

Ik Koop Belgisch / J' Achète Belge

Brand Manual



IK KOOP
BELGISCH
Brussels Flanders Wallonia
J'ACHÈTE
BELGE

The list of Belgian* fashion and design brands is long and diverse. 'Ik Koop Belgisch/J'Achète Belge' has something to offer for any style and budget. With Ik Koop Belgisch/J'Achète Belge, Flanders DC, together with the support of MAD Brussels, WBDM and Creamoda, puts the spotlight on native labels and encourages consumers to be proud of their Belgian purchases.

We are happy to provide you with an Ik Koop Belgisch/J'Achète Belge window sticker to promote the Belgian brands you sell in your store. You can request one via our website www.ikkoopbelgisch.be. But we also want to give you the opportunity to get creative with the campaign and create promo materials like badges for your staff or customers, gift wrapping, balloons, mirror stickers etc or integrate the logo for the Belgian items on your website.

Because we want you to be inspired, but also respect the graphic identity of our campaign, we provide you with this brand manual. Please keep the following guidelines into account when using the Ik Koop Belgisch/J'Achète Belge logo.

We will gladly share the logo in high res quality if you have a great idea. Please contact info@ikkoopbelgisch.be for more information.

Please share your [#ikkoopbelgisch](https://www.instagram.com/ikkoopbelgisch) [#jachetebelge](https://www.instagram.com/jachetebelge) efforts with the world on your social media channels and encourage your customers to do the same with a picture of their purchase.

** What do we consider Belgian brands? Brands that have their global HQ in Belgium and of which the creative process for the collection takes place in Belgium. Belgian production is of course an option, but is not required.*

A few first practical guidelines:

- Do not produce the general window sticker yourself. We will be happy to provide these for you for free! Request sticker: www.ikkoopbelgisch.be
- Do not use the logo to attach to individual items or in garments, but feel free to use the logo to emphasize a Belgian corner in your store for example.
- Do not use the logo to promote anything other than Belgian FASHION or DESIGN brands.
- If you are looking for a great graphic partner to design your 'Ik Koop Belgisch/J'Achète Belge' promo materials, feel free to contact Lauren Grusenmeyer, the creator of our logo, via info@bureaugrusenmeyer.com
- If you have a great idea and you see things bigger and beyond your own store or brand, feel free to contact us for a collaboration: info@ikkoopbelgisch.be

Ik koop Belgisch/J'Achète Belge-team

www.ikkoopbelgisch.be
Instagram: [@flandersdcforfashion](https://www.instagram.com/flandersdcforfashion)
www.facebook.com/ikkoopbelgisch/
info@ikkoopbelgisch.be

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T: +32 3 303 75 90
Nationalestraat 28/2,
2000 Antwerpen

MAD Brussels:
T: +32 2 880 85 62

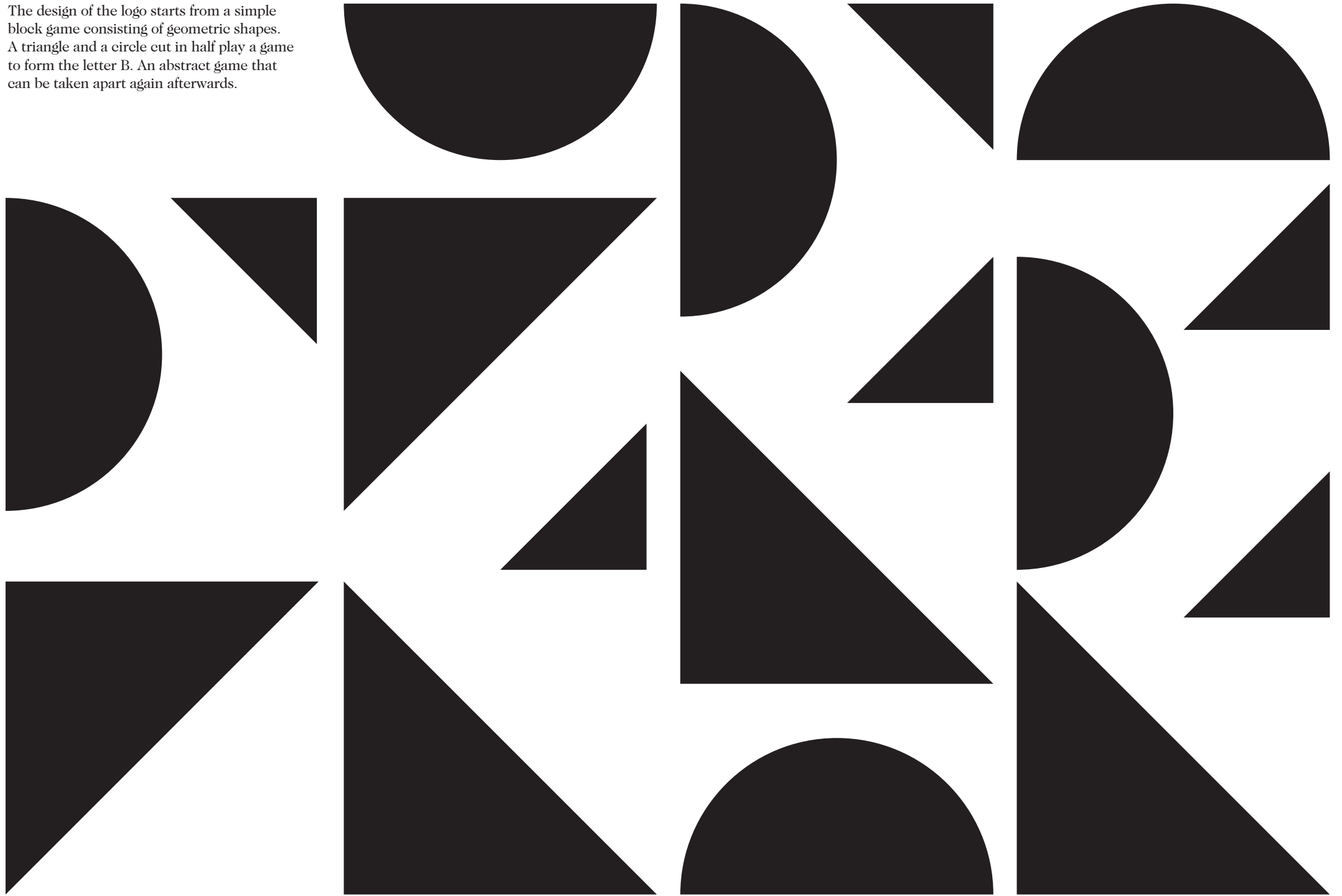
WBDM:
T: +32 2 421 84 42

Creamoda:
T: +32 2 238 10 11

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Design

The design of the logo starts from a simple block game consisting of geometric shapes. A triangle and a circle cut in half play a game to form the letter B. An abstract game that can be taken apart again afterwards.



Once the shapes come together the B is shaped into a simple geometric form. As such, the letter B forms an emblem and is the base of the logo.





