

Van Ameyde 

Brand Book

March 2025



Table of Contents

1. Introduction	3	3. Logo Guidelines	18	5. Typography	37
1.1 Group Introduction	4	3.1 Signature Logo	19	5.1 Headline Typeface	38
1.2 Van Ameyde Group	5	3.2 Logo Icon	20	5.2 Text Typeface	39
1.3 Our Locations	6	3.3 Logo Visibility	21	5.3 Typography Principles	40
1.4 Brand Introduction	7	3.4 Logo Clear Space	22	5.4 Bullet Points	41
2. Our Strategy	8	3.5 Logo Variations	23	5.5 Typography Examples	42
2.1 Core Values	9	3.6 Logo Misusage	24	5.6 Word Highlighting	43
2.2 Strategy	10	3.7 Logo Usage on Photos	25	6. Photography	44
2.3 Positioning	11	3.8 Logo Icon Usage	26	6.1 Image Selection Guide	45
2.4 External Differentiators	12	3.9 Name Usage	27	6.2 Images to Avoid	46-47
2.5 Our Tagline	13	4. Our Colors	28	7. Iconography	50
2.6 Core Messages	14	4.1 Primary Colors	29	7.1 Icons	49-50
2.7 Tone of Voice	15	4.2 Secondary Colors	30	8. Applications	51
2.8 Writing Style	16	4.3 Supporting Colors	31	8.1 E-mail Signature	52
2.9 Off-Brand Language	17	4.4 Color Ratios	32	8.2 Signature Variants	53
		4.5 Color Usage	33	8.3 Signature Additions	54
		4.6 Color Pairings	34	8.4 Business Cards	55
		4.7 Color Misusage	35	9. Approval Process	55
		4.8 Graphs & Data Color Application	36		



1. Introduction



1.1 Van Ameyde Group Introduction














Van Ameyde Group is a global conglomerate comprising over 35 affiliated companies operating in more than 100 offices across 30 countries, predominantly in Europe. We have Van Ameyde branded companies and unique companies that we have acquired and merged with over the years. Therefore, we have become a leader in claims and risk management, committed to transforming how insurance and related industries tackle complex challenges, enhancing efficiency and precision in claims processing.

We provide our international clients with interim staffing, claims software, marine surveying, loss adjusting, valuations, and much more. Find us serving diverse businesses, such as film, fleet, and even flora and fauna.



1.2 Van Ameyde Group

These are all the (subsidiary) companies inside the Van Ameyde Group that stand on their own and/or have their own website. When referring to the conglomerate, we don't call it Van Ameyde International or Family, but always refer it as Group.

<p>Van Ameyde </p>	<p>Woodgate & Clark </p>	<p>Spotlite</p>
<p>Van Ameyde Marine </p>	<p>Arntz van Helden </p>	<p> HALYARDRISK</p>
<p>Van Ameyde  Risk Solutions</p>	<p> 3CORESEC</p>	<p>flyct[®] Letselschadespecialisten</p>
<p>Van Ameyde  Interim Professionals</p>	<p>INTERSCHADEN </p>	<p> CORDAET[®] BUREAU VOOR PERSONENSCHADE</p>
<p>Van Ameyde  Waarderingen</p>	<p>KALIMBASSIERIS MARITIME</p>	<p> SPARKS MARINE & CARGO SURVEYORS</p>
<p>BenaminsContra  experts</p>	<p>TWENTY FOU4</p>	



1.3 Our Locations

Australia	Van Ameyde	France	Van Ameyde
Austria	Van Ameyde	Germany	Van Ameyde, Interschaden, Twentyfour
Belgium	Van Ameyde, Van Ameyde Marine, Van Ameyde Interim Professionals, Van Ameyde Services, Sparks Surveyors	Greece	Kalimbassieris Maritime
Bulgaria	Kalimbassieris Maritime	Hungary	Van Ameyde
China	Van Ameyde Marine	Ireland	Van Ameyde
Croatia	Van Ameyde Jadran d.o.o.	Italy	Van Ameyde
Cyprus	Kalimbassieris Maritime	Latvia	Van Ameyde Marine
Denmark	Van Ameyde, Van Ameyde Marine	Lithuania	Van Ameyde Marine
Egypt	Kalimbassieris Maritime	Luxembourg	Van Ameyde
Estonia	Van Ameyde Marine	Netherlands	Van Ameyde, Van Ameyde Marine, Van Ameyde Interim Professionals, Van Ameyde Risk Solutions, Van Ameyde Waarderingen, Van Ameyde Systems, Woodgate & Clark, BenjaminsContra, Flyct, Cordaet, Arntz van Helden
Finland	Van Ameyde, Van Ameyde Marine	Norway	Van Ameyde, Van Ameyde Marine
		Poland	Van Ameyde
		Portugal	Van Ameyde, Van Ameyde Systems
		Romania	Kalimbassieris Maritime
		Singapore	Van Ameyde Marine
		South Africa	Van Ameyde Marine
		Spain	Van Ameyde, Van Ameyde Marine
		Sweden	Van Ameyde, Van Ameyde Marine
		Switzerland	Van Ameyde
		Turkey	Kalimbassieris Maritime
		Ukraine	Van Ameyde Marine
		United Kingdom	Van Ameyde, Van Ameyde Marine, Woodgate & Clark, Quadra, Spotlite

To find the address of a specific office in a certain country, please visit:
<https://www.vanameyde.com/our-locations/>



1.4 Van Ameyde Brand Introduction

We handle claims and manage risk. Van Ameyde is your partner in navigating the complexities of the entire claims process, from prevention and management to settlement. We provide end-to-end claims solutions and risk management services that empower our clients, protect their interests and streamline their operations. Since our beginning as pioneers in cross-border claims handling, we've evolved into a comprehensive provider of services across various industries.

Today, Van Ameyde is a trusted partner with deep expertise in claims handling, surveying, and risk management. Our advanced AI-driven platforms steer our solutions and strengthen our human intelligence. We continue to invest in new opportunities to expand our capabilities and increase our impact - ensuring that tomorrow, we remain the authority in claims and risk management.

The red thread within Van Ameyde is that we are all guided by innovation, human connection, and results-driven excellence. We are your trusted partner in navigating today's complex global market. At Van Ameyde, **"We've got your back."**



2. Our Strategy



2.1 Core Values

Innovative

We disrupt traditional methods with **cutting-edge solutions**, ensuring our clients stay ahead of industry trends. By fostering a culture of creativity and exploring new possibilities, we provide clients with advanced tools and strategies that **drive efficiency**, streamline processes, and enhance their competitive edge.

Human

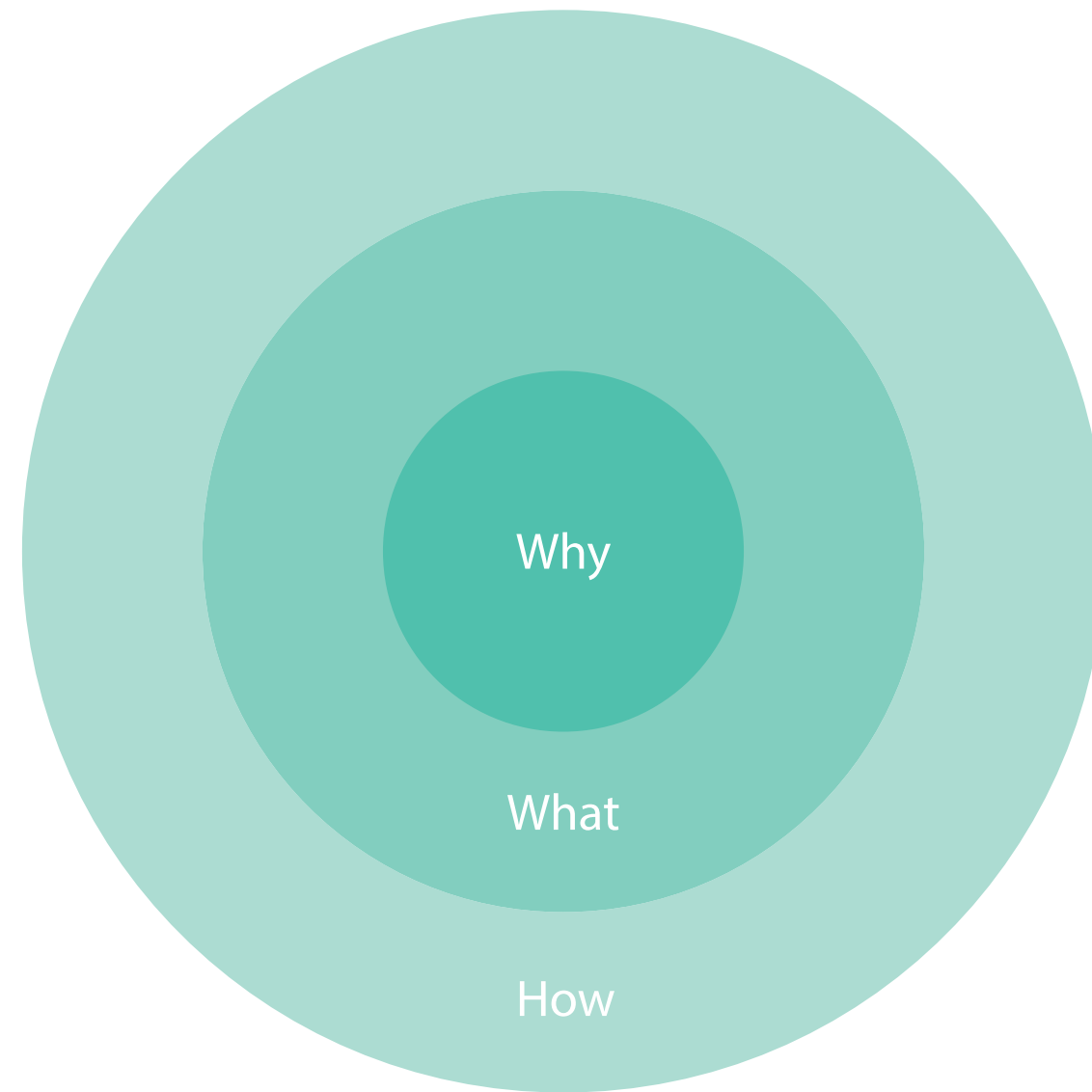
We prioritize **empathy** and understanding, delivering personalized solutions and results that truly address our clients' unique needs. Our commitment to genuine care and respect strengthens our relationships, ensuring that our clients receive **exceptional support and effective outcomes**.

Results-Driven

We focus on **delivering measurable outcomes** that translate into real value for our clients, driving their growth and success in a competitive market. By setting ambitious goals and adhering to the **highest performance standards**, we ensure that our solutions are both efficient and impactful.



2.2 Strategy



Clarity of Why

We've got your back

At Van Ameyde Group, our commitment is to deliver exceptional client support and peace of mind in claims and risk management. We prioritize innovation and efficiency, constantly anticipating and addressing client needs with expert solutions that protect their interests and streamline their processes. We don't just react to challenges; we proactively identify and implement improvements. In short, we're dedicated to ensuring our clients are always ahead with our unwavering support. We have always got their back.

Consistency of How

Supporting our clients

Our service offering rests on three pillars:

- Comprehensive solutions that focus on end-to-end and long-term collaboration using the best technologies and specialist teams
- Advanced systems that build swift processes and people-based client experiences
- Skilled specialists who form a unique network of surveyors, loss managers, technical adjusters and valuation experts covering virtually every industry

Discipline of What

Always ahead of the curve

We do whatever it takes to ensure client satisfaction. Van Ameyde Group stays ahead of the competition with a unique blend of advanced technology and human empathy, guaranteeing a superior client experience. We consistently adapt to emerging trends and evolving needs with a pragmatic and proactive approach.



2.3 Positioning

Van Ameyde stands as a global leader in delivering specialized claims management solutions across diverse industries. With a robust international presence and over 75 years of expertise, we combine cutting-edge technology with deep specialist knowledge to provide customized, high-quality services.

Our innovative approach integrates AI, automation, and human insight, ensuring seamless compliance with local regulations and delivering exceptional, client-centric results. By focusing on tailored support and operational excellence, we redefine the claims management experience for clients worldwide.

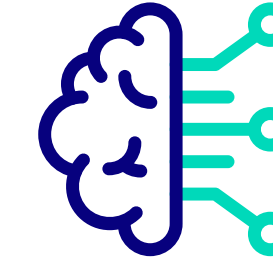


2.4 External Differentiators



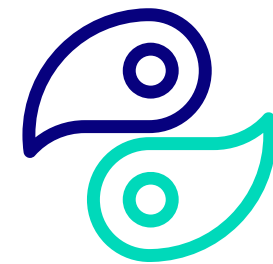
Pioneers

We are intelligent, charismatic, and multi-dimensional. We are the most pragmatic company in any sector or niche in which we operate.



Human and Tech Symbiosis

We embrace a symbiosis between technology and human expertise. Our innovative solutions are designed to enhance human potential, enabling our team to provide more personalized and impactful support. Our approach demonstrates how technology can work in harmony with the human touch to deliver outstanding results.



Yin Yang: Stable and Innovative

We embrace the yin and yang of stability and innovation. Our two centuries of stability and wisdom provide a reliable foundation, enabling us to pursue and nurture fresh, entrepreneurial ideas. We integrate cutting-edge companies and continually evolve, ensuring we deliver exceptional value and forward-thinking solutions to our clients.



Couleur Locale

We offer global presence with couleur locale, maintaining an extensive international footprint while seamlessly integrating into the local cultures and industries we serve. This unique approach ensures that we are always ready to respond to client needs with a nuanced understanding of specific markets, providing tailored solutions that truly resonate and deliver value.



2.5 Our Tagline

We've got your back

Why “we’ve got your back”?

At Van Ameyde, “We’ve got your back” is more than a tagline - it’s our mindset. Our experts tackle the complexities of claims and risk head-on, lifting the burden from our clients at every turn. From start to finish, our comprehensive solutions ensure unmatched efficiency, accuracy, and compliance.

Whether it’s complex claims, assessing risks, or protecting assets, we show that we are steadfast, dependable, and always there for our clients. Backed by advanced technology and teams of seasoned professionals, we manage every detail, anticipate challenges, simplify processes, giving our clients the peace of mind to focus on what matters most.



2.6 Core Messages

Our core messages are the foundation of our communication, defining Van Ameyde and what sets us apart.

We handle claims and manage risk.

Global presence with local knowledge.

Providing specialized expertise and data across all industries.

Innovative claims handling software.



2.7 Tone of Voice

Allow our core values to shine and keep the client front and center. Our tone should reflect being human, innovative, and results-driven - without the need to state it explicitly.

Professional & Transparent

Van Ameyde's tone should always reflect expertise and reliability. This means using clear, concise language with no unnecessary complexity. Being transparent in messaging fosters trust with clients, making them feel informed and reassured.

Approachable & Inclusive

While maintaining professionalism, the brand should also feel human and welcoming. This means avoiding overly corporate jargon and instead using a conversational yet respectful tone that makes clients and partners feel valued and included.

Stable & Innovative

The balance of innovation with stability highlights Van Ameyde's ability to evolve while remaining a dependable partner. The tone should communicate forward-thinking ideas but always reinforce security and continuity for clients.



2.8 Writing Style

Our writing style ensures that all written communications from Van Ameyde are clear, professional, and consistent.

ECHO is a **state-of-the-art claims management system built and optimized** based on millions of processed claims. ECHO eliminates the constraints of your current technology, enabling you to enhance the **client** experience and **handle claims more efficiently**.

The diagram consists of four callout boxes with numbers 1, 2, 3, and 4. Callout 1 is a long horizontal line above the words 'state-of-the-art claims management system built and optimized'. Callout 2 is a horizontal line above the word 'client'. Callout 3 is a small box above the words 'handle claims more efficiently'. Callout 4 is a horizontal line below the words 'handle claims more efficiently'.

1. Define your products/services
2. Action-driven language
3. Address our clients and speak to them about the challenges and solutions
4. What's in it for our clients?



2.9 Off-Brand Language

Off-brand language refers to writing that doesn't align with our brand's tone and messaging. This includes overly long texts, vague statements, or terminology that doesn't reflect our expertise. This page outlines what to avoid to keep our communication clear, professional, and client-focused.

- Do not write overly lengthy texts.
- Refrain from talking too much about ourselves instead of the client
- Avoid writing 'fluffy' content with vague statements
- Steer away from using extremely technical terms as they decrease accessibility
- Do not describe ourselves as 'supporters' or as a 'service team' rather than as experts and specialists



3. Logo Guidelines



3.1 Signature Logo

The Signature Logo is the primary representation of Van Ameyde's brand.

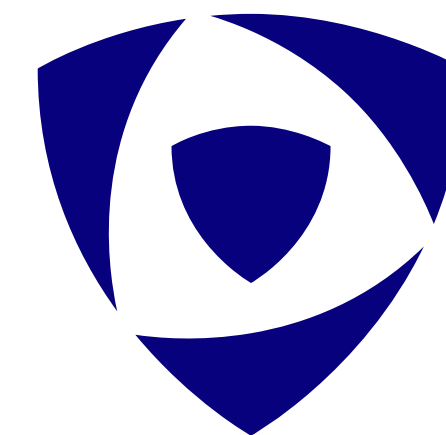
Van Ameyde 



3.2 Logo Icon



The logo icon has variations in which it is outlined or missing its middle piece. However, we only recommend using it in very specific images or backgrounds.



