



Company Visual Identity Guidelines

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The importance of visual identity

What is visual identity?

Visual identity is the overall visual representation of an organisation projected internally and externally through collateral such as letterhead, brochures, newsletters, advertising, signage, buildings and reception areas. A logotype often forms an important part of a visual identity, but it is only a part. In fact an effective visual identity is achieved by the consistent use of particular visual elements to create distinction, such as usage of specific typefaces, colours, and supporting graphic elements.

A professionally managed visual identity offers numerous benefits to the branded entity: it supports and projects institutional cohesion and efficiency; differentiates from other organisations; facilitates the building of a desired reputation; facilitates consistency in key areas of design and should be a source of unity and pride for those associated with the entity.

Our company visual identity

Our visual identity system has been specifically designed to represent our organisation. It is a reflection of our operations and our people, our values, our ambitions, and our personality.

This document provides guidance for successful implementation and use of the visual identity to ensure consistent application across all aspects of our business.

The following pages guide you through the core visual identity elements.

They will assist you in designing and producing compelling communications with a degree of creative flexibility.

Logo

The Heineken ‘Spark’ is the name of the new company visual identity. It is an essential asset for our company as it represents our company globally to our various internal and external stakeholders.

The ‘spark’ logo is the foundation around which we have built our visual identity. The logo is a legal trademark. It is the visual expression of our company, and as such must be used responsibly and consistently.

This section details all you need to know about correct usage and application of the HEINEKEN ‘spark’ logo.



HEINEKEN logo | primary usage version
For use across all media on behalf of the HEINEKEN company.



A | Vintage crate design



B | Heineken pilsner bottle 'racetrack' detail

Logo

Introduction

The company word mark, 'HEINEKEN', is solid and confident and has elegance and style.

It is composed of capital letters to distinguish it from the Heineken pilsner brand logo.

NOTE For this reason we have also decided that in **all typed texts, the word HEINEKEN should be written in all capitals.**

The typography has been inspired both by the old manner in which the pilsner brand was applied onto wooden boxes (fig. A) and by the type in the outer 'racetrack' of the present Heineken pilsner labels (fig. B).

The solid word mark is complemented with a spark inspired red 'device' that has been created to capture the spirit of HEINEKEN. It has an obvious link to the red star in the Heineken pilsner brand logo, but has its own unique form.

It is a star within a star called the "spark".

The red outer spark is the expressive outer face of the company, while the inner spark represents the innovation, dynamicism and passion energy of our people. It is a spark of energy, the flash of an idea and a ray of positive thought. It is positively restless, continually curious and forever in motion. It excites, provokes and stimulates. It celebrates the continuing success and the enterprising spirit within the company.

It is the essence of HEINEKEN. The lock-up of the solid word mark and the expressive spark creates a memorable and lively combination.



Flat colour
Our primary logo. For use across all media.
Available in CMYK and PANTONE® colour versions.



Full colour | with gradient
For exceptional usage only i.e. large projections and events.
Available colour version: CMYK



Single colour | positive
For simple application of the logo
In stencilling or etching.
Available colour: black-and-white



Single colour | reversed*
For exceptional use where the logo needs to be placed on a base colour or image other than white. When placing this logo version always ensure the base colour is equivalent in tint to no less than 40% black. This will ensure legibility of the logo.

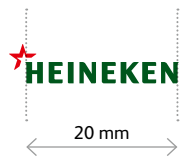
Logo Versions

The HEINEKEN logo is available in four different versions. Each version has been specifically designed to allow the best possible reproduction of the logo across different media and output methods. Please ensure to choose the correct version, taking into consideration reproduction restrictions, as well as the size and shape of the materials being used.

We should, wherever possible, place the logo on a white background to ensure legibility and to differentiate it from our Heineken brand logo.

Digital artwork files have been created to suit a variety of applications and platforms. They are available from the download section of HEINEKEN Identity website.

* *The single colour reversed logo unit should only be used in instances where reproduction techniques do not allow use of the full-colour logo holding shape.
Please see page 7 for further details.*



Logo

Exclusion area & minimum size

Exclusion area

An exclusion area has been specifically developed to allow maximum clarity and legibility of the logo.

The image left represents the exclusion area required around any application of the primary logo. No type or graphic elements should intrude into this space. The exclusion area is measured by a unit (x) equal to the capital height of the HEINEKEN wordmark.

Minimum size

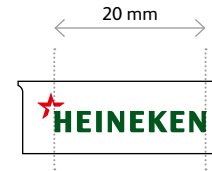
The full-colour logo may be applied no smaller than 20 mm wide. When required in smaller sizes, or when it is not possible to print the full-colour logo, use the black (positive) or white (reversed) versions of the logo.

Flow background exception

The flow background is the only graphic element which can encroach into the exclusion area. However, only light areas equivalent to a tint of no more than 20% black may encroach into this area.



Holding shape | fixed proportional placement



Holding shape | minimum size



Holding shape | right aligned placement version



Holding shape | left aligned placement version



Right aligned placement example



Left aligned placement example

Logo

Holding shape

A holding shape has been specifically designed for exceptional instances where no white background exists to apply the full-colour logo.

Its rectangular shape is finished with a serif detail in one of the top corners reflecting the detail found within the typography of the logo.

Two versions of the holding shape exist to allow placement of the logo on the left or right of a layout design.

Always use supplied artwork of this logo. Do not attempt to recreate it or adjust its proportions.

PART OF THE HEINEKEN COMPANY

HEINEKEN endorsement logo | primary usage version on white



Single colour endorsement logo | reversed

Logo Endorsement

The endorsement logo 'PART OF THE HEINEKEN COMPANY' must be applied by companies owned by HEINEKEN, which do not carry the HEINEKEN name or logo.

General placement rules are:

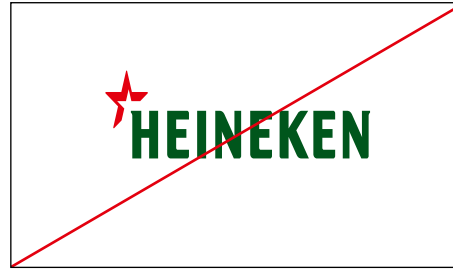
- The logo should be applied to all communication collateral, when possible.
- Always use the supplied artwork.
- Place the logo horizontally on the bottom right corner of applications.
- When there is no space, default to a vertical positioning with the spark oriented above the HEINEKEN wordmark.
- When placed on a coloured background, use the reversed logo, as shown here.

For more information on the placement of this logo, please refer to the specific section of your application in these guidelines.

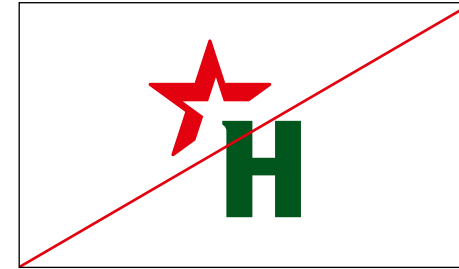
Don't's The following examples on this page demonstrate impermissible use of the logo



Do Not recolour the logo.



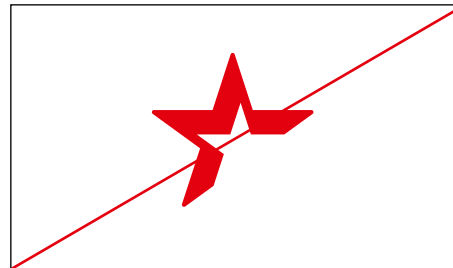
Do Not rescale the logo out of proportion.



Do Not use 'spark H' as a stand alone graphic element.



Do Not recreate the logo.



Do Not use the spark as a stand alone graphic element.



Do Not adjust the gradients inside the full-colour gradient logo.



Do Not change the logo elements relationship. Always maintain the integrity of supplied artwork.
Do Not rotate the logo other than horizontal or at 90°.



Do Not repurpose the style of the logotype to fit new brands or campaigns'.



Do Not place the full-colour logo on a photographic or coloured background. Use the holding shape or reversed single colour logo examples.

Colour

Colour plays an essential role in expressing and differentiating our company visual identity. How we use colour adds expression to our visual identity.

This section outlines our primary and secondary colour palettes, hierarchy for colour usage and how to combine the colours.



	HEINEKEN Green	HEINEKEN Corporate Green	HEINEKEN Red	HEINEKEN Silver
Tints	80%	80%	80%	80%
	60%	60%	60%	60%
	40%	40%	40%	40%
	20%	20%	20%	20%
PANTONE®	recipe*	7483 C / 349 U	recipe**	877
CMYK	C 100 M 0 Y 100 K 24	C 90 M 0 Y 100 K 60	C 0 M 100 Y 100 K 0	C 0 M 0 Y 0 K 30
RGB	R 0 G 130 B 0	R 32 G 85 B 39	R 255 G 43 B 0	R 195 G 195 B 195
#	008200	205527	ff2b00	c3c3c3
RAL	6029	6002	3020	9022

Colour reproduction

All colours have specified values for CMYK, RGB, web and RAL reproduction.

* 32 pts PANTONE® yellow C, 8 pts pantone® Orange 021 C, 2 pts pantone® black C, 115 pts pantone® green C (solid colour, printed on paper)

** 8 pts PANTONE® rubin Red C, 6 pts pantone® yellow C (solid colour, printed on paper)

PANTONE® is a registered trademark of Pantone Inc.

Colour

Primary palette

Our primary colour palette is made up of a range of colours reflective of the characteristics and heritage of the Heineken company and brand. The colours green, red and silver intentionally provide a visual link with our product brand but also representing different characteristics of the company. As our leading set of colours, they should be used to make up the majority of any collateral.

Our primary palette consists of the following colours:

HEINEKEN Green

A visual link to the company's rich heritage.

HEINEKEN Corporate Green

Reflecting our growth and commitment to be a more sustainable company.

HEINEKEN Red

Reflecting our pride and passion for our product.

HEINEKEN Silver

Representing clarity in the way we operate our business.

Designated tints of these colours may be used sparingly to add accent details in layout designs and charts & graphs.

To ensure differentiation between the HEINEKEN company and Heineken brand, use white primarily as your base colour. For this reason these primary colours should not be overused as background colours.

NOTE Do not use this palette to colour the logotype in any way.

	HEINEKEN Light Green	HEINEKEN Golden Yellow	HEINEKEN Orange	HEINEKEN Aqua Blue	HEINEKEN Ultraviolet
Tints	80%	80%	80%	80%	80%
	60%	60%	60%	60%	60%
	40%	40%	40%	40%	40%
	20%	20%	20%	20%	20%
PANTONE®	376	116	151	660	513
CMYK	C 50 M 0 Y 100 K 0	C 0 M 20 Y 100 K 0	C 0 M 65 Y 100 K 0	C 85 M 50 Y 0 K 0	C 50 M 100 Y 0 K 0
RGB	R 122 G 184 B 0	R 254 G 203 B 0	R 255 G 121 B 0	R 42 G 110 B 187	R 142 G 37 B 141
#	7ab800	fecb00	ff7900	2a6ebb	8e258d
RAL	—	1021	2003	—	4006

Colour

Secondary palette

Our secondary colour palette is made up of a range of bright colours to be used as accents supporting the primary colour palette in communication. Each supporting colour also represents a different characteristic of the organisation.

The secondary palette consists of the following range of colours:

HEINEKEN Light Green
Represents fresh & natural.

HEINEKEN Golden Yellow
Representing barley.

HEINEKEN Orange
Reflecting our Dutch roots.

HEINEKEN Aqua Blue
Represents water.

HEINEKEN Ultraviolet
Reflects enjoyment.

To add variety and maintain consistency, use the designated secondary palette colours as accent colours alongside the primary colours. Designated tints of these colours may be used sparingly to add accent details in layout designs.

NOTE Do not use this palette to colour the logotype in any way.



Black
Black is used as a supporting colour for text and keylines.

White
White is the base colour for all designs. The full-colour HEINEKEN logo must always be placed on a white background.

Primary palette
The primary palette plays a supporting role to white and is used when limited colours can be applied to an application (i.e. signage).

Secondary palette
The secondary palette supports the primary palette providing colour accents where a broader colour palette is deemed necessary (i.e. editorial design and web media)

Use HEINEKEN Red sparingly

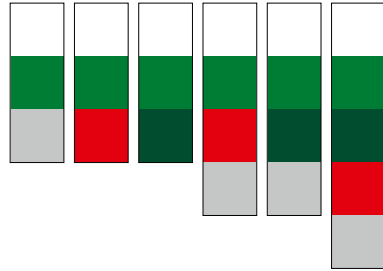
Colour

Hierarchy & usage principles

- White forms the basis of all design collateral. We use white space confidently. It aids clarity and cuts down the visual noise created by too much colour. Try to maintain a good balance of colour with white space.
- Green forms an important part of our colour palette. It is reflected across a range of tones from HEINEKEN Corporate Green, to HEINEKEN Green to HEINEKEN Light Green.
- The primary colour palette is always used in conjunction with white.
- The secondary colour palette should be used for accent colour in designs.
- Limit the amount of colours in any given design to a maximum of three or four. Use of too many colours will become too busy and distracting.
- Full colour backgrounds should be used sparingly for page breaks and dividers.
- Text layouts should use colour to accent the content rather than overpower it.

