

# AMSTERDAM LAW HUB

## *BRANDBOOK 2024*



 UNIVERSITY OF AMSTERDAM

AMSTERDAM  
LAW  
HUB

# outline

1. our story
2. tone of voice
3. logo usage
4. our colors
5. typography
6. imagery & graphics
7. promotion materials
8. slides
9. tone of voice






amsterdamlawhub.nl  
@amsterdamlawhub



# why this document?





In the dynamic landscape of modern organisations, establishing a strong and consistent brand identity is paramount to success. A brandbook serves as the foundational guide, encapsulating the essence and principles that define a brand. It is not merely a collection of colors, logos, and fonts; rather, it is a strategic document that articulates the brand's personality, values, and visual elements in a cohesive manner. In this era of rapid digital communication and diverse marketing channels, a brandbook becomes a North Star for all brand-related decisions, ensuring a unified and memorable experience for customers and stakeholders alike.

Delve into the (visual) world of the Amsterdam Law Hub.



*We believe justice can only flourish, when it learns to leave the past behind, and focus on the now.*

# **1. our story & pay-off.**

## **Bridging to justice in the 21st century.**

Citizens and companies find themselves entangled in a system that is no longer fair. Rules and regulations are often obscure, frustratingly slow or needlessly complicated. Systemic tensions bubble to the surface. The law and those bodies which create, uphold and enforce it are ready for the next step. The 21st century demands flexibility, resilience, transparency, and simplicity. These times, uncertain as they are, provide the perfect opportunity for innovation.

But we can only achieve this if we join forces. With researchers, students, lecturers, governments, NGOs, companies and citizens. This is how we will bridge the gap between academia and society. We believe in listening to each other and in learning from others. In cross-pollination. In searching and adapting. Developing prototypes and putting them to the test. Our profession has to become flexible, open and focused on solutions.



# 2. tone of voice.

The Amsterdam Law Hub builds bridges to justice, targeting individuals and organisations that are also concerned with justice and want to help build it.

Our projects are important to our society, so correct and clear communication is essential. Our tone of voice also has a warm, inviting undertone given our three pillars: co-creation, innovation and connection with society.







# 3. lo

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AMSTERDAM  
LAW  
HUB

Each logo is one piece. It is not meant to be taken apart, distorted or recreated. A black and white version of our square logo is available. We use this for instance for our social media accounts. If this version is not proportionally appropriate, our rectangular logo may be used.

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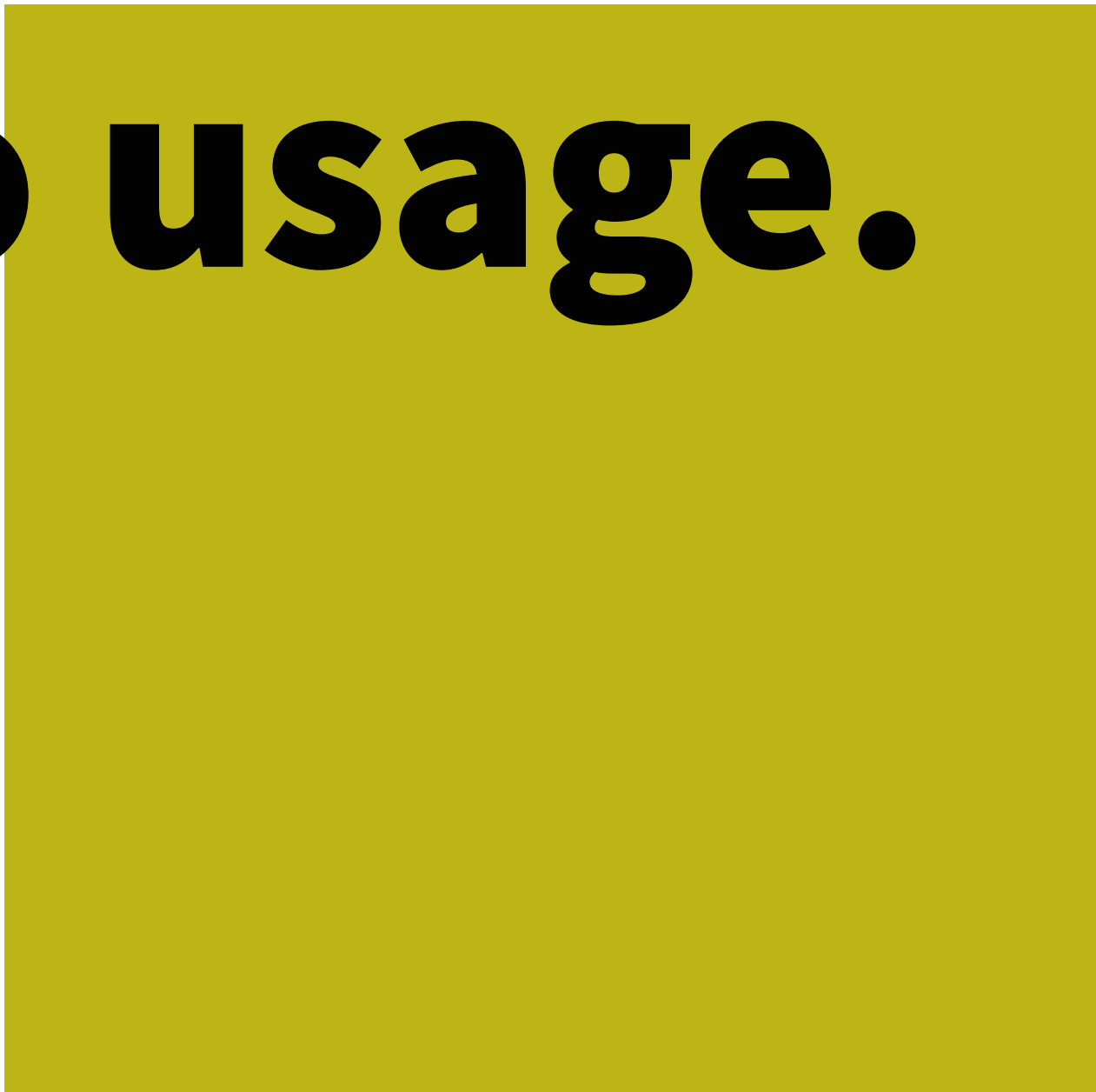
AMSTERDAM  
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HUB