The shield icon of our logo should always be used in turquoise or white, never in another color. See next page for more information.



3.3 Logo Visibility

The Van Ameyde logo must always be used correctly on different backgrounds to maintain visibility, and preserve its integrity and legibility.

The logo is displayed on a white background. The text "Van Ameyde" is in a bold, dark blue font, and the shield icon is in its full teal color.

Van Ameyde 

Use the standard Van Ameyde logo in its full-color version on light backgrounds. Make sure there is sufficient contrast for the logo to stand out.

The logo is displayed on a dark blue background. The text "Van Ameyde" is in a bold, white font, and the shield icon is in its full teal color.

Van Ameyde 

Use the reversed (white) version of the Van Ameyde logo on dark backgrounds. The color of the icon should always stay turquoise, if possible.

The logo is displayed on a teal background. The text "Van Ameyde" is in a bold, white font, and the shield icon is also in white.

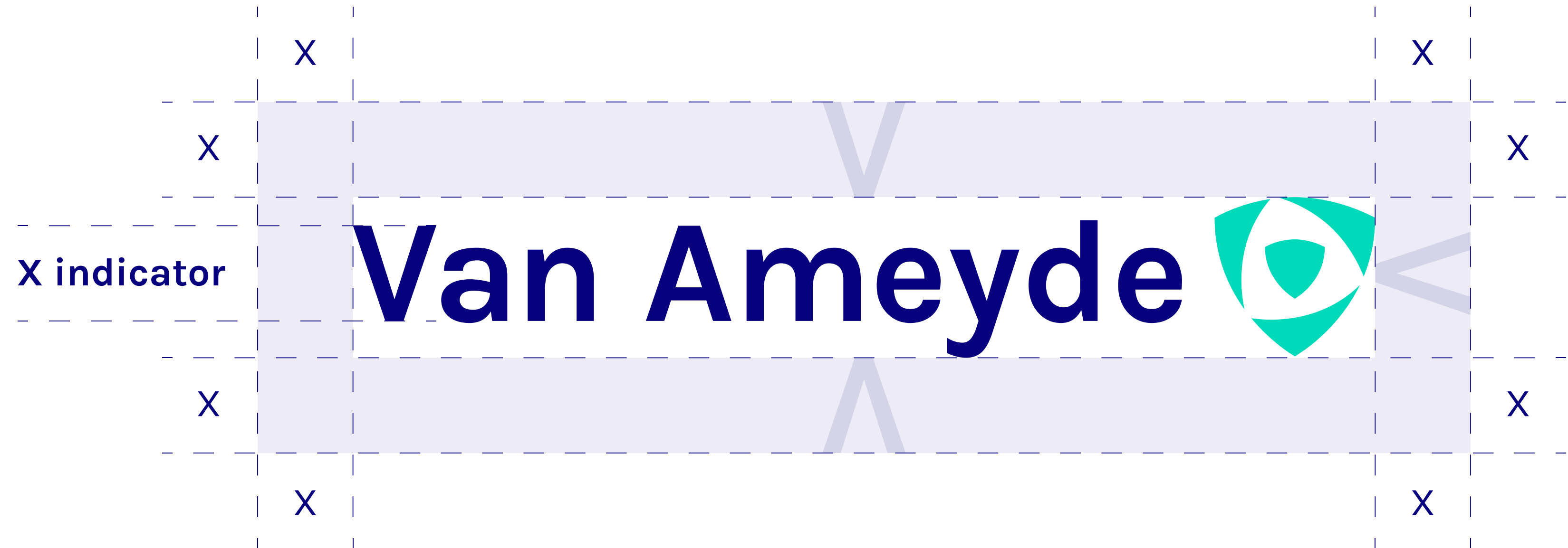
Van Ameyde 

Use the all-white version only when the color of the shield clashes with the background color/image. If possible, one of the two versions above are recommended.



3.4 Logo Clear Space

To maintain the visual integrity and impact of the Van Ameyde logo, it is essential to provide sufficient clear space around it. This space prevents other elements from interfering with the logo, ensuring it remains prominent and recognizable.



The minimum clear space around the Van Ameyde logo should be equal to the height of the capital letter 'V' in the icon. This space should be maintained on all sides of the logo.



3.5 Logo Variations

Van Ameyde has three official logo variations to ensure flexibility and consistency across all branding materials. Each version has specific guidelines to maintain our brand identity.

No other variations should be used unless approved by the Van Ameyde Group marketing department.

Van Ameyde 

Logo without tagline: This is exclusively used for corporate purposes, such as internal documents, official company communications, and business correspondence, where the focus is on the brand itself without additional explanation.

Van Ameyde 
We've got your back

Logo with tagline: Use this for marketing and client-facing materials, such as advertisements, brochures, and presentations. It helps communicate the brand message clearly.

Van Ameyde  Lorem Ipsum

This variation is designed for different subsidiaries and departments, incorporating the name of the specific entity. The name of the subsidiary or department should always be placed to the right of the icon, ensuring consistency across all Van Ameyde branded companies.



3.6 Logo Misusage

Maintaining the integrity of the Van Ameyde logo is crucial for brand consistency and recognition. This section provides guidelines on how not to use the logo, helping to avoid common mistakes that can undermine our brand's professional image.



✘ Do not stretch, compress or rotate the logo



✘ Do not place a border on it



✘ Ensure the logo is used in high resolution



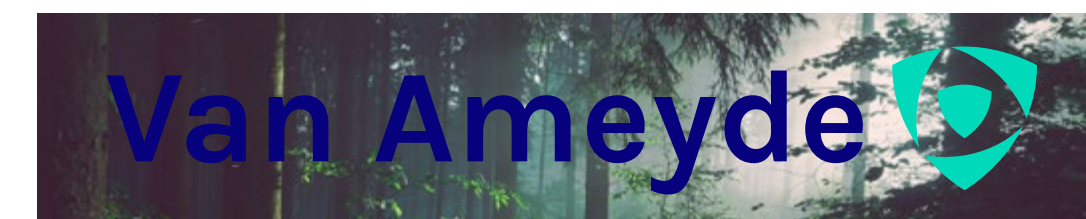
✘ Do not change the placement of the icon



✘ Do not change the sizing of the icon



✘ Do not change the logo colors



✘ Do not place the logo on an image with colors that clash



✘ Avoid adding shadows, gradients or other effects



3.7 Logo Usage on Photos



Do not place the logo on the left side of the image.



Place the logo on the top-right (preferably) or bottom-right corner, give it some surrounding space, and make sure that the logo is visible on top of the background.



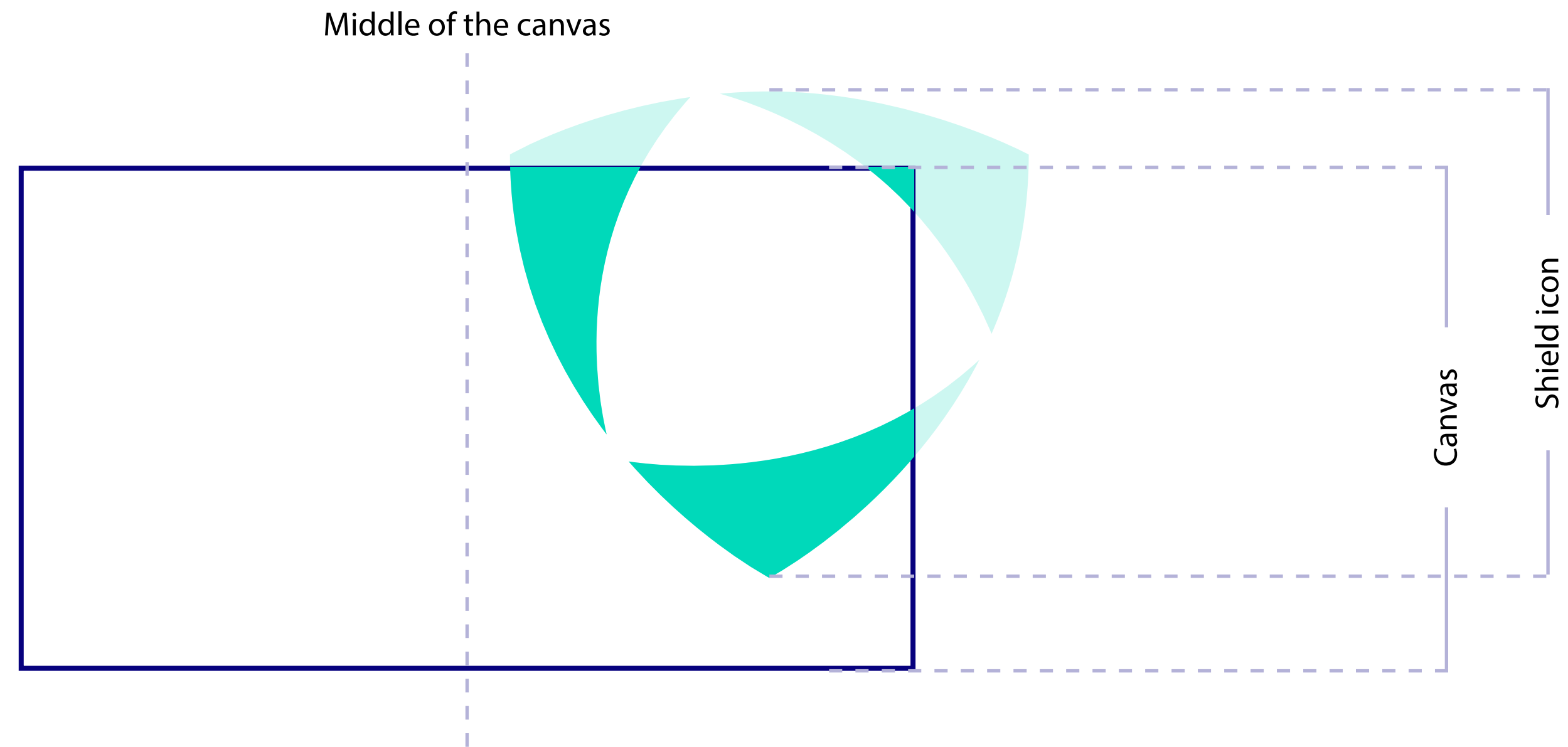
Use the white logo version when needed to maintain contrast and ensure visibility.