Corporate colour combinations

Primary palette
Colour combinations

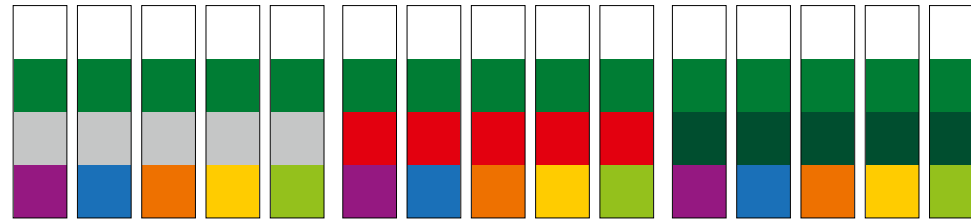


Editorial / Web colour combinations

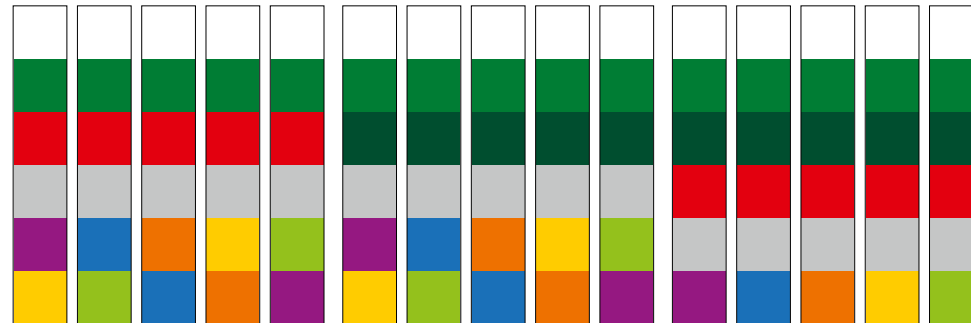
Primary + secondary palette
Colour combinations (3 colours)



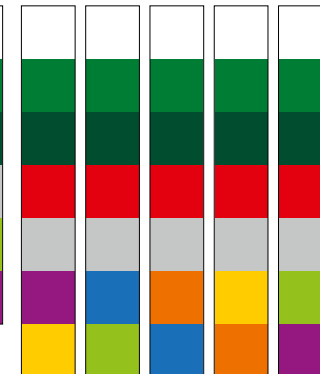
Primary + secondary palette
Colour combinations (4 colours)



Primary + secondary palette
Colour combinations (6 colours)



Primary + secondary palette
Colour combinations (7 colours)



Colour

Combining colours

Combining different colours from the primary and secondary colour palettes can create different tones in your layout designs. Using only the primary palette creates a more corporate feel whilst the addition of the secondary palette colours adds expression.

Care must be taken when choosing colour combinations. In all combinations, at least one of the primary palette colours must be used alongside white.

Corporate publications

As a rule most corporate publications should use the primary colour palette to form the basis of the design. Secondary colours should only be used to provide accent colour.

Editorial design

In editorial design, where more expression and life needs to be added to layout designs, it is permissible to use a maximum of two secondary palette colours as accents to support the primary colours.

Care should be taken when choosing these combinations so that the colours are harmonious and reflect the content of the page layout.

The examples on the left show possible colour combinations to achieve the correct tone and balance in layout designs.

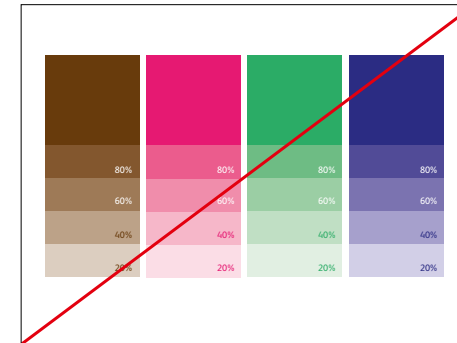
Dont's Avoid the following when using colour



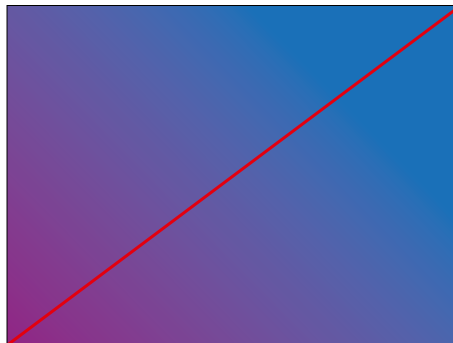
Do Not recolor logo artwork with any colours from the secondary colour palette.



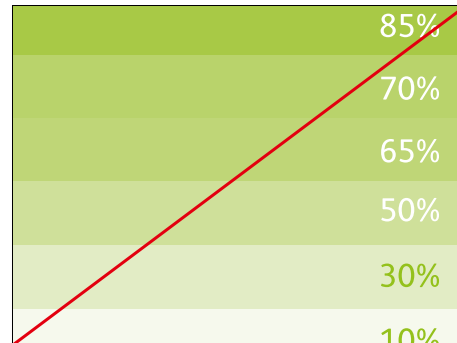
Do Not overuse red. It should only be used as an accent colour.



Do Not create your own colours.



Do Not blend colours.



Do Not use tints other than prescribed.

Do Not use incorporate large areas of colour into your designs unnecessarily. Use white space carefully when you can.

Typography

How we express ourselves through our typography adds character to our company visual identity.

Choice of typefaces and their use in layout design all help to create a unique personality for the communication.

This section covers our typeface families and how to use them properly.



HEINEKEN Core
HEINEKEN Curve
Lucida Sans
Unicode

Typography

Typeface overview

Overview

Three typeface families are used across the HEINEKEN company visual identity.

HEINEKEN Core

For use in corporate-, editorial- and digital collateral when possible.

HEINEKEN Curve

For use in editorial copy only.

Lucida Sans Unicode

For use in digital and MS Office copy only.

Corporate printed

Usage Typefaces
HEINEKEN Core

Use weights from the HEINEKEN Core typeface family only.

Example
Annual Report
Sustainability Report
OpCo Review



Imprint

Usage Typefaces
Lucida Sans Unicode

To work easily across different platforms Lucida Sans Unicode has been chosen for templates. Lucida Sans Unicode is a typeface readily available across most Microsoft and Macintosh computers.

Example
MS Office Templates

Typeface alternative if font is unavailable
Arial



Digital

Usage Typefaces
HEINEKEN Core
Lucida Sans Unicode

Lucida Sans Unicode is the mandatory typeface for most digital communication. It may also be possible, through special programming, to incorporate HEINEKEN Core within some digital applications. In this case HEINEKEN Core should be restricted to headline usage only.

Example
Websites
Powerpoint

Typeface alternative if font is unavailable
Arial



Editorial

Usage Typefaces
HEINEKEN Core
HEINEKEN Curve

Two typeface families, HEINEKEN Core and HEINEKEN Curve, have been specially created to work in combination to add expression in editorial design. HEINEKEN Core should be used as the primary typeface with HEINEKEN Curve supporting to add flourish to designs.

Example
World of Heineken



Typography Usage principles

There are rules for using typography to ensure clear and consistent messaging; these should be adhered to at all times to ensure the integrity of all designs.

Type should be aligned left, and set in upper and lower case.

Never use all capital letters (except in our company name).

Text must be tightly character spaced in order to achieve a consistent appearance. This will create a more professional typographic style.

HEINEKEN Curve Regular

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
 0 1 2 3 4 5 6 7 8 9 ? ! ç ñ ij € \$ @ # % ^ & * () _ + { } : ”
 ä þ ę ğ ij Ł Ŕ Ŗ Ś ů ž π N^o €

HEINEKEN Curve Bold

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
0 1 2 3 4 5 6 7 8 9 ? ! ç ñ ij € \$ @ # % ^ & * () _ + { } : ”
ä þ ę ğ ij Ł Ŕ Ŗ Ś ů ž π N^o €

HEINEKEN Curve weights

- HEINEKEN Curve Regular
- HEINEKEN Curve Italic*
- HEINEKEN Curve Medium
- HEINEKEN Curve Medium Italic*
- HEINEKEN Curve Semibold
- HEINEKEN Curve Semibold Italic*
- HEINEKEN Curve Bold
- HEINEKEN Curve Bold Italic*
- HEINEKEN Curve Heavy
- HEINEKEN Curve Heavy Italic*

TYPEFACE ALTERNATIVES FOR LANGUAGES NOT COVERED BY HEINEKEN CURVE

LANGUAGE	FONT FAMILY
Central European	HEINEKEN Curve
Western European	HEINEKEN Curve
Eastern European	HEINEKEN Curve
Greek	Arno Pro
Cyrillic	Arno Pro
Arabic	Adobe Arabic
Chinese	M Kai HK Traditional
Japanese	Heisei Mincho
Korean	SM Myungjo
Thai	Adobe Thai
Davanagari	ITR Yogesh

Typography

HEINEKEN Curve

HEINEKEN Curve is a graceful typeface. A refreshingly simple design that offers a crafted elegant finish. It is modern in its transitional style, but with a hint of the classic. When a serif type is needed, for instance in editorial design use sparingly. HEINEKEN Curve should be used for magazines, HEINEKEN Curve should be used sparingly. It can be used for creative headings, streamers or body copy, but should always be treated as an accent to complement the primary typeface HEINEKEN Core.

It is available in a full range of weights and italics from regular to heavy in both Open Type and TrueType. The character set covers most European and Latin countries.

In operating countries not using languages covered by HEINEKEN Core alternative typefaces have been specified for use.

Each of the recommended alternative typefaces are readily available for purchase from type foundry Agfa Monotype: www.monotype.com.

Lucida Sans Regular

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
 0 1 2 3 4 5 6 7 8 9 ? ! € \$ @ # % ^ & * () _ + { } : ”

Lucida Sans Bold

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
0 1 2 3 4 5 6 7 8 9 ? ! € \$ @ # % ^ & * () _ + { } : ”

Lucida Sans Weights

Lucida Regular
Lucida Italic
Lucida Bold
Lucida Bold Italic

TYPEFACE ALTERNATIVES FOR LANGUAGES NOT COVERED BY LUCIDA SANS UNICODE

LANGUAGE	FONT FAMILY
Arabic	Akhbar
Chinese	DF Hei
Japanese	TB Gothic
Korean	HY Gothic
Thai	UPC Browallia
Davanagari	ITR Mitra

Typography

Lucida Sans Unicode

Lucida Sans Unicode is the mandatory typeface for digital communication. It is a sans-serif typeface that was designed in 1985. It contains large extended character sets and supports Latin, Greek, Cyrillic and Hebrew scripts. It is readily available across all platforms worldwide. It is for this reason that Lucida Sans Unicode is our standard font for correspondence templates (imprint) and online body copy.

Lucida Sans Unicode is available in a range of weights and italics from regular to bold.

In operating countries using languages not covered by Lucida Sans Unicode alternative typefaces have been specified for use.

Naming of Lucida Sans Unicode differs for Mac users. The specified type for Macintosh platform is Lucida Grande.

Each of the recommended alternative typefaces are readily available for purchase from type foundry Agfa Monotype: www.monotype.com.

Dont's Avoid the following when using typography



Do Not use fonts other than those specified in the visual identity guidelines.



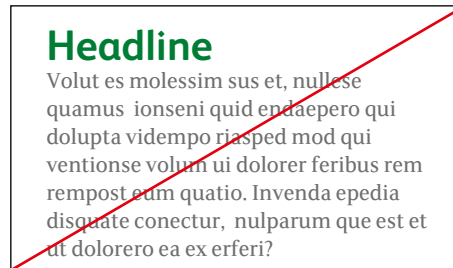
Do Not use different colours from those specified in headlines.



Do Not use Lucida in corporate brochure or editorial printed applications.



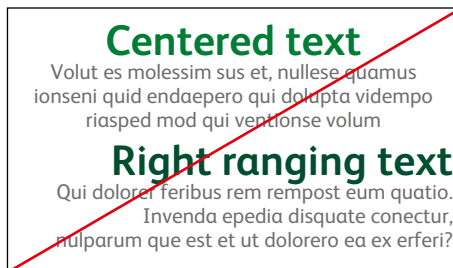
Do Not use HEINEKEN Curve in corporate applications.



Do Not use HEINEKEN Curve for body copy. Body copy should always be set in HEINEKEN Core.



Do Not use too many colours in your typography.



Do Not centre or range right headlines or body copy. Headlines and body copy should always range left.



Do Not place typography on angles.



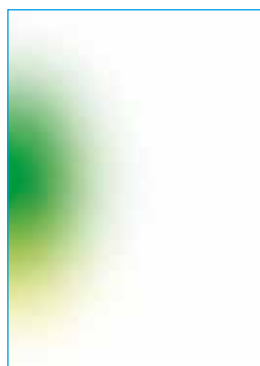
Do Not use effects such as outlines or drop shadows in typography.

Supporting Elements

To enrich our company visual identity we have created a toolkit of supporting elements. These are all derived from the logo.

This section introduces the supporting elements and outlines usage principles.





Full height
Portrait



2/3 Height
Portrait



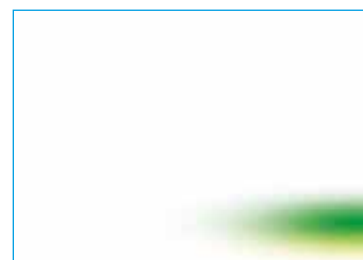
1/3 Height
Portrait



Full height
Landscape



2/3 Height
Landscape

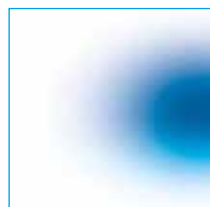
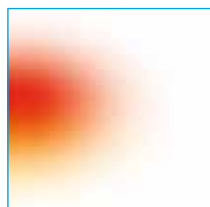


1/3 Height
Landscape



Full width banner

White area at left can be extended to allow placement of logo.



Alternative versions

The flow background has also been recreated in red and blue versions. These should only be used in OpCo's where Heineken is not the leading brand i.e. Spain.

Supporting elements

Flow background

The flow background has been designed to create ambient backgrounds for expressive layout designs. It includes an area of white for placement of the logo.

Across a range of applications, with varying imagery and content, it may be necessary to use more of less of the flow background in your layout design. For this reason a set of flow background master artworks have been created to fit most common formats.

Primarily used in it's green version it is also available in red or blue for exceptional usage in markets where green is not the most recognisable colour of HEINEKEN owned brands i.e. Spain and United Kingdom.

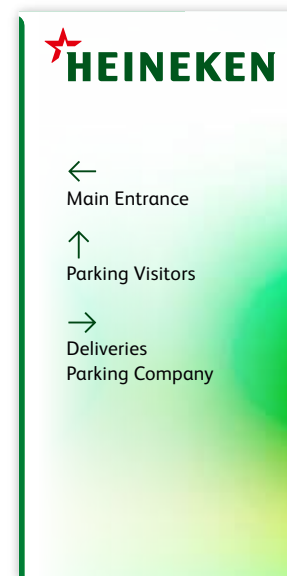
The flow background may be positioned from the left or the right as shown in the examples on this page.



2/3 Height green flow background
Applied left to annual report cover



green flow background banner
Applied to public affairs newsletter



Full height green flow background
Applied to signage totem

Supporting elements

Flow background examples

On this page are some visualisations of the flow background in usage.

Resizing flow backgrounds

The flow background has been created in a range of formats to cover most applications. It may be necessary to adjust the sizing of it to fit your design. In this instance we recommend you start with the closest version to your output format and scale the flow background to fit.

An area of white is incorporated into the artwork to allow for this.



