

# Heineken® Brand Heineken® 360

Logo Guidelines  
2019



Heineken®



# Content

## Heineken® logo guidelines 2019

|   |           |  |  |
|---|-----------|--|--|
| <b>Introduction</b>                             | <b>3</b>  |  |  |
| <b>Heineken® logos overview</b>                 |           |  |  |
| Heineken® brand logo                            | 5         |  |  |
| Heineken® brand standard logo overview          | 7         |  |  |
| Heineken® brand vertical logo overview          | 8         |  |  |
| Heineken® brand logo exceptions                 | 9         |  |  |
| Heineken® brand logo overview exceptions        | 10        |  |  |
| Heineken® original lager logo                   | 11        |  |  |
| Heineken® original lager logo overview          | 12        |  |  |
| Heineken® original lager standard logo overview | 13        |  |  |
| Heineken® 0.0 logo                              | 14        |  |  |
| Heineken® 0.0 legal restrictions                | 16        |  |  |
| Heineken® 0.0 standard logo overview            | 17        |  |  |
| Heineken® 0.0 vertical logo overview            | 18        |  |  |
| Heineken® 0.0 logo overview exceptions          | 19        |  |  |
| Heineken® light logo                            | 21        |  |  |
| Heineken® light standard logo overview          | 23        |  |  |
| Heineken® light vertical logo overview          | 24        |  |  |
| Heineken® light logo overview exceptions        | 25        |  |  |
| Logo inspiration                                | 27        |  |  |
| Colours   | 28        |  |  |
| Logoset navigation                              | 29        |  |  |
| <b>Contact information</b>                      | <b>30</b> |  |  |



# Introduction

**This guideline presents the next subtle step in the evolution of the Heineken® logos. It keeps the brand identity contemporary and progressive, makes Heineken's most iconic design elements even more powerful, and subtly dials up the authentic roots.**

The visual brand identity is rooted in history, and in the iconic green bottle with race-track label.

Let's first zoom in on green.

Around 1900 Gerard Adriaan Heineken wanted his premium quality beer to stand out from all the usual brown beer bottles. To express the clear, bright, fresh and natural character of his lager beer, he chose for a green bottle. Green became the iconic brand colour of Heineken®. And in this design evolution we use green even in the banner, which used to be black.

Secondly the red star.

The star is a medieval brewers symbol. 4 points represent the natural ingredients: malted barley, water, hops and Heineken's unique A-Yeast. The 5th was the unknown magic of brewing. Today we don't rely on magic anymore; we replaced it by craftsmanship. And we still keep the star as our core symbol. In the new logo- and label designs the star became again a bit more prominent. Showing the Heineken® quality symbol with more pride and confidence.

And thirdly, we fine-tuned a lot of details: for example the drawing style of the hops, the outlines around the banner, the text EST. 1873 left and right of the star to show the birth-year of the brand, etc.

The logos are of course derived from, and consistent with, the race-track label on our bottle and can. See the separate packaging design guidelines for more label details.

It is of utmost importance that the Heineken® brand is always represented by the correct logos. It is one of the most valuable assets of our company, and world-famous, anchored in millions, or even billions, consumer minds. Always adhere to these guidelines, and in case of doubt, contact the Global Heineken® brand design team in Amsterdam.

**NOTE:** Never use logo elements in isolation. For example: never use a smiling 'e' in isolation, never use the red star in isolation, never use other coloured stars in isolation. It weakens our trade mark protection significantly.

# Heineken® logos overview

**Heineken® has in principle 4 logos: Brand logo, Original lager beer product logo, 0.0 product logo and Light product logo.**

**The basis of these 4 logos is identical: Heineken® word mark with the red star proudly centered above it, and green as brand identifying colour, except for 0.0.**

**The difference is in the elements around it, which are specific for its usage.**

The Heineken® brand logo is the default choice. It provides the most iconic, powerful and universal Heineken® brand recognition. It's used to express the Heineken® brand and everything it stands for. It's simple, powerful, draws attention and stands-out from the clutter.

The Heineken® original lager beer logo should be used on items and messages directly related to the beer itself. This logo expresses authenticity, craftsmanship and has a beery look & feel. It's used for example on glasses, packaging, and to endorse the 'Stories behind Heineken®'.

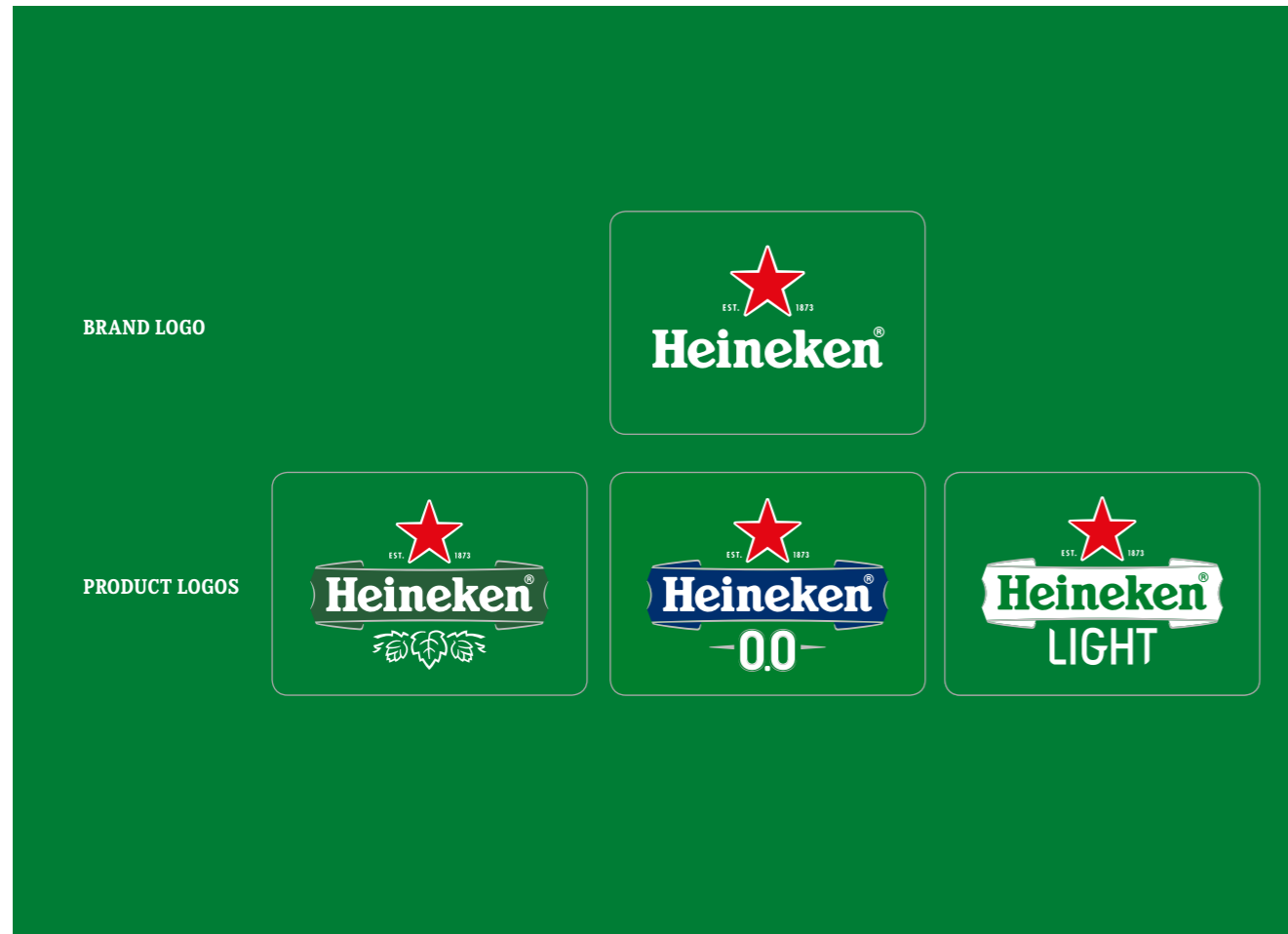
The Heineken® 0.0 logo is specifically for items and communication directly related to Heineken® 0.0 lager beer. The logo clearly reads 0.0 and emphasizes the main colour for Heineken® 0.0: blue.

