

THUAS logos

Logos for The Hague University of Applied Sciences / De Haagse Hogeschool in Dutch and English Engels v1.2

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1 Introduction

The package `thuaslogos` provides a number of logos of The Hague University of Applied Sciences (Dutch: De Haagse Hogeschool) in the colours black, white, grey and and green. The colours grey and green are specific for THUAS/HHS.

The package can be loaded with the line:

```
\usepackage{thuaslogos}
```

The package has no options. Currently the general logos of THUAS and the logos of the faculties TIS, BFM, ITD, MO, SWE, PLS (BRV) en HNS (GVS) are implemented. Furthermore, the logos of “Let’s Change” are implemented.

2 Where to find

The latest version will be published at:

<https://bitbucket.org/jesseopdenbrouw/thuaslogos>

3 The used colours

The Hague University of Applied Sciences uses two primary colours: grey and green.

Grey is Pantone colour 432. This is more or less equal to CYMK (67,45,27,70) and RGB (34,51,67).

Green is Pantone colour 2305. This is more or less equal to CYMK (25,0,100,32) and RGB (158,167,0).

If grey and green are not an option, black can be used. Furthermore, The Hague University of Applied Sciences uses a number of secondary colours. See Section 23.

If the package `xcolor` is loaded, two colours are defined. These are `thuasgreen` en `thuasgrey`, defined as follows:

```
\definecolor{thuasgreen}{RGB}{158,167,0}  
\definecolor{thuasgrey}{RGB}{34,51,67}
```

4 Logos HHS Dutch

The logos are typeset at their natural size. The frame indicates the edges of the logos. They are not part of the logos.

```
\thuaslogodutchblack
```



Figure 1: HHS logo Dutch black.

`\thuaslogodutchgrey`



Figure 2: HHS logo Dutch grey.

`\thuaslogodutchgreen`



Figure 3: HHS logo Dutch green.

5 Logos THUAS English

The logos are typeset at their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogoenglishblack`



Figure 4: THUAS logo English black.

`\thuaslogoenglishgrey`



Figure 5: THUAS logo English grey.

`\thuaslogoenglishgreen`



Figure 6: THUAS logo English green.

6 Logos TIS Dutch

The logos of the faculty TIS are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogodutchblacktis`



Figure 7: TIS logo Dutch black.

`\thuaslogodutchgreytis`



Figure 8: TIS logo Dutch grey.

`\thuaslogodutchgreentis`



Figure 9: TIS logo Dutch green.

7 Logos TIS English

The logos of the faculty TIS are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogoenglishblacktis`



Figure 10: TIS logo English black.

`\thuaslogoenglishgreytis`



Figure 11: TIS logo English grey.

`\thuaslogoenglishgreentis`



Figure 12: TIS logo English green.

8 Logos BFM Dutch

The logos of the faculty BFM are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogodutchblackbfm`



Figure 13: BFM logo Dutch black.

`\thuaslogodutchgreybfm`



Figure 14: BFM logo Dutch grey.

`\thuaslogodutchgreenbfm`



Figure 15: BFM logo Dutch green.

9 Logos BFM English

The logos of the faculty BFM are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogoenglishblackbfm`



Figure 16: BFM logo English black.

`\thuaslogoenglishgreybfm`



Figure 17: BFM logo English grey.

`\thuaslogoenglishgreenbfm`



Figure 18: BFM logo English green.

10 Logos ITD Dutch

The logos of the faculty ITD are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogodutchblackitd`



Figure 19: ITD logo Dutch black.

`\thuaslogodutchgreyitd`



Figure 20: ITD logo Dutch grey.

`\thuaslogodutchgreenitd`



Figure 21: ITD logo Dutch green.

11 Logos ITD English

The logos of the faculty ITD are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogoenglishblackitd`



Figure 22: ITD logo English black.

`\thuaslogoenglishgreyitd`



Figure 23: ITD logo English grey.

`\thuaslogoenglishgreenitd`



Figure 24: ITD logo English green.

12 Logos MO Dutch

The logos of the faculty MO are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogodutchblackmo`



Figure 25: MO logo Dutch black.

`\thuaslogodutchgreymo`



Figure 26: MO logo Dutch grey.

`\thuaslogodutchgreenmo`



Figure 27: MO logo Dutch green.

13 Logos MO English

The logos of the faculty MO are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogoenglishblackmo`



Figure 28: MO logo English black.

`\thuaslogoenglishgreymo`



Figure 29: MO logo English grey.

`\thuaslogoenglishgreenmo`



Figure 30: MO logo English green.