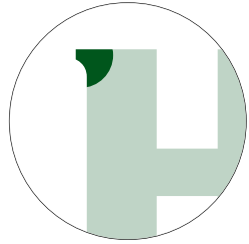
2/3 Height red flow background
Reception backwall



Full height blue flow background
Applied rotated 90°

Alternative colour

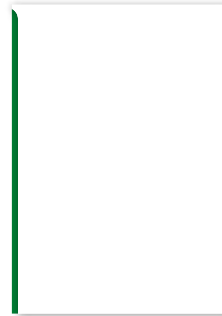
These blue & red flows are specifically created as exceptional usage alternatives to the green flow background. They are not intended to be used as a range of coloured backgrounds.



Logo serif detail
This forms the basis of the detailing found in the serif box supporting element.



One part serif box
Used for text boxes in editorial publications and annual reports.



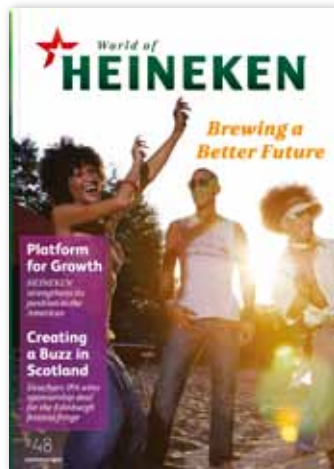
Two part serif box
Used for statistical and contents information.



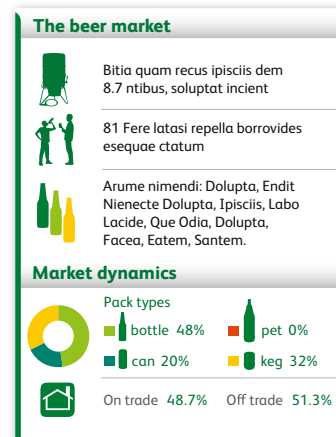
Left hand page serif box
Serif detail points right towards the spine.

Right hand page serif box
Serif detail points left towards the spine.

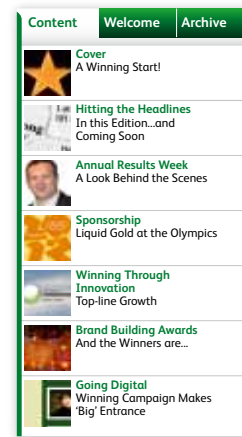
Application examples



1. Editorial serif text box
Has no serif infill. Can be recoloured in any of the secondary palette colours. Can be ranged left or right depending on position within a page.



2. Statistical information serif box
Two part serif box in white with HEINEKEN Green serif detail. Can be ranged left or right depending on position within a publication spread.



3. Spark contents serif box
Two part serif box in white with HEINEKEN Green serif detail. Can be ranged left or right depending on position within a publication spread.



4. green information serif box
Two part serif box in HEINEKEN Corporate Green with HEINEKEN Light Green serif detail. Can be ranged left or right depending on position within a publication spread.

Supporting elements

Serif boxes

Overview

The serif box supporting element is primarily used as an information carrier within design layouts. It can be used in various forms and colours. The overall shape and detail remains consistent.

The shape of the serif box is derived from the serif detail found in the 'H' and the 'N' of the HEINEKEN logo.

Usage

In application a serif box may be used ranged left or right dependent on whether it is placed on a cover or inside a spread.

Different type of serif box

In usage the one part serif box we differentiate two types: should be used primarily for text in editorial application and annual reporting (example 1) whilst the two part serif box is used to carry statistical or contents information (see examples 2-4) across all publications.

▪ Covers

On covers the serif must point away from the spine if the box is placed in the left half of the page. If the box is placed in the right half of the page the serif points towards the spine.

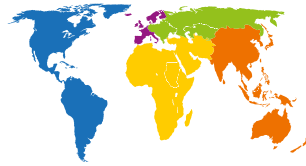
▪ Inside spreads

The serif should always point towards the spine. For left hand pages the serif must point right to the spine, on right hand pages the serif must point left to the spine.

▪ Web / digital

For web and digital applications with single pages the serif must always point to the left.

Examples of HEINEKEN charts and graphs



Revenue and profit

In millions of EUR

Revenue

Results from operating activities

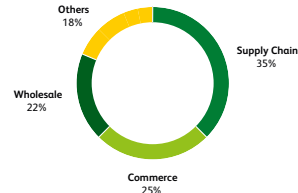
Results from operating activities

as % of revenue

Financials	
Revenue	€7,894 million
EBIT	€768 million
EBIT (beia)	€904 million
Consolidated beer volume	45.4 million hectolitres
Consolidated beer volume as % of Group	31.1 per cent
HEINEKEN volume in premium segment	7.4 million hectolitres

Solid contribution of TCM

Europe contributed 90%



2010 Performance highlights

Strong 19.7% organic increase in net profit (beia)

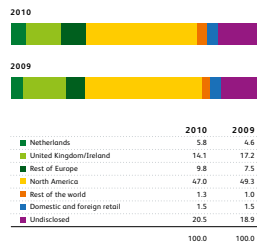
Intl. €m	2010	2009	Change	Organic change
Group beer volume	192.3	159.1	+21%	-1.7%
Consolidated beer volume	145.9	125.2	+17%	-3.1%
Revenue	16,133	14,701	+9.7%	-2.2%
EBIT (beia)	2,608	2,095	+25%	+8.6%
Net profit (beia)	1,445	1,055	+37%	+19.7%
Net profit	1,436	1,018	+41%	
Free operating cash flow	1,993	1,741	+14%	
Net Debt/ EBITDA (beia) ratio	2.2x*	2.6x		
Diluted EPS (beia) in €	2.56	2.15	+19%	

*Including FEMSA Cerveza on a 12-month basis

Heineken Holding N.V. share price

In euros

Euronext Amsterdam after restatement for share split



Source: Capital Precision
Based on last estimate January 2011

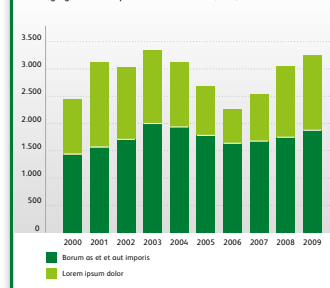
Heineken N.V. share price

In EUR, Euronext AmsterdamShare



Transformed emerging market exposure

Emerging markets represent 57% of EBIT (beia)



Supporting elements

Graphs and charts

Overview

HEINEKEN charts and graphs should reflect the visual identity to maintain consistency through all communication. When incorporating graphics into designs always use recognisable HEINEKEN elements that have been created to do this.

To help you we have created a three step system for creating simple charts and graphs. All use the same typographic elements and a shared colour palette.

Follow this system carefully and you will consistency design HEINEKEN aligned charts and graphs.

Colour palette

Colours from the HEINEKEN primary and secondary palettes are used in charts and graphs in the following order:

- 1 ■ HEINEKEN Green
- 2 ■ HEINEKEN Light Green
- 3 ■ HEINEKEN Corporate Green
- 4 ■ HEINEKEN Golden Yellow
- 5 ■ HEINEKEN Orange
- 6 ■ HEINEKEN Aqua Blue
- 7 ■ HEINEKEN Ultraviolet

* Please note an exception to this rule. In the case of maps the secondary colour palette is used for increased legibility to differentiate territories and regions. Colours from the primary palette should not be used in maps as they will dominate and confuse the information being conveyed.

1. Plain (no background)

Financials
Share distribution comparison year-on-year Heineken Holding N.V. shares*
Based on Free float (excluding the holding of L'Arche Green N.V. and FEMSA in Heineken Holding NV)



Based on 99.3 million shares in free float

North America	47.0%
UK/Ireland	14.1%
Netherlands	5.8%
Rest of Europe (ex. Netherlands)	5.8%
Rest of the world	1.3%
Domestic and foreign retail	5.8%
Undisclosed	20.5%

* Source: Capital Precision, based on best estimate January 2011.



2. With a serif keyline

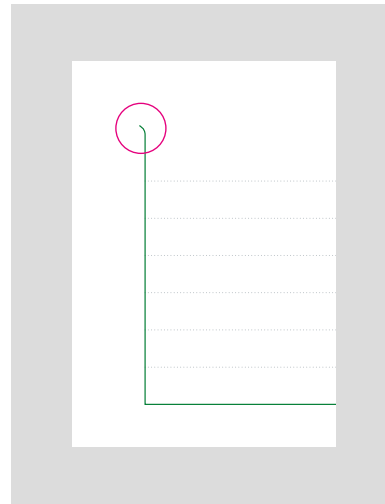
Financials
Share distribution comparison year-on-year Heineken Holding N.V. shares*
Based on Free float (excluding the holding of L'Arche Green N.V. and FEMSA in Heineken Holding NV)



Based on 99.3 million shares in free float

North America	47.0%
UK/Ireland	14.1%
Netherlands	5.8%
Rest of Europe (ex. Netherlands)	5.8%
Rest of the world	1.3%
Domestic and foreign retail	5.8%
Undisclosed	20.5%

* Source: Capital Precision, based on best estimate January 2011.



3. In a box with a serif detail

Financials
Share distribution comparison year-on-year Heineken Holding N.V. shares*
Based on Free float (excluding the holding of L'Arche Green N.V. and FEMSA in Heineken Holding NV)



Based on 99.3 million shares in free float

North America	47.0%
UK/Ireland	14.1%
Netherlands	5.8%
Rest of Europe (ex. Netherlands)	5.8%
Rest of the world	1.3%
Domestic and foreign retail	5.8%
Undisclosed	20.5%

* Source: Capital Precision, based on best estimate January 2011.



Supporting elements

Graphs and charts

Three step system

When creating HEINEKEN charts and graphs think first about the complexity of the information you are delivering and the application you are applying it to. We have established three levels of graphic style to form the basis of any chart or graph. Choose the appropriate base style each time you start a design.

1. Plain background

For applications where simple, direct information delivery is necessary i.e. PowerPoint all charts and graphs are formed from the designated colour palette and fonts.

2. With a serif keyline

For applications where more detail can be applied i.e. corporate printed materials a serif keyline may be added to embellish charts and graphs.

In the case of bar graphs the serif keyline forms the y axis.

3. In a box with serif detail

For applications where emphasis is placed upon certain information a chart or graph may be contained inside the box device.

Coloured to simulate silver the box shape is detailed with a HEINEKEN Green edge picking out the serif detail of the logo.

This version, primarily designed for print, will also work well for large digital projection presentations.

Historical Summary

Other information

	2010	2009	2008	2007	2006
Revenue and profit					
<i>In millions of EUR</i>					
Revenue	16,133	14,701	14,319	11,245	10,556
Results from operating activities	2,283	1,630	1,182	1,364	1,637
Results from operating activities (beia)	2,415	1,968	181	1,642	1,391
as % of revenue	15.0	13.4	1.3	14.6	13.2
as % of total assets	9.1	9.8	0.9	13.7	11.6
EBITDA/net interest expenses	73	5.2	6.0	22.6	19.7
Net profit	1,436	1,018	209	807	1,211
Net profit (beia)	1,445	1,055	1,013	1,119	930
as % of equity attributable to equity holders of the Company	14.1	19.7	22.7	20.7	18.6
Dividend proposed	438	318	304	343	294
as % of net profit	30.5	31.2	145.5	42.5	24.3
Per share of EUR1.60					
<i>In millions of EUR</i>					
Cash flow from operating activities	4.61	4.87	3.39	3.12	3.55
Net profit (beia)	2.6	2.16	2.07	2.28	1.90
Dividend proposed	0.76	0.65	0.62	0.70	0.60
Equity attributable to equity holders of the Company including the effect of the ASDI	18.19	10.95	9.14	11.04	10.23
Cash flow statement					
<i>In millions of EUR</i>					
Cash flow from operations	3,548	3,029	2,168	1,945	2,164
Cash flow used for interest, dividend and income tax	(891)	(650)	(508)	(416)	(498)
Cash flow from operating activities	2,657	2,379	1,660	1,529	1,666
Cash flow from operational investing activities	(664)	(638)	(1,110)	(866)	(612)
Free operating cash flow	1,993	1,741	550	663	1,054

Table With diamond line device

2010 Performance highlights

Strong 19.7% organic increase in net profit (beia)

(mkt. €m)	2010	2009	Change	Organic change
Group beer volume	192.3	159.1	+21%	-1.7%
Consolidated beer volume	145.9	125.2	+17%	-3.1%
Revenue	16,133	14,701	+9.7%	-2.2%
EBIT (beia)	2,608	2,095	+25%	+8.6%
Net profit (beia)	1,445	1,055	+37%	+19.7%
Net profit	1,436	1,018	+41%	
Free operating cash flow	1,993	1,741	+14%	
Net Debt/ EBITDA (beia) ratio	2.2x*	2.6x		
Diluted EPS (beia) in €	2.56	2.15	+19%	

*Including FEMSA Cerveza on a 12-month basis

Table Serif detail box version

11 millions of EUR
Revenue
 Results from operc
 Results from operc
 as % of revenue
 as % of total a

Detail of table showing diamond line device

Financials

Revenue
€7,894 million

EBIT
€768 million

EBIT (beia)
€904 million

Consolidated beer volume
45.4 million hectolitres

Consolidated beer volume as % of Group
31.1 per cent

HEINEKEN volume in premium segment
7.4 million hectolitres

Textbox Serif detail box version

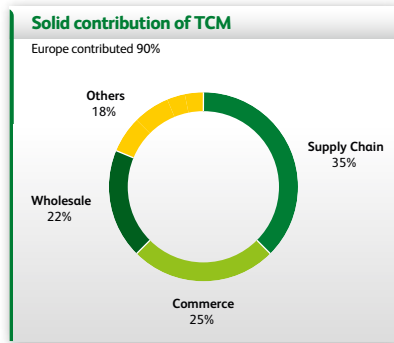
Supporting elements

Tables and charts

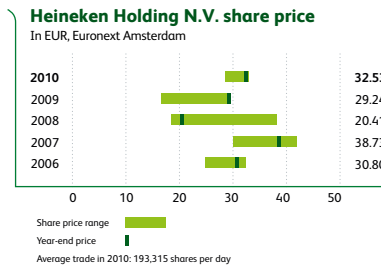
Usage principles

Wherever possible all text within tables and charts should be set in HEINEKEN Core. When this is not possible for instance in web or PowerPoint applications, default to Lucida Sans Unicode.

