



# **CMD definitief concept beeldtaal**

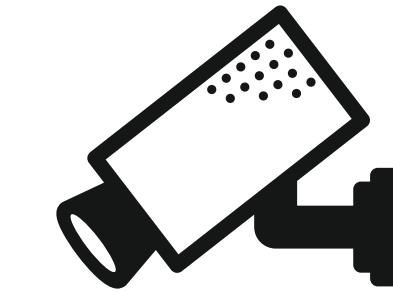
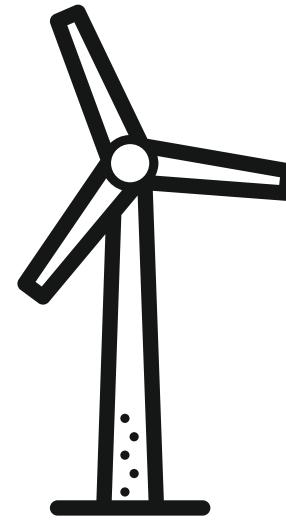
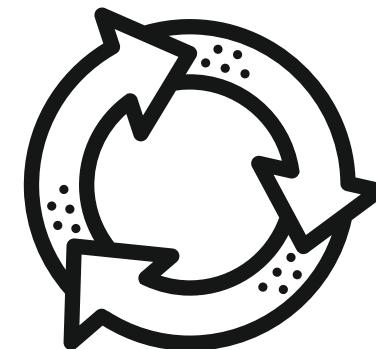
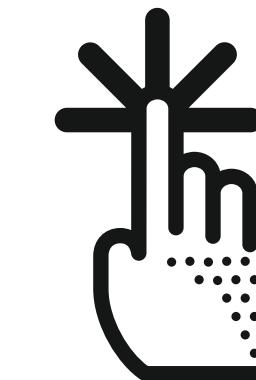
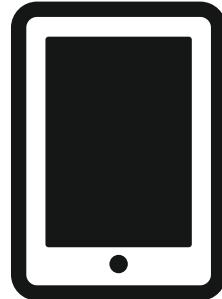
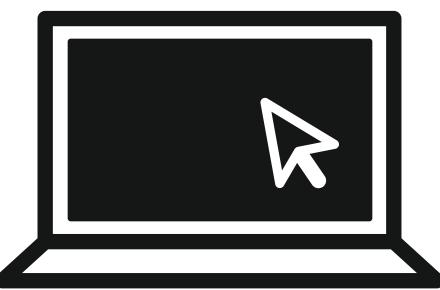
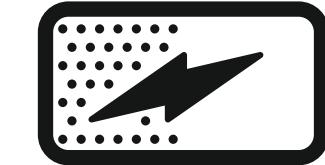
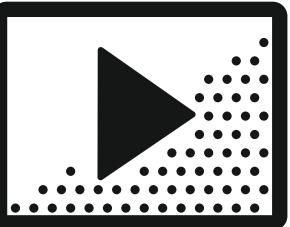
29 juli 2014

