



Netherlands

オランダ

This identity guideline for the Common Ground Expo draws from the NL visual identity. It outlines the design elements and rules specifically for assets related to the Dutch participation in Expo 2025 Osaka.

These guidelines are intended as a supplement to the existing NL Branding guidelines.

1. Colour

1.1. Palette

1.2. Tracks

1.3. Origin of the Palette

1.4. Dos & Don'ts

2. Typography

3. Sticker

3.1. Concept

3.2. Variations

3.3. Clearspace

3.4. Sizing

3.5. Usage

3.6. Colour

4. Illustration

4.1. Illustration style

4.2. Dos & Don'ts

4.3. Illustrated typography

5. Layout

1. Colour

1.1. Palette

The colour palette reflects the essence of NL in Common Ground.

The primary colour of our identity is NL orange. This vibrant hue captures attention and expresses our passion for innovation and growth. It will prominently feature in our communications and visuals for easy brand recognition.

Complementing our primary colour are a range of pastel shades. These soft tones bring a sense of accessibility, balancing the intensity of orange. Secondary colours will be used for accents and backgrounds.










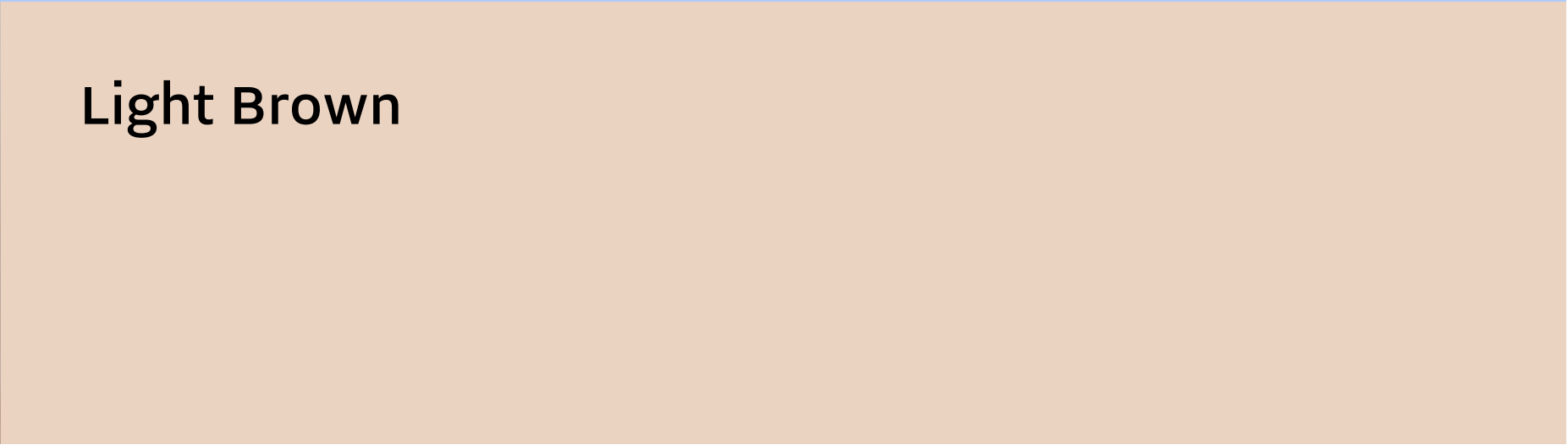
<div>Netherlands Orange</div> <div>HEX: #F16900 RGB: 241/105/0 CMYK: 0/70/100/0</div>	Light Purple	HEX: #D9B6FF RGB: 217/182/255 CMYK: 15/29/0/0 PMS: 2071 U 2071 C
	Light Green	HEX: #98D398 RGB: 152/211/152 CMYK: 28/0/28/17 PMS: 2255 U 2255 C
	Light Yellow	HEX: #E6DA67 RGB: 230/218/103 CMYK: 0/5/55/10 PMS: 460 U 460 C
	Light Blue	HEX: #AFCBF9 RGB: 175/203/249 CMYK: 30/18/0/2 PMS: 283 U 283 C
	Light Brown	HEX: #EAD3C1 RGB: 234/211/193 CMYK: 0/10/18/8 PMS: 4685 U 4685 C

1.2. Tracks

Our colour system associates each track with a specific hue for clear identification.

Light yellow represents climate, light green represents food, light brown represents health, light blue represents tech, and purple represents culture.

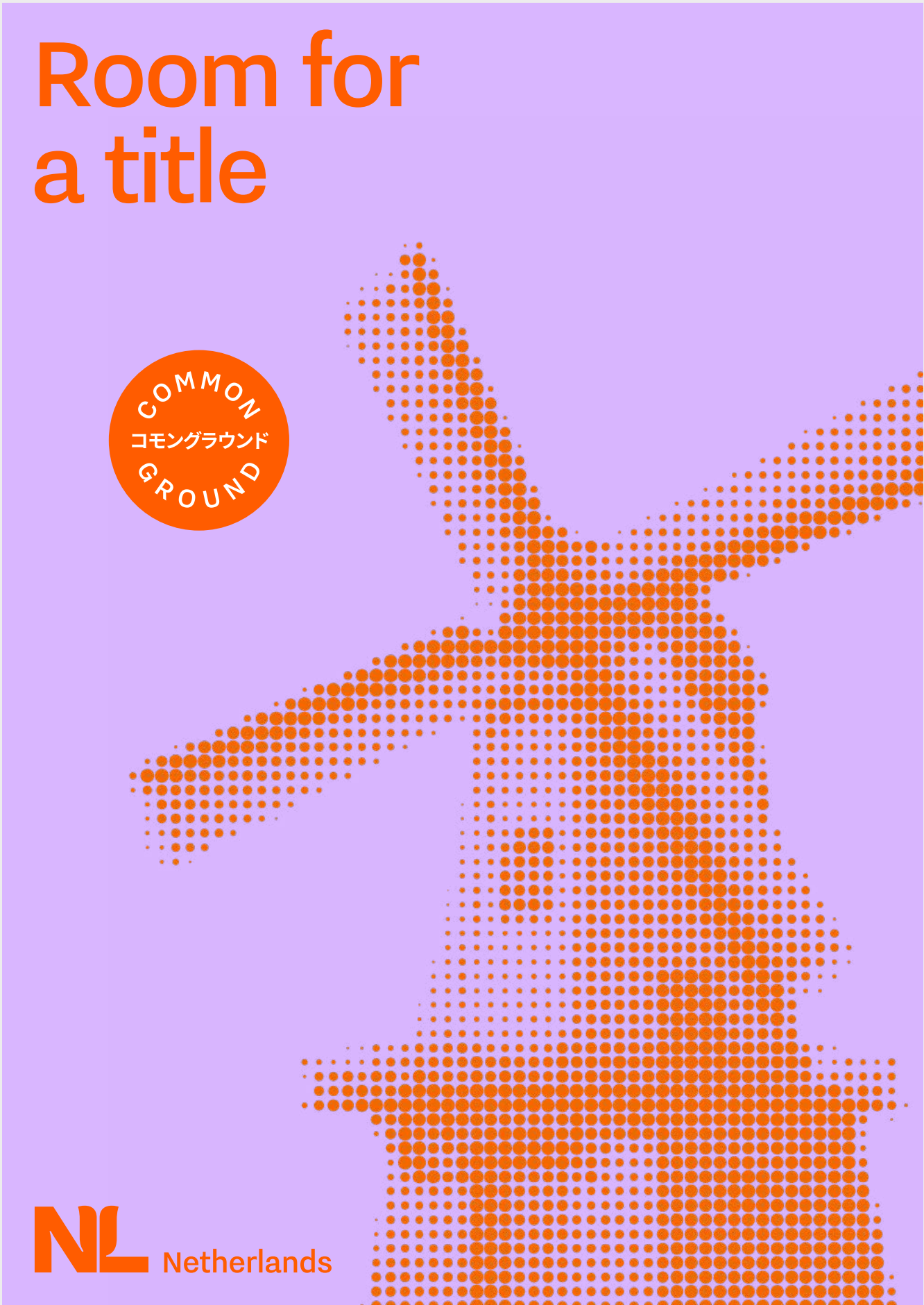
These colours provide a simple, consistent way to visually connect each track to its theme. In case no track is being addressed specifically you are free to use any of these colours.

 <p>Culture</p>	 <p>Light Purple</p>
 <p>Food</p>	 <p>Light Green</p>
 <p>Climate</p>	 <p>Light Yellow</p>
 <p>Tech</p>	 <p>Light Blue</p>
 <p>Health</p>	 <p>Light Brown</p>

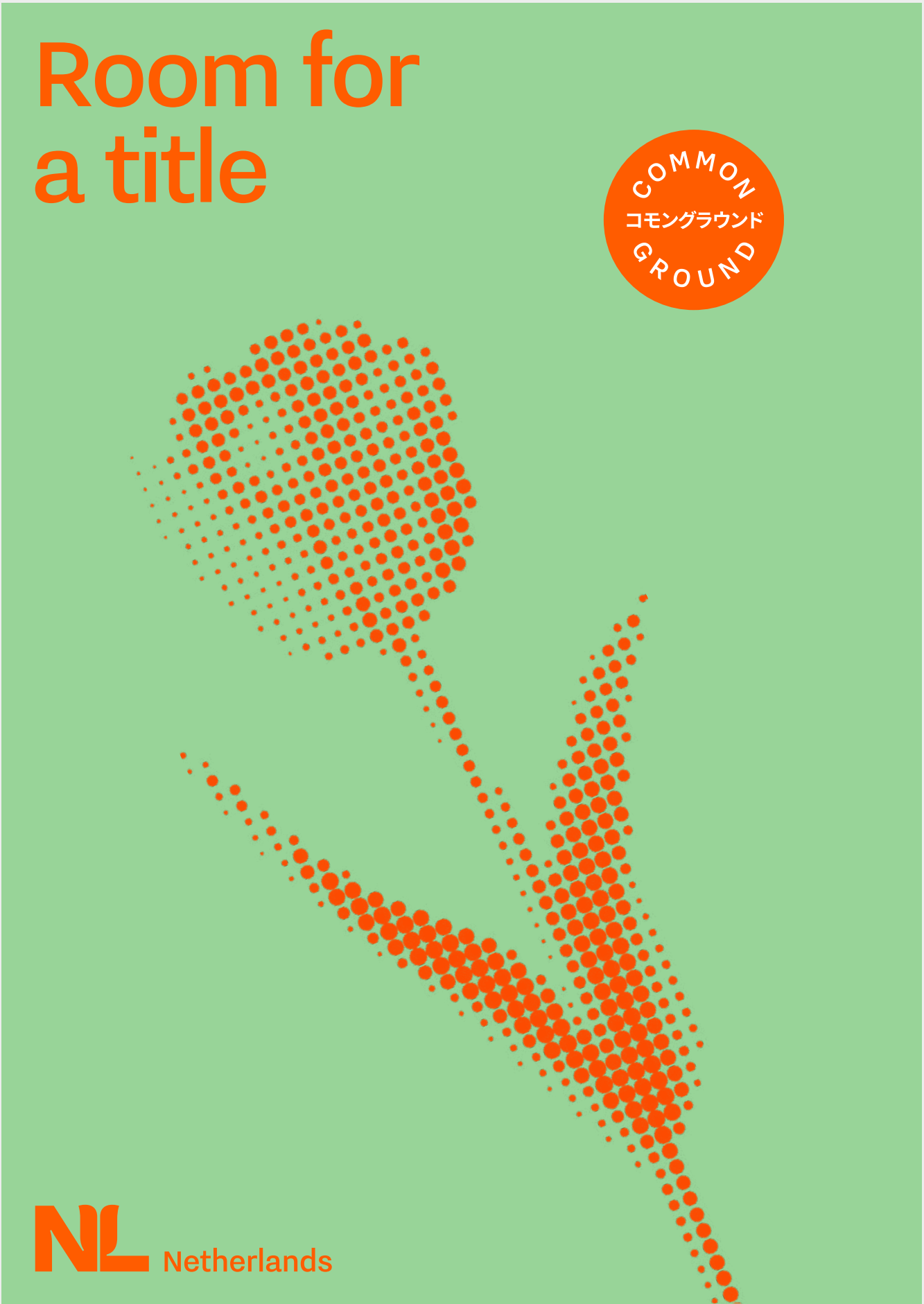
1.2. Tracks

This page provides examples of colour usage for the different tracks.