The Heineken® Light logo is specifically for items and communication directly related to Heineken® Light lager beer.

The logo clearly reads LIGHT and emphasizes the main colour for Heineken® Light: white.

Each of the 4 logos has its own varieties as needed for specific applications. There are vertical versions, artworks for different background colours, black and white or small replication. See further in the guideline for details.

**NOTE:** Never use logo elements in isolation. For example: never use a smiling e in isolation, never use the red star in isolation, never use other coloured stars in isolation. It weakens our trade mark protection significantly.



## Heineken® brand logo



- Iconic red star with white outline.
- Red points are subtly rounded.
- White outline has uniquely shaped points.
- EST. 1873 refers to the year the brand was born in Amsterdam.

- White Heineken® word mark in the characteristic typeface with smiling e's, plus registered trade mark ®.
- Green background to show the brand's main visual identifier: Heineken® green.

# Heineken® brand logo



## The Heineken® brand logo

The Heineken® brand logo is the default choice. It provides the most iconic, powerful and universal Heineken® brand recognition. It's used to express the Heineken® brand and everything it stands for. It's simple, powerful, draws attention and stands-out from the clutter.

There are 3 versions:

- a horizontal version
  - a vertical version
  - and for exceptional cases there is a third option, the horizontal logo
- Never use the horizontal logo vertically, and never use the vertical logo horizontally.

There are different versions for specific applications:

- reversed out of green (is always preferred), and reversed out of black or grey
- positive on white
- black on white and white on black
- small use in case the logo is less than 35 mm. wide, or is reproduced with a 'rough' printing technique

### DO NOT:

- use logo elements in isolation; for example do not use the star in isolation, nor the smiling e or the H
  - use the logos on background colors that are strange for the brand (e.g. blue, red, etc).
- Create a Heineken® green area around the logo to isolate the logo from these background colors
- change the composition or colors of the logo in any way.

ALWAYS KEEP THE INDICATED CLEARANCE AREA FROM OTHER ELEMENTS.



REVERSED VERSION OF THE BRAND LOGO ON GREEN



POSITIVE VERSION OF THE BRAND LOGO ON WHITE

HEINEKEN® GREEN

|       |       |
|-------|-------|
| C 85  | R 19  |
| M 0   | G 103 |
| Y 100 | B 11  |
| K 30  |       |

HEINEKEN® RED

|       |       |
|-------|-------|
| C 0   | R 255 |
| M 100 | G 43  |
| Y 100 | B 0   |
| K 0   |       |

COOL GRAY 4C

|      |       |
|------|-------|
| C 0  | R 187 |
| M 0  | G 188 |
| Y 0  | B 189 |
| K 35 |       |

### FOR EXCEPTIONAL USE ONLY

REVERSED VERSION OF THE HORIZONTAL BRAND LOGO

POSITIVE VERSION OF THE HORIZONTAL BRAND LOGO



POSITIVE AND REVERSED VERSION OF THE VERTICAL BRAND LOGO

# Heineken® brand logo

## Artworks

### 1: Standard versions

For applications >35mm



Standard Heineken® brand logo, for positive reproduction.  
Reference:  
BRAND\_1\_A\_PMS



Standard Heineken® brand logo, for reversed out reproduction.  
Reference:  
BRAND\_1\_B\_PMS



Standard Heineken® brand logo, for use on different background colors: green, dark grey or black.  
Reference:  
BRAND\_1\_C\_PMS



Standard Heineken® brand logo, for use on light grey and alluminium/inox background colors.  
Reference:  
BRAND\_1\_C1\_PMS



Standard mono-colour Heineken® brand logo, for positive reproduction.  
Reference:  
BRAND\_1\_D\_1COLOR



Standard mono-colour Heineken® brand logo, for reversed out reproduction.  
Reference:  
BRAND\_1\_E\_1COLOR

### 2: Small versions

For small applications, on rough or difficult to print surfaces <35mm



Small use Heineken® brand logo, for positive reproduction.  
Reference:  
BRAND\_2\_A\_PMS



Small use Heineken® brand logo, for reversed out reproduction.  
Reference:  
BRAND\_2\_B\_PMS



Small use Heineken® brand logo, for use on different background colors: green, dark grey or black.  
Reference:  
BRAND\_2\_C\_PMS



Small use Heineken® brand logo, for use on light grey and alluminium/inox background colors.  
Reference:  
BRAND\_2\_C1\_PMS



Small use mono-colour Heineken® brand logo, for positive reproduction.  
Reference:  
BRAND\_2\_D\_1COLOR



Small use mono-colour Heineken® brand logo, for reversed out reproduction.  
Reference:  
BRAND\_2\_E\_1COLOR

NOTE: Only use these logos horizontally. Use the vertical brand logos on vertical areas/applications.

