
de druglijn

Logo


de druglijn

Logo



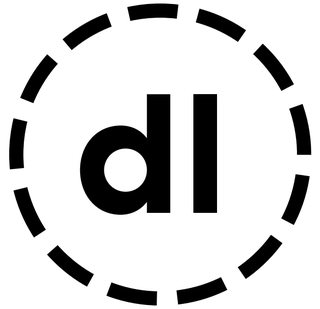
Logo lockup



Alternative logo







Protection-zone

The minimum protection zone around de druglijn logo equals one bar of the dotted line around the logo. No text or other visual elements may be placed in this area.



Logo on photography

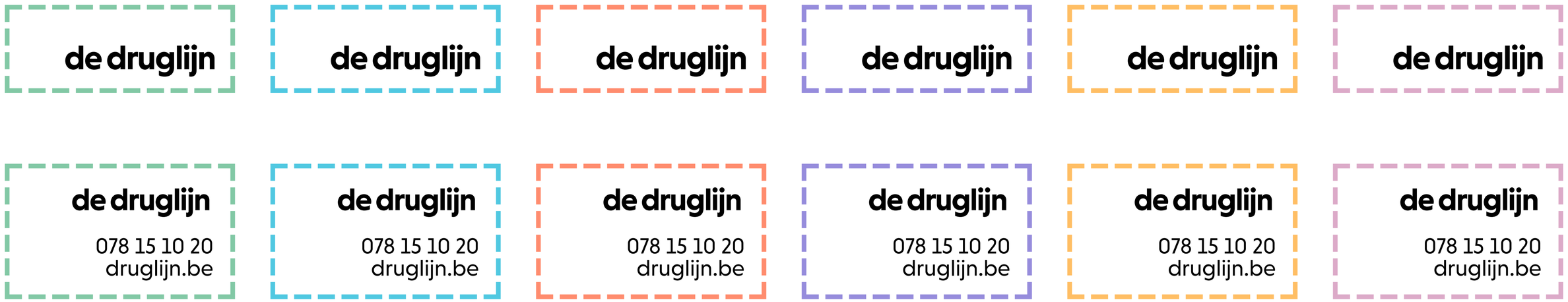
When placing the logo on top of photography, we can use the white or black logo depending on the brightness of the background.





Expressive logo-use

In some applications it is possible to colour the border of our logo with a secondary colour. This makes the logo a bit more expressive in a subtle way.



Please do not



Never distort the logo.



Please do not rotate the logo.