# Concept

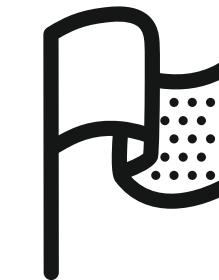
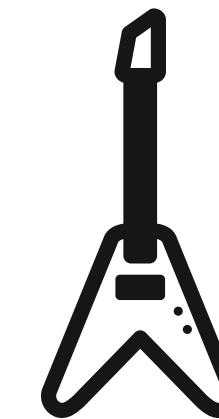
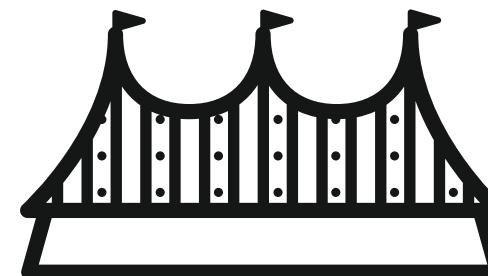
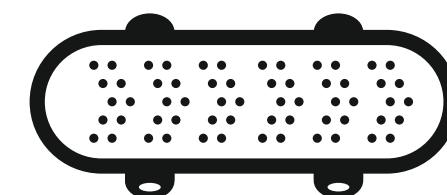
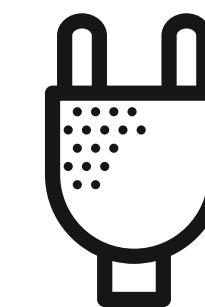
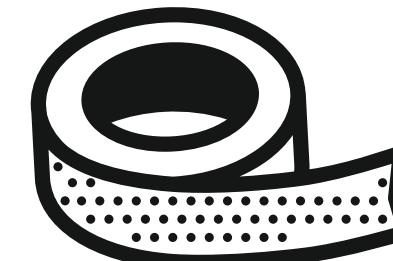
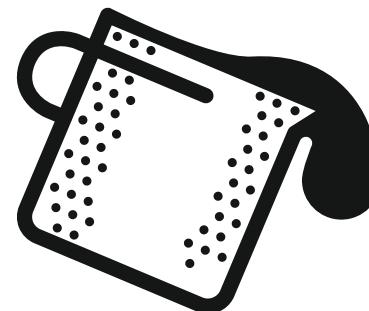
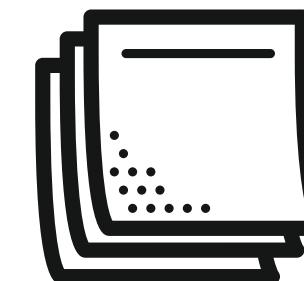
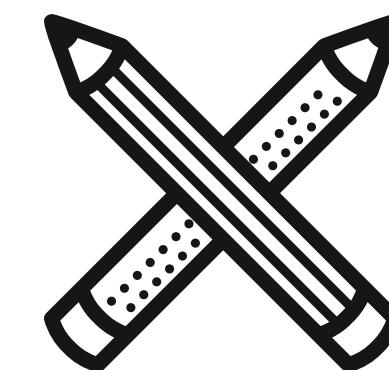
- CMD krijgt geen eigen logo, maar een beeldtaal.
- Deze bestaat uit een serie iconen die zijn te stapelen tot totems.
- De iconen staan voor de verschillende facetten van CMD.
- Studenten kunnen de iconen in hun eigen wereld verwerken.
- Hierdoor hopen we het groepsgevoel te vergroten en de herkenbaarheid van CMD te versterken.

# Iconen & totems

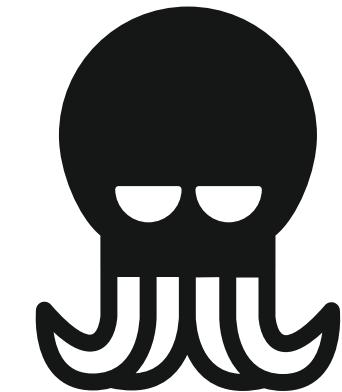
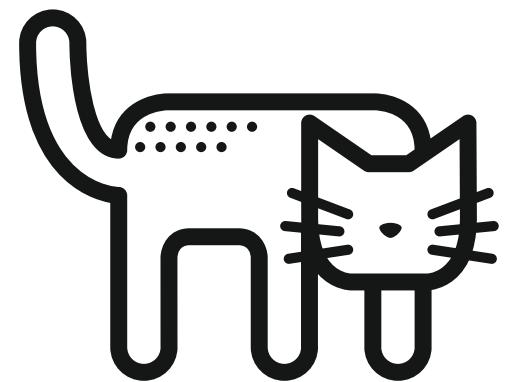
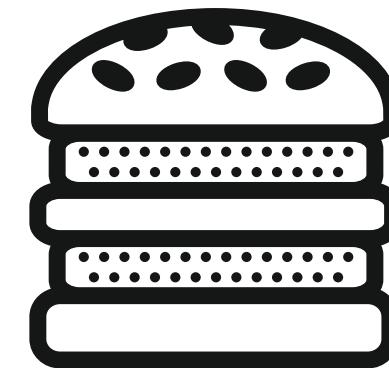
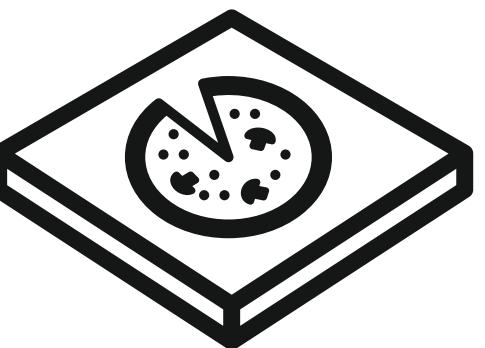
# Technologie