# Heineken® vertical brand logo

## Artworks

### 3: VERTICAL VERSIONS

For applications >35mm



Heineken® vertical brand logo, for positive reproduction.  
Reference:  
BRAND\_3\_A\_PMS



Heineken® vertical brand logo, for reversed out reproduction.  
Reference:  
BRAND\_3\_B\_PMS



Heineken® vertical brand logo, for use on different background colors: green, grey or black.  
Reference:  
BRAND\_3\_C\_PMS



Mono-colour Heineken® vertical brand logo, for positive and reversed out reproduction.  
Reference:  
BRAND\_3\_D\_1COLOR  
BRAND\_3\_E\_1COLOR

### 4: SMALL VERTICAL VERSIONS

For small applications, on rough or difficult to print surfaces <35mm



Small use Heineken® vertical brand logo, for positive reproduction.  
Reference:  
BRAND\_4\_A\_PMS



Small use Heineken® vertical brand logo, for reversed out reproduction.  
Reference:  
BRAND\_4\_B\_PMS



Small use Heineken® vertical brand logo, for use on different background colors: green, grey or black.  
Reference:  
BRAND\_4\_C\_PMS



Small use mono-colour Heineken® vertical brand logo, for positive and reversed out reproduction.  
Reference:  
BRAND\_4\_D\_1COLOR  
BRAND\_4\_E\_1COLOR

NOTE: Only use these vertical logos vertically. Use the regular brand logos on horizontal areas/applications.



FOR EXCEPTIONAL ITEMS

## Heineken® horizontal brand logo

For exceptional items with a height to width ratio higher than 1:5 a special horizontal logo has been developed. For example 12 Fridgepack cans and can trays.



1:5 Preferred logo proportion



FOR EXCEPTIONAL ITEMS

# Heineken® horizontal brand logo

Artworks

## 1: Horizontal versions 1:5

For applications &gt;35mm



Standard Heineken® LAGER\_HORIZONTAL logo, for positive reproduction.  
Reference:  
BRAND\_HORIZONTAL\_1\_A\_PMS



Standard Heineken® LAGER\_HORIZONTAL logo, for reversed out reproduction.  
Reference:  
BRAND\_HORIZONTAL\_1\_B\_PMS



Standard Heineken® LAGER\_HORIZONTAL logo, for use on different background colors: green, grey or black.  
Reference:  
BRAND\_HORIZONTAL\_1\_C\_PMS



Standard Heineken® LAGER\_HORIZONTAL logo, for use on grey background  
Reference:  
BRAND\_HORIZONTAL\_1\_C1\_PMS



Standard mono-colour Heineken® LAGER\_HORIZONTAL logo, for positive reproduction.  
Reference:  
BRAND\_HORIZONTAL\_1\_D\_1COLOR



Standard mono-colour Heineken® LAGER\_HORIZONTAL logo, for reversed out reproduction.  
Reference:  
BRAND\_HORIZONTAL\_1\_E\_1COLOR

## 2: SMALL VERSIONS

For small applications, on rough or difficult to print surfaces &lt;35mm



Small use Heineken® LAGER\_HORIZONTAL logo, for positive reproduction.  
Reference:  
BRAND\_HORIZONTAL\_2\_A\_PMS



Small use Heineken® LAGER\_HORIZONTAL logo, for reversed out reproduction.  
Reference:  
BRAND\_HORIZONTAL\_2\_B\_PMS



Small use Heineken® LAGER\_HORIZONTAL logo, for use on different background colors: green, grey or black.  
Reference:  
BRAND\_HORIZONTAL\_2\_C\_PMS



Small use Heineken® LAGER\_HORIZONTAL logo, for use on grey background  
Reference:  
BRAND\_HORIZONTAL\_2\_C1\_PMS



Small use mono-colour Heineken® LAGER\_HORIZONTAL logo, for positive reproduction.  
Reference:  
BRAND\_HORIZONTAL\_2\_D\_1COLOR



Small use mono-colour Heineken® LAGER\_HORIZONTAL logo, for reversed out reproduction.  
Reference:  
BRAND\_HORIZONTAL\_2\_E\_1COLOR

## Heineken® original lager logo



- Iconic red star with white outline.
- Red points are subtly rounded.
- White outline has uniquely shaped points.
- EST. 1873 refers to the year the brand was born in Amsterdam.

- White Heineken® word mark in the characteristic typeface with smiling e's, plus registered trade mark ®.
- Banner in Heineken® dark green refers to an authentic ribbon.
- Silver / aluminium outline, or Cool Grey in regular printing.
- Hops line drawing expresses natural ingredients.

# Heineken® original lager logo



## The Heineken® original lager logo

The Heineken® original lager beer logo should be used on items and messages directly related to the beer itself. This logo expresses authenticity, craftsmanship and has a beery look & feel. It's used a.o. on glasses, packaging, and to endorse the 'Stories behind Heineken®'.

There is 1 main version:

- a horizontal version
- Never use the horizontal logo vertically.

There are different versions for specific applications:

- reversed out of green (is always preferred), and reversed out of black or grey
- positive on white
- black on white and white on black
- small use in case the logo is less than 35 mm. wide, or is reproduced with a 'rough' printing technique

### DO NOT:

- use logo elements in isolation; for example do not use the star in isolation, nor the smiling e or the H
- use the logos on background colors that are strange for the brand (e.g. blue, red, etc). Create a Heineken® green area around the logo to isolate the logo from these background colors
- change the composition or colors of the logo in any way.





ALWAYS KEEP THE INDICATED CLEARANCE AREA FROM OTHER ELEMENTS.



REVERSED VERSION OF THE ORIGINAL LAGER LOGO ON GREEN



POSITIVE VERSION OF THE ORIGINAL LAGER LOGO ON WHITE

|   |   |   |   |
|---|---|---|---|
|  |  |  |  |
| HEINEKEN® GREEN   | HEINEKEN® DARK GREEN  | HEINEKEN® RED   | COOL GRAY 4C  |
| C 85 R 19<br>M 0 G 103<br>Y 100 B 11<br>K 30  | C 85 R 0<br>M 0 G 93<br>Y 100 B 31<br>K 55  | C 0 R 255<br>M 100 G 43<br>Y 100 B 0<br>K 0   | C 0 R 187<br>M 0 G 188<br>Y 0 B 189<br>K 35   |

# Heineken® original lager logo

## Artworks

### 1: Standard versions

For applications >35mm



Standard Heineken® original lager logo, for positive reproduction.

Reference:  
LAGER\_1\_A\_PMS



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

Reference:  
LAGER\_1\_B\_PMS



Standard Heineken® original lager logo, for use on different background colors: green, dark grey or black.

Reference:  
LAGER\_1\_C\_PMS



Standard Heineken® original lager logo, for use on light grey and aluminium/inox background colors.

Reference:  
LAGER\_1\_C1\_PMS



Standard mono-colour Heineken® original lager logo, for positive reproduction.

Reference:  
LAGER\_1\_D\_ICOLOR



Standard mono-colour Heineken® original lager logo, for reversed out reproduction.

Reference:  
LAGER\_1\_E\_ICOLOR

### 2: Small versions

For use on rough to print surfaces or for small applications <35mm



Small use Heineken® original lager logo, for positive reproduction.

Reference:  
LAGER\_2\_A\_PMS



Small use Heineken® original lager logo, for reversed out reproduction.