3.8 Logo Icon Usage

Our logo icon is a distinctive element that reinforces our brand identity.

To enhance visual designs, a simplified variant without the smaller shield in the middle is used exclusively as a decorative element, such as in backgrounds or to fill empty spaces.



- The shield icon should always be placed on the right side of the visual. Whether it's for an image, background, social media post or a cover.
- Make sure that the shield icon sticks out at the top and leaves some room on the bottom



3.9 Name Usage

The name “Van Ameyde” should always be written precisely as shown. Consistent use of our name reinforces brand recognition and trust. We also mention how to refer to Van Ameyde Group internally and externally.

✓ **Van Ameyde**

✗ van ameyde

✗ van Ameyde

✗ Van ameyde

✗ VA

✗ Ameyde

✗ Van-Ameyde

✗ VAN AMEYDE

✗ AMEYDE

✗ Ameyde Group

✗ V. Ameyde

✗ V.Ameyde

✗ vanameyde

✗ VanAmeyde

✓ **Van Ameyde Group**

The Van Ameyde Group encompasses the entire company, including all its subsidiaries and branches worldwide. This name represents our full network and organizational structure.

✗ **Van Ameyde International**

“Van Ameyde International” is an internal designation used by some employees to refer specifically to the holding company. This name is strictly for internal use and should not be communicated outside of the company. Use “Van Ameyde Group” for all external communications to maintain clarity and consistency.

✗ **Van Ameyde Family**

At Van Ameyde, we don’t speak of a “family”. We are not a family of brands, nor are we family members. All communications regarding all brands should refer to us as a group.



4. Our Colors



4.1 Primary Colors

Our primary colors are the cornerstone of our brand identity, representing our core values and visual presence. These colors are used predominantly across our brand materials to ensure consistency and recognition.

<p>Primary background White</p> <p>HEX #FFFFFF</p> <p>RGB 255/255/255</p> <p>CMYK 0/0/0/0</p>	<p>Primary color Navy Blue</p> <p>HEX #07017E</p> <p>RGB 7/1/126</p> <p>CMYK 100/100/14/17</p>	<p>Primary accent Turquoise</p> <p>HEX #00D8B9</p> <p>RGB 0/216/185</p> <p>CMYK 64/0/40/0</p>	<p>Secondary accent Misty Rose</p> <p>HEX #E5D3D1</p> <p>RGB 229/211/209</p> <p>CMYK 0/8/9/10</p>	<p>Text color Black</p> <p>HEX #000000</p> <p>RGB 0/0/0</p> <p>CMYK 0/0/0/100</p>
--	---	--	--	--



4.2 Secondary Colors

Our secondary colors are tints derived from our primary palette. These colors are used to enhance our brand’s visual appeal by adding depth and variety while maintaining harmony with our core colors. They are ideal for backgrounds and additional design elements, ensuring a cohesive look across various applications.

backgrounds		used for illustrations and graphics	
<p>Tint of Navy Blue 30%</p> <p>HEX #B4B2D8</p> <p>RGB 180/178/216</p> <p>CMYK 28/27/0/0</p>	<p>Tint of Navy Blue 10%</p> <p>HEX #E6E5F2</p> <p>RGB 230/229/242</p> <p>CMYK 8/8/0/0</p>	<p>Deep Aqua</p> <p>HEX #007D7D</p> <p>RGB 0/125/125</p> <p>CMYK 87/33/50/9</p>	<p>Water Leaf</p> <p>HEX #9EEFE1</p> <p>RGB 158/239/225</p> <p>CMYK 33/0/18/0</p>



4.4 Color Ratios

The guidelines provided here show the recommended ratios for primary and accent colors to create a harmonious look. While these proportions are not meant to be followed exactly, they serve as a helpful reference for achieving a consistent and visually appealing color scheme across all materials.

