

Logo

This is the logo of Samendementieuvriendelijk.



Initiators

On the website the logo has an addition to show the relationship with Alzheimer Nederland and the Ministry of VWS. If the tagline is too long, it can be placed on two lines. On the website we also add a label with the logo of Alzheimer Nederland to the navigation.



Initiatief van Alzheimer Nederland en het ministerie van VWS



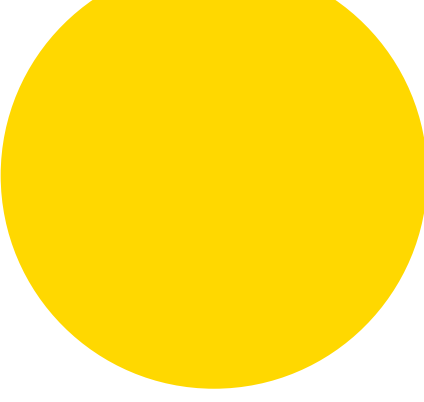
Initiatief van Alzheimer Nederland en het ministerie van VWS



Colors

The primary color palette is the same as Alzheimer Nederland. Meaning, the primary colors are yellow, warm grey, white and black.

Alzheimer Nederland uses magenta as an accent color, Samendementieuvriendelijk uses light and dark blue for accents. They can be used for links, hover states and the footer.



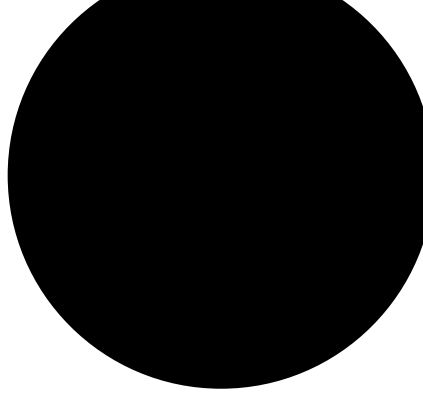
#FFD800
Yellow
CTA's



#F1F0E8
Warm grey
Backgrounds



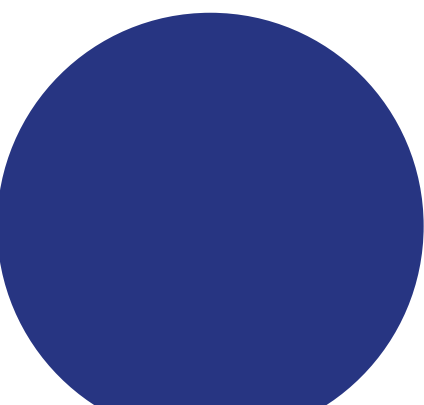
#FFFFFF
White
Backgrounds



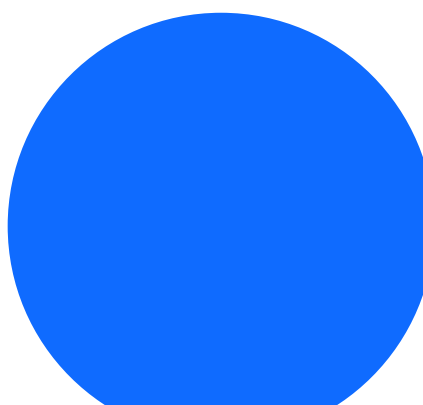
#000000
Black
Text color



#5597FF
Light Blue
Links



#273582
Dark Blue
Footer



#0F6BFF
Light Blue 2
Links - WCAG

'Light Blue 2' is an addition for text links on the website, to ensure enough contrast for accessibility. This color should not be used for other elements or purposes.

Typography

The primary font is Raisonne AN Demibold, the font also used by Alzheimer Nederland. This font can only be used for titles, subtitles and buttons.

The secondary font is Open Sans, this is used for bodytext.

The examples below are used on the website, in desktop format. These sizes can be different in print or other materials.