Reference:  
LAGER\_2\_B\_PMS



Small use Heineken® original lager logo, for use on different background colors: green, dark grey or black.

Reference:  
LAGER\_2\_C\_PMS



Small use Heineken® original lager logo, for use on light grey and aluminium/inox background colors.

Reference:  
LAGER\_2\_C1\_PMS



Small use mono-colour Heineken® original lager logo, for positive reproduction.

Reference:  
LAGER\_2\_D\_ICOLOR



Small use mono-colour Heineken® original lager logo, for reversed out reproduction.

Reference:  
LAGER\_2\_E\_ICOLOR

NOTE: Only use these logos horizontally.

## Heineken® 0.0 logo



- Iconic red star with white outline. On a white background the outline is visualized by means of drop-shadow lines in Cool Gray 4C.
- Red points are subtly rounded.
- Drop-shadow has uniquely shaped points.
- EST. 1873 refers to the year the brand was born in Amsterdam.
- White Heineken® word mark in the characteristic typeface with smiling e's, plus registered trade mark ®.
- Banner in Pantone 294C refers to an authentic ribbon.
- Silver / aluminium outline, or Cool Grey in regular printing.
- The especially designed word 0.0 clearly shows it's a 0.0 lager beer.
- Blue (Pantone 294C) is the primary colour. White is the secondary colour to express the 0.0 character of the alcohol free beer.

# Heineken® 0.0 logo



## The Heineken® 0.0 logo

The Heineken® 0.0 logo is specifically for items and communication directly related to Heineken® 0.0 lager beer. The logo clearly reads 0.0 and emphasizes the main colour for Heineken® 0.0: blue (Pantone 294C).

There are 3 versions:

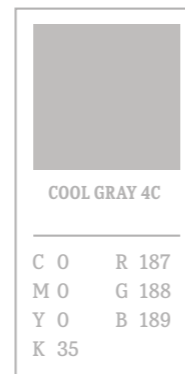
- a standard version
  - a vertical version
  - and for exceptional cases there is a third option, the horizontal logo
- Only use the horizontal version in exceptional cases when the standard version really doesn't fit because of very limited height.
- Never use the horizontal logo vertically, and never use the vertical logo horizontally.

There the different versions for specific applications:

- positive on white; is preferred for 0.0
- reversed out of green, and reversed out of black or grey
- positive on white
- black on white and white on black
- small use in case the logo is less than 35 mm. wide, or is reproduced with a 'rough' printing technique

DO NOT:

- use logo elements in isolation; for example do not use the star in isolation, nor the smiling e or the H
- use the logos on background colors that are strange for the brand (e.g. blue, red, etc).
- change the composition or colors of the logo in any way



ALWAYS KEEP THE INDICATED CLEARANCE AREA FROM OTHER ELEMENTS.

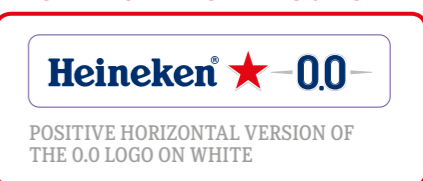


POSITIVE STANDARD VERSION OF THE 0.0 LOGO ON WHITE



POSITIVE VERTICAL VERSION OF THE 0.0 LOGO ON WHITE

**FOR EXCEPTIONAL USE ONLY**



# Heineken® 0.0 logo

Use of Heineken® 0.0 Logo on a blue background

## LEGAL RESTRICTION REGARDING PLACEMENT OF THE RED STAR

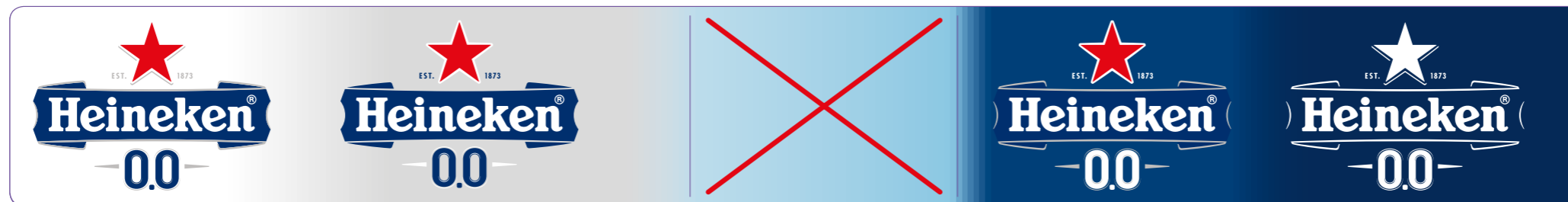
White area

Grey area

Light blue area

(Legaly not allowed to place a logo with Red Star) PMS: 294 C area

Dark blue area (UCL)



Standard Heineken® 0.0 logo, for positive reproduction.  
Reference: 0.0\_1\_A\_PMS

Standard Heineken® 0.0 logo, for use on light grey and aluminium/inox background colors.  
Reference: 0.0\_1\_C1\_PMS

Standard Heineken® 0.0 logo, for reversed out reproduction.  
Reference: 0.0\_1\_C\_PMS

Standard mono-colour Heineken® 0.0 logo, for reversed out reproduction.  
Reference: 0.0\_1\_E\_1COLOR

Never use the red star on a light blue background to avoid violation of the settlement agreement with San Pellegrino.



### THE AGREEMENT WITH SAN PELLEGRINO!

#### BACKGROUND OF RED STARS

**SAN PELLEGRINO** The background of SP's Red Star is and will not be "Heineken® Green" (Enclosure II), except for the five products "Dribly, "San Pellegrino menta ghiacciata", "Sanpellegrino Aranciata amara", "Sanpellegrino Limonata", "Sanpellegrino Cedrata" (Enclosure V).

**HEINEKEN®** The background of HB's Red Star is and will not be "Sanpellegrino blue" (sparkling water) nor "Limpia/Sanpellegrino pink" (still water) (Enclosure III, IV).



