

alles außer flach

Brand guide

Niederlande
& Flandern

Gastland
Leipziger
Buchmesse 24

Introduction theme Buchmesse: 'alles außer flach'

The theme 'alles außer flach' appeals to the idea of 'the flat land' (Jacques Brel) that Germans have about both Flanders and the Netherlands. The title is witty, funny, light, and yet meaningful. It exudes what Dutch-language literature is today: fresh and modern, with a light touch, without shying away from serious topics.

Despite being flat, the Low Countries - full of ditches, cows, straight roads - are fertile ground for our literature. Writers who do want to rise above the surface, bringing different perspectives on diverse topics. Emerging talents with guts, bringing surprisingly rich literature that broadens your horizon. Anything but flat.

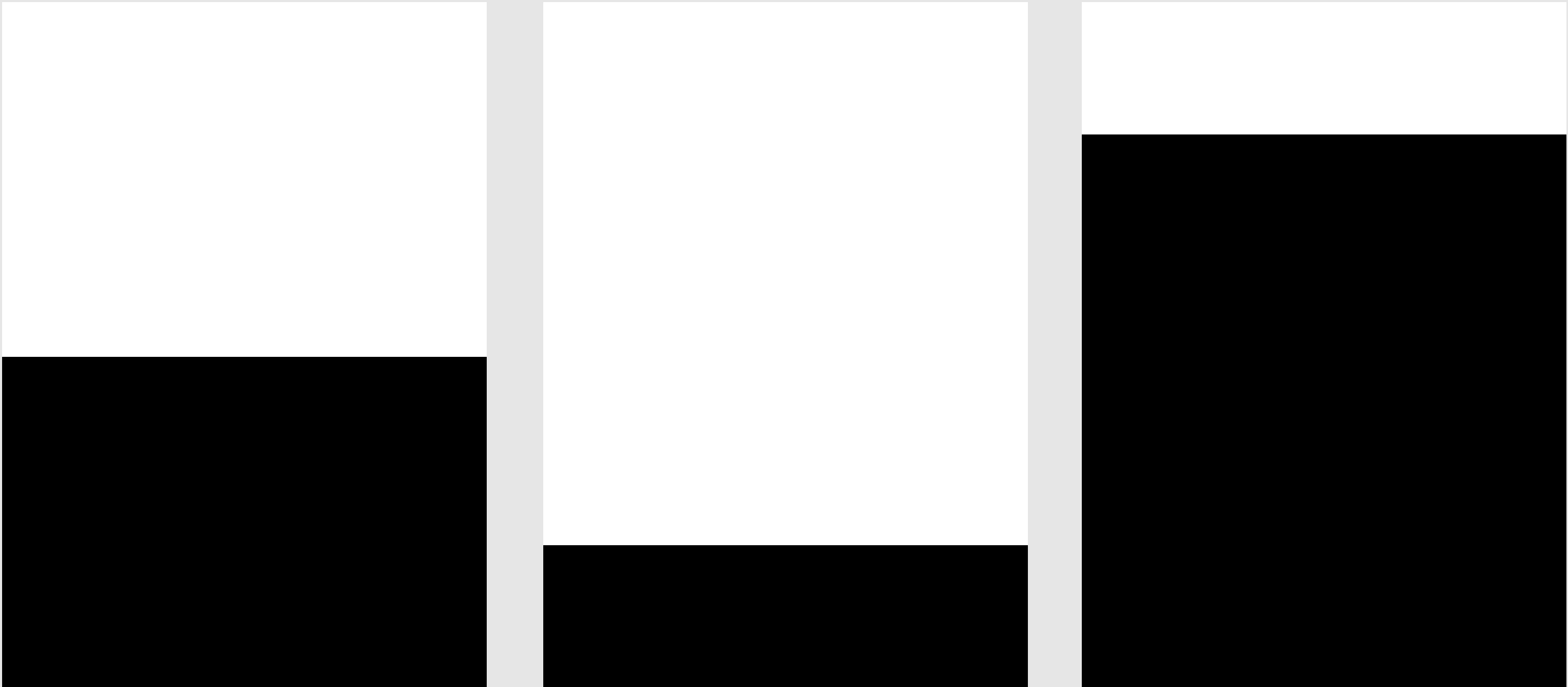
The campaign identity for guest of honour country Netherlands & Flanders for the Leipziger Buchmesse 2023-2024 is designed by studio de Ronners.

