

**LOBA<sup>®</sup>**

**branding**

SPAANSE POLDER CAFÉ

**01**



**context**

# **Spaanse Polder Café**

**is a safety initiative designed to engage Spaanse Polder broad population in action to address organised crime and associated problems.**

# objective

**The objective is to create an impactful visual identity and brand communication.**

We target a wide age range, so we need to touch each adult generation. The brand's communication must bring the idea that people can and should participate on the Spaanse Polder Café forums.

The brand introduces dynamic and colorful communication transmitting a feeling of movement towards one point.

The basic graphic elements are inspired on bicycles lanes spread in the area, reinforcing the idea that the forum is for ALL.

**keywords**

**security  
inclusive  
dynamic  
gathering  
path**

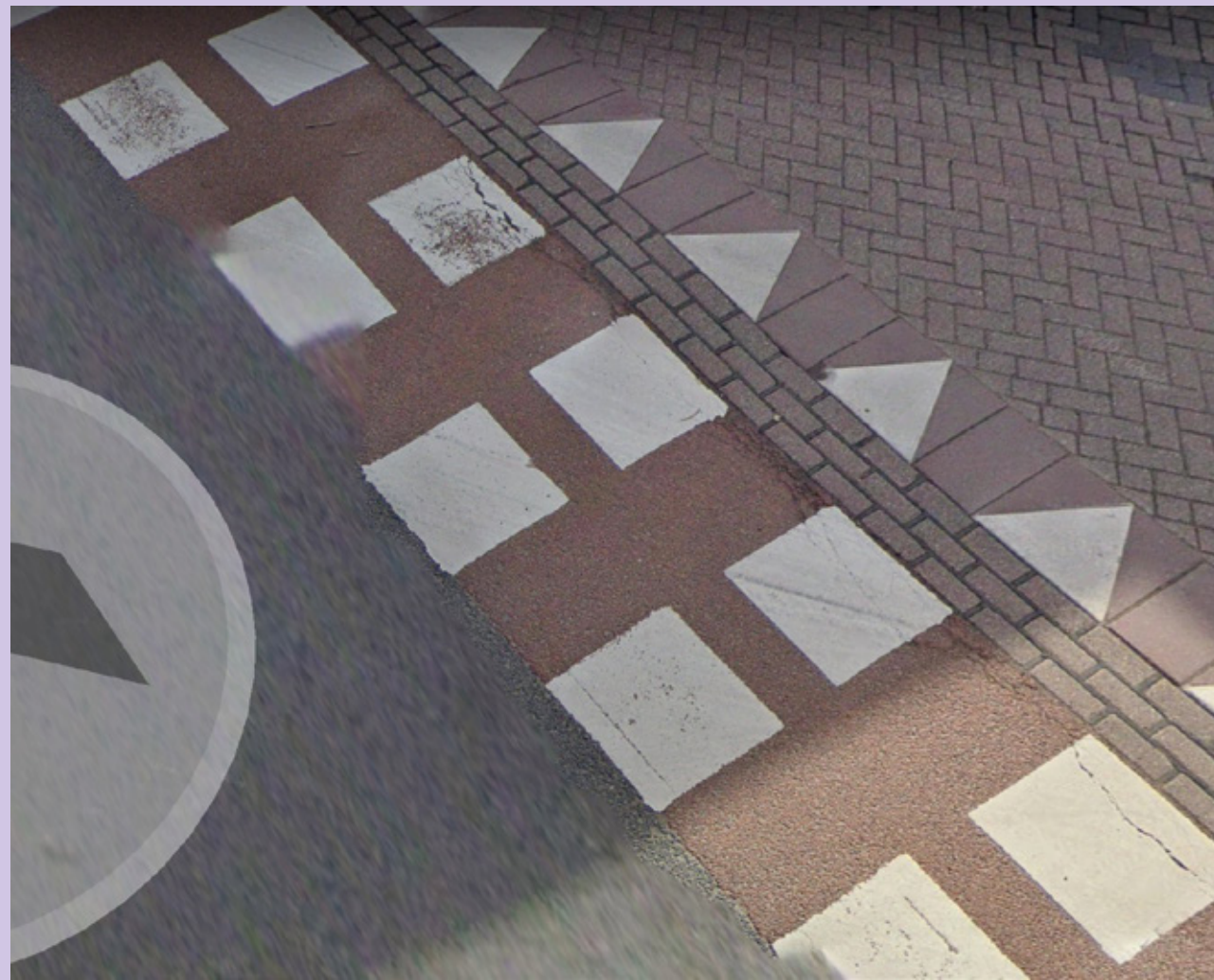
