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.

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**TURBINE / ENGINE THAT POWERS RUGBY**
Spinning inner ring heats up the inner core, creating the champion - a star is born.

**OUTER TURBINE FRAME**
Slowly spinning in opposite direction, energising the game.
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.
This is the one colour version of the mark which should be for the majority of applications.

Heineken Champions Cup is an on-dark brand.
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.
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** distort the logo in any way
- **NEVER** use the full colour logo in a colour other than the specified blue
- **NEVER** add gradients to the logo
- **NEVER** alter the colour of the logo
- **NEVER** use the on light logo on any other colour than white