Culture



Agrifood & Horticulture

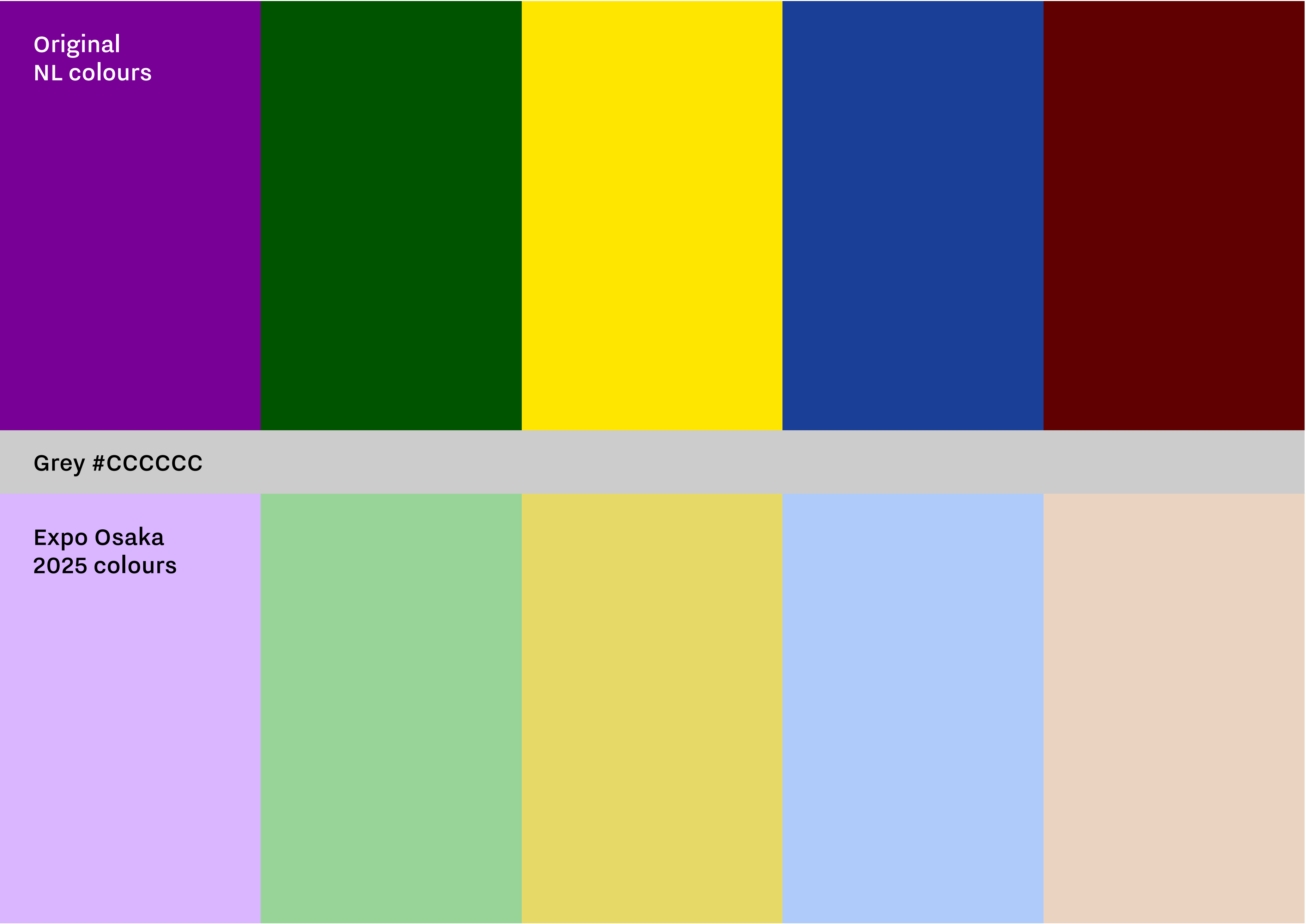


1.3. Origin of the palette

The secondary colours emerge from a blend of the grey from NL’s primary branding palette with bold colours from the same palette. This approach allows us to preserve the Dutch identity while giving it a fresh twist for the World Expo Osaka 2025 campaign.

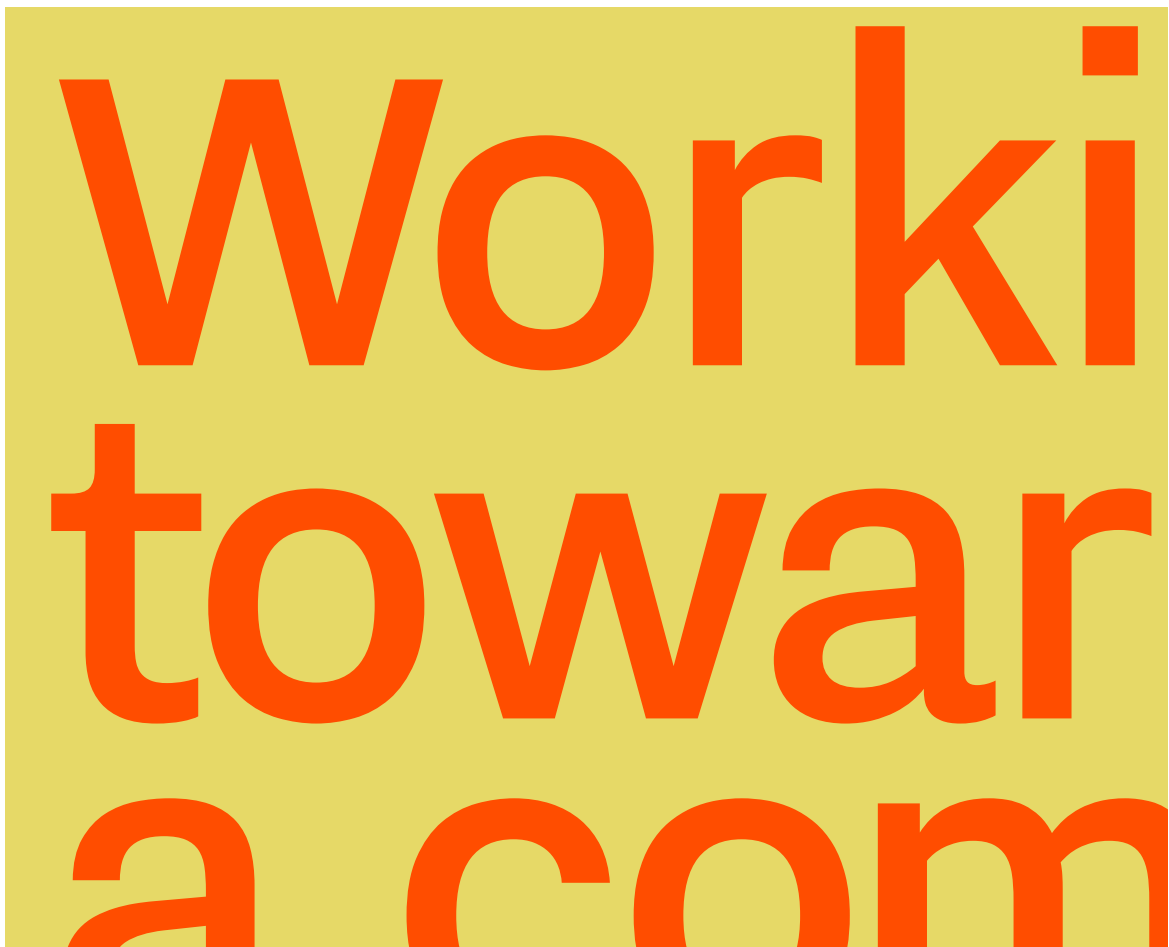
When communicating about the pavilion, it is preferred to stick to the Expo Osaka 2025 light colour palette.

Dark colours may be used selectively and only in combination with their lighter counterparts to create a striking contrast when absolutely necessary.



1.4. Dos & Don'ts

These are some rules for the colour treatment of the overall elements for the identity campaign.



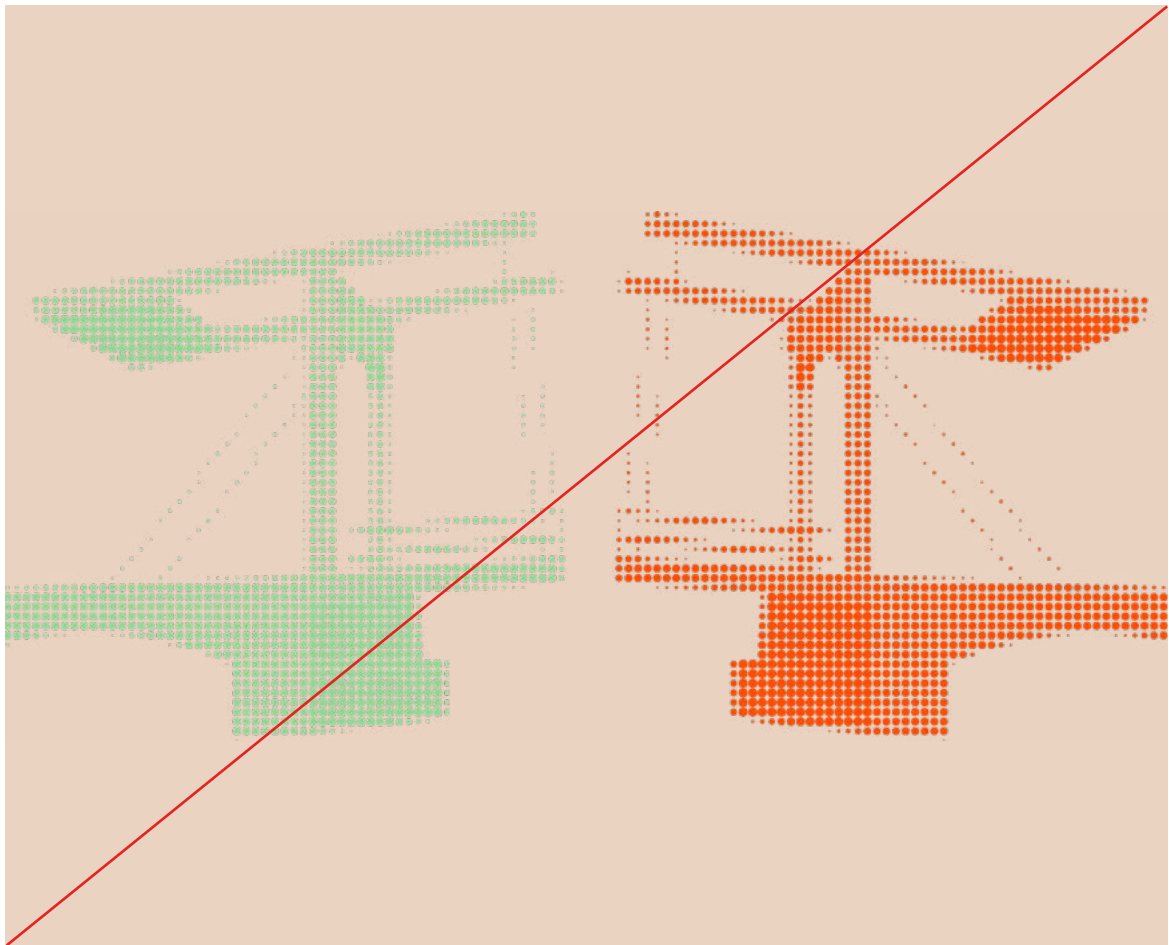
DO: Placing orange typography on a secondary colour background.



DO: Placing the sticker on any secondary colour background.



DO: Only place illustrations in orange, on a background colour that corresponds with the track.



DON'T: Combining more than two colours.



DON'T: Combining two secondary colours.



DON'T: Placing another colour on top of an orange background, except for white.

2. Typography

2. Typography*

The typeface for English and other Latin language text is NL Nitti Grotesk. It is used in medium weight for headings and regular weight for body copy.

*For more details on the usage of the typeface, please refer to the [NL branding guidelines](#).

NL Nitti Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@! "\$#€=%/({|})¿?*+_::;

NL Nitti Grotesk Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@! "\$#€=%/({|})¿?*+_::;

2. Typography*

The typeface used for Japanese copy is Noto Sans. Used in medium for headings and regular for bodycopy.

*For more details on the usage of the typeface, please refer to the [NL branding guidelines](#).

Noto Sans JP Medium

オランダ

Noto Sans JP Regular

オランダ

3. Sticker

3.1. Concept

Common Ground is a meeting point and a starting point for innovation and progress. Therefore, the Common Ground sticker logo is shaped like a circle—an equal geometric form that visually resonates with both the Japanese flag and the circular island at Osaka 2025.

To further emphasise the pavilion’s goal of being an intercultural meeting point, the name “Common Ground” is presented in both English and Japanese (katakana).

Keep in Mind

This version of the sticker logo may only be used in conjunction with the NL Branding logo. Depending on the audience, the English or Japanese version of the logo can be used.



3.2. Variations

These are the different variations of the sticker. Keep in mind that different rules apply when the sticker is used internal or by an external party.

Internal

The sticker logo can be used in internal (NL Branding) communications in the following ways. Always ensure to include the NL logo in the same layout:

- 1. Basic
- 2. Basic + Pay-Off
- 3. Basic + Road2Osaka

External

The sticker logo can be used in external communications in the following ways, where the NL logo is incorporated into the sticker logo:

- 1. Basic
- 2. Basic + Pay-Off
- 3. Basic + Road2Osaka

Internal (using NL Branding)



External (different from NL Branding)



3.2. Variations

This is the version of the sticker for external partners of the Expo2025.

When you speak on behalf of your own organisation and you wish to show you are part of the Expo2025 participation/positioning, then it is possible to do so with the Common Ground-sticker.

This means that you keep your own identity and the sticker is an add-on. You communicate as your own organisation, but show that what you communicate is part of the Dutch participation at Expo2025.

