



HENKEL BRAND ARCHITECTURE GUIDELINE

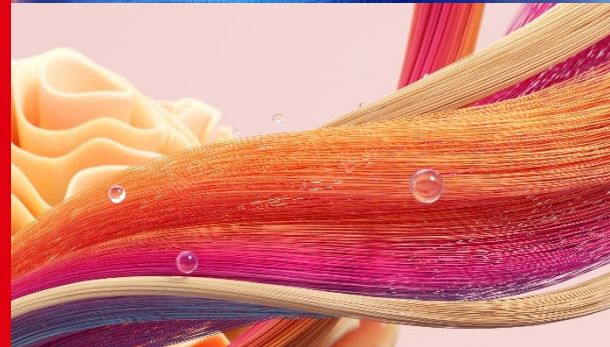
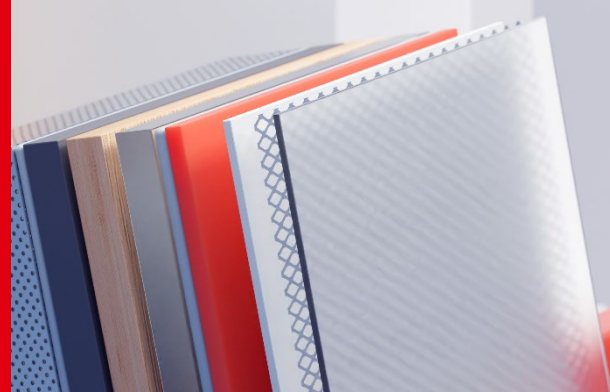


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INTRODUCTION

BRAND ARCHITECTURE

Henkel's brand architecture provides a clear framework for the **strategic relationships between the Henkel brand, our business units and functions, product brands and initiatives.**

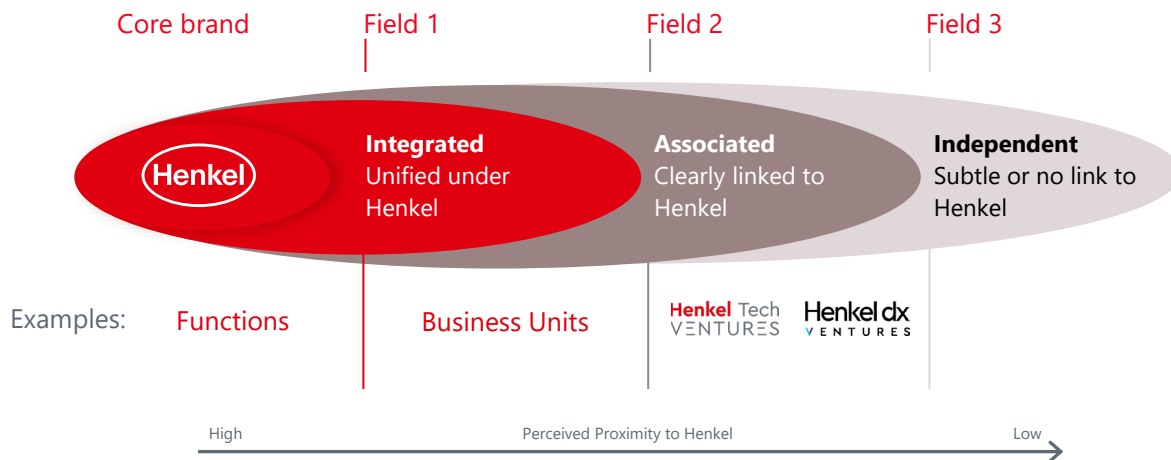
When all elements are in sync, we **create long-term value for Henkel, our businesses and brands.** Our aim is to reduce complexity wherever possible while leaving enough flexibility for meaningful differentiation when needed.



BRAND ARCHITECTURE

HENKEL BRAND ARCHITECTURE

The Field Model for Henkel's future brand architecture



At a company level, we pursue a single brand strategy with Henkel as core brand.

To preserve and strengthen our brand value and image, we follow an **integrated brand architecture**.

