



ROTTERDAM
CENTRAL
DISTRICT



Brand Guide

ROTTERDAM CENTRAL DISTRICT MARCH 2026

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Note *All the rules and guidelines in this document are simply that. They provide a foundation to ensure that all communications are consistent and that Rotterdam Central District is always clearly recognizable. Deviations from these guidelines are possible and permitted upon consultation, provided there is a valid reason.*



Brand Story

It's who we are

Rotterdam is a city of doers. Innovative, enterprising, and straightforward. With its iconic skyline, the energy of the port, and strong international connections, it's a city to be proud of.

At the heart of this dynamic lies the Rotterdam Central District. The area around Rotterdam Central Station is where people, businesses, and ideas converge. From the Groot Handelsgebouw to Hofplein, it's bustling with creativity, knowledge, and entrepreneurship. International companies, startups, residents, and visitors share the same energy here.

The Rotterdam Central District is a hub of movement and connection. This feeling is reflected in the brand and logo. The lines and shapes represent connection, infrastructure, and the constant flow of people and ideas. Powerful, clear, and purposeful. Green is the color of our city center, to which we connect everything.

The ambition is to further develop the district as a vibrant place where work, meeting, and relaxing naturally converge. An area with a strong international appeal and an unmistakably Rotterdam character.

Tagline It's what defines us

Dit wordt ingevuld aan de hand van de uitingen die voor de campagne gebruikt worden.

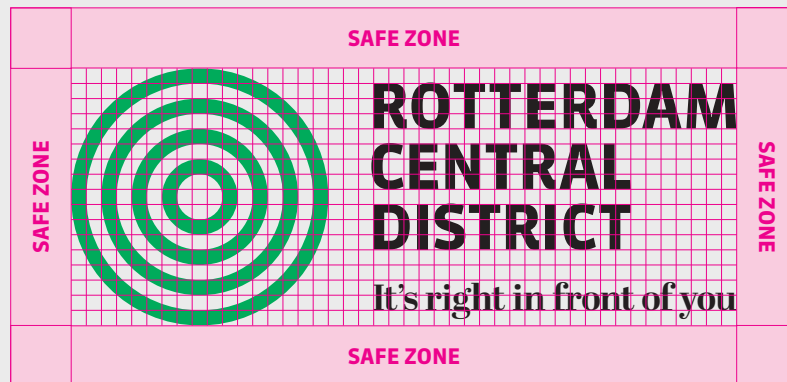
It's right in front of you

Logo Main



Logo with tagline

This is the general logo for Rotterdam Central District and is preferably used as the first choice. Exceptions to this choice include, for example, when the tagline is already used elsewhere in the design, or when the logo is used so small that the tagline is no longer legible.



OTHER COLOUR OPTIONS

The logo is preferably used with green circles. If this is not possible for any technical or other valid reasons, the logo may also be placed entirely white. Other colour combinations are not permitted.

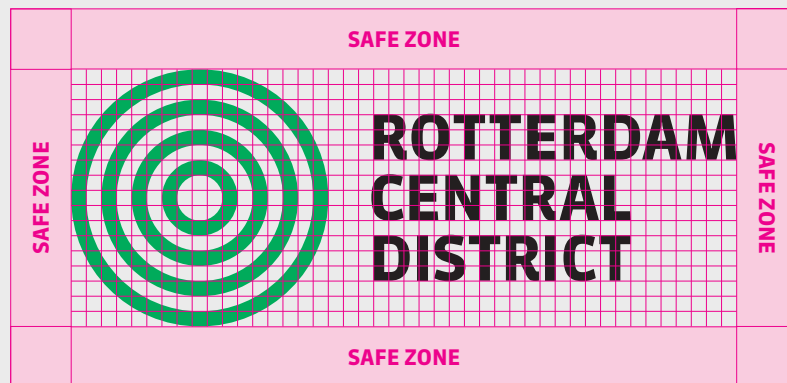


Logo Basic



Logo without tagline

If the design doesn't require the logo with tagline, the basic logo can be used. This is the case, for example, if the tagline is already used elsewhere in the design, or if the logo is too small to keep the tagline legible.



OTHER COLOUR OPTIONS

The logo is preferably used with green circles. If this is not possible for any technical or other valid reasons, the logo may also be placed entirely white. Other colour combinations are not permitted.