# creative rational

**Spaanse Polder Café is going to be transformed on a new, more inclusive, forum event.**

Rather than merely the small group of business owners with whom the city currently engages, the Spaanse Polder Café is focused on getting as wide an attendance as possible, especially from the working population who normally do not engage in such events in the area.

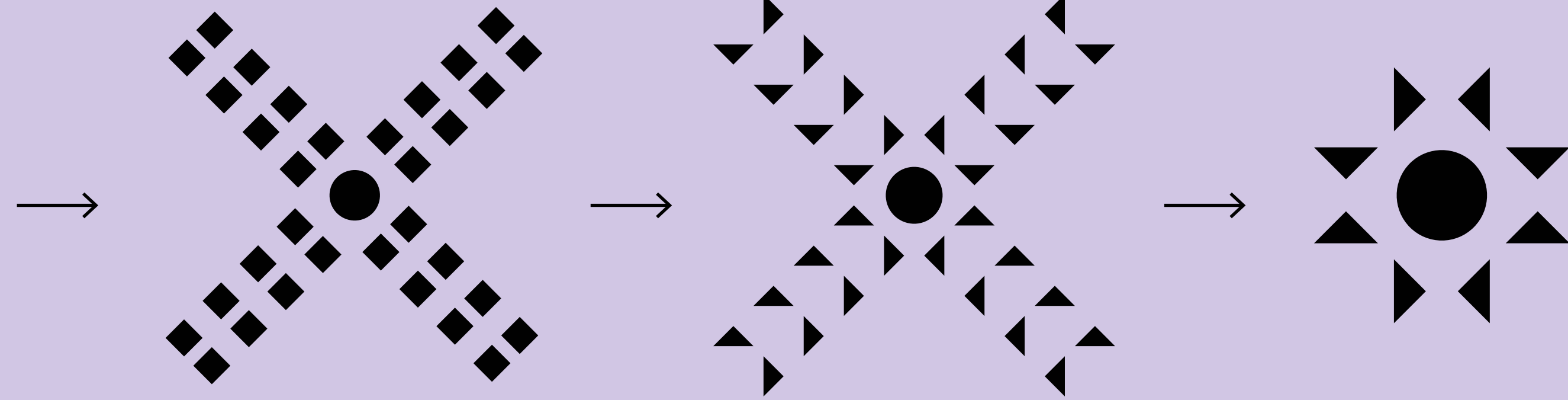
The Spaanse Polder Café forum aims to actively engage a much wider cross-section of Spaanse Polder users, and has the potential to connect with **all** users of the area.

# creative rational



Bike lanes at Spaanse Polder

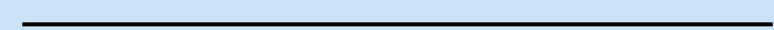
-  
graphic elements known by everyone and a symbol of the dutch culture, transversal to all classes.



Windmills

Direction to one point

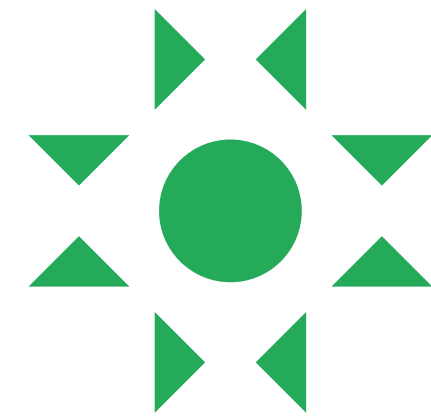
**02**



**logo**

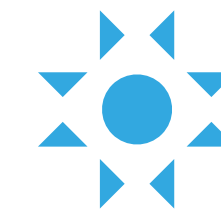


- logotipo



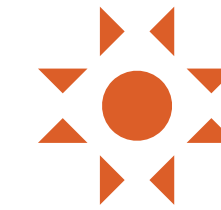
**Spaanse Polder**  
**Café** ▶ Voorjaars bijeenkomst

Together, we make Spaanse Polder happen.