Never use the full logo in another colour

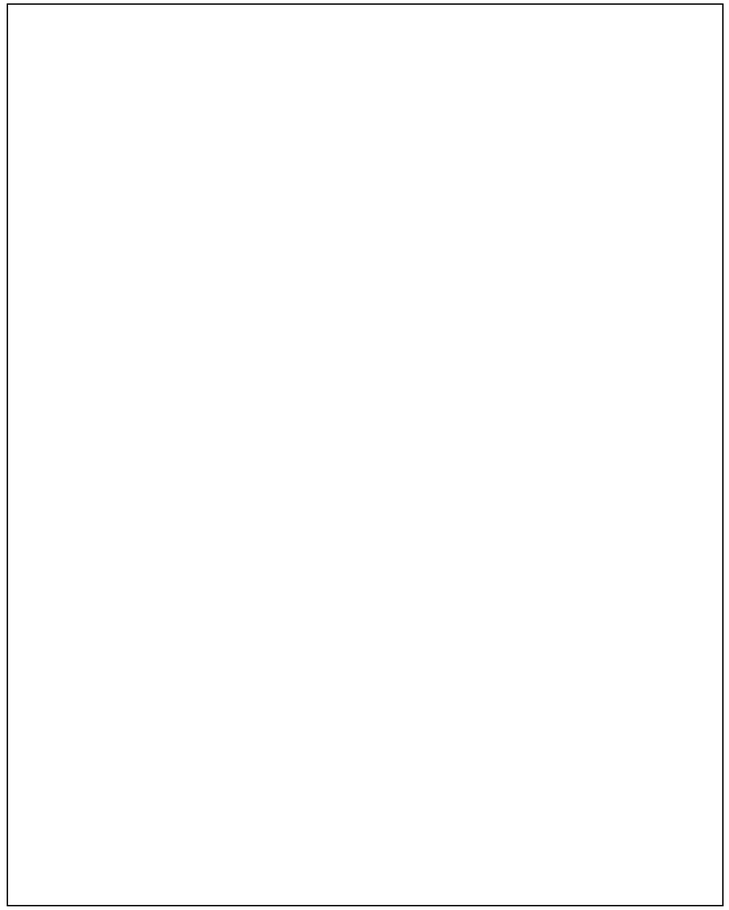


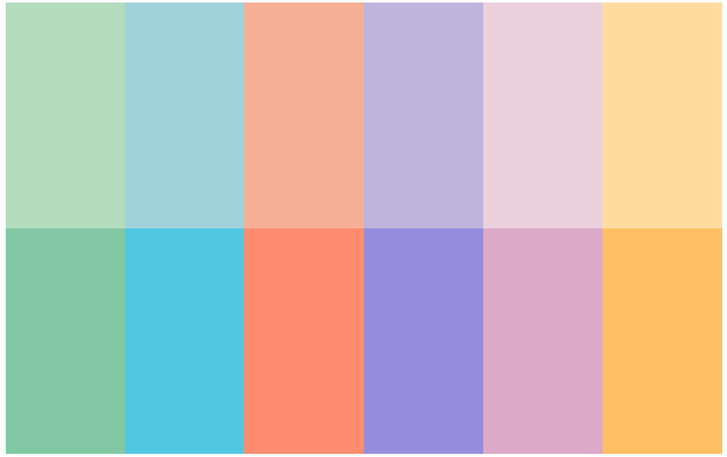
Don’t change the thickness of the dotted frame.

Colours

Colour balance

The colour balance of de druglijn is dominantly black and white, with a bright colour palette with multiple functionalities. The colours can be used for illustrations, or for highlighting text.







Colour values



C 0 M 0 Y 0 K 0	C 0 M 0 Y 0 K 100	C 30 M 0 Y 30 K 0	C 50 M 0 Y 45 K 0	C 35 M 5 Y 10 K 0	C 60 M 0 Y 10 K 0	C 0 M 35 Y 35 K 0	C 0 M 55 Y 55 K 0	C 25 M 30 Y 0 K 0	C 40 M 45 Y 0 K 0	C 0 M 15 Y 40 K 0	C 0 M 30 Y 70 K 0	C 5 M 20 Y 0 K 0	C 10 M 45 Y 0 K 0
R 255 G 255 B 255	R 0 G 0 B 0	R 180 G 220 B 190	R 130 G 200 B 165	R 160 G 210 B 220	R 80 G 200 B 225	R 245 G 175 B 150	R 255 G 140 B 110	R 190 G 180 B 220	R 150 G 140 B 220	R 255 G 220 B 160	R 255 G 190 B 100	R 235 G 210 B 220	R 220 G 170 B 200
# FFFFFF	# 000000	# B4DCBE	# 82C8A5	# A0D2DC	# 50C8E1	# F5AF96	# FF8C6E	# BEB4DC	# 968CDC	# FFDCA0	# FFBE64	# ECD0DE	# DCAAC8

Typography

Brand typeface

Niveau Grotesk is a very versatile typeface with a lot of personality. It has a lot of weights but we try to be consitent by using ‘Bold’ for headlines and ‘Regular’ or ‘Light’ for body copy. Other weights can be used for call-to-action or buttons.

Niveau Grotesk Extra Light

Niveau Grotesk Light

Niveau Grotesk Regular

Niveau Grotesk Medium

Niveau Grotesk Bold

Niveau Grotesk Black

Typography use

Headline
Niveau Grotesk Bold
Leading: 80-100% of text size
Black or white

Introduction
Niveau Grotesk Bold
Leading: 120% of text size
Black or white

Body copy
Niveau Grotesk Regular or Light
Leading: 120% of text size
Black or white

Welkom bij de druglijn

Nonsequi occum lauda destio. Occum volluptate nonsequia sequi ament, omnissundi conse aut hillautem is as ut unt explam, aut re, offic tem anditate vendis re in natium sita sam voloria volupta tetur, volupta quasperi corum con prat ent prore lit in perorero doluptio totatiur, aut que endel inus ab ipidus, que quam quasper

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Layout



Layout system 1
The first system shows an easy typographic way of creating original designs. It's a combination of our brand typeface and our colour palette.



