

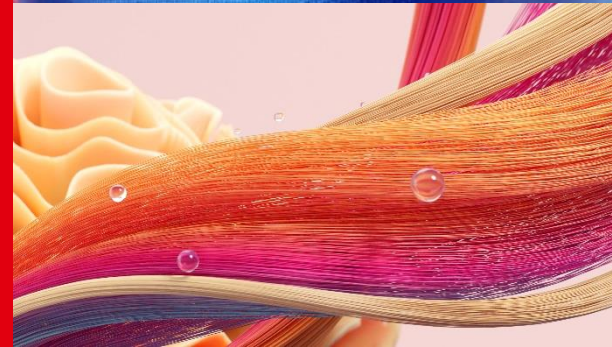
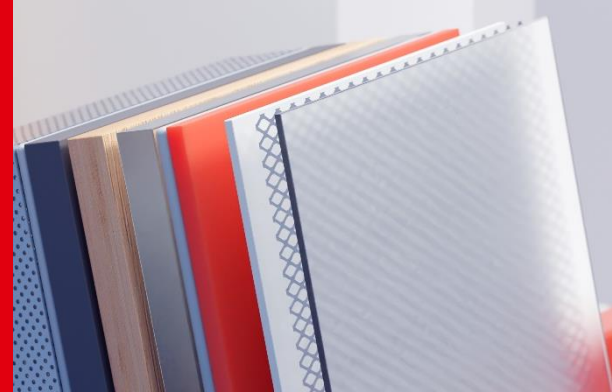
HENKEL BRAND LAUNCH FREQUENTLY ASKED QUESTIONS

FEBRUARY 2022



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INTRODUCTION

This FAQ document provides **guidance on the launch of the new Henkel brand.**

You will find information on:

- the new Henkel **brand positioning**,
- Henkel's future **brand architecture**,
- the new **brand design**,
- and the **rollout plan** as well as **support options** along the journey.



HENKEL BRAND



FREQUENTLY ASKED QUESTIONS OVERVIEW

- What is a "rebranding" exactly?
- Why is the Henkel brand important for our company?
- Why are we updating the Henkel brand?
- Why are we undergoing a rebranding in the current environment?
- What does our new Henkel brand stand for?
- How does the new Henkel brand contribute to our Purposeful Growth agenda?
- How is the new Henkel brand connected to our cultural transformation?
- Which stakeholders were involved in the ideation for the Henkel purpose and new brand?
- Will our purpose, vision, mission statements or values change based on the new Henkel brand?
- Will we introduce a new brand claim for Henkel?



HENKEL BRAND

FREQUENTLY ASKED QUESTIONS HENKEL BRAND

What is a "rebranding" exactly?

A rebranding is a change to an already established brand to **modernize its positioning and thereby engage stakeholders, build reputation and create value**. Our new brand will strengthen Henkel's visibility and awareness in our diverse markets, express who we are and engage stakeholders with our purpose and Purposeful Growth agenda.

Why is the henkel brand important for our company?

The Henkel brand lies at the heart of our company and represents our entire organization. Our different **stakeholders care about what we as Henkel stand for**: Consumers are turning towards brands that serve a purpose beyond the product's pure performance. Our customers and suppliers value a business partner with a wide range of brands and technologies, trusted expertise, and the financial stability associated with the company brand. And, yes, the people at Henkel care as well. They want to work for a well-known company with an excellent reputation, in which they can thrive and have exciting careers. Finally, a **strong corporate brand increases the valuation of a company, mitigates risk, and serves as uniting orientation for employees and long-term asset** exceeding the lifespan of a company's products.

FREQUENTLY ASKED QUESTIONS

HENKEL BRAND

Why are we updating the Henkel brand?

The Henkel we are today is not the same as ten years ago, or even two years ago, before the pandemic. Now it's time to **make this change visible, to make our purpose visible**. Not just to us, but to all our stakeholders. The **Henkel brand expresses who we are, what we do, and what we stand for to the world**. As a company, we look back on a long legacy of 145 years with strong brands, a track record of value-driven entrepreneurship, a unique company culture and a deeply-rooted commitment to sustainability. Based on our purpose, "Pioneers at heart for the good of generations", **we are evolving our brand with a new positioning and a bold design** that shows we are transforming and determined to move forward.

Why are we undergoing a rebranding in the current situation?

Our company has faced and successfully overcome challenging times since 1876 by relying on its core strengths. Based on our purpose "Pioneers at heart for the good of generations", we are evolving the **Henkel brand to support our agenda for Purposeful Growth, our transformation and the creation of Henkel Consumer Brands**.