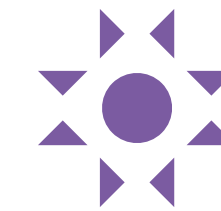
**Spaanse Polder**  
**Café** ▶ Zomer bijeenkomst

Together, we make Spaanse Polder happen.



**Spaanse Polder**  
**Café** ▶ Herfst bijeenkomst

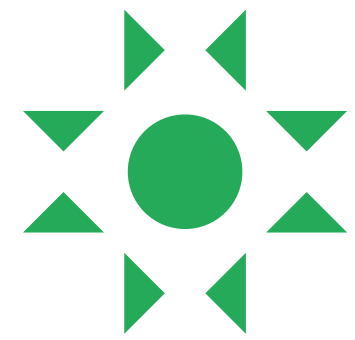
Together, we make Spaanse Polder happen.



**Spaanse Polder**  
**Café** ▶ Winter bijeenkomst

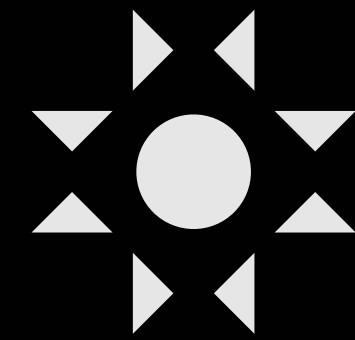
Together, we make Spaanse Polder happen.

- logo versions



**Spaanse Polder**  
**Café** ▶ Voorjaars bijeenkomst

Together, we make Spaanse Polder happen.



**Spaanse Polder**  
**Café** ▶ Voorjaars bijeenkomst

Together, we make Spaanse Polder happen.

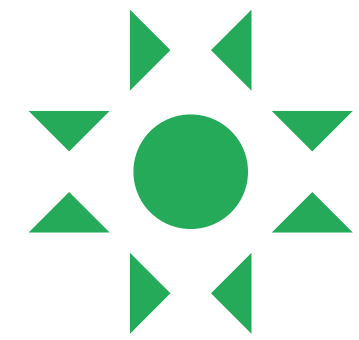


**Spaanse Polder**  
**Café** ▶ Voorjaars bijeenkomst

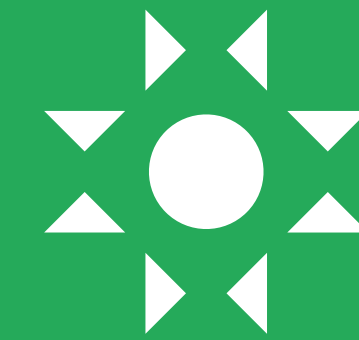
Together, we make Spaanse Polder happen.

- logo versions

This is the version of the logo without the strapline.