Layout system 2
The second system is a combination of typography and photography.



Layout system 3
The third system is a more expressive style of illustration, combined with typography.

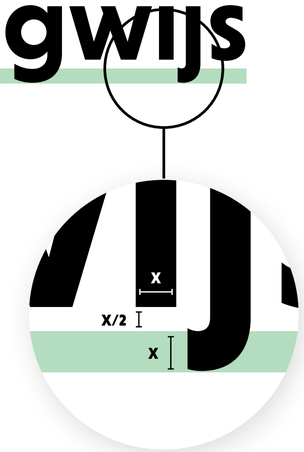
Layout system 1

The first system is based on the brand typeface, using our colour palette to highlight headlines.

de druglijn maakt je wegwijs

Step 1: Write you headline in Niveau Grotesk Bold with a leading that is 100% of you type-size. Text-colour should always be black on a white background.

de druglijn maakt je wegwijs



Step 2: Add underlining that has the same thickness as your headline type. Following colours can be used for underlining.

de druglijn maakt je wegwijs

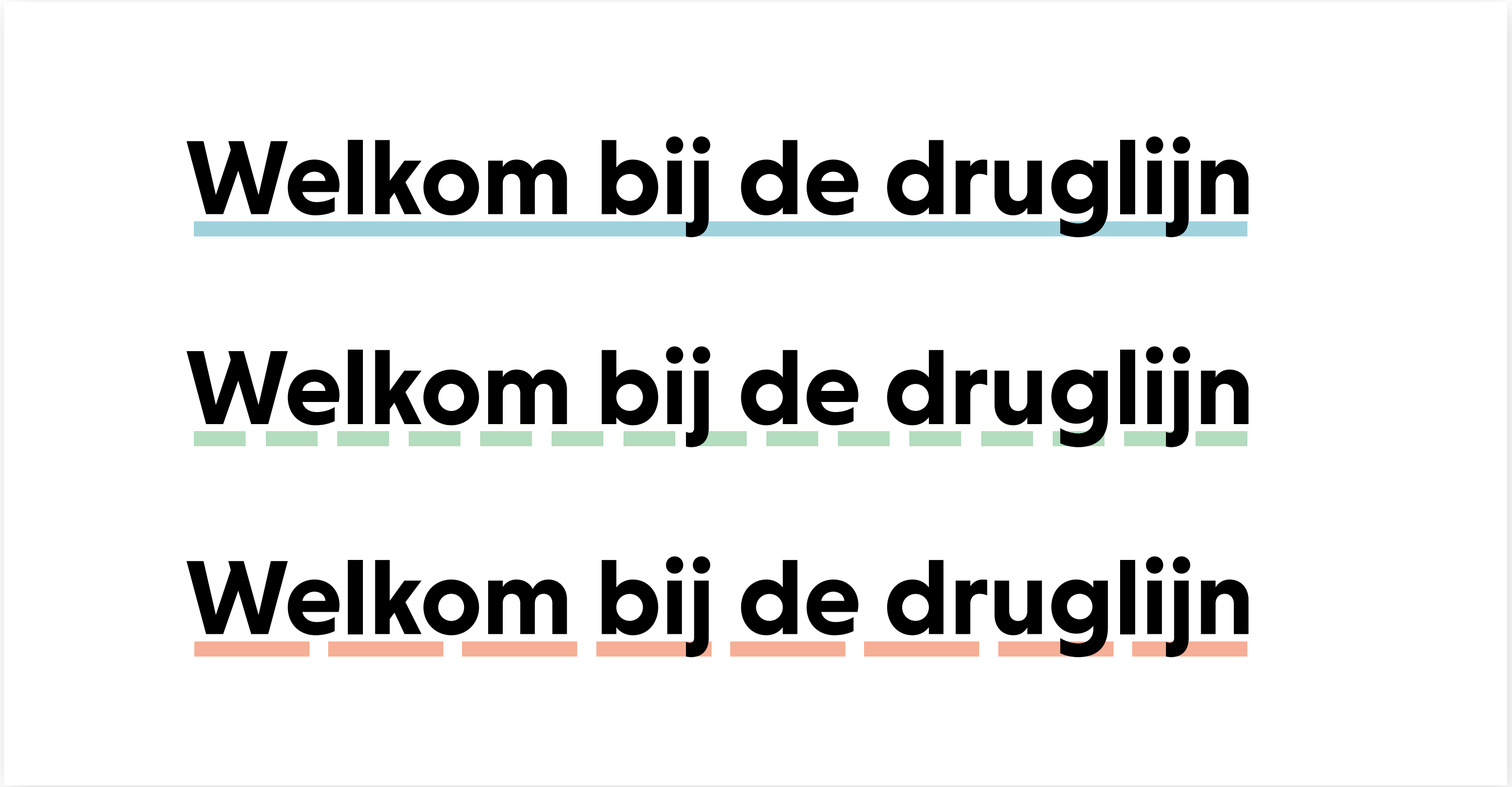
Ut que pa natis de sed moluptata voluptatur? Usam rentiost quaepelique re eos dolor maximagnis ex es susam, aut plab il invelest esto ipiet ariae sus, omnihiliant, utecest empore, tem-porectur auda vit, officiam, corepud ipsam, con culpa inisi