FREQUENTLY ASKED QUESTIONS

HENKEL BRAND

What does our new Henkel brand stand for?

At Henkel, we lead the way to reimagine and improve life every day. Leading the way – this is what pioneers do, this is what we do. In reimagining and improving life every day, we contribute to the “good of generations”. Through our innovative and sustainable brands and technologies, across teams around the world. For all our stakeholders. Every day. Our **new brand positioning unites our heritage and ambition going forward: engaging people to shape a purposeful future with us and driving progress, while building on our core strengths.**

How does the new Henkel brand contribute to our Purposeful Growth agenda?

Purposeful growth sits at the heart of our strategy. It also shapes and guides our transformation as a company. **Our new brand shows that we are transforming** and determined to move forward – not just to us, but to all our stakeholders.

FREQUENTLY ASKED QUESTIONS

HENKEL BRAND

How is the new Henkel brand connected to our cultural transformation?

The Henkel brand expresses what we stand for and what unites our more than 52,000 colleagues around the world. We are convinced that the new **Henkel brand will help us build a strong collaborative culture.**

Which stakeholders were involved in the ideation for the Henkel purpose and new brand?

When developing our Henkel purpose and new brand, we involved a diverse set of perspectives – both from within the company and outside of Henkel. The project team, led by the Group Strategy Unit and Corporate Communications, engaged with **colleagues from all business units and functions, regions and across all hierarchies.** The goal was to capture the essence of Henkel: Who are we today and what is our aspiration for the future? This internal view was complemented by **perspectives from our consumers, customers, as well as external partners,** who supported the co-creation of our purpose and new brand.

FREQUENTLY ASKED QUESTIONS

HENKEL BRAND

Will our purpose, vision, the mission statements of our business units and functions or values change based on the new Henkel brand?

On the contrary. The new brand is a **direct expression of Henkel's purpose, our shared values and the ambitious vision for the future.**

Will we introduce a new brand claim for Henkel?

We will not introduce a new brand claim for Henkel (like the former "Excellence is our Passion"). A claim would not be specific or differentiating since Henkel has multiple value propositions and addresses highly diverse audiences and markets. There might be taglines for individual campaigns or specific use cases (e.g. "Dare to make an impact" for employer branding).

BRAND ARCHITECTURE



FREQUENTLY ASKED QUESTIONS OVERVIEW

- Is the new Henkel brand valid worldwide?
- Why do we need a clear brand architecture for Henkel?
- What are the main changes to Henkel's brand architecture?
- Is the new Henkel brand relevant to all business units?
- Is the new Henkel brand relevant to all functions?
- Will the new Henkel brand impact product branding?
- Will the rebranding cause legal entities to change?
- Does the rebranding affect contracts with external partners?



BRAND ARCHITECTURE

FREQUENTLY ASKED QUESTIONS

BRAND ARCHITECTURE

Is the new Henkel brand valid worldwide?

Yes, **the new Henkel brand and design will be implemented globally** while allowing flexibility to customize designs to local requirements. Among the few differences in the brand implementation is our new design typeface Henkel GT Flexa, which is not available for languages not based on the Latin alphabet.

Why do we need a clear brand architecture for Henkel?

Henkel's new brand architecture provides a **clear framework for the strategic relationships between the Henkel brand, our business units and functions, product brands and initiatives**. When all elements are in sync, we create long-term value for Henkel, our businesses and brands. Our aim is to reduce complexity while leaving enough flexibility for meaningful differentiation when needed. Please refer to the next question about the main changes to Henkel's brand architecture for further details.

FREQUENTLY ASKED QUESTIONS

BRAND ARCHITECTURE

What are the main changes to Henkel's brand architecture?

At company level, we pursue a single brand strategy with Henkel as our core brand. Going forward, we follow an **integrated brand architecture to create long-term value for Henkel**. This means that **our business units and functions apply the Henkel brand and its design**. Logos for the business units or functions are not allowed and need to be rolled back in the upcoming months. **Product brands may or may not associate themselves with the Henkel brand** in their marketing communications. Please see our *Brand Architecture Guideline* for further details, which is available on the [**Henkel Brand Hub**](#).

Is the new Henkel brand relevant to all business units?

