House style manual

Version 2.0

Content

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 above the "Y". These letters are always in black or white. By exception, the logo may be used in a different color. 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 this is 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, etc. 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+.

Color of the Logo and Style Elements

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

A.S.V.Gay Pink Hex **#FF29A9** RGB 255 41 169

HSV(0.9003,0.8392,1.0000) HSL 324˚ 100% 58%

Background color

The backgrounds of all printings are preferably white. If desired, a different background color can be used. For example, a pale turquoise gradient as listed under. 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

Our association identity specifies fonts for different purposes:

- **Main text:** The standard font is 'Noto Sans regular', with options to use **bold**, *italic*, and condensed variants for emphasis or style.

- **Main headings:** 'Interstate Cond Mono'.

- **Subheadings:** The 'LGT' (light) variant.

All necessary fonts are easily accessible via the *General Committee Resources Drive* for all active members (anyone part of an organ of the association).

If you don't yet have the fonts, they are available for download at http://fontsgeek.com for Interstate and https://www.google.com/get/noto for Noto Sans.

Headings

Headings in tekst documents adhere to our font and color guidelines.
- Main text is 11 points.
- Heading 1 is 16 points, bold
- Heading 2 is 14 points, bold
- Heading 3 is 12 points, standard
- Each subsequent heading is 11 points.

Bullets for lists are in the color specified in our color guidelines.

Styling Elements

Every expression should, if possible, include a horizontal magenta bar above the page number that spans from edge to edge. When adding photos to the design, ensure they do not protrude under the bar. Position them below it and crop if necessary; the area under the bar remains white. Documents, presentations, and other large-format outputs should feature a thin horizontal line at the top. If the A.S.V.Gay logo is not placed elsewhere on the page, it should be incorporated into this line.

Printing Instructions

For printing an expression that includes style elements or full-page photos, it's essential to maintain a safety margin (bleed) of 3mm on each side. This margin ensures that, after the cutting process, the images or style elements seamlessly extend to the document's edges, guaranteeing a professional and sleek finish to all our printed materials.

Tip: Before you start designing your expression, make your crop marks and bleed visible. This prevents the need for later adjustments and aids in correctly placing your elements. In Canva, this can easily be done by going to 'File' (top left), selecting 'View settings', and then choosing 'Show print bleed'. When ready to download, select 'Download', choose 'PDF – Print', and check the 'Crop marks and bleed' option. The result is a PDF file with a white margin of 3mm around your design.

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 dehumanizing 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.

Multilangual Documents

A vertical bar (|) separates Dutch headings from English ones, for example: Koppen | *Headings*.

Texts in languages other than Dutch are displayed, if possible, in a font size smaller than the Dutch text to enhance readability and emphasize the distinction between languages. A dividing line between the texts should always be visible.

Specific Guidelines

To ensure all expressions remain consistent with our house style and to facilitate the creation process, expressions listed in this manual are offered on Google Drive and/or Canva.

When creating an expression, you can choose 'based on template' (right-click), which grants immediate access to our 'A.S.V.Gay Template Gallery' with a wide range of pre-designed templates.

Additionally, many of our expressions are customizable via Canva. For expressions available as templates, 'Download Canva template' is mentioned. This allows for easy downloading of a copy to your own Canva account and then getting creative.

Documents (Google Docs, Word, PDF)
[Available in the 'A.S.V.Gay Template Gallery' on Google Drive]

Our house style offers various design options for text documents (Google Docs, Word, PDF), tailored to the document's purpose:

Title Page. Features a large A.S.V.Gay logo, followed by the document title and any additional title information.
Purpose: for documents requiring a title page, such as reports and presentations.
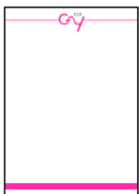
Document Pages. For pages following the title page or for documents without, the logo is smaller and integrated into the top line. The page number is placed on the right, below the horizontal bar.
Purpose: for meeting minutes, notes, reports, or presentations.