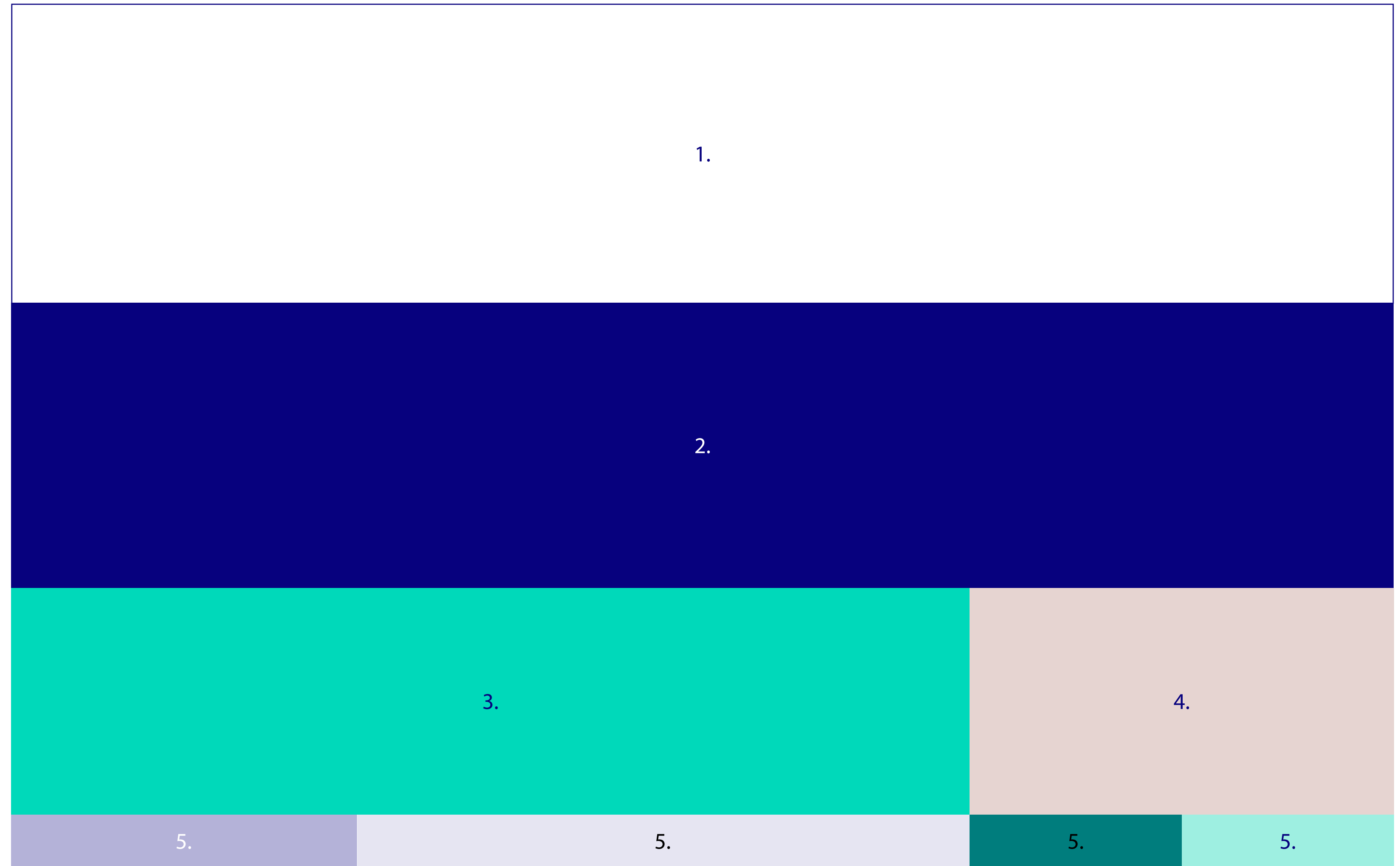
1. Primary background

2. Primary color

3. Primary accent color

4. Secondary accent color

5. Secondary colors



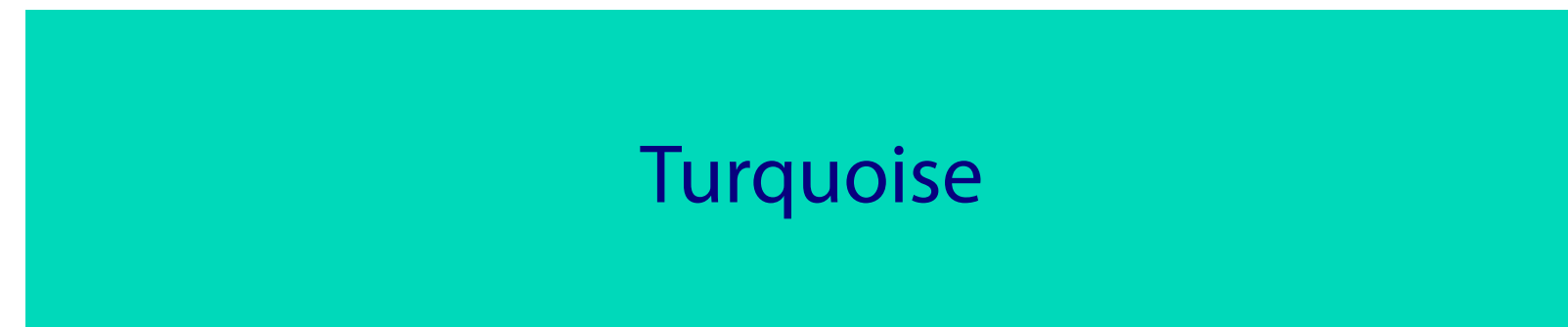


4.5 Color Usage

This page highlights specific color combinations within the Van Ameyde brand palette that hinder readability. By avoiding these combinations, we make sure that our materials are always clear and easy to read.



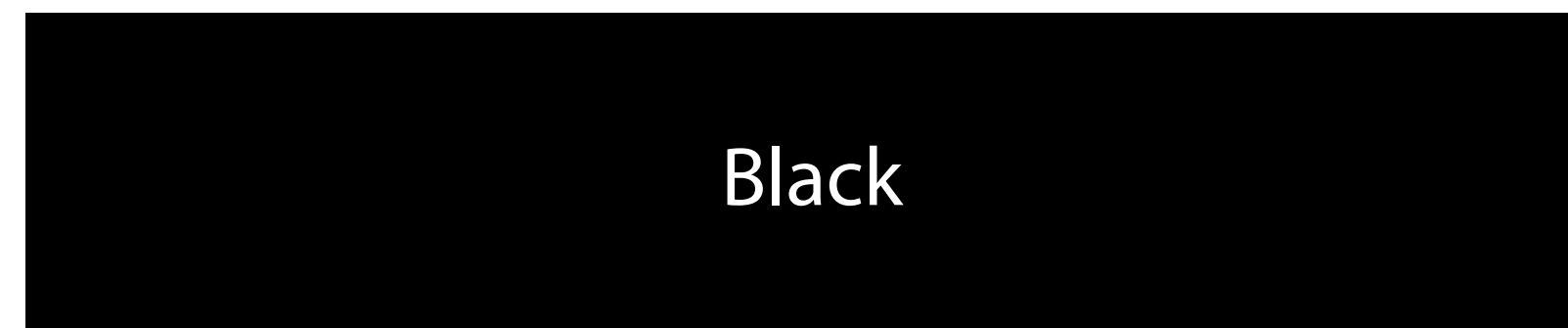
White and Navy Blue are the most commonly used colors in our brand. These two colors should always be used together, as this creates clear visibility and good contrast. Navy Blue should always be used as the text color on a White background, and vice versa.



Turquoise is main accent color that pops out. It's the color that makes our brand stand out. This should be used on small elements like icons, illustrations, links, bullet points, or supporting titles that don't need to grab the attention quickly.



Misty Rose functions as a supportive accent color. This is used on blocks, dividers, or backgrounds to separate elements from each other.



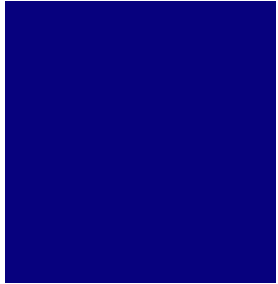
Black is only used on body text. When there are more than 3 separate titles, one could be applied with black.



4.6 Color Pairings

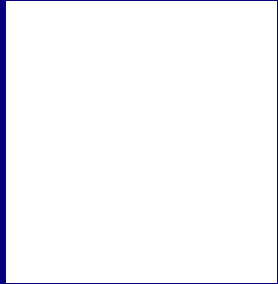
This page showcases the approved color pairings for the Van Ameyde brand. Understanding how to combine our core colors effectively ensures a cohesive and visually appealing design across all brand materials. Use these pairings to create harmonious and professional-looking designs that reflect our brand identity.

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White + Navy Blue

Lorem ipsum dolor sit amet, consectetur adipiscing



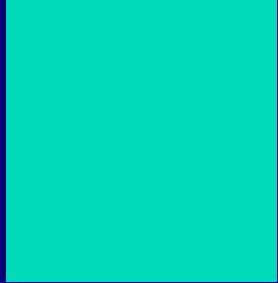
Navy Blue + White

Lorem ipsum dolor sit amet, consectetur adipiscing



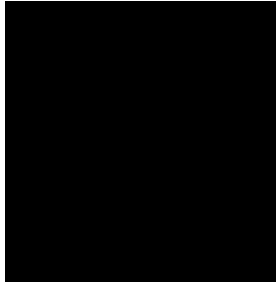
Misty Rose + Navy Blue

Lorem ipsum dolor sit amet, consectetur adipiscing



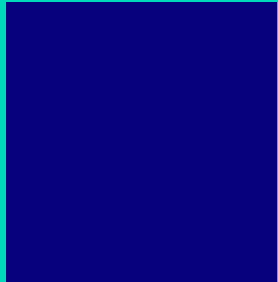
Navy Blue + Turquoise

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White + Black

Lorem ipsum dolor sit amet, consectetur adipiscing



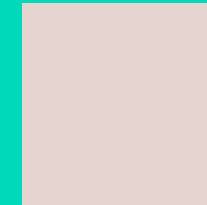
Turquoise + Navy Blue



4.7 Color Misusage

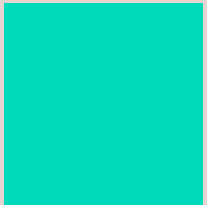
This page highlights specific color combinations within the Van Ameyde brand palette that hinder readability. By avoiding these combinations, we make sure that our materials are always clear and easy to read.

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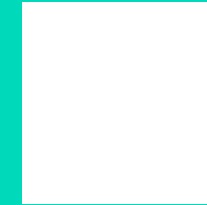
✘ Turquoise + Misty Rose

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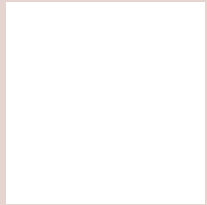
✘ Misty Rose + Turquoise

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



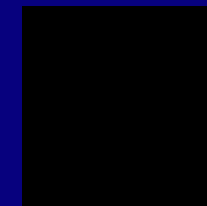
✘ Turquoise + White

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



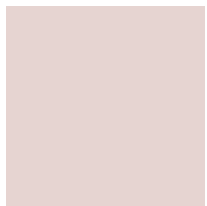
✘ Misty Rose + White

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.