H1
Raisonne AN demibold, 40

Hans heeft dementie.

intro
Open Sans regular, 18

Je wilt hem graag helpen, maar wat kun je doen? Zien is 1... Doen is 2!
Test je kennis in onze gratis online training van 15 min!

H2
Raisonne AN demibold, 32

Hoe belangrijk is het dat we dementie herkennen?

body
Open Sans regular, 18

"Ik wilde laatst iets in de winkel vragen, maar ik wist niet meer wat...".
Paul en zijn vrouw vertellen hoe ze altijd open zijn over dat Paul alzheimer heeft. Om zo het gevoel te krijgen dat hij wel begrepen wordt, dat mensen rekening met hem houden. En hoe belangrijk het is dat mensen dementie herkennen. In deze video hun verhaal."

H3 / Subtitle
Raisonne AN demibold, 22

Gratis online trainingen

Naast onze basistrainingen bieden wij jou ook gratis trainingen van vijftien minuten voor [specifieke beroepsgroepen](#). Vergroot jouw kennis over dementie en leer vaardigheden in de omgang met iemand met dementie.

H4
Raisonne AN demibold, 18

Gratis online trainingen

- List item
- List item
- List item

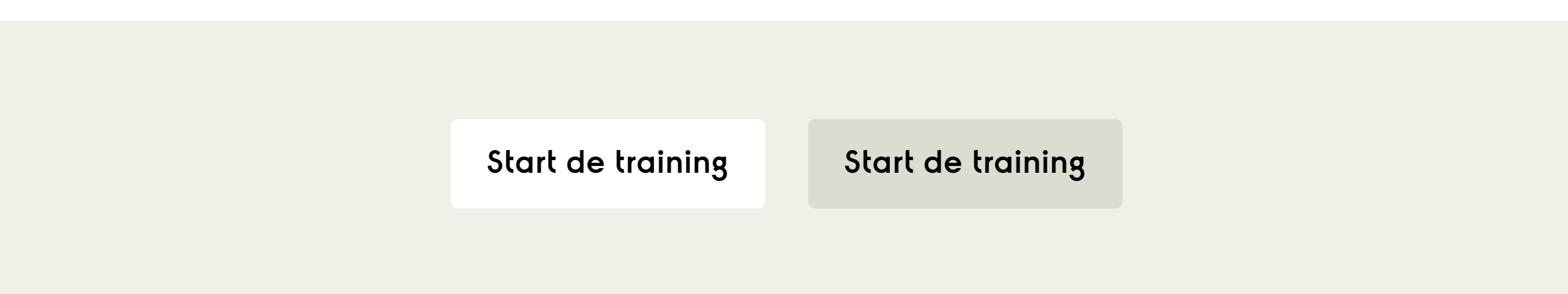
- List item
- List item
- List item

For more information on the fonts and usage please visit the brandguide of Alzheimer Nederland: [huisstijl.alzheimer-nederland.nl](#)

Buttons & links

Primary buttons will be yellow with black text, secondary buttons will be warm grey with black text. Alternatively, when placed on a warm grey background, the secondary button can be white. All buttons have rounded corners with a 4px border radius. The hoverstate is always darker.

In certain blocks on the website a link is used instead of a button.

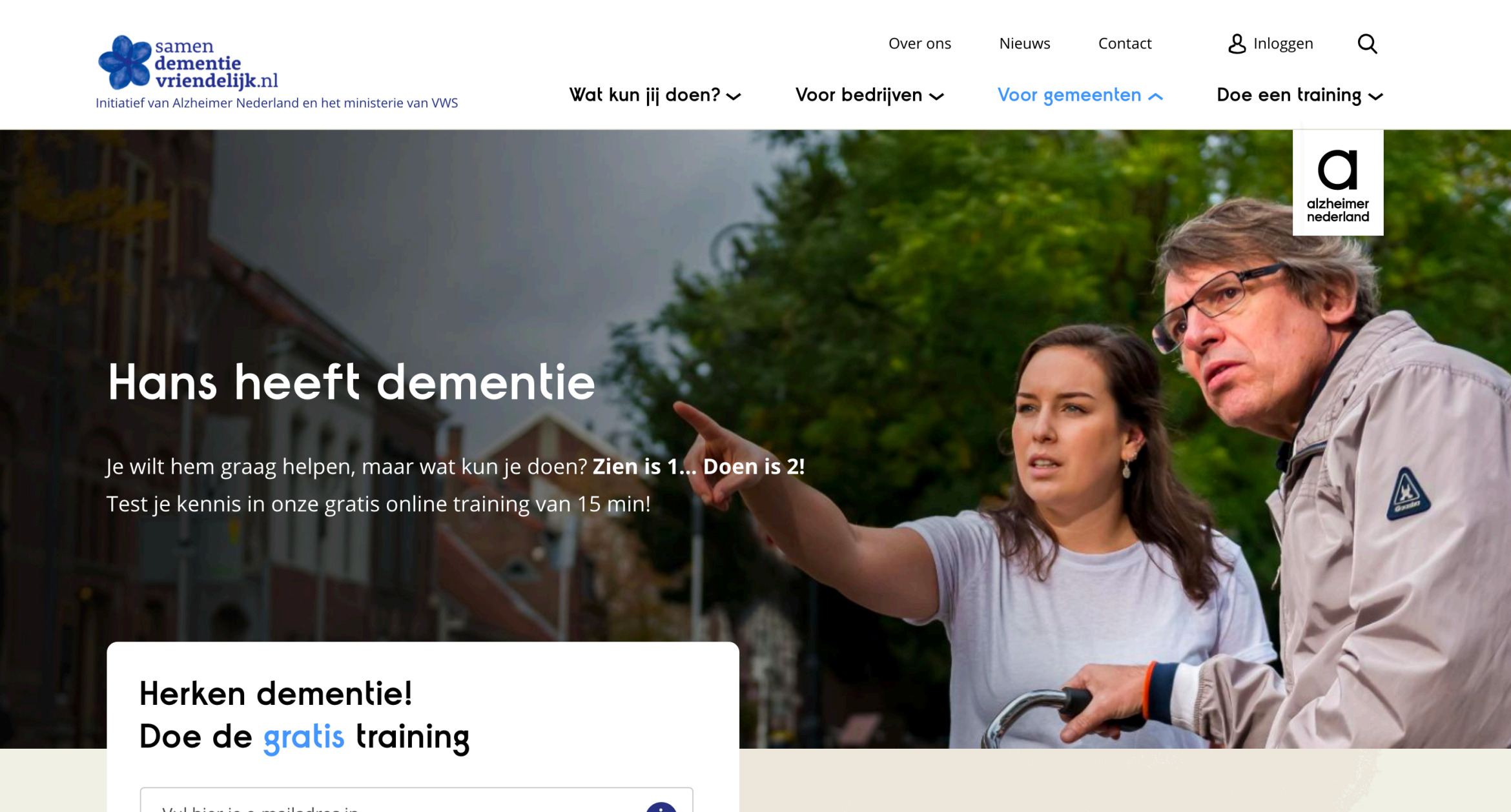


> [Op het gemeentehuis](#) > [Op het gemeentehuis](#)

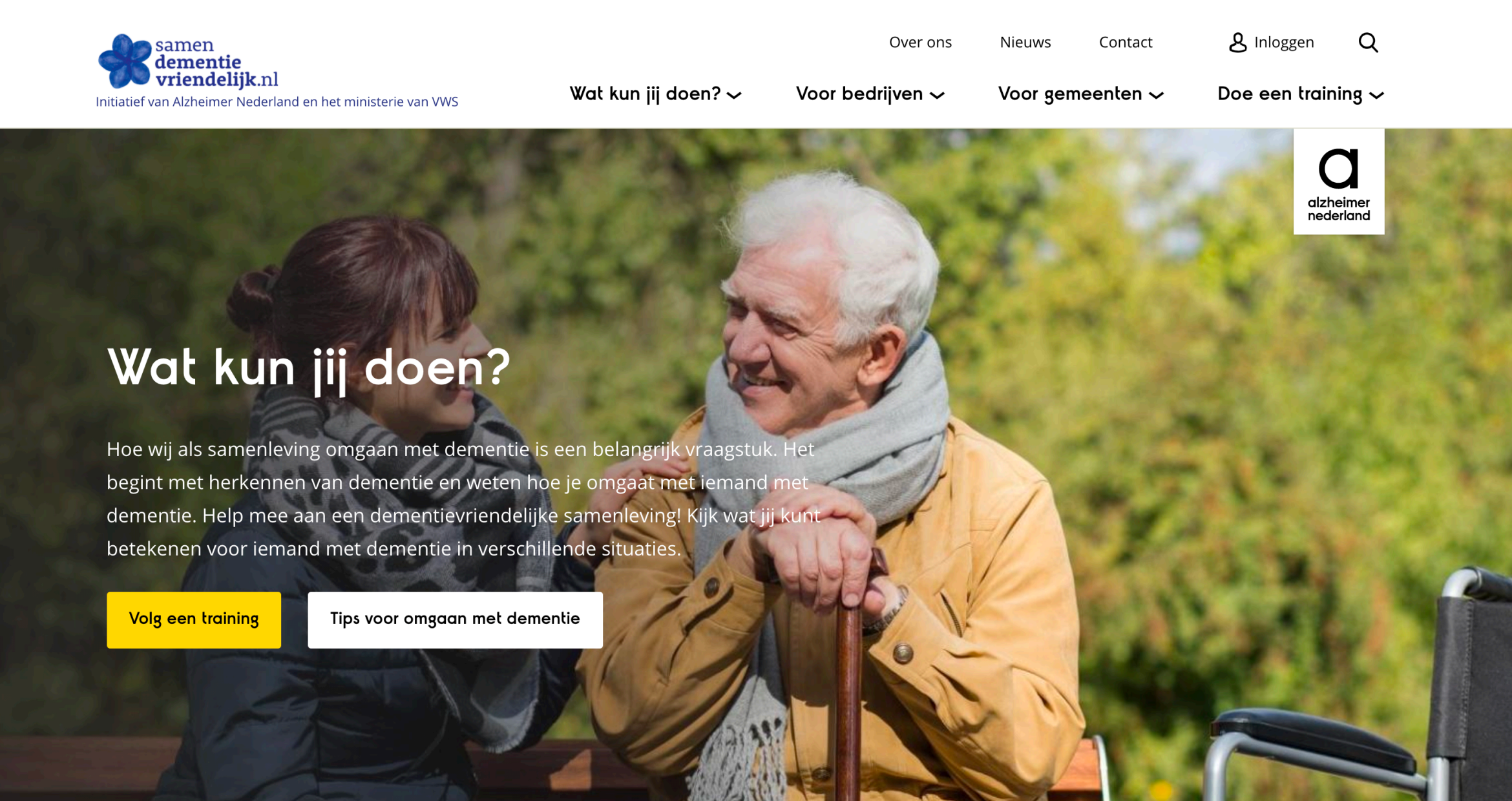
Header images

For the header images a size of 1920 x 700 px is advised. The image will show in different sizes, depending on the screensize. Uploading smaller images will result in a loss of quality.

Text will be placed on the left. Make sure to place a dark gradient on the left side of the image, and try to keep the subject of the image on the right. The Alzheimer Nederland label is placed in the top right, which may cause the subject to be covered on certain screen sizes.



Homepage header



Pageheader

Additional info

More information on the Alzheimer Nederland branding can be found in their online brand guide: [huisstijl.alzheimer-nederland.nl](#)