# 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 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 and 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.

\(\text{DE HAAGSE HOGESCHOOL}\)

Figure 2: HHS logo Dutch grey.

\(\text{DE HAAGSE HOGESCHOOL}\)

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.

\(\text{THE HAGUE UNIVERSITY OF APPLIED SCIENCES}\)

Figure 4: THUAS logo English black.
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.

Figure 5: THUAS logo English grey.

Figure 6: THUAS logo English green.

Figure 7: TIS logo Dutch black.
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.

Figure 9: TIS logo Dutch green.

Figure 8: TIS logo Dutch grey.

Figure 10: TIS logo English black.
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.

\[\text{\textbackslash thuaslogodutchblackbfm}\]
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.
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

\thuaslogodutchgreyitd
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.
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.
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.
Figure 29: MO logo English grey.

\thuaslogoenglishgreenmo

Figure 30: MO logo English green.

Figure 31: SWE logo Dutch black.

\thuaslogodutchblackswe

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.

\thuaslogodutchgreyswe

\thuaslogodutchgreyswe
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.
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.
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.
Figure 41: PLS logo English grey.

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.

Figure 43: GVS logo Dutch black.
Figure 44: GVS logo Dutch grey.

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.

Figure 46: HNS logo English black.

17
Figure 47: HNS logo English grey.

\thuaslogoenglishgreenhns

Figure 48: HNS logo English green.

\thuaslogoenglishgreenhns

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.

\thuaslogoletschangeblack

Figure 50: Logo Let’s change grey.

\thuaslogoletschangegrey
Logos can be typeset at a certain width or height, by use of the command \resizebox:
\resizebox{4cm}{!}{\thuaslogodutchgrey}

21 Scaling logos

Logos can be typeset at a certain width or height, by use of the command \resizebox:
The exclamation mark in the second argument specifies to keep the aspect ratio.

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}

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}

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 adjust the colour `thuas logos@color` and making use of the internal logos. The colours use below are the secondary colour that The Hague University uses:

\[\text{\footnotesize \texttt{\makeatletter\definecolor{thuaslogos@color}\{RGB\}\{0,178,205\}\%}}\]
\[\text{\footnotesize \texttt{\makeatletter\definecolor{thuaslogos@color}\{RGB\}\{0,178,205\}\% \thuaslogo@logoenglishnocolor \qquad \thuaslogo@logodutchnocolor}}\]
\[\text{\footnotesize \texttt{\makeatletter\definecolor{thuaslogos@color}\{RGB\}\{202,67,60\}\% \thuaslogo@logoenglishnocolortis \qquad \thuaslogo@logodutchnocolortis}}\]
\[\text{\footnotesize \texttt{\definecolor{thuaslogos@color}\{RGB\}\{255,186,0\}\% \thuaslogo@logoenglishnocolorbftm \qquad \thuaslogo@logodutchnocolorbftm}}\]
\[\text{\footnotesize \texttt{\definecolor{thuaslogos@color}\{RGB\}\{142,152,6\}\% \thuaslogo@logoenglishnocolortd \qquad \thuaslogo@logodutchnocolortd}}\]
\[\text{\footnotesize \texttt{\definecolor{thuaslogos@color}\{RGB\}\{168,173,0\}\% \thuaslogo@logoenglishnocolormo \qquad \thuaslogo@logodutchnocolormo}}\]
\[\text{\footnotesize \texttt{\definecolor{thuaslogos@color}\{RGB\}\{59,69,89\}\% \thuaslogo@logoenglishnocolorswe \qquad \thuaslogo@logodutchnocolorswe}}\]
\[\text{\footnotesize \texttt{\definecolor{thuaslogos@color}\{RGB\}\{78,91,118\}\% \thuaslogo@logoenglishnocolorpls \qquad \thuaslogo@logodutchnocolorbrv \makeatother}}\]
Figure 58: Logos typeset with alternative colours.
It is possible to typeset the logos in white relative to a background colour:

```latex
% 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 eps2pfg\(^1\). 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
\thuaslogodutchbuckleswe
\thuaslogodutchblacktis
\thuaslogodutchgreen
\thuaslogodutchgreenbfm
\thuaslogodutchgreenbrv
\thuaslogodutchgreenvgs
\thuaslogodutchgreenitd
\thuaslogodutchgreenmo

\(^1\)See https://sourceforge.net/projects/eps2pgf/
26 Changelog

v1.2 [2019/06/07] English documentation. Logos are tikzpicture-aware. Logos in corporate style. Logos are tikzpicture-aware. Logos in white.


v1.0 [2019/01/01] Initial release. Logos of HHS/THUAS and TIS.