 UNIVERSITEIT VAN AMSTERDAM

AMSTERDAM

LAW HUB

# Logo usage.



Our logo should always be clearly visible and legible in expressions. The logo must not be used diagonally or mirrored and please take into account the proportional dimensions.





# 4. our colors.

The colour palette of the Amsterdam Law Hub consists of colors of all UvA faculties, but the primary color we use is light blue.

*Primary color*

## #2AA5D0

Our chosen blue signifies trust, reliability, and professionalism, aligning seamlessly with our commitment to quality. It echoes the calm of an ocean, symbolizing stability and expertise.

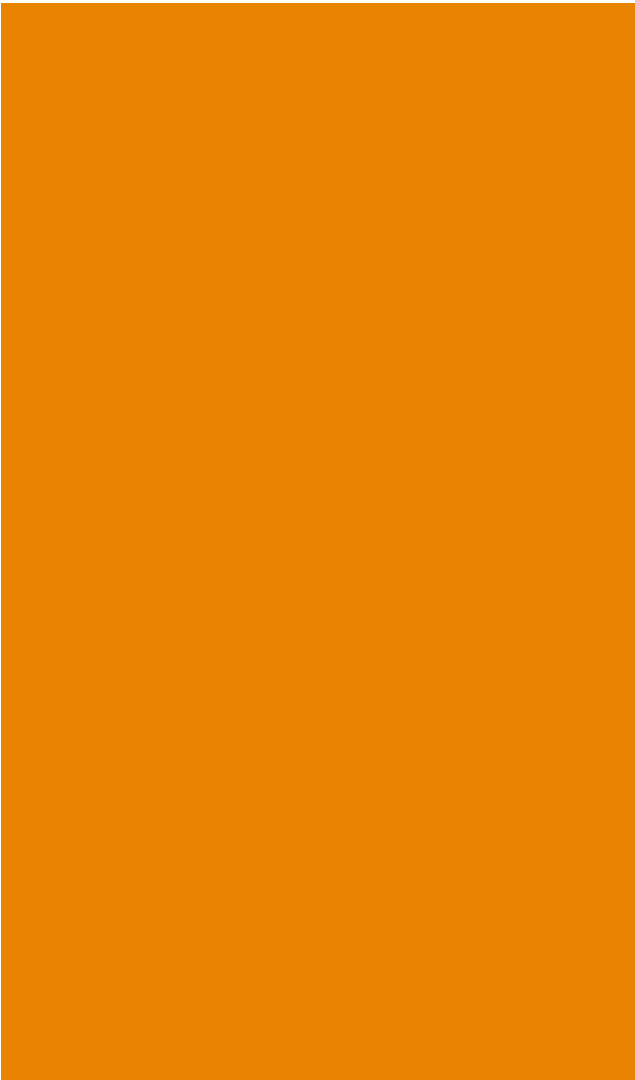


Secondary colors

#BC0031



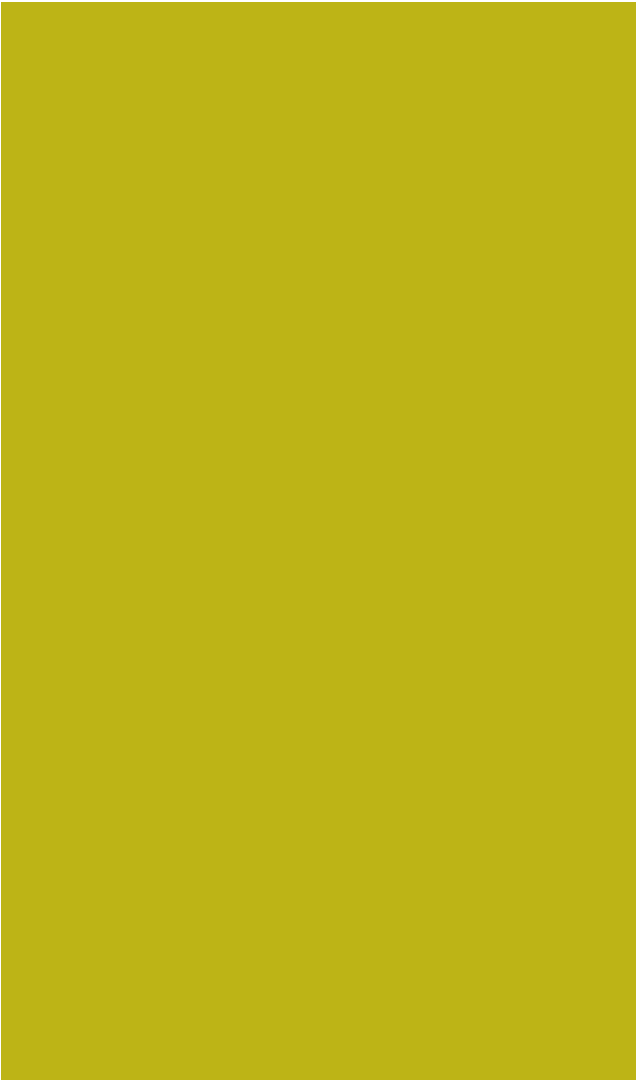
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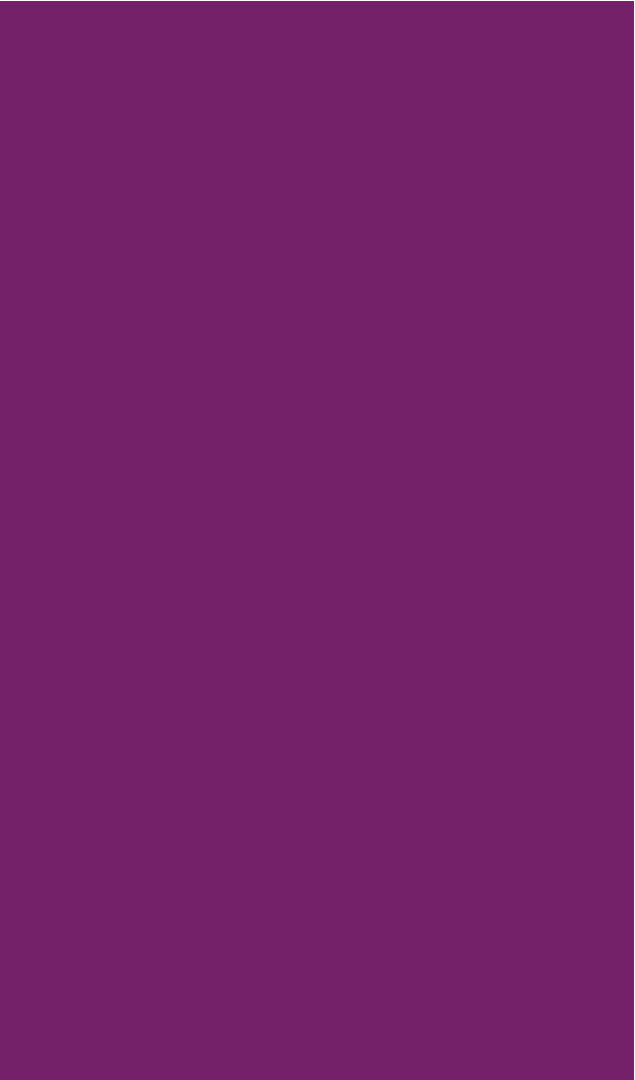
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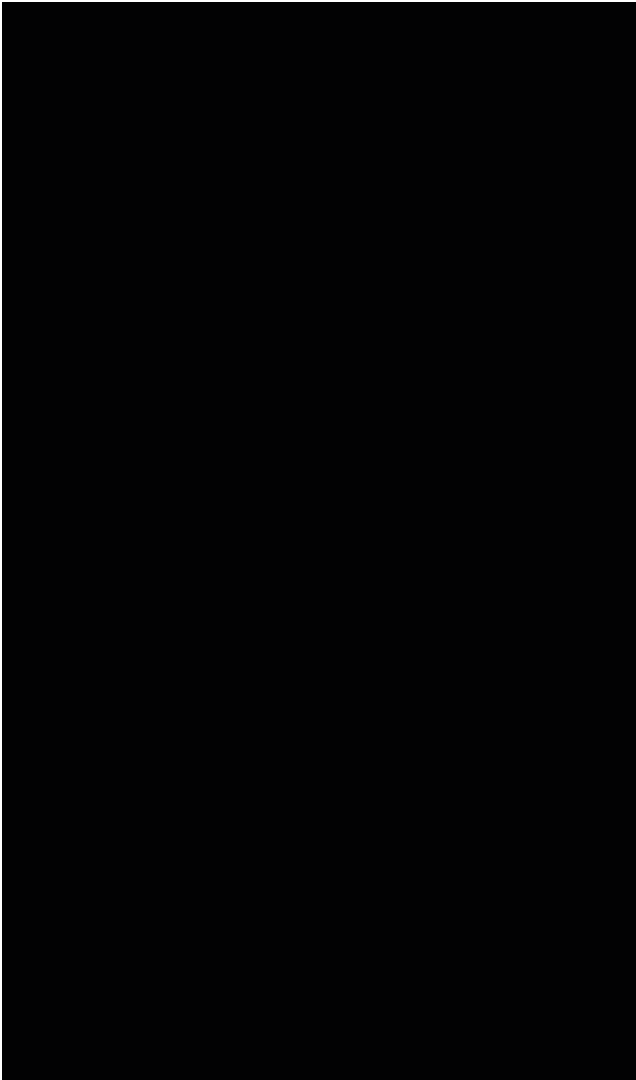
#BEB511