✘ Navy Blue + Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



✘ White + Misty Rose

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



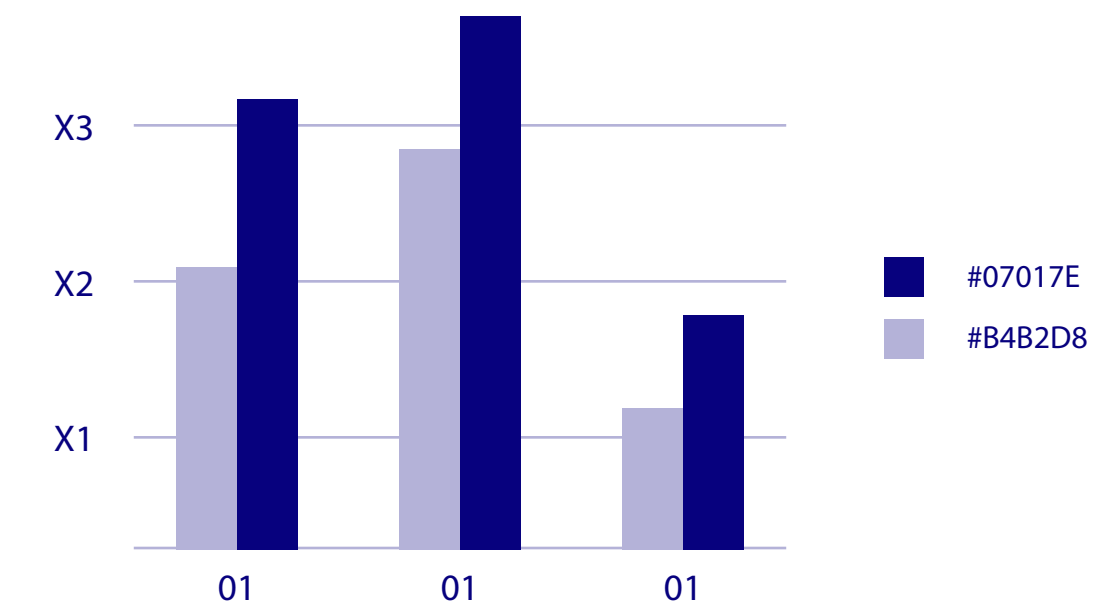
? White + Turquoise (it depends)
This combination should only be applied to icons or large/bold/supporting titles.



4.8 Graphs & Data Color Application

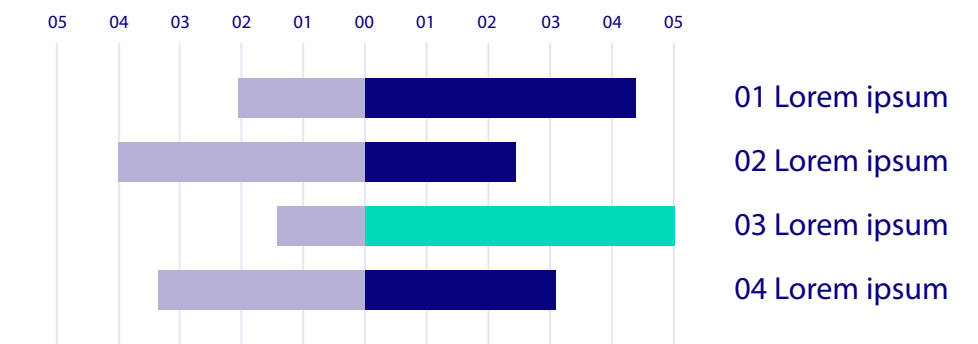
Two-Tone Graphs

When visualizing a chart or graph where only 2 colors are needed for comparison, use our Navy Blue color combined with a shade of it from our Secondary Colors.



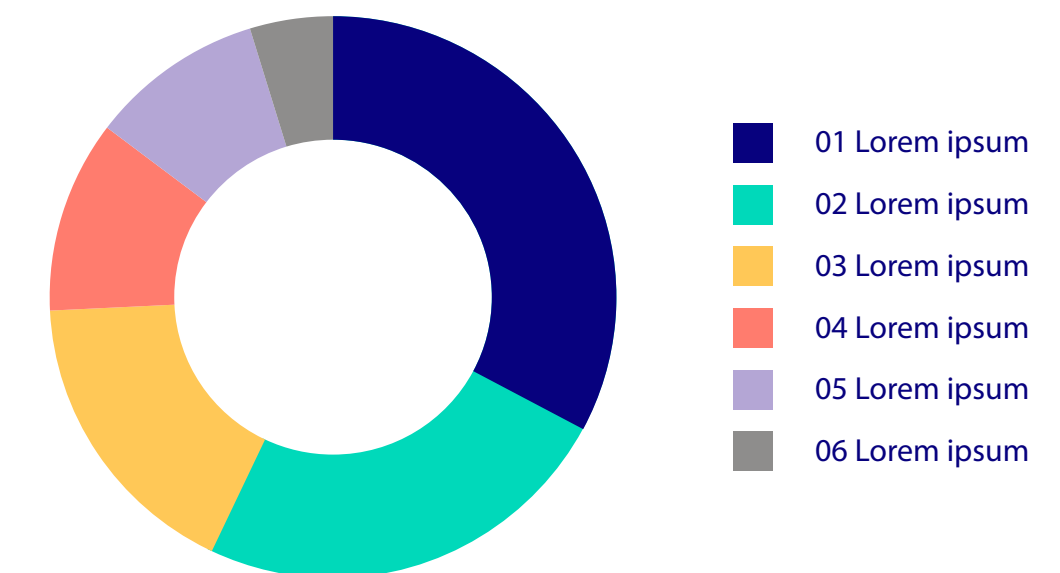
Highlights

When trying to highlight a certain part of a chart or graph, use a notable color, like our Turquoise color combined with blue shades.



Multicolored graphs

When multiple colors are needed for various points, use our supportive colors when needed. This will give the option to use more than our primary colors.





5. Typography



5.1 Headline Typeface

This page showcases the typeface selected for all titles and headlines in Van Ameyde’s branding materials. This typeface is designed to be bold and attention-grabbing, ensuring that our headlines stand out and convey the intended emphasis and importance.

Ag

Extralight

Light

Regular

Medium

Semibold

Bold

Extrabold

Black

Extralight italic

Light italic

Italic

Medium italic

Semibold italic

Bold italic

Extrabold italic

Black italic

Typeface

Noto Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !@#\$%^&*()-

Always use the Bold or Semibold font when applying the typeface to a title or headline.

The texts where this typeface is applied to should never be too long, as this can decrease readability.

Headlines and titles in this typeface can also include the Navy Blue or Turquoise color to increase attention to the title or headline.

Links to download the fonts:

<https://brand.vanameyde.com/downloads/>



5.2 Text Typeface

This page presents the typeface chosen for body text in all Van Ameyde's written communications. This typeface is designed for readability and clarity, ensuring that all body text is easy to read and maintains a professional appearance.

A g

Light

Regular

Semibold

Bold

Extrabold

Light

Regular

Semibold italic

Bold italic

Extrabold italic

Typeface

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-

Refrain from using the Extrabold font in documents and presentations, as these prove difficult to use correctly and can easily hinder readability when used incorrectly.

Links to download the fonts:

<https://brand.vanameyde.com/downloads/>



5.3 Typography Principles

Our typography principles are designed to ensure consistency, readability, and a professional appearance across all Van Ameyde materials. These guidelines help maintain a clean and effective visual presentation.

Simplicity

Limit the number of fonts used in text to reduce visual noise. A simple approach to typography creates a cleaner, more cohesive look.

Consistency

Maintain uniformity in the use of typefaces across all materials. Consistent typography strengthens brand recognition and ensures a cohesive visual identity.

Contrast

Ensure that headlines and body text have a clear contrast. Use different typefaces, colors, or weights to create distinction and hierarchy, enhancing readability.



5.4 Bullet Points

This page provides guidelines on using bullet points in Van Ameyde documents and presentations.

Bullet style

Always use round bullet points in documents, presentations, and any other branded materials to maintain consistency.

- Bullet point 1
- Bullet point 2
- Bullet point 3

Bullet point hierarchy

If you need to create sub-bullet points, use a consistent indent and a different bullet style (e.g., a dash or a smaller round bullet) to distinguish levels of information.

- Bullet point 1
 - Bullet point 1.1
 - Bullet point 1.2

Color and contrast

Bullet points should match the text color or a suitable accent color from the brand palette, ensuring good contrast with the background for readability.

- Bullet point 1
- Bullet point 2
- Bullet point 3

USP's and benefits

Use a turquoise checkmark (#00d8b9) for USP's and benefits. The checkmark should match the height of the first letter and have adequate spacing for clarity.

- ✓ Bullet point 1
- ✓ Bullet point 2
- ✓ Bullet point 3



5.5 Typography Examples

This page provides guidelines on using bullet points in Van Ameyde documents and presentations.

Title: Noto Serif Bold
Main text: Open Sans Regular

Singular headers or titles should always be in Noto Serif Bold and bigger than the main text. Our main font for regular text is Open Sans Regular.

Lorem ipsum dolor sit amet consectetur

Ur aut pores molore verepe parias dolorum quodcid essitat ioreptia diam, imusame net quam, eos ut moluptassi omnis asimin nest omnit magnamet quates et aut ame experior mo ius est, quundis es eum alia.

