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I amsterdam is the motto used to market Amsterdam as a brand locally, nationally and internationally.

By consistently linking it to people, stories, events, happenings and symbols, I amsterdam has grown into a famous, strong and internationally recognisable motto. The I amsterdam motto communicates the diversity, connectedness and individuality of all Amsterdammers. And together we form the Metropolitan Area that we love so much.

The I amsterdam motto is a registered brand and protected as such. The brand is owned by the Municipality of Amsterdam and amsterdam&partners holds the licence for the registered I amsterdam motto.
amsterdam&partners is the city marketing organisation for the Amsterdam Metropolitan Area. We are the authoritative guide for residents, national and international visitors, and Dutch and international companies. We help build a healthy city based on the desire to strike a good balance between life, work and recreation.

The I amsterdam motto enables us to market the Metropolitan Area as a strong economic, cultural and scientific knowledge centre. We do this on the basis of our core values: creativity, innovation and entrepreneurship.
Core values

We distinguish ourselves through our core values: creativity, innovation and entrepreneurship. This combination of core values is unique and sets the Amsterdam Metropolitan Area apart. They describe the city’s character and via the I amsterdam motto are linked to stories, people, events, happenings and symbols.

The core values stem from a number of Amsterdam’s key characteristics. In our rich history we find many examples that powerfully illustrate these values. For example: the invention of stocks, the establishment of the world’s first stock market and icons such as Rembrandt and Van Gogh. Linking the core values to images, stories, happenings and people gives life to the concepts of creativity, innovation and entrepreneurship and, therefore, real tangible meaning. This makes the core values transferable, enabling the many manifestations of the brand to be positioned alongside Amsterdam Metropolitan Area powerfully in the world.

**Creativity**
(original & surprising)

**Innovation**
(trend-setting & innovative)

**Entrepreneurship**
(active & enterprising)
I amsterdam is a flexible label that can be used dynamically in different positions and thus creates subtle connections. It is a powerful tool in any environment and a striking, recognisable link between the jewels that the Amsterdam Metropolitan Area has to offer.
Colour variations

Standard form
The standard form is the black & white I amsterdam motto on the red label.

The white label is used on a red background and the grey label is used for black & white advertisements.

The ratio of the word to the label is fixed in the motto. The motto may not be placed on other labels.

The label sets are available in eps, jpg and gif and provided by amsterdam&partners.
Label placement

The label can be used flexibly within the white frame from left to right and from top to bottom in three different positions: left, right or at the top of an advertisement.

On both the left and the right side I amsterdam is always read from top to bottom; if the label is placed at the top of the advertisement, the reading direction is left to right.

The label is never placed at the bottom of the page or in a corner.
Label format calculation

The label size is determined by the ratio of the short to long side.

To determine the size of the label, we use the following formula:

\[
\frac{\text{long side}}{\text{short size}} = X
\]

\(X\) = indicates the shirt side percentage.

And thus indicates how big the label should be.

This formula ensures that the label looks the same in almost all ratios.

The minimum label size is: L 20 mm, H 5.702 mm.

<table>
<thead>
<tr>
<th>(X)</th>
<th>Label is het % van de korte zijde</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 1,99</td>
<td>30%</td>
</tr>
<tr>
<td>2 - 2,49</td>
<td>40%</td>
</tr>
<tr>
<td>2,5 - 2,99</td>
<td>50%</td>
</tr>
<tr>
<td>3 - 3,49</td>
<td>60%</td>
</tr>
<tr>
<td>3,5 - 3,99</td>
<td>70%</td>
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<tr>
<td>4 - 4,49</td>
<td>80%</td>
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<tr>
<td>4,5 - 4,99</td>
<td>90%</td>
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<tr>
<td>5 - 5,49</td>
<td>100%</td>
</tr>
<tr>
<td>5,5 - 5,99</td>
<td>110%</td>
</tr>
<tr>
<td>6 - 6,49</td>
<td>120%</td>
</tr>
<tr>
<td>6,5 - 6,99</td>
<td>130%</td>
</tr>
<tr>
<td>7 - 7,49</td>
<td>140%</td>
</tr>
<tr>
<td>7,5 &gt;</td>
<td>150%</td>
</tr>
</tbody>
</table>

If the ratio is greater than 7.5, the label size no longer increases proportionately and remains at 150%.
Label placement with logos

The label is never placed at the bottom of the page between sponsors’ logos. The label may not form a visual whole with/part of sponsors’ logos.

