



# House style manual

Version 1.4

## Index

Index .....	2
Introduction .....	3
Logo .....	3
Colour of Logo and Style Elements .....	4
Font .....	4
Styling Elements .....	5
Printing Instructions .....	5
Language .....	6
Specific Guidelines .....	6
Word or PDF File .....	6
PowerPoint .....	7
Business Cards .....	8
Flags .....	8
Postcards .....	9
Posters & Flyers .....	9
Social Media .....	10
E-mail Signature .....	11
Other .....	11
End .....	12
Version History .....	12
Appendix 1: List of Association-Specific Translations .....	13



## Introduction

This manual contains guidelines that will contribute to a consistent association identity for A.S.V. Gay. By introducing this manual and ensuring all our publications adhere to this, we aim to be more recognizable and consistent, both within the association and towards the outside.

This House style manual is a continuation of the design of the website, designed in 2017 by Tom Melters.

## Logo

The logo is always published with the letters “A.S.V.”, which stand for Amsterdamse Studentenvereniging (Amsterdam Student Association), in the gap of the Y. These letters are always in black or white. By exception, the logo may be used in a different colour. It’s allowed to shrink or enlarge the logo indefinitely, but care must be taken to not deform it.

The letters within the line of the word GAY may be removed if, it necessary for the printing. This may be the case when the logo is too small to be read, too hard to print on t-shirts, ect. However, when the text is taken out, it should be placed underneath the logo if possible. The text within the line reads: Lesbisch Homo Biseksueel Transgender Queer+.





## Colour of the Logo and Style Elements

The default colour of the association identity must be used as much as possible for the logo and contrasting elements. The colour coding is listed under. The use of a single colour was a conscious choice, since it looks modern and will lower printing costs.

### A.S.V. Gay Pink

Hex #FF29A9

RGB 255 41 169

HSV(0.9003,0.8392,1.0000)

HSL 324° 100% 58%



## Background colour

The backgrounds of all printings are preferably white. If desired, a different background colour can be used. For example a Pale Turquoise gradient. The saturation goes from bottom right to top left.

### Pale Turquoise

Hex #C3E1FF

RGB 195 225 255

HSV(0.5833,0.2353,1.0000)

HSL 210° 100% 88%



## Font

A difference is made between the font for the headings and the body. The used fonts for headings and sub-headings are “Interstate Cond mono” and “Interstate Cond mono – lgt”, respectively. For text bodies the font “Noto Sans regular” and “Noto Sans bold” and their italic variants must be used.

The font installation files for the Interstate fonts can be found on <http://fontsgeek.com> and the Noto Sans files can be downloaded through <https://www.google.com/get/noto>.



## Styling Elements

Every expression should contain a magenta bar on the bottom of the page in an angle of 2.5% and going edge to edge, if possible. Documents, presentations and other big-format printings should have a small horizontal line on top. If the A.S.V. Gay logo is not used elsewhere on the page, the logo should be embedded in this line. If the lower bar is combined with a photograph, the bar needs to cut the photo. No parts of the photo should bleed under the bar.

## Printing Instructions

If an expression needs to be printed on paper, it is important to keep a bleed of 3mm on each side to maintain a crisp appearance of the styling elements. This bleed will be cut away by the printing shops, which will achieve a smooth result.

## Language

A.S.V.Gay believes it is important to address people from the LGBTQ+ community and beyond in a way that is inclusive of everyone. This manual sets out guidelines for inclusive language use.

### Gender-inclusive language

Only gender-inclusive language should be used within A.S.V.Gay. Gender-inclusive language avoids formulations that are discriminatory, biased or exclusive by implying that a particular sex or gender is the norm in society.

### Textual expressions

The Bylaws of A.S.V.Gay and other official documents of the association frequently refer to members and their individual rights, duties and responsibilities. In order to keep these documents and other textual expressions as inclusive as possible, the gender-inclusive pronoun 'they' ('them', 'their', 'theirs', 'themselves') or, when this is not possible, simply 'the member' is used. When referring to a specific member of the association, their personal pronouns are used.