Pre-header: Open Sans Regular
Header: Noto Serif Bold

When the header could be split up in two parts, the pre-header can be in Open Sans regular, in addition to an accent color to create contrast.

Ut enim ad minim

Lorem ipsum dolor sit amet consectetur

Main title: Noto Serif Bold
Subtitle: Open Sans Bold
Main text: Open Sans Regular

When using a main title and subtitles, subtitles should be displayed in Open Sans Bold. This emphasizes the subtitle without taking attention away from the main title.

Lorem ipsum dolor sit

Lorem ipsum dolor sit amet

Ur aut pores molore verepe parias dolorum quodcid essitat ioreptia diam, imusame net quam, eos ut moluptassi omnis asimin nest omnit magnamet quates et aut ame experior mo ius est.



5.6 Word Highlighting

Ensure the sentence still makes sense if the highlighted words are removed. While not always possible, this helps maintain clarity and impact.

**Partner with our
Claims Handling Experts**

**Innovative Claims Handling
tailored to your needs**

Discover the future of claims
handling **with Smart Technology**



6. Photography



6.1 Image Selection Guide

When choosing photos for various media, always keep our core values in mind to ensure that the imagery supports and enhances our brand message. Look for images that reflect professionalism, clarity, and engagement, and that resonate with our target audience.





6.2 Images to Avoid



✘ Avoid using colorful images that don't fit within our own brand colors. This will clash with our brand identity.



✘ Avoid using black and white images. These can only be used when there is some sort of color added on top of it.



✘ Make sure images are never cropped where heads are being cut off. Give space around the heads of people in the images.



✘ Avoid using dark images. Make sure that images are always bright enough to see what it contains and have high enough resolution.



6.2 Images to Avoid



✘ Avoid images that depict anger, negativity, or sadness.



✘ Avoid using images that are overly staged or overexaggerated, and are artificially lit.



✘ Make sure the image isn't too crowded with details that can distract from the main message or be unclear.

Always use images that are royalty-free. Don't use images that promote other brands and/or are of low quality. When doubting about what images to use, feel free to contact the marketing department. Info can be found at the end of this document.



7. Iconography



7.1 Icons

These are some of the icons for our brand which can also function as an example. Icons are purely meant to be displayed small and can lack detail when they are displayed larger. If there's an icon which doesn't exist yet, contact the marketing team or find one that is similar in style and colors.

The Blue-Turquoise color combination is the one that is used primarily.

When using icons, make sure they are in one of the color options shown in this chapter.

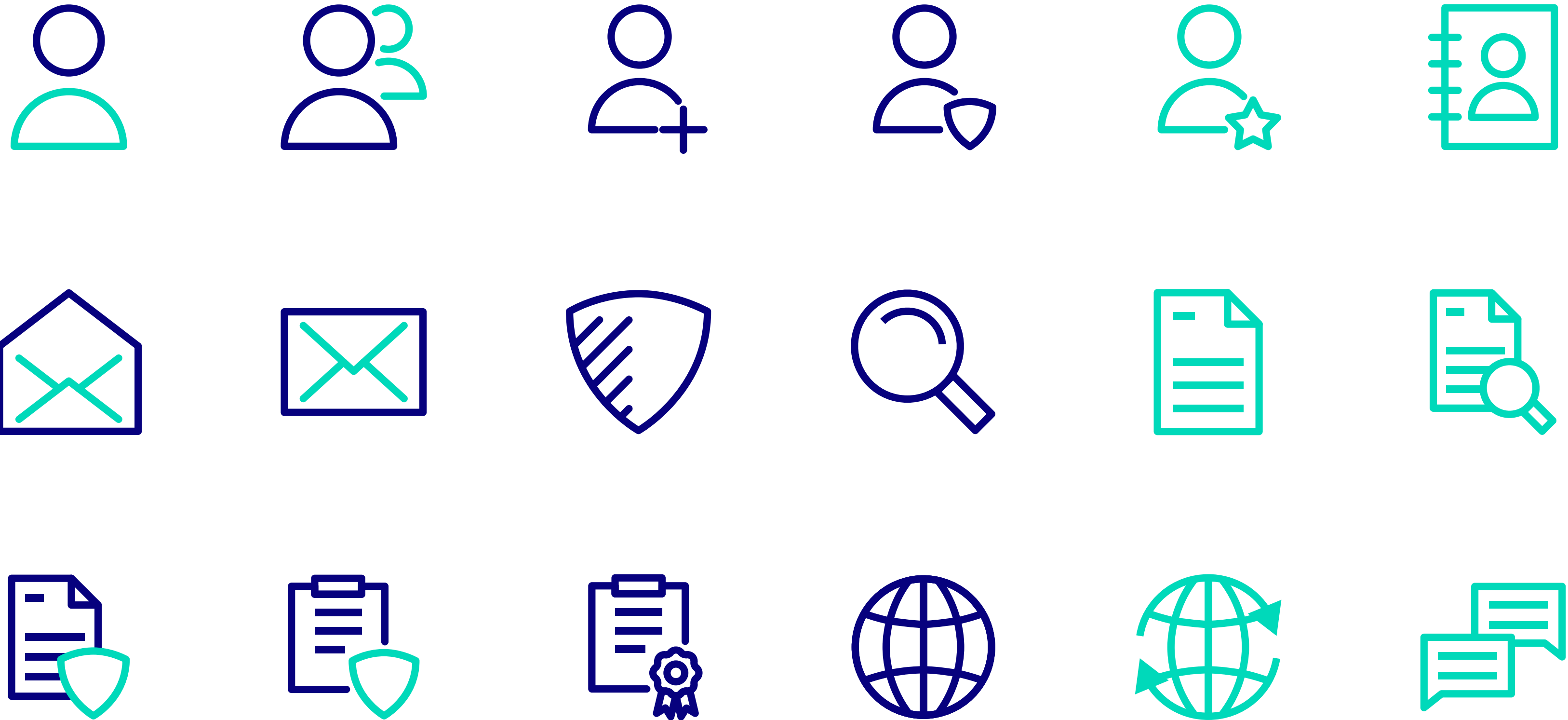
Link to download the icons:

<https://brand.vanameyde.com/downloads/>

Blue - Turquoise

Blue

Turquoise





7.1 Icons

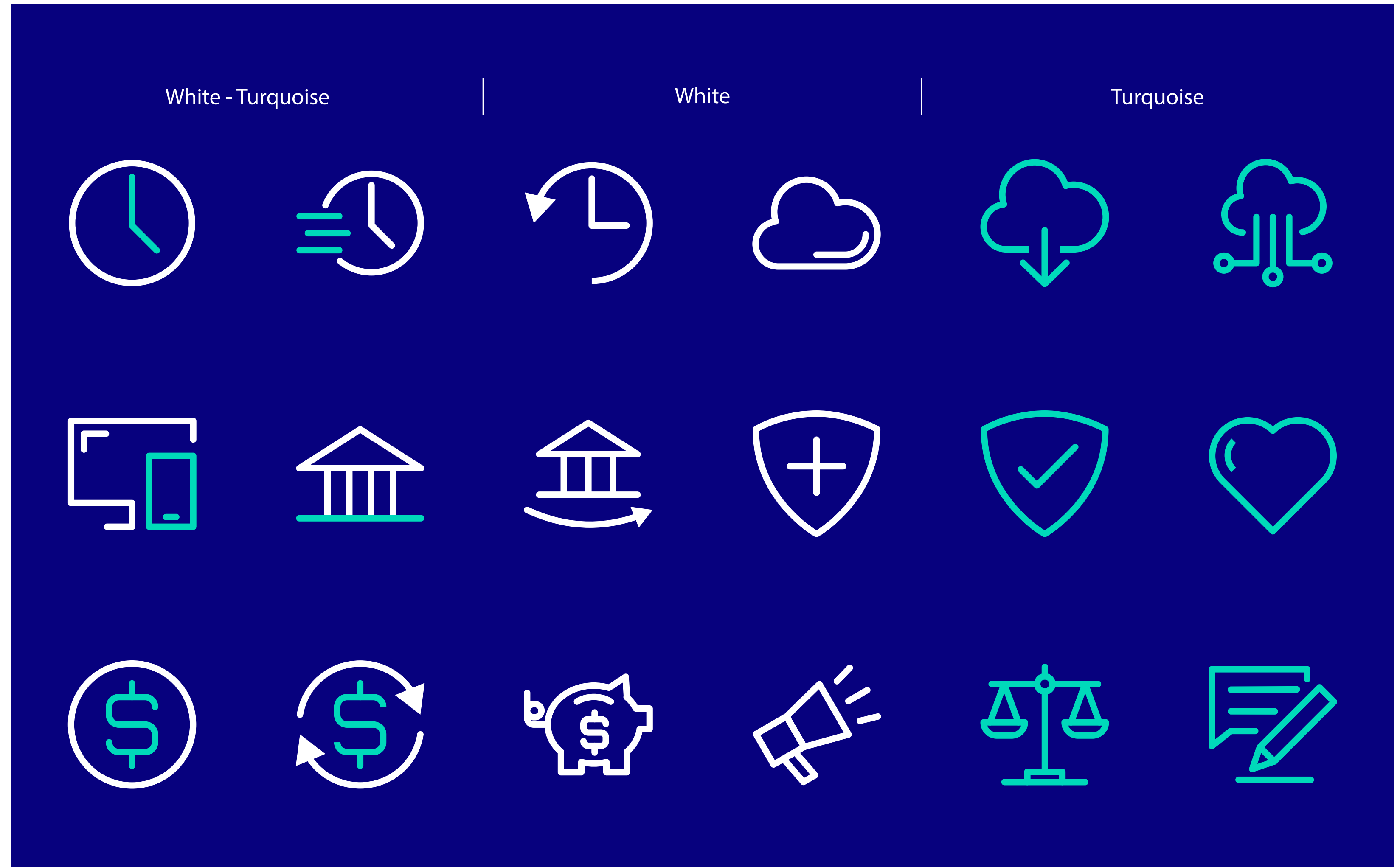
These are some of the icons for our brand which can also function as an example. Icons are purely meant to be displayed small and can lack detail when they are displayed larger. If there's an icon which doesn't exist yet, contact the marketing team or find one that is similar in style and colors.