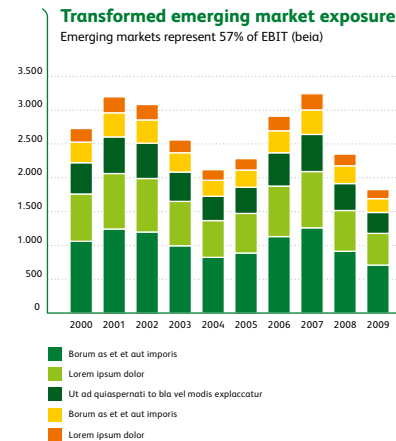
When designing complex tables and charts try to keep the overall styling simple. Use HEINEKEN Green for headlines, 100% black for subheads and a 45% tint of black for body copy. Section divider keylines should be in HEINEKEN Green whilst line break keylines should be made of a dotted diamond shaped line in a 45% tint of black.



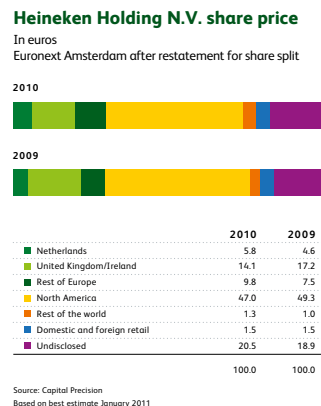
Pie Chart Serif detail box version



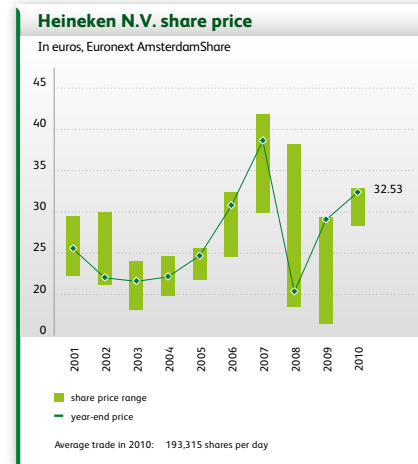
Bar Chart Serif keyline version



Bar Chart Serif keyline version



Bar Chart Serif keyline version



Bar & Line Chart Serif detail box version

Supporting elements

Graphs and organograms

Usage principles

Wherever possible all text within graphs and organograms should be set in HEINEKEN Core. When this is not possible, for instance in web or PowerPoint applications, default to Lucida Sans Unicode.

When designing complex graphs and organograms try to keep the overall styling simple. Try to maintain consistent line weights and type sizes across all graphs and organograms within a publication. This will give a sophisticated appearance and aid readability of the document.

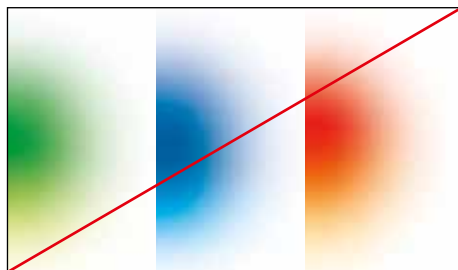
To add variety in long infographic heavy documents and where production processes allow, it is advisable to mix the three styles of charts and tables:

- 'plain (no background)',
- with a serif keyline
- 'in a box with serif detail'.

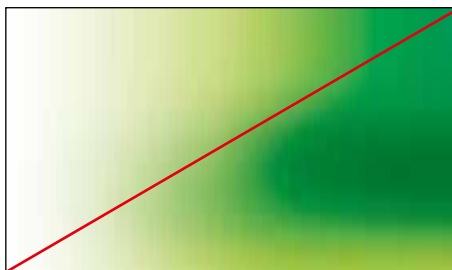
'Plain (no background)' charts and tables should be used for general statistics, 'with a serif keyline' version for secondary importance statistics. 'In a box with serif detail' should be used for primary importance statistical information.

NOTE The examples shown here are intended to be used as design references only. Content is unverified or fake.

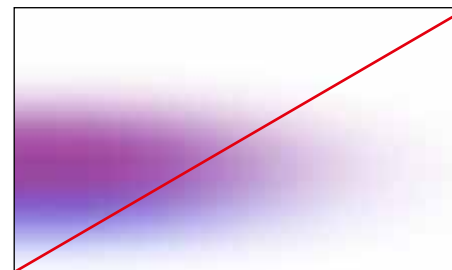
Dont's Avoid the following when using supporting elements



Do Not use more than one of the flow backgrounds per region. The green flow background is the primary usage version for most HEINEKEN OpCo's.



Do Not choose the wrong format size as the basis for a design when using the flow background. Always choose the size format closest to the design you are creating.



Do Not recolour or recreate the flow background.



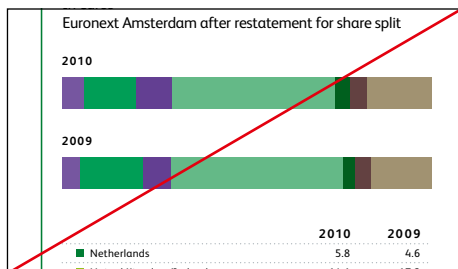
Do Not place serif boxes inside a spread with the serif pointing away from the spine of the publication.



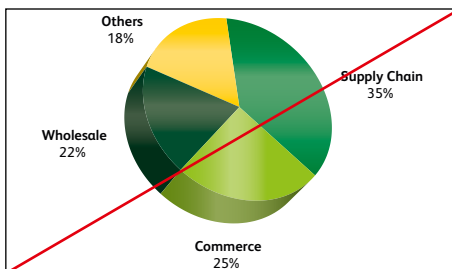
Do Not recolour serif boxes with any colour other than those from the primary or secondary colour palettes.



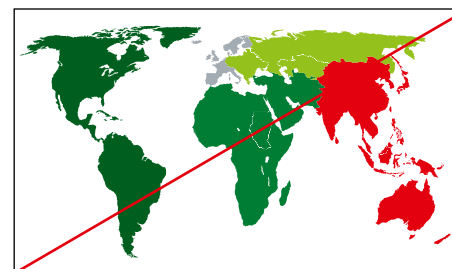
Do Not scale the serif box disproportionately with the type sizes it contains. The serif detail is intended to be a discrete, refined element.



Do Not use random colours for graphs and charts. Always use the specified colour palette to maintain consistency.



Do Not create 3D graphs and charts. Use the styles laid out in these guidelines.



Do Not use the primary colour palette in maps.

Photography

Positive, vibrant and natural, featuring our portfolio of products, unique moments and consumers in real scenarios. Our photographic style celebrates the enjoyment of HEINEKEN brands and experiences.

Carefully considered photography brings another dimension to our company visual identity.

This section outlines the type of photography we should use, how to treat stock photography and how to commission new imagery.



People photography



Images should reflect at least two of the following:

- Sociability
- Interaction
- Enjoyment
- With product
- 'Real' people

NOTE All portrayed people on all HEINEKEN imagery should be and appear over 25 years of age.

Product photography



Images should reflect at least two of the following:

- Expertise
- Quality
- Pride

Photography

Categories

When using photography we differentiate into two categories: people and product.

People photography

Our people photography reflects real people of legal drinking age in real situations, enjoying our products. These are the primary source of photography imagery and as such should play a prominent role in communication designs.

Product photography

Product photography reflects the wide and diverse portfolio of brands within the HEINEKEN company and the quality ingredients that go into our products.

These images should be used in conjunction with people photography.

The type of photography we use in communication should always be of the highest quality. Poor quality imagery does not reflect well on our company. Of course all photography must be in line with the HEINEKEN Rules on Responsible Commercial Communication.

Photography

Cutout photography

A simple direct approach to photography uses cutout objects and people on a white background. This approach allows us to maintain a balance of white in communication.

Cutout photography - examples



Application examples

Photography

Choosing photography



Cropping photography
Crop closely into a stock image to create emphasis. Red keyline indicates new crop of an existing image.



Using stock imagery

Stock imagery allows flexibility and speed in application. The downside is that this type of imagery can also be less imaginative and dynamic than custom shot material. By carefully cropping into a photograph we can use stock imagery more effectively to communicate a particular message.

Commissioning photography

If you are custom shooting or commissioning photography please use the checklist beside each category as a guide to achieve the correct type of image. Always look to create a shot with a unique perspective and try to crop it in an interesting way.

Choosing the right photographer for the job will also help in achieving the best results in capturing. Look for a photographer with experience in shooting the specific type of image you are aiming to capture. In most cases, a photographer specialised in a certain area i.e. portrait or products, will produce higher quality images than a generalist.

Please ensure you purchase full usage and copyrights for an indefinite period, so HEINEKEN is the owner of the photographs.

For further help with choosing a photographer for a specific commission contact your local professional photography organisation or your local Corporate Relations Team.

Here are a list of just a few worldwide:

Europe

FEP - European Federation of Professional Photographers
Spastraat 8
B - 1000 Brussels
Belgium
www.europeanphotographers.eu

UK

The Association of Photographers
81 Leonard street
London EC2A 4QS
general@aophoto.co.uk
www.aophoto.co.uk

USA

Professional photographers of America
229 Peachtree st. Ne, suite 2200
Atlanta, GA 30303
csc@ppa.com
www.ppa.com

Worldwide

www.photolinks.com
<http://www.photolinks.com/directory.html>

Dont's Avoid the following when using the photography



Do Not use imagery of insufficient resolution for your design application.



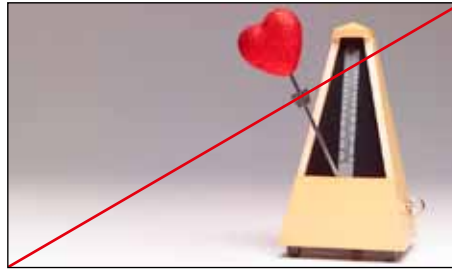
Do Not treat imagery with gimmicky effects.



Do Not use unsharp imagery.



Do Not use black and white photography unless printing in your design application in black and white.



Do Not use cliché stock imagery.



Do Not use poorly lit imagery.



Do Not use uninteresting crops or compositions.



Do Not use images of people who appear to be under the age of 25 as per the Rules on Responsible Commercial communication.

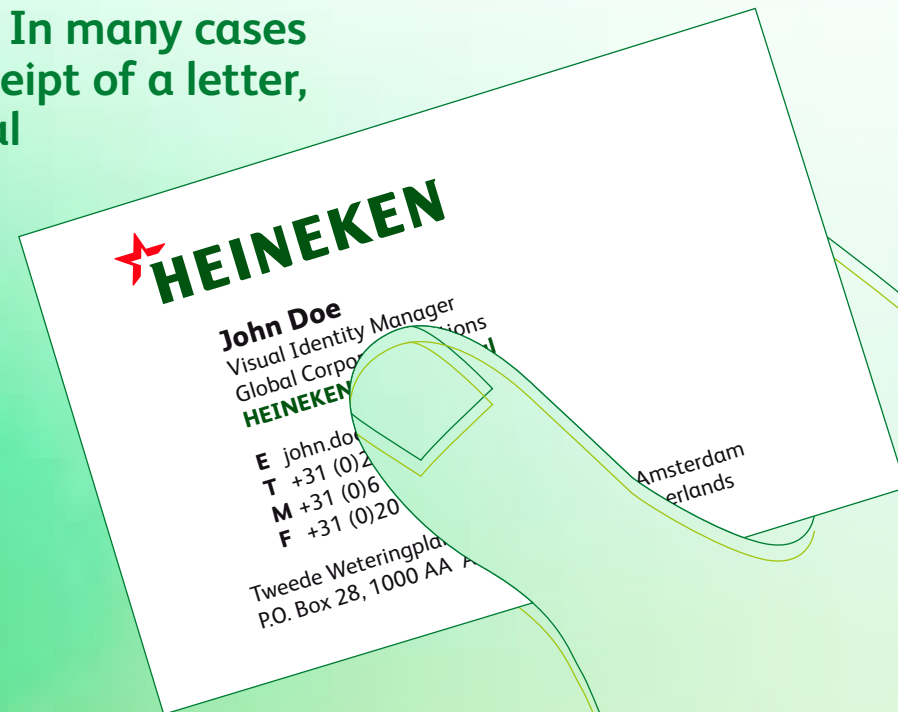


Do Not show people drinking irresponsibly.

Stationery

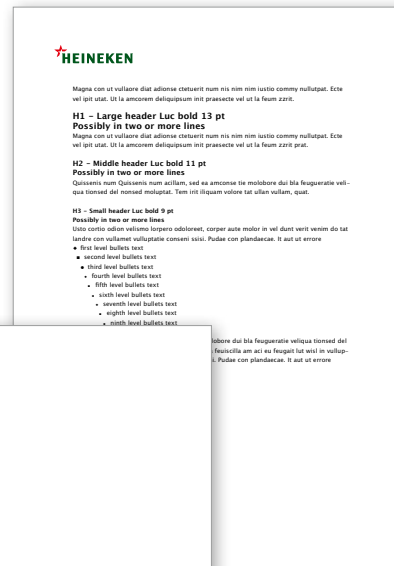
Stationery is the one of the most widely utilised applications of our company visual identity. In many cases the first contact with our company is via receipt of a letter, business card or fax. Therefore, it is essential that our stationery is always consistent and of high quality.

This section introduces the printed items and outlines the availability and usage of templates.





Letter
Printed stock with imprinted text according to the templates of the HEINEKEN's stationery



Continuation sheet



Envelopes
With sender's address and pattern inside

Business card

Stationery Overview

We have developed a basic set of the most used stationery items:

- Letter A4 and US letter
- Business card
- Continuation page
- Envelopes C4, C5, DL, EA4, EA5 and report
- With compliments card
- Address stickers

Paper stock

We recommend 'ON Business' (250 GSM for business cards, 90 GSM for letter); a wood-free preprint and copier paper available in a wide range of weights and matching envelopes.

It has a high white tint – CIE 168 – and a high stiffness and stability. It has a high opacity and low transparency on a non-printed back. 'ON Business' is a pan-European brand, available in 15 countries. It carries the following certificates: ISO 9002, ISO 14001, FSC, ISO 9706.

If this brand is not available in your market, please ask your paper supplier or printer to select a paper type that matches the above criteria and/or request for a paper sample to be sent to you by Global Corporate Relations.