### Trans-inclusive language

In the Dutch-language text, a description is given of a way to avoid forming compound nouns in Dutch when discussing trans people, as this reduces a group or individual to solely being trans. This is dehumanising towards transgender people and is not accepted at A.S.V.Gay. English, however, does not have the same rules and therefore this text is not relevant in English.

The word transgender is an adjective and follows all the rules of adjectives in English. Constructions such as 'transperson' are therefore incorrect.

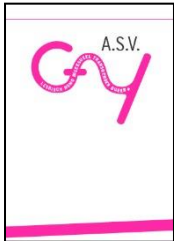
### Translations

It is important to be consistent when translating documents, social media expressions and other textual expressions, whether they are for internal or external use. Consistent in this case means that an English version of the text must always be available, and when translating texts the list of association-specific translations must be taken into account

## Specific Guidelines

### Word or PDF File

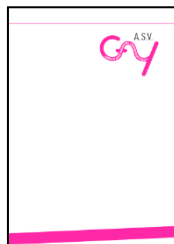
With Word or pdf files there is the choice between different page layouts, depending on the type of document used.



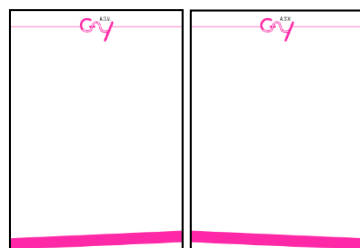
The face page must use a big logo of A.S.V.Gay with underneath a text box with the name of the document. Underneath the title, other important information can be added.



If the document contains a single page, the face with a smaller logo can be used. Examples of this type of document are memo's, announcements and enrollment lists, among others.



In formal communications, the logo will be moved to the right. This will leave room for address details on the top left hand side.



For all the other pages or documents without a face, the logo in the top styling element is available. The the bottom is mirrored on even pages so it and prevents printed. The page under the highest bar.



For landscape-oriented pages, a similar design will be used as with other pages.

Headings are in the same font and colour as this manual dictates. 1<sup>st</sup> rang headings are 16 points bold, 2<sup>nd</sup> rang 14 bold, 3<sup>rd</sup> rang 12 points regular font and each following rang in 11 points regular font. A vertical bar — | — is used to separate Dutch from English in the headings.

Bullets for summarising or lists are also in the same colour as this manual dictates, see subsection 'colour'.

Other languages: body texts in other languages are 1 point smaller than the Dutch text. This enlarges the contrast to the Dutch text and makes scanning easier.

## Powerpoint

There are three slide backgrounds for powerpoint:



Face slides will contain a large and separate A.S.V. Gay logo



All other slides will have the element logo embedded in the top styling



.If the logo is elsewhere on the page, the slide background without the logo in the top should be used.

Text and headings should be outlined as leftmost as possible, and according to the colour and font chapters of this manual



## Business Cards



Business cards can be used by the board. The cards can eventually be printed with the name and function of a board member. Under the bottom styling element, the motto of the current board is spelled out. The background used is a photo. In this case this is a photo of our boat during Pride 2018, but this may be any relevant image. The background may also be blank.

## Flags



The flag can be printed in every ratio. Under the logo the following text must be printed, centered and in capital letters: **“DE LEUKSTE ÉN ENIGE LHBTQ+STUDENTENVERENIGING VAN AMSTERDAM”** after which an empty whitespace follows and under that, again capitalized, our website address. The font is according to this manual.

## Post cards

The constitution drink invitations and other postcards will be printed on either A6 size or square (13,5 X 13,5 cm) and printed two-sided. Font and colours must be in accordance with this manual. A lot of freedom is granted when designing a post card, but care must be taken to be consistent and adhere to the association identity manual. If a card is designed where there will be a blanc backside with room to write a personal message on it still must contain the style elements that are mentioned in the first section of this document.



Het Xlde bestuur der A.S.V.Gay



Geacht bestuur,

Het is mij een eer en waar genoegen om u te mogen mededelen dat het Xlde bestuur der A.S.V.Gay zich op 1 oktober j.l. als volgt heeft geconstitueerd:

<b>Anneke van der Werf</b>	Voorzitter
<b>Marieke Leijssen</b>	Secretaris
<b>Bart Verkerk</b>	Penningmeester
<b>Isa Kuller</b>	Commissaris Intern
<b>Matthias de Vogel</b>	Commissaris PR

Wegens de huidige situatie omtrent Covid-19 leek het ons niet verantwoord om een CoBo te organiseren. We hopen later in het jaar julle nog te mogen ontvangen.

Namens het Xlde bestuur der A.S.V.Gay,

Marieke Leijssen

"Unieke situaties, dezelfde gezelligheid"

## Posters & Flyers

It is important that posters and flyers that will be used for promotional purposes are recognisable as printings from A.S.V.Gay. As a result, this manual should be followed extensively to maintain a recognizable image of our association. It is allowed to deviate from this manual if the printing is used in the context of a festivity e.g. holidays and lustrum. Printing size for posters is preferred to be A3, with A4 as exception allowed, for flyers this size is A5 with the exemption of A6. The examples here under were designed in 2019 by Pea Smeets.



## Social Media

Official A.S.V. Gay social media channels will use a variation of the House Style. This consists of one or two horizontal straight bar(s) with a cropped circle at the bottom right. The bars will be A.S.V. Gay Pink and the circle white. The A.S.V. Gay logo will be displayed in the circle.

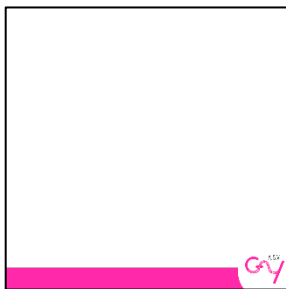
This modified house style is specifically intended for social media and has a number of advantages over the regular house style. First; using a straight bar instead of an oblique bar makes adding text and images easier. Straight bars also use less space. Second; In this adjusted house style the logo is more clearly visible as it has a white background. Previously, the logo was placed directly on the image, so that it was often not clearly visible. Finally, a circle fits well in the style of the largest social media channels, where many items such as profile photos are also round. The use of these templates is highly recommended, but if desired, the board can deviate from this style and use a different one or none at all.



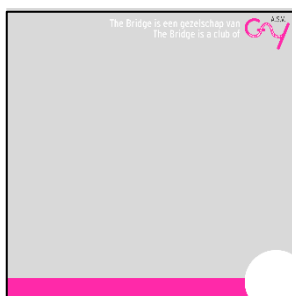
For banners, a template with two horizontal bars can be used. An image can be placed in the middle. If text is placed over the image, legibility must be taken into account. You can choose to make the image darker or to give the text a contrasting colour / shadow.



This variant uses only one horizontal bar and can therefore be used more easily in other formats. This template must also take into account the legibility of the text



This square variant can be used for example for an Instagram post.



When a club uses this house style, for example for an Instagram post, it will place its own logo in the white circle. The A.S.V. Gay logo will then be placed at the top right. On the left side of the A.S.V. Gay logo, the text '(Club name) is a company of' will appear. Below will be the English translation.

## E-mail Signature

The e-mail signature will be as follows:

Name  
*Functie | Function*  
*Amsterdamse Studentenvereniging Gay (A.S.V.Gay)*  
Phone number

Nieuwe Achtergracht 170  
1018 WV Amsterdam  
NL19 INGB 0005 3956 91 (only if applicable to function)  
[www.asvgay.nl](http://www.asvgay.nl) | [Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#)

## Other

If an expression not listed in this document must be produced, and is designed according to the association identity, it should be added to this document. The board member with the task of updating this document will carry this responsibility.

## End

By following this manual, a consistent identity will be portrayed, both internally and externally. If you need to divert from this manual for whatever reason, try to adhere to these guidelines where possible. And if the printing will be used for external communication it first has to be approved by the acting board before it is printed.

Thanks for reading and have fun with designing!