Single Page. Contains a smaller logo in the center to save space.
Purpose: for single-page documents, such as memos, announcements, or sign-up sheets.

Official Correspondence. Features a small logo in the top right corner, leaving space on the left for sender and recipient address details.
Purpose: formal communication.

Landscape Page. The same design guidelines for portrait pages apply to landscape pages.

Presentations (PowerPoint, Google Slides)
[Available in the 'A.S.V.Gay Template Gallery' on Google Drive]

When designing presentations (PowerPoint or Google Slides), our house style offers three standard design options to choose from:

Title Slide. Contains a large A.S.V.Gay logo, followed by the document title and any additional information.
<u>Purpose</u>: a recognizable start to your presentation.

Standard Slide. For content slides, the logo is smaller and integrated into the top line.
<u>Purpose</u>: enough space for text and visual elements.

Additional Slide. Features a top line without a logo.
<u>Purpose</u>: provides extra space for specific content or visual elements or when the logo is already placed elsewhere.

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Text alignment within slides is to the left.

Forms (Google Forms)
[Available in the 'A.S.V.Gay Template Gallery' on Google Drive]

Forms are used for registrations and orders. The template includes frequently asked questions and a standard layout featuring A.S.V.Gay Pink. An optional banner can be designed and placed at the top. Questions can be separated by sections or presented bilingually with a divider (|), with Dutch text in bold.

Rectangular Banner.
<u>Purpose</u>: for Google Forms.
[Download Canva template]

Business Cards
Our business cards are designed to professionally represent the identity and network of our board. They can be tailored for the board in general or feature the name and function of individual board members.

Figure 1. Example business card design (2024); general board (left), board member (middle), white background (right)

General design: The card displays A.S.V.Gay's contact details; address, bank account, email address, website, and social media. The background is customizable, featuring either a photo of the A.S.V.Gay boat during Pride 2023 or opting for a sleek, clean look with a white background. Beneath the magenta bar, there's space for the board's motto.

Personal design: This design allows for the inclusion of a name (pronouns, if desired), function, and contact details.

[Download Canva template]

Flags

Our association flags are designed to be printed in various sizes, with a standard recommended size of 150x100 cm for ease of use. The logo is prominently displayed in the center, followed by the text in capital letters: "**DE LEUKSTE ÉN ENIGE LHBTQ+ STUDENTENVERENIGING VAN AMSTERDAM**"* (the most fun and only LGBTQ+ student association in Amsterdam). A line space is followed by, again in capitals, the website address: "**WWW.ASVGAY.NL**".

*For inclusivity and international recognition, the first text can be replaced with: "**AMSTERDAMSE STUDENTEN VERENIGING GAY | AMSTERDAM STUDENT ASSOCIATION GAY**", addressing non-Dutch speaking members and interested parties, e.g., during Pride.

The font adheres to the guidelines (Interstate Cond Mono).

[Download Canva template]

Invitations and Other Cards

Invitations, like those for constitution borrels, and other cards are typically printed in A5 size (14.8x21 cm) and double-sided. Other sizes like A6 (10.5x14.8 cm) or square (13.5x13.5 cm) are also options. The font and color follow the prescribed guidelines. While there's considerable design freedom, the focus should be on consistency and unity with the association identity. When designing a card that can be written on the back, it's crucial to include the pink bar and line with the logo.

Figure 2. Example card design (CoBo invitations 2024)

[Download Canva template]

Posters and Flyers

Posters and flyers are crucial promotional tools and must therefore be instantly recognizable as expressions from our association. They should be designed according to our house style, incorporating our signature font and A.S.V.Gay Pink (#ff29a9) as the primary color, while still allowing for creative freedom to capture attention. Key elements include a prominently visible logo and clear reference to our association, including contact information, even in collaborations with other organizations.

Posters are preferred in A3 size, though A4 is acceptable. Flyers are ideally printed in A5 size, with A6 as an alternative. Ensure high readability with clear contrast and concise, well-separated text. For flyers, consider double-sided printing with one side in Dutch and the other in English to broaden outreach.

