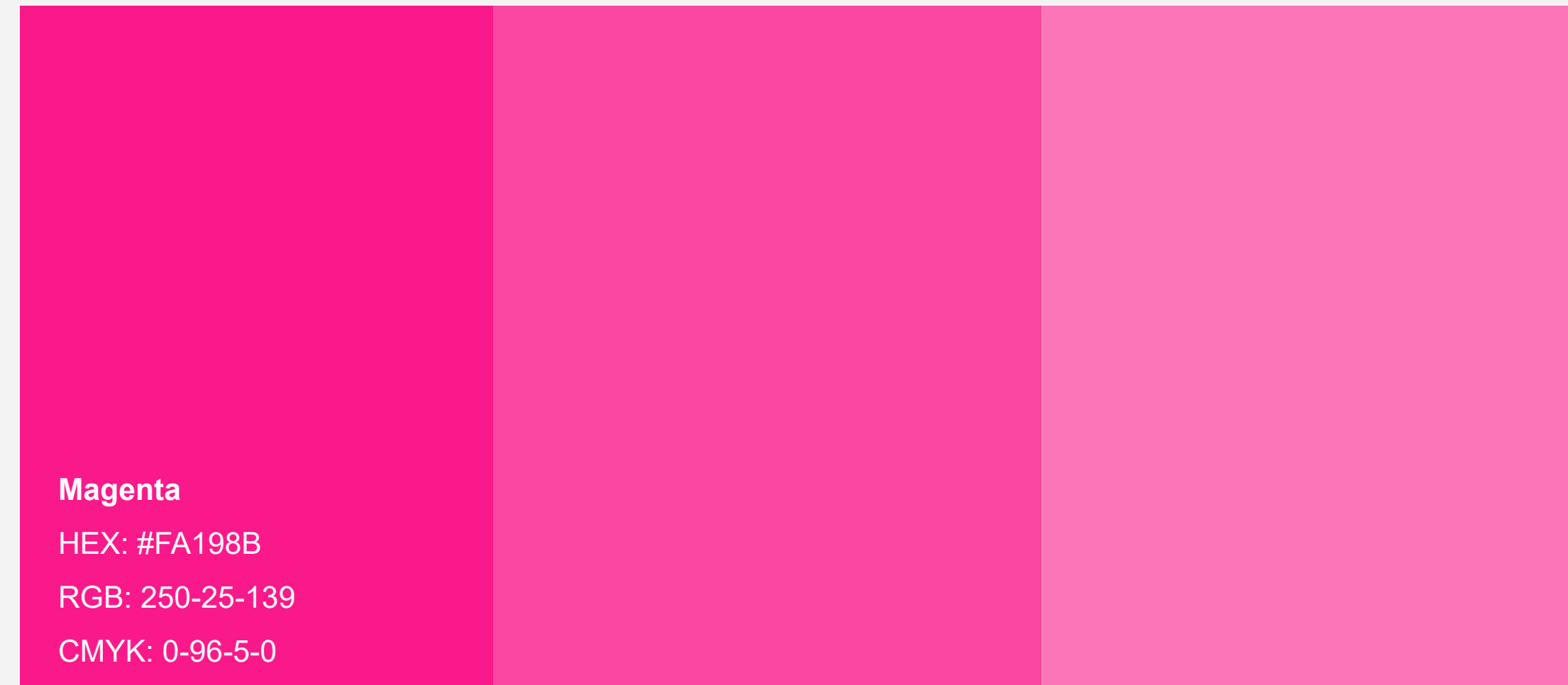