#751B68



#000000



# 5. typography

As in the UvA house style, the serif font ‘Source Sans Pro’ is prominently used in almost all communication tools, both online and offline and for headlines and body text. In addition, ‘Roboto’ is used in a limited number of places, such as in our newsletter and presentations.



# graphy.

Source Sans Pro

*Source Sans Pro*

**Source Sans Pro**

**Source Sans Pro**

**SOURCE SANS PRO**

Roboto

*Roboto*

**Roboto**

**Roboto**

**ROBOTO**

# 6. imagery & graphics.



The images we use consist of our own spherical images from Amsterdam Law Hub events and more graphic images and illustrations we borrow from others.







In addition, Amsterdam-based artist Sasa Ostoja created an artwork for us, which is permanently exhibited at our office. We also use this art for branded materials such as our ‘thank you’ cards and chocolate.






# 6. promotion materials.



*A booster programme for **early-stage researchers** who are stressed about their choices and next steps.*



## are you..

- a researcher at the Amsterdam School of Law and worried about how to give your career a boost and distinguish yourself from your peers?
- struggling with identifying which events, publications or networks will have the most positive impact on your academic profile or put your research in front of policymakers?
- worried your pitching skills are holding you back in your communication with colleagues from other disciplines, grant application boards, or journalists?
- looking for practical advice, delivered by experienced peers rather than generalised courses which don't truly understand the world of legal research?

## modules

MODULE 1. *November 1, 2022*  
Research Career Strategy


MODULE 2. *November 17, 2022*  
Developing Professional Networks and Pitching

MODULE 3. *November 29, 2022*  
Grant Writing

MODULE 4. *December 1, 2022*  
General Research Design and Methods

Location:  
Amsterdam Law Hub (UvA)

Scan the QR code for more information about the Talent Factory and how to sign up.



With our pr  
flags, we al  
Another ch  
capslock, c

# FLOATING LEGAL CLINIC FOR STARTUPS & NGO'S

WEDNESDAY  
NOVEMBER 1ST  
MORE INFO:

UNIVERSITEIT VAN AMSTERDAM

AMSTERDAM  
LAW  
HUB

pro  
bono  
connect



STARTUP & STICHTING  
RECHTSWINKEL



promotional materials such as flyers, posters and beach  
always use either an illustration or spherical image.  
characteristic of our style is that the title is always in  
combined with a red bar.

# 7. slides.



For the introduction slide of our presentations, we use our rectangular logo, combined with an image on the side. On other slides, images can also be placed full page.

For Amsterdam Law Hub team members: templates can be found on our drive.



## Presentation - title



**amsterdamlawhub.nl**  
**@amsterdamlawhub**



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