Yes, the **new Henkel brand is relevant to all business units**. Henkel's new brand architecture provides a clear framework for the strategic relationships between the Henkel brand, our business units and functions, product brands and initiatives. **The business units are an integrated part of the Henkel brand, which is applied to all communications, designs and branding**. Of course, the name of the business unit, its mission statement, target group-specific messaging and imagery can be applied to identify the unit and underpin the uniqueness of its business. **A business unit logo cannot be used. The business unit's product brands may or may not associate themselves with the Henkel brand in their marketing communications**. For more information, please consult the *Brand Architecture Guideline* on the [**Henkel Brand Hub**](#).

FREQUENTLY ASKED QUESTIONS

BRAND ARCHITECTURE

Is the new Henkel brand relevant to all functions?

Yes, the **new Henkel brand is relevant to all functions**. Henkel's new brand architecture provides a clear framework for the strategic relationships between the Henkel brand, our business units and functions, product brands and initiatives. **The functions are an integrated part of the Henkel brand, which is applied to all communications, designs and branding.** Of course, the name of the function, its mission statement, target group-specific messaging and imagery can be applied to identify the function and communicate in a unique way. **A function logo cannot be used.** For more information, please consult the *Brand Architecture Guideline* on the **Henkel Brand Hub**.

Will the new Henkel brand impact product branding?

Not necessarily. **Product brands may or may not associate themselves with the Henkel brand in their marketing communications.** In some cases, our communication might be even more impactful if the Henkel brand and product brands leveraged each other's power.

FREQUENTLY ASKED QUESTIONS

BRAND ARCHITECTURE

Will the rebranding cause legal entities to change?

No, there are no changes to Henkel's legal entities.

Does the rebranding affect contracts with external partners?

No, as there are no changes to Henkel's legal entities, all existing agreements remain in place.

BRAND DESIGN



FREQUENTLY ASKED QUESTIONS OVERVIEW

- How will the Henkel design change?
- Where can I find information on the new Henkel design?
- Will the Henkel logo and our primary colors red & white change?
- Which role do colors play for the new Henkel brand?
- Why is there a new typeface?
- How will the new typeface be used?
- How do I get the new typeface and are there any limitations?
- Will the Henkel imagery change?
- What do I need to keep in mind when creating branding / designs for initiatives, events or communication?
- Will the new Henkel brand impact our internal and external digital communication channels (e.g. Henkel websites, social media accounts, Henkel Hub)?
- Will the MS Office templates (e.g. PPT) be updated?
- Will promotional materials and business stationery require updates?
- Will Henkel sites change in their appearance?



BRAND DESIGN

FREQUENTLY ASKED QUESTIONS

BRAND DESIGN

How will the Henkel design change?

We are building our new design on a strong foundation. **Our iconic logo, the Henkel colors red and white, and a unique and highly flexible new design typeface make our brand instantly recognizable** – across all touchpoints. New, **vibrant color combinations, engaging and modern imagery, and a dynamic design create the flexibility** to accommodate different requirements across our businesses and functions, while ensuring strong and consistent global brand recognition.

Where can I find information on the new Henkel design?

Please visit the **Henkel Brand Hub** to find more information on the Henkel brand, its design and how to apply it. The Hub is also accessible for external partners and agencies.



FREQUENTLY ASKED QUESTIONS

BRAND DESIGN

Will the Henkel logo and our primary colors red & white change?

No. The Henkel oval was first introduced more than 100 years ago and has undergone many changes since then. This logo is a trusted and well-recognized symbol for our brand. **We therefore build our new Henkel design on a strong foundation: our logo and primary colors red and white.** However, there is more flexibility on how to apply the Henkel logo and add more colors. Find out more on the [Henkel Brand Hub](#).

Which role do colors play for the new Henkel brand?

Our primary colors red and white are the strong foundation of Henkel's new design. They are trusted and established elements that ensure brand recognition and honor our legacy. At the same time, we are striving to become more progressive and engaging in our branding and design. This is why, we will introduce **additional color combinations to reflect Henkel's diversity of businesses, products, and people.** Have a look at the [Henkel Brand Hub](#) for guidance on how to apply the new color combinations.

FREQUENTLY ASKED QUESTIONS

BRAND DESIGN

Why is there a new typeface?

By leveraging the full potential of typography, the **Henkel brand becomes more distinctive and future ready**. Therefore, we have chosen the **Henkel GT Flexa as our new typeface for brand-building communication**. This typeface feels innovative, bold, and dynamic, thus strongly reflecting our Henkel brand positioning. Moreover, the Henkel GT Flexa is a so-called variable typeface and offers more than 100 different font styles. This means it can be flexibly adjusted to a specific touchpoint design, especially for digital applications like virtual or augmented reality. In short: **Our new typecase is uniquely Henkel, ready for a digital future, and as flexible as possible**. Please see the new [Henkel Brand Hub](#) for further details.

