



Version May 2009

Heineken® Visual Identity Rules

The Heineken® Logos

The Heineken® Visual Identity is based on the elements displayed on the most recognizable identifier of our brand: the bottle label. The distinctive and impactful graphics have been cherished for many years and our brand identity is highly regarded all over the world. Our trademarks represent the most valuable assets of the Heineken company. As such they deserve to be protected and treated with great care.

Each and every product must comply with the brand. The Heineken® Visual Identity plays a crucial role in our continuous enhancement of the Heineken® Brand. The artwork and rules throughout this manual will help to avoid costly reprints of materials, necessitated by incorrect or non-approved reproduction of the Heineken® identifiers. Excellence in our brand representation, both in colour and graphics, will ultimately lead to a higher contribution to the bottom line of the company.

The Heineken® logos:

- The Heineken® brand logo
- The Heineken® lager beer logo

The following pages outline the function of each logo in our brand's communications and provide guidance for their correct use.

The star and all other logo elements are not identifiers by themselves, and should never be shown alone. The star and all other logo elements can only be shown as part of one of the logos below.



The Heineken® brand logo



The Heineken® lager beer logo



The Heineken® brand logo

The Heineken® brand logo has been specially developed to communicate and reinforce the brand and its vitality. It should be applied in all situations where the brand speaks! E.g. in sponsorship and on non beer related items. It may also be applied in packaging to support the lager beer logo.

The Heineken® brand logo may be used as the sign-off in communication and as a **primary branding on all items not directly related to beer**. For items closely related to beer it may be used in combination with the lager beer logo.

The Heineken® brand logo is comprised of three familiar brand elements:

- The Heineken® logotype
- The red star
- The Heineken® green colour

Using the Heineken® brand logo

The visual relationship between the elements in the Heineken® brand logo is fixed. This logo may never be repositioned, redrawn or modified in any way.

For vertical use of the Heineken® brand logo a special version has been developed.

The red star or any other logo element may never be used in isolation as a symbol or representation of the Heineken® Brand.

Using the Heineken® brand logo

The Heineken® brand logo can only be used in a reversed out form on Heineken® green or Heineken® dark green.

On very light backgrounds

The positive logo version can only be used on white (or very light grey) and transparent backgrounds. The unique Heineken® brand logo may only be positioned horizontally. For vertical use a special version has been developed.

Other backgrounds

On other backgrounds (e.g. orange, blue, etc.) the Heineken® brand logo must be placed in a Heineken® green panel to isolate the logo from colours strange to the brand. Use the panel shape from the artwork as a default choice (see page 12 for examples).

The vertical Heineken® brand logo

The unique vertical Heineken® brand logo may only be positioned vertically. For all versions the same rules apply as for the horizontal Heineken® brand logo (see above for details).



Reversed version of the brand logo



Positive version of the brand logo



Positive and reversed version of the vertical brand logo

Artwork brand logo

Standard version

For applications > 30mm



Standard Heineken® brand logo, for positive reproduction.

Reference:

HEI_BrandPos_3PMS_Silver

(*Trade Mark' silver*)



HEI_BrandPos_3PMS_Black

(*Trade Mark' black*)



Standard Heineken® brand logo, for reversed out reproduction.

Reference:

HEI_BrandRev_2PMS

(*Trade Mark' silver*)



HEI_BrandRev_1PMS

(*Trade Mark' reversed out*)



Standard mono-colour Heineken® brand logo, for positive and for reversed out reproduction.

Reference:

HEI_BrandPos_1Col &

HEI_BrandRev_1Col



Bold version

For use on rough or difficult to print surfaces

or for small applications (from 10 – 30mm)



Bold Heineken® brand logo, for positive reproduction.

Reference: HEI_BrandPos_S_2PMS



Bold Heineken® brand logo, for positive reproduction.

Reference: HEI_BrandRev_S_2PMS



Bold mono-colour Heineken® brand logo, for positive reproduction.

Reference: HEI_BrandPos_S_1Col



Bold mono-colour Heineken® brand logo, for reversed out reproduction.

Reference: HEI_BrandRev_S_1Col

A distinctive feature in the bold Heineken® brand logo is the enlarged 'registration' mark.



When using official Heineken® logos the exclusion area around the logo must be applied. Never minimize this area! On applying the exclusion area see page 11.

Artwork vertical brand logo

Standard version

For applications > 30mm



Standard Heineken® vertical brand logo for positive reproduction.

Reference:

HEI_VertPos_3PMSSilver

(*drop shadow of red star silver*)

HEI_VertPos_3PMSBlack

(*drop shadow of red star black*)



Standard Heineken® vertical brand logo, for reversed out reproduction.

