



Heineken
International
Brands Design Department

Brand:Heineken

Design:360 - Original

Market:General Export

Item:Pack

Contents:12 x 330ml

Filename:53716513_FPM0571_PWK_Org_Eng_EuL

Category:360 Pack_12x_330ml_Bot

Last modification date:27-03-2020

Scale:Print 100%File 100%

Important information:

CMYK

CYAN

MAGENTA

YELLOW

BLACK

SPOT COLOR

Pantone / White / Varianishes / Specials

HEINEKEN

Barcode size:100%

Shrink:Automatic

Printing process:Spot color

Workflow:CMYK

Substrate:ADDITION CC 2020

GTP-Software:ADDITION CC 2020

IMPORTANT:

UNLESS THIS IS AN OFFICIAL PRESS PROOF, THE COLOURS ON THIS PRINT ARE NOT ACCURATE. WHEN PANTONE COLOURS ARE USED, THE COLOURS MUST BE MATCHED WITH THE OFFICIAL PANTONE GUIDE.

IMPORTANT:

THIS IS FINAL ARTWORK. WE ADVISE THAT THE ARTWORK IS CHECKED CAREFULLY FOR LAYOUT, SPELLING AND TEXT. PLEASE CHECK THOROUGHLY IF IT IS THE RESPONSIBILITY OF THE CLIENT TO CHECK THESE POINTS AND ACCEPT FULL LIABILITY. DO NOT SIGN APPROVAL IF THERE ARE AMENDMENTS TO BE MADE. ANOTHER PROOF WILL BE SUPPLIED.

Used Basic Artwork Files:

FPM

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Alcohol warning symbols: Company Rule
Mandatory to place 4 alcohol warning symbols on alcohol products:
- Easy Responsibility, Don't drink & drive, Don't drink when pregnant, and the LRA symbol (16+, 18+ or 21+ age specific per market).
- If one SLD goes to different markets with different LRA's, and
- if local legislation allows to place NOT FOR MINORS instead of the exact age, place the NOT FOR MINORS symbol.
- If local legislation prescribes the 16+, 18+ or 21+ symbol, place these symbols for each relevant market.
LRA symbols: