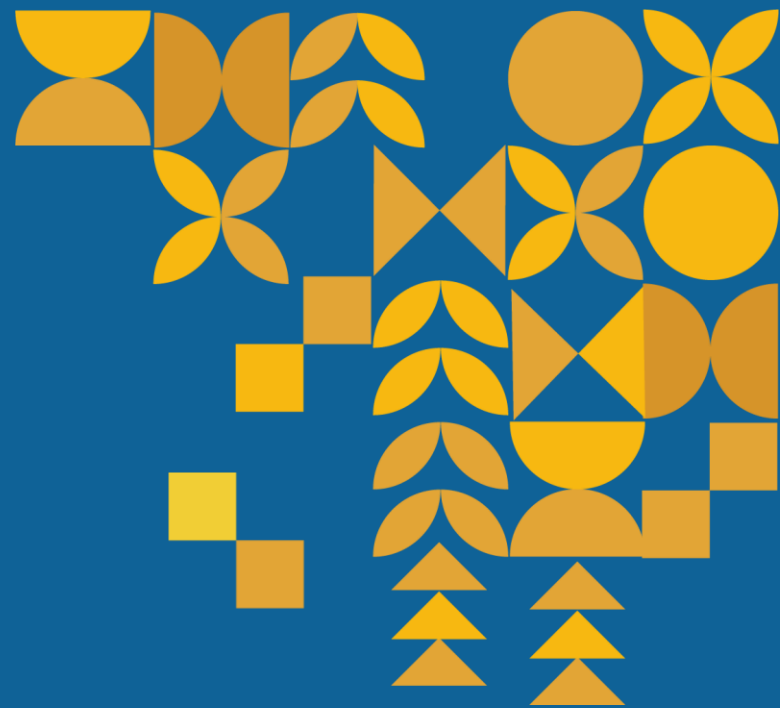




Brand & Identity Guidelines





Where tradition meets innovation in
non-alcoholic drinks.

Experience authentic quality crafted with
passion and heritage.





Vision

To create exceptional non-alcoholic beverages that combine heritage and craftsmanship to deliver authentic quality and enriching experiences to consumers across the globe.



Mission

To deliver premium, innovative non-alcoholic beverages that cater to diverse tastes and occasions.



Our Brand Values



Innovative

Heimat Beverages thrives on a legacy of innovation rooted in Europe. Our journey began with a vision to redefine premium drinking experiences. Our innovation results in a curated selection of non-alcoholic drinks that embody authenticity, tradition and superior quality.



Premium

Rooted in craftsmanship and guided by innovation, every product of ours reflects Europe's rich beverage culture. Each product is carefully selected to deliver unparalleled flavour and sophistication, ensuring every sip is a celebration of taste and tradition.



Culturally-Fused

For Heimat Beverages, culturally fused value means blending Europe heritage with local cultural elements to create beverages that resonate globally.



Our Brand Voice

Bold & Fearless

Reflecting a youthful spirit, embracing the unknown.

Cool & Disruptive

Always inspiring new products and new perspectives that defy conventions.

Zesty & Playful

Exuding an enthusiastic charm with an element of playfulness

Authentic

Products rooted in European heritage and genuine craftsmanship



Our Positioning



Commitment to traditions while embracing **innovations** for a promising future.



Adaptable positioning for all channels and formats



Use the positioning statement in the specified format as consistency will help maintain a strong and **unified brand presence across all channels.**