Contents

1. Design principle
2. Typefaces
3. Campaign logo (wordmark)
4. Campaign logo + tagline

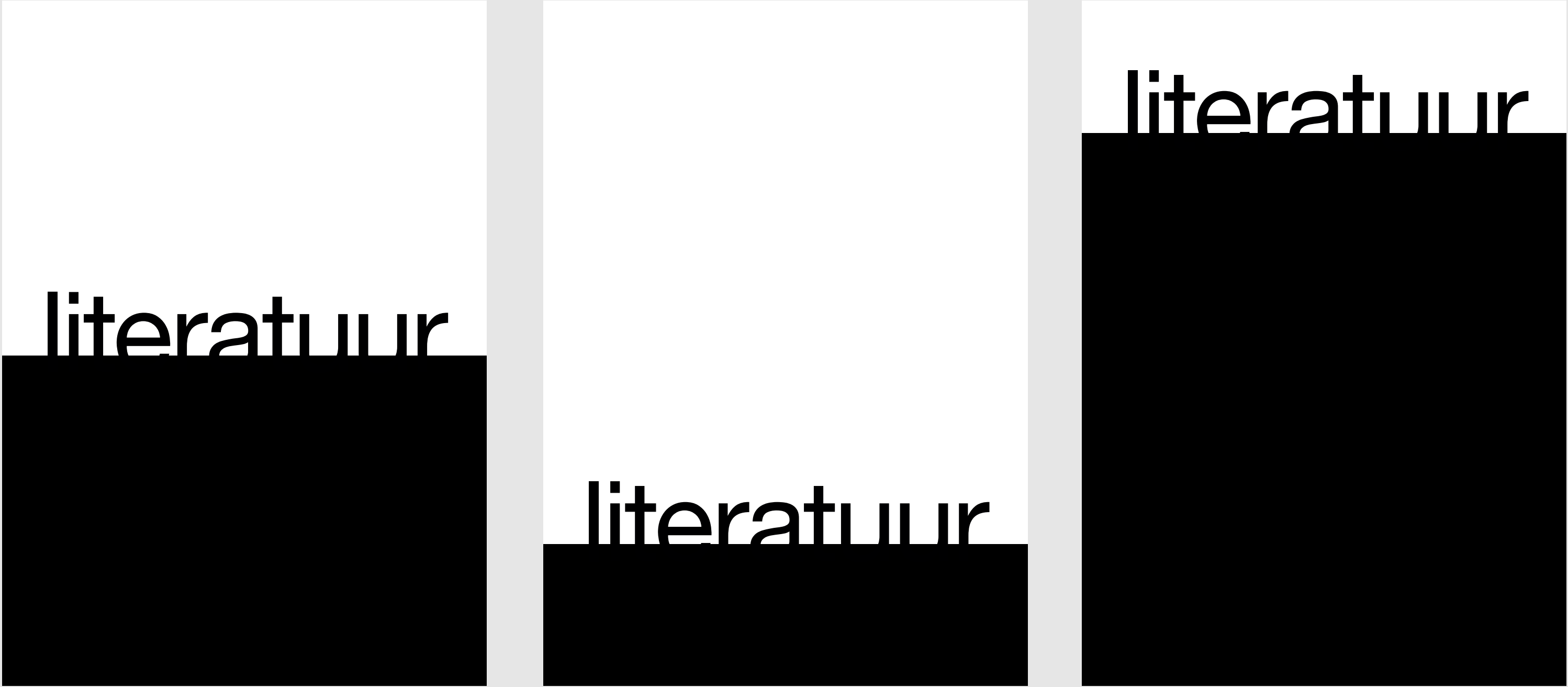
1. Design principle

1. Design principle



The low (flat) lands.

1. Design principle



The low (flat) lands. Literature that broadens your horizon.

2. Typefaces

Typeface 1: Alles Außer Flach Display

'Alles Außer Flach Display' is a bold, activist and modern display letter that has been designed for the 2023-2024 Buchmesse. Its flattened character was inspired by the theme and implies a rise from a horizon. The letter will only be used for titles and headlines.