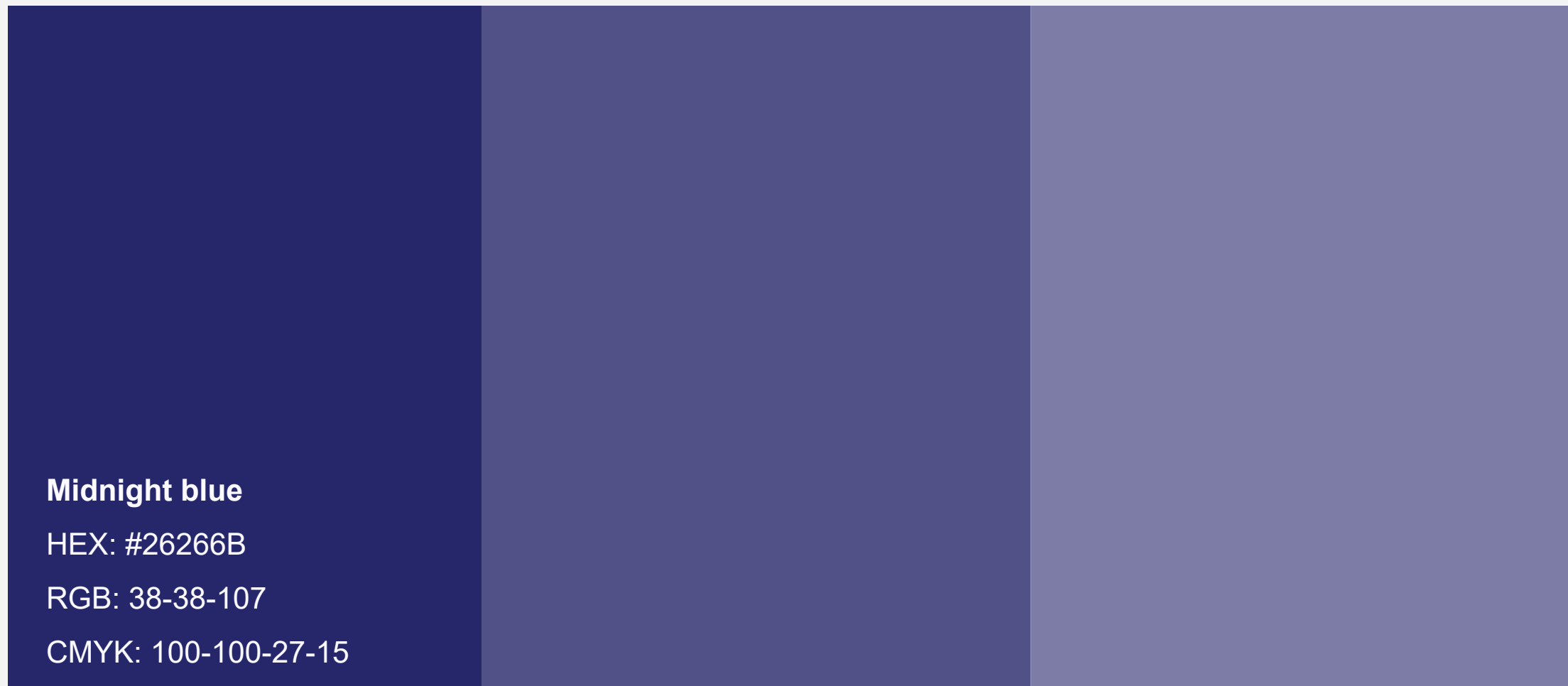
**Brandmark/app icon**