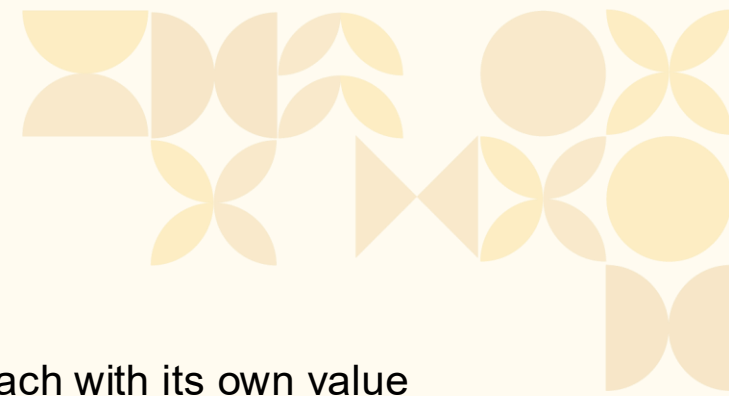


Our Positioning

Disruptive nonalcoholic
beverage experiences
with a playful touch



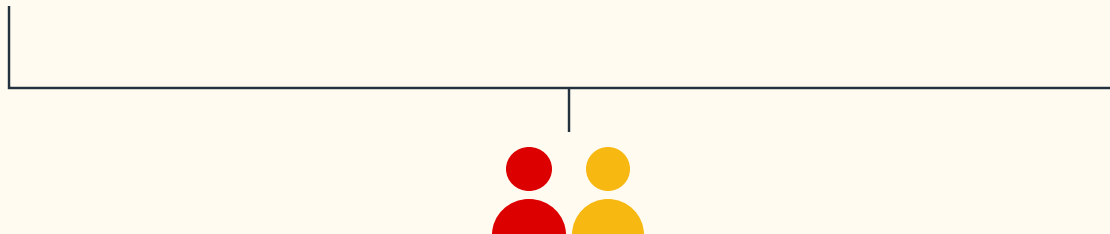
Important to bring in products that are in tune with the evolving **taste palettes of the Indian consumer** to be ahead of the curve



Our Brand Architecture

We have a diversified yet unified portfolio of companies, each with its own value proposition and specialty. We are joined by a shared thread of excellence, creativity, and a passion to having beneficial impact across industries spanning from plastic to beverages.

We want to leave a legacy of trust and quality through creating possibilities and change on a global scale. This joint strength defines the brand architecture of Heimat Beverages and reflects our commitment to a brighter future.





Visual Guidelines



The importance of visual identity

What is visual identity?

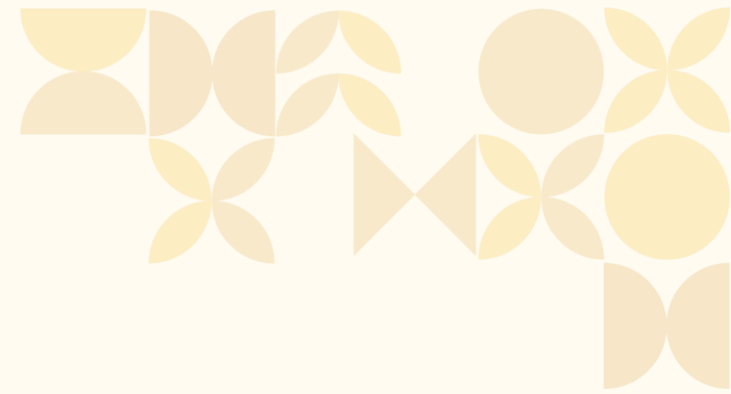
Visual identity is the overall visual representation of an organisation projected internally and externally through collateral such as letterhead, brochures, newsletters, advertising, signage, buildings and reception areas. A logo type often forms an important part of a visual identity, but it is only a part. In fact an effective visual identity is achieved by the consistent use of particular visual elements to create distinction, such as usage of specific typefaces, colours, and supporting graphic elements.

Our company visual identity

Our visual identity system has been specifically designed to represent our organisation. It is a reflection of our operations and our people, our values, our ambitions, and our personality.

The following pages guide you through the core visual identity elements. They will assist you in designing and producing compelling communications with a degree of creative flexibility





Logos

Wordmark

The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

The lettering is created using the Poppins typeface, and the HB figure which is inseparable.

The logo should be always produced from the master artwork.

Use the complete logo. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.



