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I amsterdam

Amsterdam positions itself within domestic and international markets using the motto: I amsterdam.
1.1 Amsterdam Partners

Established in March 2004, Amsterdam Partners is a public-private foundation responsible for marketing the Amsterdam Metropole.

The starting point for the new marketing strategy for the Amsterdam Metropole was its position in the world. Amsterdam has always scored well in various city ratings, but its status has come under threat. The decision was taken to prioritise unambiguous marketing of the metropolitan area in order to ensure that Amsterdam retains a prominent global position.

I amsterdam is the motto the Amsterdam Metropole uses to position itself within the international market. It is a registered trademark.
Our mission

Our mission is to promote the image of the Amsterdam Metropole to domestic and international target audiences. Our target audiences are visitors who have already been to Amsterdam and those who plan to visit; residents and businesses.

The I amsterdam motto portrays the Amsterdam Metropole as a strong economic and cultural centre in Western Europe, as well as an important centre for engineering and technology. We distinguish ourselves through our core values: creativity, innovation and commercial spirit.
1.3

Our core values

Our core values combine to sum up the unique, distinguishing features of the Amsterdam Metropole. They embody the character of the city and are linked to people, stories, events, occurrences and symbols via the I amsterdam motto.

The core values are based on a number of strong characteristics that are unique to Amsterdam. Numerous examples from our rich history effectively illustrate these characteristics, such as the invention of shares, the establishment of the world’s first stock exchange and cultural icons such as Rembrandt and Van Gogh.

By linking the core values to images, stories, events and people, the concepts of creativity, innovation and commercial spirit come to life: they become emotionally charged. The core values therefore become transferable and the numerous ways in which they are expressed make it possible to firmly place the Amsterdam Metropole in the context of the world.

Creativity
go original and surprising

Innovation
cutting edge and trendsetting

Commercial spirit
active and resourceful
Introduction

I amsterdam-manifesto

KesselsKramer developed the ‘I amsterdam’ concept.
© September 2004

I amsterdam is a motto that creates a city brand. Now, more than ever, there is fierce competition for cities to be top-of-mind as destinations for tourism, business and culture. Cities have become brands that market their assets and propositions to a wide variety of target groups. Ultimately, the overall growth and prosperity of a particular city are at stake. ‘I amsterdam’ is the slogan that embodies Amsterdam’s continuing progress and promise.

I amsterdam is the motto for the people of Amsterdam and the Amsterdam area. ‘I amsterdam’ allows the people of Amsterdam to voice their pride and confidence while expressing support and love for their city. ‘I amsterdam’ allows for great flexibility, but it must always come from the people of Amsterdam; this is the motto’s true power. The people who live here, the people who work here, the people who study here, the people who visit here and the people who come to Amsterdam seeking a better future are, in the end, the most effective means of showcasing why Amsterdam is a city of choice.

I amsterdam should embody the spirit of Amsterdam and using the motto will create a city brand recognised the world over.

I amsterdam
Amsterdam’s promise, diversity and wealth of opportunity make it an excellent destination for business, education, visiting and for living. The city’s rich heritage and culture, spirit of commerce, innovative infrastructure, liveability and its creative essence set it apart from other major European cities. It’s time for Amsterdam to speak out for itself and make its relevance known in a proud, supportive and positive manner.

Amsterdam boasts many advantages for businesses, including the excellent transport and distribution facilities offered by Amsterdam Airport Schiphol and the Port of Amsterdam. Amsterdam Airport Schiphol has been voted Europe’s number 1 airport for passenger services several times in the last decade. Amsterdam is a logical and convenient location for international companies to locate their head offices and organise business conferences and meetings. The city is a technological nerve centre and home to the AMS-IX (Amsterdam Internet Exchange), Europe’s largest internet hub. The European and international headquarters of numerous companies are located in Amsterdam, including Heineken, Philips, ABN AMRO, ING, Mexx, Yamaha, Canon, Mitsubishi, Nike Europe, Cisco, Numico and TPG/TNT.
**Introduction**

**I amsterdam-manifesto**

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**We are proud of Amsterdam**

Amsterdam makes significant creative, intellectual and cultural contributions that are respected on the world stage. Home to some of Europe’s most important museums including The Rijksmuseum and the Van Gogh Museum, it is without doubt an inspirational city. Amsterdam’s tolerance, multicultural neighbourhoods and broad diversity provide a fertile environment for creativity. The city is also a leading centre for the study and development of life sciences and is home to advanced research facilities and expertise. The fashion and industrial design sectors have established Amsterdam as a creative city with a sense of humour and style. The city’s ability to combine creativity and innovation is perfectly highlighted in how it handles water and existing below sea level. The city’s very existence is a powerful reminder of Amsterdam’s intelligent use of resources, engineering and technology to provide a beautiful and functional city surrounded by water. Very few cities in the world can boast a blend of global, commercial competitiveness with a centre that is so liveable, compact and accessible.