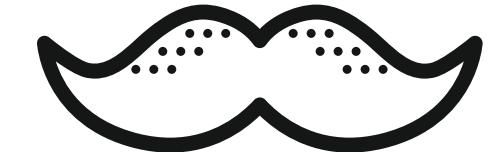
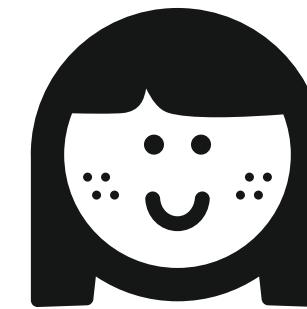
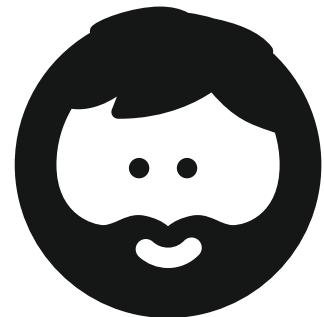
Analoog



# Nerds & geeks



# Sociaal

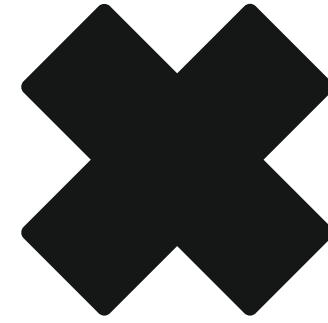
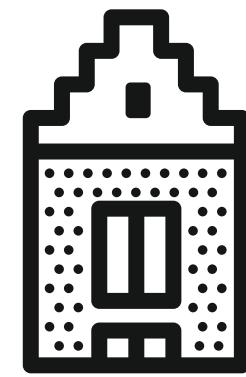
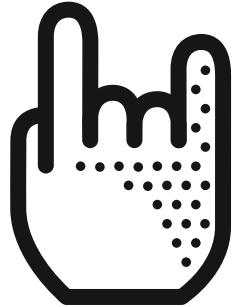