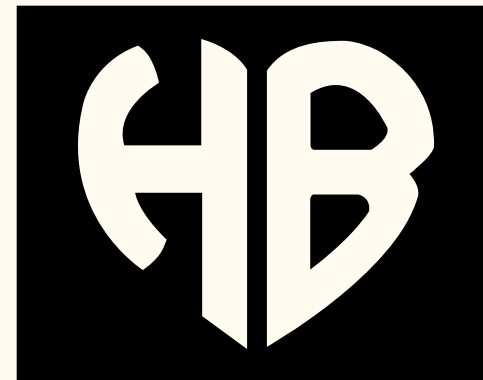


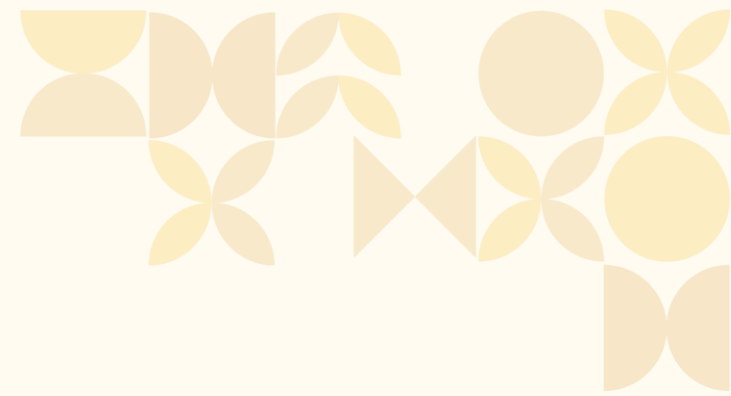
Symbol

The symbol, which may also be referred to as a “mark” or “monogram”, is Heimat Beverages secondary form of identity. It should never be locked up with another identity element and must live independent from the wordmark.

Use of the symbol should be reserved for cases where the wordmark cannot serve as the primary form of identity - such as smaller use applications, including a website or social media icon - or is incompatible with composition or design.

Internal materials are the only exception, where the symbol can be used as the primary or secondary logo due to easy recognition by our team. It may be used as a bold element for deliverables such as brochure covers, swag, or environmental graphics.





Overview

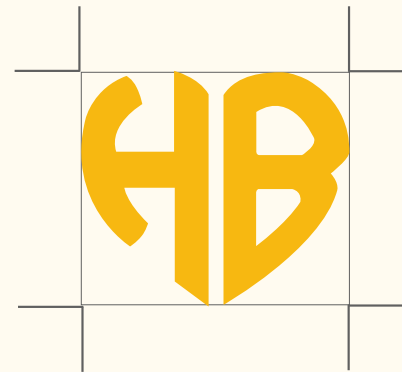
The wordmark and symbol must always appear clearly and have plenty of breathing room. To ensure they are always legible and unobstructed, it is important to size them properly and provide sufficient clear space around each logo.

Minimum Size

When printed, the minimum size for the wordmark should never appear smaller than 100px (or 1.5") wide. In any use case smaller than this specified size, the symbol should be utilized as the primary form of identity.

Clear Space

The minimum clear space for the wordmark is defined by the height of the uppercase "s" in the logotype.





Overview

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

 Move elements



 Remove elements

**HEIMAT
BEVERAGES**

 Stretch or transform



 Add elements



 Change colors



 Outline

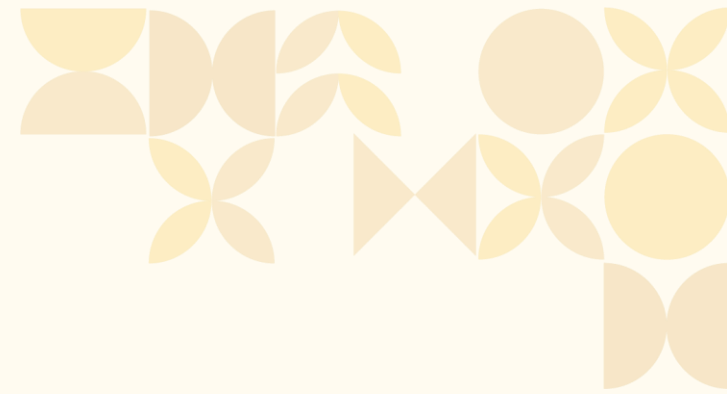


 Adding shadows



 Change the font





Brand colours palette

Our primary colour palette is made up of a range of colours reflective of the characteristics and heritage of the Heimat Beverages and brand. The colours yellow, orange intentionally provide a visual link with our product brand but also representing different characteristics of the company. As our leading set of colours, they should be used to make up the majority of any collateral.

Our primary palette consists of the following colours:

HEIMAT YELLOW

Representing optimism, energy, and warmth, making company's feel approachable and vibrant.

HEIMAT ORANGE

A visual link to the company's rich heritage.

Designated tints of these colours may be used sparingly to add accent details in layout designs and charts & graphs.