If A.S.V.Gay Pink is too dominant, consider using gradients for a softer appearance, using the bright pink for accents to maintain visual appeal and association identity.

Figure 3. Example poster (left) and dubble sided flyer (right), 2024

[Download Canva template A5 flyer]

[Download Canva template A3 poster]

Social Media

A similar house style is implemented across official A.S.V.Gay social media channels, with options including one or two horizontal magenta bars and an added white, partially cropped circle, usually placed at the bottom right, featuring the logo. This enhances visibility against dynamic backgrounds, differing from previous direct image placements.

Above guidelines do not apply to stories due to their temporary nature, allowing more room for creativity and spontaneity to showcase the association's diversity and dynamism. Yet, we aim to ensure recognizability by incorporating A.S.V.Gay Pink in each design subtly but consistently reflecting our association's identity. While maintaining overall unity, temporary expressions may deviate from the house style to introduce occasional 'elements of surprise' or creative twists.

Design options include:
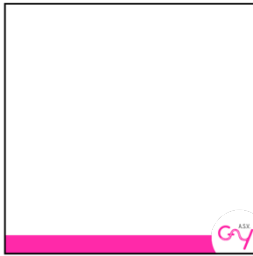
Square Design.
Purpose: Instagram posts, and other purposes.
[Download Canva template]

Square Design for Clubs. Features the association's logo in the white circle and the A.S.V.Gay logo at the top right.
Purpose: Instagram posts, and other purposes.

[Download Canva template] (for each club)

Digital Accessibility

The ultimate responsibility for digital accessibility rests with the Commissioner PR, as they manage the social media channels and create most of the content. This includes ensuring clear Image Descriptions (IDs), sufficient contrast between text and images for optimal readability, and adding subtitles to videos. When content is supplied by other members or groups within the association, it's crucial they have also applied these measures.

Image Description (ID)

To make social media content understandable for followers with visual impairments, an Image Description (ID) is added to every image and video. An effective ID is concise, informative, and focuses on essential elements such as people*, objects, actions, and atmosphere. It remains neutral, avoids subjective interpretations, and uses clear, simple language for broad accessibility.
*Avoid mentioning specific pronouns if you're unsure.

Example for an Instagram post: *[ID: Two members with their arms around each other, playfully biting down on a single rose stem. One is wearing a gray sweatshirt, the other a pink hoodie. Behind them are pink decorations and a red heart-shaped balloon.]*

Color Blindness Contrast Check

To make our content more accessible, including for followers with color blindness, we conduct a color blindness contrast check. This check ensures that text and background offer sufficient contrast for readability by everyone. This means paying attention to brightness and color contrast between the text and the background of the image.

If the contrast is insufficient, several methods can be utilized to enhance it. Increase the color intensity of the text or background, add shadows or semi-transparent layers behind the text, change the text color for strong contrast, or opt for a different image. If necessary, adjust the text size and thickness for better visibility or choose an entirely different image.

Subtitling

All our videos must be provided with English subtitles, even if the video is in Dutch. This not only makes the content accessible to people with hearing impairments but also to international viewers and situations where sound isn't available. This way, we enhance the accessibility of our content on global platforms. We avoid double subtitles to maintain readability, especially on platforms where subtitles cannot be adjusted by the user.

For consistency in subtitling, we recommend using Canva. This ensures a consistent presentation of our subtitles. More information can be found in the General Committee Resources Drive.

[Download Canva template]

Socie

Banner. Includes a text box in the horizontal bar for activity details.
Purpose: for **Socie** (or Facebook).
[Download Canva template]

Banner with Double Bar.
Doel: for **Socie** (or Facebook).
[Download Canva template]

E-mail Signature

The signature for e-mails will be as follows and should be manually added by every member with their own A.S.V.Gay email addres:

Name (prounouns nl | en)
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| Instagram | TikTok | LinkedIn | Facebook

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.