Reference: HEI_VertRev_2PMS



Mono-colour Heineken® vertical brand logo, for positive and reversed out reproduction.

Reference:

HEI_VertPos_1Col &

HEI_VertRev_1Col



Bold version

For use on rough or difficult to print surfaces

or for small applications (from 10 – 30mm)



Bold Heineken® vertical brand logo, for positive reproduction.

Reference: HEI_VertPos_S_2PMS



Bold Heineken® vertical brand logo, for reversed out reproduction.

Reference: HEI_VertRev_S_2PMS



Bold mono-colour Heineken® vertical brand logo, for positive and reversed out reproduction.

Reference:

HEI_VertPos_S_1Col &

HEI_VertRev_S_1Col

A distinctive feature in the bold Heineken® vertical brand logo is the enlarged 'registration' mark.



When using official Heineken® logos the exclusion area around the logo must be applied. Never minimize this area! On applying the exclusion area see page 11.



The Heineken® lager beer logo

The lager beer logo has been specifically developed to communicate the Heineken® lager beer product. It reinforces the brand's brewing quality and heritage.

It reinforces the brand's brewing quality and heritage.

This lager beer logo is comprised of three familiar Heineken® brand elements:

- The black bar with white Heineken® logotype
- The red star
- The flowering hop

The lager beer logo may be used as a sign-off device or as primary branding on directly beer related items.

The lager beer logo plays a predominant role throughout product communication, especially when it relates directly to beer.

The visual relationship between each element in the lager beer logo (the Heineken® black bar, the red star and the flowering hop) is fixed. This logo may never be repositioned, redrawn or modified in any way.

Using the lager beer logo

When the lager beer logo appears on a Heineken® green background, the star and flowering hop design are surrounded by a white border. The words 'Trade Mark' are printed in silver (or reversed out in white).

This version is also to be used on photographic or illustrative backgrounds with a Heineken® green impression.

On very light backgrounds

The positive version of the logo can only be used on a white to mid-tone or transparent background.

The visual relationship between each element comprising the lager beer logo is fixed. This identifier may never be redrawn, repositioned or modified in any way.

On a mid-tone to dark background

If a mid-tone to dark background or image is used, the star and flowering hop are surrounded by a white outline. The words 'Trade Mark' are printed in silver (or reversed out in white).

Other backgrounds

On other backgrounds (e.g. orange, blue, etc.) the Heineken® lager beer logo must be placed in a Heineken® green panel to isolate the logo from colours strange to the brand. Use the panel shape from the artwork as a default choice (*see page 13 for examples*).



Reversed version of the lager beer logo



Positive version of the lager beer logo



Island version of the lager beer logo

Artwork lager beer logo

Standard version

For applications > 30mm



Standard Heineken® lager beer logo, for positive reproduction.

Reference: HEI_LagerPos_4PMS
 ('Trade Mark' and drop shadow silver)
 Reference: HEI_LagerPos_3PMS
 ('Trade Mark' and drop shadow black)



Standard Heineken® lager beer logo, for reversed out reproduction.

Reference: HEI_LagerRev_4PMS
 ('Trade Mark' silver)
 Reference: HEI_LagerRev_3PMS
 ('Trade Mark' reversed out)



Standard Heineken® premium lager Island logo on mid-tone to dark backgrounds.

Reference: HEI_IslandRev_4PMS
 ('Trade Mark' silver)
 Reference: HEI_IslandRev_3PMS
 ('Trade Mark' reversed out)



Mono-colour Heineken® lager beer logo, for positive and for reversed out reproduction.

Reference:
 HEI_LagerPos_1Col &
 HEI_LagerRev_1Col



Bold version

For use on rough or difficult to print surfaces or for small applications (from 15 – 30mm)



Bold Heineken® lager beer logo, for positive reproduction.
 Reference: HEI_LagerPos_S_3PMS



Bold Heineken® lager beer logo, for positive reproduction.
 Reference: HEI_LagerRev_S_3PMS



Bold Heineken® premium lager Island logo on mid-tone to dark backgrounds.
 Reference: HEI_IslandRev_S_3PMS



Bold Mono-colour Heineken® lager beer logo, for positive and for reversed out reproduction.



Reference:
 HEI_LagerPos_S_1Col &
 HEI_LagerRev_S_1Col

A distinctive feature in the bold Heineken® lager beer logo is the enlarged 'registration' mark.



Using the Heineken® logos: exclusion area

The construction drawings on this page show the minimum space around the Heineken® logo. To ensure that Heineken® logos maintain maximum impact in this space no other graphic elements or text may be placed. The minimum space around a logo is called: 'exclusion area'. On the reversed version the outer (green) shape determines this area.