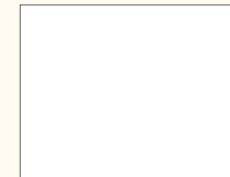
HEIMAT YELLOW

CMYK: 329.100.0
RGB: 247.184.17
HEX: F7B811
PANTONE: 1235 C



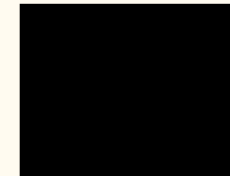
HEIMAT ORANGE

CMYK: 4.84.100.0
RGB: 230.78.20
HEX: E64E14



HEIMAT WHITE

CMYK: 0.0.0.0
RGB: 255.255.255
HEX: FFFFFFFF



HEIMAT BLACK

CMYK: 0.0.0.100
RGB: 0.0.0
HEX: 000000



HEIMAT YELLOW : F7B811

HEIMAT WHITE : FFFFFFFF

Background colours

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

Avoid using the logo on a plain yellow background. If this cannot be avoided, use the black monochromatic version to ensure legibility.

Black background



White background



Orange background



Yellow background





Background images

Use the main (positive) version on light backgrounds.

Use the negative version on dark backgrounds which do not contrast with the blue part of the logo.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

Use a solid corporate colour label behind the logo if there is no other option.

Dark background

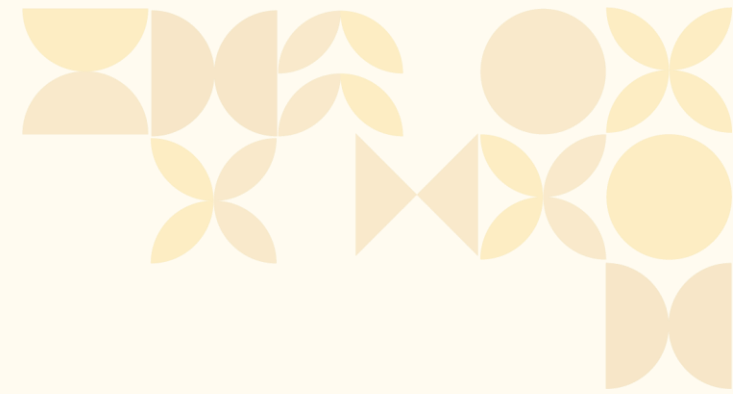


Light background



Yellow background





Typography

Poppins is a geometric sans-serif typeface characterized by its clean lines and modern aesthetic, making it ideal for brands targeting a youthful audience. Its rounded letterforms convey approachability and friendliness, aligning well with contemporary, non-alcoholic beverage branding.

The versatility of Poppins across various weights and styles ensures consistency and adaptability in diverse design applications .

Use Poppins Light for generic content and Poppins Semibold to highlight specific content.

Bodoni MT should be utilized for internal communications and PowerPoint presentations.

Brands used Poppins Typeface: Several brands have adopted Poppins, including McMaster University, Atomic Smash, and Lincoln Financial.

Poppins

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> \$€:;,.*

Poppins light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> \$€:;,.*

Bodoni MT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> \$€:;,.*



Mockups

Stationery

We have developed a basic set of the most used stationery items:

- Letterhead A4
- Business card

Letterhead A4



Business card_Side (A)



Business card_Side (B)



