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.
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.
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.

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**Logo Versions**

**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.

* 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.
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.
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.
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'ts** The following examples on this page demonstrate impermissible use of the logo:

1. **Do Not** recolour the logo.
2. **Do Not** rescale the logo out of proportion.
3. **Do Not** use ‘spark H’ as a stand alone graphic element.
4. **Do Not** recreate the logo.
5. **Do Not** use the spark as a stand alone graphic element.
6. **Do Not** adjust the gradients inside the full-colour gradient logo.
7. **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°.
8. **Do Not** repurpose the style of the logotype to fit new brands or campaigns.
9. **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.
# 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.

### Colour reproduction

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

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>Pantone®</th>
<th>Hex 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEINEKEN Green</td>
<td>C 100</td>
<td>M 0</td>
<td>Y 100</td>
<td>K 24</td>
</tr>
<tr>
<td>HEINEKEN Corporate Green</td>
<td>C 90</td>
<td>M 0</td>
<td>Y 100</td>
<td>K 60</td>
</tr>
<tr>
<td>HEINEKEN Red</td>
<td>C 0</td>
<td>M 100</td>
<td>Y 100</td>
<td>K 0</td>
</tr>
<tr>
<td>HEINEKEN Silver</td>
<td>C 100</td>
<td>M 0</td>
<td>Y 100</td>
<td>K 30</td>
</tr>
</tbody>
</table>

**recipe**

- HEINEKEN Green
  - 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)

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

PANTONE® is a registered trademark of Pantone Inc.
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.
**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.

<table>
<thead>
<tr>
<th>Black</th>
<th>White</th>
<th>Primary palette</th>
<th>Secondary palette</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black is used as a supporting colour for text and keylines.</td>
<td>White is the base colour for all designs. The full-colour HEINEKEN logo must always be placed on a white background.</td>
<td>The primary palette plays a supporting role to white and is used when limited colours can be applied to an application (i.e. signage).</td>
<td>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).</td>
</tr>
</tbody>
</table>

Use HEINEKEN Red sparingly.
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** recolour 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** 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.
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 Core has been specially created to form the basis of all HEINEKEN printed publications.

It is a charismatic, modern sans-serif type and supports more than 60 languages. It is the company’s primary typeface and is to be used in all printed collateral when possible. It is available in a full range of weights and italics from thin to extra bold in both Open Type and TrueType.

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

For languages not supported by this typography, alternative typefaces are readily available for purchase from type foundry Agfa Monotype: www.monotype.com.
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 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 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

**Our year in review**

**Brewing a Better Future**

**Our year in review**

**Annual Report 2011**

**Sponsoring the good life**

**Centered text**

**Right ranging text**

**Brewing a Better Future**

**Driving Category Growth... together!**

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.
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 or 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 its 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.

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 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.

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.
The beer market

Market dynamics

Pack types

- bottle 48%
- can 20%
- bag 32%

On trade 48.7% Off trade 51.3%

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.

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

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>7,894</td>
<td>7,319</td>
</tr>
<tr>
<td>EBIT</td>
<td>768</td>
<td>691</td>
</tr>
<tr>
<td>EBIT (beia)</td>
<td>904</td>
<td>843</td>
</tr>
</tbody>
</table>

2010 Performance highlights
Strong 19.7% organic increase in net profit (beia)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>7,894</td>
<td>7,319</td>
<td>+8.6%</td>
</tr>
<tr>
<td>EBIT</td>
<td>768</td>
<td>691</td>
<td>+10.1%</td>
</tr>
<tr>
<td>EBIT (beia)</td>
<td>904</td>
<td>843</td>
<td>+7.1%</td>
</tr>
<tr>
<td>Net profit</td>
<td>1,346</td>
<td>1,128</td>
<td>+19.7%</td>
</tr>
<tr>
<td>Net profit (beia)</td>
<td>1,436</td>
<td>1,263</td>
<td>+14%</td>
</tr>
<tr>
<td>Diluted EPS (beia)</td>
<td>2.15</td>
<td>2.36</td>
<td>-9%</td>
</tr>
</tbody>
</table>

HEINEKEN Visual Identity Guidelines | Version 2.1

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.
Financials

Share distribution comparison year-on-year
Heineken Holding N.V. shares*

Based on Free float (excluding the holding of Michel Green N.V. and FEMS in Heineken Holding N.V.)

North America 67.5%
UK/Ireland 11.8%
Netherlands 5.8%
Rest of Europe (ex Netherlands) 5.8%
Rest of the world 5.8%
Domestic and Emerging retail 5.8%
Indisrelief 2.5%

* 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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>€16,133</td>
<td>€14,701</td>
<td>€13,680</td>
<td>€12,406</td>
<td>€11,245</td>
</tr>
<tr>
<td>EBIT</td>
<td>€2,608</td>
<td>€2,095</td>
<td>€2,376</td>
<td>€1,680</td>
<td>€1,468</td>
</tr>
<tr>
<td>Net profit (beia)</td>
<td>€1,445</td>
<td>€1,035</td>
<td>€1,149</td>
<td>€896</td>
<td>€756</td>
</tr>
<tr>
<td>Free operating cash flow</td>
<td>€1,993</td>
<td>€1,741</td>
<td>€1,956</td>
<td>€1,743</td>
<td>€1,610</td>
</tr>
<tr>
<td>Diluted EPS (beia) in €</td>
<td>2.56</td>
<td>2.15</td>
<td>2.34</td>
<td>2.10</td>
<td>2.09</td>
</tr>
</tbody>
</table>

