Global allure and local pride.

Maastricht

Universal and unique.

Shaping the Maastricht city brand goes beyond colour palettes, fonts, logos and communication guidelines.





Foreword

The Maastricht brand is rooted in the city's soul: the flavour that locals, visitors, businesses, skilled workers and knowledge workers bring to this city on a daily basis. They are the ones who tell the stories that shape the public perception of Maastricht. They are the ones who create the meaningful experiences that mould local identity. And even though a strong city brand is ingrained in the DNA that reflects who we are, it also reveals who we want to become. Taking authenticity as our starting point, we are setting a strong ambition for the future, plotting a course that creates value for a range of sectors and target groups.

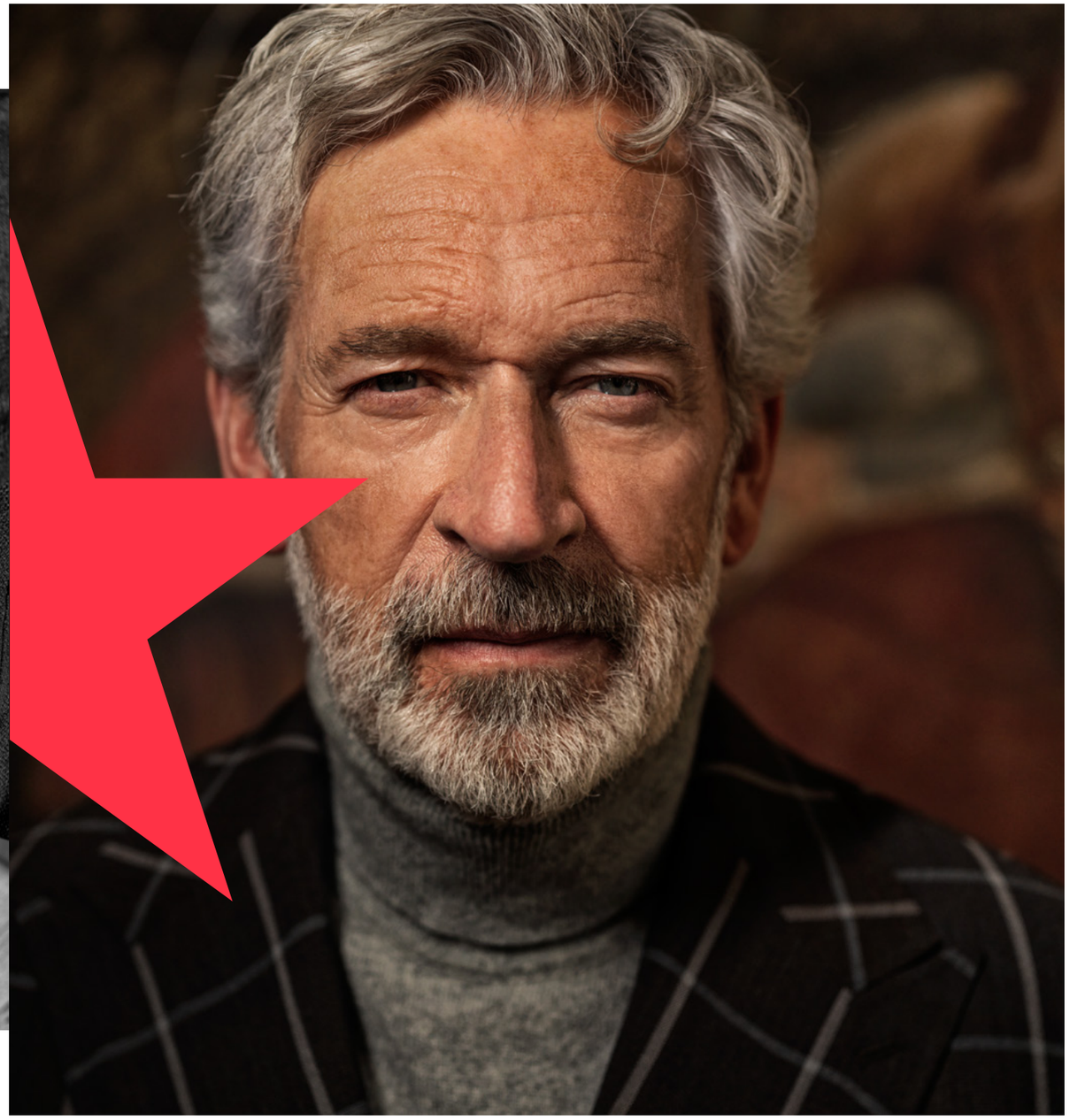
This brand book tells the story of Maastricht, a city embedded in the wider region. It is intended to be used as a tool for partners in the city and the wider region. Equally, it serves to showcase the unique identity and potential of Maastricht and the surrounding region on the national and international stage.

Using this guide, we can deliver consistent storytelling that helps us structure our messaging, delivering greater impact. Ultimately, this will enable us to enhance the reputation of Maastricht as an amazing place to live, work, study and invest.

Foreword

The purpose of this brand book is to inspire you to spread the stories and ambitions of this city. Because you're part of the Maastricht story!


NAVID NUUR
CAI GUO-QIANG



Introduction

It takes many hands to build a city brand

Maastricht and its region are all about the good life. We live, work, do business and relish life's little pleasures with greater zeal and at a different pace from the rest of the country. Over the centuries, this is where we have forged the culture, buildings, rituals and businesses that have enabled people to embrace this lifestyle. Our leisure economy stands firm on those foundations and has earned us a global reputation, making Maastricht the definitive capital of the good life. Even so, as we face the future, the time has come to redefine the substance, shape and direction of our city and region in a way that preserves our city's prized heritage and lifestyle assets. This will enable us to highlight other aspects, deliver more balanced messaging and emphasize quality of life in the most effective way – from every perspective.

Research shows that Maastricht has the strongest city brand in the Netherlands (Hendrik Beerda, 2025), but that it is too one-sided – from tourism – in its focus. It also revealed that our brand is overly dependent on tourism, leaving it too one-sided. We must therefore harness our brand's strength and popularity to explore a much wider range of possibilities. That is why Maastricht Marketing is expanding its horizons to reach out to visitors, residents, businesses as well as knowledge and skilled workers.

In order to explore the future of our brand, we have engaged with many stakeholders in a multitude of ways. Together, we have sought to identify how the brand currently benefits different sectors and the wider community, and how it can deliver added value moving forward.

Catch your breath ...



... in the most intimate metropolis on earth.

Maastricht

Contents

This brand book is for everyone looking to leverage the positioning and strength of the Maastricht brand. It provides the tools you need to harness that strength and empower your organisation or institution, so we can keep building the Maastricht brand together. Just like our city, our brand is never finished – it is constantly evolving in response to the challenges we face. This is key to engaging residents and turning them into ambassadors, retaining students, staff and knowledge workers, and attracting businesses and quality visitors.

We hope that you, as a member of several communities and as a bridge to the city and region, are keen to help beat the drum for the Maastricht brand. First and foremost, we all have a voice and a stake in the decisions that impact our city and region.

Each one of us tells the stories that define the public perception of our city. Each one of us creates the meaningful experiences that make Maastricht what it is.

1 Brand story →

2 DNA →

3 Brand promise →

4 Moonshot →

5 Brand filter →

6 Brand identity →

7 Tone of voice →

8 Service →

1 Brand story

Brand story

A brand story reflects the DNA or essence of an organisation – in our case, a city or region – to reveal its soul. A brand story evokes clear emotions that resonate with the organisation's vision, mission, brand promise and core values. A compelling brand story takes the present and powerfully connects it to the role an organisation seeks to play in the future. It's all about ambition.

This is our brand story. We hope it inspires you to tell the story of our city and embrace it in your own messaging.

Brand story

Maastricht, a bustling, cosmopolitan city on the Meuse.
And it's closer than you think. Nestled between Aachen and Liège, Düsseldorf and Antwerp – right at the heart of Europe – we're just around the corner.

The spot we've staked out for ourselves is as stunning as it is strategic. That much was clear to the Romans who settled here to trade. The same goes for great European powers who fought over this city throughout the centuries. And it is no less true for the heads of government who established the European Union, right here in Maastricht.

The magnetic appeal of this city and region has brought us economic prosperity, a wealth of culture and a pioneering culture of innovation. Maastricht is where good things grow and flourish. But our city has another trick up its sleeve: its people. We celebrate life. We don't run, but stroll. We always make time for one another and the things that really matter: at home, in our cafés, and at work. Maastricht's social fabric is strong.

Maastricht is a champion of diversity, bringing together residents, visitors, entrepreneurs and students in one city. Our strength in commerce, science and culture fills us with pride and represents the key to our success. Chance encounters, meaningful conversations, academic cross-pollination: it all happens in Maastricht. Our city has an international vibe that serves as the basis for culture, innovation and unparallelled creative achievements.

We believe in the importance of celebrating success. Work hard, play hard – the Maastricht way. Whether that's outside on our many café terraces, in our restaurants, in our museums and in the classiest boutiques in the Netherlands. All surrounded by natural beauty that is the envy of many. Celebrating our successes strengthens our international character, the foundation on which this city continues to build. Maastricht steals your heart and never lets it go.

This is Maastricht – the most intimate metropolis on earth.
We wouldn't be surprised if you never want to leave...

Archetypes

Archetypes as a branding tool

A brand archetype is the personification of a brand. Tapping into the emotions of the target audience, it is a cardinal concept that reveals the values, qualities, goals and ambitions of a brand. In brief, it guides a brand's verbal and visual identity.

We used Carl Gustav Jung's twelve personality archetypes as a basis. We concluded that there is not one but two archetypes that bear the greatest resemblance to Maastricht's character: the Lover and the Heroine.

The Lover is attractive, full of life and seductive, appeals to the senses, and seeks connection.

The Heroine is adventurous and lively, exudes strength and has the courage to lead, motivates and inspires.

Brands usually select a single archetype. Instead, we use the contrasting elements of these archetypes as a unique, powerful springboard for our city branding. This duality is reflected in all aspects, including our logo and approach to brand communication.

Lover and Heroine

Maastricht as a Lover
Maastricht is a born Lover. Its mellifluous dialect, its charming architecture and its stylish residents give the city its allure. Far from traditional, soppy or idealistic, it is genuine, sensory, inclusive – and impossible to ignore. This city never fails to seduce, earning a spot on everyone's bucket list and leaving them utterly charmed.

Maastricht as a Heroine
As a Heroine, Maastricht is courageous and trailblazing. The city shows its courage by finding new ways to do things while remaining true to itself – without fail. Maastricht does things in a completely unique way, boldly reinventing itself time and time again. Like a true Heroine, Maastricht lets people reach their full potential. Maastricht's makers, researchers, entrepreneurs, businesses and residents are the icons of the city and its region. The people of Maastricht are proud and walk with their chin up and chest out, ready to face whatever the future holds.




n leven als 'man of letters'
grafie van David Hume
MARLI HUIJER ACHTERBLIJVEN
EUZEN VAN DE LAGE LANDEN
MARKANTE DENKERS
ARNOUT JASPERS HET LABYRINT VAN OCCAM
Filosofie


Pirouette
én kickflip
Herfst 2024
Wat mag je
niet mis
Maastri

2 DNA

DNA

The identity of Maastricht – our DNA – is not a choice. We are who we are: a city with an international outlook embodied by its history, central location and the *joie de vivre* of its residents. The Maastricht brand, on the other hand, very much is a choice. It is an attractive portrait of the most beautiful, distinctive elements of our city. We use this brand communication as a tool to present the city and region to a range of target groups and attract new people to Maastricht, both temporarily and permanently: residents, students, visitors, businesses, institutions, skilled and knowledge workers. A strong brand is genuine and believable. That is why we decided to build the Maastricht brand on a solid foundation, underpinned by nine characteristics that are unique to Maastricht: our DNA.

DNA
Themes

1
Finding happiness by enjoying life

Happiness is the key to good health. Here in Maastricht and the wider region, we celebrate life with greater zeal than anywhere else. Our innovations in health, forging international breakthroughs, help us enjoy every single aspect of life in the city. These are the ingredients for a new way to embrace the best things in life.