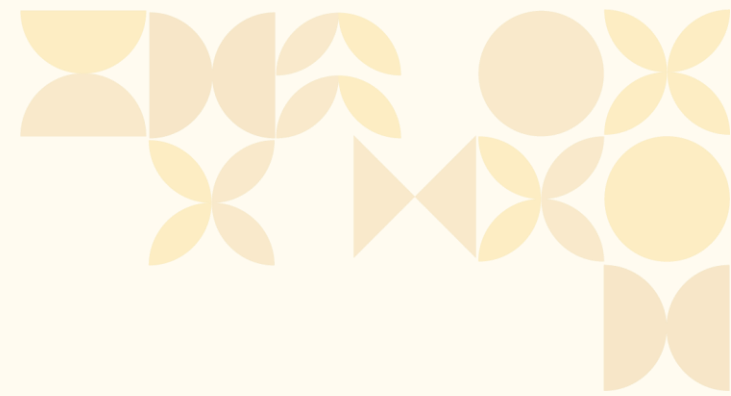


Envelope front



Envelope back





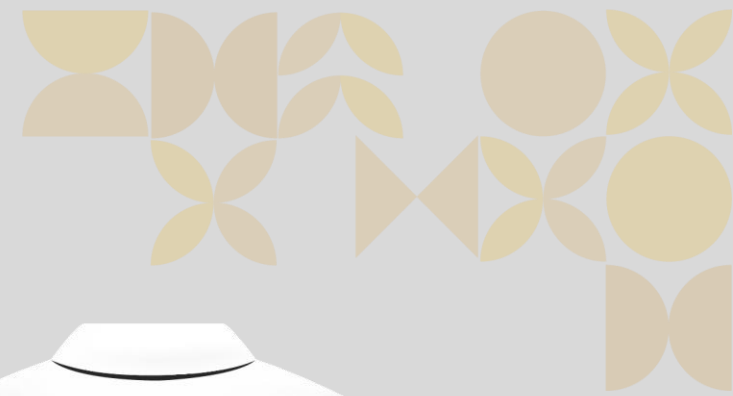
Paper Bag



Note pad and pen



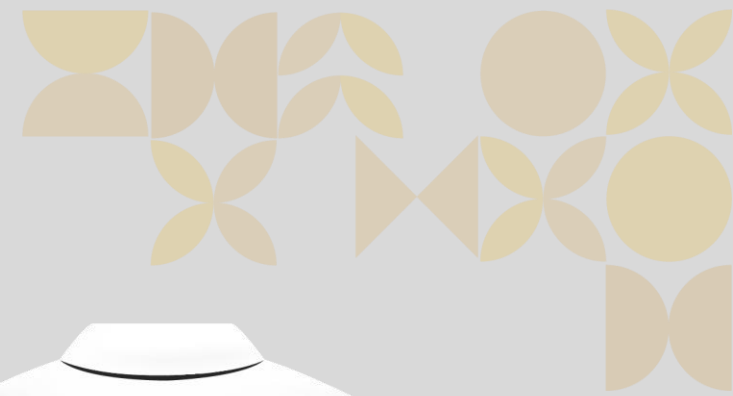
ID Card and lanyard



T-shirt branding in white color



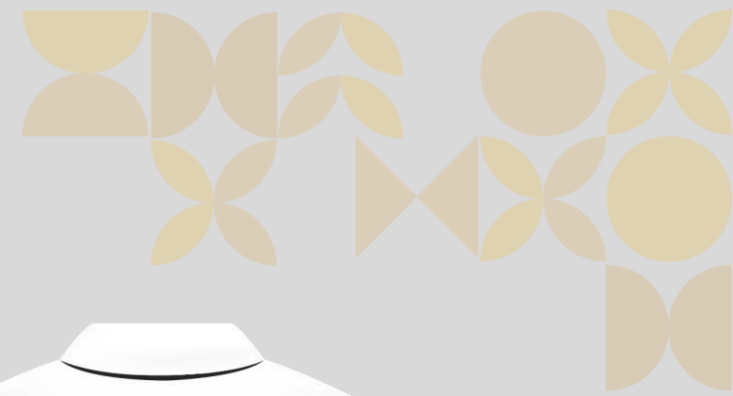
Tshirt branding in black color



T-shirt branding in white color



T-shirt branding in black color



T-shirt branding in white color



T-shirt branding



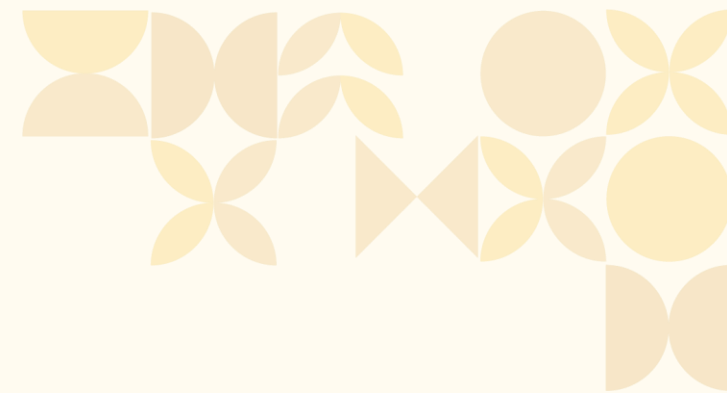
Table top flag branding



Cap branding



Table top calendar branding



Powerpoint template

HB HEIMAT BEVERAGES

**Bodoni MT Bold 28 pt
HEIMAT ORANGE**

Subtitle Lucida Sans Regular 18 pt black
on max. 2 lines

Heimat Beverages Legal GmbH

HB HEIMAT BEVERAGES

Main heading set in 22pt bold

Subheading

- Aliquam auctor nulla quis egestas. Mauris sodales eget sem vitae purus tincidunt sodales quis turpis egestas nunc.
- Fusce gravida lorem id velit cursus ut ornare risus sodales.
 - Ullamcorper dui felis dapibus.
 - Fusce non massa vitae libero cursus tincidunt.
 - Ullamcorper dui felis dapibus.
 - Fusce non massa vitae libero cursus tincidunt.

Heimat Beverages Legal GmbH

HB HEIMAT BEVERAGES

Main heading set in 22pt bold

Transformed emerging market exposure
Emerging market exposure (1% of GDP) (2000-2010)

- Lorem ipsum dolor sit amet consectetur
- Cras fermentum velit sed commodo
- Aenean dapibus cond eu molestie sem
- Donec eget magna vitae:
 - Maecenas laoreet justo in urna sodales luctus risu elit fringilla mi nibh pharetra auctor sed sed nunc
 - Sed viverra eros ac erat congue eget ultricies dui rhoncus. Aenean dapibus cond eu molestie aliquet, nisi elit fringilla mi in aliquet augue ligula ac erat

Heimat Beverages Legal GmbH

HB HEIMAT BEVERAGES

Main heading set in 22pt bold

Subheading

Elberqueque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas nunc dolor justo. Pharetra vitae euismod sit condimentum laoreet proin

Aliquam auctor nulla quis egestas mauris eget sem vitae purus tincidunt sodales quis vel vitae senectus. Fusce gravida lorem id velit cursus ut ornare risus sodales. Ullamcorper dui felis dapibus magna vitae tristique eros velit sem vitae purus tincidunt sodales eu.