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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 \$ * £ % / : . , ? ! () &

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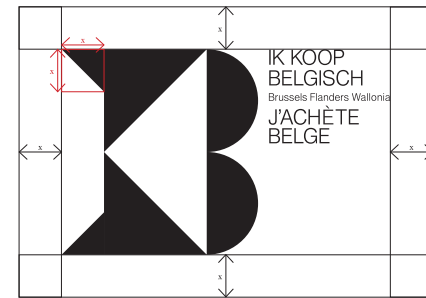
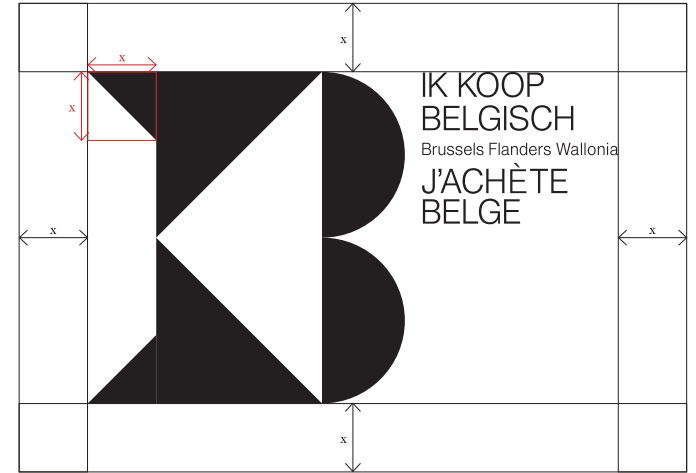
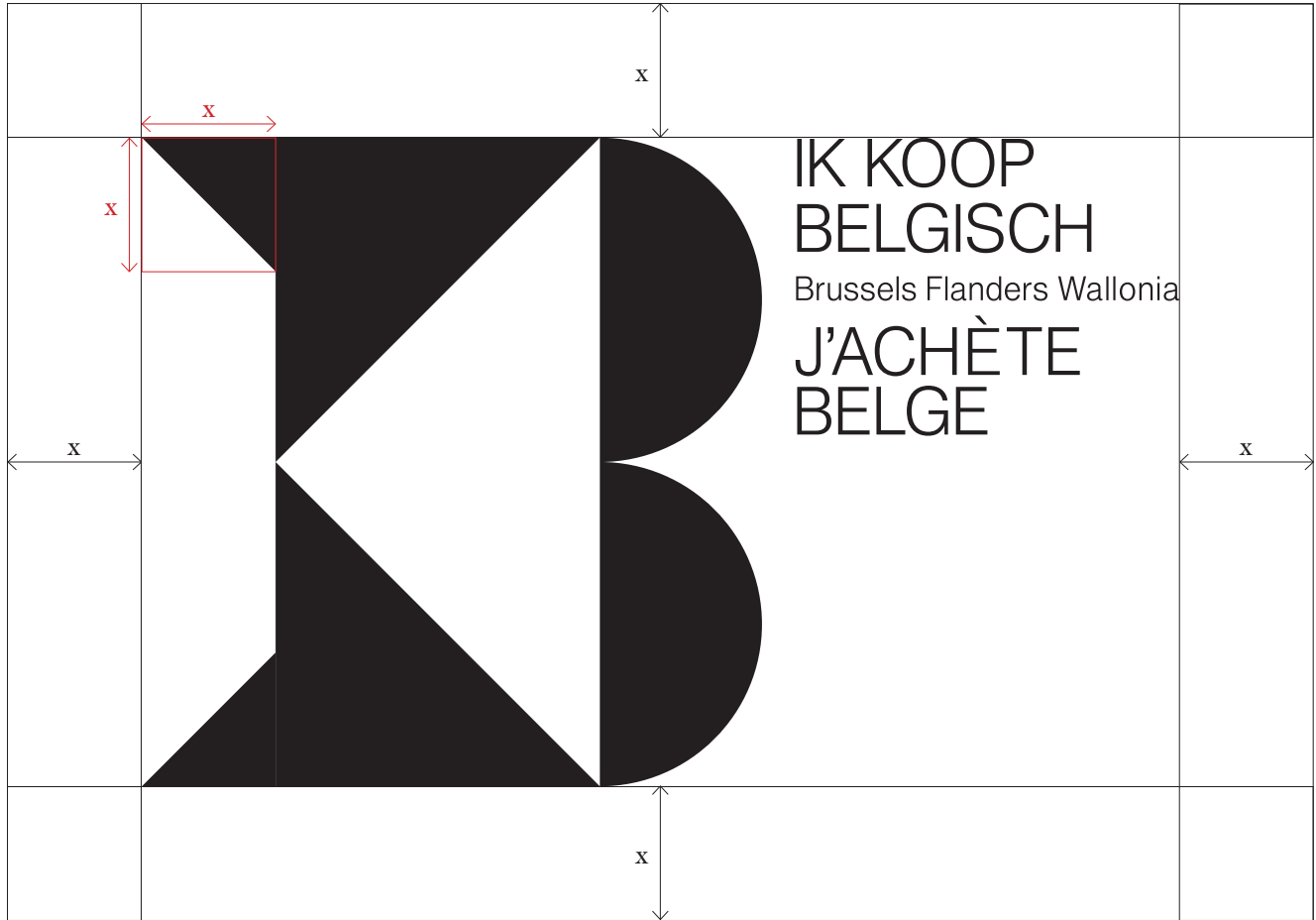
J'ACHÈTE
BELGE

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BELGISCH

When the logo is placed, a basic margin around the logo must be taken into account. This basic margin around the logo is based on the size of the smallest triangle.



Colors

The logo is designed so that it can be set in color. The large geometric shapes can each take a different color. In this way the logo can adapt to different, visual situations. On the following pages we show a number of color variations that can be used. The wrong applications show how the logo can not be colored. For example, the small triangles always have to be black to frame the logo.





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CMYK: C 0%, M 45%, Y 0%, K 0%
RGB: R 245, G 164, B 199
HEX: #F5A3C7

CMYK: C 75%, M 8%, Y 84%, K 47%
RGB: R 25, G 106, B 57
HEX: #196A39

CMYK: C 0%, M 93%, Y 100%, K 5%
RGB: R 226, G 53, B 34
HEX: #E23522

CMYK: C 0%, M 3%, Y 100%, K 3%
RGB: R 252, G 226, B 0
HEX: #FCE100



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CMYK: C 0%, M 0%, Y 0%, K 63%
RGB: R 122, G 124, B 127
HEX: #7A7C7F

CMYK: C 23%, M 27%, Y 100%, K 0%
RGB: R 204, G 175, B 45
HEX: #CCAF2D

CMYK: C 54%, M 31%, Y 55%, K 0%
RGB: R 106, G 136, B 107
HEX: #849981

CMYK: C 0%, M 3%, Y 100%, K 3%
RGB: R 252, G 226, B 0
HEX: #7E462F



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CMYK: C 54%, M 31%, Y 55%, K 0%
RGB: R 106, G 136, B 107
HEX: #849981

CMYK: C 0%, M 93%, Y 100%, K 5%
RGB: R 226, G 53, B 34
HEX: #E23522

CMYK: C 31%, M 0%, Y 5%, K 0%
RGB: R 162, G 220, B 237
HEX: #ABDFEF

CMYK: C 100%, M 90%, Y 10%, K 0%
RGB: R 37, G 64, B 143
HEX: #25408F



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CMYK: C 54%, M 65%, Y 0%, K 0%
RGB: R 132, G 106, B 175
HEX: #836AAF

CMYK: C 0%, M 3%, Y 100%, K 3%
RGB: R 252, G 226, B 0
HEX: #FCE100

CMYK: C 0%, M 93%, Y 100%, K 5%
RGB: R 226, G 53, B 34
HEX: #E23522

CMYK: C 31%, M 0%, Y 5%, K 0%
RGB: R 162, G 220, B 237
HEX: #ABDFEF



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CMYK: C 75%, M 8%, Y 84%, K 47%
RGB: R 25, G 106, B 57
HEX: #196A39