Examples*

Organic market

Brightlands Maastricht Health Campus

LOCOtuinen

Mosa Meat

De Bisschopsmolen

Maastricht UMC+

Oostwegel Collection

Gedeelde Weelde

Maastricht University

Regionaal Voedselsysteem Zuid-Limburg

Living a healthier life and enjoying it to the fullest.

*
This selection of examples – in no particular order of importance – is provided for illustrative purposes only. Feel free to add more.











DNA
Themes

2
Strong social fabric

In Maastricht, we organise chance encounters to meet others. We're not creatures of habit. We're flexible and open-minded, seeking out places to get in touch with other people. Those unplanned conversations lead to professional collabs, powerful connections and amazing initiatives. That's the power of our strong social fabric at work.

Creating opportunities for chance encounters.

Examples*

15-minute city

Centre Céramique

Maastricht Studentenstad

Koninklijke Harmonie Ster van Maastricht

Vastelaovend - Tempeleers

Maastricht Sport

Markets in Maastricht

MVV Maastricht

Landbouwbelang

*
This selection of examples – in no particular order of importance – is provided for illustrative purposes only. Feel free to add more.


Rib-eye 15.50
Chèvre 7.50
Dessert du jour 6.50
Bekijk onze vaste menukaart voor nog meer lekkere gerechten!
Bon appetit!
café






Vreug en
1972
Mestreech




WE ARE VARIOUS
SY PARTY
31.03
WE ARE VARIOUS.
HELENA HAUFF
ANDY MEETS WE ARE VARIOUS

DNA
Themes

3
Keeping it unique by keeping it local

The manufacturing industry helped make Maastricht the city it is today. Our unique character empowers us to deliver world-class quality, sourcing everything we need from nearby. It's why our region's products and services appeal to everyone who lives, works or spends time in the city.

Examples*

studio note

Blanche Dael

Mestreechter Geis

Apostelhoeve

Kiki Niesten

Oostwegel Collection

Traders Pop

John Tana

Maastricht Store

Veldeke Mestreech

Universal and unique.

*
This selection of examples – in no particular order of importance – is provided for illustrative purposes only. Feel free to add more.






1878
Blanche Dael
2018





DNA
Themes

4

Smarter through dialogue

Here in Maastricht, we broaden our collective knowledge by perfecting the art of conversation – in a casual and intellectual sense. These meaningful discussions help us to unlock new perspectives and ideas, expand our capacity for critical thinking and broaden our understanding of one another. The result? A boost for our knowledge economy.

Examples*

Debate centre Sphinx Maastricht

Maastricht University

Maastricht UMC+

Zuyd University of Applied Sciences

Jan van Eyck Academie

Maastricht Convention Bureau

Toneelacademie Maastricht

Maastricht Institute of Arts

Brightlands Maastricht Health Campus

Studium Generale

Dialogue and action.

*
This selection of examples – in no particular order of importance – is provided for illustrative purposes only. Feel free to add more.


OPEN DAY
OPEN DAY
OPEN DAY









5
Informal collaboration

Maastricht and the surrounding region are home to a vast number of strong informal networks that drive business success. We understand that real connections are the key effective collaboration. It's something we take seriously.

This informal collaboration not only happens in physical places, during events or in forums. It happens wherever people or organisations forge strong connections in both organised and random encounters.

Business success through strong informal networks.




TEFAF






Nederlandse Dansdagen
t theater aan het vrijthof
Nederlandse Dansdagen



6
Maximizing the potential of every moment

We don't use our time *efficiently* – we use it effectively. We don't run, but stroll. We don't rush, but go at our own pace. In Maastricht, we take the time to think, do things properly and focus on the details. It's how we reach solid decisions while upholding our unique quality of life. Ultimately, it's the key to our collective success.

The Maastricht way of life isn't tied to specific places or events – it can be felt in everything we do.

Speed up by slowing down.











DNA
Themes

7
Exclusivity through inclusion

Here in Maastricht, we don't believe in more of the same. We champion diversity and differences while treating people equally and making sure everyone has their say. This melting pot of people and cultures contains new ideas, influences and perspectives that drive us forward. We tackle problems head on, together, because we know that the whole is always greater than the sum of its parts.

Examples*

FASHIONCLASH

mymaastricht

Studio Europa Maastricht

Expat Centre Maastricht Region

Jan van Eyck Academie

Museum Night Maastricht

United World College Maastricht

Greentom

Bazaar du Sud

Quatsch Queer Collective

Exclusivity through diversity.

*
This selection of examples – in no particular order of importance – is provided for illustrative purposes only. Feel free to add more.















DNA
Themes

8
Forging a future by building on the past

Maastricht and Limburg are the product of a chain of crises, wars and battles. That turbulent history has turned us into people who overcome whatever life throws at them. We have a magnificent past, and the lessons we learned along the way have always enabled us to keep up with the times. Driven by this winner's mindset, the city is now driving sustainability in the 21st century.

The future and the past.

Examples*

SRAL

Historisch Centrum Limburg

First Industrial city of the Netherlands

Via Belgica

Maastricht Museum

Heiligdomsvaart Maastricht

Second city of monuments in the Netherlands

Het Dinghuis

Dominicanenkerk

Kruisherenklooster (Kruisherenhotel)

Eiffelgebouw/Sphinxkwartier

*
This selection of examples – in no particular order of importance – is provided for illustrative purposes only. Feel free to add more.








TO
NEEL
GROEP
MAAS
TRIC
HT
1951


RADIUM RUBBER

DNA
Themes

9

A stage for the arts, a theatre for life

Maastricht's magnetic energy attracts creatives, researchers and makers in droves. Maastricht is culture. All of Maastricht is a stage for the whole region to enjoy, all year round. We can show you how to enjoy the art of living. Come and unwind in the most intimate metropolis on earth.

Metropolitan and intimate.