14 Logos SWE Dutch

The logos of the faculty SWE are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogodutchblacksw`



Figure 31: SWE logo Dutch black.

`\thuaslogodutchgreyswe`



Figure 32: SWE logo Dutch grey

`\thuaslogodutchgreenswe`



Figure 33: SWE logo Dutch green.

15 Logos SWE English

The logos of the faculty SWE are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogoenglishblackswe`



Figure 34: SWE logo English black.

`\thuaslogoenglishgreyswe`



Figure 35: SWE logo English grey.

`\thuaslogoenglishgreenswe`



Figure 36: SWE logo English green.

16 Logos BRV (PLS) Dutch

The logos of the faculty BRV (PLS) are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogodutchblackbrv`



Figure 37: BRV logo Dutch black.

`\thuaslogodutchgreybrv`



Figure 38: BRV logo Dutch grey.

`\thuaslogodutchgreenbrv`



Figure 39: BRV logo Dutch green.

17 Logos PLS (BRV) English

The logos of the faculty PLS (BRV) are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogoenglishblackpls`



Figure 40: PLS logo English black.

`\thuaslogoenglishgreympls`



Figure 41: PLS logo English grey.

`\thuaslogoenglishgreenpls`



Figure 42: PLS logo English green.

18 Logos GVS (HNS) Dutch

The logos of the faculty GVS (HNS) are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogodutchblackgvs`



Figure 43: GVS logo Dutch black.

`\thuaslogodutchgreygvs`



Figure 44: GVS logo Dutch grey.

`\thuaslogodutchgreengvs`



Figure 45: GVS logo Dutch green.

19 Logos HNS (GVS) Engels

The logos of the faculty HNS (GVS) are typeset at the half of their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogoenglishblackhns`



Figure 46: HNS logo English black.

`\thuaslogoenglishgreyhns`



Figure 47: HNS logo English grey.

`\thuaslogoenglishgreenhns`



Figure 48: HNS logo English green.

20 Logos Let's change

These logos are for general purpose and typeset at their natural size. The frames indicate the edges of the logos. They are not part of the logos.

`\thuaslogoletschangeblack`



Figure 49: Logo Let's change black.

`\thuaslogoletschangegrey`



Figure 50: Logo Let's change grey.

```
\thuaslogoletschangegreen
```



Figure 51: Logo Let's change green.

```
\thuaslogoletschangeframeblack
```



Figure 52: Logo Let's change frame black.

```
\thuaslogoletschangeframegrey
```



Figure 53: Logo Let's change frame grey.

```
\thuaslogoletschangeframegreen
```



Figure 54: Logo Let's change frame green.

21 Scaling logos

Logos can be typeset at a certain width or height, by use of the command `\resizebox:`

```
\resizebox{4cm}{!}{\thuaslogodutchgrey}
```

The exclamation mark in the second argument specifies to keep the aspect ratio.

DE HAAGSE
HOGESCHOOL

Figure 55: Logo typeset at a width of 4 cm (1.6 in).

With the command `\scalebox` can be scaled with respect to the natural size:

```
\scalebox{0.7071}{\thuaslogodutchgrey}
```

DE HAAGSE
HOGESCHOOL

Figure 56: Logo scaled to the half of the natural size.

22 TikZ

Logos can be used in a `tikzpicture` environment. TikZ options can be provided.

```
\begin{tikzpicture}[scale=0.5,opacity=0.7071]
\newbox\mybox
\node[above,yslant=0.05] at(0,0) {\global\setbox\mybox=
\hbox{\thuaslogoenglishgreen}\copy\mybox};
\node[above,yscale=-1,opacity=0.7071,scope fading=south,fading angle=15,
yslant=0.05] at(0,0) {\copy\mybox};
\draw[blue,thick,opacity=0.9] (current bounding box.east) --
(current bounding box.west);
\end{tikzpicture}
```

THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

UNIVERSITY OF
APPLIED SCIENCES
THE HAGUE

Figure 57: Logo scaled to 50% With a *slant* of 5%.

