

Heineken
International
Brands Design Department

Used Basic Artwork Files:



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