Examples*

Bonnefanten

Cultuurmakers Maastricht

Maastricht is culture

Marres, House for Contemporary Culture

Fotomuseum aan het Vrijthof

Bureau Europa

Theater aan het Vrijthof

Muziekgieterij

Lumière Cinema

SAM

Toneelacademie Maastricht

Toneelgroep Maastricht

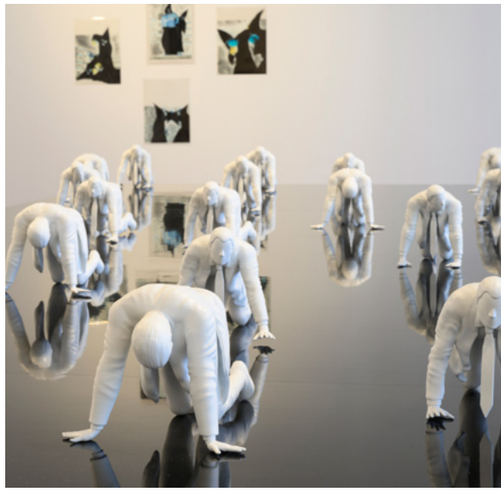
SALLY

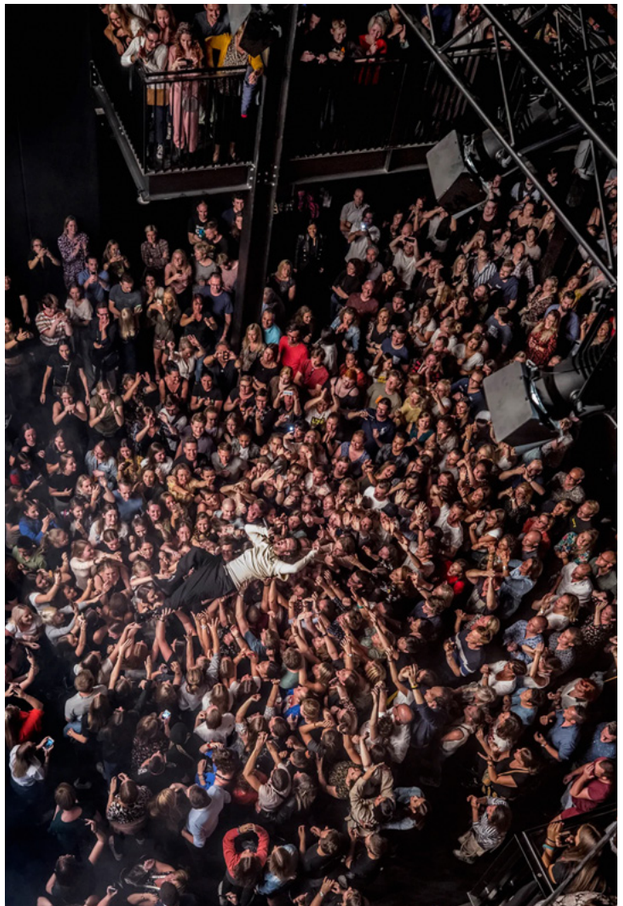
*
This selection of examples – in no particular order of importance – is provided for illustrative purposes only. Feel free to add more.
















Speed up by
slowing down
Maastricht
visitmaastricht.com
JCDecaux

3 Brand promise

Brand promise

A brand promise is the essence of what a brand seeks to achieve in its interactions. It is a deep and emotional promise – one that carries value, one that people feel an emotional connection to, and one that energises them. A brand promise is therefore the foundation of a brand, guiding your mission and setting out clear expectations in terms of brand behaviour and communication.

Brand promise

In Maastricht and the wider region, we combine innovation and career opportunities with a high quality of life. All in perfect balance.





4 Moonshot

Moonshot

Moonshot thinking is inspired by President John F. Kennedy and his deep-held belief that the US would be the first nation to land on the moon, uttering the famous sentence: “We choose to go to the Moon”. It can be defined as thinking big and positively, inspiring extraordinary achievements and powerful, groundbreaking collaborations. Rather than the leader being in the driver’s seat, moonshot thinking leverages the collective power of people and organisations. This social capital is worth its weight in gold. Backed by a shared goal and a collective commitment to reach it, even the journey to get there is powered by success.

Moonshot

Becoming a Blue Zone

Being a healthy city is a spearhead of the Maastricht 2040 City Vision and is fully in line with the provincial government's ambition. It seeks to be a pioneer in healthcare innovation, aiming to improve both quantity (in terms of years) and quality of life. This ambition is also being led by social innovations and positive health. Innovative solutions and close collaboration are key to delivering solutions to this key theme.

Many activities in our academic and broader ecosystem are delivering excellence or have huge potential to do so. Each is woven into Maastricht's ambition to become a leader on the national and international stage. Rooted in their own expertise, each of the four Brightlands campuses in Limburg (Health, Chemelot, Smart Services and Greenport Venlo) drives improvements in our health and quality of life. Maastricht University and Maastricht UMC+ play a prominent role, too, as do many other businesses and institutions in Maastricht and the surrounding region.

Why moonshot thinking?

Blue Zones are areas of the world with specific lifestyle and environmental characteristics that lead to longer life expectancy. Looking at the common features of a Blue Zone, there are clear similarities with the DNA of Maastricht and its region – even though several major challenges remain. To us here in Limburg, health is not optional. That's why we collectively embrace moonshot: if we all get behind this, we'll achieve success even before we reach our goal.

Nine common features of Blue Zones

bluezones.com

1 Move naturally

No need to hit the gym: simply live in a healthy and clean environment that encourages you to move naturally.

2 Find your purpose

Know why each day is worth living. Having purpose in your life can add seven extra years to your life expectancy.

3 Downshift

Make time to relax every day.

4 The 80% rule

Reduce your calorie intake by 20%.

5 Eat plants

Grow your own food. Legumes form a substantial part of most centenarians' diets.

6 Wine

Drink regularly, in moderation, during a meal or when spending time with friends.

7 Find the right tribe

Belonging to a group that meets up on a regular basis has a positive impact on health.

8 Family

Put your family and loved ones first.

9 Friends

Surround yourself with a circle of good friends and have plenty of social contact.