Stationery

Correspondence templates

We have developed a range of correspondence templates to cover our basic communication needs. This page shows some of the basic principles that our new templates are based on. These templates are ready to use and install to your local IT environment via our HEINEKEN MS Office Tool. If you have specific needs or requests regarding these correspondence templates, please contact Global Corporate Relations.

Templates

- Letter A4 & US letter
- Invoice A4 & US letter
- Fax A4 & US letter
- Memo A4 & US letter
- Blank A4 & US letter
- Route description A4 & US letter

Typography

The typography used for imprinting the text is Lucida Sans Unicode.

Margins

The HEINEKEN stationery imprint is based on a line spacing grid of 14 pts. The HEINEKEN logo is pre-printed on the sheets. Each document contains a first page and continuation pages, which have a smaller logo.

HEINEKEN corporate logo →

Address → Hanwei-Yang Institute
Development Department
Attn. Mr. K. Verger
P.O. Box 71116
1008 BC Amsterdam
The Netherlands
Europe
Address over 8 lines, Lucida Sans 7.5 on 12 pt
Personal & confidential

Grid of 14 pts → 16 August 2011

Salutation and bodytext → Dear Mister Chan,

Amconse tie molobore dui bla feugueratie veliqua tionsed del faccumsan eumsan heniscin heniscil illan ex ea feusicilla am acf eu feugait lut wist in vulluptat landre con vullamet vulluptatie conseni sssisi. Pudaec con plandaecae. It aut ut errore
Magna con ut vullaore diat adionse ctetuerit num nis nim iustio commy nullutpat. Ecte vel ipit utat. Magna con ut vullaore diat adionse ctetuerit num nis nim iustio commy nullutpat. Ecte vel ipit utat. Ut la amcorem deliquipsum init praesecte vel ut la feum zzrit prat atis nulla tan hen nonsed moluptat. Tem irit iliquam volore tat ullam vullam, quat. Tatem velit veraese ndignisit dreetue estrud tat dolore facincilla feusimo faccum exerit torem eliquisi.

Subheader
Quissenis num acillam, sed ea amconse tie molobore dui bla feugueratie veliqua tionsed del faccumsan eumsan heniscin heniscil illan ex ea feusicilla am acf eu feugait lut wist in vulluptat landre con vullamet vulluptatie conseni sssisi. Pudaec con plandaecae. It aut ut errore
Magna con ut vullaore diat adionse ctetuerit num nis nim iustio commy nullutpat. Ecte vel ipit utat. Ut la amcorem deliquipsum init praesecte vel ut la feum zzrit prat atis nulla tan hen nonsed moluptat. Tem irit iliquam volore tat ullam vullam, quat. Tatem velit veraese ndignisit dreetue estrud tat dolore facincilla feusimo faccum exerit torem eliquisi.

Kind regards,

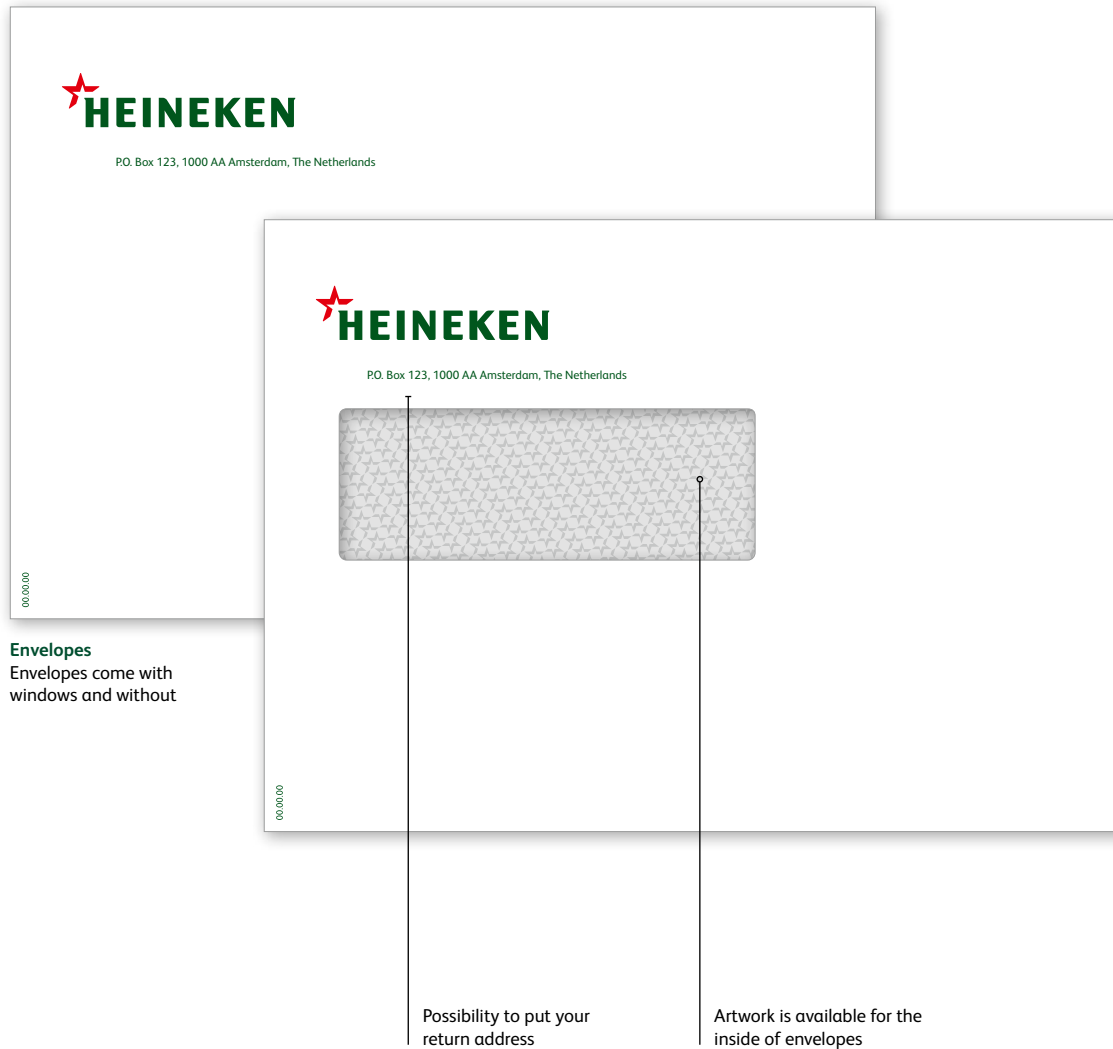
Same One

John Doe
Visual Identity Manager

Legal text & page number → All offers, sales and deliveries are subject to our general conditions of sale and delivery as registered with the Registry of the District Court in Amsterdam. A copy of these conditions will be provided free on request. AAN AMKO 50 63 21 494 - Postbank 4677 HEINEKEN International B.V. - Registered Office at Amsterdam - Trade Register Amsterdam No. 33203445. Ex equi dolupendiit doletem ducia prehenam si qui recte min cuspa estiumquus maximus abo. Ut quantis quas ipsunt adletti as voluprati sunt elenti ipsam id qui quidemi tantur hie as nem velipit nullerit exero. Ut eture porrectorata dolupratat imagnistrum recula rhusa comris duciar alique volentaxpid quam aut repudam rem sit ut exum con conered molobrehni utatec emporet dolutaque sanist, id etume volie Ex equi dolupendiit doletem ducia prehenam.
Page 1 of 2

Sender's address → Legal entity
Tweede Weteringplantsoen 21
1017 ZD Amsterdam
The Netherlands
T +31 (0)20 523 97 77

John Doe
Group Corporate Relations
E johannes.emmanueldoe@heineken.com
T +31 (0)20 123 45 67
M +31 (0)6 1234 5678
F +31 (0)20 123 45 78



Envelopes
Envelopes come with windows and without

Possibility to put your return address

Artwork is available for the inside of envelopes

Stationery

Envelopes

All HEINEKEN envelopes have been developed with the following elements:

- Logo
- Return address
- Article code
- Inside pattern print (based on the Spark)

Depending on your specific market needs, you can choose not to print the article code. All other elements are mandatory.

The recreation or adaptation of these elements is not allowed. The following envelopes have been developed:

- Envelope C4 229 x 324 mm
- Envelope C5 162 x 229 mm
- Envelope DL 229 x 114 mm
- Envelope EA4 220 x 312 mm
- Envelope EA5 156 x 220 mm
- Envelope Report 260 x 370 mm



Business card
Front and optional backside

Stationery

Business card

A standard grid has been developed. Please use the instructions and artwork.

In case a job title is too long to fit in the prescribed area, you may abbreviate it.

For example:

'Executive Director Global Tax & Financial Markets' becomes:

'Exec. Dir. Global Tax & Financial Markets'

In case a name is too long, abbreviate the first name. For example:

'Robin Hoytema van Konijnenburg'

to:

'R. Hoytema van Konijnenburg'.



Stationery

Business card back

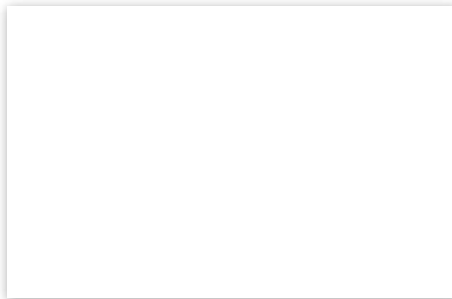
On the back of our business cards, we have developed the following guidelines.

Always use one of the options as shown here:

- No background
- Local territory language version
- Your (main) brand logo(s)

Logo

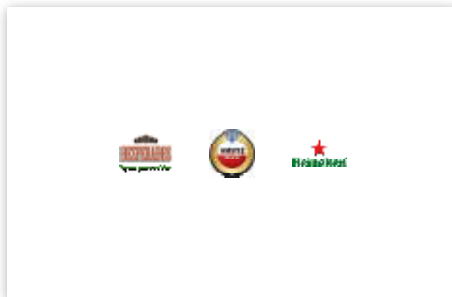
When applying your brand logos, adhere to the grid as shown, and apply no more than 10 logos.



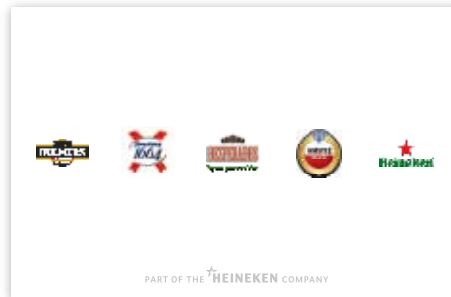
No background



Local territory language version on card back.
 Example shown for the Russian market.



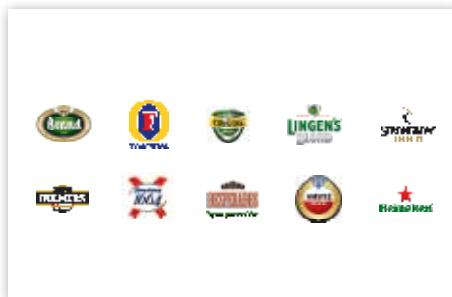
Brands line-up (3)



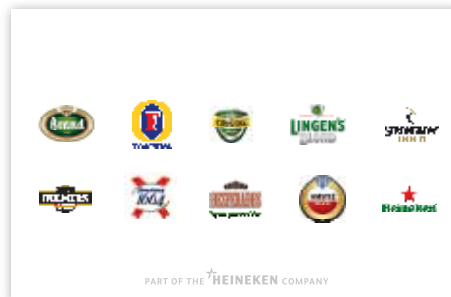
Brands line-up (5) endorsed



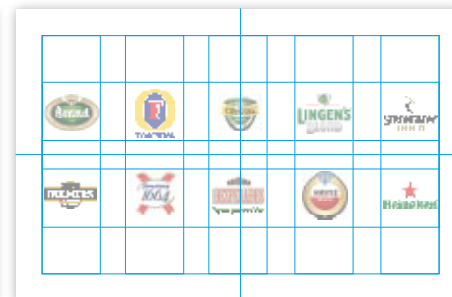
5 Brand logos grid



Brands line-up (10) maximum



Brands line-up (10) endorsed



10 Brand logos grid

Powerpoint

In addition to clear and compelling copy, our PowerPoint presentation templates are used everyday. They must visually express HEINEKEN in a professional and sophisticated way. These templates have been designed so that you can input your message easily and create high quality presentations.

This section introduces the PowerPoint template and outlines the usage principles.



HEINEKEN

**Heading Lucida Sans Bold 28 pt
HEINEKEN Green**

Subtitle Lucida Sans Regular 18 pt black on max. 2 lines



CONFIDENTIAL | Source name | Date HEINEKEN Legal Entity

HEINEKEN

**Chapter Title Heading
Lucida Sans Bold 28 pt**

Subtitle Lucida Sans Regular 18 pt black on max. 2 lines



24 HEINEKEN

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Page subhead set in 18pt Regular

Subheading

- Aliquam auctor nulla quis egestas Mauris sodales eget sem vitae purus tincidunt sodales quis turpis egestas nunc.
- Fusce gravida lorem id velit cursus ut ornare risus sodales.
 - Ullamcorper dui felis dapibus.
 - Fusce non massa vitae libero cursus tincidunt.
 - Ullamcorper dui felis dapibus.
 - Fusce non massa vitae libero cursus tincidunt.

24 HEINEKEN

Main heading set in 22pt bold

Page subhead set in 18pt Regular

Subheading

Ellentesque habitant velit sit morbi tristique senectus et netus et malesuada fames ac turpis egestas nunc dolor justo. Pharetra vitae euismod condimentum lart aliquam auctor nulla quis egestas.

Mauriseget vitae purus tinci dunt vel enim. Fusce id ac turpis nunc dolor cursus ut.

Subheading

Ellentesque habitant velit sit morbi tristique senectus et netus et malesuada fames ac turpis egestas nunc dolor justo. Pharetra vitae euismod condimentum lart aliquam auctor nulla quis egestas.

Mauriseget vitae purus tinci dunt vel enim. Fusce id ac turpis nunc dolor cursus ut.

24 HEINEKEN

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Subheading

Ellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas nunc dolor justo. Pharetra vitae euismod sit condimentum laoreet pretium

Aliquam auctor nulla quis egestas mauris eget sem vitae purus tincidunt sodales quis vel vitae enim. Fusce gravida lorem id velit cursus ut ornare risus sodales. Ullamcorper dui felis dapibus magna vitae tristique eros velit sem vitae purus tincidunt sodales eu.