Heimat Beverages Legal GmbH

HB HEIMAT BEVERAGES

Main heading set in 22pt bold

- Lorem ipsum dolor sit amet consectetur
- Cras fermentum velit sed commodo
- Aenean dapibus cond eu molestie sem
- Donec eget magna vitae:
 - Maecenas laoreet justo in urna sodales luctus risu elit fringilla mi nibh pharetra auctor sed sed nunc
 - Sed viverra eros ac erat congue eget ultricies dui rhoncus. Aenean dapibus cond eu molestie aliquet, nisi elit fringilla mi in aliquet augue ligula ac erat

Regional split
Others and HQ 10%
Central & Eastern Europe 30%
Western Europe 60%

Functional split
Others 20%
Wholesale 7%
Export 18%
Supply Chain 55%

Heimat Beverages Legal GmbH

HB HEIMAT BEVERAGES

A group of people are shown from the chest up, holding and clinking cans of eiferect in a toast. The cans are silver with a pattern of red and blue polka dots. The word 'eiferect' is printed vertically on the cans. One can also has the text 'high quality energy drink' and 'without effect' visible. The people are wearing various accessories like rings and a bracelet. The background is a bright, slightly blurred outdoor setting.



Publication

1:1



1:2



2:1





Out door media





Out door media





Media Backdrop



Standee





Digital media





Email signature

Option 1

New Message

Recipients

Subject

Hey Ryan, can you reply back to this email with a quick "yay" or "nay" on moving forward with this?

Either is great, just wanted to be sure!

-Neville



NIRMAAN SHAH Director

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n.shah@heimatbeverages.com
www.heimatbeverages.com
Nirmaan Gehlkar & Spontalkids, 8 Ramdhas,
Vile Parle West, 400056 Mumbai, India

Send

Option 2

New Message

Recipients

Subject

Hey Ryan, can you reply back to this email with a quick "yay" or "nay" on moving forward with this?

Either is great, just wanted to be sure!

-Neville

GARGISARKAR Brand & Marketing Strategist



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Send

Social media template