There are five Blue Zones across the globe.




Opéra
Catch your breath ...
Maastricht
... in the most intimate metropolis on earth.
visitmaastricht.com

5 Brand filter

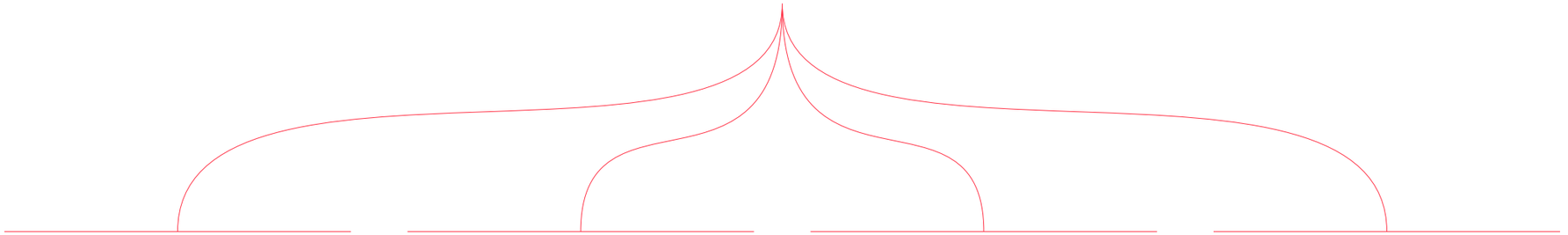
Brand filter

A brand filter is a tool, a type of yardstick or checklist. It helps us and our partners to align our choices and actions with our brand values. The brand filter is used when drafting content and layout for stories, social media posts, promotional activities, events and campaigns. It serves as a tool to outline a strategy.

Brand values are the elements of the DNA you choose to share with the world. Core values describe your behaviour.

Moonshot

Blue Zone
Maastricht and its region



Mission

Reinventing good and healthy living: The Healthy City

Core values

Balance
Quality
Health
Connection
Culture
International

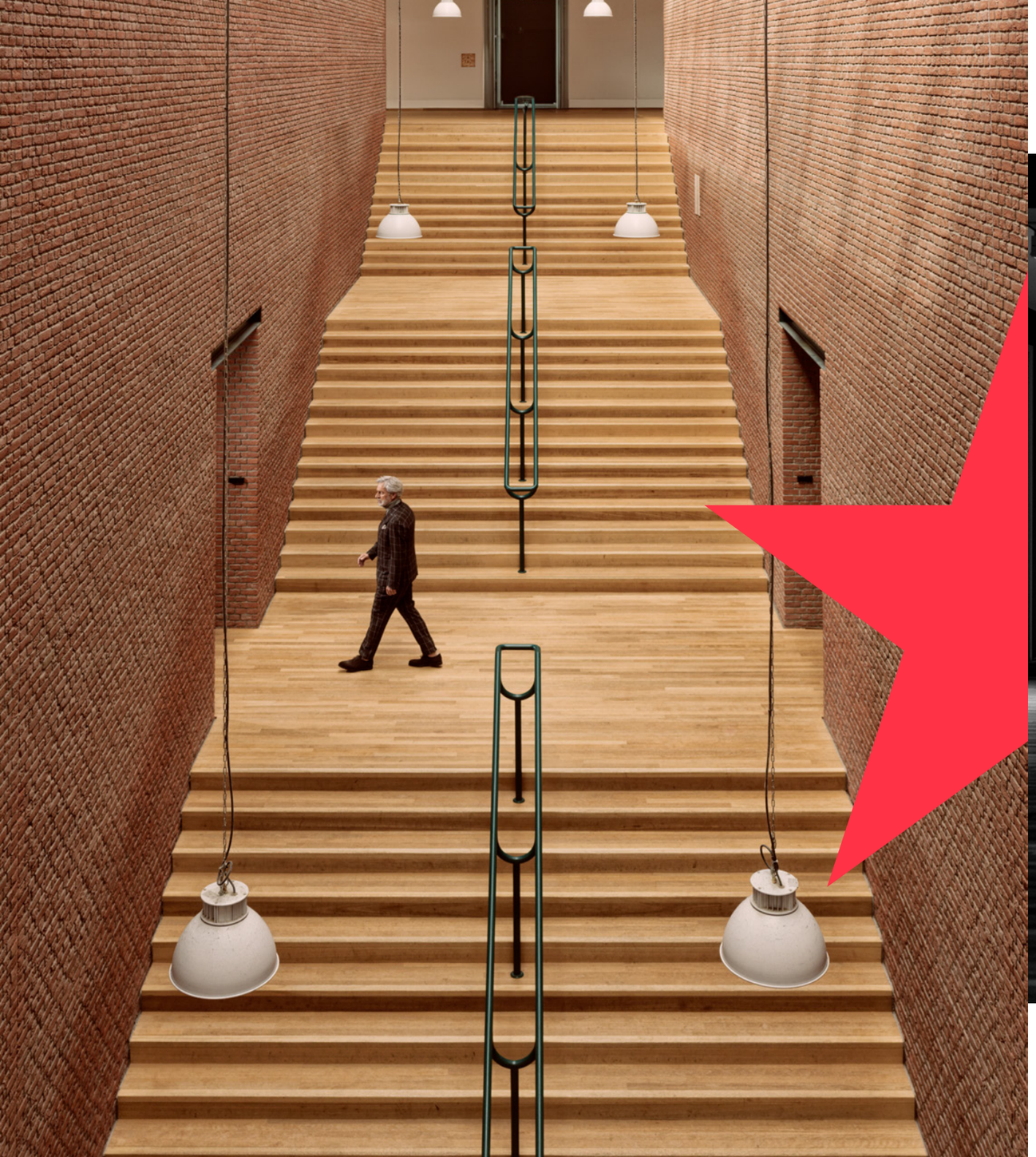
Brand values

Innovation
Joie de vivre
Europe

Brand promise

In Maastricht and the wider region, we combine innovation and career opportunities with a high quality of life. All in perfect balance.