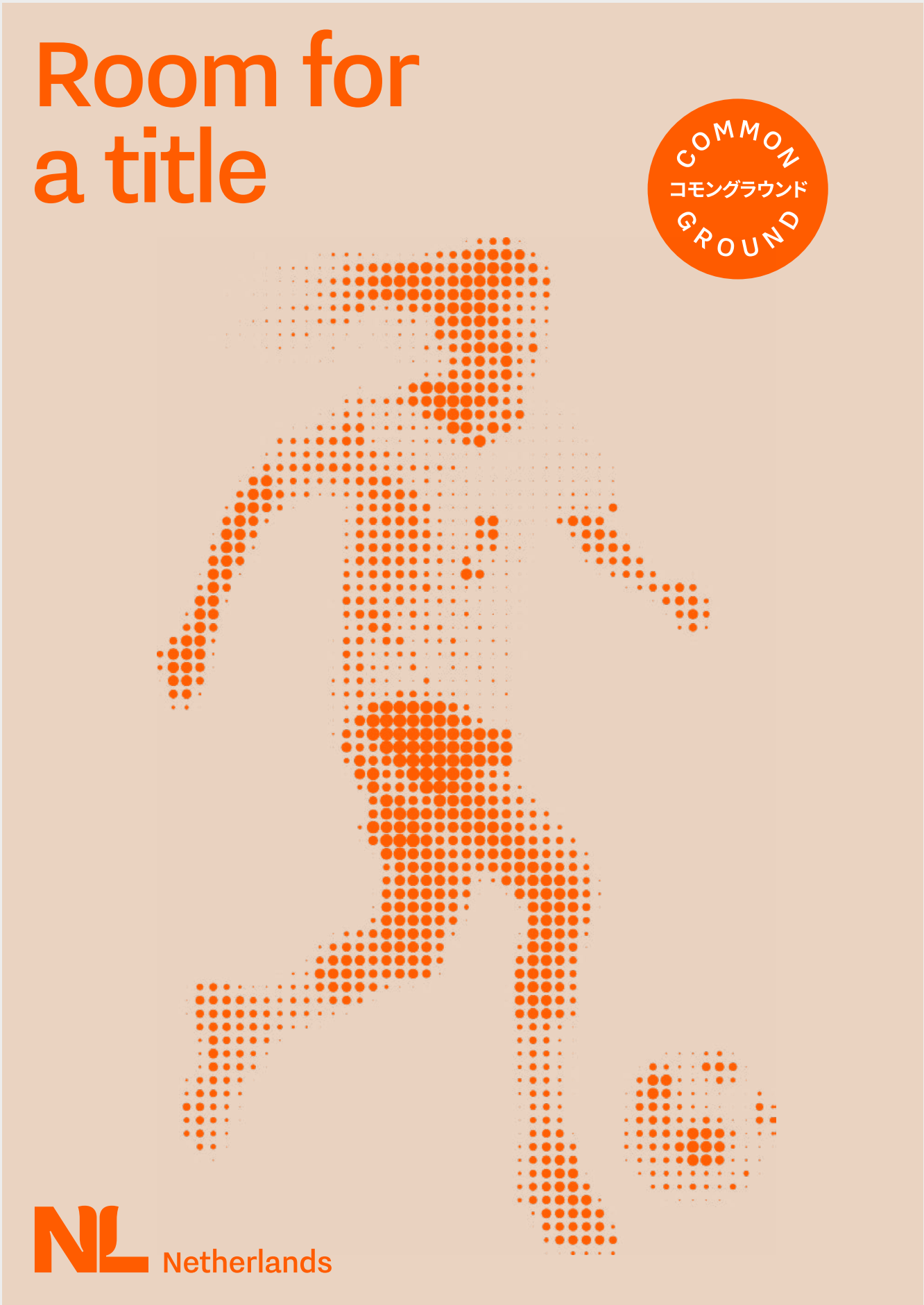
Please check the brandguide of NL Branding for further specifications.



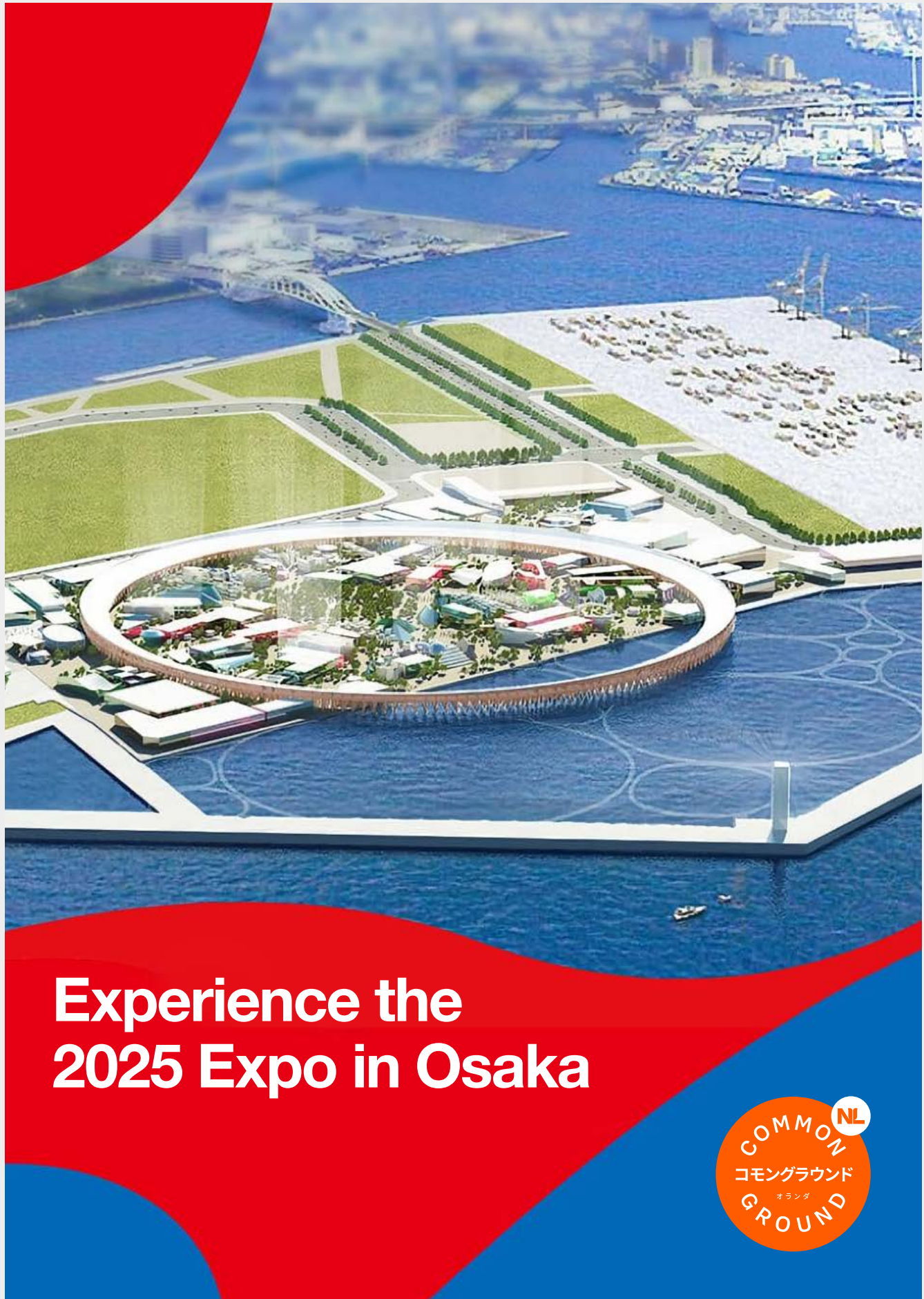
3.2. Variations

When the standard Common Ground logo is used, the material should follow the campaign style, and the NL Oranda logo must also be included in the same material. If not, the Common Ground logo with the NL circle and Oranda integrated should be used.

Internal (using NL Branding)



External (different from NL Branding)



3.3. Clearspace

For the clear space between the logo and other elements, we will maintain a minimum space equivalent to the Japanese typography used in the logo. This ensures that there is no overlap with the sticker logo.



3.4. Sizing

The minimum print and digital size for the internal sticker logo is 40px.

The minimum print and digital size for the external logo is 80px.



40 px



80 px

3.5. Usage

The sticker logo can be placed anywhere in the layout, as long as it does not overlap with important elements.



3.5. Usage

When placing the sticker logo on graphic layouts, ensure that it does not overlap with important elements such as illustrations, the NL logo or the margins.

When placing the sticker logo on photographic layouts, ensure that it does not cover important elements, such as faces or depicted objects.



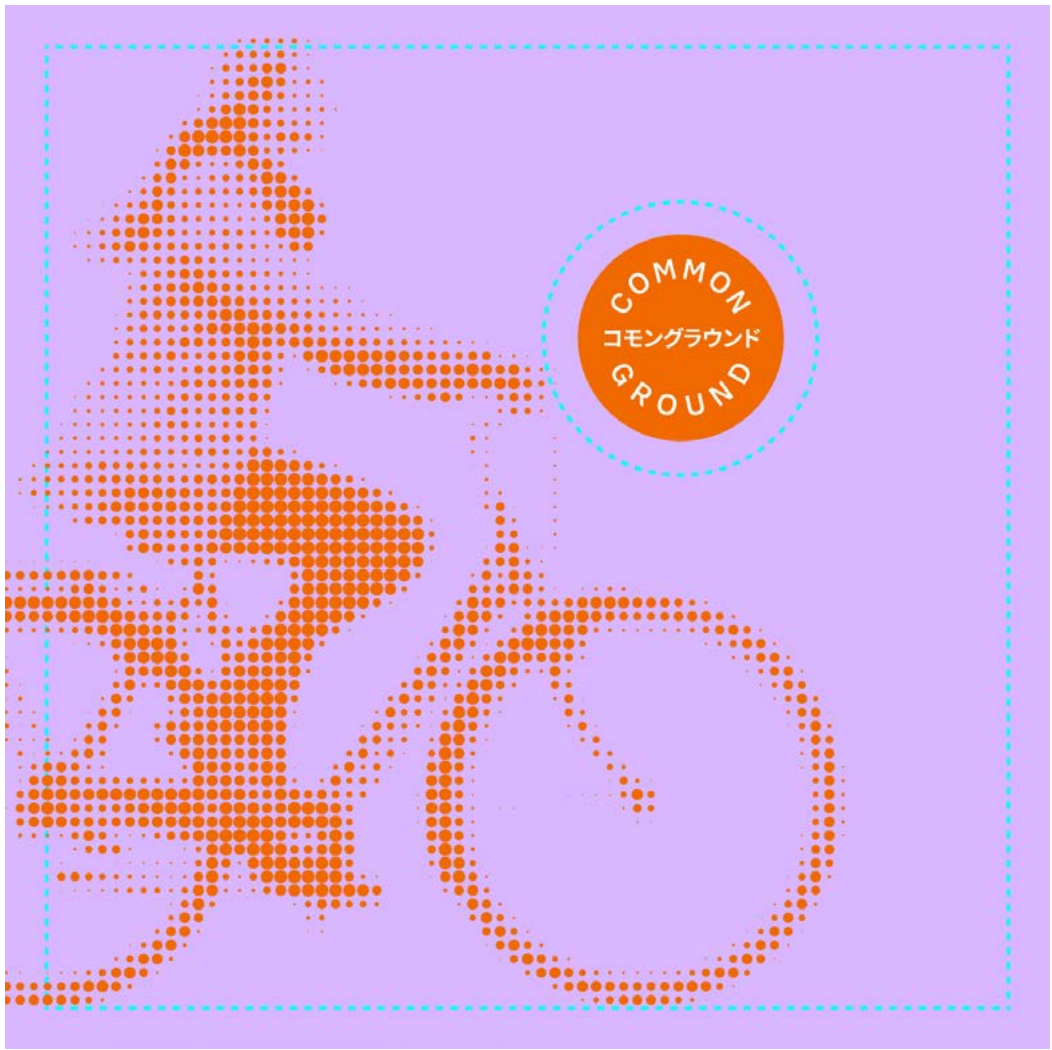
DO: Ensure sticker logo does not overlap.



DON'T: Overlap faces or other important elements.



DON'T: Place the sticker logo outside of the margins



DON'T: Rotate the sticker.



DON'T: Overlap illustrations.



DON'T: Place the sticker logo outside of the margins.

3.5. Usage

These are some things to avoid when using the sticker logo.



DON'T: Rotate the sticker.



DON'T: Stretch or skew the sticker.



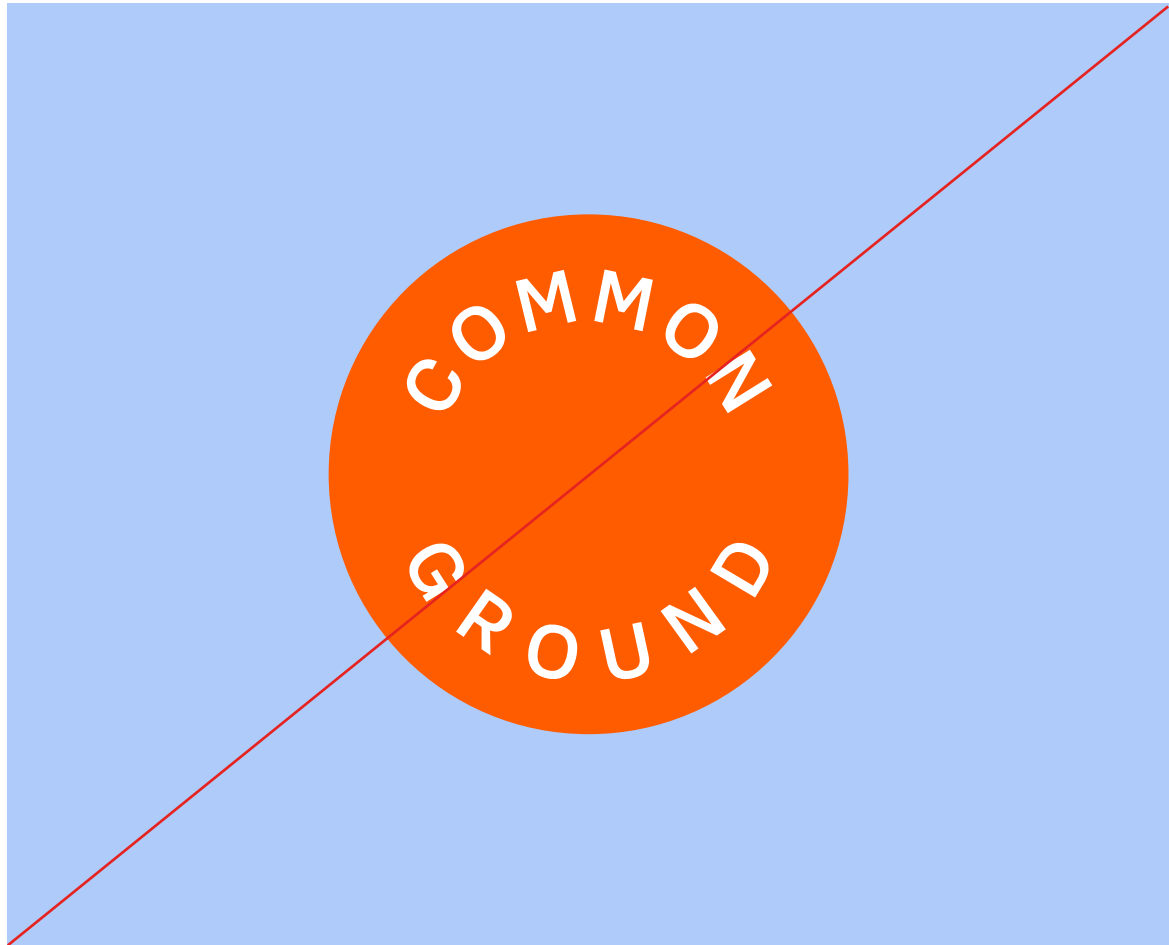
DON'T: Overlay with typography.



DON'T: Change the size of the typography inside the sticker.



DON'T: Overlay with illustrations.

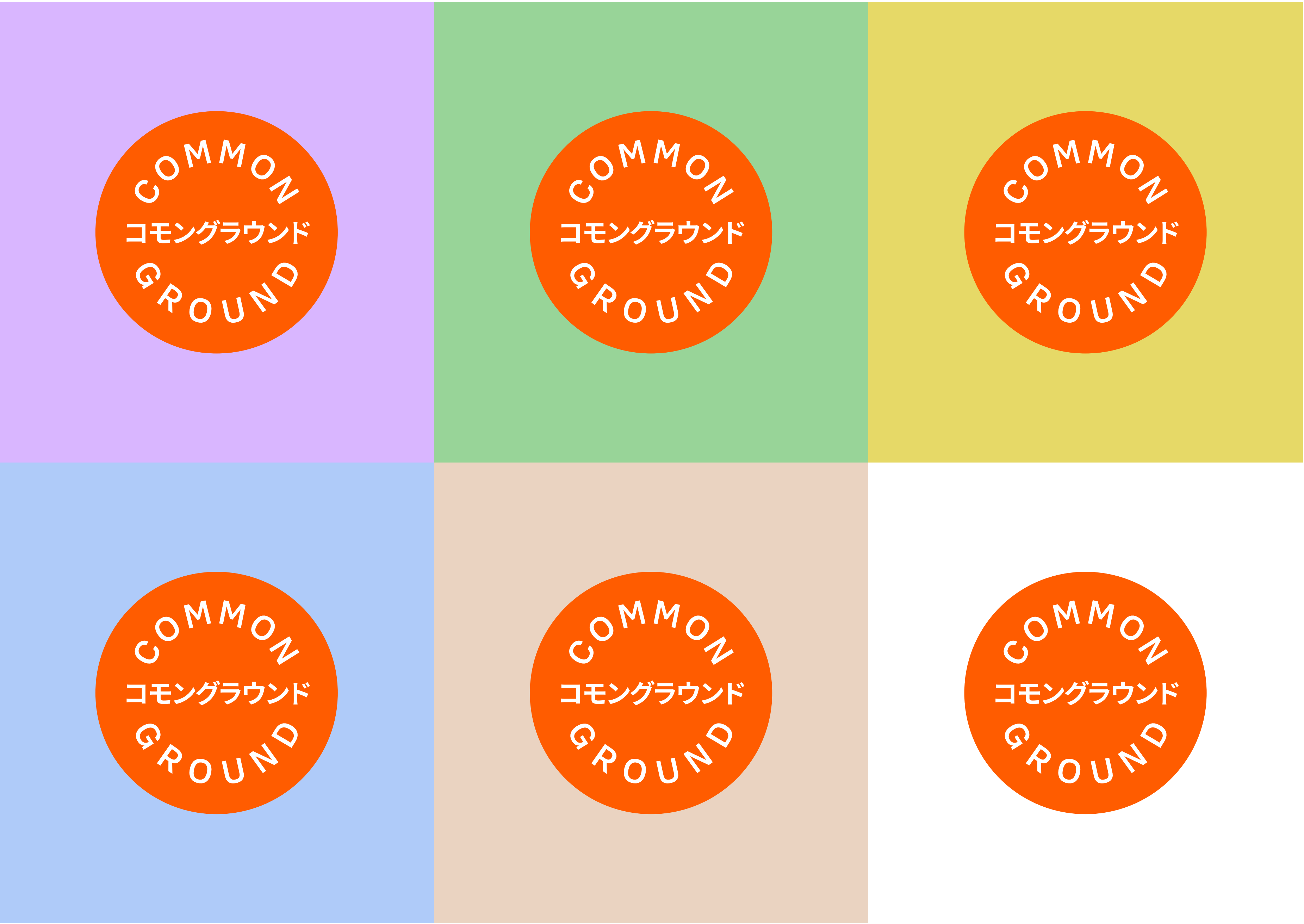


DON'T: Remove elements that are inside the sticker.

3.6. Colour

The primary background colours will always consist of the pastel secondary palette. Elements such as the sticker, typography, and illustrations should be placed in orange against these pastel backgrounds, ensuring a cohesive and visually appealing design.

Always use the colour of the track relevant to the topic being discussed in the touchpoint. No more than one secondary colour should appear in the same composition.



3.6. Colour

These are some rules for the colour treatment of the sticker.



DO: Use the sticker logo in orange.



DO: The sticker logo may be used in white, but only on an orange background.



DO: Only if no other colours are available, the sticker logo may be printed in black (1 ink).



DO: Place the sticker logo on a dark image background. The typography inside the sticker should be white.



DO: Place the sticker logo on a light image background, with white typography inside the sticker.



DO: Coloured background. The typography inside the sticker should be white.

3.6. Colour

These are some rules for the colour treatment of the sticker.



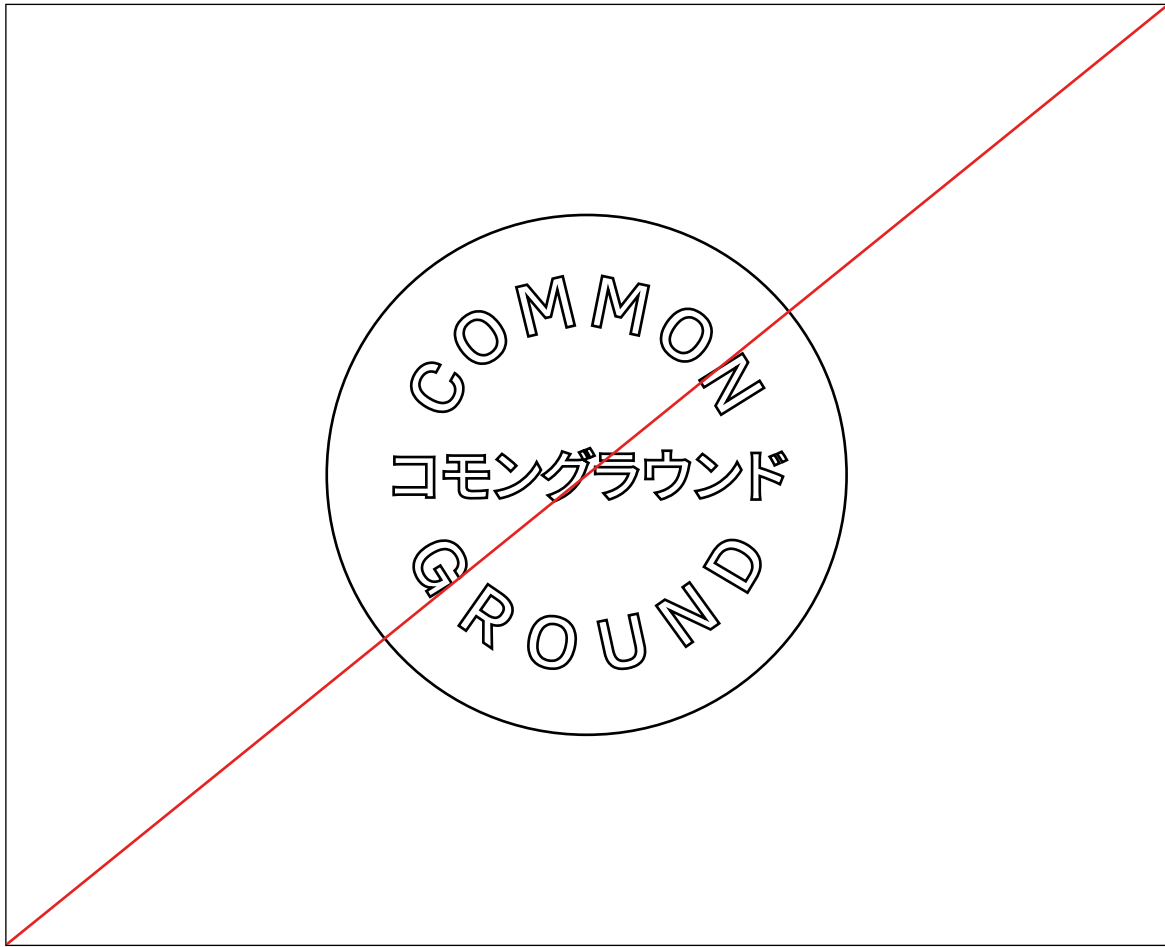
DON'T: Fill the typography inside the sticker logo with the same colour as the background.



DON'T: Combine two secondary colours.



DON'T: Place a secondary colour on top of an orange background.



DONT: Outline the shapes of the sticker logo.



DONT: Put any type of effects and shadows to the sticker logo.



DON'T: Combine colours inside the sticker logo.

4. Illustration

4.1. Illustration style*

The illustration style is derived from the round shape of the sticker logo, establishing a unique visual language that symbolises collective collaboration toward common ground. Illustrations will incorporate elements that connect both nations and their people, showcasing characteristics that are distinct and unique to each country.

By emphasizing these shared elements, the goal is to foster a sense of unity and togetherness while working toward a better and more sustainable future.

*The illustrations used in this deck demonstrate how the style works and will be replaced with final illustrations in the final version.