23 Logos with different colours

Logos can be typeset with an alternative colour by adjusting the colour `thuaslogos@color` and making use of the internal logos. The colours used below are the secondary colour that The Hague University uses:

```
\makeatletter
\definecolor{thuaslogos@color}{RGB}{0,178,205}%
\thuaslogo@logoenglishnocolor \quad \thuaslogo@logodutchnocolor
\definecolor{thuaslogos@color}{RGB}{202,67,60}%
\thuaslogo@logoenglishnocolorortis \quad \thuaslogo@logodutchnocolorortis
\definecolor{thuaslogos@color}{RGB}{255,186,0}%
\thuaslogo@logoenglishnocolorbfm \quad \thuaslogo@logodutchnocolorbfm
\definecolor{thuaslogos@color}{RGB}{142,152,6}%
\thuaslogo@logoenglishnocoloritd \quad \thuaslogo@logodutchnocoloritd
\definecolor{thuaslogos@color}{RGB}{168,173,0}%
\thuaslogo@logoenglishnocolormo \quad \thuaslogo@logodutchnocolormo
\definecolor{thuaslogos@color}{RGB}{59,69,89}%
\thuaslogo@logoenglishnocolorswe \quad \thuaslogo@logodutchnocolorswe
\definecolor{thuaslogos@color}{RGB}{78,91,118}%
\thuaslogo@logoenglishnocolorpls \quad \thuaslogo@logodutchnocolorbrv
\makeatother
```



Figure 58: Logos typeset with alternative colours.

It is possible to typeset the logos in white relative to a background colour:

```
% thuasgreen defined by package if xcolor is loaded
%\definecolor{thuasgreen}{RGB}{158,167,0}
\begin{mdframed}[hidealllines=true,backgroundcolor=thuasgreen]
\thuaslogoenglishwhite \quad thuaslogodutchwhite
\end{mdframed}
```



Figure 59: Logos typeset in white.

24 Generation of logos, rendering speed

The logos are supplied by the department Communication and Marketing. The original logos are in eps format and converted to PGF commands with the tool `eps2pgf`¹. This package will load the `pgf` package.

It is possible to convert the eps files in Inkscape to TikZ format. The size of the files is less than the file size of the PGF versions but TikZ has to be loaded. Although this package consists of more than 12,500 lines, rendering with PGF is much quicker than with TikZ. All TikZ commandos have to be converted to suitable PGF commandos and that takes a lot of time.

25 All macros at one glimpse

```
\thuaslogodutchblack
\thuaslogodutchblackbfm
\thuaslogodutchblackbrv
\thuaslogodutchblackgvs
\thuaslogodutchblackitd
\thuaslogodutchblackmo
\thuaslogodutchblacksws
\thuaslogodutchblacktis
\thuaslogodutchgreen
\thuaslogodutchgreenbfm
\thuaslogodutchgreenbrv
\thuaslogodutchgreengvs
\thuaslogodutchgreenitd
\thuaslogodutchgreenmo
```

¹See <https://sourceforge.net/projects/eps2pgf/>

\thuaslogodutchgreenswe
\thuaslogodutchgreentis
\thuaslogodutchgrey
\thuaslogodutchgreybfm
\thuaslogodutchgreybrv
\thuaslogodutchgreygvs
\thuaslogodutchgreyitd
\thuaslogodutchgreymo
\thuaslogodutchgreyswe
\thuaslogodutchgreytis
\thuaslogodutchwhite
\thuaslogodutchwhitebfm
\thuaslogodutchwhitebrv
\thuaslogodutchwhitegvs
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\thuaslogodutchwhitetis
\thuaslogoenglishblack
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\thuaslogoenglishblackhns
\thuaslogoenglishblackitd
\thuaslogoenglishblackmo
\thuaslogoenglishblackpls
\thuaslogoenglishblacksw
\thuaslogoenglishblacktis
\thuaslogoenglishgreen
\thuaslogoenglishgreenbfm
\thuaslogoenglishgreenhns
\thuaslogoenglishgreenitd
\thuaslogoenglishgreenmo
\thuaslogoenglishgreenpls
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\thuaslogoenglishwhite
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`\thuaslogoenglishwhiteitd`
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`\thuaslogoenglishwhiteswe`
`\thuaslogoenglishwhitetis`
`\thuaslogoletschangeblack`
`\thuaslogoletschangeframeblack`
`\thuaslogoletschangeframegreen`
`\thuaslogoletschangeframegrey`
`\thuaslogoletschangeegreen`
`\thuaslogoletschangeegrey`

26 Changelog

- | | |
|---|---|
| <p>v1.2 [2019/06/07]
English documentation.</p> | <p>to corporate style. Logos are tikzpicture-aware. Logos in white.</p> |
| <p>v1.1 [2019/01/09]
Logos of BFM, ITD, MO, SWE, BRV (PLS) en GVS (HNS) added. Logos Let's change added. Colour of logos adjusted</p> | <p>v1.0 [2019/01/01]
Initial release. Logos of HHS/THUAS and TIS.</p> |