# Heineken® 0.0 logo

## Artworks

### 1: Standard versions

For applications >35mm



Standard Heineken® 0.0 logo,  
for positive reproduction.  
Reference:  
0.0\_1\_A\_PMS



Standard Heineken® 0.0 logo,  
for reversed out reproduction.  
Reference:  
0.0\_1\_B\_PMS



Standard Heineken® 0.0 logo,  
for use on different background colors:  
green, dark blue, dark grey or black.  
Reference:  
0.0\_1\_C\_PMS



Standard Heineken® 0.0 logo, for use  
on light grey and alluminium/inox  
background colors.  
Reference:  
0.0\_1\_C1\_PMS



Standard mono-colour Heineken® 0.0  
logo, for positive reproduction.  
Reference:  
0.0\_1\_D\_ICOLOR



Standard mono-colour Heineken® 0.0  
logo, for reversed out reproduction.  
Reference:  
0.0\_1\_E\_ICOLOR

### 2: Small versions

For use on rough to print surfaces or for small applications <35mm



Small use Heineken® 0.0 logo,  
for positive reproduction.  
Reference:  
0.0\_2\_A\_PMS



Small use Heineken® 0.0 logo,  
for reversed out reproduction.  
Reference:  
0.0\_2\_B\_PMS



Small use Heineken® 0.0 logo,  
for use on different background colors:  
green, dark blue, dark grey or black.  
Reference:  
0.0\_2\_C\_PMS



Small use Heineken® 0.0 logo, for use  
on light grey and alluminium/inox  
background colors.  
Reference:  
0.0\_2\_C1\_PMS



Small use mono-colour Heineken® 0.0  
logo, for positive reproduction.  
Reference:  
0.0\_2\_D\_ICOLOR



Small use mono-colour Heineken® 0.0  
logo, for reversed out reproduction.  
Reference:  
0.0\_2\_E\_ICOLOR

NOTE: Only use these logos horizontally. Use the vertical 0.0 logo on the vertical areas/applications.

# Heineken® 0.0 vertical logo

## Artworks

### 3: Vertical versions

For applications >66mm



Heineken® 0.0 vertical logo, for positive reproduction.  
Reference:  
0.0\_3\_A\_PMS



Heineken® 0.0 vertical logo, for use on dark blue background color.  
Reference:  
0.0\_3\_B\_PMS



Mono-colour Heineken® 0.0 vertical logo, for positive reproduction.  
Reference:  
0.0\_3\_D\_1COLOR



Mono-colour Heineken® 0.0 vertical logo, for reversed out reproduction.  
Reference:  
0.0\_3\_E\_1COLOR

### 4: Vertical small versions

For use on rough to print surfaces or for small applications <66mm



Small use Heineken® 0.0 vertical logo, for positive reproduction.  
Reference:  
0.0\_4\_A\_PMS



Small use Heineken® 0.0 vertical logo, for use on dark blue background color.  
Reference:  
0.0\_4\_B\_PMS



Small use Mono-colour Heineken® 0.0 vertical logo, for positive reproduction.  
Reference:  
0.0\_4\_D\_1COLOR



Small use Mono-colour Heineken® 0.0 vertical logo, for reversed out reproduction.  
Reference:  
0.0\_4\_E\_1COLOR

NOTE: Only use these vertical logos vertically. Use the regular 0.0 logo on horizontal areas/applications.

**FOR EXCEPTIONAL ITEMS**

# Heineken® 0.0 horizontal logo

Artworks

For exceptional items with a height to width ratio higher than 1:5 a special horizontal logo has been developed. For example 12 Fridgepack cans and can Trays.

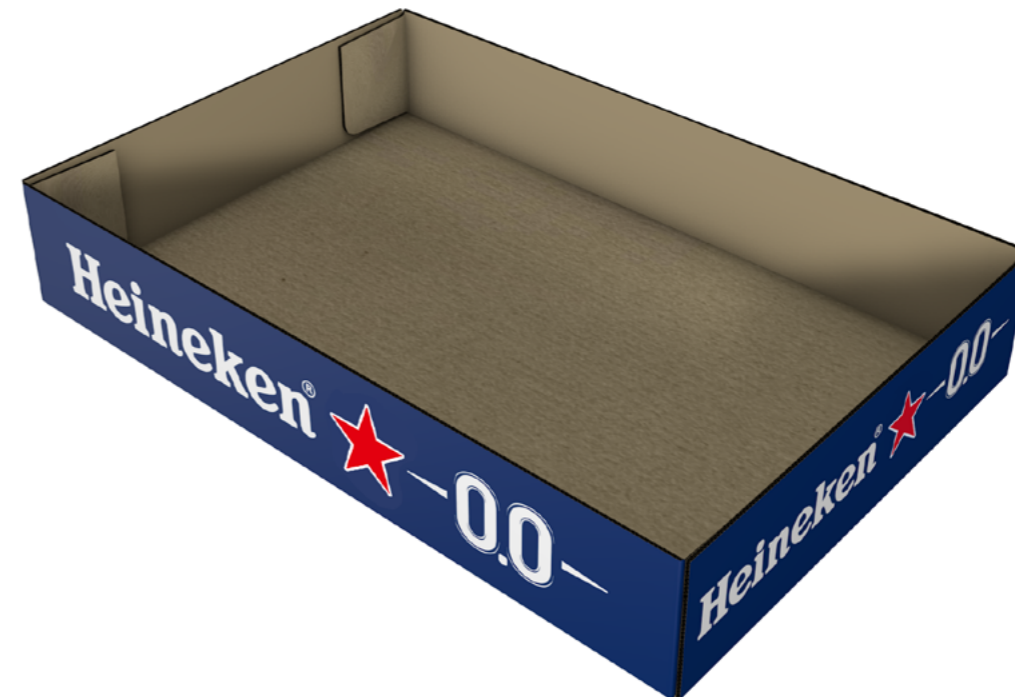


Heineken® ★ 0.0

Exception for Trays: Logo in white, with the red star on blue background Pantone 294C



Heineken® ★ 0.0



FOR EXCEPTIONAL ITEMS

# Heineken® 0.0 horizontal logo

## Artworks

### 1: Horizontal versions 1:5

For applications >35mm

Heineken® ★-0.0-

Standard Heineken®  
0.0\_HORIZONTAL logo, for positive  
reproduction.  
Reference:  
0.0\_HORIZONTAL\_1\_A\_PMS

Heineken® ★-0.0-

Standard Heineken®  
0.0\_HORIZONTAL logo, for reversed  
out reproduction.  
Reference:  
0.0\_HORIZONTAL\_1\_B\_PMS

Heineken® ★-0.0-

Standard Heineken®  
0.0\_HORIZONTAL logo, for use on  
different background colors:  
green, grey, dark blue or black.  
Reference:  
0.0\_HORIZONTAL\_1\_C\_PMS

Heineken® ★-0.0-

Standard Heineken®  
0.0\_HORIZONTAL logo, for use on  
grey background.  
Reference:  
0.0\_HORIZONTAL\_1\_C1\_PMS

Heineken® ★-0.0-

Standard mono-colour Heineken®  
0.0\_HORIZONTAL logo, for positive  
reproduction.  
Reference:  
0.0\_HORIZONTAL\_1\_D\_1COLOR

Heineken® ★-0.0-

Standard mono-colour Heineken®  
0.0\_HORIZONTAL logo, for reversed  
out reproduction.  
Reference:  
0.0\_HORIZONTAL\_1\_E\_1COLOR

