

# Utrecht brand sheet

Utrecht has a dream  
The city of Utrecht is centuries old, but still young at heart. It is a city of makers with the urge to innovate and improve. Here, ideas both big and small are transformed into reality thanks to inspiring connections, unexpected cross-pollination and clever collaborations. Utrecht's dream is to use all those qualities to ensure one thing: healthy urban living for everyone. Which we need more than ever today.

Brand essence

**Health**

Promise

**In Utrecht, people and ideas come together.  
We work together to create the healthy city  
(and region) of tomorrow.**

Brand values

**Connecting  
Together  
Central  
Open**

**Innovative  
Creative  
Young  
Inspiring**

**Personal  
Engaged  
Encounters  
Human dimension**

Ambitions

**Healthy**

**Sustainable**

**Inclusive**

Dream

**Healthy Urban Living for Everyone**

## Brand proof



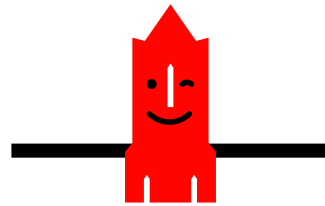
### Health

- Utrecht Science Park is the largest science park in the Netherlands
- The car-sharing initiative We Drive Solar provides electric cars powered by solar energy
- Utrecht leads the field in broad welfare (#1 COROP)



### Cycling

- Utrecht hosted three large bicycle races: the Giro d'Italia (2010), the Tour de France (2015) and the Vuelta Holanda (2022)
- The world's best bicycle city (Bicycle Cities Index 2019)
- The world's largest bicycle parking facility (12,500 bicycles)



### Culture and heritage

- Utrecht boasts 2000 years of history, stretching back to Roman times
- The 112-metre-high Dom tower is the tallest church tower in the Netherlands
- The Rietveld Schröder House by the Utrecht architect and furniture designer Gerrit Rietveld is UNESCO World Heritage



### Talent

- Utrecht is young: more than 35% of the population is younger than 27
- There are 4 universities, 17 universities of applied sciences, and 4 institutes of senior secondary vocational education
- Utrecht University is the best university in the Netherlands (Shanghai Ranking, since 2003)