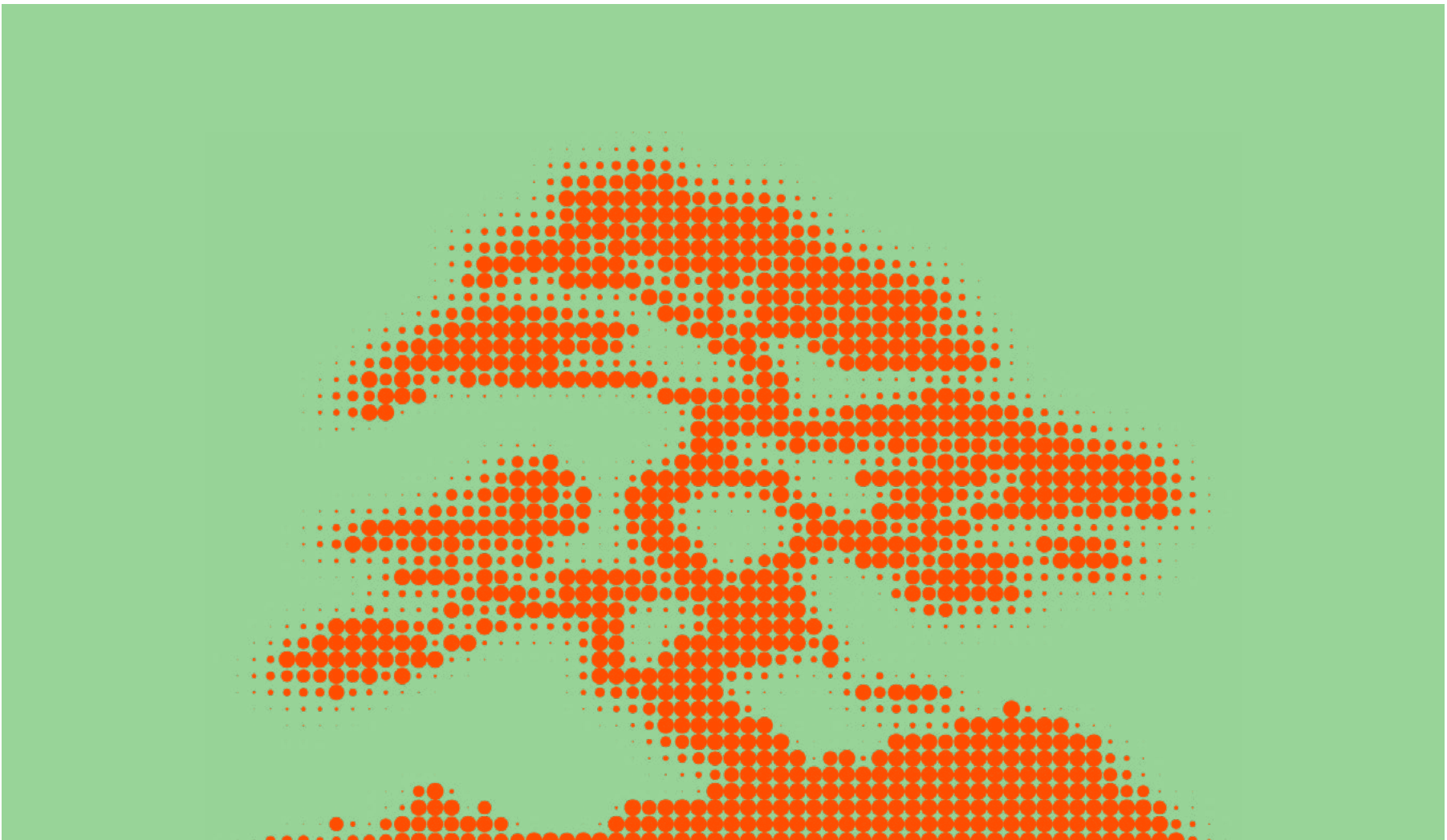


4.1. Illustration style

Vector and photographic images can be turned into illustrations.



Original vector



Vector with NL Osaka 2025 illustration style



Original image

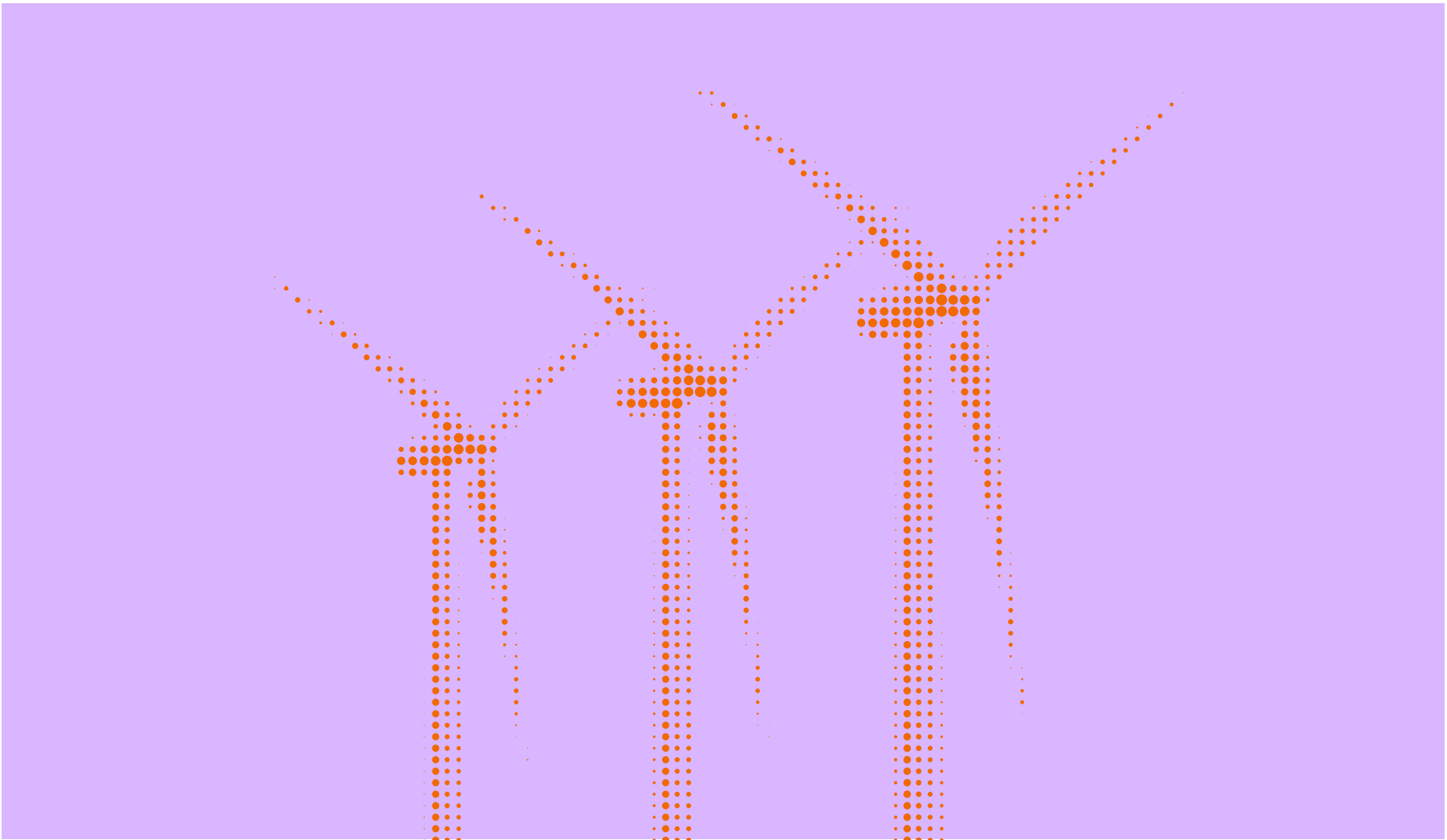
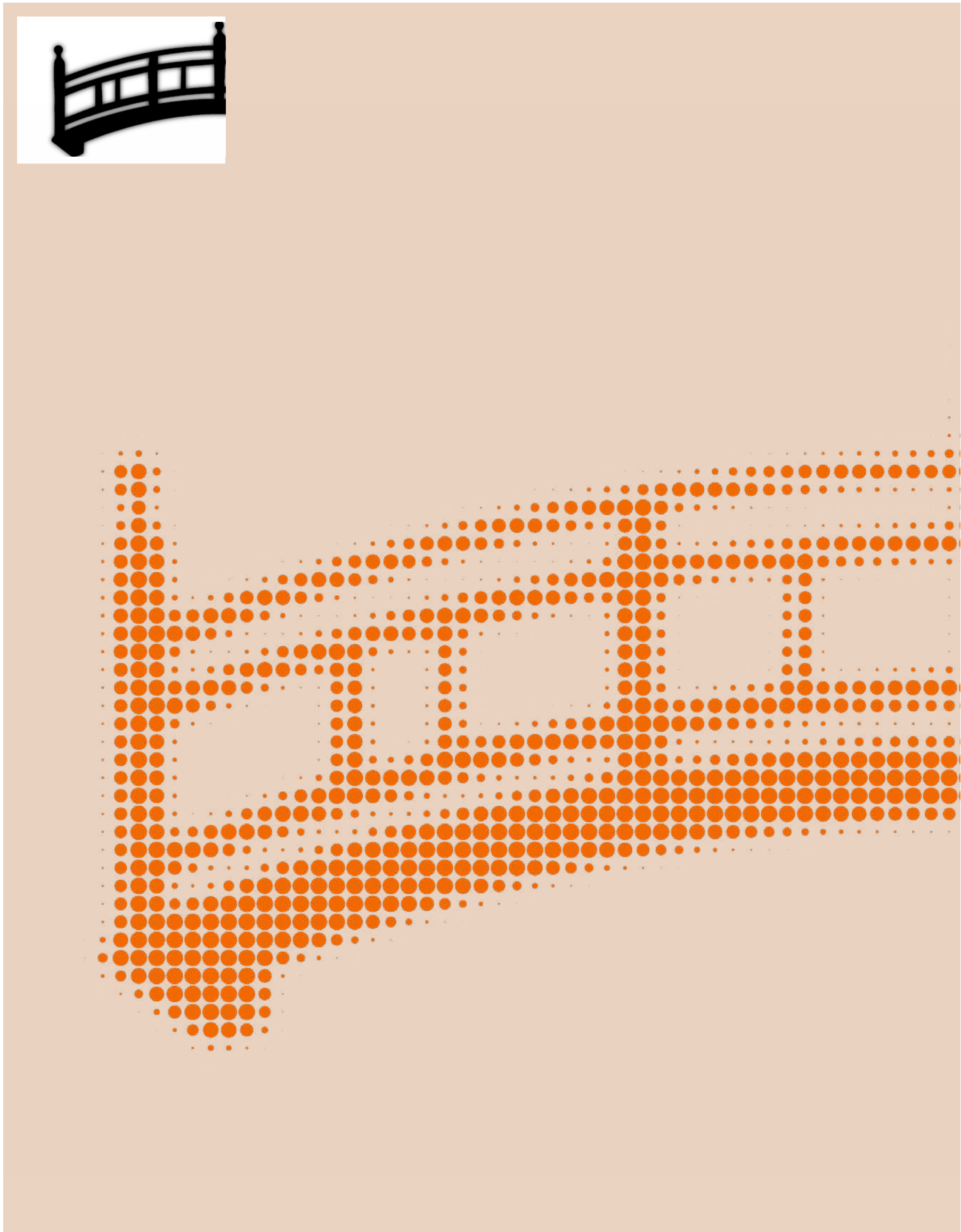


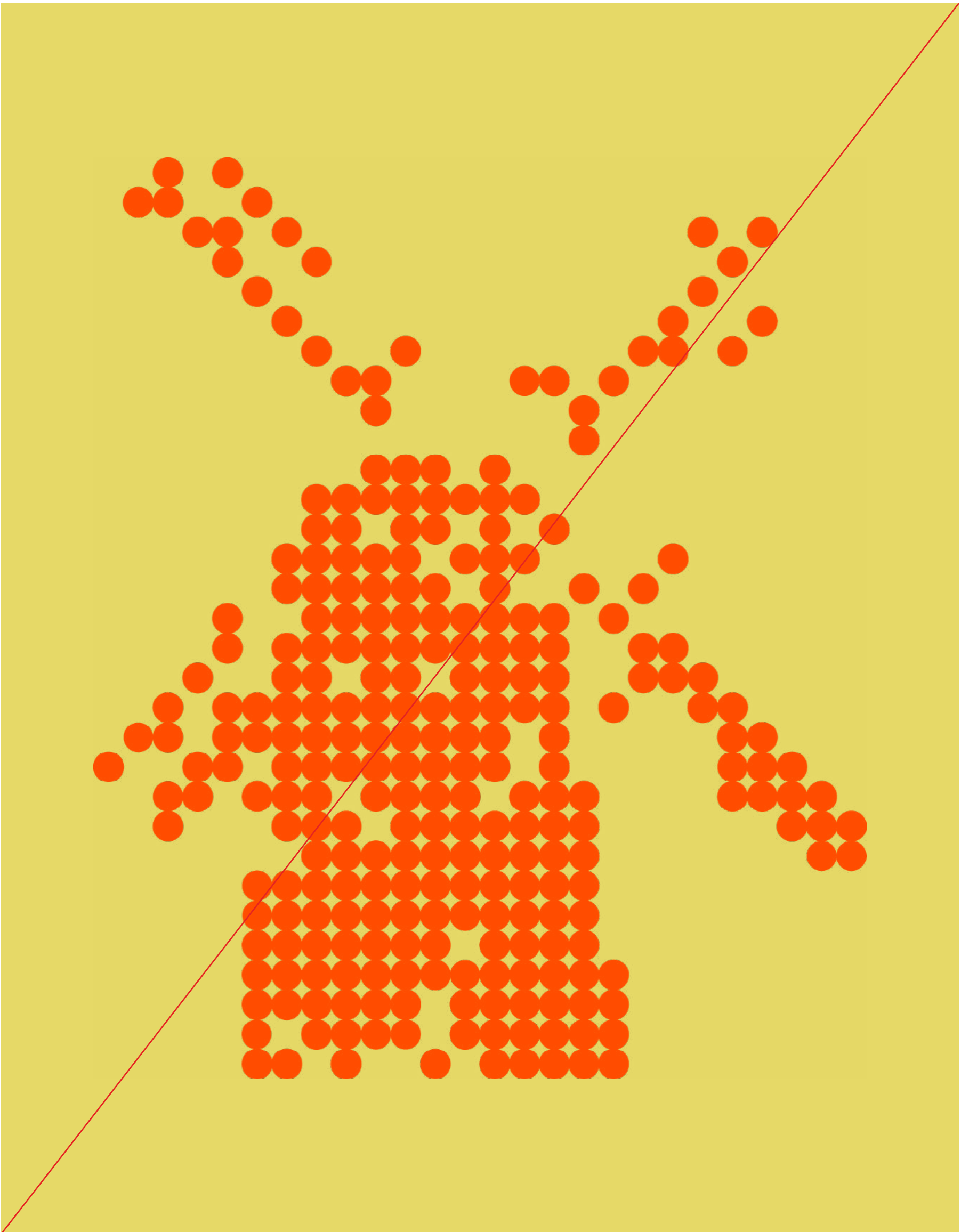
Image with NL Osaka 2025 illustration style

4.2. Dos & Don'ts

These are some rules for the illustration style.



