

Our New Corporate Design



Excellence is our Passion

Dear Colleagues,

At Henkel we have a clear vision for the future of our company, we align our actions to the same values, and share within our organization a unique corporate culture. Together, these elements define what we stand for as a company – as “One Henkel”.

To strengthen our corporate brand for the future, we are introducing a new visual identity in combination with a new company claim capturing the essence of our organization and our brand:



Excellence is our Passion

It is essential that we implement this new corporate design across the world in all our business units and functions. This will ensure that our brand is consistently positioned both internally and externally within the highly competitive markets in which we operate.

Sincerely yours,

A handwritten signature in black ink, appearing to read "K. Rorsted".

Kasper Rorsted

CEO



Logo with claim



Excellence is our Passion

Vision

A global leader in brands
and technologies

Values

Customers
People
Financials
Sustainability
Family

The Henkel logo



1920



1950



1954



1959



1965

The Henkel logo is the core element of our brand appearance. It has a long tradition: an oval in corporate red appeared on a Henkel product pack for the first time back in 1907; the Henkel name was integrated in the oval in 1920.

Over time, the logo has been regularly revised and modernized. In combination with our claim the logo communicates what we stand for as a company and what makes us unique.

1985



2002



2011



Excellence is our Passion

A Brand like a friend

Corporate Design principle

The basis of our identity is provided by our vision, our values, and our unique corporate culture driven by the aspiration to be the best in everything we do. This ambition is communicated by our claim and supported by a clear and modern corporate design. A major element of the new design is the white banner with red outline that frames our logo and claim.

The Henkel banner should, as a rule, be used in all our communication tools – whether annual report, internal publications or presentations – and placed

in the lower third of the format. As a corporate design constant, it serves to generate high recognition value.

On business cards and stationery, the logo and claim appear in a combination that excludes the banner outline. And in special applications such as flags and signage the logo appears without the claim.

The claim should never appear without the Henkel logo.



Excellence is our Passion





Information on using the PowerPoint template

Düsseldorf, February 4, 2011



PowerPoint presentations must
be kept simple and functional.

Business stationery of all business
units and functions must feature
both our logo and the new claim in
a fixed combination.



On flags and signage, logo to appear on white or red backgrounds – without the claim where good visibility is necessary.



Typography

The typeface to be used for professional printed matter, such as internal and external publications, is Henkel Milo. This has been especially developed for use in magazines and journals and offers particularly good legibility in large blocks of text. The compact design of Henkel Milo

Henkel Milo

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z , ; / 1 2 3 4 5 6 7 8 9 0 ! ? " "

Henkel Milo Serif

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z , ; / 1 2 3 4 5 6 7 8 9 0 ! ? " "

generates a unique, individual style and appearance. It is available both with and without serifs. The standard typefaces for office and digital applications are Arial as the sans serif typeface and Times New Roman as the serif typeface.

Arial

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z , ; / 1 2 3 4 5 6 7 8 9 0 ! ? " "

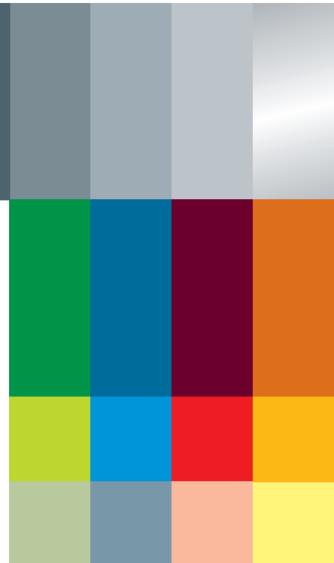
Times New Roman

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z , ; / 1 2 3 4 5 6 7 8 9 0 ! ? " "

Colors

The core color scheme representing Henkel features a high proportion of white and the corporate color red. The preferential use of these two colors provides dynamism and clarity to the corporate design. The secondary colors of black, gray in various shades, and silver serve to complement the color spectrum.

The other accent colors should be used sparingly and with due flexibility. They may be utilized, for example, for individual details such as graphic elements, informational imagery or as background shades.





Imagery

A picture is worth a thousand words, so it is all the more important that our imagery be clearly defined and underline the character of the brand. Authenticity and a natural appearance constitute the primary principles of our photography. We show Henkel's world with a straightforward and communicative style of imagery based on clear composition without being obviously posed. Natural light, bright and friendly subjects, pastel shades, and dynamic composition characterize our photographic style.

The composition focus is on people in their working environment, in production, in a meeting, alone, with customers or as a team. The portrayal of different genders, nationalities, and age groups reflects the diversity that characterizes our company. All subjects, whether people, buildings, or products, have a direct link to the world of Henkel.



Authentic, attractive, and likable – the attributes of Henkel's photographic imagery.

Launch and more information

The launch of the new corporate design in 2011 is to be phased to keep costs and disruption to a minimum. The first phase is scheduled for the beginning of February when the most important work-related materials such as PowerPoint templates, stationery, and business cards will be introduced to replace the old designs.

The templates, further information, and all the latest news relating to our new corporate design can be found online at our corporate design portal:

henkel-corporate-design

If you have any questions relating to our new corporate design, please send an e-mail to design@henkel.com