de druglijn

Step 3: Add the logo and bodytext using Niveau Grotesk Regular or Light with 120% leading.

Alternative underlining

When you are using the first layout system, you get to choose which kind of underlining you use to highlight headlines.



All of these line can be used to highlight headlines, using the pastel colours of our palette.



The amount of whitespace between our copy and underlining should always be half of the line-thickness. Never use less or more whitespace.



The underlining should always use the same thickness as our type. Never use a thinner or thicker liner than the typeface.

Layout system 2

The second system is based on photography. By combining our brand typeface with photography, we are able to create nice layouts.



Step 1: Add photography to the canvas. This photography can fill the full page or a part of it.



Step 2: Fill the blank area with black or preferably white. Never combine our colour palette and photography.



Step 3: Add our logo and copy. Don't combine this system with the previous way of showing typography.

Layout system 3

The final system is about using our very own branded illustration style.
This is a very graphical approach, to create more expressive layouts.



Step 1: Create an illustration and place it into the canvas.



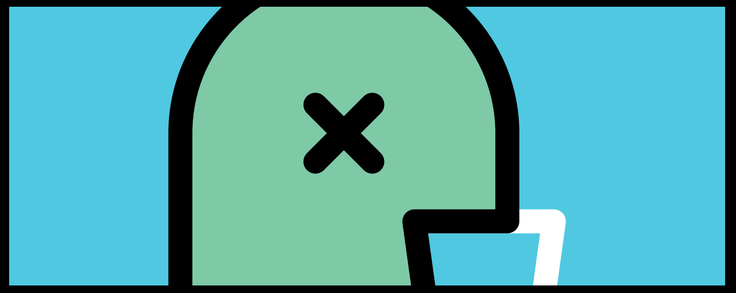
Step 2: Colour the illustration by using our colour palette. Never use more than 2 colours + black & white.



Step 3: Add headlines in Niveau Grotesk Bold (without underlining) and body copy in Niveau Grotesk Regular or Light.

Illustration features

It's important to be consistent when using our illustration style.
Following features define this style and should always be applied.



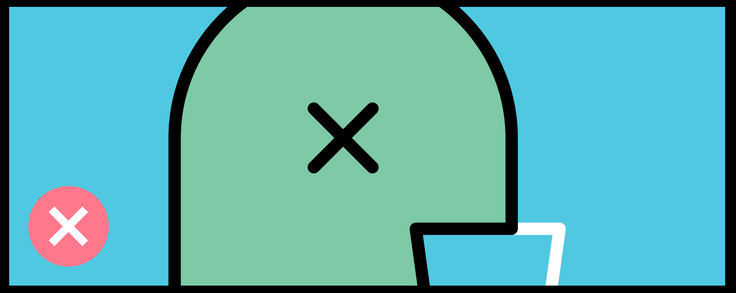
We always use a relatively thick black or white outline to create our illustrations. When working on a 2000 x 2000 px canvas, the line thickness should be 75px.



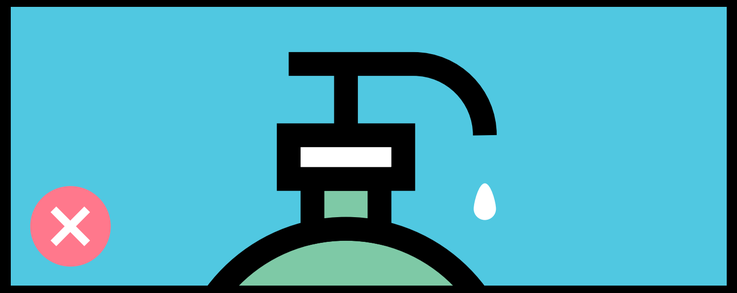
Because of the thick outlines, it's important to make the corners rounden to make the style a bit more 'friendly'.



The illustrations shouldn't have too much detail. Less is more.



Never use thinner lines or a combination of different line thicknesses.



Straight line endings and pointy corners make the style to harsh.



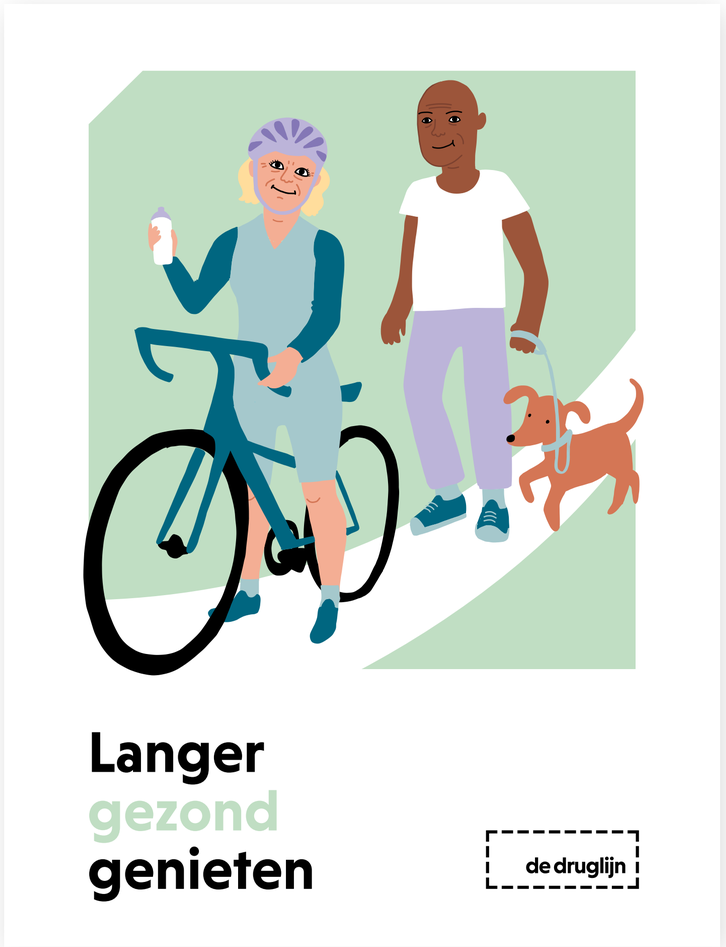
Too much detail makes the illustration more difficult to read.

Examples of illustrations



Campaign related illustrations

We always try to use our branded illustrations as much as possible. But when there is an application that is used as a campaign, other styles of illustrations are allowed to use.







Applications


de druglijn maakt je wegwijs
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.
de druglijn



Geeft alcoholgel je zin om te drinken?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

de druglijn

08:15 LTE

Instagram

De Druglijn



Waarom minder gebruiken als je je daardoor slechter voelt?

oliviersegers en **17 anderen** vinden dit leuk

De Druglijn Waarom minder gebruiken als je je daardoor slechter voelt? #dedruglijn

1 opmerking bekijken

Voeg een opmerking toe...



de druglijn
maakt je wegwijs

de druglijn


Hoe praat je met je kind
als je de woorden niet vindt?



Begin niet te vroeg.

Geef geen alcohol door
aan minderjarigen.



Begin niet te vroeg.

Geef geen alcohol door
aan minderjarigen.




Iemand steunen
bij het stoppen
met drank, drugs,
pillen en gokken
de druglijn
078 15 10 20
druglijn.be


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druglijn.be



Bezorgd om je zoon, dochter, partner, moeder of vader?

de druglijn


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