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**We are Amsterdam**

Ultimately, Amsterdam’s strongest asset is its people: the people who live here, the people who work here, the people who study here and the people who visit here. The people of Amsterdam are Amsterdam. The diversity of Amsterdam’s business community, the varied backgrounds of its residents and the wide and innovative perspectives of its citizens are the lifeblood of our city. Therefore we, the people of Amsterdam, wish to provide a communal voice for the city of Amsterdam. Amsterdam is our city, and it’s time for us to proudly voice our dedication and devotion to Amsterdam. Through our combined efforts, we can fully realise Amsterdam’s potential in the areas of commerce, innovation and creativity and express the many reasons why we choose Amsterdam: “I choose Amsterdam for business. I choose Amsterdam for education. I choose Amsterdam for inspiration. I choose Amsterdam as my home.”

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**I amsterdam**

I amsterdam is the motto that creates the brand for the city and people of Amsterdam. In saying or expressing I amsterdam, we demonstrate a clear choice for the city of Amsterdam. I amsterdam embodies our pride, our confidence and our dedication. I amsterdam is our personal endorsement of the city. We can use I amsterdam to clearly and proudly showcase the numerous benefits, opportunities and dimensions of excellence that make Amsterdam our city of choice.

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*I amsterdam.*
I amsterdam motto

- I amsterdam shows a clear choice for Amsterdam
- I amsterdam is showing a preference for, having pride in and taking a position to support of the Amsterdam Metropole
- I amsterdam is a movement, a spirit and an attitude
- I amsterdam is individual support and love for the Amsterdam Metropole
- I amsterdam is a motto
- I amsterdam is a conclusion
- I amsterdam shows participation in the promise of Amsterdam
- I amsterdam empowers the city and the people of Amsterdam to create a city brand that will be recognised the world over
- I amsterdam tells the human story of our city.
2.1

**Motto on red banner**

I amsterdam is an answer, the conclusion of the message being communicated. By positioning the I amsterdam motto bottom right, the consumer is given the opportunity to pause and arrive at the conclusion: I amsterdam.

The red banner provides a powerful foothold in any environment. It is the crowning glory of the Amsterdam Metropole.
2.2

Colour variations

The standard application is the black-and-white motto on the red banner. For full-colour applications, the motto should always appear on this red banner.

The variation of the motto on a white banner is only applicable on red backgrounds. There is a choice of two greyscale variants for black-and-white applications.
Basic colours

These are the basic colours of the I amsterdam style.

The basic colours are applicable in printed matter, in spatial and electronic identity carriers. We use red only as a bright, solid colour. This colour is never used in (screen)tints.

<table>
<thead>
<tr>
<th>Red</th>
<th>White</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 M + 100 Y</td>
<td>–</td>
<td>100 K</td>
</tr>
<tr>
<td>PMS 032</td>
<td>–</td>
<td>PMS Process Black</td>
</tr>
<tr>
<td>RGB 255 / 0 / 0</td>
<td>RGB 255 / 255</td>
<td>RGB 0 / 0 / 0</td>
</tr>
<tr>
<td>RAL 3020</td>
<td>RAL 9003</td>
<td>RAL 9005</td>
</tr>
<tr>
<td>3M folie 100-466</td>
<td>3M folie 100-10</td>
<td>3M folie 100-12</td>
</tr>
<tr>
<td>Avery folie 955</td>
<td>Avery folie 900</td>
<td>Avery folie 901</td>
</tr>
</tbody>
</table>
Positioning of motto on banner

The red banner with I amsterdam should always be positioned at the bottom of the MarCom product. This reinforces the conclusion of the motto at the end of the message. The I amsterdam motto should be positioned on the right-hand side on the red banner. The red banner should always run across the entire breadth of the product, bleeding to the left and right.

I amsterdam is never a sponsor, person or company. Therefore we never use the I amsterdam motto between other sponsors (in a sponsor banner). The red banner is always the crowning glory of the Amsterdam Metropole.

Free space above and below banner minimum 1/4 of banner height. The background image or colour always continues behind the red banner.
2.5

Positioning with sponsor logos

I amsterdam is never a sponsor, person or company. Therefore we never use the I amsterdam motto between other sponsors (in a sponsor banner). The red banner is always the crowning glory of the Amsterdam Metropole.

This image shows how the red banner, the continuing background and a series of sponsor logos should be positioned in relationship to each other. The sponsor logos are placed from right to left between the indicated lines, centered vertically. Maintain a free space of at least 1/4 of the banner height between the red banner and the sponsor logos (see also 2.4).
2.6 Formats

The I amsterdam motto has fixed dimensions relative to the width of the product. The height of the red banner is determined by the width of the product using a simple calculation.

For portrait formats:
- product width : 14 = banner height

For square formats:
- product width : 16 = banner height

For landscape formats:
- product width : 17.5 = banner height

The mottos are available as EPS and PDF files. These digital files have a banner height of 100 mm which makes scaling to the desired size very simple.