DO: Illustrations should be made up of different sized dots. When using a vector based image, you can add a blur to achieve this effect.



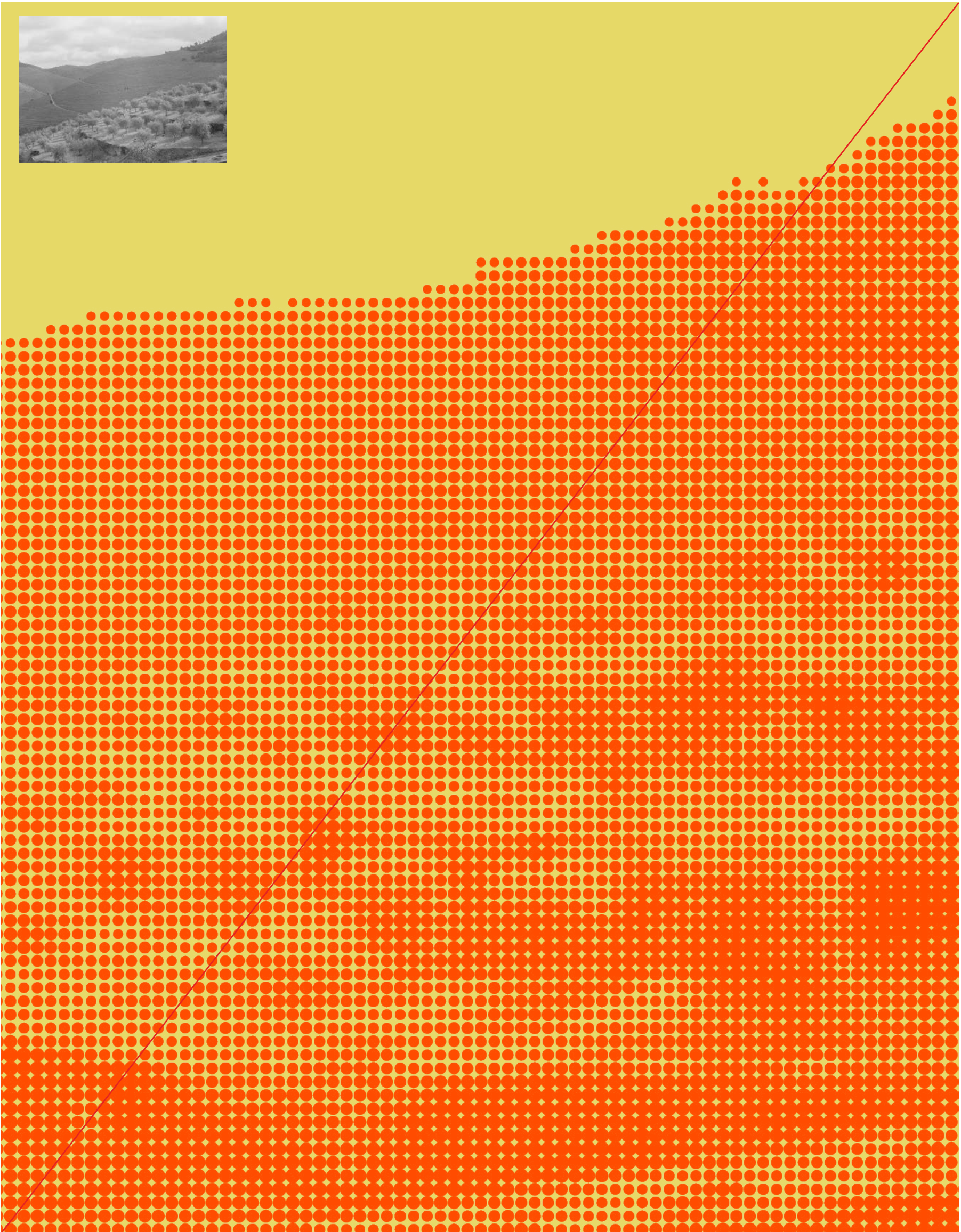
DON'T: Illustrations cannot be made from dots that are all the same size.

4.2. Dos & Don'ts

These are some rules for the illustration style.



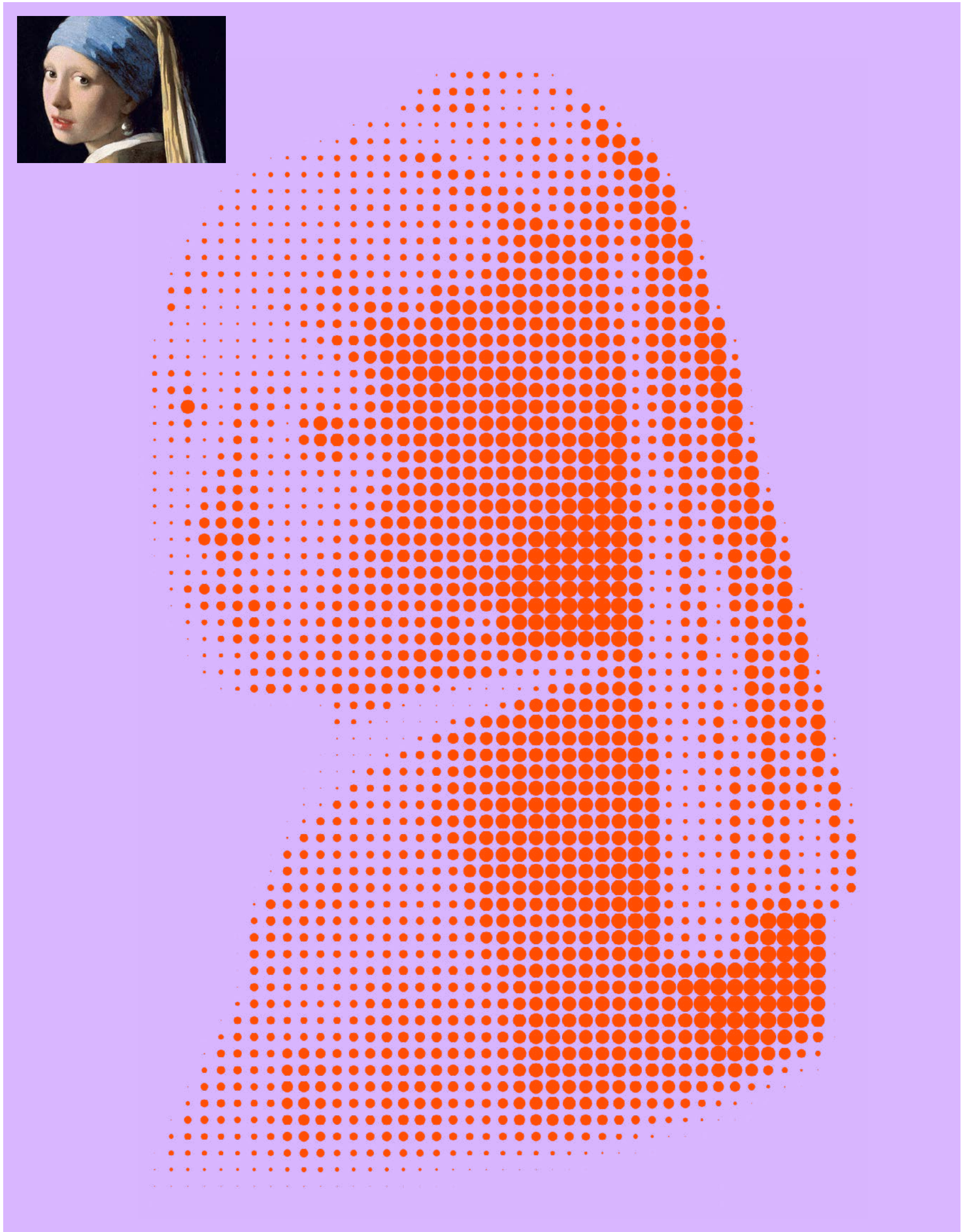
DO: Use recognisable images with a clean and clear silhouette since these translate best into illustrations.



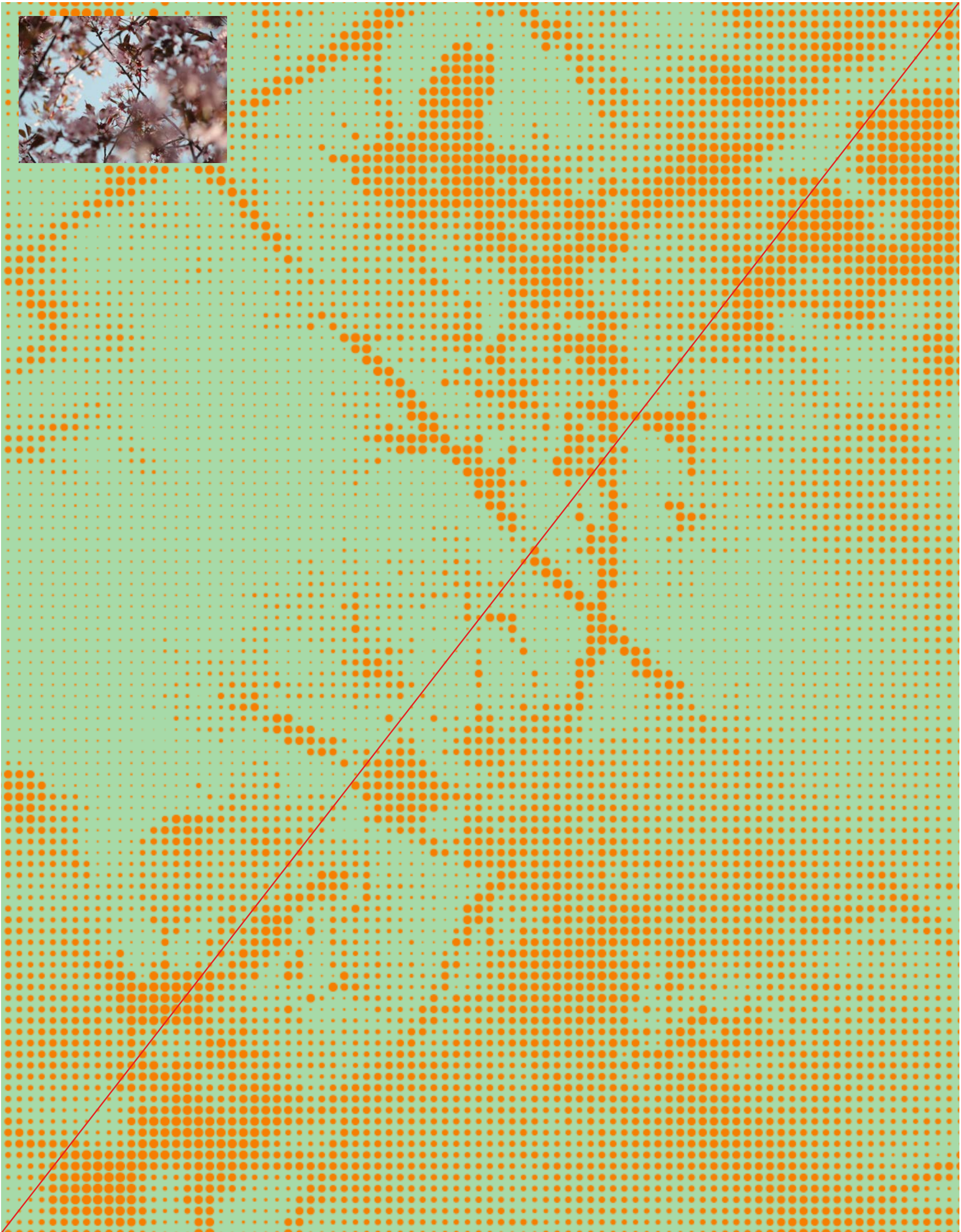
DON'T: Use highly detailed images with little contrast since these will produce unrecognizable images.

4.2. Dos & Don'ts

These are some rules for the illustration style.



DO: Using free standing images on a light or dark background.