Slot

By following this manual, a consistent identity will be portraited, 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, and Milena de Swart)
    Addition of Appendix 1, 'Background Color' and 'Posters & Flyers'.
    'Membership card' deleted, change in the heading 'Color'.
Version 1.3: September 22, 2020 by Andra Geurtz and 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 Color', 'Logo', and 'Posters & Flyers'.
Version 2.0: February 29, 2024 by Jaimy van Voorn
    Addition of headings 'Digital Accessibility', 'Socie', and 'Forms'.
    Revision of sections 'Social Media', 'E-mail Signature', 'Association-Specific Translations', 'Flags', and a minor linguistic revision.

    On September 28, 2023 the GMM agreed on a horizontal magenta bar. As a result, new templates have been made, chapters have been rewritten to align with these templates, and the manual has been thoroughly revised. These chapters include: 'Styling Elements', 'Specific Guidelines', 'Invitations and Other Cards', 'Posters and Flyers', 'Business Cards'.

Appendix 1: 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	Educatiecommissie	Education Committee
Activiteitencommissie	Activities Committee	Erelid	Honorary member
Actualiteitencommissie	Current Affairs Committee	Feestcommissie	Party Committee
Afwijzing	Rejection	Fotocommissie	Photo Committee
Agenda	Agenda	Geschorst lid	Suspended member
Algemene Ledenvergadering (ALV)	General Members Meeting (GMM)	Gesloten stemprocedure/ gesloten stemming	Secret ballot
Artikel (van het HR)	Article	Gezelschappen	Clubs
Begroting	Budget	Huishoudelijk Reglement	Bylaws
Benoeming	Appointment	Huisregels	House rules
Bestuur	Board	Huisstijl	House style
Bestuursfunctie	Board function	Incasso	Direct debit
Bestuurslid	Board member	Jaarboekcommissie	Yearbook Committee
Blanco stem	"None of the above" vote (NOTA)	Kandidaat-bestuur	Candidate board
Boekjaar	Financial year	Kascontrolecommissie	Financial Audit Committee
Borrel	Borrel	Kweekweekcommissie	Kweekweek Committee
Borrelcommissie	Borrel Committee	Lid (van de vereniging)	Member
Commissaris extern	Commissioner External Affairs	Lid (van een artikel van het HR)	Section
Commissaris intern	Commissioner Internal Affairs	Lid van verdienste	Member of merit
Commissaris PR	Commissioner PR	Lustrum	Lustrum
Commissiebijlage	Committees appendix	Lustrumcommissie	Lustrum Committee
Constitutieborrel	Constitution borrel	Machtiging (van stemrecht)	Proxy vote
Donateur	Donor	Niet-lid	Non-member

Nederlands | Dutch	Engels | English	Nederlands | Dutch	Engels | English
Normale meerderheid	Simple majority	Sollicitatiecommissie	Selection Committee
Notulen	Minutes	Sollicitatieprocedure	Application procedure
Ontrozingscommissie	Ontrozing Committee	Sportcommissie	Sports Committee
Orgaan (van de vereniging)	Organ	Statuten	Statutes
Oud-bestuurslid	Former board member	Stemgerechtigde/stem-gerechtigd lid	Voting member
Oud-lid	Former member	Stemonthouding	Abstention
Penningmeester	Treasurer	Theesessie	Tea party
Pridecommissie	Pride Committee	Vereniging	Association
Promotiecommissie	Promotion Committee	Verenigingsjaar	Association year
Raad van Advies (RvA)	Advisory Council (AC)	Verenigingsidentiteit	Association identity
Realisatie	Budget realisation	Vergadering	Meeting
Reiscommissie	Travel Committee	Vertrouwenspersonen	Confidential Advisers (Advisers Committee)
Reünist	Alumnus/Alumnx	Vicevoorzitter	Vice Chair
Reünistencommissie	Alumni Committee	Voordracht	Nomination
Royering	Termination of membership	Voorzitter	Chair
Schorsing	Suspension	Websitecommissie	Website Committee
Secretaris	Secretary	Zusjesvereniging	Sister association