#

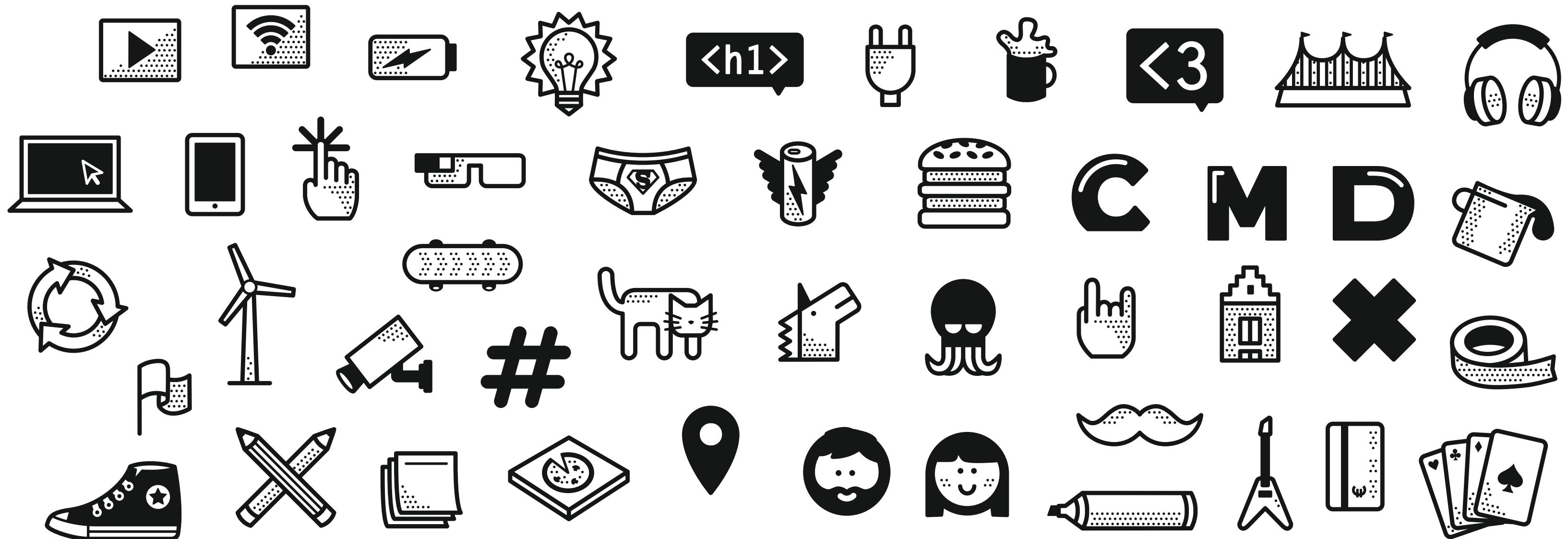
<3



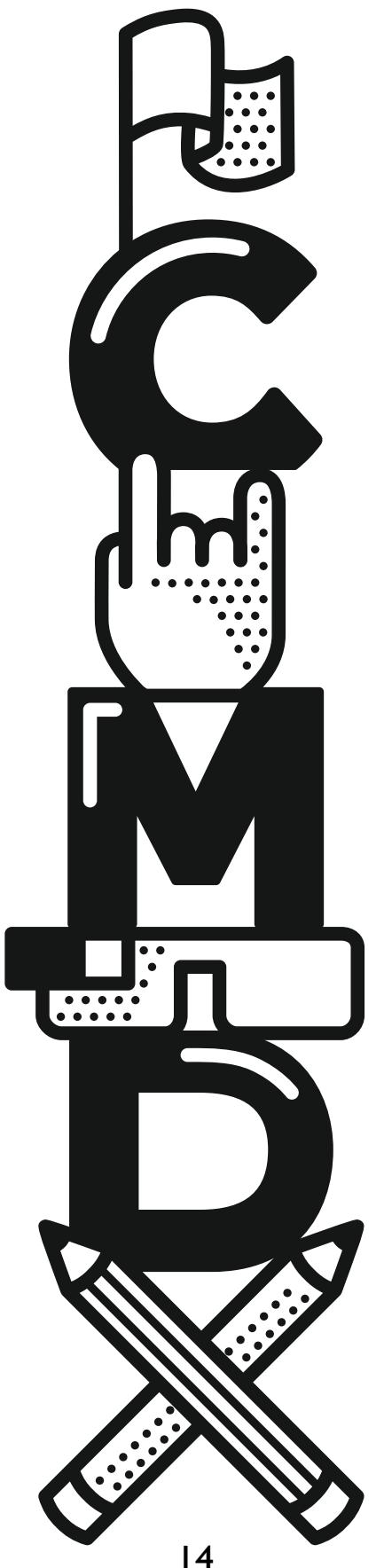
# CMD & Amsterdam



# Alle iconen



# Kleurgebruik



CMYK: 0/20/100/0  
RGB: 255/204/0  
HEX: #FFCC00  
PMS: 123

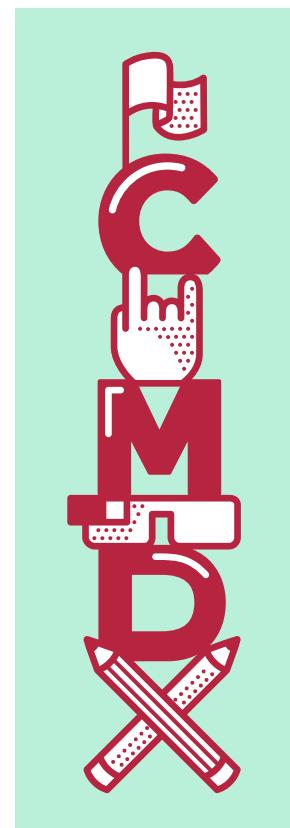


CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: #000000

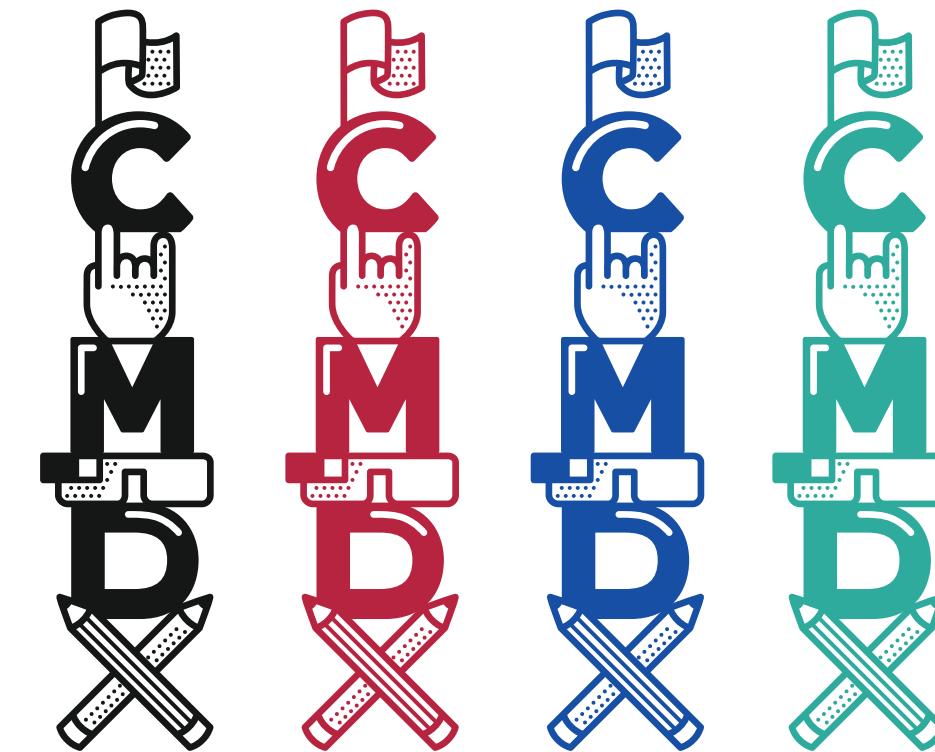
# Kleurgebruik



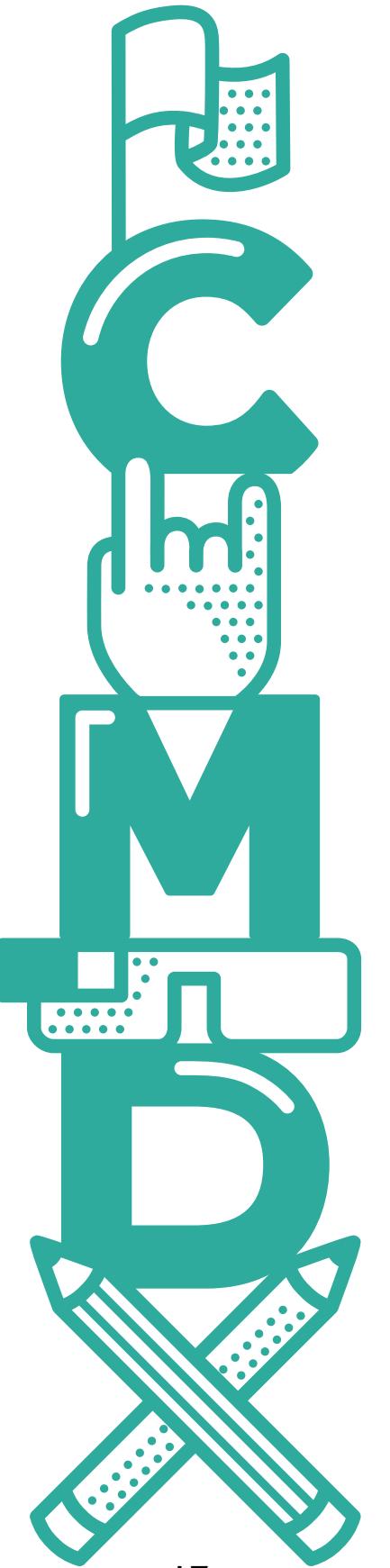
