

Heineken  
International

Brands Design Department

Brand	: Heineken
Design	: 360 - Original
Market	: General Export
Item	: Pack Cluster
Contents	: 4 x 330ml
Filename	: 53710513_FPM6574_HNK_Org_Ext_360_Cluster_4x_330ml_Bot
Cutterguide	: 65501847
Last modification date	: 27-03-2020
Scale	: Print 100% File 100%

Important information:

CMYK

CYAN	MAGENTA	YELLOW	BLACK	CUTTER GUIDE
Pantone / Whites / Varnishes / Specials				
HEINEKEN GREEN				

Barcode size	: -%
Status	: ARTWORK
Printing process	: Epsn sub. : PAPER
Workflow	:
Substrate	: XXXXXXXXX
DTP-Software	: ADOBE CC 2020

**IMPORTANT:**  
UNLESS THIS IS AN EPSN OR 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 THIS ARTWORK IS CHECKED CAREFULLY FOR LAYOUT, SPELLING AND TEXT. PLEASE CHECK THOROUGHLY. IT IS THE RESPONSIBILITY OF THE CLIENT TO CHECK THESE POINTS AND ACCEPT FULL LIABILITY. DO NOT SIGN APPROVAL IF THERE ARE AMENDS TO BE MADE, ANOTHER PROOF WILL BE SUPPLIED.

Used Basic Artwork Files:



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Alcohol warning symbols: **Company Rule**  
Mandatory to place 4 alcohol warning symbols on alcohol products: Enjoy Responsibly, Don't drink & drive, Don't drink when pregnant, and the LDA symbol (16+, 18+ or 21+; age specific per market).

If one SKU goes to different markets with different LDAs, and A) local legislation allows to place NOT FOR MINORS instead of the exact age, place the NOT FOR MINORS symbol,  
B) local legislation prescribes the 16+, 18+ or 21+ symbol, place these symbols for each related market

LDA symbols:

