Introduction

A company that wants to project a clear, powerful image and a strong brand throughout the world, depends on a correct and consistent use of its logo and corporate house style. This is why it is essential to always contact Corporate Communications in case you need to develop something in the Van Leeuwen house style.

Before anything is put into production in our house style, Corporate Communications is responsible for a check of, advice on and approval of the design. After approval, production can be taken care of by a local producer.

Any house style requests and/or questions:
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The trademark
The Van Leeuwen trademark consists of three elements: the lions, the shield, and the name ‘VAN LEEUWEN’.

The shield
The shield offers a traditional aspect in the design. It symbolizes Van Leeuwen’s activities and services. The shield has a chrome rim and a deep blue, classic fill. Its triangular shape makes it dynamic and its content expresses entrepreneurship in the world of pipes and tubes. The radiant sun that emerges on the horizon of the globe symbolizes our company’s worldwide character: at any time, wherever the sun rises, Van Leeuwen companies are active. The tubes within the shield show a worldwide perspective: we sell pipes and tubes globally and know how they are used in every place in the world.

Logotype
The Van Leeuwen logotype is based on ITC Kabel

Customized design
The trademark is to be used as a unified item always. It should always be used as one whole. The trademark (both the symbol and the typographic elements) are customized design. They may not be redrawn or altered.
Corporate Communications will advise you on when to use which logo.

**Stacked logo**
The stacked logo is a brand that is primarily used in commercial media, such as brochures, and also in cases where there is not enough space for a horizontal logo.

**Horizontal logo**
The horizontal version of the logo is used in corporate media such as office templates, stationery, signage on buildings.
The full color version with either red or white logotype should be used whenever possible. The trademark may be printed in four or five colors: the red color is available in customized Van Leeuwen Red. All colors are strictly defined as full color build-ups. For the proportions and references of the colors, see page ‘Colors’. The trademark may only be used over a red or white background.
Logo color variations

Grayscale version
The full color version should be used whenever possible. A grayscale version is available when the use of color is impossible.

Three color version
If technical conditions (such as print quality) or the size of the reproduction would lead to a poor result quality, but the trademark still has to be represented in a colored version, the three color version may be used. This version uses lines instead of shaded grays, and has no gradients in the colors.

One color
If only one color is possible, the line version of the trademark in black (without halftone black) on a black background is least preferred. Preferably use the trademark in black on a white background.

These rules apply to the horizontal as well as the stacked version of the logo.
As shown here, a ‘protected area’ surrounds the trademark. Do not allow any other graphic elements or text inside this area. This rule holds especially when the trademark is given to partners that may use it for co-branding! Also, when positioning the trademark on an area or page, always place the entire protected area within the area or page. Never cut off inside the protected area. See ‘Versions’ in order to decide what type of trademark is to be used, e.g. full color or diapositive.

Placement on the right side of the object (print, wall, etc.) is preferred.
Strictly defined

All colors are strictly defined and have been translated to various color spaces for different applications.

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>Web</th>
<th>Pantone Code</th>
<th>RAL Code</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Van Leeuwen Red</strong></td>
<td>165, 018, 047</td>
<td>0, 100, 63, 29</td>
<td>A88052C</td>
<td>201 C</td>
<td>3002</td>
</tr>
<tr>
<td><strong>Van Leeuwen Blue</strong></td>
<td>035, 054, 117</td>
<td>100, 90, 20, 15</td>
<td>223675</td>
<td>2747 C</td>
<td>5022</td>
</tr>
<tr>
<td><strong>Gray 1</strong></td>
<td>216, 225, 230</td>
<td>14, 6, 6, 0</td>
<td>#d8e1e6</td>
<td>7541 C</td>
<td></td>
</tr>
<tr>
<td><strong>Gray 2</strong></td>
<td>183, 194, 200</td>
<td>28, 17, 16, 0</td>
<td>#d7e2c8</td>
<td>5445 C</td>
<td></td>
</tr>
<tr>
<td><strong>Gray 3</strong></td>
<td>140, 151, 157</td>
<td>48, 34, 33, 0</td>
<td>#8c979d</td>
<td>7544 C</td>
<td></td>
</tr>
<tr>
<td><strong>Gray 4</strong></td>
<td>110, 117, 123</td>
<td>60, 47, 43, 10</td>
<td>#6e757b</td>
<td>7545 C</td>
<td></td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>255, 255, 255</td>
<td>0, 0, 0, 0</td>
<td>#ffffff</td>
<td>9016</td>
<td></td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>000, 000, 000</td>
<td>0, 0, 0, 100</td>
<td>#000000</td>
<td>Black</td>
<td>9005</td>
</tr>
<tr>
<td><strong>Gray 1</strong></td>
<td>140, 151, 157</td>
<td>48, 34, 33, 0</td>
<td>#8c979d</td>
<td>7544 C</td>
<td></td>
</tr>
<tr>
<td><strong>Gray 2</strong></td>
<td>110, 117, 123</td>
<td>60, 47, 43, 10</td>
<td>#6e757b</td>
<td>7545 C</td>
<td></td>
</tr>
</tbody>
</table>

Basic Elements 10

Colors
Montserrat

Montserrat is a free Google font available to everyone, both online and offline. This helps to modernize the Van Leeuwen identity and eradicate problems with sharing fonts internationally. To download Montserrat visit [https://fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat).

**Design features**

Montserrat is a friendly yet tough type family, with a rounded form, reflecting on the shape of Van Leeuwen's product.

**Usage**

The Montserrat family should be used for headings, quotes or large applications. It is not suitable for body copy online or in print. Montserrat should not be used for office templates (letters, PowerPoint, etc.).
Calibri

Calibri is a standard system font which is pre-installed with all versions of Microsoft Windows and macOS.

Usage
Calibri is used for Paragraph text on all Van Leeuwen communication, both on and off-screen. Calibri is also used on all office templates (letters, email, etc.).

Regular
Bold
Italic
Bold italic
The Van Leeuwen descriptor ‘More than tubes.’ should always be written in a consistent way. The descriptor is written in Montserrat Medium. And should always begin with an upper-case letter and end with a full stop.

Usage
The descriptor should appear on most brand communication. Generally it is placed at the bottom of the text ‘content block’. But sometimes it is necessary to show the descriptor with only the logo. In this case the descriptor should be placed underneath the bounding box and the width should be equivalent to 3/4 the width of the logo.
More than tubes.

International Network  Distribution Expertise  Worldwide Stocks  Customized Services  Global Sourcing  Project Management
Photographs of employees should appear natural and not staged. They should depict employees in their natural work environment.

**Uniform**
When photographing employees in their uniform, the Van Leeuwen logo should always be visible, ensuring the brand is always represented. The uniform should comply with health & safety requirements.

**Color**
Employee photographs should represent the brand as best they can, therefore the Van Leeuwen Red should be the most dominant colour. These examples have been edited to increase the vibrance of the red colour.
Photography services
Vibrant colors
When showing market segments or cases, photography should be visually appealing, with vibrant colors and a clear focus area.

Van Leeuwen’s products are everywhere, but sometimes not seen, therefore photography is an important tool to show the worldwide scale at which Van Leeuwen operates and the vast portfolio of products.
In media where Van Leeuwen shows products, the chosen images should complement the brand and must harmonize with the brand photography. Therefore it is important to use photography that is up to date with lots of brightness and clean surroundings. The images can be artistic and shown in an abstract perspective. Avoid images with a messy background.
Instructions
Flexibility
We use a responsive 4 x 4 grid to determine the layout of a carrier. This can be applied to all resources, ranging from vehicles to advertisements. This allows great flexibility and ease of use.
Online magazine
Our employees have specialist knowledge. In personal blogs they give an interesting insight into their activities.

Read now
Blog

As a leading, globally operating trading company that specializes in steel pipes and pipe and tube applications, we believe that we have something to share with you.

Read more

More than tubes.

Flexibility
Rather than having specific layout instructions, the Van Leeuwen brand uses modular content blocks. These can be shuffled and positioned in a way that tells the best story. This allows for a lot of flexibility whilst remaining true to the brand’s look and feel.

Animation
The content block system modernizes the Van Leeuwen brand and allows for great flexibility in the digital world. This can be further reinforced by using animations and intricate slide transitions. The modular blocks have the ability to move and shuffle, allowing for powerful presentations and interactive websites.
Lorem Ipsum

More than tubes.
Color
The color of the logo block is determined by the color of the text block. If the text block is red, the logo block should be white, and vice versa. A white logo block is preferred.

Logo position
The logo position and size is determined by a 4x4 grid. The logo should fit within the central 4 squares of the grid.
Solid color
All carriers should also contain a blue block, thus completing the look and feel of the Van Leeuwen brand. The block can be solid blue or a 75% opacity image overlay.
Lorem Ipsum

More than tubes.

Multiple images
The remaining space should be filled with one or multiple images. This can be a combination of products or cases.

Instructions
Van Leeuwen signage
Our signage on our offices and warehouses identifies us to the outside world. It is one of the most elementary marks of our identity: it not only shows where we are but, by showing our trademark, also who we are.

The signage of the Van Leeuwen buildings merely consists of a huge version of our trademark. It shows our two basic trademark elements: the logotype (the ‘name’) and the symbol (the lions and shield). Because of its identifying value, the signage should be applied with the greatest care and consistency: we show our quality by showing ourselves in a unified manner to the world.

Placement
The Van Leeuwen logo should be positioned large enough to read from a long distance, and should always be aligned in the top-right corner, avoiding any obstacles.

Special trademark for large signage
In order to meet the specific demands for facade or rooftop signage a trademark with differently proportioned shield and logotype is made available. The relatively large letters enhance readability from greater distance and prevent unnecessary tall construction for the shield. The common baseline makes for easier placement on rooftops or other architectural elements. This version is only to be used for large outdoor signing.
**Instruction and guidelines trucks**

On the road, we are very visible. We transport large goods in large trucks, leaving an impressive image. Therefore, this image contributes much to the perception of our identity.

The truck cabin is always coloured in Van Leeuwen Red. The Horizontal logo should be displayed on the front and both sides of the cabin.

The rear end of the trailer should always display the large stacked logo, centred on a Van Leeuwen Red background.

Various designs are available for the trailer, see following page.
Trucks:
Trailer design
Typographic grid

The grid consists of invisible horizontal and vertical lines, which are arranged at fixed distances in columns and lines. The grid brings consistency to all of the applications of the Van Leeuwen visual identity. It provides a tool for correct positioning, scaling and ordering of all graphic elements. A strict application of the grid therefore facilitates the designer on the one hand and improves recognition of the communication on the other. All grid measures are stated in multiples of 12 points.
Typographic grid

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The efficiency of the work processes often means the digitalisation of your work, but this goes further than just producing the right data. Continuity with your corporate design also plays an important role. After all, it is this image that determines whether or not your organisation recognises and acknowledges her information. Therefore, the integration of data and corporate design also requires careful and functional development and automated support. This represents an automated process that provides consistency and enables a link between corporate design and a gamut of office resources. This is how you create uniformity for your communication resources such as letters, proposals and PowerPoint presentations and gives you the assurance that you have the most up to date information with clear, concise and high quality self-representation. The efficiency of the work processes often means the digitalisation of your work, but this goes further than just producing the right data.

With kind regards,

Van Leeuwen Statutory name
Business card

Business card options

Instructions and files for your local printer can be found here.

We offer backside pictures to choose from. Additional pictures can also be found on the Corporate Communications site on the Intranet.
Inspiration
Offshore/Oil & Gas

More than tubes.

VAN LEEUWEN
Innovatie:
We Digitalize
Van Leeuwen in 2018

- 21
- 430,000 m²
- 158,000
- 1,126
- 18

NORTH AMERICA, EUROPE

MIDDLE EAST, INDIANA

AUSTRALIA

- 21
- 430,000 m²
- 158,000
- 1,126
- 18
Any questions?

Contact us at cc@vanleeuwen.nl

More than tubes.