This means that all our **business units and functions are an integrated part of the Henkel brand**: they apply the Henkel brand to all communications, designs and branding. Individual logos for business units or functions are not allowed.

Highly specialized units (e.g. venturing) may appear as **associated brands** but with a clear link to Henkel.

Product brands may or may not associate themselves with the Henkel brand in their marketing communications.

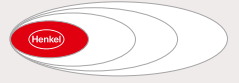
BRANDING PRINCIPLES

HENKEL BRAND

The Henkel brand lies at the heart of our company and represents our entire organization. It is the core brand of our brand architecture.

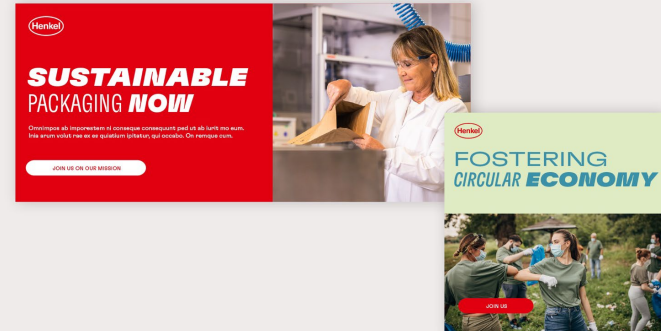
Having a strong corporate brand increases the valuation of the company, serves as uniting orientation for employees, and is a long-term asset exceeding the lifespan of a company's products.

BRANDING PRINCIPLES



- The Henkel brand is applied to all communications, designs and branding.
- The Henkel logo must not be modified in any way, in order to protect its integrity.

EXEMPLARY COMMUNICATION



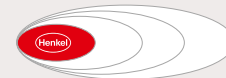
FUNCTIONS

Functions are part of the Henkel core brand and use the Henkel logo.

CRITERIA AND ROLE

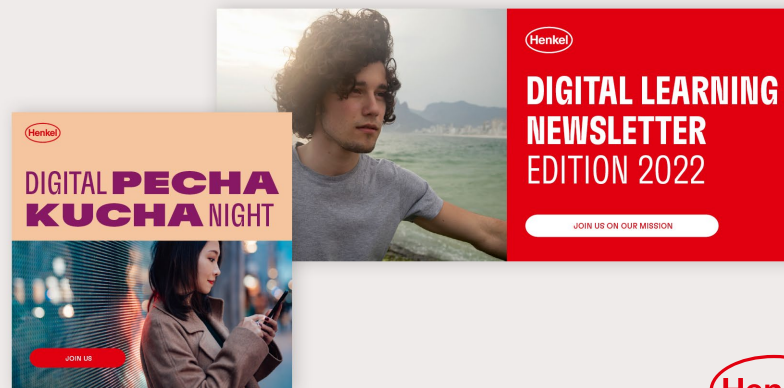
- Enable, support, and steward the organization and its businesses through their respective field of expertise
- Have their own function-specific mission

BRANDING PRINCIPLES



- The Henkel brand is applied to all communications, designs and branding.
- 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 will not be used, nor will the function's name be written directly next to the Henkel logo.

EXEMPLARY COMMUNICATION



FUNCTIONS

HOW TO APPLY THE NAME OF THE FUNCTION

- The design and communication materials follow the Henkel brand guidelines and **always includes the Henkel logo**
- To identify the function as a sender – if necessary – the name can be written as **part of the headline, subtitle or body text**
- It is **not allowed to integrate the name in a visually designed style**, e.g. with expressive use of Henkel GT Flexa or in all caps
- It is **not allowed to position the name of the function next to the Henkel logo** or use “*by function name*”



BUSINESS UNITS

Our business units appear as an integrated part of the Henkel brand and use the Henkel logo.