### 2: Small versions

For small applications, on rough or difficult to print surfaces <35mm

Heineken® ★-0.0-

Small use Heineken®  
0.0\_HORIZONTAL logo, for positive  
reproduction.  
Reference:  
0.0\_HORIZONTAL\_2\_A\_PMS

Heineken® ★-0.0-

Small use Heineken®  
0.0\_HORIZONTAL logo, for reversed  
out reproduction.  
Reference:  
0.0\_HORIZONTAL\_2\_B\_PMS

Heineken® ★-0.0-

Small use Heineken®  
0.0\_HORIZONTAL logo, for use on  
different background colors: green,  
grey, dark blue or black.  
Reference:  
0.0\_HORIZONTAL\_2\_C\_PMS

Heineken® ★-0.0-

Small use Heineken®  
0.0\_HORIZONTAL logo, for use on  
grey background  
Reference:  
0.0\_HORIZONTAL\_2\_C1\_PMS

Heineken® ★-0.0-

Small use mono-colour Heineken®  
0.0\_HORIZONTAL logo, for positive  
reproduction.  
Reference:  
0.0\_HORIZONTAL\_2\_D\_1COLOR

Heineken® ★-0.0-

Small use mono-colour Heineken®  
0.0\_HORIZONTAL logo, for reversed  
out reproduction.  
Reference:  
0.0\_HORIZONTAL\_2\_E\_1COLOR

## Heineken® light logo



- Iconic red star with white outline. On a white background the outline is visualized by means of drop-shadow lines in Cool Gray 4C.
- Red points are subtly rounded.
- Drop-shadow has uniquely shaped points.
- EST. 1873 refers to the year the brand was born in Amsterdam.
- Green Heineken® word mark in the characteristic typeface with smiling e's, plus registered trade mark ®.
- Silver / aluminium outline, or Cool Grey in regular printing.
- The especially designed word LIGHT clearly shows it's a Light lager beer.
- White is the primary colour to express the light character of the light beer. Heineken® green is the secondary colour, to link it to the Heineken® brand.

# Heineken® light logo



## The Heineken® light logo

The Heineken® Light logo is specifically for items and communication directly related to Heineken® Light lager beer. The logo clearly reads LIGHT and emphasizes the main colour for Heineken® Light: white.

There are 3 versions:

- a standard version
  - a vertical version
  - and for exceptional cases there is a third option, the horizontal logo
- Only use the horizontal version in exceptional cases when the standard version really doesn't fit because of very limited height.  
Never use the horizontal logo vertically, and never use the vertical logo horizontally.

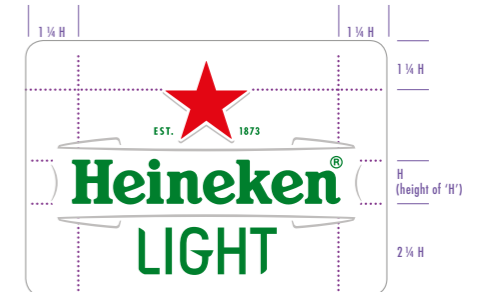
There the different versions for specific applications:

- positive on white; is preferred for Light
- reversed out of green, and reversed out of black or grey
- positive on white
- black on white and white on black
- small use in case the logo is less than 35 mm. wide, or is reproduced with a 'rough printing technique

### DO NOT:

- use logo elements in isolation; for example do not use the star in isolation, nor the smiling e or the H
- use the logos on background colors that are strange for the brand (e.g. blue, red, etc). Create a white area around the logo to isolate the logo from these background colors
- change the composition or colors of the logo in any way.

ALWAYS KEEP THE INDICATED CLEARANCE AREA FROM OTHER ELEMENTS.



POSITIVE STANDARD VERSION OF THE LIGHT LOGO ON WHITE

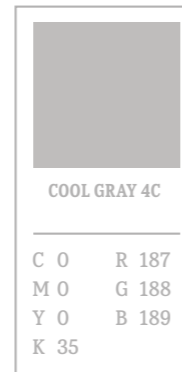
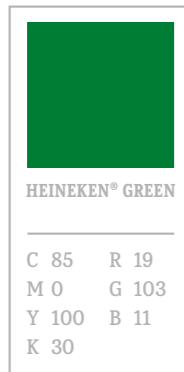


POSITIVE VERTICAL VERSION OF THE LIGHT LOGO ON WHITE

## FOR EXCEPTIONAL USE ONLY

Heineken®  LIGHT

POSITIVE HORIZONTAL VERSION OF THE LIGHT LOGO ON WHITE



# Heineken® light logo

## Artworks

### 1: Standard versions

For applications >35mm



Standard Heineken® Light logo, for positive reproduction.  
Reference:  
LIGHT\_1\_A\_PMS



Standard Heineken® Light logo, for reversed out reproduction.  
Reference:  
LIGHT\_1\_B\_PMS



Standard Heineken® Light logo, for use on different background colors: green, dark grey or black.  
Reference:  
LIGHT\_1\_C\_PMS



Standard Heineken® light logo, for use on light grey and aluminium/inox background colors.  
Reference:  
LIGHT\_1\_C1\_PMS



Standard mono-colour Heineken® Light logo, for positive reproduction.  
Reference:  
LIGHT\_1\_D\_ICOLOR



Standard mono-colour Heineken® Light logo, for reversed out reproduction.  
Reference:  
LIGHT\_1\_E\_ICOLOR

### 2: Small versions

For use on rough to print surfaces or for small applications <35mm



Small use Heineken® Light logo, for positive reproduction.  
Reference:  
LIGHT\_2\_A\_PMS



Small use Heineken® Light logo, for reversed out reproduction.  
Reference:  
LIGHT\_2\_B\_PMS



Small use Heineken® Light logo, for use on different background colors: green, dark grey or black.  
Reference:  
LIGHT\_2\_C\_PMS



Small use Heineken® light logo, for use on light grey and aluminium/inox background colors.  
Reference:  
LIGHT\_2\_C1\_PMS



Small use mono-colour Heineken® Light logo, for positive reproduction.  
Reference:  
LIGHT\_2\_D\_ICOLOR



Small use mono-colour Heineken® Light logo, for reversed out reproduction.  
Reference:  
LIGHT\_2\_E\_ICOLOR

NOTE: Only use these logos horizontally. Use the vertical Light logo on the vertical areas/applications.