How will the new typeface be used?

Going forward, there are **two main typefaces at Henkel: our new design typeface Henkel GT Flexa and our current standard typeface Segoe UI**. These typefaces address the diverse requirements and technical restrictions of our broad range of touchpoints. The expressive **Henkel GT Flexa supports brand-building communication** (e.g. advertisements or on social media) and ensures brand recognition. We continue to use **Segoe UI for standardized communication or touchpoints**. Please see the new [Henkel Brand Hub](#) for further details.

FREQUENTLY ASKED QUESTIONS

BRAND DESIGN

How do I get the new typeface and are there any limitations?

For Henkel employees, our new design typeface Henkel GT Flexa will be automatically installed on your personal devices in the upcoming weeks. External agencies can download the typeface on our [Henkel Brand Hub](#). **It is strictly forbidden to share the typeface with externals outside of the Henkel Brand Hub** as their consent to our end user license agreement (EULA) is obligatory due to legal reasons. With regards to other limitations, the Henkel GT Flexa will not be available for languages not based on the Latin alphabet.

Will the Henkel imagery change?

Imagery plays a key role in bringing the new Henkel brand to life. We evolve our current imagery style with new pictures that show fresh perspectives, are close to people's lives, and reflect Henkel's pioneering spirit. We will, of course, **continue to use existing imagery** that fits our new tonality and style. In addition, we're introducing new **cutting-edge 3D renderings** to visualize our businesses' innovation power. If you're looking for imagery, please visit the [Henkel Corporate Pictures Portal](#).

FREQUENTLY ASKED QUESTIONS

BRAND DESIGN

What do I need to keep in mind when creating branding/designs for initiatives, events or communication?

Initiatives, events and communication help us to share information and engage with people inside and outside of Henkel. To ensure overall consistency, **every communication, initiative or event on Henkel, business unit or functional level applies the Henkel brand and its design by default**. This does not apply to communication, initiatives or events on product brand level. For further guidance and branding examples, please refer to the *Brand Architecture Guideline* on the [Henkel Brand Hub](#).

Will the new Henkel brand impact our internal and external digital communication channels (e.g. Henkel websites, social media accounts, Henkel Hub)?

Yes, **our communication channels will be evolved both from a design perspective (UI) and user experience (UX)**. We are convinced that the new brand design offers great potential to take our digital touchpoints to the next level. For the roll-out, we will take a **step-by-step approach**, starting with global channels on February 23 before updating local channels in the upcoming months.

FREQUENTLY ASKED QUESTIONS

BRAND DESIGN

Will the MS Office templates (e.g. PPT) be updated?

Yes, **new MS Office templates will be provided** as part of the brand launch on February 23. They are available in the respective MS Office program.

Will promotional materials and business stationery require updates?

Newly produced promotional materials (e.g. advertising, posters, flyers) and business stationery **have to be created in line with the new brand design**. Templates are available in MS Office (PPT) or on the [Henkel Brand Hub](#) (Adobe Creative Cloud). Since the Henkel logo will not change, there is no immediate need to replace promotional materials with our logo. **Existing printed materials** based on the former corporate design **may be used up**.

Will Henkel sites change in their appearance?

Since the Henkel logo will not change, there is no need for immediate signage updates. However, we are working closely with our colleagues from the Corporate Real Estate Management team to **bring the new Henkel brand to life in our sites around the world**. New guidance on office designs will be provided on the [Henkel Brand Hub](#) in Q2/2022.

BRAND ROLL-OUT



FREQUENTLY ASKED QUESTIONS OVERVIEW

- When will the new Henkel brand be launched?
- How will the brand be rolled out?
- When will the roll-out be completed?
- Shall we make use of natural replacement cycles or do we need to discard existing materials?
- Will additional budget be provided for the implementation of the required changes to Henkel's brand architecture and design?
- Will the rebranding affect my e-mail signature?
- How are we communicating the new Henkel brand to employees, customers, consumers and other stakeholders?
- Can we continue working with our current partners and agencies for branding and design topics?



BRAND ROLL-OUT

FREQUENTLY ASKED QUESTIONS

BRAND ROLL-OUT

When will the new Henkel brand be launched?

The roll-out of the new Henkel brand starts on **February 23** as part of the FY results and strategy update communication on that day.

How will the brand be rolled out?