1e voorkeur



2e voorkeur



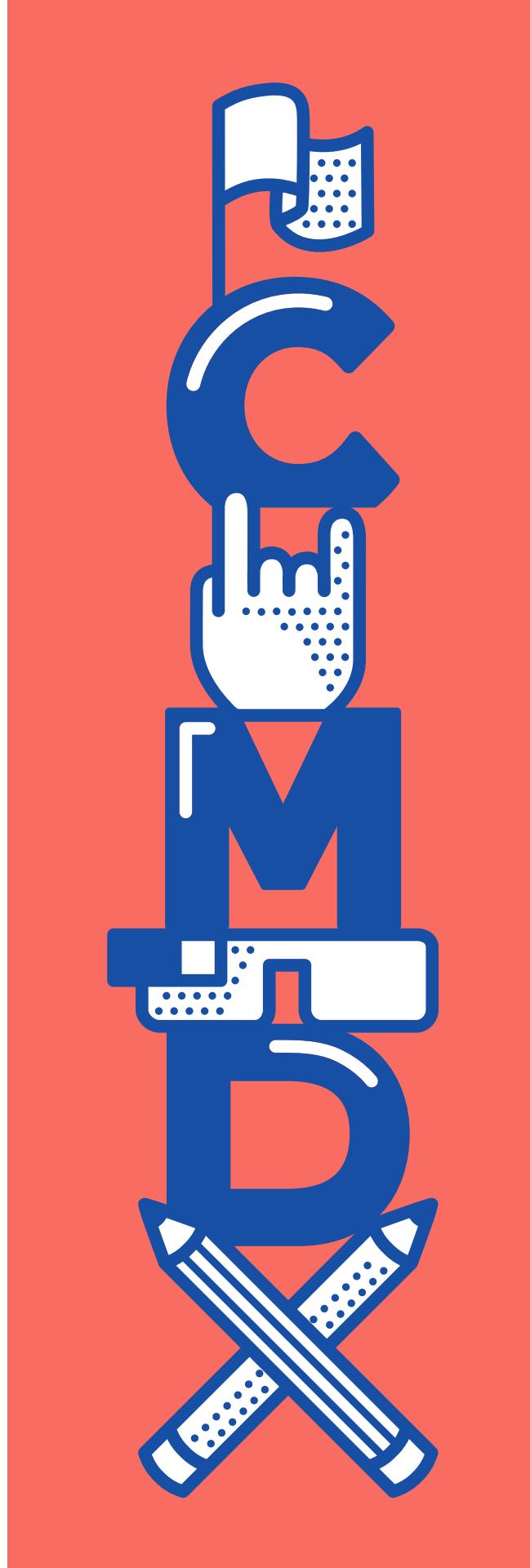
Zonder achtergrondkleur



CMYK: 15/20/25/0  
RGB: 222/205/191  
HEX: #DECDBF



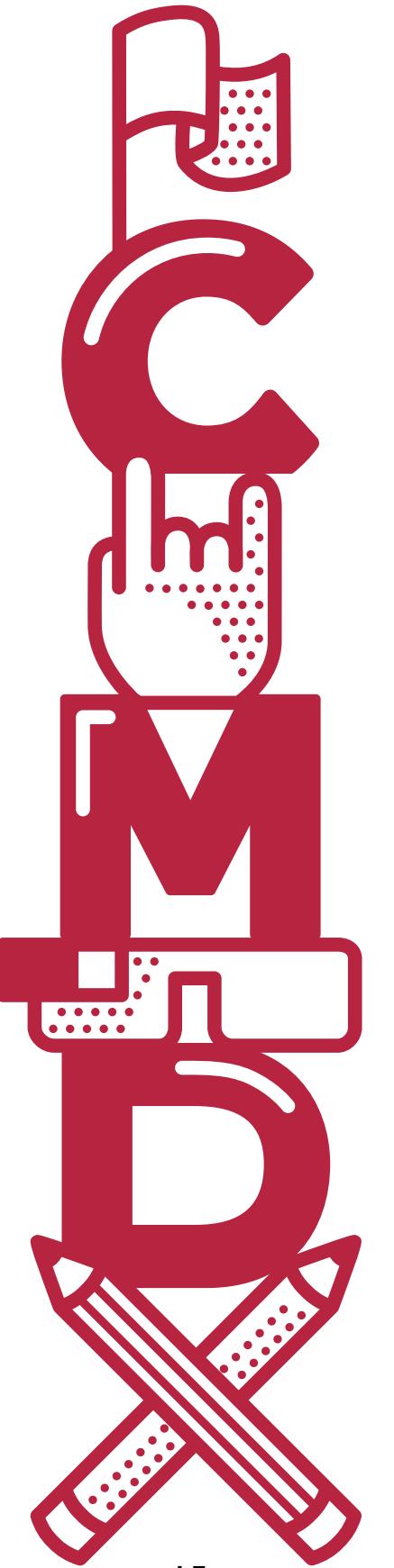
CMYK: 80/15/50/0  
RGB: 0/155/143  
HEX: #009B8F



CMYK: 0/75/60/0  
RGB: 235/93/86  
HEX: #EB5D56



CMYK: 100/75/0/0  
RGB: 0/72/153  
HEX: #004899



CMYK: 40/0/30/0  
RGB: 166/213/194  
HEX: #A6D5C2



CMYK: 30/100/70/0  
RGB: 182/28/62  
HEX: #B61C3E

# Typografie

# Overall: Open Sans

The screenshot shows the homepage of the Hogeschool van Amsterdam website. At the top, there's a navigation bar with links for 'HOME', 'ONDERWIJS', 'ONDERZOEK EN SAMENWERKING', 'STAGES EN WERKGEBIERS', 'OVER DE HVA', 'OPLEIDINGEN', 'STUDEREN', 'PRAKTIISCHE ZAKEN', and 'CONTACT'. Below the navigation is a large banner featuring three students smiling. The banner has a geometric pattern of triangles in the background. Below the banner, there's a main content area with a red header 'ONDERWIJS' containing a search bar and a link to 'WELZIJN'. To the right, there's a green sidebar with text about choosing a study program and some placeholder text.

# Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 , . !