CMYK: C 0%, M 45%, Y 0%, K 0%
RGB: R 245, G 164, B 199
HEX: #F5A3C7

CMYK: C 100%, M 90%, Y 10%, K 0%
RGB: R 37, G 64, B 143
HEX: #25408F

CMYK: C 0%, M 0%, Y 0%, K 63%
RGB: R 122, G 124, B 127
HEX: #7A7C7F



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CMYK: C 0%, M 45%, Y 0%, K 0%
RGB: R 245, G 164, B 199
HEX: #F5A3C7

CMYK: C 0%, M 3%, Y 100%, K 3%
RGB: R 252, G 226, B 0
HEX: #FCE100

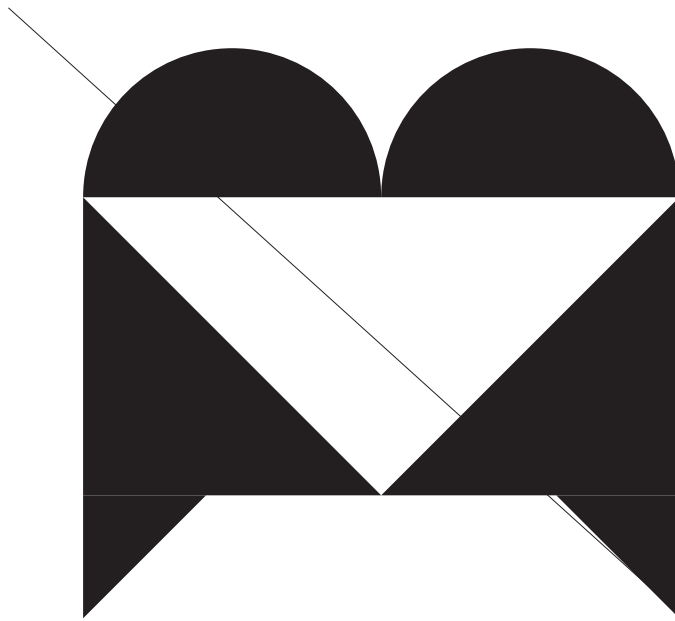
CMYK: C 0%, M 3%, Y 100%, K 3%
RGB: R 252, G 226, B 0
HEX: #7E462F

CMYK: C 100%, M 90%, Y 10%, K 0%
RGB: R 37, G 64, B 143
HEX: #25408F

Wrong usage

On these pages you will find some incorrect usages of the logo. It is important that the recognisability of the logo is guaranteed throughout all usages. Therefore we assembled some 'bad practices' that should be avoided.

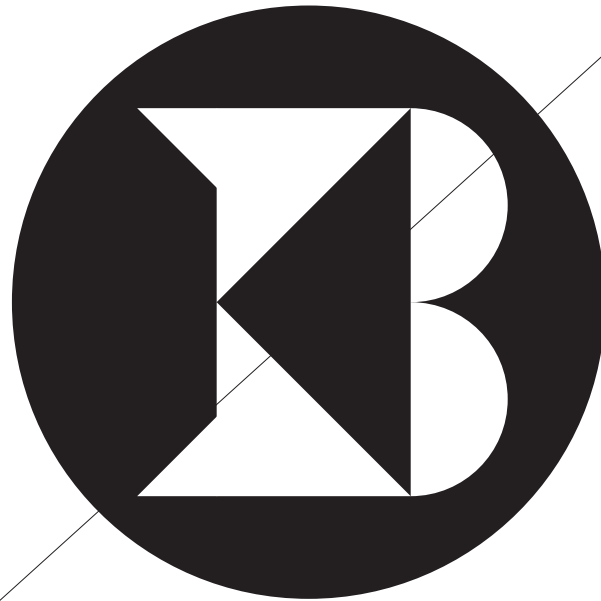
1. The logo must always be set in the correct one reading direction.
2. The logo may only be set in full colors, as shown in the chapter 'Color combinations'.
3. The logo may not be placed on a form, such as a circle or a square.
4. Blurry or pixelated logos should be avoided.



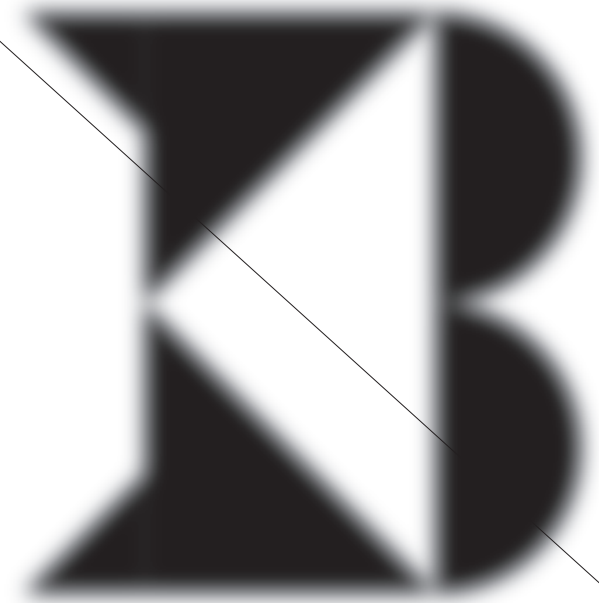
1.



2.



3.