NB: for the correct placement of the red banner in combination with sponsor logos: see page 2.5.

Often used page sizes and the correct banner height according to the formula:

- Abri/Mupi banner height 85 mm
- Portrait A0 banner height 60 mm
- Portrait A1 banner height 42.3 mm
- Portrait A2 banner height 30 mm
- Portrait A3 banner height 21.2 mm
- Landscape A3 banner height 24 mm
- Portrait A4 banner height 15 mm
- Portrait A5 banner height 10.6 mm
- Landscape A5 banner height 12 mm
- Business card banner height 4.9 mm

Deviations from the standard
- Letter A4 banner height 7 mm
- Press release A4 banner height 7 mm
Format for Mupi’s

The standard logo files for Mupi’s have an extra width on both sides of 12.5 mm because of the wide Mupi frame which partly covers the posters. At the bottom of the poster we also maintain extra space of 12.5 mm because of the Mupi frame.

The banner height is 85 mm.
Digital formats

Powerpoint
The red banner with the motto is placed on the title slide, on divider slides and on the final page.

Banner height 60 px

Websites
The red banner with the motto is placed on a floating layer which hovers above the content. It should always be placed 40 px from the bottom edge of the browser window. The page continues behind the red banner and also scrolls behind it while the red banner is fixed, relative to the browser window.

Banner height 40 px
**Motto without banner**

The use of the I amsterdam motto without the banner is only permitted when I amsterdam is the unique sender and only for a few specific applications (i.e. flags, banners and merchandise).

Please check with Amsterdam Partners for the guidelines if you would like to use the I amsterdam motto without a banner.
Positioning of motto without banner

When used without the banner, it is preferable to centre justify the motto. The minimum left and right margins are the height of the capital letter ‘I’. The ‘m’ to the right of the motto is used as a reference point.

The motto without the red banner is the most suitable variation for online banners, flags and physical banners.

For the screen, a minimum height of 20 pixels applies (height of capital).

\[ \text{At least 20 px} \]
2.11

**Typeface**

Avenir is I amsterdam’s iconic typeface. This clear, open typeface is well suited to our character.

Avenir comes in an extensive range of weights and styles. Two or three weights usually suffice. *Italics* are only used for accentuation in running text.

Avenir is owned by the Linotype Library and Adobe Font Folio. It is available through various sales channels, among which:

- www.fontshop.com
- www.linotype.com
- www.adobe.com/type
- www.myfonts.com

Avenir Light

Avenir Book

Avenir Roman

Avenir Medium

Avenir Heavy

Avenir Black
Imagery

Clear, adventurous and qualitative choices in photography should be used to represent the power of the Amsterdam Metropole.

Photography
We use a documentary style of photography. Unstaged, in black-and-white or colour. A documentary style of photography means: showing who we are and for whom we work. Our photography should inspire, enthuse, invite and give the viewer a sense of being right in the middle of the scene. We seek to portray reality as accurately as possible. Photographs should be spontaneous and unaffected, and preferably from an unexpected perspective.

Illustration
In addition to photography, we also use clear, recognisable illustrations or illustrative elements. This creates strong visual imagery that is characteristic of the Amsterdam Metropole. See chapter 3 for a number of examples.
Many events, festivals and happenings with an international flavour are communicated using the I amsterdam motto. Amsterdam Partners would be delighted to support your organisation in terms of marketing and PR, if this is in line with the Amsterdam Metropole marketing policy. Please see the campaign examples on the following pages for inspiration.
Application examples

Example with sponsor logos in black-and-white

Example with sponsor logos in colour
Campaigns
Application examples

3.1

brainstravelbikes
amsterdam cycling to sustainability

AMSTERDAM DANCE EVENT
15TH INTERNATIONAL CONFERENCE AND FESTIVAL FOR ELECTRONIC MUSIC
20 / 23 OCTOBER

Amsterdam
Oranje

3.1 Campaigns

Application examples

Amsterdam

Thursday May 12 | 6 pm - 10 pm

One evening, 50+ leading creative agencies and more than enough open doors. Want to show your portfolio? Just curious to find out where creative magic happens?

Drop by and say hello!

Amsterdam

Thursday May 12 | 6 pm - 10 pm

One evening, 50+ leading creative agencies and more than enough open doors. Want to show your portfolio? Just curious to find out where creative magic happens?

Drop by and say hello!

Schrijf je nu in

www.amsterdammarathon.nl

Zondag 16 oktober

Afstanden:

Marathon
Mizuno Halve Marathon
Menzis 8 km
Mini Marathon
Mizuno Business halve marathon
Menzis Business Run 8 km

SAIL Amsterdam 2010

19 T/M 23 AUGUSTUS WWW.SAIL.NL

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19 T/M 23 AUGUSTUS WWW.SAIL.NL
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