Our DNA as a solid foundation






ON/OFF
9
Maastricht is dé
stad bij uitstek
waar tegenstellingen
perfect in balans
komen. Waar ze elkaar
versterken en samen
tot iets nieuws leiden.
10
Maastricht

6 Brand identity

Universal and personal.

“Brand experience is all about creating a meaningful connection. It’s not just about what a brand looks like. It’s about how it feels.”

1 Wordmark →
2 Logo →
3 Wordmark and logo →
4 Avatar →
5 Colours →
6 Typography →
7 Principles of copy →
8 Photography →
9 Layout →

Maastricht

Wordmark

Maastricht has mastered the art of balancing contrasting elements. They combine to form a stronger whole, leading to something new.

That fact forms the basis for our wordmark, which riffs on two extremes and merges them into a whole. An elegant serif typeface with distinctive details meets a modern, no-frills sans-serif typeface. Rather than clashing, they blend to form a unique, new wordmark. Unexpected and familiar.

We deliberately avoided associating the Maastricht brand with a payoff or slogan. The brand is built on substance, with contrasts as its foundation. More detail on our principles of copy is provided below.

Maastricht

Wordmark

Just like our city, our wordmark offers space to breathe. That's why we always leave the same amount of white space around it. This space must never be smaller than shown to the side, but it can be bigger. Our thinking is simple: everyone appreciates having and finding their own space.



Wordmark

Our wordmark can be used in two colours: in red on a white background, and in white on a red background or photograph.



Logo

Maastricht connects people like no other city. It strikes a perfect balance between contrasting elements, generating new insights and innovation.

The five-pointed star has been a symbol of this city for centuries. We decided to reimagine this piece of history and bring it into the present. This led to the creation of something new: a half star. A connector – a stellar one at that – that symbolises how the whole is greater than the sum of its parts.

The half star also drives a desire for exploration. As part of the star is left to the imagination, it inspires people to discover another side of the city. In this city full of contrasts, there are always two sides to every Maastricht story!



Logo

The half star is a fixed component with various uses. It adapts to its surroundings: it can be big or small, mark an end or a new beginning, or link content, such as text and images or two images alone.

We encourage businesses and organisations to use the star in their own messaging as a visual representation of their connection to the city of Maastricht.
This helps us to collaborate on improving the visibility of our city. As the star can be used in any colour you prefer, it can be seamlessly incorporated into any corporate identity. Your use of the star is subject to two conditions, however: you must respect the usage guidelines, and your messaging must contribute positively to our city branding.

Download the star here ↗









Wordmark and logo

While the wordmark and logo are inextricably linked, they are well spaced from each other. The position of the logo is determined by the white space mentioned earlier. The lowest point of the star is aligned with the lower baseline of the logo.

Depending on the requirements of the media you are using, the star can be an eyecatcher or a subordinate identifier. This will be a question of feel and balance.

Even though the star can vary in size depending on requirements, the sizes in which it can be scaled up or down have been carefully calculated. As a rule, its scale is based on the ascender height of the wordmark.










Catch your
breath in the
most intimate
metropolis
on earth.
visitmaastricht.com
Maastricht

Avatar

Where an avatar is required – on social media channels, for example – we abbreviate the wordmark to the letter M. This creates a strong yet elegant, clean look. The powerful colour contrast makes the avatar instantly recognisable.

Primary



Secondary



Round crop



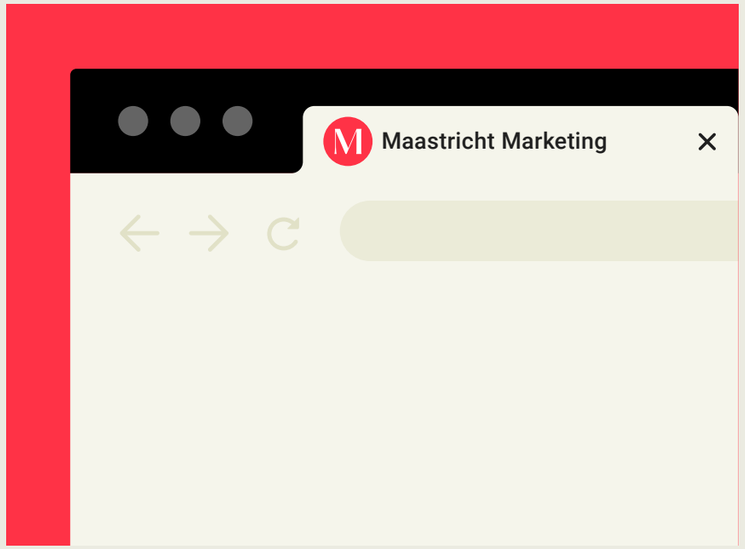


Square crop










Maastricht
embraces
TEFAF

Colours

Primary

We have limited our colour palette to two colours: red and white. Why? Because the story of this city needs little embellishment. It is powerful and colourful enough, both in words and images. This restrained choice of colours guarantees recognition without distraction.

We use these primary elements as a background colour, for text and for layout elements.

White provides a calm stage from which to tell the story of this city.

Red has been a colour associated with Maastricht for centuries. This specific red hue is high-energy, different and proud.

M-Red

rgb	255/50/70
hex	ff3246
cmyk	0/87/63/0
pms	Red 032
film	Avery 900 981 SC Soft Red (Pantone 200)

M-White

rgb	255/255/255
hex	ffffff
film	Avery 900 920 SC White Matt

Colours

Secondary

This secondary colour is used only when a design requires an additional dimension.

Warm white echoes warm glow of the city. It adds a touch of magic and mystery.

M-Red

M-Warm White

rgb	235/235/225
hex	ebebe1
cmyk	10/6/14/0
pms	Warm grey 1
film	Avery 900 913 SC Ivory


ON/OFF

Colours

WCAG 2.1 AA colours website

For online use, we use a darker version of Maastricht Red and a lighter version of Maastricht Warm White (Sand). This ensures sufficient contrast and meets the WCAG 2.1 accessibility guidelines.

M-AA Red web

rgb 225/30/50
hex e11e32

ONLY FOR WEB!

M-AA Sand web

rgb 245/245/236
hex f5f5ec

ONLY FOR WEB!