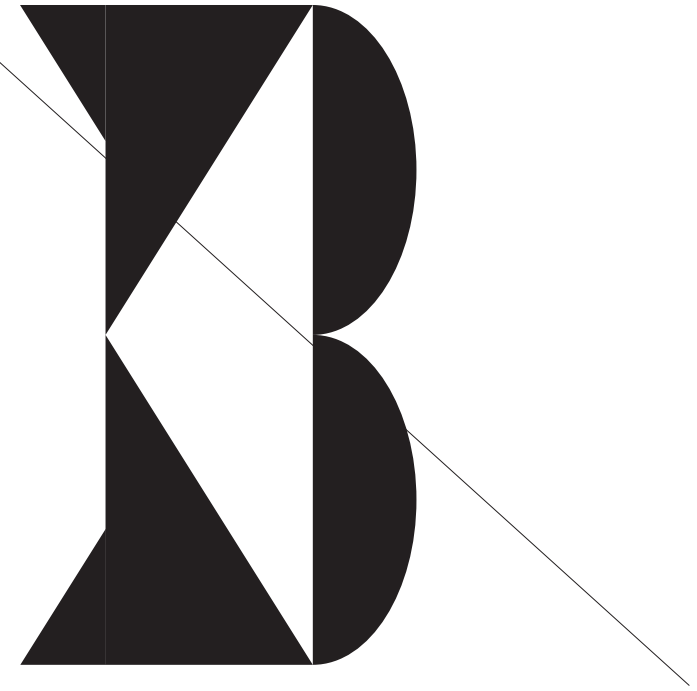
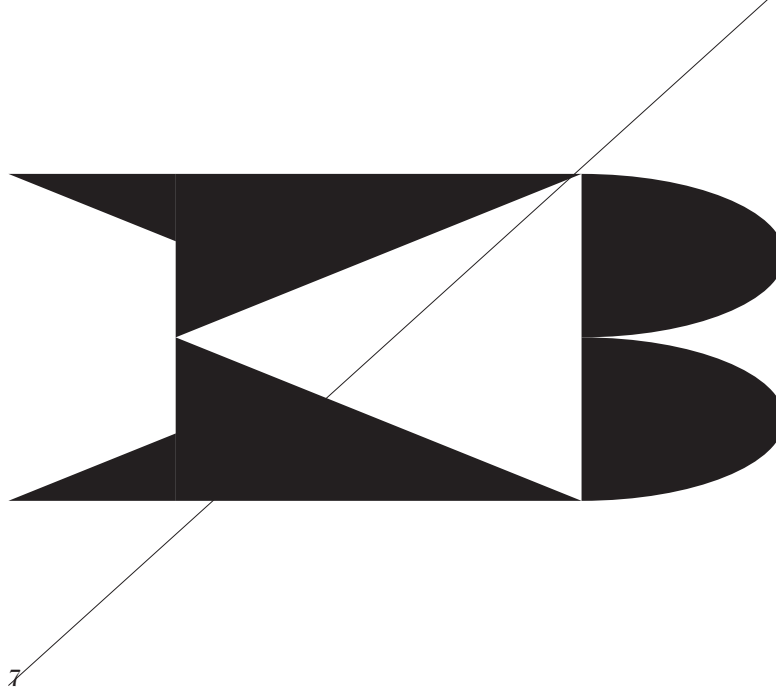
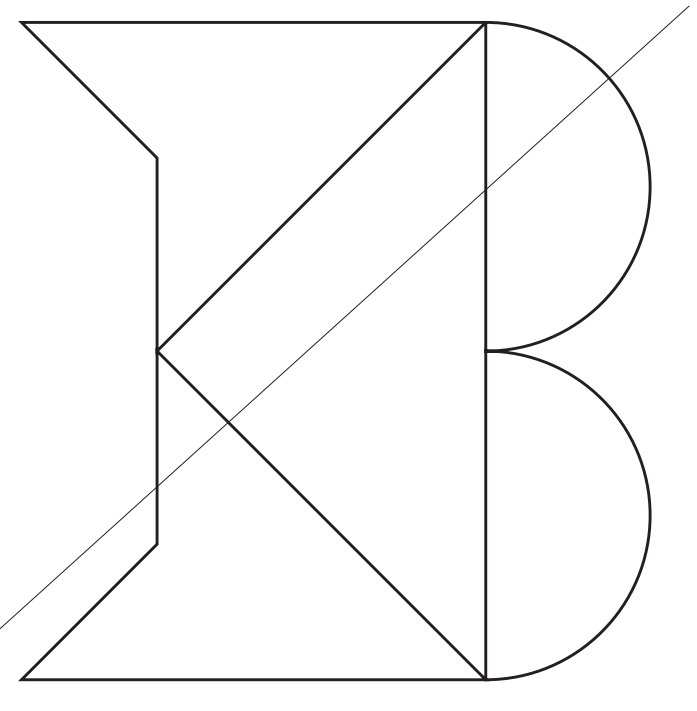
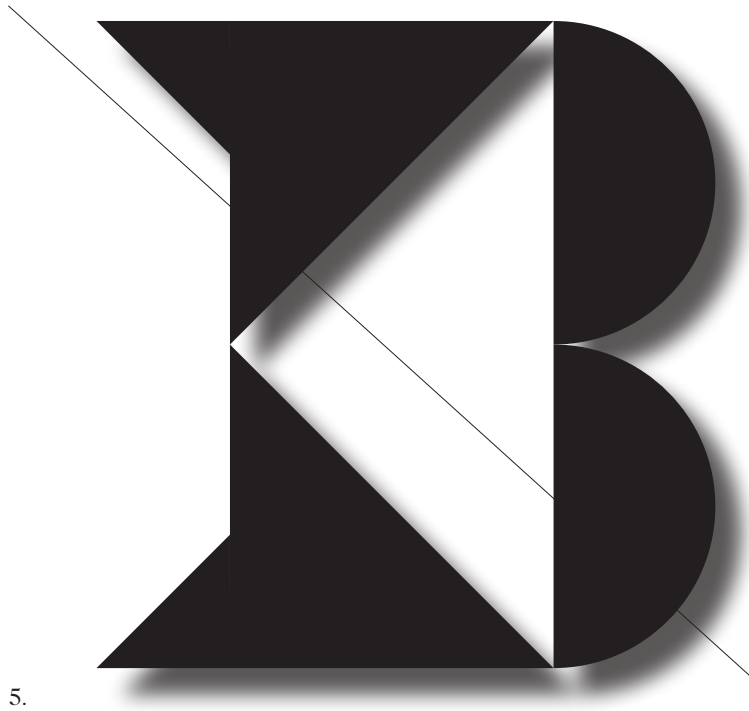
4.

5. The logo may not be set with dropshadows.

6. The logo may not be set in outlines.

7. The logo may not be stretched horizontally.

8. The logo may not be stretched vertically.

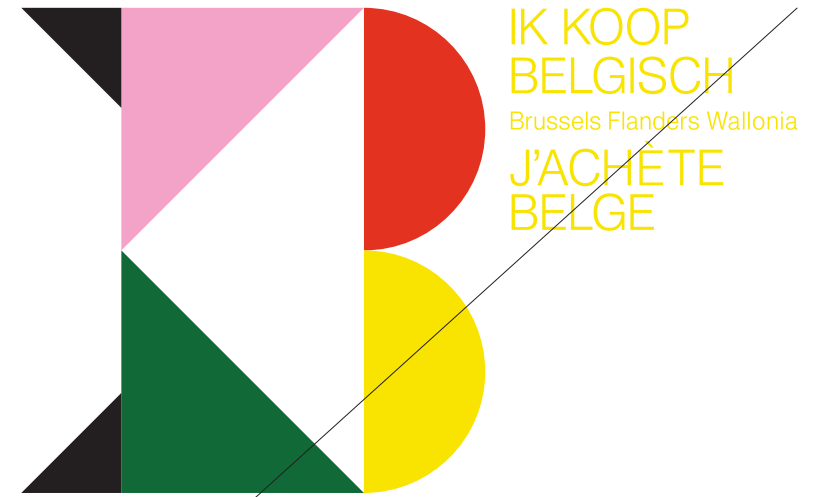


10. A color may only be used once for the coloring of the blocks. Use a different color for every shape.

11. The accompanying text should always be set in black and never in color.

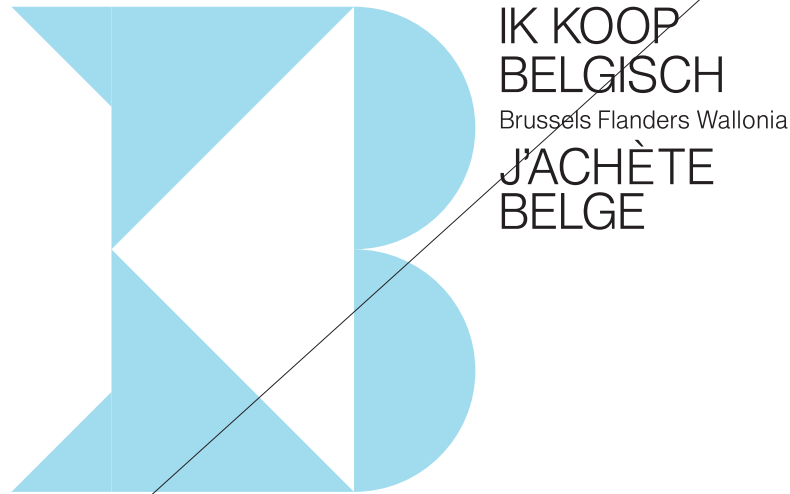
12. Do not set the whole logo in one color, keep it black if a monochrome is needed.

13. The small triangles of the logo should always be black and may never be colored.



10.