Logo

Additional



FOUNDATION BIZ
ROTTERDAM CENTRAL
DISTRICT



ASSOCIATION
ROTTERDAM CENTRAL
DISTRICT

Good to know

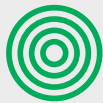
These logos are rarely used in external communications and are generally for internal use only. However, the rules for use are identical to those for the main and basic logo.

Note Combining these two colours creates the green colour from the original Rotterdam Central District logo.



Logo

Available options



**ROTTERDAM
CENTRAL
DISTRICT**
It's right in front of you



**ROTTERDAM
CENTRAL
DISTRICT**



**FOUNDATION BIZ
ROTTERDAM CENTRAL
DISTRICT**



**ASSOCIATION
ROTTERDAM CENTRAL
DISTRICT**



**ROTTERDAM
CENTRAL
DISTRICT**
It's right in front of you



**ROTTERDAM
CENTRAL
DISTRICT**



**FOUNDATION BIZ
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**ASSOCIATION
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DISTRICT**

Logo

Don'ts

Note *The placement on the RCD magazine is the only exception to these guidelines.*



Changing the colour and/or moving the fixed elements of the logo (among themselves) is not permitted.



Always place the logo, as supplied, in its entirety and with sufficient white space (safe zone). Skewing and rotating are also not permitted.



Do not use any variations of reverse logos other than those mentioned before. Transparency is also prohibited.

Visual element Rings



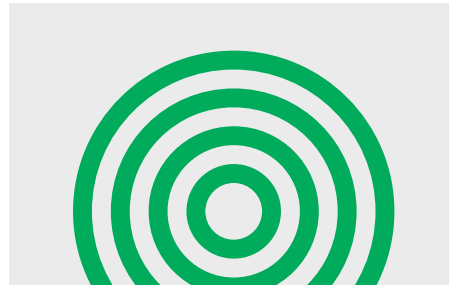
Make sure you show at least 25% of the rings.



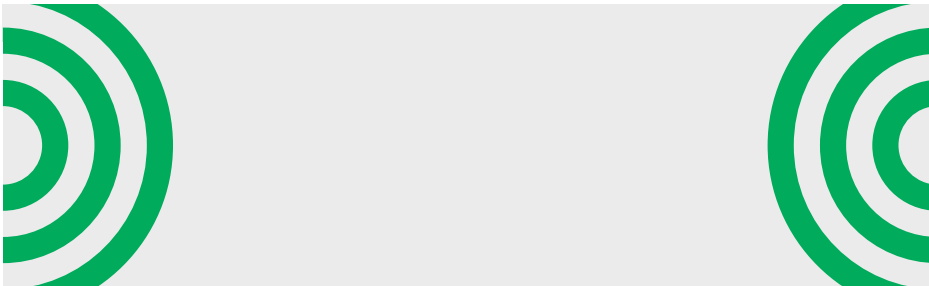
Use of a different colour is allowed.



You can cover (small) parts of the rings.



You're allowed to partially crop the rings.



Crop the circles from any side you like.

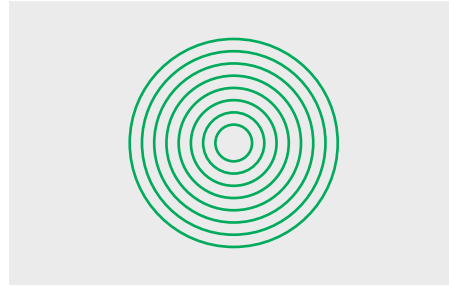
Examples

The rings in the logo are also a graphic element that can be used independently. Several rules therefore apply. For example, unlike the rings that are part of the logo, the rings may be cropped or placed in a different colour.

Visual element Don'ts



Don't use more than 1 element per design.



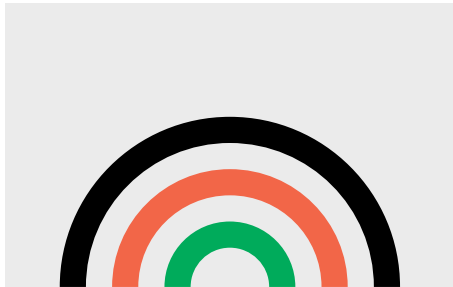
Don't use outlines.