CRITERIA AND ROLE

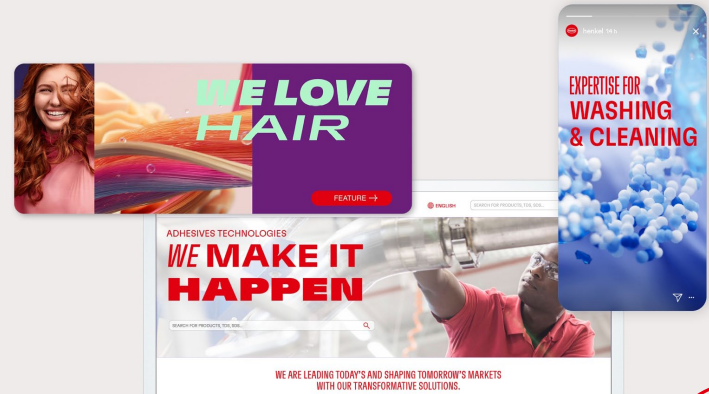
- Represent the core business of Henkel and interact with their specific target groups
- Communicate their strengths and expertise in their specific areas to shape and expand Henkel's image
- Have their own BU-specific mission

BRANDING PRINCIPLES



- The Henkel brand is applied to all communications, designs and branding.
- 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 will not be used, nor will the unit's name be written directly next to the Henkel logo.

EXEMPLARY COMMUNICATION



ASSOCIATED BRANDS

Associated brands are specialized entities that require a more distinct appearance. They are clearly linked to the Henkel brand but have their own logo.

CRITERIA AND ROLE

- Have their own value proposition and distinctive target groups that are different from the Henkel brand yet support the Henkel purpose

BRANDING PRINCIPLES



- There must always be a clear connection to the Henkel brand.
- Design and communication materials must be aligned to the Henkel brand but may exercise a greater degree of flexibility.
- An individual logo may be used (typography only but no graphical elements).

EXAMPLES

Henkel Tech
VENTURES

Henkel dx
VENTURES

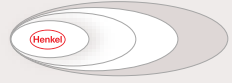
INDEPENDENT BRANDS

Independent brands are entities that require an individual appearance. They have their own logo and are only subtly linked to the Henkel brand, or not at all.

CRITERIA AND ROLE

- They may not be seen as a Henkel entity for legal, regulatory, competitive and/or image reasons
- There is no or little association with the Henkel brand

BRANDING PRINCIPLES



- The visual appearance remains independent (subtle or no link to the Henkel brand evident).
- Branding needs to be decided on a case-by-case basis.

EXAMPLES

– No independent brands at a company level –

Please note: Many of our product brands appear as independent brands. This guideline does not apply to product brands.

BRANDING OF INITIATIVES, EVENTS & COMMUNICATION

BRANDING OF INITIATIVES, EVENTS & COMMUNICATION

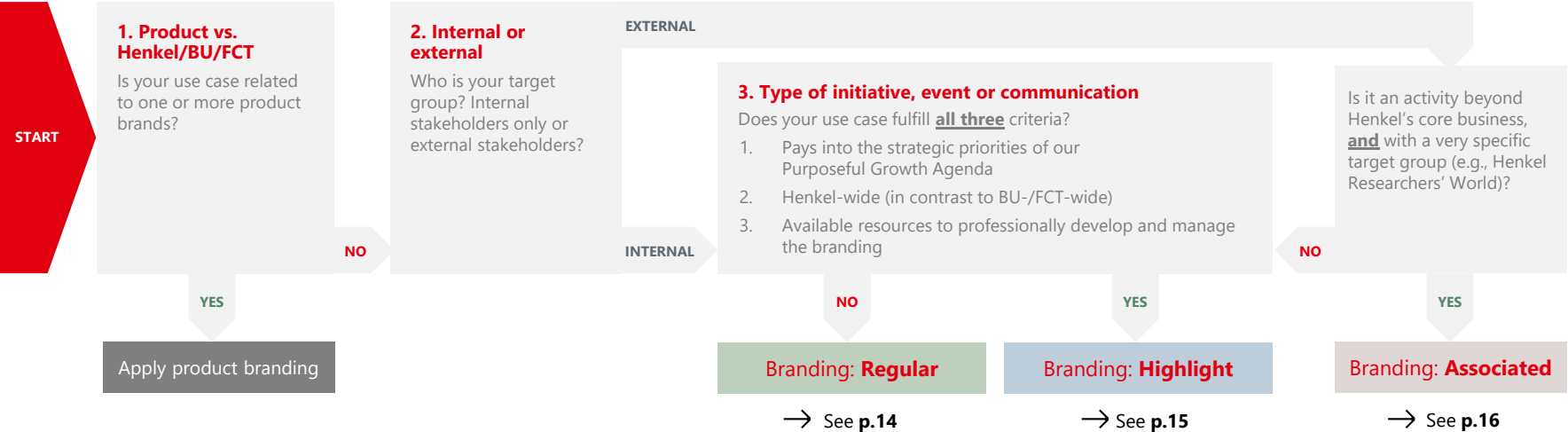
Initiatives, events and communication help us to share information and engage with people inside and outside of Henkel. To ensure overall consistency, **all communication, initiatives or events at a Henkel, business unit or functional level apply the Henkel brand and its design by default.** This does not apply to communication, initiatives or events at a product brand level.