11.



12.

13.

14. The inner triangle of the logo should always be 'transparent' and may never be colored.

11. The logo may not be filled with a pattern.

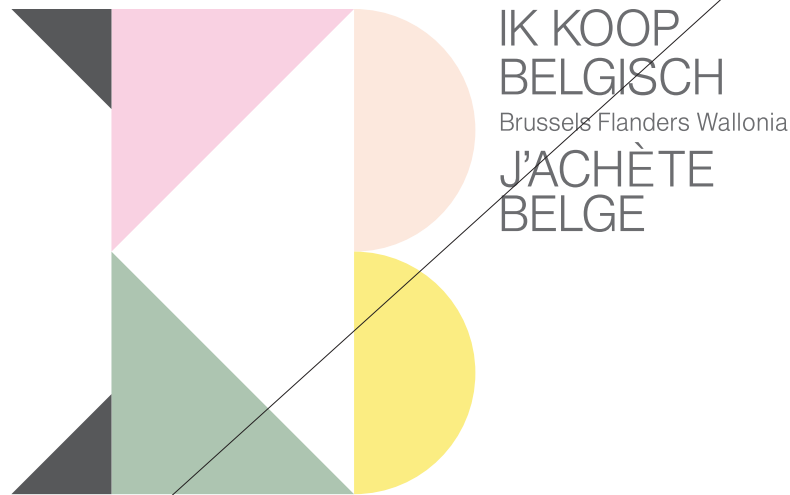
12. The transparency of the logo may not be modified.

13. If the logo is on a colored background the readability needs to be optimal.



14.

15.



16.

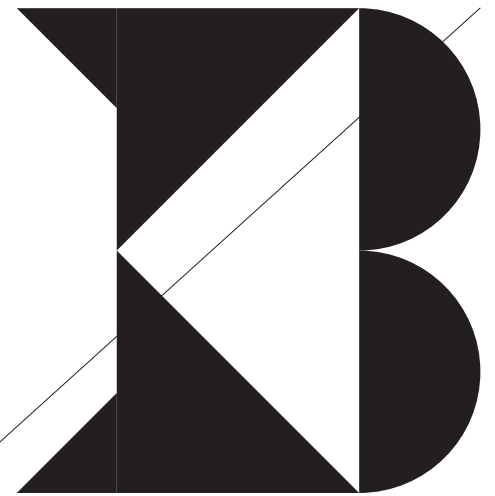
17.

18/19/20/21. On this page some erroneous placements of the text around the logo can be seen. The text should always be placed in the correct location as shown in the original designs.



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18.

19.

