



Heineken[®]
CHAMPIONS
— CUP —

MINI BRAND GUIDELINES

PORTRAIT LOGO 3 COLOUR VERSION

This is the primary version of the mark which should be used **ONLY** on a blue background (R15 G10 B75).

Heineken Champions Cup is on-dark brand.



OUTER TURBINE FRAME

Slowly spinning in opposite direction, energising the game

TURBINE / ENGINE THAT POWERS RUGBY

Spinning inner ring heats up the inner core, creating the champion - a star is born

Heineken[®]
CHAMPIONS
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PORTRAIT LOGO 1 COLOUR VERSION

This is the one colour version of the mark which should **ONLY** be used on a white background, and when it is not possible to use the on dark version.



Heineken[®]
CHAMPIONS
— CUP —

PORTRAIT LOGO
1 COLOUR VERSION

This is the one colour version of the mark which should be for the majority of applications.

Heineken Champions Cup is on on-dark brand.



Heineken[®]
CHAMPIONS
— CUP —

PORTRAIT LOGO
1 COLOUR VERSION

This is the one colour version of the mark which **ONLY** be on white and when it is not possible to use the 3 colour version.



LOGO USAGE

DO'S AND DON'TS

The design and sincerity of the logo should be adhered to at all times. These examples are meant to be representative and do not encompass all possible cases

✘ **NEVER** use the full colour logo over imagery
(Use one colour version instead)



✘ **NEVER** use the full colour logo in a colour other than the specified blue



✘ **NEVER** alter the colour of the logo



✘ **NEVER** distort the logo in any way



✘ **NEVER** add gradients to the logo



✘ **NEVER** use the on light logo on any other colour than white