Colours

WCAG 2.1 AA colours combinations

To ensure sufficient contrast online (WCAG 2.1 guidelines), only the colour combinations shown alongside are permitted.

Titles

Aa / Aa

Aa / Aa

Body text

Aa

Titles

Aa / Aa

Aa / Aa

Body text

Aa

Aa

Titles

Aa / Aa

Aa / Aa

Aa / Aa

Body text

Aa

Titles

Aa / Aa

Aa / Aa

Body text

Aa

Aa

Colours

As red plays the starring role in the colour palette, underpinning brand recognition, we want to make sure the colour achieves the desired impact wherever possible.

To reproduce and present the right high-energy hue in printed media, use a Pantone colour if possible. The colour is darker and less vibrant when printed in CMYK.







RGB

CMYK

CMYK + Pantone


WENEN 1900
GAUDÍ
curiosa
MAANKWARTIER
ABSTRACTE KUNST
AFRICAN WATER CITIES
HOUTSTROMEN
RUSSISCHE AVANT-GARDE
All-American Ads
NASSER ROAD
POLITICAL POSTERS IN UGANDA
imagination
+/- 1°C
Search




Catch your breath in the most intimate metropolis on earth.
visitmaastricht.com
Maastricht
Sortie
Tour Eiffel
Sortie 1
Merci
Ne pas descendre sur la voie
Danger de mort

TYPOGRAHPY

Typography

The two entirely different archetypes of the Maastricht brand (see page 14) are visualised in our typography as well. We use two fonts, one for each archetype. The Lover font is ornate and elegant, with a serif and special details. The Heroine font gets straight to the point but feels 'human' thanks to its rounded edges.

Lover and Heroine

Contrast and connection, including in typography.

Typography

Lover

Heroine

PP Hatton

Maastricht is a born lover. Her mellifluous dialect, her charming architecture and her stylish residents give the city its allure. Far from traditional, soppy or idealistic, it is genuine, sensory, inclusive – and impossible to ignore. This city never fails to seduce, earning a spot on everyone's bucket list and leaving them utterly charmed.

FF Mark

As a Heroine, Maastricht is courageous and trailblazing. The city doesn't exclusively show that courage by finding new ways to do things, but also by remaining true to itself. Maastricht does things in a completely unique way, boldly reinventing itself time and time again. Like a true heroine, Maastricht lets people reach their full potential. Maastricht's makers, researchers, entrepreneurs, businesses and residents are the icons of the city and its region. The people of Maastricht are proud and walk with their chin up and their chest out, ready to face whatever the future holds.

Typography

PP Hatton ↗

Bold, Medium and Ultralight

Kf gtxy

12345



Typography

PP Hatton ↗

Bold, Medium and Ultralight

%&?

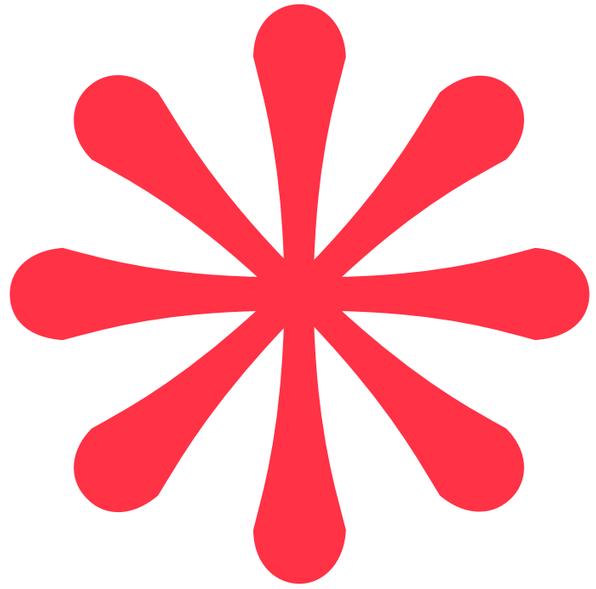
1234567890

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz



Typography

FF Mark ↗

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Typography

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pqrstuvwxyz



How to use

The two fonts are used as follows.

Mixed
The wordmark mixes the fonts by alternating the letters: one letter in Hatton, one letter in Mark and so on. This format is intended exclusively for this purpose.

When communicating contrasting elements, the two fonts are combined within a single header for greater effect. Use Hatton for one half of the header and Mark for the other half. The tipping point must always be within a single line, to emphasise the difference.

Standalone
Given its unique nature, Hatton takes the lead role in headers. Mark, on the other hand, is a highly legible typeface due to its clarity.

→
Maastricht wordmark
Hatton and Mark combined in the wordmark

Maastricht

↓
Contrast
Hatton and Mark combined in a header

Gezonder worden én volop genieten.

Maastricht danst met jou

Nederlandse Dansdagen
Van 4 t/m 10 oktober staat de hele stad in het teken van de Nederlandse dans. Geniet een week lang van Avantgarde, Klassiek, Urban, Modern en meer. Kom je meedansen?

←
Standalone
Hatton in the header, Mark in the body

PRINCIPLES OF COPY


Toekomst
én verleden.
gastricht en Limburg zijn gebouwd op
heidene crises en overheersingen,
maakt ons tot overwinnaars.
bben een groots verleden. De lessen
e leerden zorgen altijd voor actualisatie.
deze winnaarsmentaliteit bouwt de
gan een duurzame 21e eeuw.

Principles of copy

Our messaging is led by Maastricht's unique duality. To convey this to the public in a way that's easy to understand, we use contrasts. These contrasts instantly make it clear what Maastricht has to offer and what makes it unique.

We select two words in each instance and connect them using and, letting our target audience 'fill in the blanks'.

The nature of the words varies. Sometimes, they may be a broad term, to say a little more about the values of the city. Other times, they may be specific, so we can put a Maastricht twist on event communication. The following pages provide a selection of examples.

Contrast and connection

Maastricht has mastered the art of balancing contrasting elements. They combine to form a stronger whole lead to something new.

Maastricht brings balance.

Universal
and unique.

Clear
and subtle.