IK KOOP J'ACHÈTE
BELGISCH BELGE
Brussels Flanders Wallonia

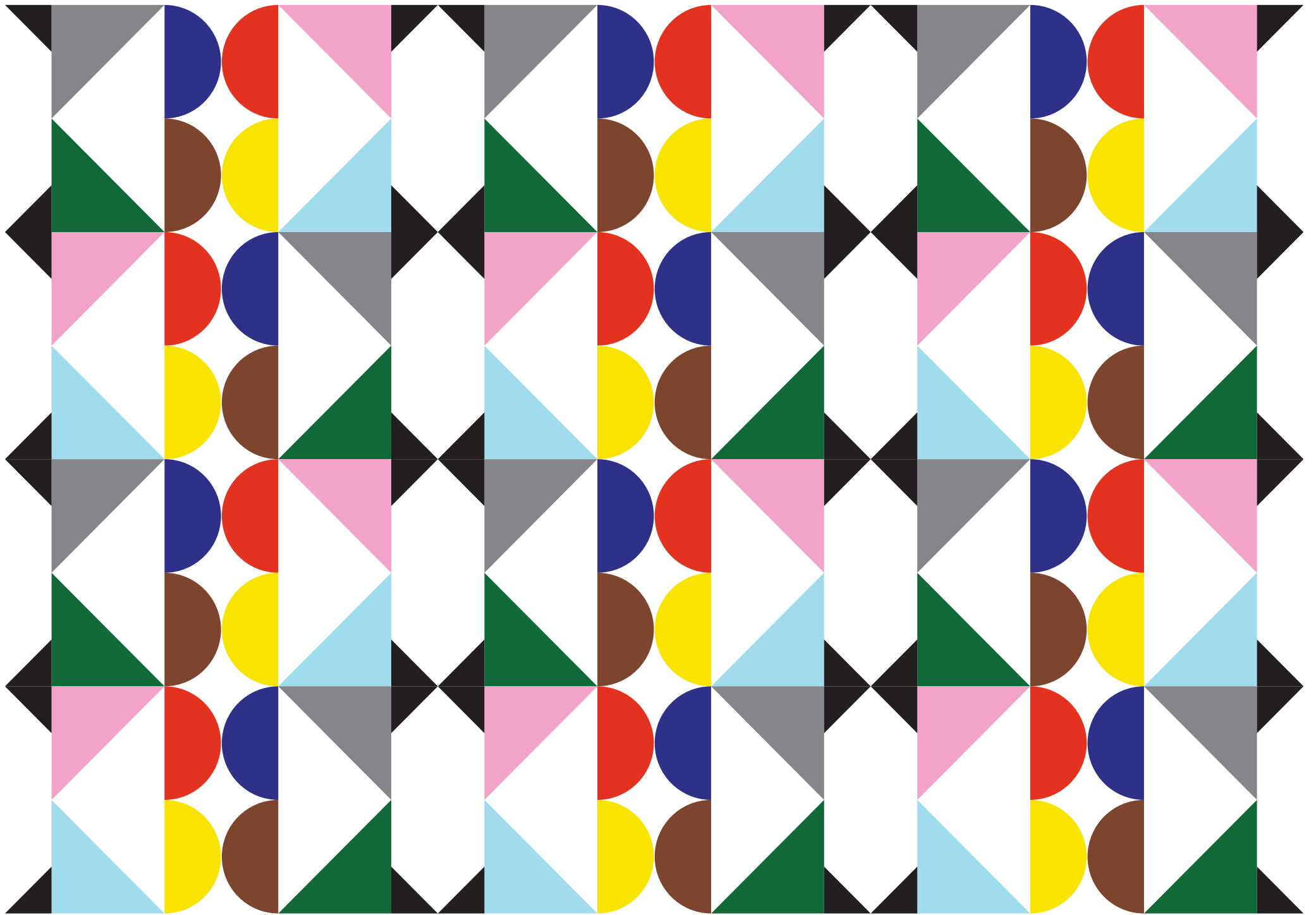


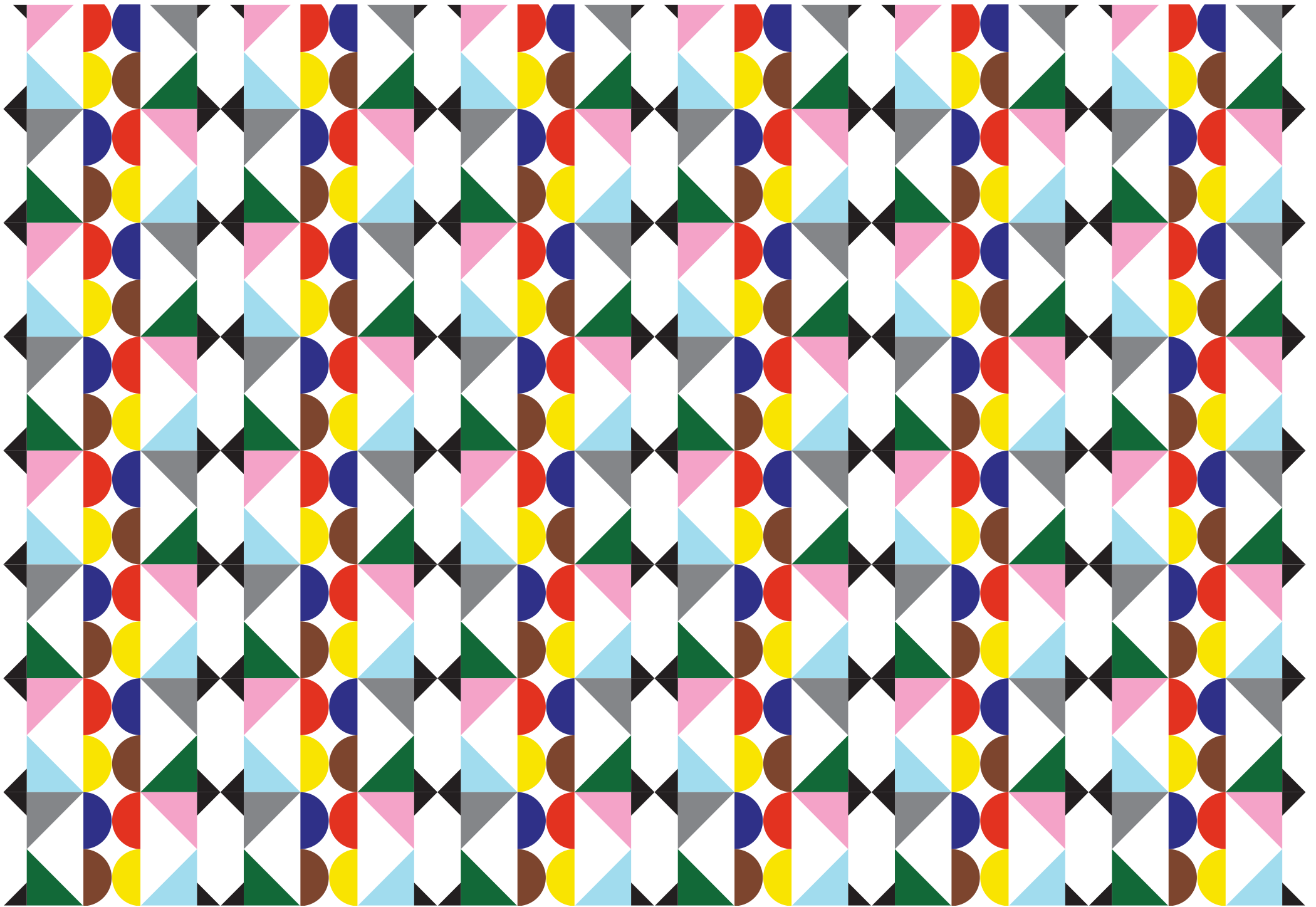
20.