# Heineken® light vertical logo

## Artworks

### 3: VERTICAL VERSIONS

For applications >66mm



Heineken® Light vertical logo, for positive reproduction.  
Reference:  
LIGHT\_3\_A\_PMS



Heineken® Light vertical logo, for reversed out reproduction.  
Reference:  
LIGHT\_3\_B\_PMS



Heineken® Light vertical logo, for use on different background colors: green, grey or black.  
Reference:  
LIGHT\_3\_C\_PMS



Mono-colour Heineken® Light vertical logo, for positive and reversed out reproduction.  
Reference:  
LIGHT\_3\_D\_1COLOR  
LIGHT\_3\_E\_1COLOR

### 4: VERTICAL SMALL VERSIONS

For use on rough to print surfaces or for small applications <66mm



Small use Heineken® Light vertical logo, for positive reproduction.  
Reference:  
LIGHT\_4\_A\_PMS



Small use Heineken® Light vertical logo, for reversed out reproduction.  
Reference:  
LIGHT\_4\_B\_PMS



Small use Heineken® Light vertical logo, for use on different background colors: green, grey or black.  
Reference:  
LIGHT\_4\_C\_PMS



Small use mono-colour Heineken® Light vertical logo, for positive and reversed out reproduction.  
Reference:  
LIGHT\_4\_D\_1COLOR  
LIGHT\_4\_E\_1COLOR

NOTE: Only use these vertical logos vertically. Use the regular Light logo on horizontal areas/applications.



FOR EXCEPTIONAL ITEMS

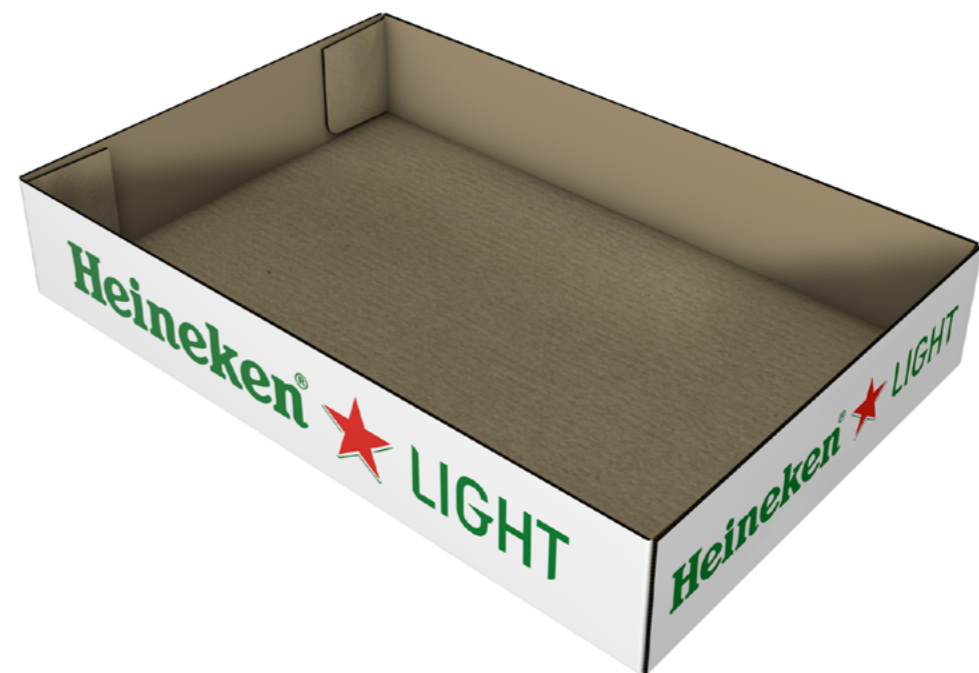
# Heineken® light horizontal logo

Artworks

For exceptional items with a height to width ratio higher than 1:5 a special horizontal logo has been developed. For example 12 Fridgepack cans and can Trays.



1:5 Preferred logo proportion



FOR EXCEPTIONAL ITEMS

# Heineken® light horizontal logo

## Artworks

### 1: HORIZONTAL VERSIONS 1:5

For applications >35mm



Standard Heineken® LIGHT\_HORIZONTAL logo, for positive reproduction.  
Reference:  
LIGHT\_HORIZONTAL\_1\_A\_PMS



Standard Heineken® LIGHT\_HORIZONTAL logo, for reversed out reproduction.  
Reference:  
LIGHT\_HORIZONTAL\_1\_B\_PMS



Standard Heineken® LIGHT\_HORIZONTAL logo, for use on different background colors: green, grey or black.  
Reference:  
LIGHT\_HORIZONTAL\_1\_C\_PMS



Standard Heineken® LIGHT\_HORIZONTAL logo, for use on grey background  
Reference:  
LIGHT\_HORIZONTAL\_1\_C1\_PMS



Standard mono-colour Heineken® LIGHT\_HORIZONTAL logo, for positive reproduction.  
Reference:  
LIGHT\_HORIZONTAL\_1\_D\_1COLOR



Standard mono-colour Heineken® LIGHT\_HORIZONTAL logo, for reversed out reproduction.  
Reference:  
LIGHT\_HORIZONTAL\_1\_E\_1COLOR

### 2: SMALL VERSIONS

For small applications, on rough or difficult to print surfaces <35mm



Small use Heineken® LIGHT\_HORIZONTAL logo, for positive reproduction.  
Reference:  
LIGHT\_HORIZONTAL\_2\_A\_PMS



Small use Heineken® LIGHT\_HORIZONTAL logo, for reversed out reproduction.  
Reference:  
LIGHT\_HORIZONTAL\_2\_B\_PMS



Small use Heineken® LIGHT\_HORIZONTAL logo, for use on different background colors: green, grey or black.  
Reference:  
LIGHT\_HORIZONTAL\_2\_C\_PMS



Small use Heineken® LIGHT\_HORIZONTAL logo, for use on grey background  
Reference:  
LIGHT\_HORIZONTAL\_2\_C1\_PMS



Small use mono-colour Heineken® LIGHT\_HORIZONTAL logo, for positive reproduction.  
Reference:  
LIGHT\_HORIZONTAL\_2\_D\_1COLOR



Small use mono-colour Heineken® LIGHT\_HORIZONTAL logo, for reversed out reproduction.  
Reference:  
LIGHT\_HORIZONTAL\_2\_E\_1COLOR

# logo inspiration

Inspirational samples for texturized interior applications




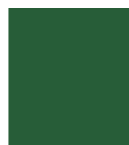





# Colours

## THE COLOURS OF THE HEINEKEN® LOGOS:

For a worldwide consistent use of the Heineken® logos use the colour palette provided in this guideline.

All the colours of the Heineken® logos are provided in PMS or Pantone ink recipe, CMYK (full colour printing) and RGB (screens).