Universal
and personal.

Unexpected
and familiar.

Contemporary
and timeless.

Global allure
and local pride.

Living a healthy life and enjoying it to the fullest.

Exclusivity through diversity.

Metropolitan and intimate.

Business success through strong informal networks.

Creating opportunities for chance encounters.

The future and the past.

Speed up by
slowing down.

Dialogue
and action.

Dialect and countless
nationalities.

Pirouette
and kickflip.



Example
PP Hatton font size: 80 pt (base)
FF Mark font size: 88 pt (110%)
Spacing: 92 pt (115%)

PHOTOGRAPHY



Photography

We portray Maastricht and its region in a recognisable way, reflecting the city's quality and international character. We have developed a photography framework as a guideline, centred around five key image types. These five types are included in the photography for every campaign and every topic, with the city, its people and emotions taking the lead role on an alternating basis. This creates a variety of images that together tell a story. Using a consistent composition allows us to build a database for the city and develop a visual language with an entirely unique character.

Photography framework

① Image in full focus.
Model in centre of image.
The city and the model are given equal visual weight.

② Image in full focus.
Model central and filling the image.
The model is the focus. We experience a moment in their life in the city.

③ Model out of focus / city in focus
The city is the focus. We experience the city, but with the model.

④ The city is barely visible; the photograph evokes emotions.
The feel of the city.

⑤ A playful image focusing on an item related to an event.



LAYOUT AND COMPOSITION

Layout and composition

Colour, layout and photography form the basis of every composition. You can play around with these elements. This provides scope for variety while ensuring that every image achieves the full effect.

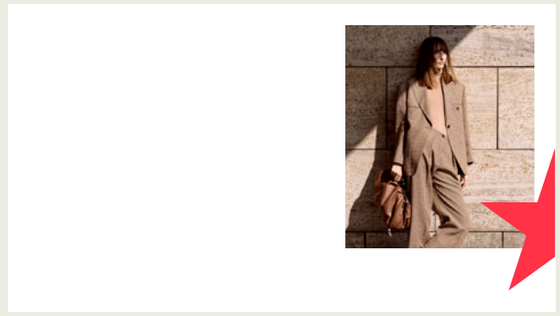
Images can be used to fill an entire space, or used in portrait or landscape on white or red. The half star can be positioned to the left or right of the centre line, or to the right, against the margin of the document.












Clear Channel
METROPOOL
INTIEM
Maastricht.nl

7 Tone of voice

Tone of voice

A consistent writing style produces recognisable, distinctive content. It instils confidence and keeps messaging on brand.

Tone of voice

Our voice

The characteristics of the Maastricht brand tone of voice serve to guide and inspire. What do we sound like when we write? When we draft textual content, we make sure it is sympathetic to the following values:

Likeable

Engaged
Connecting
Friendly tone

Competent

Expert
Leading the way

Motivational

Ambitious
Pioneering
Sparking action

Inspirational

Encouraging
Getting the reader excited

Tone of voice

A likeable tone of voice is friendly, warm and understanding.
It instantly connects with the reader and makes them feel welcome. A likeable tone of voice also includes elements of empathy, positivity, clarity and authenticity. By embracing these elements, we build strong connections with the target group while supporting effective communication.

On brand

Likeable

Maastricht is a city bursting with creativity, diversity, history and innovation. Here, you'll encounter creative minds, artisans and driven entrepreneurs at every turn. Our vibrant cultural scene is bound to have something you love. The most intimate metropolis on earth is waiting to welcome you with open arms.

Inspirational

Welcome to Maastricht and the Heuvelland region, a place where you're never forced to choose. Here, vibrant city living meets top-class leisure and relaxation. From high-end shopping streets to picturesque villages, pavement cafés and vineyards. Leisure, living, learning, business: this is the place to be.

Motivational

It's easy to live sustainably in Maastricht. Just about everything is within walking or cycling distance. Along the way, you'll be treated to lush greenery and local history. Or maybe you'll find yourself picking up fresh fruit and veg or organic products grown in the surrounding region. Sustainable never tasted so good!

Competent

In Maastricht, we embrace diversity as a valued part of our heritage. This was the birthplace of the European Union and the Euro in 1992. These events put the city on the map as a symbol of European unity. The impact can still be felt on the streets today in the mix of national and international residents, the source of our cosmopolitan energy.

Tone of voice

Style guide in brief

Informal language

We're talking to our readers, so we keep it informal.

Personal

We address our audience directly.

Inspirational

We speak to our readers' imagination.

Motivational

We inspire our readers to take action.

Expert

We know what we're talking about. And if we don't, we hand over to another expert.

Friendly

We build a bond with our readers and forge a connection.

Inclusive

We write in a warm and candid tone.

Optimistic

We use positive language.

Empathetic

We ask questions to understand our readers and engage them in our story.

Humorous

Every now and then, we take things a little less seriously.

Credible

What we write is true and based in fact.

What do we avoid when writing content?

- We avoid diminutives as much as possible: little restaurant, small town, tiny shop, etc.
- We avoid negative language.
- We avoid using emojis, except in social media posts.

8 Service





Questions and contact

If you have any questions about the Maastricht brand, images or any other practical matter, please feel free to contact us:

info@maastricht-marketing.nl

+31 (0)43 328 08 36

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6211 ED Maastricht

Maastricht marketing

Downloads

**You're part of the Maastricht story.
Together, we can spread the word.**

Download the half star here ↗

We would be glad to share other components of our brand. Please contact Maastricht Marketing for consent.

If you would like to stay up to date with Maastricht Marketing's latest work, follow us on LinkedIn and sign up to our newsletter.

LinkedIn

Facebook

Instagram

Maastricht marketing

Publication details

Strategy and final editing
Maastricht Marketing
Leontien Mees and Martje Gulikers

Editors
Maastricht Marketing
(Brand story: Monique Gerritsen and Maastricht Marketing)
Zuiderlicht

Stakeholder management concept and support
Giant Leapers

Brand identity and brand book design
Zuiderlicht × Miranda Reijnders (Graphic Productions)

Photography
Hugo Thomassen (lead photographer)

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