On dark backgrounds, the White-Turquoise color combination is the one that is used primarily.

When using icons, make sure they are in one of the color options shown in this chapter.

Link to download the icons:

<https://brand.vanameyde.com/downloads/>





8. Applications



8.1 E-mail Signature

An email signature is a vital part of our corporate identity. To maintain a professional and unified appearance, it is essential that all employees use the same signature format across the company. Alterations or personalization of the signature are not permitted, ensuring consistency and alignment with our brand standards.

Visit our website to download the Word document template, which makes copying and implementing the signature quick and easy. You can also find a guide on how to add your signature to your e-mail inside Outlook.

<https://brand.vanameyde.com/downloads/>

Your personal contact information

Company logo

Company contact details


Links to social media

Disclaimer



Kind regards,

[First Name + Last Name]

[Job Title]
[Official company name]

Van Ameyde 

M: [Mobile phone number]
T: [Office central phone number]
E: [Office central email address]
W: [Company website link]
[Street + number] | [Post code, city, country initials]

This email and its contents are confidential and intended solely for the recipient(s). If you received this message in error, please notify the sender and delete it. Distribution or copying without permission is prohibited. Please consult our full [Disclaimer](#), [Terms and Conditions](#), and [Privacy Policy](#).

Van Ameyde [Company Name] (legal form: [e.g., Ltd., BV., GmbH]) is registered in [Country] under number [Reg. Number]. Registered office: [Full Address]. VAT number: [VAT Number] Managing Director(s): [Names].



8.2 E-mail Signature Variants

To maintain professionalism while keeping email chains readable, we use two signature variants:

Full Signature – Used when sending the first email to a recipient. This includes all relevant company details for a clear introduction.


Reply Signature – A shorter version used in replies, containing only personal contact information.

Full signature



Kind regards,

[First Name + Last Name]

[Job Title]
[Official company name]

Van Ameyde 
We've got your back

M: [Mobile phone number]
T: [Office central phone number]
E: [Office central email address]
W: [Company website link]
[Street + number] | [Post code, city, country initials]

This email and its contents are confidential and intended solely for the recipient(s). If you received this message in error, please notify the sender and delete it. Distribution or copying without permission is prohibited. Please consult our full [Disclaimer](#), [Terms and Conditions](#), and [Privacy Policy](#).

Van Ameyde [Company Name] (legal form: [e.g., Ltd., BV., GmbH]) is registered in [Country] under number [Reg. Number]. Registered office: [Full Address]. VAT number: [VAT Number] Managing Director(s): [Names].

Reply signature

Kind regards,

[First Name + Last Name]
[Job Title] | [Official company name]
E: [Office central email address]




8.3 E-mail Signature Additions

This page provides guidance on where to place additions, such as banners, within the email signature. Additions should be positioned correctly and kept at a reasonable size to maintain a clean and professional look. The examples shown are for reference only.



Kind regards,


[First Name + Last Name]

[Job Title]
[Official company name]

Van Ameyde 
We've got your back

M: [Mobile phone number]
T: [Office central phone number]
E: [Office central email address]
W: [Company website link]
[Street + number] | [Post code, city, country initials]




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Van Ameyde [Company Name] (legal form: [e.g., Ltd., BV., GmbH]) is registered in [Country] under number [Reg. Number]. Registered office: [Full Address]. VAT number: [VAT Number] Managing Director(s): [Names].



Kind regards,


[First Name + Last Name]

[Job Title]
[Official company name]

Van Ameyde 
We've got your back

M: [Mobile phone number]
T: [Office central phone number]
E: [Office central email address]
W: [Company website link]
[Street + number] | [Post code, city, country initials]



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Van Ameyde [Company Name] (legal form: [e.g., Ltd., BV., GmbH]) is registered in [Country] under number [Reg. Number]. Registered office: [Full Address]. VAT number: [VAT Number] Managing Director(s): [Names].



8.4 Business Cards

Our business cards follow the European standard size of 85x55mm to ensure compatibility and consistency. When creating or printing business cards, always include a 3mm bleed around the edges to allow for precise trimming.

All colors used on the business cards are based on CMYK values for accurate reproduction in print.

Color values:

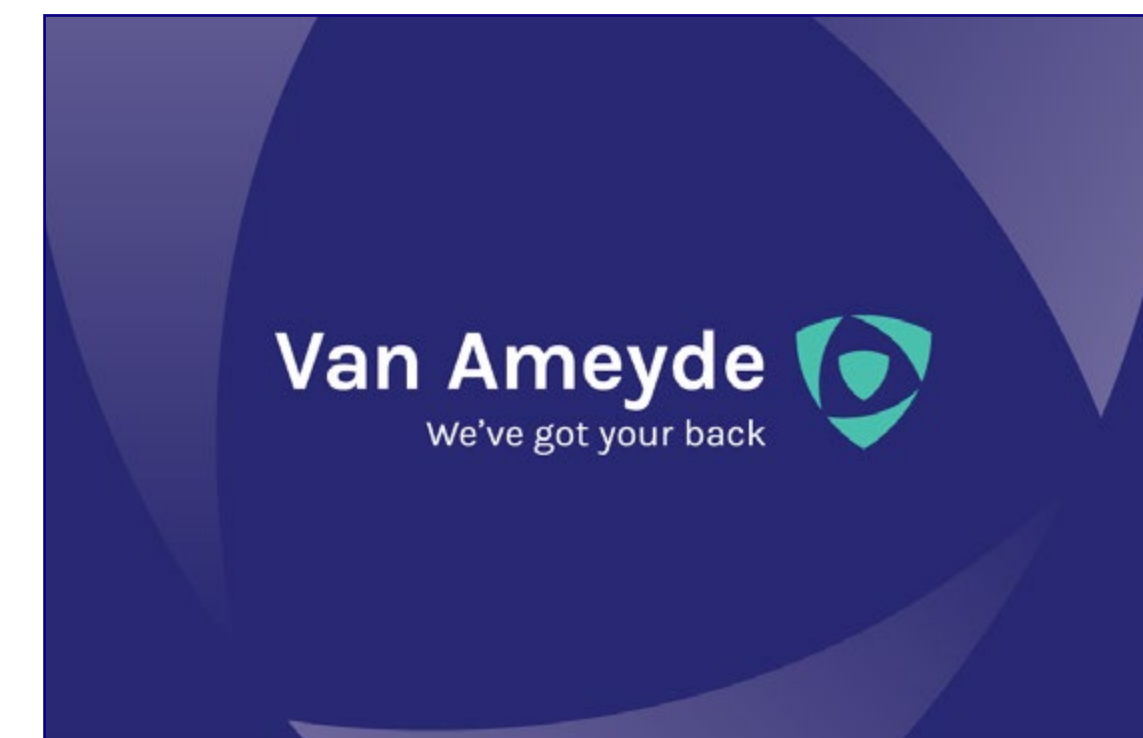
Navy Blue
C100 - M100 - Y14 - K17

Turquoise
C64 - M0 - Y40 - K0

Name, function and company

Contact details

Website





9. Approval Process

If you have new ideas, need a specific visual, require assistance with the brand guidelines, or have any feedback, please reach out to the Van Ameyde Group marketing team in the Netherlands. We're here to support you and ensure all brand materials align with our standards.

 marketing@vanameyde.com

Van Ameyde

We've got your back