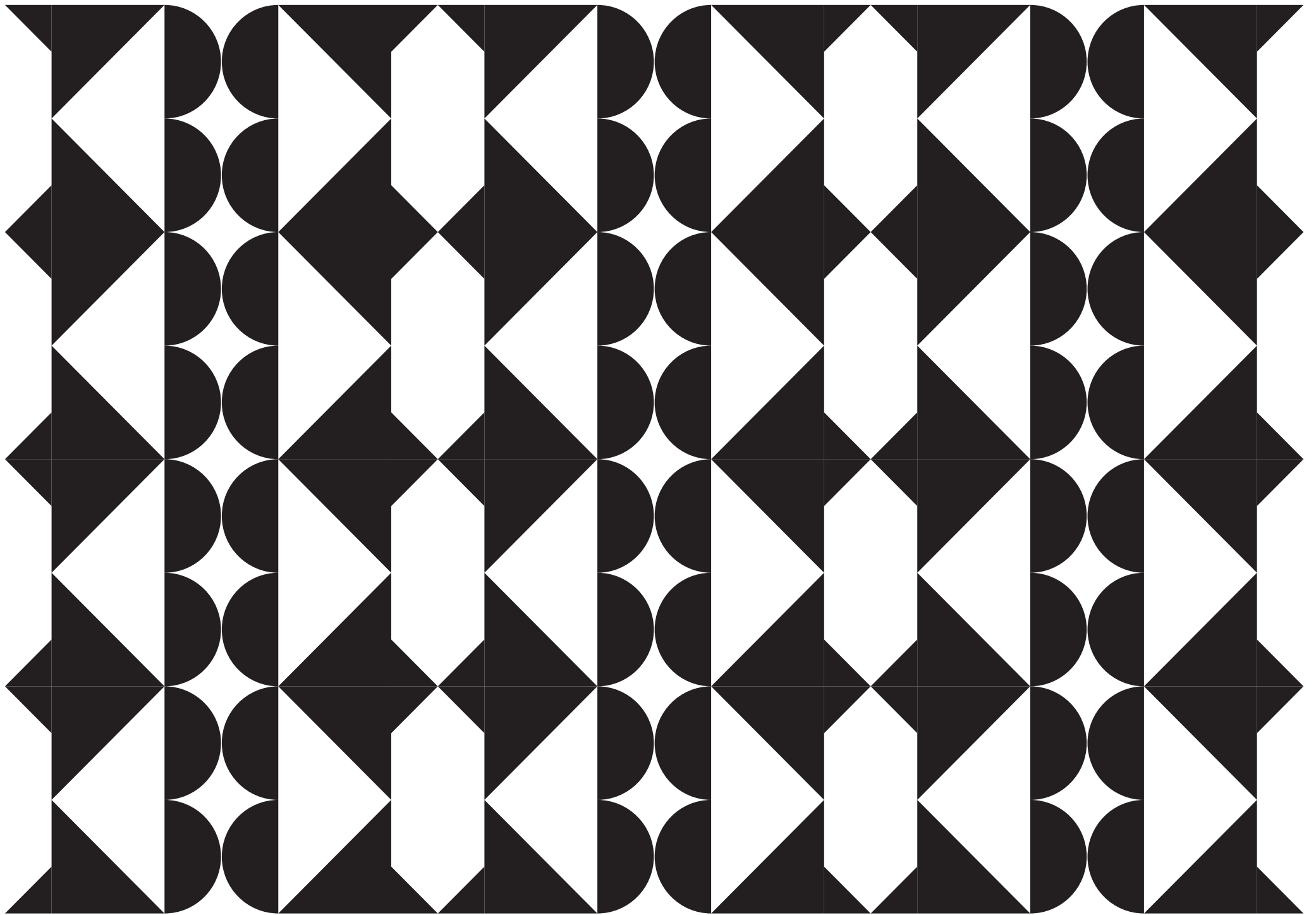


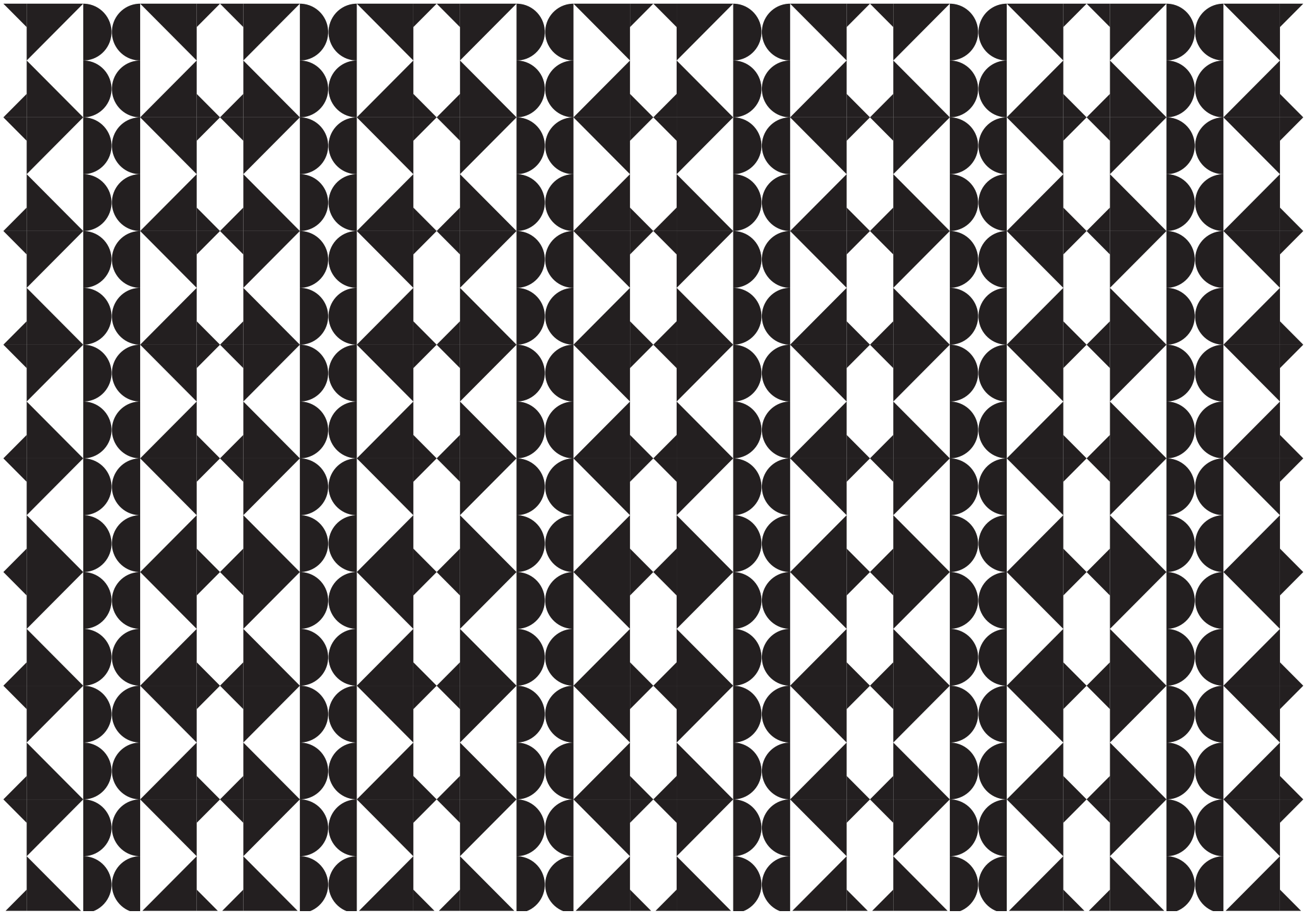
21.