Leave a minimum of 1/4 label height free of text and images around the label.
**Examples of portrait advertisements**

### Example of A4:

- 297mm
- \( \frac{297mm}{210mm} = 1.4 \)

It can be ascertained from the table that if the outcome is 1.4 the label is 30% of the short side.

- 210 x 30% = 63mm

A percentage of 30% applies to all A paper formats.

### Table of Label Sizes

<table>
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The maximum label format is 150% of the short side.

If the ratio is greater than 7.5, the label size no longer increases proportionally.
Examples of landscape advertisements

It can be ascertained from the table that if the outcome is 1.4 the label is 30% of the short side.

$$\frac{297\text{mm}}{210\text{mm}} = 1.4$$

$$210 \times 30\% = 63\text{mm}$$

A percentage of 30% applies to all A paper formats.

It can be ascertained from the table that if the outcome is 2 the label is 40% of the short side.

$$\frac{300\text{mm}}{150\text{mm}} = 2$$

$$150 \times 40\% = 60\text{mm}$$

It can be ascertained from the table that if the outcome is 2.5 the label is 50% of the short side.

$$\frac{300\text{mm}}{150\text{mm}} = 2.5$$

$$150 \times 50\% = 75\text{mm}$$

The maximum label format is 150% of the short side.

If the ratio is greater than 7.5, the label size no longer increases proportionately.

$$\frac{300\text{mm}}{40\text{mm}} = 7.5$$

$$40 \times 150\% = 60\text{mm}$$
Examples of square publications

\[
\begin{align*}
210 \text{mm} & \quad = 1 \\
210 \text{mm} & \quad = 1 \\
210 \times 30\% & \quad = 63 \text{mm}
\end{align*}
\]

It can be ascertained from the table that if the outcome is 1 the label is 30% of the short side

<table>
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A percentage of 30% applies to all square formats
Online use

Online the label is placed in proportion to the area to which it is linked.

The I amsterdam label should be linked to a relevant page on which the label is linked to the content. The label can also be linked to the header/footer, background photo, illustration and/or moving image.

Additionally, an image of the label/pure motto and a description of amsterdan&partners/I amsterdam are available for use on for example the partner page. This can be requested from amsterdan&partners.

If you have any specific questions about online use of the label alone, please e-mail amsterdan&partners at brand@iamsterdam.com
Pure motto use

We place the motto in its ‘pure’ form, i.e. without the label, centred. The minimum left and right margin is the height of the letter ‘I’. We also use the ‘m’ on the right side of the motto as the point of reference (i.e. not measured from the ®).

We use the pure motto for film, online banners, flags and only when ‘I amsterdam’ is the unique sender or is shown as such.

A minimum motto height of 20 pixels applies to screen use.
The defining font for I amsterdam is Avenir. The clear, open typeface of this font fits well with our character.

Avenir has an extensive family of weights and styles. Usually two or three weights are enough. Italics are only used to accentuate words in flowing text.

Avenir forms part of the Linotype Library and the Adobe Font Folio. It is available through all known retail channels.
Examples of use
Examples of use

KLM presents its new World Business Class. With Dutch design at its heart, it offers the perfect mix of comfort, individuality and personal space. The full-flat seats with smart privacy screens provide 207 centimeters of horizontal space. Together with the personal attention of our crew, the new WBC has all the comforts of home except home doesn’t bring you to the other side of the world. klm.com/newwbc

The only difference from home is waking up in a different continent

Magazine advertisement
size: 210 x 276 mm
Examples of use

Sunflowers, Van Gogh

See the city through the eyes of the blind

Experience Amsterdam in the dark at Amsteldijk 52  OtheCity.nl

Billboard
size: 1185 x 1750 mm
Examples of use

Billboard
size: 1185 x 1750 mm
Examples of use

Billboard
size: 1185 x 1750 mm
Examples of use
WHEN IN AMSTERDAM...
CULTURAL HIGHLIGHTS FOR YOUR STAY IN THE CITY

Folder
size: 148 x 210 mm
Examples of use

Banner
size: 100 x 300 cm
Use of the I amsterdam label and/or the pure motto is possible in consultation with and with the approval of amsterdam&partners.

Please contact:
Corporate Communication
brand@iamsterdam.com

Before an advertisement is produced with the I amsterdam label, its use must be sent to our designers for approval (brand@iamsterdam.com). Normally we respond within 3 work days. Factor this into your schedule, as well as any changes that might need to be made to the layout.