BRAND IDENTITY

Philip **De** Brabanter

not Philip **de** Brabanter

Currency conventions

Each language has its own conventions when writing money amounts which you should follow when writing in your local language. Also follow these general guidelines:

- In reports (B2B) use ISO three letter currency code
- For websites and e-mails and other communications with customers (B2C) use the currency symbol
- When writing negative money amounts use a minus sign

Country	Abbreviation	Currency	Currency code	Currency symbol
Netherlands	NL	euro	EUR	€
Germany	DE	euro	EUR	€
France	FR	euro	EUR	€
Belgium	BE	euro	EUR	€
United Kingdom	UK	pound sterling	GBP	£
Ireland	IE	euro	EUR	€
Denmark	DK	kroner	DKK	kr.

Currency dos and don'ts

Note: In English there is no space between the currency symbol (€, £, kr.) and the amount.

	Do	Don't
B2B examples	EUR 129.3 million	€129.3 million
	EUR -18.6 million	€-18.6 million €(18.6) million
	EUR 18.6 million	€18,600,000.00
B2C examples	€25.5 per day	EUR 25.5 per day
	€0.75 per hour	EUR 0.75 per hour

Phone number styles

Always include the country code, omit the leading zero, and leave a space between blocks of 3 or 4 digits for easy reading. This is also known as international style.

	Do	Don't

Phone numbers	+31 6 1234 5678 +44 20 1234 1234	+31612345678 +4402012341234 +31(0)612341234