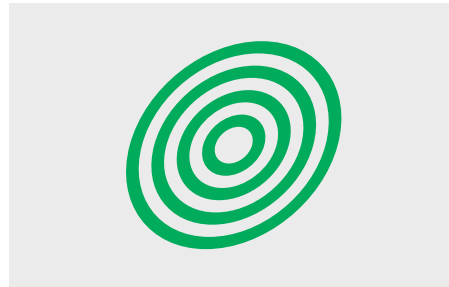
Don't add or remove rings.



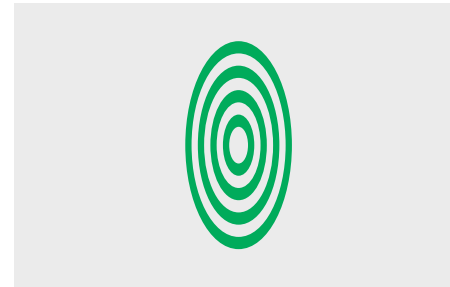
Don't use gradients.



Don't use multiple colours.



Don't skew the rings.



Never transform the circles out of proportion.



Always place the element against the edge.



Don't show less than 25% of the circles.



Don't split the rings.



Don't cover important parts of the image.



Don't use transparency for the rings.

Visual element

Beveled corner



Examples

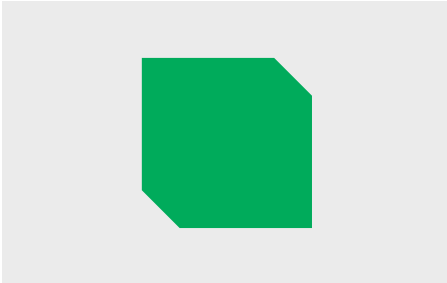
Another graphic element is the frame with a beveled corner. This frame can be used as a photo or text frame. In both cases, only one corner is beveled. Only one size of this corner is used per design.

When using the frame as a text frame, it is important to ensure that the margin around the text is as even as possible.

Heading

Berae solorup taturia sust aute nonsentempor
alist plaboreium renimol orruptatur? Am, quunt
reictatestet aut as este natquam am fugia volendunt
quo et aspedit eos exces eat reseque venimet, nus,
cone es nobisqu undaeror aut la doluptatus, quat etur
sectem quis dis a cusam nonsequ ostrunt venisi dolo

Visual element Don'ts



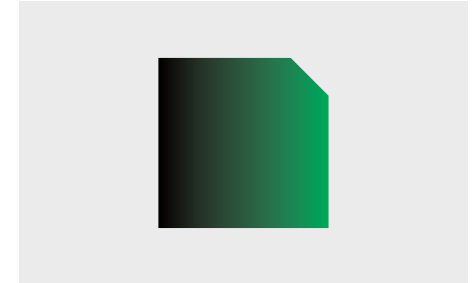
Don't bevel more than 1 corner.



Don't use other corner effects.



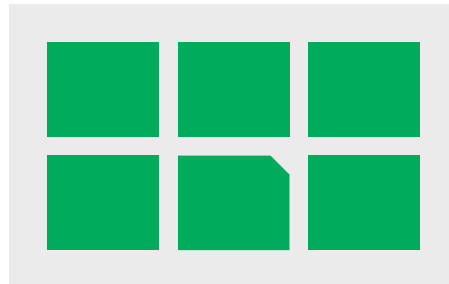
Don't use multiple bevel sizes per design.



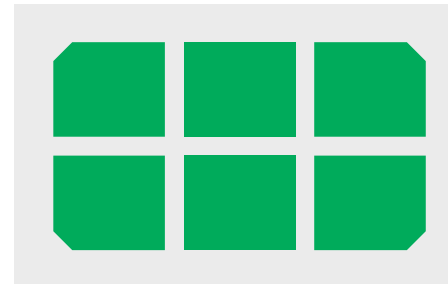
Don't use gradients.



Keep it subtle, don't overdo the bevel.



Don't bevel inside elements.



Don't bevel too many elements.



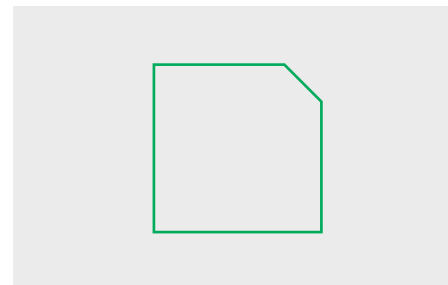
Don't use gradients.



The bevel should always be 45°.



Don't use different margins around the text.



Don't use outlines.