24 HEINEKEN

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Page subhead set in 18pt Regular



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Aliquam auctor nulla quis egestas mauris eget sem vitae purus tincidunt sodales quis vel vitae enim. Fusce gravida lorem id velit cursus ut ornare risus sodales. Ullamcorper dui felis dapibus magna vitae tristique eros velit sem vitae purus tincidunt sodales eu.

24 HEINEKEN

Main heading set in 22pt bold

Page subhead set in 18pt Regular



Subheading

- Lorem ipsum dolor sit amet consectetur
- Cras fermentum velit sed commodo
- Aenean dapibus orci eu molestie sem
- Donec eget magna vitae
- Maecenas laoreet justo in urna sodales luctus nisi elit fringilla mi nibh pharetra auctor sed sed nunc
- Sed viverra eros ac erat congue eget ultrices dui rhoncus. Aenean dapibus orci eu molestie aliquet, nisi elit fringilla mi in aliquet augue ligula ac erat

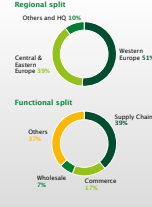
24 HEINEKEN

Main heading set in 22pt bold

Page subhead set in 18pt Regular

Subheading

- Lorem ipsum dolor sit amet consectetur
- Cras fermentum velit sed commodo
- Aenean dapibus orci eu molestie sem
- Donec eget magna vitae
- Maecenas laoreet justo in urna sodales luctus nisi elit fringilla mi nibh pharetra auctor sed sed nunc
- Sed viverra eros ac erat congue eget ultrices dui rhoncus. Aenean dapibus orci eu molestie aliquet, nisi elit fringilla mi in aliquet augue ligula ac erat



24 HEINEKEN



Powerpoint template

Overview 4:3

Our PowerPoint template is available in both 4:3 and 16:9 formats to allow for presentations in traditional or widescreen. The slides shown all use of the green flow background but there are versions available in red and blue for markets where green is not the predominant colour.

Content slides use a white background to ensure maximum legibility. Title pages with the flow background may be used as is or with the addition of cut-out photography. Do not apply regular photographic imagery on top of the flow background.

The bottom bar (footer) of the cover page allows you to place information on the creator (person or persons responsible for the presentation), date and classification (Confidential).

The bottom bar of the template allows space for OpCo's brands in single colour as a 30% tint of black. We recommend you place a maximum of eight side to side and centered in height. All templates have been pre-set with Lucida Sans Unicode and the correct colour palette. Follow the guidance given on the templates for font sizes and layout. Charts and diagrams should use a set hierarchy of colours from the primary and secondary palettes. However, if you need to create further charts make sure your charts always build from dark to light.


Powerpoint template

Overview 16:9

HEINEKEN

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HEINEKEN Green**

Subtitle Lucida Sans Regular 16 pt black
on max. 2 lines




CONFIDENTIAL | Source name | Date HEINEKEN Legal Entity

HEINEKEN

**Chapter Title Heading
Lucida Sans Bold 26 pt**

Subtitle Lucida Sans Regular 16 pt black
on max. 2 lines



24 HEINEKEN

Main heading set in 22pt bold

Page subhead set in 18pt Regular

Subheading

- Aliquam auctor nulla quis egestas Mauris sodales eget sem vitae purus tincidunt sodales quis turpis egestas nunc.
- Fusce gravida lorem id velit cursus ut ornare risus sodales.
 - Ullamcorper dui felis dapibus.
 - Fusce non massa vitae libero cursus tincidunt.
 - Ullamcorper dui felis dapibus.
 - Fusce non massa vitae libero cursus tincidunt.

24 HEINEKEN

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Page subhead set in 18pt Regular

Subheading

Elentesque habitant morbi tristique sen ecutus et netus et malesuadafames ac turpis egestas nunc dolor justo. Pharetra vitae euismod sit condimentum laoreet pretium Aliquam auctor nulla quis egestas mauris eget sem vitae purus tincidunt sodales quisvel

Subheading

Elentesque habitant morbi tristique sen ecutus et netus et malesuadafames ac turpis egestas nunc dolor justo. Pharetra vitae euismod sit condimentum laoreet pretium Aliquam auctor nulla quis egestas mauris eget sem vitae purus tincidunt sodales quisvel

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Elentesque habitant morbi tristique sen ecutus et netus et malesuadafames ac turpis egestas nunc dolor justo. Pharetra vitae euismod sit condimentum laoreet pretium Aliquam auctor nulla quis egestas mauris eget sem vitae purus tincidunt sodales quisvel vitae enim. Fusce gravida lorem id velit cursus ut ornare risus sodales. Ullamcorper dui felis dapibus



24 HEINEKEN

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Elentesque habitant morbi tristique sen ecutus et netus et malesuadafames ac turpis egestas nunc dolor justo. Pharetra vitae euismod sit condimentum laoreet pretium Aliquam auctor nulla quis egestas mauris eget sem vitae purus tincidunt sodales quisvel vitae enim. Fusce gravida lorem id velit cursus ut ornare risus sodales. Ullamcorper dui felis dapibus

24 HEINEKEN

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Subheading

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24 HEINEKEN

Main heading set in 22pt bold

Page subhead set in 18pt Regular

- Lorem ipsum dolor sit amet consectetur
- Cras fermentum velit sed commodo
- Aenean dapibus orci eu molestie sem
- Donec eget magna vitae:
 - Maecenas laoreet justo in urna sodales luctus nisi elit fringilla mi nibh pharetra auctor sed sed nunc.
 - Sed viverra eros ac erat congue eget ultrices dui rhoncus. Aenean dapibus orci eu molestie aliquet, nisi elit fringilla mi in aliquet augue ligula ac erat



24 HEINEKEN



Dont's Avoid the following when using the PowerPoint template



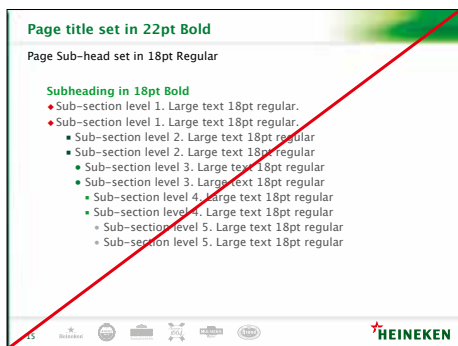
Do Not use the wrong flow background for your market.



Do Not use regular boxed photography on top of the flow background.



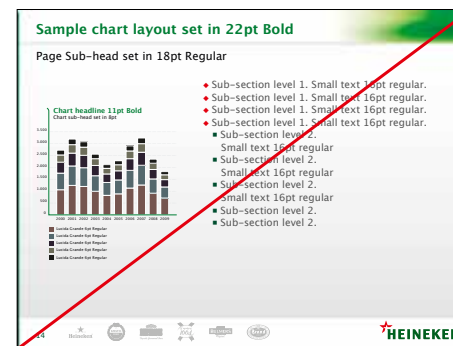
Do Not use any other fonts than Lucida Sans Unicod inside the template.



Do Not change the bullet points inside the presentation template.



Do Not use too much text on a slide. Keep the content precise.

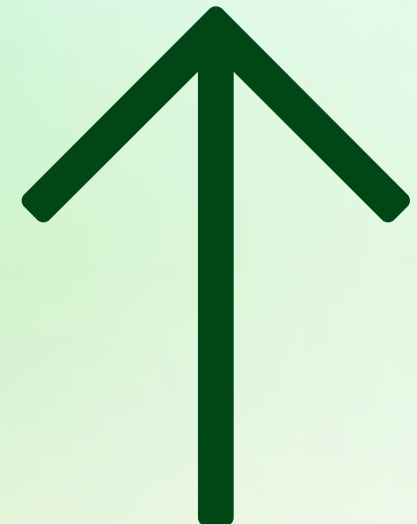
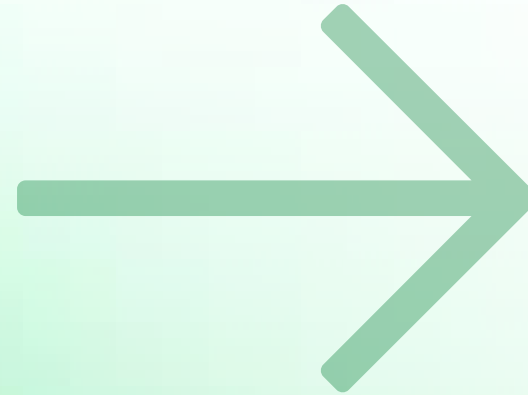


Do Not recolour or change the order of colours set in the template.

Signage

Our signage is an important carrier of the company visual identity. It is a highly visible and fixed representation of us to the outside world. As such, it must be of the highest possible quality and convey its message with ultimate clarity.

This section introduces the modular signage system, special bespoke items and outlines their usage principles.





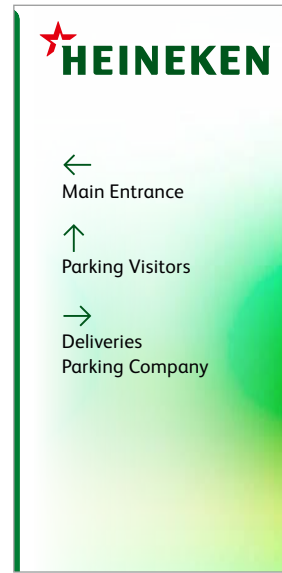
Entrance totem



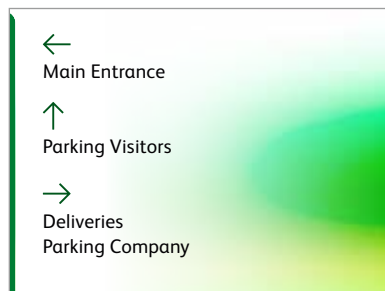
Entrance sign



Entrance sign with directions



Site sign



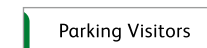
Site sign



Facade sign



Parking sign



Parking sign

Signage

We have created a modular system to work across all of our sites worldwide. This system, for external and internal signage applications, shares a common set of design elements to consistently signpost a HEINEKEN location.

Usage principles

Our external signage system should in most instances carry the HEINEKEN logo. Exceptions may be made for site signs positioned near to logo branded totem signs and for parking signs.

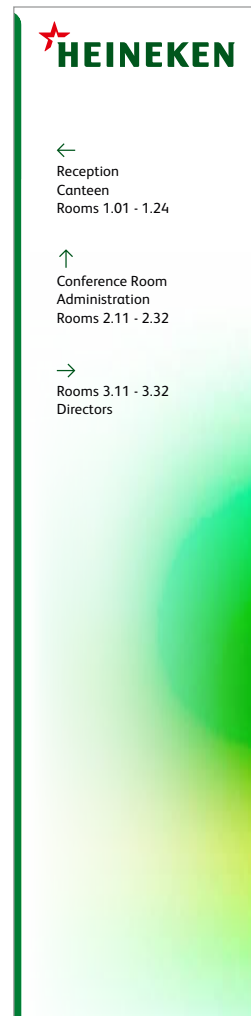
The external modular signage system in most instances carry the following visual identity elements:

1. The HEINEKEN logo
Positioned centrally on an area of white at the top of all signage.
2. HEINEKEN Core typeface
3. Serif Detail
Positioned in the top right hand corner.
4. The green flow background positioned on the right hand side.

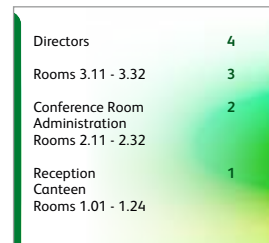
HEINEKEN Core Regular is used for all information carried on signage.



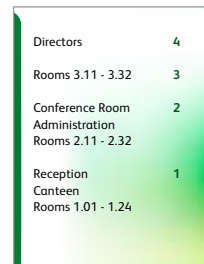
Welcome totem



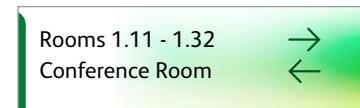
Welcome information totem



Floor information sign



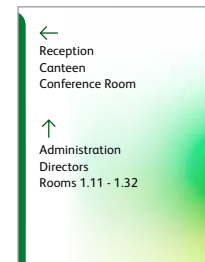
Floor information sign



Directional sign



Directional sign



Directional sign

Internal signage

Modular system

Our internal signage system does not, in most cases, carry the HEINEKEN logo. Exceptions are made for welcome and directional signs positioned close to the entrance of a location.

The internal modular signage system in most instances carry the following visual identity elements:

1. HEINEKEN logo
2. HEINEKEN Core typeface
3. Serif detail
Positioned in the top right hand corner.
4. The green flow background positioned on the right hand side.

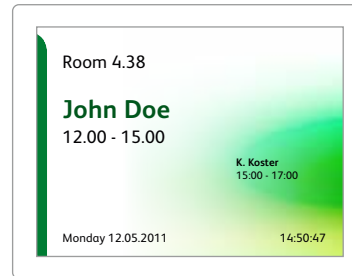
HEINEKEN Core Regular is used for all information carried on signage.

Internal signage

Modular system, continued



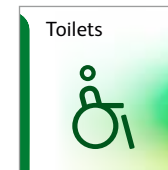
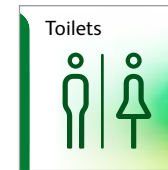
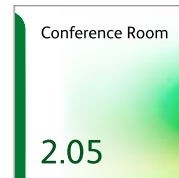
Floor sign



Digital room sign



Room signs



Toilet signs

Special signage

Examples

Custom signage can be implemented. These special signage applications are as follows:

- Stainless steel entrance plaques
- Frosted window decals
- Wall mounted fret-cut debossed logo
- Logo projection on reception floor
- Internally illuminated animated LED lightbox in reception.
- Stainless steel door numbers
- Digital projection on reception back wall
- Debossed numerals in lift lobby walls

If any of these special signage applications are appropriate for your location please contact Global Corporate Relations directly for specification information.



Reception
Backwall digital projection with debossed HEINEKEN logo.