These icons can be used as a  
favicon or a (web)app icon for  
Android and iOS.



# Colours & Typography





## Colours

Primary colours are Midnight blue and Magenta. Persian green and Amber can be used for accents. For text the main colour is Raisin black, preferably on a Ghost white background.

## Colour distribution

Use midnight blue as a colour for the main lay- out. To grab attention magenta can be used.



## Typography

Inter was selected as the main font for NLUUG. It is open source and can be downloaded from:  
<https://rsms.me/inter/>

# Open source

# Inter typeface family

**Inter is a typeface carefully crafted & designed for computer screens.** Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

## Headers and text

Headers are in Inter Bold and at 3x the size of regular text. Regular text is Inter Regular and has a 1.25 line-height.

# Expressions



**Hexagon sticker**

These stickers fit in perfectly with the logo. Note that the margins are an exception to the rule.

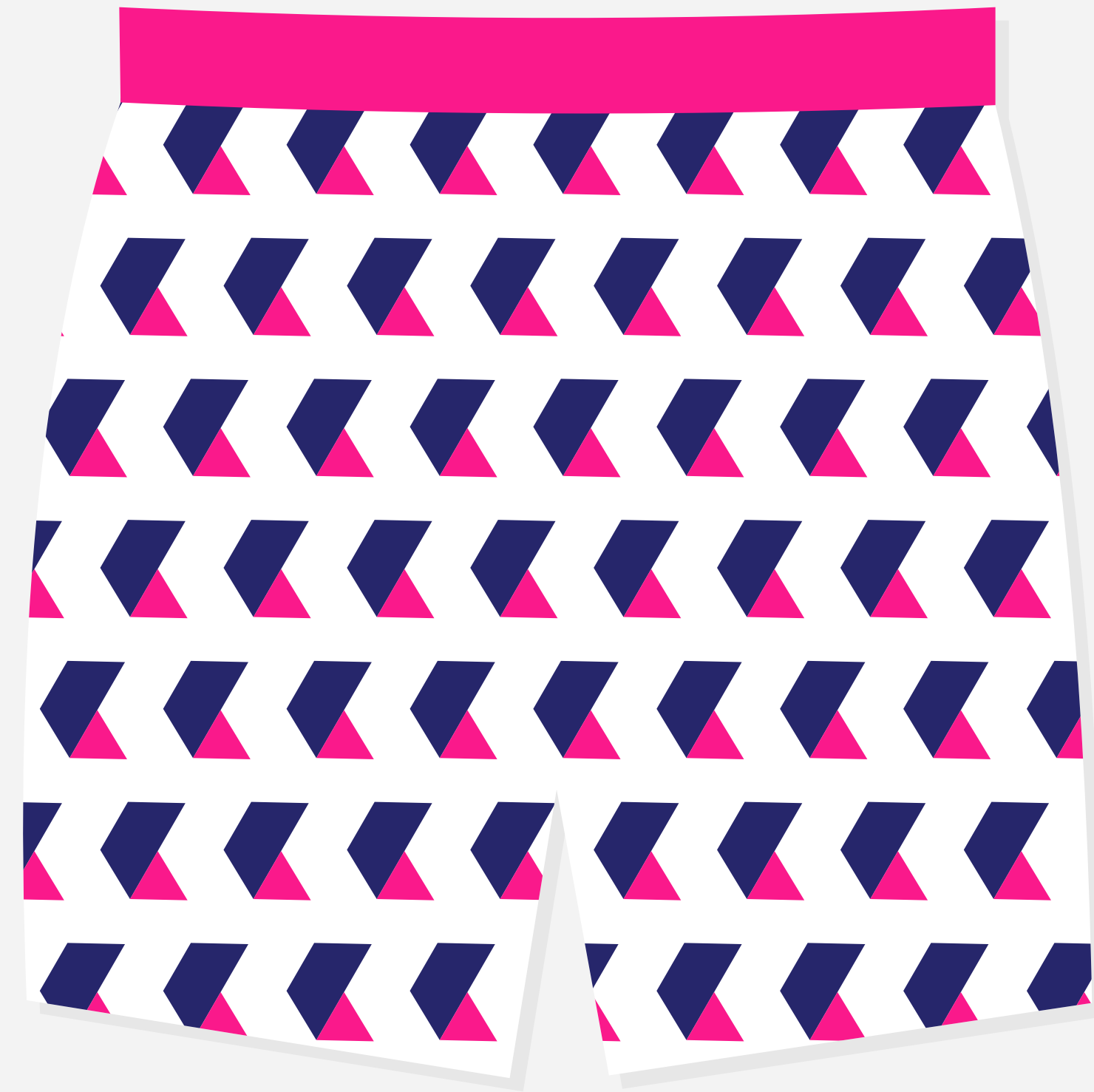


## T-shirt

This could be the start of new clothing label.

## Boxershorts

No sense in having a t-shirt when you don't have a nice pair of boxershorts to go with it.





**Open  
standaarden**

**Open  
gedachten**

**Open  
systemen**

**Open  
source**



### Roll-up banner

Display the core values in a bold and colourful manner.

## Keynote

# Open Minds, Open Source: Navigating AI in the New Frontier of Intellectual Property Law

Arnoud Engelfriet



## Presentation

Primary colours are Midnight blue and magenta. Persian green and Amber can be used for accents. For text the main colour is Raisin black, preferably on a Ghost white background.

# Iconography

**Grid**

**Website**

**Motion**