Use the **decision tree** on the next page to determine the right option for your use case. Further specific guidance and examples for each option is given on the following pages.

BRANDING OF INITIATIVES, EVENTS & COMMUNICATION

DECISION TREE

Please answer these questions to determine the branding for your use case.



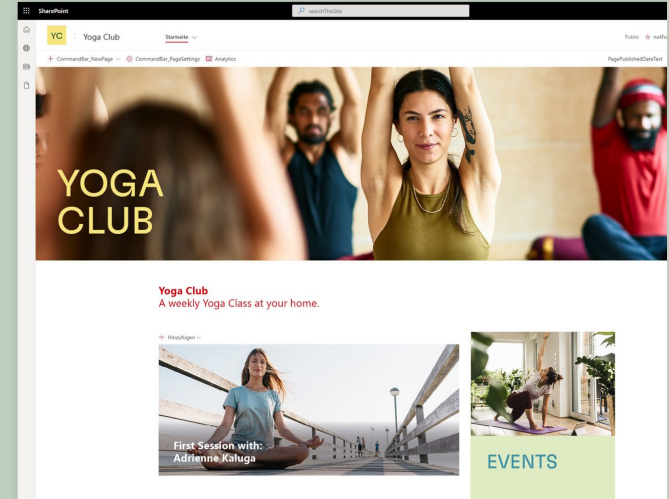
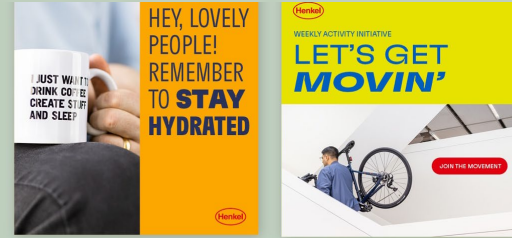
BRANDING OF INITIATIVES, EVENTS & COMMUNICATION

REGULAR BRANDING

Design and communication materials follow the Henkel brand guidelines.

- Must use the Henkel design & logo
- Must not have a key visual
- The name of the initiative or event can be used in written text (Henkel GT Flexa or Segoe UI)
- Must not have a tagline

EXEMPLARY VISUALIZATION



BRANDING OF INITIATIVES, EVENTS & COMMUNICATION

HIGHLIGHT BRANDING

Design and communication materials follow the Henkel brand guidelines.

- Must use the Henkel logo
- May have a key visual, developed on a case-by-case basis and to be reviewed by Corporate Communications
- May have a tagline

EXEMPLARY VISUALIZATION



BRANDING OF INITIATIVES, EVENTS & COMMUNICATION

ASSOCIATED BRANDING

Please note: This type of branding must always be developed in cooperation with Corporate Communications.

- The connection to the Henkel brand must always be evident
- Design and communication materials are aligned to the Henkel brand but allow for more flexibility
- May use the Henkel name
- Use of the Henkel logo optional and to be aligned with Corporate Communications
- May have an own logo or key visual, developed on a case-by-case basis
- May have a tagline

EXEMPLARY VISUALIZATION



Henkel

THANK YOU.





EXPLORE OUR NEW BRAND ON WWW.HENKEL-BRAND-HUB.COM