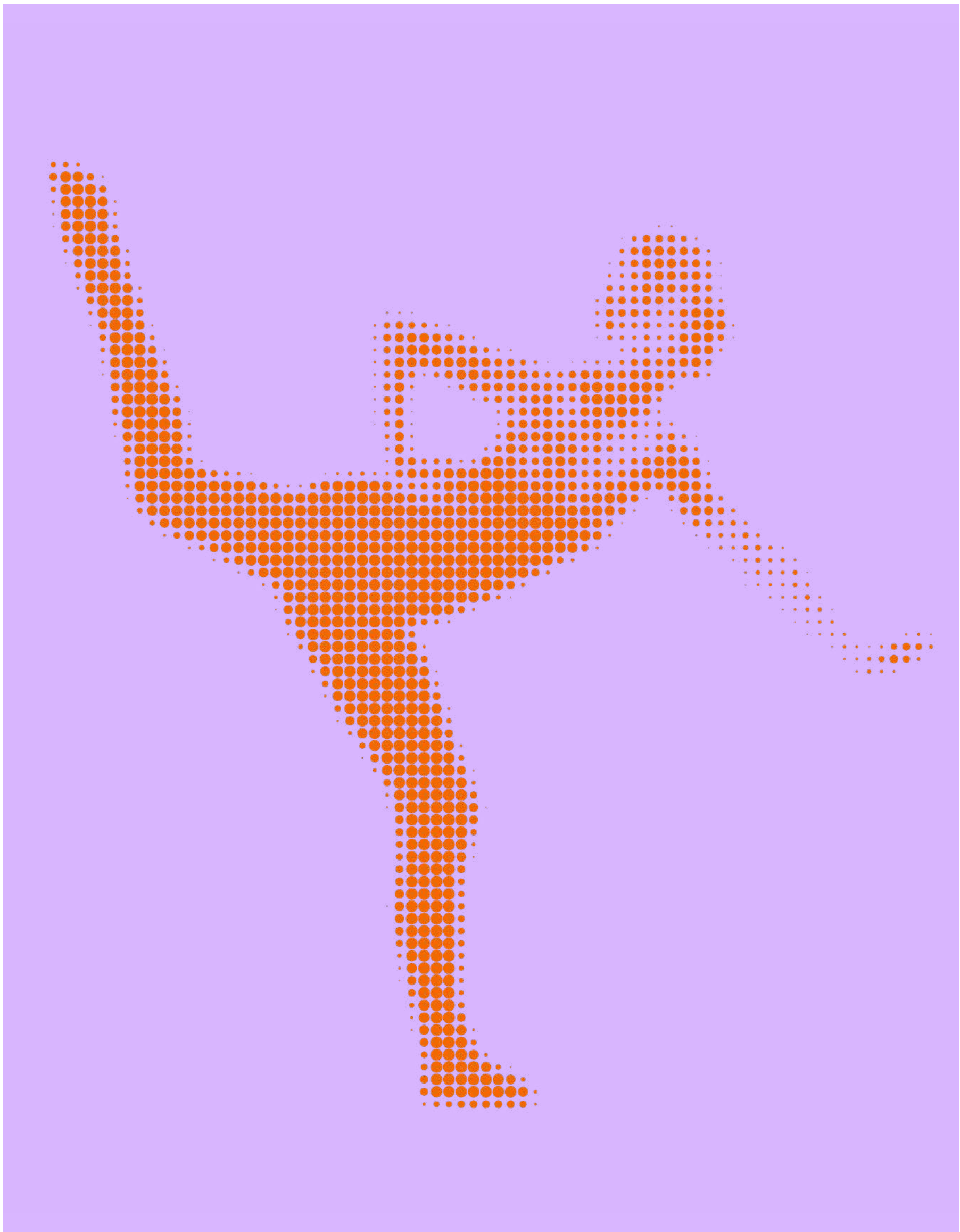


DON'T: Use images that fill the entire screen.

4.2. Dos & Don'ts

These are some rules for the illustration style.

The dots of the illustration cannot be too small. When determining the grid spacing, make sure it's no less than 1% of the canvas size. If you use a canvas of 1000x1000mm, the spacing of the grid should be higher than 10mm.



DO: The dots in the illustration are large enough that you can differentiate each one from the others.

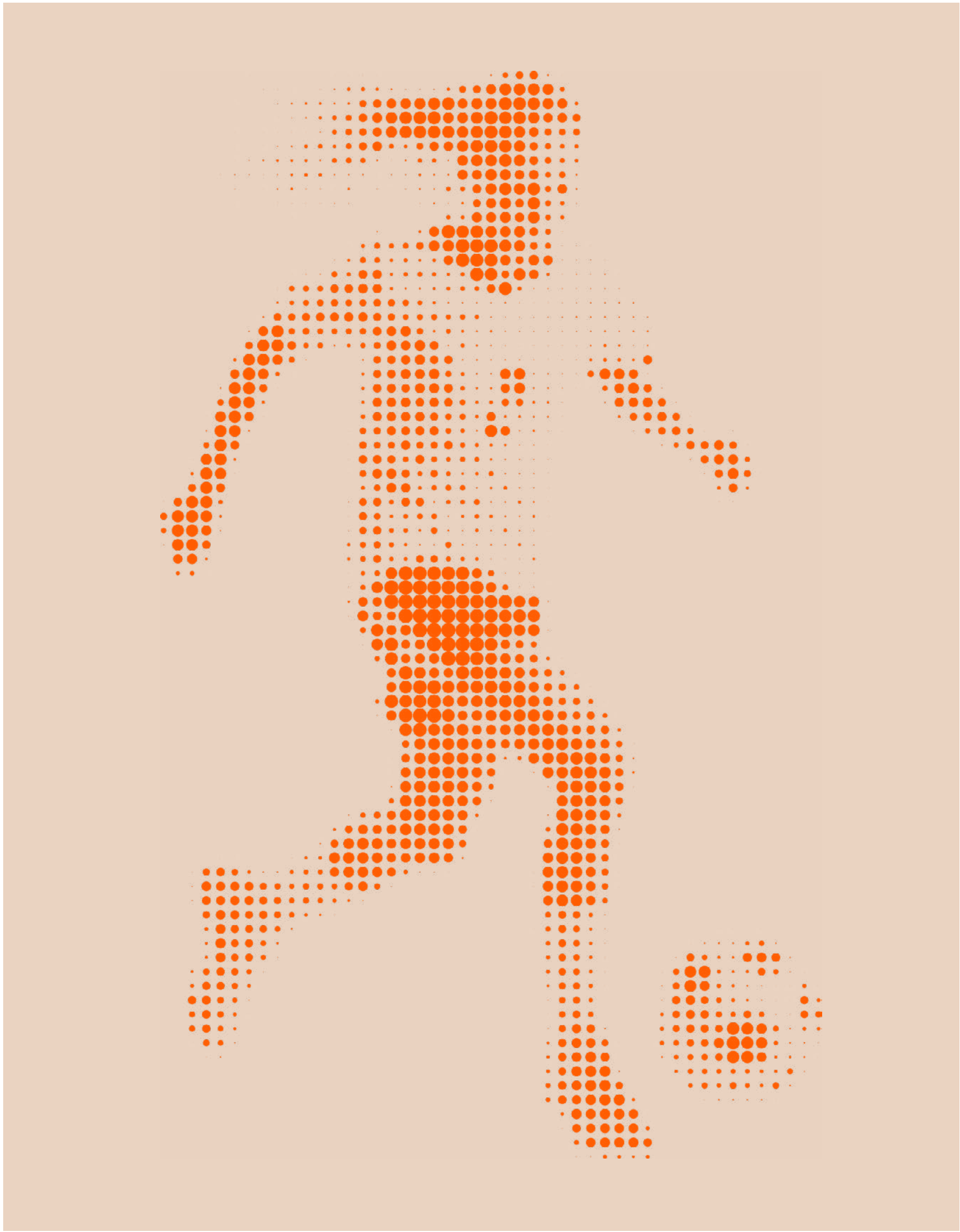


DON'T: The dots are too small to distinguish the illustration's unique style from the campaign.

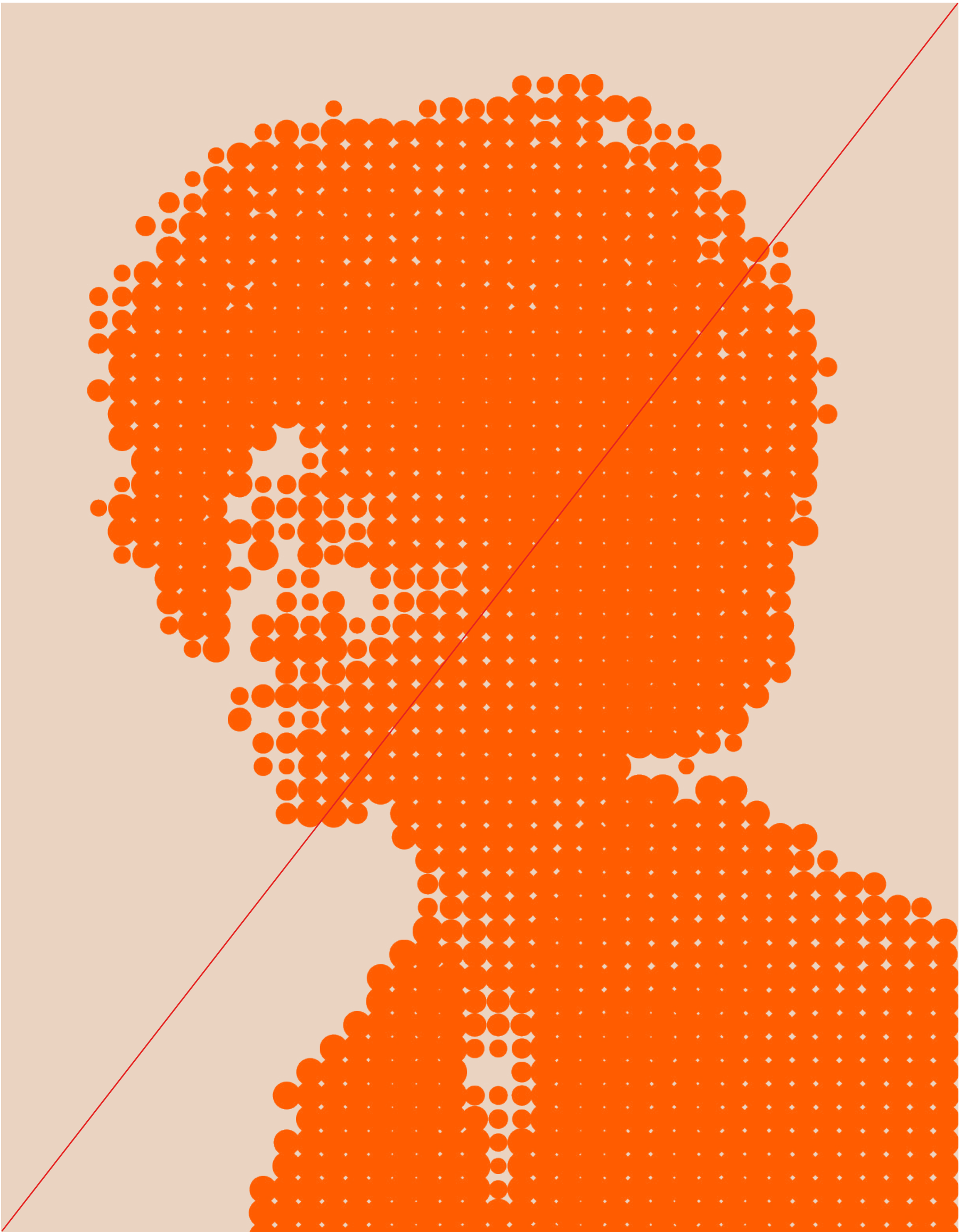
4.2. Dos & Don'ts

These are some rules for the illustration style.

The dots in the illustration should be positioned close to each other, but they should never overlap.



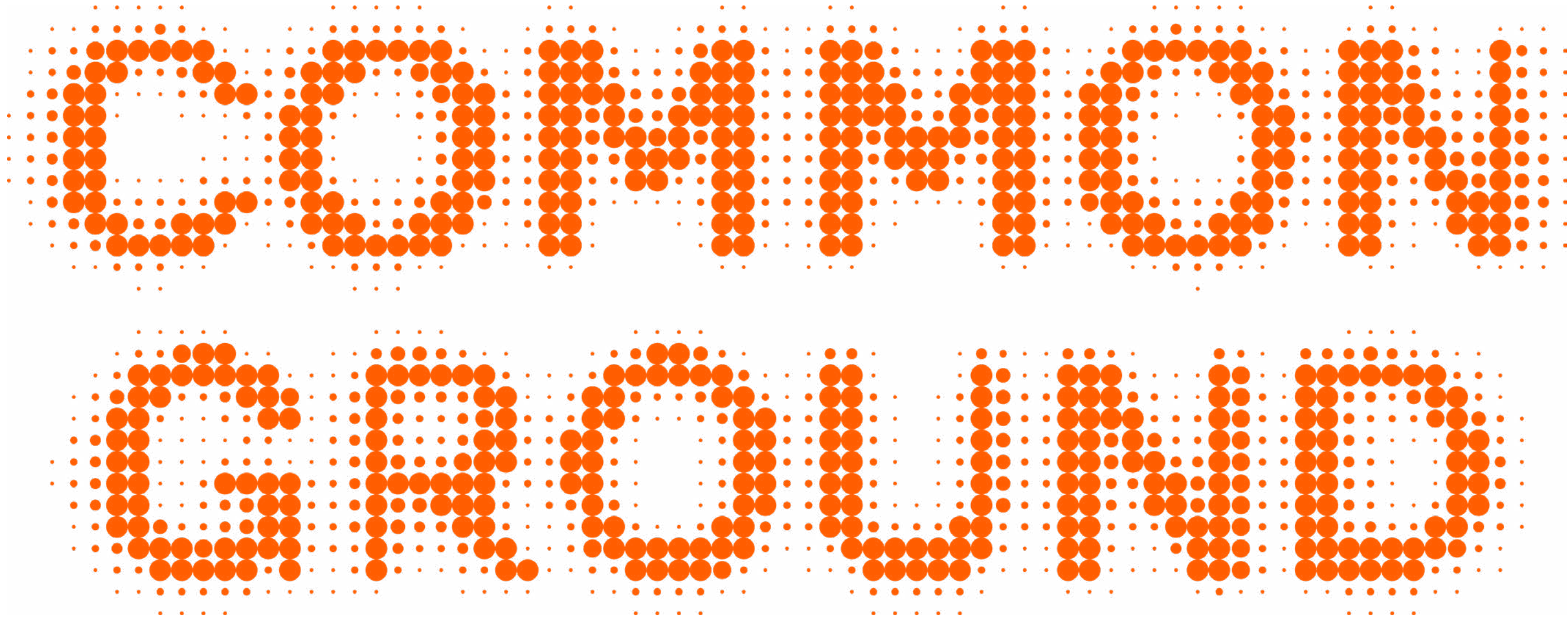
DO: Dots that are close to each other.