The roll-out of the new Henkel brand will take place in **three main phases**: 1) **Launching our brand on February 23**, 2) **Engaging & empowering our teams**, 3) **Activating our brand with internal and external stakeholders**. As part of the first phase, the brand roll-out will be kicked off by **internal and external communication across all channels and a touchpoint redesign** of global communication channels (e.g. Henkel website, social media, Henkel Hub). The second phase will be centered around our **new Henkel Brand Hub**, providing templates, guidelines and best practices, as well as offering training opportunities. The third phase is focused on the **activation of the Henkel brand** through internal and external events, a brand campaign, as well as thought leadership and partnerships.

FREQUENTLY ASKED QUESTIONS

BRAND ROLL-OUT

When will the roll-out be completed?

We plan to **implement the design changes to high-priority touchpoints by the end of Q2/2022**. The rebranding of further touchpoints, especially those with longer replacement cycles such as real estate design, will follow a **step-by-step approach**.

Shall we make use of natural replacement cycles or do we need to discard existing materials?

Staying true to our commitment to sustainability, we **strongly encourage leveraging natural replacement cycles** for existing touchpoints and materials like signage, flyers or business stationary. **If you're creating new materials, the new Henkel brand design has to be applied.**

Will additional budget be provided for the implementation of the required changes to Henkel's brand architecture and design?

No, we need to take a **step-by-step approach**, prioritizing the most important touchpoint designs and leveraging natural replacement cycles.

FREQUENTLY ASKED QUESTIONS

BRAND ROLL-OUT

Will the rebranding affect my e-mail signature?

Yes, there will be a design change to e-mail signatures, which will be implemented at a **later stage of the brand roll-out**. Further information will be provided in due course.

How are we communicating the new Henkel brand to employees, customers, consumers and other stakeholders?

The brand launch on February 23 will be followed by **internal and external communication** across all channels and a **touchpoint redesign** of global communication channels (e.g. Henkel website, social media, Henkel Hub). We plan to activate the new brand through an **internal & external brand campaign**, events as well as thought leadership and partnerships.

Can we continue working with our current partners and agencies for branding and design topics?

Yes. Please make sure to direct them to the **Henkel Brand Hub** and have them familiarize themselves with our new brand design guidelines.

SUPPORT



FREQUENTLY ASKED QUESTIONS OVERVIEW

- Where can I find information on the new Henkel brand & design?
- Will there be guidelines, best practice examples and training materials available?
- Can our external partners access the new Henkel Brand Hub?
- Who can I ask for support to implement the new design?
- How do I implement the new design?
- How can I support the implementation of the new Henkel brand?
- Who is leading the rebranding project on global level?
- Who can I contact if I have questions?



SUPPORT

FREQUENTLY ASKED QUESTIONS

SUPPORT

Where can I find information on the new Henkel brand & design?

Please visit our new [Henkel Brand Hub](#).

Will there be guidelines, best practice examples and training materials available?

Yes, please have a look at our new [Henkel Brand Hub](#). In addition, training materials (e.g. e-learnings, online live training sessions) will be made available in the upcoming months.

Can our external partners access the new Henkel Brand Hub?

Yes, of course. Feel free to share the link to the new [Henkel Brand Hub](#) with your external partners.

Who can I ask for support to implement the new design?

You can contact the colleagues of our [Graphic and Digital Learning Design team](#). If you're working with an external partner, please direct them to the [Henkel Brand Hub](#) for design guidelines.

FREQUENTLY ASKED QUESTIONS

SUPPORT

How can I implement the new design?

Following the **launch of the new Henkel brand on February 23**, you will find more information on the Henkel News Hub. Please visit our new **Henkel Brand Hub** for design guidelines and templates. In the upcoming months, we will also provide guidelines for specific applications and best practice examples. In case of questions, feel free to reach out to your local Corporate Communications colleagues or the global Corporate Branding team.

How can I support the implementation of the new Henkel brand?

Become an ambassador for our new brand 😊! Check out our new design, apply it when you're creating new materials, and spread the news within your team, to your internal and external stakeholders. We're counting on all of you to bring the new Henkel brand to life!

FREQUENTLY ASKED QUESTIONS

SUPPORT

Who is leading the rebranding project on global level?

The rebranding project is **steered by the Corporate Branding & Communications Strategy team**, which is part of Corporate Communications.

Who can I contact if I have questions?

Feel free to contact your local Corporate Communications colleagues or the global Corporate Branding team (design@henkel.com).



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WWW.HENKEL-BRAND-HUB.COM