## Version History

Version 1.0: September 20, 2018 by Niek Rood

First complete setup

Version 1.1: October 14, 2018 by Milena de Swart

Complete linguistic revision

Version 1.2: September 15, 2019 by Niek Rood & HR translation group (Andra Geurtz, Christel Koenders, Kade McEwan, Milena de Swart)

Addition of Appendix 1, membership card deleted, change in the heading “colour”, addition of the heading “background colour” and “posters & flyers”

Version 1.3: September 22, 2020 by Andra Geurtz & Derk van den Hoven

Addition of the heading ‘Language’

Version 1.4: October 23, 2020 by Matthias de Vogel

Addition of the heading “Social Media”. Revision of the headings ‘Background colour’, ‘logo’ and ‘posters & flyers’

## List of Association—Specific Translations

This list contains words and abbreviations that are often used in association communications.

Nederlands   Dutch	Engels   English	Nederlands   Dutch	Engels   English
Acquisitiecommissie	Acquisitions Committee	Erelid	Honorary member
Activiteitencommissie	Activities Committee	Feestcommissie	Party Committee
Actualiteitencommissie	Current Affairs Committee	Fotocommissie	Photo Committee
Afwijzing	Rejection	Geschorst lid	Suspended member
Agenda	Agenda	Gesloten stemprocedure/ gesloten stemming	Secret ballot
Algemene Ledenvergadering (ALV)	General Members Meeting (GMM)	Gezelschappen	Clubs
Artikel (van het HR)	Article	Huishoudelijk Reglement	Bylaws
Begroting	Budget	Huisregels	House rules
Benoeming	Appointment	Huisstijl	House style
Bestuur	Board	Incasso	Direct debit
Bestuursfunctie	Board function	Jaarboekcommissie	Yearbook Committee
Bestuurslid	Board member	Kandidaat-bestuur	Candidate board
Blanco stem	“None of the above” vote (NOTA)	Kascontrolecommissie	Financial Audit Committee
Boekjaar	Financial year	Kweekweekcommissie	Kweekweek Committee
Borrel	Borrel	Lid (van de vereniging)	Member
Borrelcommissie	Borrel Committee	Lid (van een artikel van het HR)	Section
Commissaris extern	Commissioner External Affairs	Lid van verdienste	Member of merit
Commissaris intern	Commissioner Internal Affairs	Lustrum	Lustrum
Commissiebijlage	Committees appendix	Lustrumcommissie	Lustrum Committee
Constitutieborrel	Constitution borrel	Machtiging (van stemrecht)	Proxy vote
Donateur	Donor	Niet-lid	Non-member

<b>Nederlands   Dutch</b>	<b>Engels   English</b>	<b>Nederlands   Dutch</b>	<b>Engels   English</b>
Nieuwsbriefcommissie	Newsletter Committee	Sollicitatiecommissie	Selection Committee
Normale meerderheid	Simple majority	Sollicitatieprocedure	Application procedure
Notulen	Minutes	Statuten	Statutes
Ontzingscommissie	Ontrozing Committee	Stemgerechtigde/stemgerechtigd lid	Voting member
Orgaan (van de vereniging)	Organ	Stemonthouding	Abstention
Oud-bestuurslid	Former board member	Theesessie	Tea Party
Oud-lid	Former member	Vereniging	Association
Penningmeester	Treasurer	Verenigingsjaar	Association year
Pridecommissie	Pride Committee	Verenigingsidentiteit	Association identity
Promotiecommissie	Promotion Committee	Vergadering	Meeting
Raad van Advies (RvA)	Advisory Council (AC)	Vertrouwenspersonen	Advisers Committee
Realisatie	Budget realisation	Vicevoorzitter	Vice Chair
Reiscommissie	Travel Committee	Voordracht	Nomination
Reünist	Alumnus	Voorzitter	Chair
Reünistencommissie	Alumni Committee	Websitecommissie	Website Committee
Royering	Termination of membership	Zustercommissie	Sisters Committee
Schorsing	Suspension		
Secretaris	Secretary		