Exterior decals
Stainless steel door number with frosted window decal



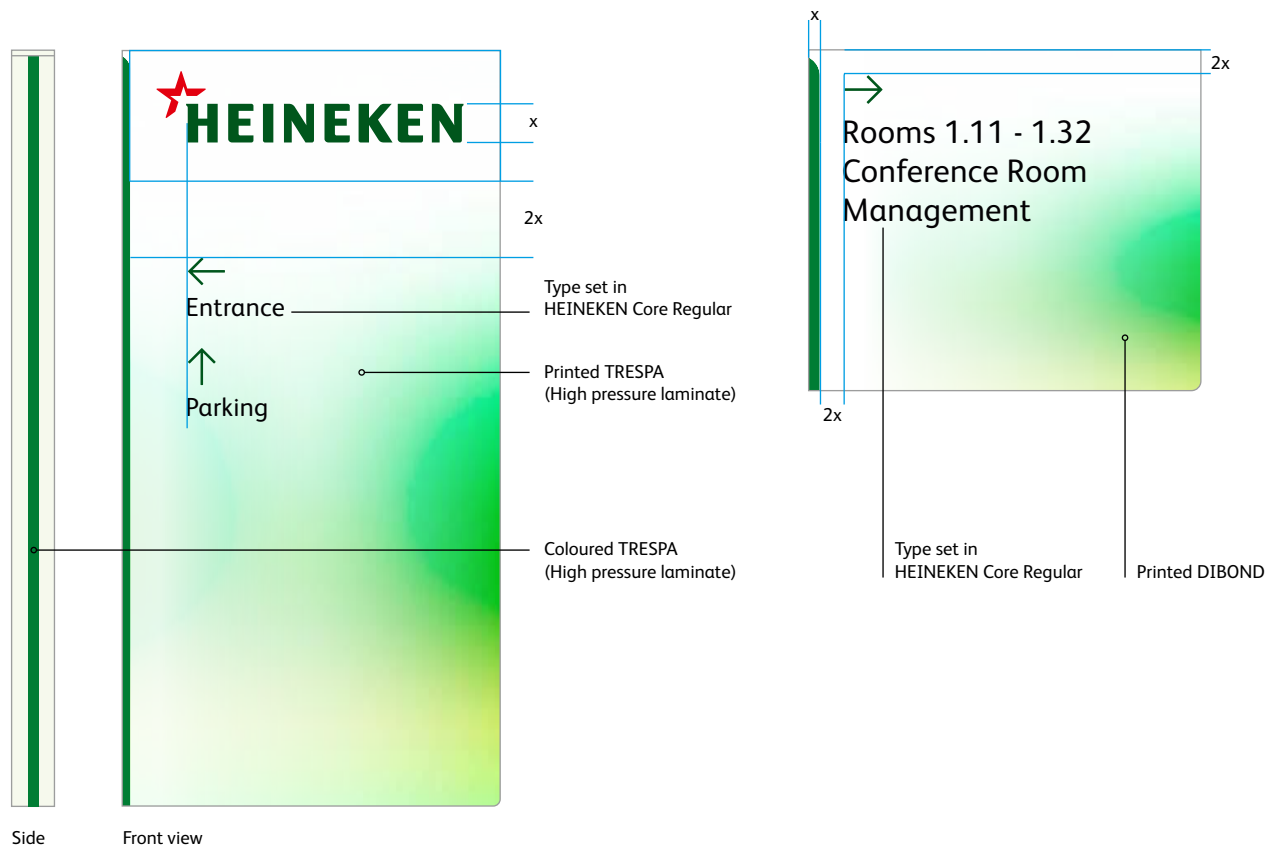
Entrance decals



Debossed floor signing



Debossed floor numbering



Signage

Usage principles

- Care should be taken to minimise the amount of information carried on a sign. We should aim to be direct and clear with all signage communication.
- Letter sizes should be chosen dependent on the optimum reading distance per sign. A letter size legibility guide is shown on this page to act as a starting point for signage proposals. To ensure complete accuracy, however, it is recommended that a site survey is undertaken to determine optimum type sizes for each situation.
- Type should always left align to the 'H' of the logo where it is present. Using the HEINEKEN logo height as X the type area below should start no less than 2X below the logo exclusion area.
- When no logo is present, such as internal signage, align the type to a margin equivalent of 2x the width of the green serif detail. This measurement can also be used as a minimum starting point from the top to apply type.
- The flow background should be applied to the right hand side of signage. Always ensure that you allow enough white area in the signage for legibility of directional information.

Letter Visibility Guide

Letter Height (cm)	1	2	3	4	5	10	15	20
Maximum Impact (m)	2.5	3	4	4.5	5	10	15	20
Maximum Readable (m)	5	8	11	15	30	50	60	100

The distances shown are based on type set upper and lower case in HEINEKEN Core Regular coloured black on a white background. Distances will vary approximately 10% with various colour combinations.



Welcome totem



Welcome pillar

Signage Endorsement

Overview

Signage carrying the OpCo's logo, i.e. entrance totem signs and Wall plaques, should always be endorsed with 'Part of the HEINEKEN Company'. These are primary signage items visible on entering and leaving HEINEKEN owned buildings. It is not necessary to place endorsements on signage items within the building unless the building is shared and split over separate floors.

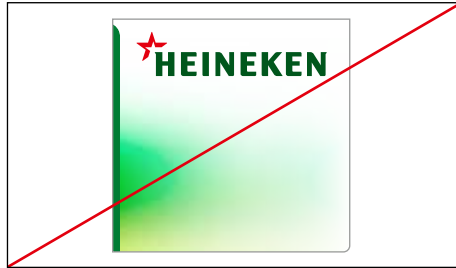
Usage principles

The endorsement should be placed horizontally below and to the right of the OpCo logo. It should be visible but not in size conflict with the company logo it is endorsing.

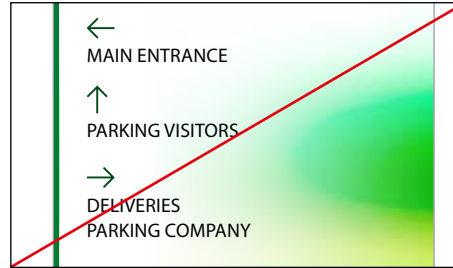
In instances where space is at a premium, i.e. tall thin signage formats; it is possible to rotate the endorsements 90° again placed below and to the right of the OpCo logo.

Always rotate the endorsement logo unit so that the star is at the top.

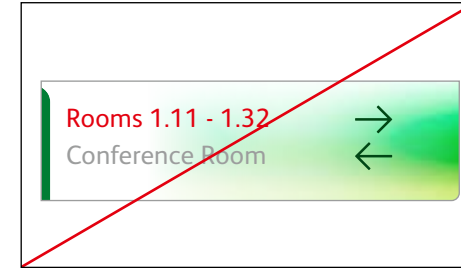
Dont's Avoid the following when using signage



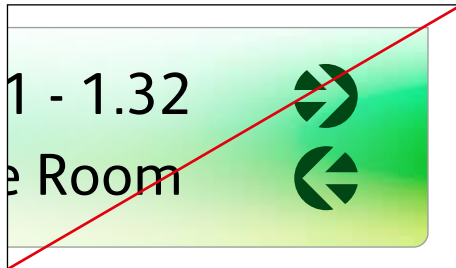
Do Not place the flow background in any other position than the right edge on signage applications.



Do Not use typefaces other than HEINEKEN Core in signage applications. All text must be set in upper and lower case.



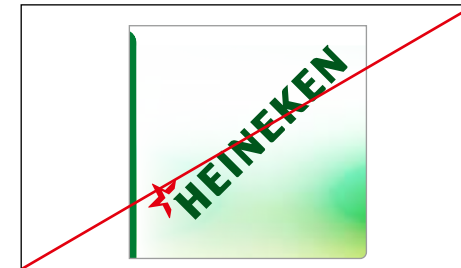
Do Not use any other colour than black for type in signage applications.



Do Not use a style of icon other than the one outlined in these guidelines.



Do Not place the logo on any colour other than white.



Do Not rotate the logo other than at 90° in signage applications.



Do Not use custom shapes or irregular formats for modular signage.



Do Not use single colour logo in modular signage proposals.



Do Not make the 'part of the HEINEKEN Company' endorsement too large on OpCo signage.

Publications

In our publications we use the full scope of our company visual identity. From corporate publications where we need to be more formal, to editorial publications where we can be more expressive.

We have therefore developed a wide set of tools to allow for optimal visual representation of our brand in our publications, including some examples to inspire you.



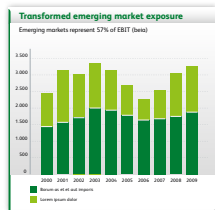
Supporting Elements



Flow background



Serif box



Graphs & charts

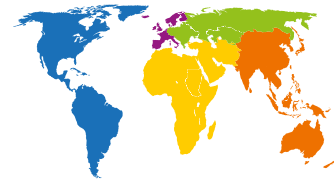
Overview



The Italian job

Eortincing et nulluptatum alit atie dionse tat nism doloreriure eum dit acilit adit in vel do euguerostrud minis nullaore duisit laore dolor-tionsed magna faccum dolum er sit acin etuer sequipit alissim non velis dit irit ad erosto conse essi.

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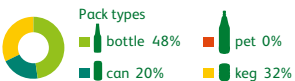
The beer market

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Market dynamics



On trade 48.7% Off trade 51.3%

Financials

Revenue
€7,894 million

EBIT
€768 million

EBIT (base)
€904 million

Consolidated beer volume
45.4 million hectolitres

Consolidated beer volume as % of Group
31.1 per cent

HEINEKEN volume in premium segment
7.4 million hectolitres

Revenue and profit

In millions of EUR

Revenue

Results from operating activities

Results from operating activities as % of revenue

Publications

In our publications, we use the full scope of our visual identity. From corporate publications where we need a more formal look & feel – to editorial publications where we can be more expressive.

We have therefore developed a wide set of tools to allow for optimal visual representation of our company in our publications, including some examples to inspire you.

Supporting elements

Usage principles

Always use the serif detail strip to the left of the logo (see page 32 for more information on this supporting visual element). In case of a centered window design, place the serif element on the left outer edge of the screen.

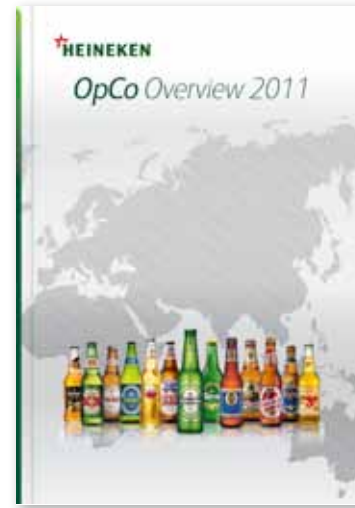
The flow background is included in the top banner, with its green core moving outwards from the right. Use the RGB flow banner artwork as available in the Design Resources section.



A | Annual report



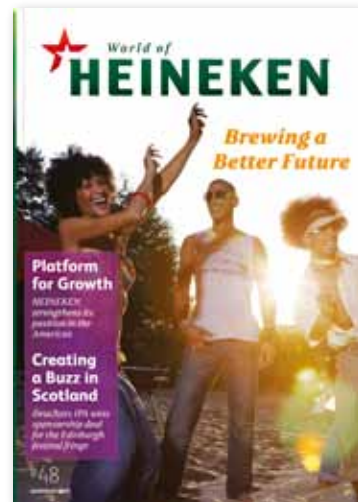
B | PA newsletter



C | OpCo booklet

Corporate publications

Editorial publications



D | World of HEINEKEN

Publications

Start with logo

There are a wide range of publications, which we have split into two main categories for simplification and clarity:

Corporate publications

- A Annual report
- B Newsletters
- C Informational booklets

Editorial publications

- D World of HEINEKEN and other printed internal & external magazines
- E Employee magazines

Mandatory elements that should be included in every design are:

- 1 Logo
 - 2 Corporate colours
 - 3 Corporate typeface(s)
 - 4 Supporting visual elements
- Serif bar along the side across the spine
 - Flow (use as much as possible on covers)



HEINEKEN logo | primary usage version



HEINEKEN logo top left | primary usage version



HEINEKEN logo lock-up with flow background | secondary usage version



HEINEKEN logo maximum placement | exceptional usage version



Publications

Logo

Always include the HEINEKEN logo on each page or spread.

Placement

The HEINEKEN logo is anchored top left including a serif detail strip left of it. It can be placed either with lots of space around it or in a lock up with the flow background in a designated header bar.

Exceptional use

The header for the magazine 'World of HEINEKEN' has been tailor made and should be seen as a customised design.

This is a quick reference. For more detailed information see page 5 of this manual.

HEINEKEN

HEINEKEN

~~HEINEKEN~~

HEINEKEN

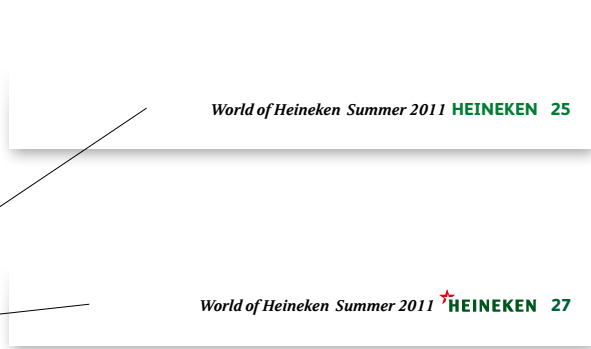
HEINEKEN

HEINEKEN

Written out version



Spine of a magazine



Branding on a spread

Publications

Logo, continued

In some cases it's too overpowering to have the logo on each spread, like for instance in a magazine. Instead of using the HEINEKEN logo, it's advised in these instances to type 'HEINEKEN' in the corporate typeface HEINEKEN Core. Keep in mind it has to be set in all caps. This 'written out version' should appear in a colour from the primary colour palette with the exception of HEINEKEN Red. Another item where the written out version works better is the spine of a brochure, annual report or magazine, because of height restrictions.

This is a quick reference. For more detailed information see page 5 of this manual

Corporate publications

HEINEKEN Core

Only typeface



Detail of applied corporate typography



Example of an annual report

Editorial publications

HEINEKEN Core HEINEKEN Curve

Primary & supporting typeface



Detail of applied editorial typography: mixing HEINEKEN Core & Curve



Example of World of HEINEKEN magazine

Publications

Typography

Typical paragraphs styles

Headings

A mix of HEINEKEN Core Bold Italic and HEINEKEN Core Thin Italic

(emphasis is bold italic)

48 pt median, 36 and 64 pt

Introduction

HEINEKEN Core Italic - indented

Colour HEINEKEN Light Grey

Sub Heading

HEINEKEN Core Extra Bold 12 / 12 pt

Colour HEINEKEN Green

Sub Heading

HEINEKEN Core Regular 9 / 12 pt

Colour HEINEKEN Grey

Body copy

HEINEKEN Core Regular 9 / 12 pt

Colour black

Corporate literature

Editorial literature



Publications

Use of colour

The use of HEINEKEN Green is mandatory. It can be complemented by up to two colours from the secondary palette.