**Spaanse Polder**  
**Café** ▶ Voorjaars bijeenkomst



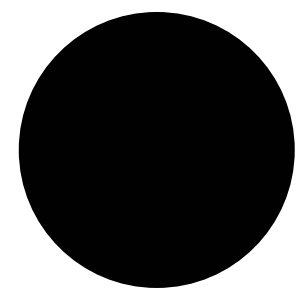
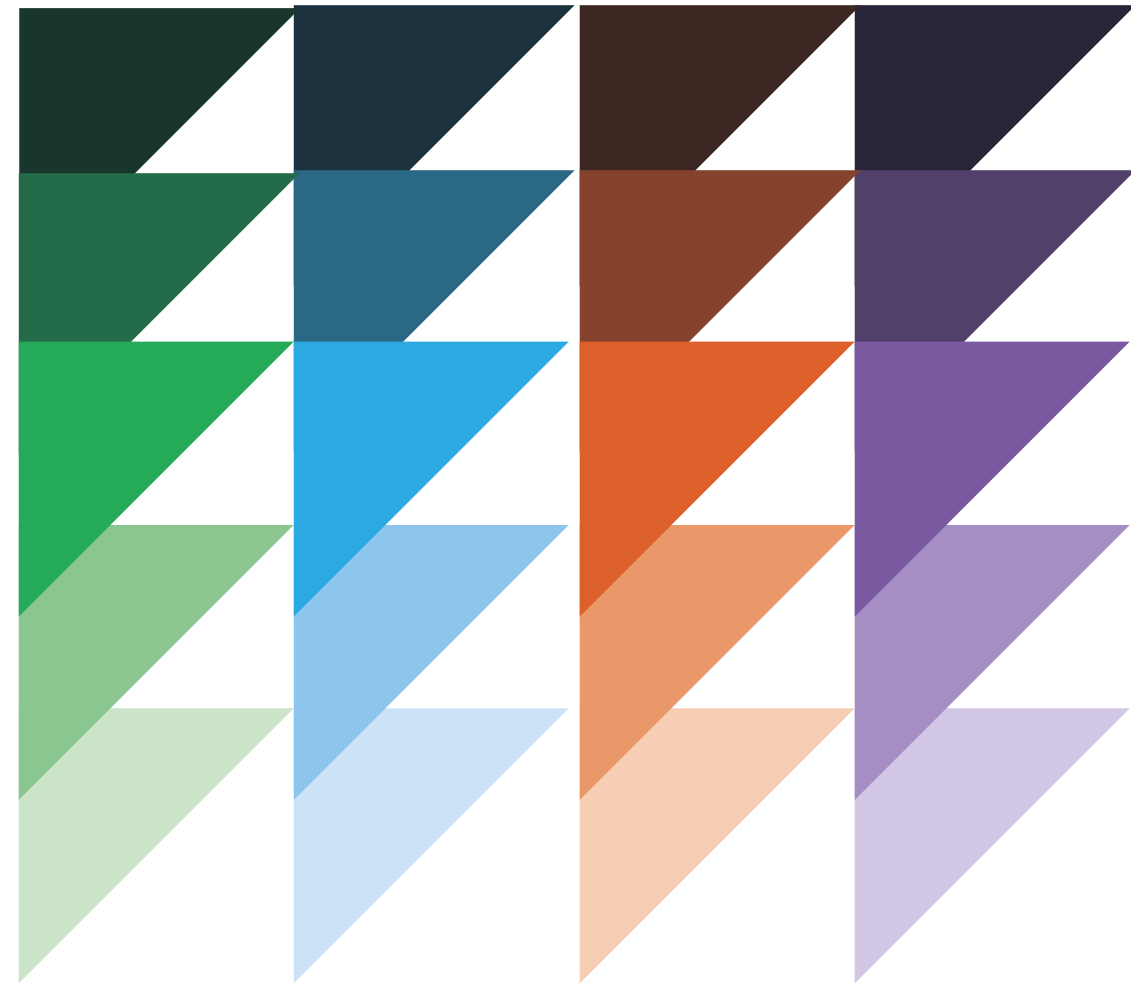
**Spaanse Polder**  
**Café** ▶ Voorjaars bijeenkomst

**03** —————

# branding elements



- colors



CUSTOMER **EXPERIENCE** DESIGN



**LOBA**<sup>®</sup>



- typography

# Spaanse Polder Café

## **CLASH DISPLAY**

Main typography of the brand.