#### 2010 Performance highlights

- **Strong 19.7% organic increase in net profit (beia)**

### 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.
Solid contribution of TCM

- Europe contributed 90%
- Supply Chain 35%
- Commerce 25%
- Wholesale 22%
- Others 18%

Heineken Holding N.V. share price
In EUR, Euronext Amsterdam

<table>
<thead>
<tr>
<th>Year</th>
<th>Share price range</th>
<th>Year-end price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>31.89 - 33.53</td>
<td>32.53</td>
</tr>
<tr>
<td>2008</td>
<td>20.41 - 22.65</td>
<td>20.41</td>
</tr>
<tr>
<td>2007</td>
<td>17.55 - 19.90</td>
<td>18.73</td>
</tr>
<tr>
<td>2006</td>
<td>15.05 - 17.19</td>
<td>16.41</td>
</tr>
</tbody>
</table>

Average traded in 2010: 191,315 shares per day

Transformed emerging market exposure
Emerging markets represent 57% of EBIT (base)

Heineken N.V. share price
In euros, Euronext Amsterdam

<table>
<thead>
<tr>
<th>Year</th>
<th>Share price range</th>
<th>Year-end price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>4.60 - 4.61</td>
<td>4.60</td>
</tr>
<tr>
<td>2009</td>
<td>4.50 - 4.51</td>
<td>4.50</td>
</tr>
<tr>
<td>2008</td>
<td>4.40 - 4.41</td>
<td>4.40</td>
</tr>
<tr>
<td>2007</td>
<td>4.30 - 4.31</td>
<td>4.30</td>
</tr>
<tr>
<td>2006</td>
<td>4.20 - 4.21</td>
<td>4.20</td>
</tr>
<tr>
<td>2005</td>
<td>4.10 - 4.11</td>
<td>4.10</td>
</tr>
<tr>
<td>2004</td>
<td>4.00 - 4.01</td>
<td>4.00</td>
</tr>
<tr>
<td>2003</td>
<td>3.90 - 3.91</td>
<td>3.90</td>
</tr>
<tr>
<td>2002</td>
<td>3.80 - 3.81</td>
<td>3.80</td>
</tr>
<tr>
<td>2001</td>
<td>3.70 - 3.71</td>
<td>3.70</td>
</tr>
<tr>
<td>2000</td>
<td>3.60 - 3.61</td>
<td>3.60</td>
</tr>
</tbody>
</table>

Average traded in 2010: 191,315 shares per day

**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.
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 disproportionally 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.
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.

---

**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.

**Images should reflect at least two of the following:**
- Expertise
- Quality
- Pride
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.
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.
**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.
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.
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.
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
HEINEKEN Visual Identity Guidelines | Version 2.1

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:

In case a name is too long, abbreviate the first name. For example:
‘Robin Hoytema van Konijnenburg’ to:
‘R. Hoytema van Konijnenburg’.

Design resources | Stationery 42
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.
Powerpoint

In addition to clear and compelling copy, our Power-Point 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.
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 by 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.
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 Unicode 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.
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.
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

Conference Room

Toilet signs
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.
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

<table>
<thead>
<tr>
<th>Letter Height (cm)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>10</th>
<th>15</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Impact (m)</td>
<td>2.5</td>
<td>3</td>
<td>4</td>
<td>4.5</td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Maximum Readable (m)</td>
<td>5</td>
<td>8</td>
<td>11</td>
<td>15</td>
<td>30</td>
<td>50</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>

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.
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.
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.
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)  

**Publications**

Start with 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.
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.
Publications
Typography

Typical paragraphs styles
Headings
A mix of HEINEKEN Core Bold Italic and HEINEKEN Core Thin Italic
(considered as a 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

HEINEKEN Core

Corporation publications

HEINEKEN Core

Primary & supporting typeface

HEINEKEN Curve

Only typeface

Editorial publications

Detail of applied corporate typography

Detail of applied editorial typography: mixing HEINEKEN Core & Curve

Example of an annual report

Example of World of HEINEKEN magazine

Our year in review

Sponsoring the good life

Publications
Typography

Typical paragraphs styles
Headings
A mix of HEINEKEN Core Bold Italic and HEINEKEN Core Thin Italic
(considered as a 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
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.
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.
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, Cufon 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

Typical paragraph styles:

**BODYCOPY**
Lucida Sans Unicode Regular 12 pt / auto leading - Black

**STAND OUT**

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
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.
**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

**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

**HEINEKEN Stationery**
- 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 EAS 156 x 220 mm
  - Envelope Report 260 x 370 mm
- Letter
  - Letterhead A4
  - Letterhead US Letter
  - Letterhead A5
- Sticker Sheet
  - StickerSheet A4 4x
  - StickerSheet A4 6x
- Business card
  - Business card (template file)
  - StickerSheet A4 4x
  - StickerSheet A4 6x
  - With compliments card

**HEINEKEN Logos Endorsement**
- HNV_LogoEndors_GreyFC
  - also in spot colour version
- HNV_LogoEndors_LightGreyFC
  - also in spot colour version
- HNV_LogoEndors_Black
- HNV_LogoEndors_Rev

**HEINEKEN Logos Holding Shape**
- HNV_LogoHoldingshapeLeft_FC
- HNV_LogoHoldingshapeRight_FC

**HEINEKEN Typefaces**
- HEINEKEN Core
- HEINEKEN Curve

**HEINEKEN Serif Boxes**
- HNV_Serifboxes
  - ai-file Adobe Illustrator CS3
  - eps-file Adobe Illustrator CS3
  - Adobe Indesign file CS3