Colours Our Palette

PRIMARY

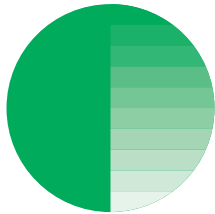
For **Rotterdam Central District** in general.

RCD Green

CMYK 90/0/90/0

RGB 0/181/94

HEX #65B55E

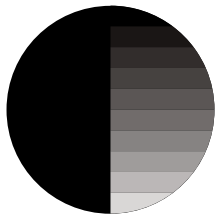


Rich Black*

CMYK 50/50/50/100

RGB 0/0/0

HEX #000000

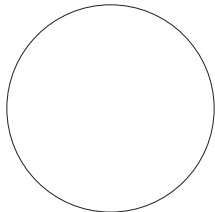


White

CMYK 0/0/0/0

RGB 255/255/255

HEX #FFFFFF



SECONDARY

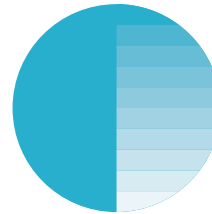
For the **Foundation BIZZ** and **Association RCD**. But you are free to use them whenever you deem necessary.

Blue

CMYK 70/10/15/0

RGB 74/190/211

HEX #5DA6BE



Yellow

CMYK 5/35/100/0

RGB 230/169/34

HEX #E6A922



TERTIARY

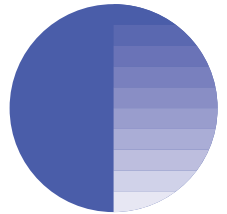
Feel free to use other colours. As long as you stick to **one secondary or tertiary colour per design** and it fits within the palette.

Purple

CMYK 80/70/0/0

RGB 81/95/168

HEX #515FA8

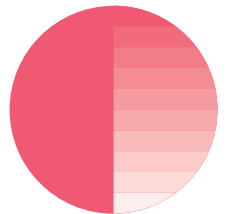


Coral

CMYK 0/80/40/0

RGB 230/93/114

HEX #E65D72

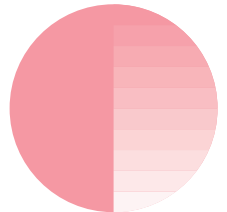


Pink

CMYK 0/50/20/0

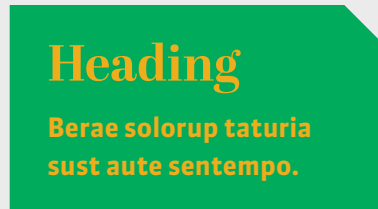
RGB 244/167/170

HEX #F4A7AA



* Do not use Rich Black in print for small items like body copy, but for bigger areas like backgrounds only. Instead use basic black for CMYK (0/0/0/100).

Colours Don'ts



Don't use colour on colour. Just black or white.

transparency

Don't use transparency for text.



Don't use gradients.

transparency

Also don't use gradients for text.

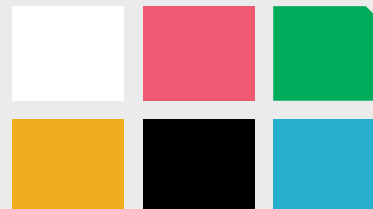


Don't work with low contrast.

Heading

Berae solorup taturia
sust aute sentempo.

Don't use colour for bodycopy. Just for headings.



Don't use too much colours per design.

Fonts

It's just our type

The fonts used within the corporate identity are Sanuk OT and Abril Display. Below is an overview of which fonts may be used for various purposes.

Headings can be placed in either font. Body copy, on the other hand, is always placed in the Sanuk OT font, but never in the Black or Black Italic variant.

There are no other rules or guidelines for using these fonts. However, please keep in mind that readability and contrast are crucial, and that the text should be airy and open thanks to sufficient line spacing.

Sanuk OT Regular
Sanuk OT Regular Italic

Sanuk OT Medium
Sanuk OT Medium Italic

Sanuk OT Bold
Sanuk OT Bold Italic

Sanuk OT Black
Sanuk OT Black Italic

Abril Display Regular
Abril Display Italic

Abril Display SemiBold
Abril Display SemiBold Italic

Abril Display Bold
Abril Display Bold Italic

Abril Display ExtraBold
Abril Display ExtraBold Italic

Abril Fatface Regular*
Abril Fatface Italic*

* Abril Fatface is the font for online use as a header.