- typography

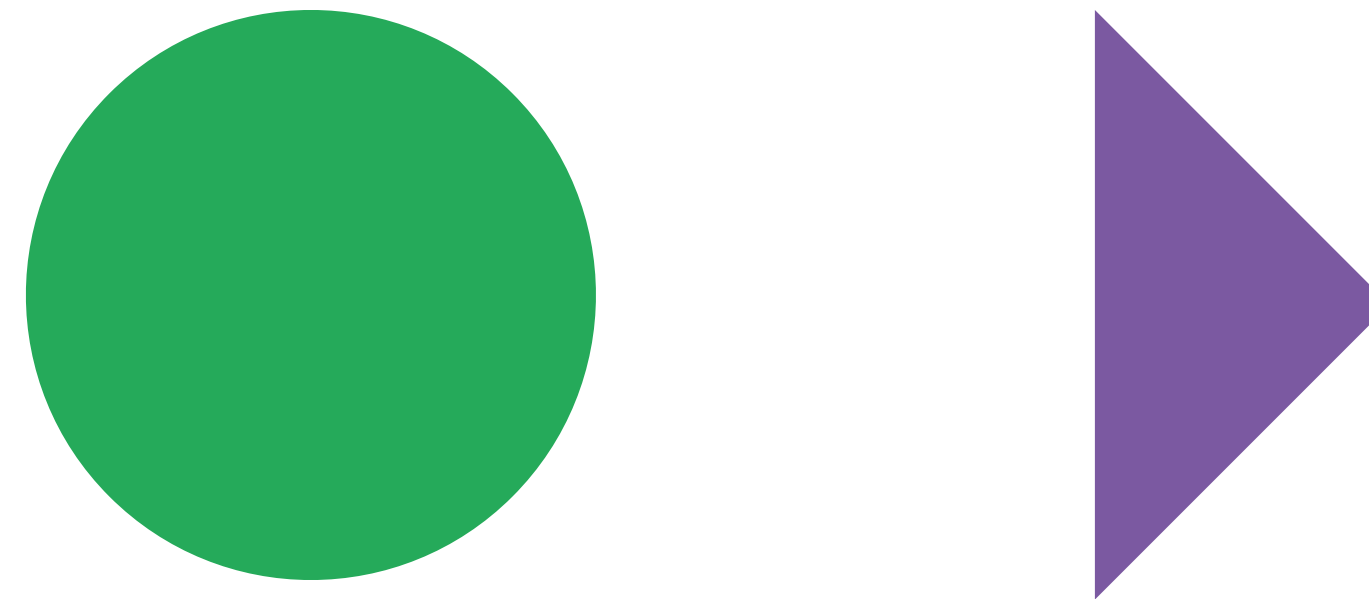
September 30<sup>th</sup> | 12h  
Van Nelle Factory BV

## **SOURCE SANS**

This is the secondary typography font that will be used in small Headlines.

- elements

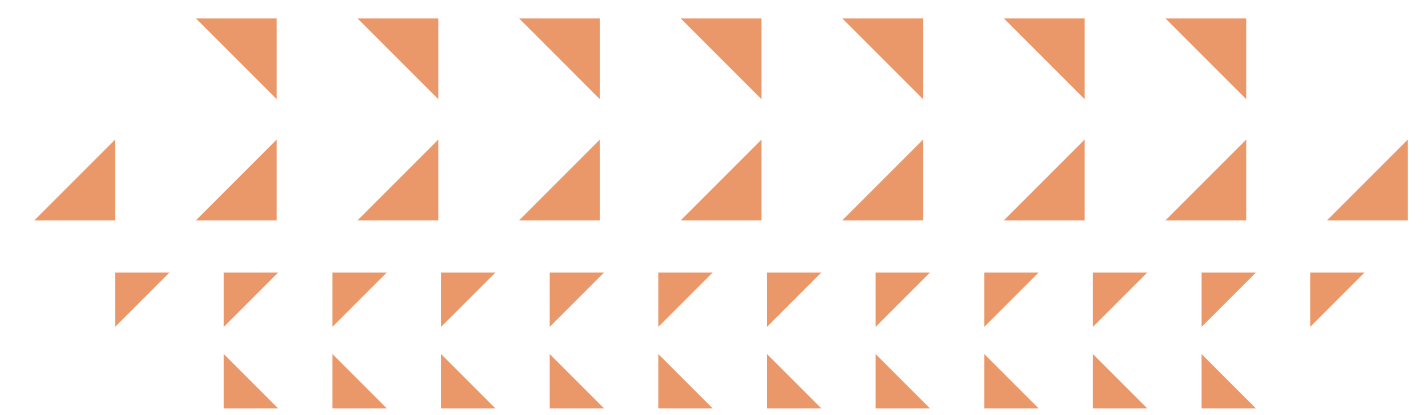
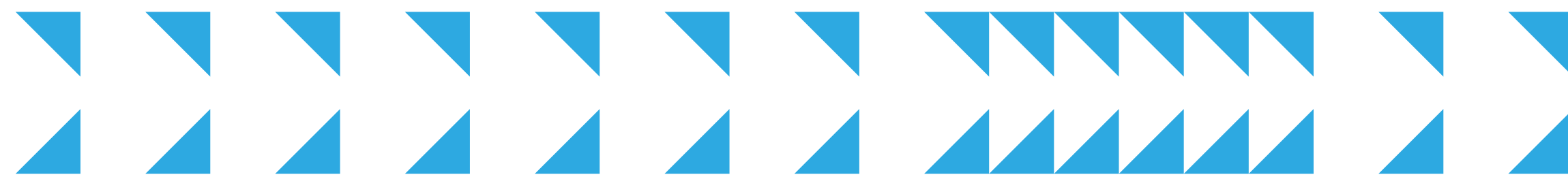
## geometric shapes and image masks