NOTE: Ask the Global Heineken® Design team for physical colour specifications / references in case you don't have them.

|   | PMS                              | INK RECIPE   | CMYK                         | RGB                     |
|---|----------------------------------|--|------------------------------|-------------------------|
|    | HEINEKEN® GREEN<br>(NO PMS)      | 63,6% Pantone Green C<br>27,3% Pantone Yellow C<br>5,5% Pantone Black C<br>3,6% Pantone Orange 021 C | C 85<br>M 0<br>Y 100<br>K 30 | R 19<br>G 103<br>B 11   |
|    | HEINEKEN® DARK GREEN<br>(NO PMS) | 54% Pantone Green C<br>28% Pantone Yellow C<br>9% Pantone Black C<br>9% Pantone Orange 021 C         | C 85<br>M 0<br>Y 100<br>K 55 | R 0<br>G 93<br>B 31     |
|    | HEINEKEN® RED<br>(NO PMS)        | 40,3 Pantone 032 Red C<br>33% Pantone Yellow C<br>26,7% Pantone Rubin Red C                          | C 0<br>M 100<br>Y 100<br>K 0 | R 255<br>G 43<br>B 0    |
|   | COOL GRAY 4C                     |                  | C 0<br>M 0<br>Y 0<br>K 35    | R 187<br>G 188<br>B 189 |
|  | PANTONE 294C                     |                 | C 100<br>M 69<br>Y 7<br>K 30 | R 27<br>G 70<br>B 119   |

# Logoset navigation

How to find the correct Heineken® logo files

## Main logoset

The Heineken® logoset consists in the basis of 4 different logos:

- Heineken® Brand Logo
- Heineken® Original Lager Logo
- Heineken® 0.0 Logo
- Heineken® Light Logo

## Versions

For each logo there is a standard (=1) and small use (=2) version:

Standard is the default choice.

If the logo is reproduced with a width < 35 mm the small logo has to be used. The small logo is also best in case the reproduction technology doesn't allow much detail: e.g. embroidery, brand-mark, embossing.

Exceptional variants: vertical (=3), vertical small (=4), horizontal (=5)

## Positive vs Reversed

There are positive artworks for on light backgrounds: e.g. white (=A), and reversed artworks for on dark backgrounds: e.g. Heineken® green (=B) or dark grey / black (=C) or light grey and aluminum/inox (=C1).

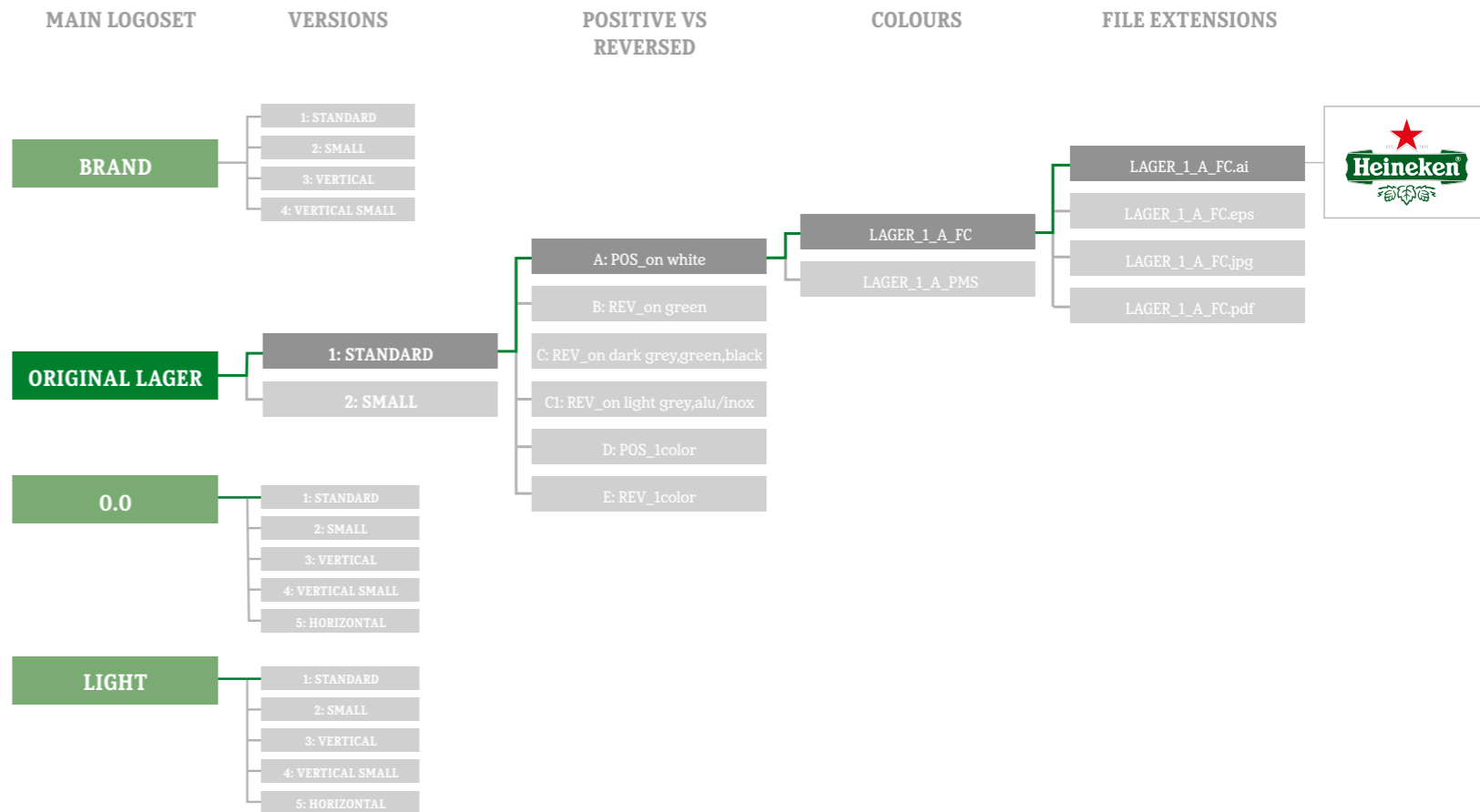
1 colour versions are available as black on white: positive (=D), and white on black: reversed (=E).

## Colours

There are different colour versions such as: full colour in CMYK (FC), or Pantone colours (PMS).

## File extensions

For different techniques there are different file types available, recognizable as file-extensions: ai, eps, jpg, pdf.



# Contact information

---

## Ramses Dingenouts

Senior Packaging & Identity Design Manager Heineken® Global Commerce  
[ramses.dingenouts@heineken.com](mailto:ramses.dingenouts@heineken.com)

## Paul Mak

Graphic Quality Manager Heineken® Global Commerce  
[paul.mak@heineken.com](mailto:paul.mak@heineken.com)

## Claudia Vos

Packaging Design Manager Heineken® Global Commerce  
[claudia.vos@heineken.com](mailto:claudia.vos@heineken.com)

## In market design development & approval: The Asset Factory

[assetfactory@itg.co.uk](mailto:assetfactory@itg.co.uk)  
[aishamasood@itg.co.uk](mailto:aishamasood@itg.co.uk)  
[kimwade@itg.co.uk](mailto:kimwade@itg.co.uk)