Capital letters

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Lowercase letters

a b c d e f g h i j k l m n o p
q r s t u v w x y z

Numbers + punctuation

0 1 2 3 4 5 6 7 8 9 ? ! , . ;

Typeface 2: ABC Arizona Text Regular

'ABC Arizona Text Regular' is a classic serif font that emphasizes the literary character of the identity. Additionally, it is a contemporary letter that is very suitable for reading.

Capital letters

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Lowercase letters

a b c d e f g h i j k l m n o p
q r s t u v w x y z

Numbers + punctuation

0 1 2 3 4 5 6 7 8 9 ? ! . , :

3. Campaign logo (wordmark)

Campaign logo (wordmark)

The campaign logo (wordmark) communicates the theme 'alles außer flach'. The wordmark will be visible on all means of communication. This helps the public become familiar with the theme, creates continuity in style and gathers recognition.

alles außer flach

Campaign logo (wordmark)

Campaign logo (wordmark): 3 sentences

alles
außer
flach

Different means of communication require different uses of the wordmark. Therefore, the wordmark appears in various compositions.

Campaign logo (wordmark): 2 sentences

alles
außer flach

Campaign logo (wordmark): 1 sentence

alles außer flach

4. Campaign logo + tagline

Campaign logo + tagline in portrait
(promoting guest of honour)

The campaign logo below is used to announce that the Netherlands and Flanders are the guest of honour at the Buchmesse in Leipzig.

alles
außer
flach

Niederlande
& Flandern

Gastland
Leipziger
Buchmesse 24

alles
außer
flach

Niederlande
& Flandern

Gastland
Leipziger
Buchmesse 24

Campaign logo + tagline in landscape
(promoting guest of honour)

The campaign logo below is used to announce that the Netherlands and Flanders are the guest of honour at the Buchmesse in Leipzig.

alles außer flach

Niederlande & Flandern

Gastland Leipziger Buchmesse 24

alles außer flach

Niederlande & Flandern

Gastland Leipziger Buchmesse 24

Campaign logo + tagline in landscape (big)
(promoting Dutch and Flemish literature)

The campaign logo below is used when content is communicated from the theme.
In this case, 'alles außer flach' refers to Dutch and Flemish literature.

alles außer flach
Niederländische & Flämische
Literatur

alles außer flach
Niederländische & Flämische
Literatur

Campaign logo + tagline in landscape (small)
(promoting Dutch and Flamish literature)

The campaign logo below is used when content is communicated from the theme.
In this case, 'alles außer flach' refers to Dutch and Flemish literature.

alles außer flach
Niederländische & Flämische Literatur

alles außer flach
Niederländische & Flämische Literatur

Application of the logo + tagline (white space, distance, size)

+

The margin between the wordmark and the tagline in the campaign logo is made up of twice the width of the letter 'l' in the wordmark.

This is also the minimum white space around the logo.

alles außer flach

Niederländische & Flämische Literatur

alles außer flach

Niederländische & Flämische Literatur

Minimum size of the landscape logo = 3 cm / 113 px

The distance between the word image and the tagline is made up of the width of the letter 'l' (small letter L) in the word image and is always proportionally the same: twice the width in the landscape logo, and three times in the portrait logo.

+

+

Three times the letter 'l' in the campaign logo forms the margin between the wordmark and the tagline.

alles
außer
flach

Niederlande
& Flandern

Gastland
Leipziger
Buchmesse 24

Minimum size of the portrait logo = 2,5 cm / 95 px

Contact

Nederlands
letterenfonds
dutch foundation
for literature

Nieuwe Prinsengracht 89
1018 VR Amsterdam
The Netherlands
post@letterenfonds.nl

 **FLANDERS
LITERATURE**

Generaal van Merlenstraat 30
2600 Berchem
Belgium
info@literatuurvlaanderen.be

The campaign identity for guest of honour country
Netherlands & Flanders for the Leipziger Buchmesse
2023-2024 is designed by studio de Ronners.

All copyrights of the identity 'alles außer flag' belong to the
designers. The Dutch Foundation for Literature and Flanders
Literature and their partners have unlimited rights of use.