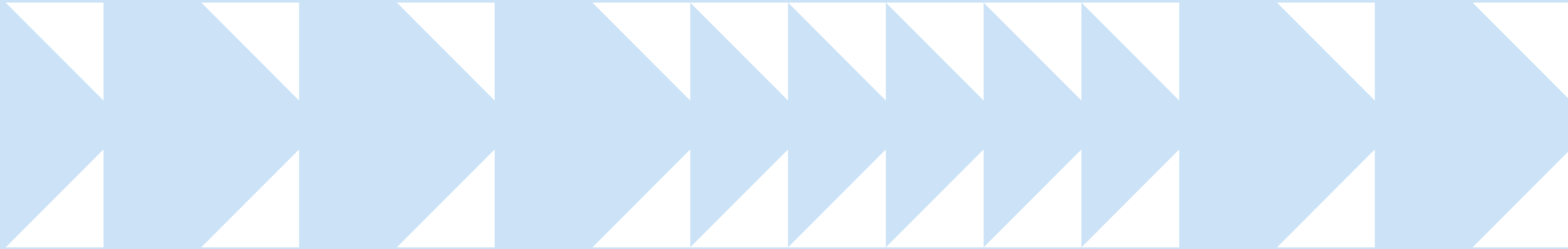




- elements

## geometric shapes for background compositions





**04**



**applications**





**Spaanse Polder  
Café** ▶ Voorjaars bijeenkomst  
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# Ondermijning schaadt maatschappij én economie

April 14<sup>th</sup> | 9h  
Van Nelle Factory BV

Mees de Boer  
voorzitter  
Van Nelle Factory



**Spaanse Polder  
Café** ▶ Zomer bijeenkomst  
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# Ondernemers kunnen en willen bijdragen aan oplossingen

July 29<sup>th</sup> | 12h  
Van Nelle Factory BV

Lucas Van Der Sar  
voorzitter  
IKP-Nederland



**Spaanse Polder  
Café** ▶ Herfst bijeenkomst  
Together, we make Spaanse Polder happen.

# Voorstellen om ondermijning samen harder aan te pakken

September 30<sup>th</sup> | 12h  
Van Nelle Factory BV

Marcel Van Basten  
voorzitter  
B Plant



**Spaanse Polder  
Café** ▶ Winter bijeenkomst  
Together, we make Spaanse Polder happen.

# Niet alleen 'ondermijning' schaadt

November 24<sup>th</sup> | 11h  
Van Nelle Factory BV

Anna de Boer  
voorzitter  
Van Nelle Factory







think. connect. grow. — **fiercely.**

**LOBA<sup>®</sup>**

**obrigado.**

## fale connosco

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