Logo as pattern





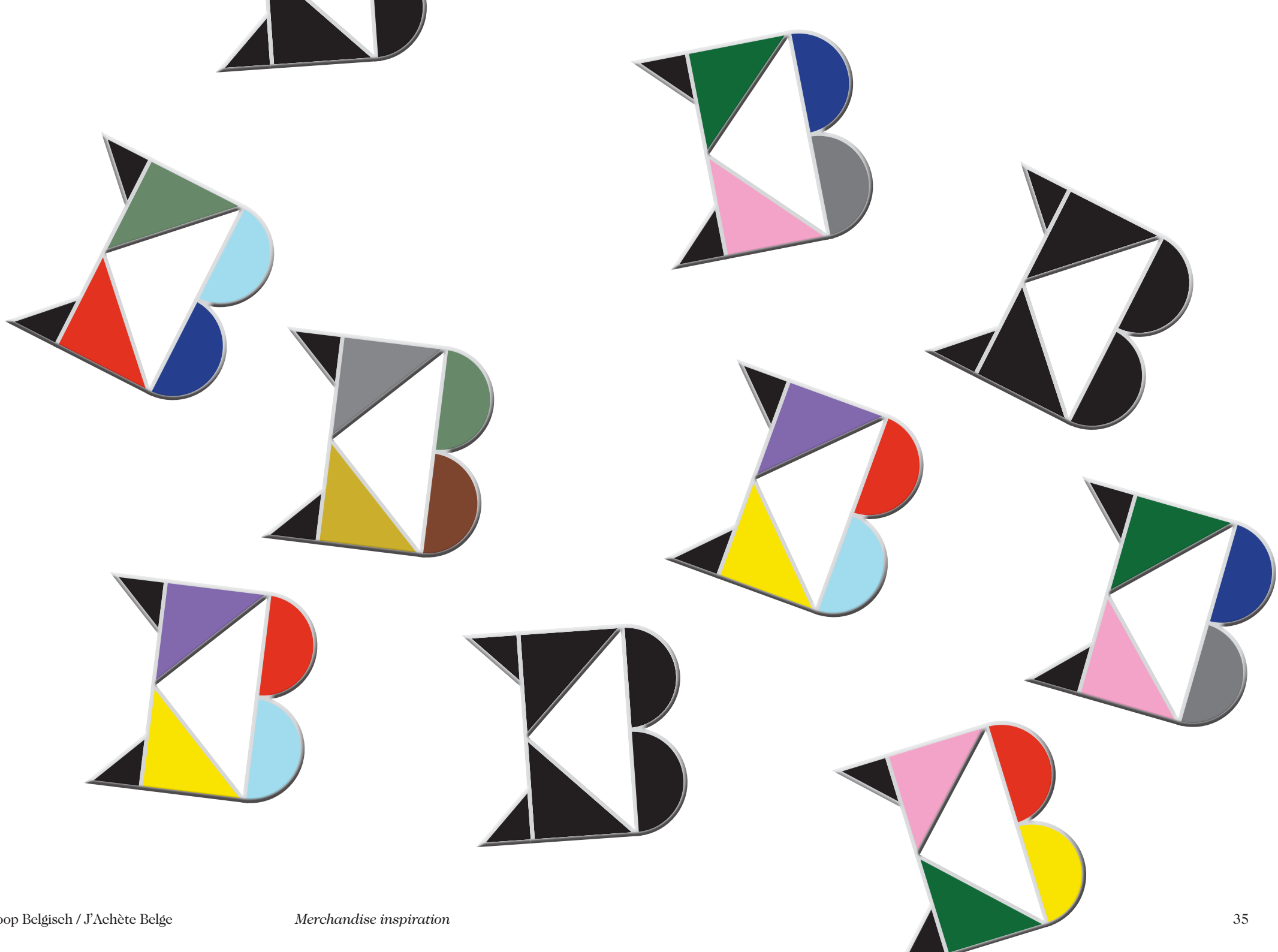




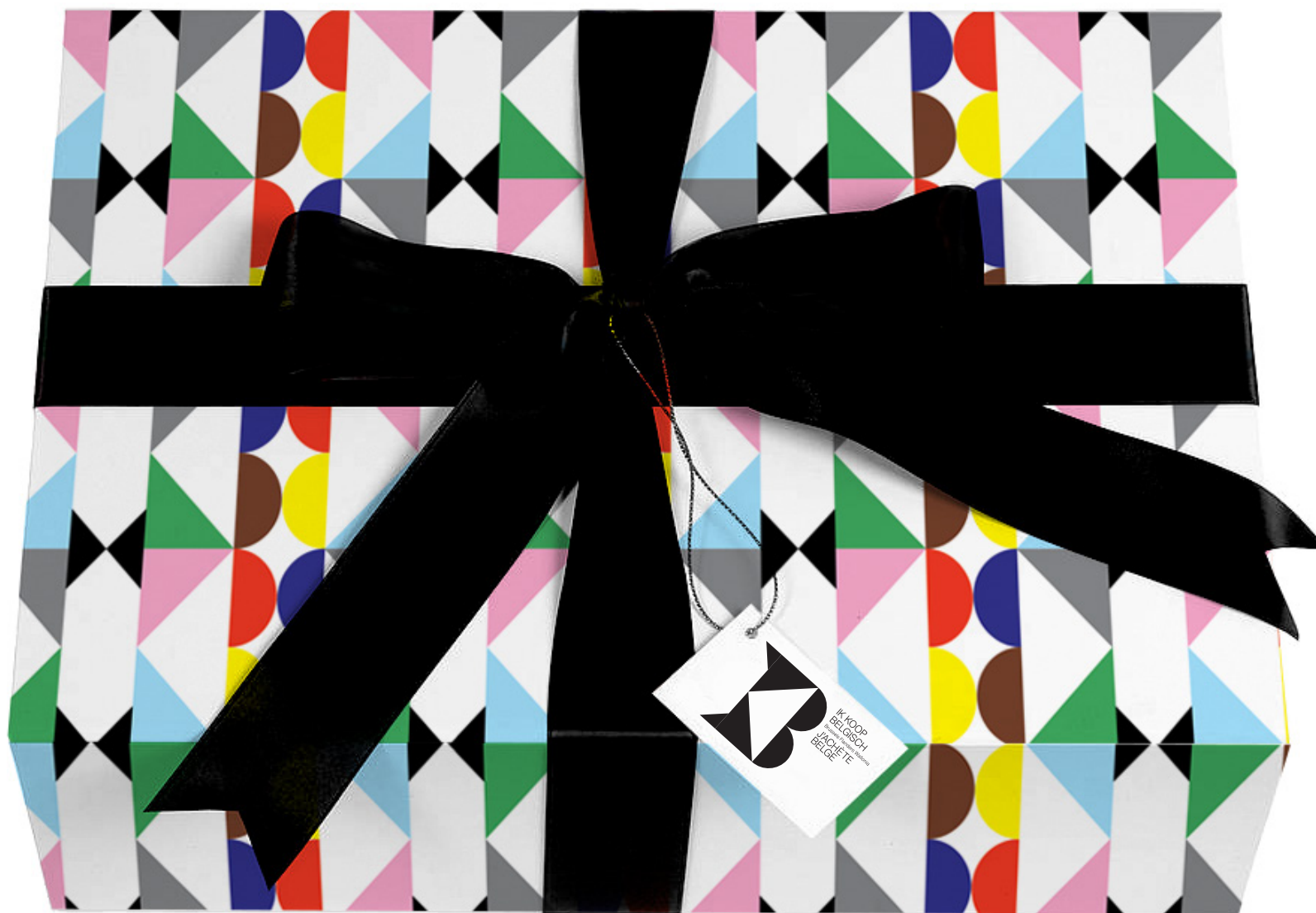
Merchandise
inspiration







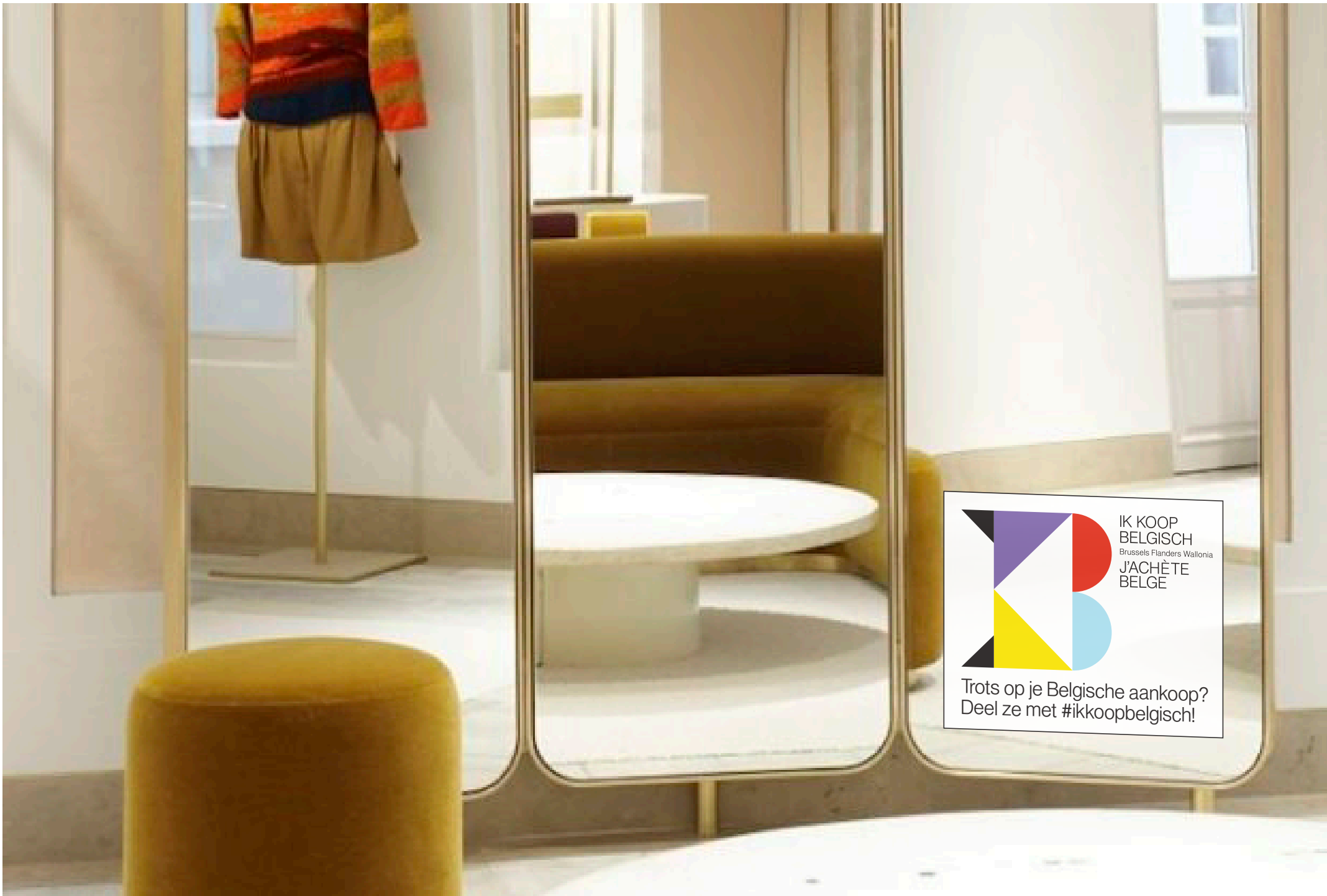


















**THE ALFRED COLLECTION
FOR VALERIE_OBJECTS.
A SERIE OF HANDWOVEN CARPETS
IN 100% WOOL.**





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Ik koop Belgisch/
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www.ikkoopbelgisch.be

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