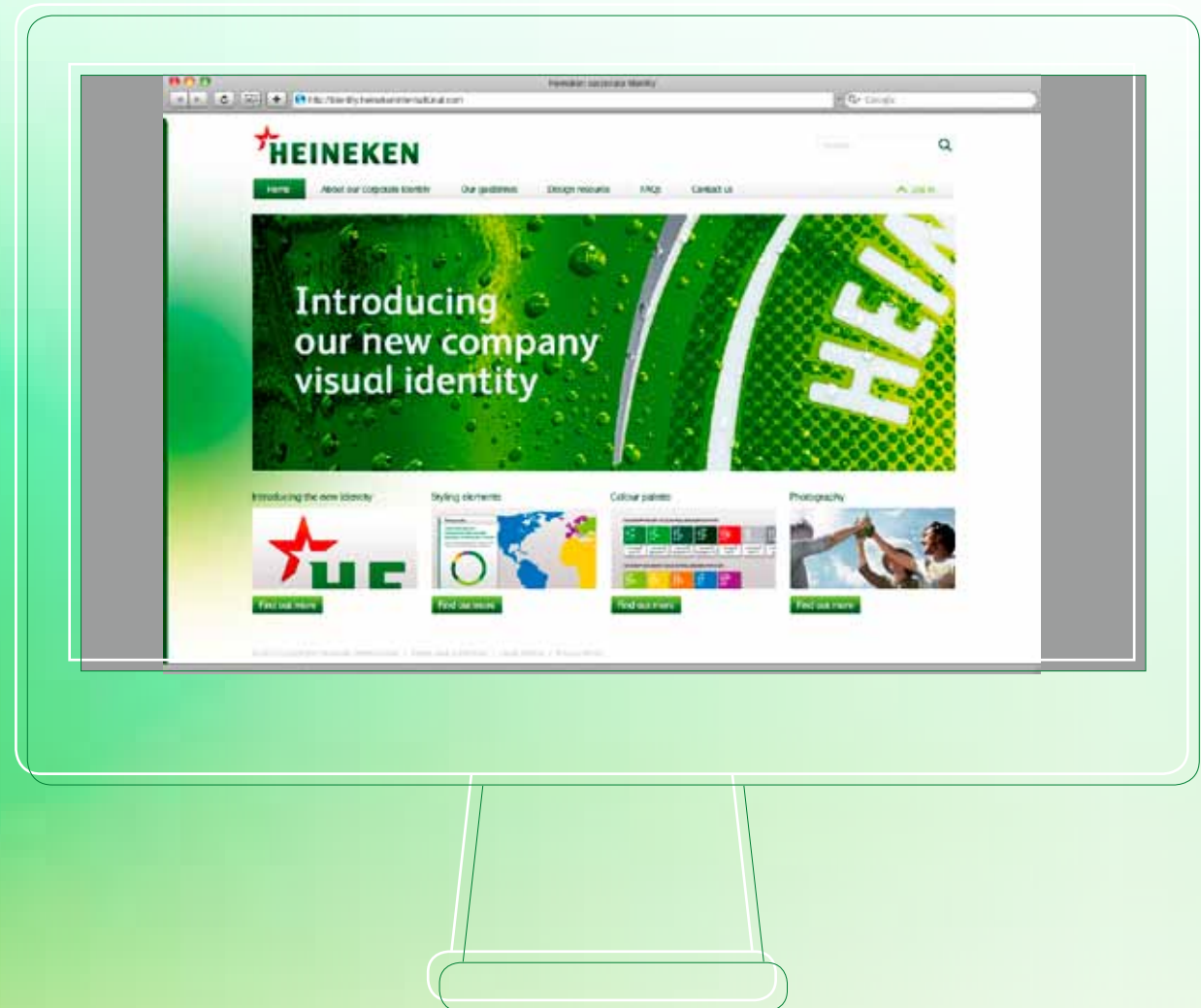
Corporate literature will by nature have a smaller set of colours. In most case the primary colour palette is sufficient. Editorial publications on the other hand will be more colourful.

This is a quick reference. For more detailed information on colour see pages 12 to 16 of this manual.

Web media

Our on-line presence is becoming greater and more important for engaging our stakeholders. We need to ensure consistent application of our company visual identity in the online space.

In these guidelines we have outlined some basic principles on how to apply our company visual identity elements on your website. These are developed to allow maximum room for flexibility while remaining 'on brand' in its core characteristics.





Web media

Top bar

The main identifier of our company on websites is the top bar. On a basic level, all top bars of our websites should be based on the same core principles. Please adhere to the basic rules below so we are consistent in the way we communicate our company throughout the world.

Logo placement

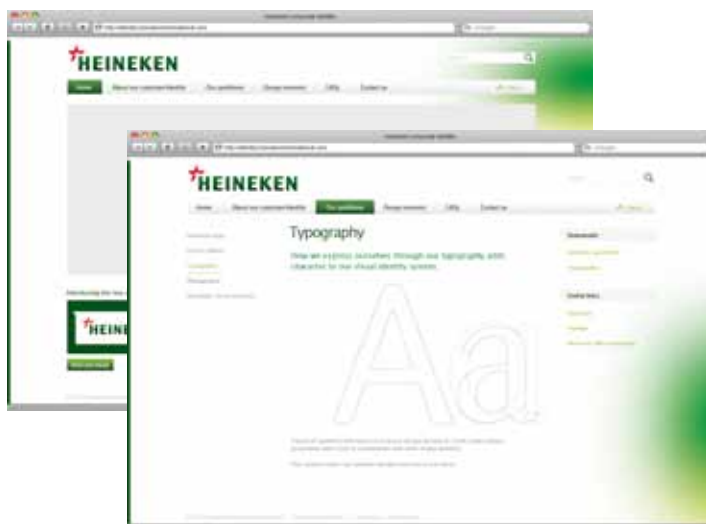
The HEINEKEN logo is always anchored top left. Be sure to always use the RGB logo version artwork and respect the indicated minimum whitespace/exclusion area.

Supporting elements

The 'serif' detail can be anchored to the left of the logo or to the left of the screen.

Flow backgrounds should always be positioned from the right.

In case a Legal Entity name needs to be placed within the banner (i.e. HEINEKEN Hungary), this should be placed on the right side of the banner within the green section of the banner, in HEINEKEN Core Bold or Lucida Sans Unicode Bold.





Web media

Navigation

Ways of navigation and the functional design of websites might differ per market. To allow for maximum flexibility we have created some basic guidelines to create a 'look & feel' that is consistent with our visual identity, but does not limit you in your possibilities to create navigation to suit your specific needs.

Typefaces

Lucida Sans Unicode must be used for navigation/menu buttons and editable body copy. HEINEKEN Core can be used for headings, using tools like Font Squirrel, Cufón or Typekit.

Colours

Apply HEINEKEN Silver as your main colour for navigation buttons, with HEINEKEN Green as your standard mouse-over colour.

Detailing

Create additional depth by applying a gradient on your navigation button.

HEINEKEN Core

Lucida Sans Unicode

Wednesday 17 June 2009

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Tellus molestie ut tristique nunc accumsan. Ut interdum massa e sapien elementum tempus. Suspendisse sem diam, cursus ut pla erat at, vehicula id erat. Sed scelerisque facilisis posuere. Phasell quis mauris id metus fringilla eleifend id nec purus. Cras malesu posuere nisi, a pharetra felis mollis eget. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis

Typical paragraph styles:

BODYCOPY

Lucida Sans Unicode Regular 12 pt / auto leading - Black

SUB HEADINGS

H1 Sub heading

Lucida Sans Unicode Bold, 18 pt / auto leading - HEINEKEN green

H2 Sub heading

Lucida Sans Unicode Bold, 14 pt / auto leading - HEINEKEN green

H3 Sub heading

Lucida Sans Unicode Bold, 12 pt / auto leading - HEINEKEN green

Web media

Typography

To ensure a consistent company appearance, always use the HEINEKEN typefaces. For on-line applications, these are:

HEINEKEN Core

Our primary typeface family, to be used in headers where possible, using tools like Font Squirrel, Cufón or Typekit.

Lucida Sans Unicode

Our selected system font to be used for all editable content copy and navigation/menu items. Please refer to the examples shown for ways of setting this type.

Primary palette

	HEINEKEN Green	HEINEKEN Corporate Green	HEINEKEN Red	HEINEKEN Silver	HEINEKEN Grey	HEINEKEN Light Grey
RGB	R 0 G 130 B 0	R 32 G 85 B 39	R 255 G 43 B 0	R 195 G 195 B 195	R 153 G 153 B 153	R 175 G 175 B 175
100%	008200	205527	ff2b00	c3c3c3	999999	afafaf
60%	66b466	79997d	ff8066	dbdbdb	c2c2c2	cfcfcf
30%	b2d9b2	bcccbe	ffbfb2	ededed	e0e0e0	e7e7e7

Secondary palette

	HEINEKEN Light Green	HEINEKEN Golden Yellow	HEINEKEN Orange	HEINEKEN Aqua Blue	HEINEKEN Ultraviolet
RGB	R 122 G 184 B 0	R 254 G 203 B 0	R 255 G 121 B 0	R 42 G 110 B 187	R 142 G 37 B 141
100%	7ab800	fecb00	ff7900	2a6ebb	8e258d
60%	afd466	fee066	ffaf66	7fa8d6	bb7cbb
30%	d7eab2	ffefb2	ffd7b2	bfd3ea	ddbddd

Web colour

Primary and secondary palette

Primary palette

Colours from the primary palette are used throughout the site. The use of HEINEKEN Green is mandatory. It can be complemented by up to two colours from the secondary palette.

Designated tints of these colours may be used sparingly to add accent detail in layout designs and charts & graphs. To ensure differentiation between HEINEKEN company and Heineken brand use white primarily as your base colour. For this reason these primary colours should not be overused as background colours.

Secondary palette

The secondary palette consists of a range of fresh colours specifically chosen to reflect different aspects of HEINEKEN. To add variety and maintain consistency use the designated secondary palette colours as accent colours alongside the primary colours. Designated tints of these colours may be used sparingly to add accent detail in layout designs.

All web colours have specified values for RGB and Hexadecimal reproduction.

PART OF THE HEINEKEN COMPANY

HEINEKEN endorsement logo | primary usage version on white



Single colour endorsement logo | reversed



Web media

Endorsement

Placement

As a general rule, the 'Part of the HEINEKEN Company' endorsement is placed in the bottom right corner of the website. It becomes part of the footer.

Horizontal use

Do NOT rotate the endorsement logo.

Size

Preferred size

Height of 15 pixels
(corresponds to 139 pixels wide)

Minimum size


Height of 10 pixels
(corresponds to 97 pixels wide)


Colour

The endorsement can appear in light grey or white. Don't recolour the endorsement to any other colour. Don't use transparency or tints.


HEINEKEN design resources (all files in CS3)

HEINEKEN logos


 **HNV_LOGOS**
 HNV_Logo_FC
 HNV_Logo_2spotC
 HNV_Logo_2spotU
 HNV_LogoGradient_FC
 HNV_Logo_Black
 HNV_Logo_Rev

 **HNV_LOGOS_ENDORSEMENT**
 HNV_LogoEndors_GreyFC
also in spotcolour version
 HNV_LogoEndors_LightGreyFC
also in spotcolour version
 HNV_LogoEndors_Black
 HNV_LogoEndors_Rev

 **HNV_LOGOSHOLDINGSHAPE**
 HNV_LogoHoldingshapeLeft_FC
 HNV_LogoHoldingshapeRight_FC


 **HEINEKEN TYPEFACES**
 HEINEKEN Core
 HEINEKEN Curve

HEINEKEN supporting elements


 **HNV_FLOW & BANNERS**
Print_cmyk
also in Web_rgb
 HNV_Flow_Banner_Blue_cmyk.tif
 HNV_Flow_Banner_green_cmyk.tif
 HNV_Flow_Banner_Red_cmyk.tif


Print_cmyk Landscape
also in Web_rgb
 HNV_Flow_green_Land_1-1_cmyk.tif
 HNV_Flow_green_Land_2-3_cmyk.tif
 HNV_Flow_green_Land_1-3_cmyk.tif
 HNV_Flow_Blue_Land_1-1_cmyk.tif
 HNV_Flow_Blue_Land_2-3_cmyk.tif
 HNV_Flow_Blue_Land_1-3_cmyk.tif
 HNV_Flow_Red_Land_1-1_cmyk.tif
 HNV_Flow_Red_Land_2-3_cmyk.tif
 HNV_Flow_Red_Land_1-3_cmyk.tif


Print_cmyk Portrait
also in Web_rgb
 HNV_Flow_green_Port_1-1_cmyk.tif
 HNV_Flow_green_Port_2-3_cmyk.tif
 HNV_Flow_green_Port_1-3_cmyk.tif
 HNV_Flow_Blue_Port_1-1_cmyk.tif
 HNV_Flow_Blue_Port_2-3_cmyk.tif
 HNV_Flow_Blue_Port_1-3_cmyk.tif
 HNV_Flow_Red_Port_1-1_cmyk.tif
 HNV_Flow_Red_Port_2-3_cmyk.tif
 HNV_Flow_Red_Port_1-3_cmyk.tif

 **HNV_SERIFBOXES**
 HNV_Serifboxes
ai-file Adobe Illustrator CS3
eps-file Adobe Illustrator CS3
Adobe Indesign file CS3

HEINEKEN Stationery

 **Files for printing**
Envelopes
 Envelope C4 229 x 324 mm
 Envelope C5 162 x 229 mm
 Envelope DL 229 x 114 mm
 Envelope EA4 220 x 312 mm
 Envelope EA5 156 x 220 mm
 Envelope Report 260 x 370 mm

 **Files for printing**
Letter
 Letterhead A4
 Letterhead US Letter
 Letterhead Amice

 **Files for printing**
Various
 Businesscard (template file)
 StickerSheet A4 4x
 StickerSheet A4 6x
 WithCompliments card

Design resources

Artwork overview

This is an overview of all artwork available to you.