Application of the brand logo



Application of the reversed lager beer logo

Heineken® premium lager beer logo in specific round execution

For On-Premise visibility there is a unique application of the lager beer logo; the composite form is finished with a silver rim with qualifying text to enhance sophistication, quality and freshness.

To maintain consistency, this is an application of the product logo and not a logo variation. This application is reserved for signage, coasters and draught badges only.



Positive version of the brand logo



Reversed version of the lager beer logo



Brand logo: incorrect use



DO NOT use the reversed logo on a white or light grey background



DO NOT use the logo on an unclear background.



DO NOT use the logo without enough space around it



DO NOT use the logo on any other colours than shown in this guide



DO NOT use any other colours for the logo than shown in this guide



DO NOT apply the star without a white outline on a dark background.



DO NOT rotate the horizontal brand logo to be used vertically

NOTA BENE In exceptional cases the reversed Brand Logo can be applied on a black (or close to black) background, under the condition that there is a clear Heineken® green signal close by.

Correct use of logo



Lager beer logo: incorrect use



DO NOT use the Island version on a white or light grey background.



DO NOT apply the hops and star without a white outline on a dark background.



DO NOT use with too little space around the logo.



DO NOT use any other colours for the logo than shown in this guide.



DO NOT move elements of the logo around.



DO NOT reverse-out the hop leaves on a green background.



DO NOT use the logo on an unclear background.



DO NOT use certain elements of the logo in isolation without (written) permission from Group Commerce.

Correct use of logo



Heineken® Trademark Rules

As the world's leading beer brewer we are proud to serve the planet. However being active in so many different countries, also means we need to take special care of protecting our brand name. Trademark registration is an essential part of that policy, however it is not enough to protect the Heineken® Brand. To avoid the risk of forfeiting our trademark rights, there are rules that need to be followed carefully, EVERYTIME the Heineken® brand name is represented in public.

When to use ™ and when to use ®

In markets where Heineken® is a registered trademark, 'Heineken®' should always be used. In markets where trademark registration is still pending 'Heineken™' is the correct representation of the brand. If you do not know the status of trademark registration in your market, please contact: Hens J. de Koning-Ghijzen (Group Legal Affairs / Heineken International)
Phone: +31 (0)20 523 92 78
Mail: hens.dekoning@heineken.com

The Trademark refers to the Heineken® Brand, not the company

Only use the trademark when you are referring to the Heineken® Brand. If you are referring to the company or a part of it, the trademark should not be used. For example:

Brand	Company
Heineken® beer	Heineken International
Heineken® BeerTender®	Heineken N.V.
Heineken® Star Final	Heineken Spain

Make sure our trademark stands out from ordinary words

Always distinguish the trademark from other words in a sentence. Heineken® should always be written with a capital 'H' and the ®: Heineken® or completely in capitals: HEINEKEN®.

Note: When used multiple times in a single text, legally it is sufficient to only apply the ®-symbol the first time Heineken® appears. However, we do urge you to distinguish the Heineken® word from the rest of the text at all times.

Always add 'Heineken® is a registered trademark' in a suitable position

A note explaining the significance of the trademark should always appear in a suitable position in any form of communication, for example at the foot of an advertisement, at the back page of a book or in the label of a Heineken® t-shirt. The correct explanation is: Heineken® is a registered trademark.

Always use 'Heineken®' as an uninflected adjective

The word 'Heineken®' should never be modified or added to (a combination of) other words. Rephrase your sentence if you have to. For example:

Wrong	Right
Let's have a Heineken®	Let's have a Heineken® beer
Heineken®'s DraughtKeg is a huge success	The Heineken® DraughtKeg is a huge success
More Heinekens® give more joy	More Heineken® beers give more joy
Let's Heinekenize® this event	Let's make this a real Heineken® event

Never modify the graphic design of the trademark

Always refer to the Heineken® Visuals Identity Rules for the correct colour and dimensions of the trademark. It is not allowed to use the trademark in any other way.

Actively act against incorrect use or abuse of the trademark

When third parties in your market use the Heineken® trademark without observing the above rules, you should act against it. In case it is used in a neutral and descriptive way (for instance in a newspaper article) or by an authorized third party to promote their business, you should politely request them in writing to observe the above rules in the future.

In case an unauthorized third party uses the Heineken® trademark to promote their own business, they should be notified in writing that they are infringing our trademark and be summoned to cease the infringement immediately. In the latter case, Group Legal Affairs needs to be notified of the infringement and you should provide them with all relevant information.

These rules apply to all our brands

Needless to say all the brands in our portfolio should be treated with the same care. When using any of our brands in any kind of communication, the above rules should always be respected.



DO NOT modify the trademark



DO NOT move the trademark



Correct use