DON'T: Dots that overlap and create a large blotch.

4.3. Illustrated Typography

Sometimes words explain things better than images. Therefore typography can be treated with the same dotted effect. You can only use the Nitti or Noto font for this effect.

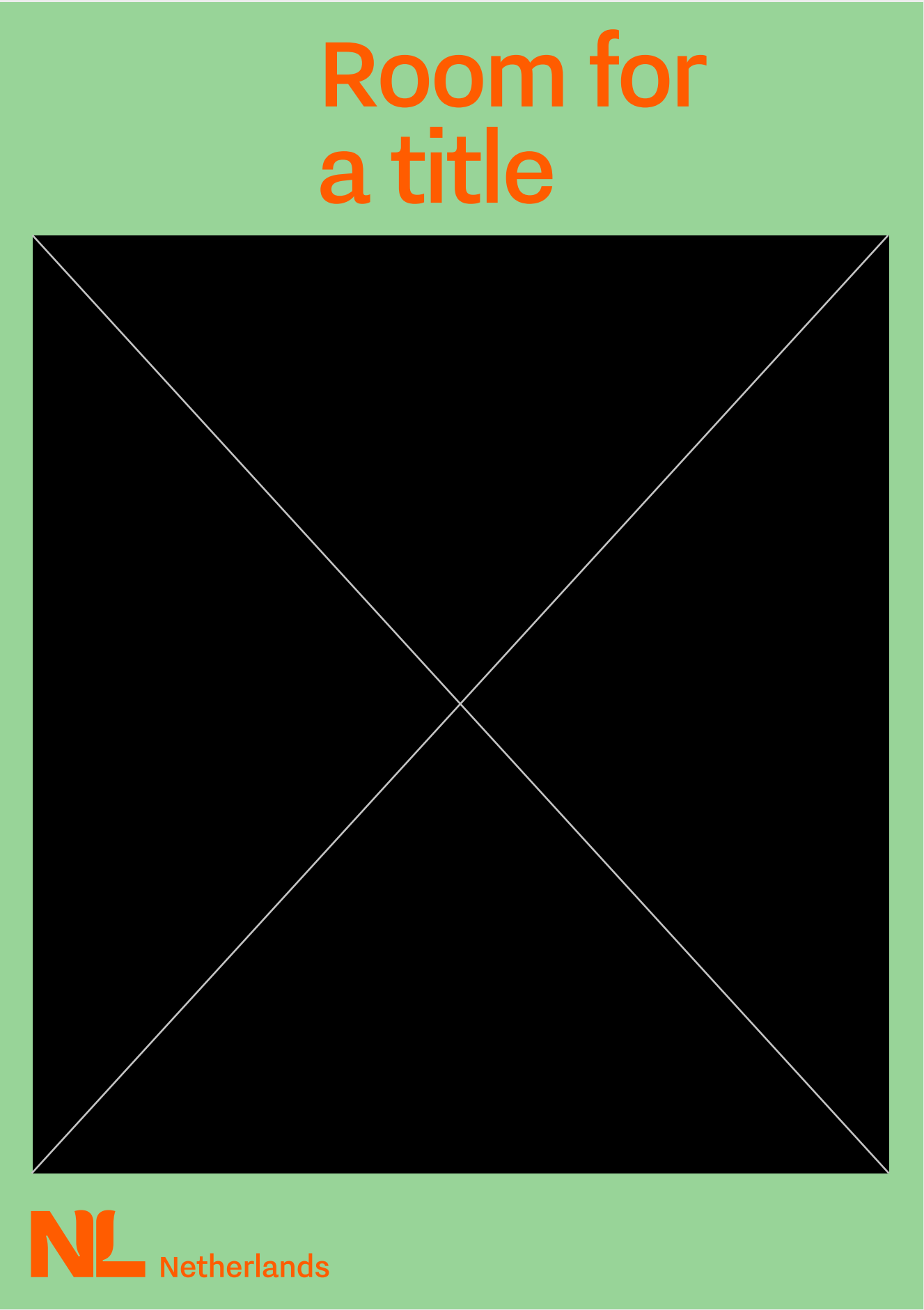


5. Layout

5. Layout*

Follow the grid layout rules from NL branding to ensure consistency and structure across all designs.

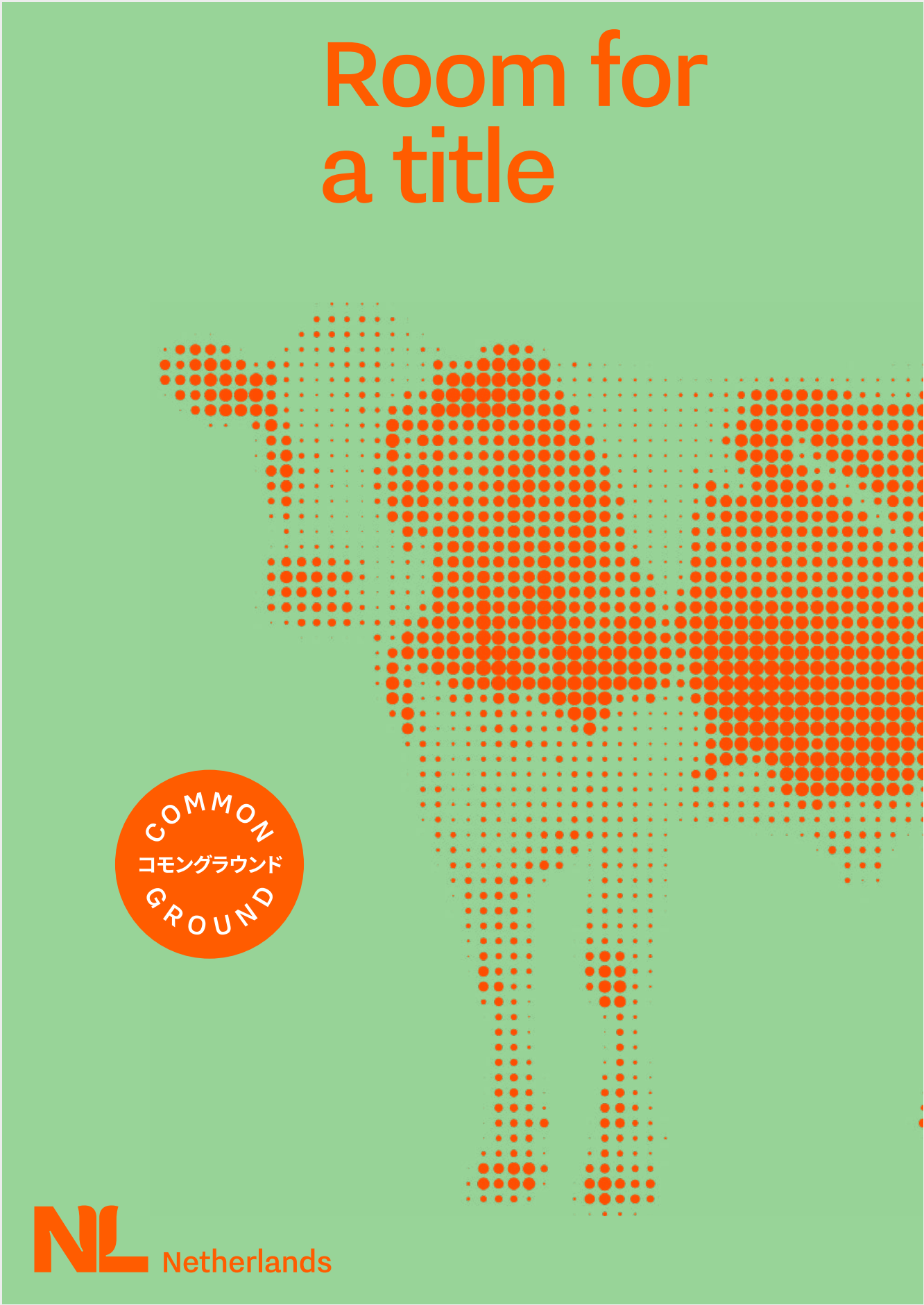
*For more details on the usage of the layout grid, please refer to the [NL branding guidelines](#).



5. Layout

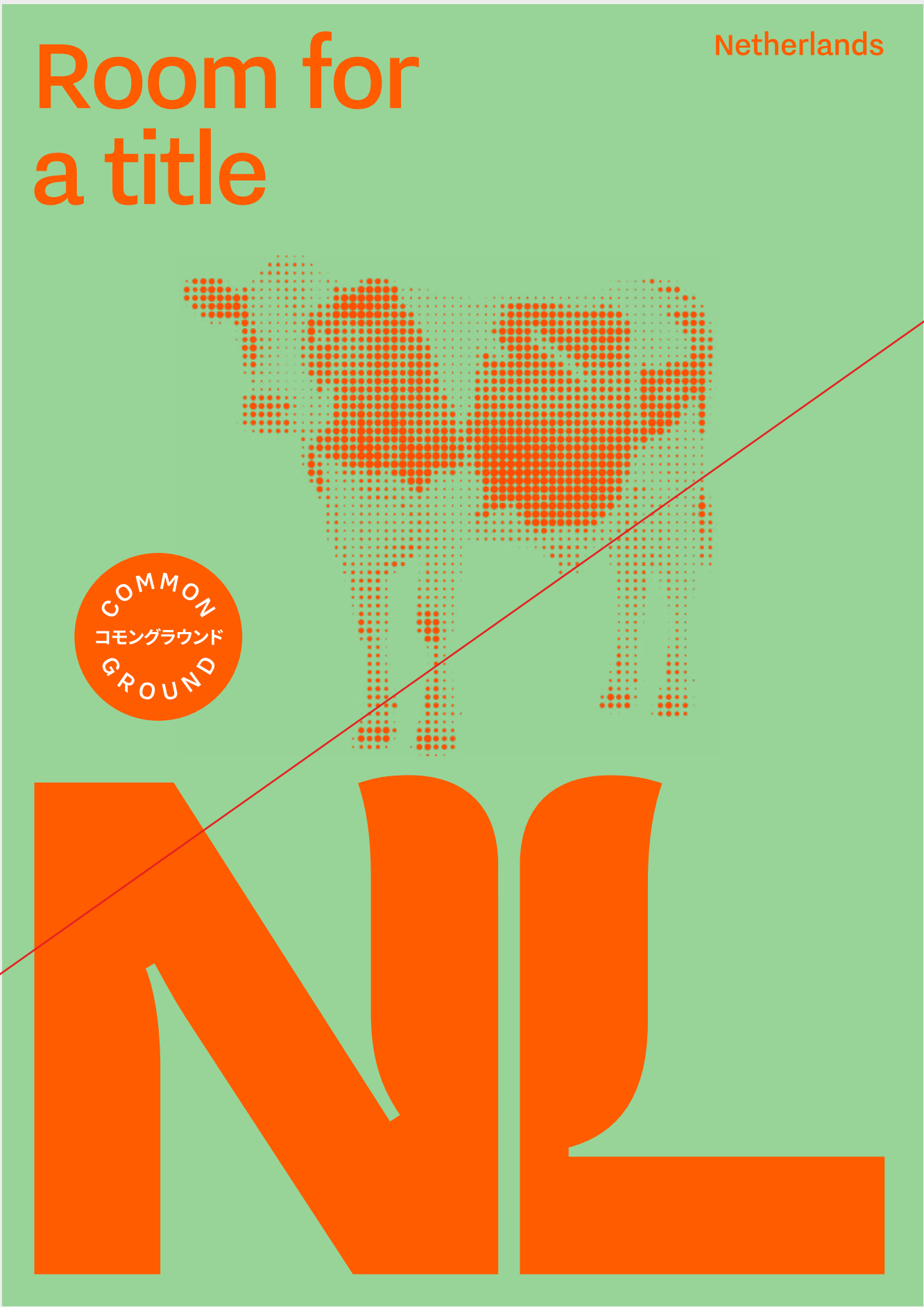
Illustrations are allowed to break the grid layout and can be placed freely.

The sticker logo can be positioned anywhere in the design, but it must remain within the layout and uphold the necessary clearance space from other elements.



5. Layout

In order to maintain a balanced hierarchy, avoid using the large NL logo in campaign layouts.





Netherlands

オランダ