

Henkel<sup>x</sup>

# Henkel X Brand Guide

Henkel

# Hello, These Guidelines Are for You!

**These guidelines are meant to assist you in getting to know our brand.**

The Henkel X design expresses everything our brand represents. The design is simple, clean and forward-looking, and reflects our core values: we are **hyperconnected**, **agile**, and **entrepreneurial**. We hope that you find everything you are looking for in the following pages.

# Table of Contents

|                                  |    |                               |                                       |
|----------------------------------|----|-------------------------------|---------------------------------------|
| Welcome Page                     | 2  | <b>Colors</b>                 | <b>Tone of Voice</b>                  |
| What Is Henkel X?                | 4  | The Henkel X Colors           | The Henkel X Tone of Voice            |
| Our Transformation Journey       | 5  | <b>Typography</b>             | How We Communicate                    |
| The Henkel X Way                 | 6  | The Henkel X Typography       | <b>Digital Applications</b>           |
| <b>Logo</b>                      |    | Henkel X in Text              | The Henkel X Digital Applications     |
| The Henkel X logo                | 8  | <b>Photography</b>            | Digital Use                           |
| Primary Logo                     | 9  | The Henkel X Photography      | Newsletter Template                   |
| Logo with Claim                  | 10 | General Requirements          | Social Media                          |
| Symmetric Measurement            | 11 | Red Focus Filter Photography  | <b>Communication Essentials</b>       |
| Logo Do's & Don'ts               | 12 | Photography Do's & Don'ts     | The Henkel X Communication Essentials |
| Henkel X & Henkel Logos Together | 13 | <b>Graphic Elements</b>       | Business Card                         |
| Positioning of Logos             | 14 | The Henkel X Graphic Elements | Email Signature                       |
| Positioning Don'ts               | 15 | Key Visuals                   | Roll-Up Banner                        |
| Logos Together in PowerPoint     | 16 | Molecule Graphics             | T-Shirt and Hoodie                    |
| Logo with Sub-Brands             | 17 | Molecule Structure            | Garment Bag                           |
| Sub-Brands Do's & Don'ts         | 18 | The X Element                 | Giveaways                             |

# What Is Henkel X?

**Henkel X is an entrepreneurial platform for collaboration and innovation.** We bring together the smartest network and industry partners through open collaboration. Our mission is to unite and accelerate Henkel's entrepreneurial transformation across three pillars: ecosystem, experience and experimentation. We offer a collaborative approach across all industry sectors in order to continuously improve customer and business partner relationships and consumer experience. The development of new business models collectively accelerates and innovates, driving industrial digital transformation.

# Our Transformation Journey

## HORIZON 1

### Optimization



#### Digital optimization:

Henkel wants to become more customer-focused, innovative, agile and digital to generate sustainable profitable growth through 2020 and beyond. “Accelerating digitalization will help us successfully grow our business, strengthen the relationships with our customers and consumers, optimize our processes, and transform the entire company. By 2020, we will implement a range of initiatives to drive our digital business, leverage Industry 4.0, and eTransform the organization.”

## HORIZON 2

### Incremental Innovation



#### The launch of Henkel X:

Henkel X is a platform to accelerate Henkel’s entrepreneurial transformation across three pillars: ecosystem, experience and experimentation. Entrepreneurial transformation is about creating and nurturing a culture of “the new.” This fosters partnerships in a connected ecosystem throughout the whole value chain, promotes communication and collaboration, and encourages innovation and building new businesses, products, and services in a collaborative environment. We want to apply an entrepreneurial, hyperconnected and agile approach.

Henkel X  
Is Based on  
Three Key  
Pillars:



## HORIZON 3

### Moonshots



#### A culture of new:

A semi-autonomous, knowledge-sharing and diverse system that produces moonshots. A digital and human culture that cultivates the spirit of entrepreneurship, innovation, digitalization and humanity.

Together with the business units, internal experts, external partners and YOU, new digital services and products will be developed – to be a catalyst of industrial change and to drive innovation, disruptive business models and associated activities.

“Where Digital Is Inclusive  
and Not Exclusive!”

**Henkel<sup>x</sup>**  
Accelerating Henkel's Entrepreneurial Transformation.

# The Henkel X Way

**Accelerating Henkel's entrepreneurial transformation.** As Henkel's open innovation platform, we are here to accelerate entrepreneurial transformation through constant exchange and collaboration. Assisting and learning from colleagues at Henkel and external partners worldwide, with everything we do we enable and propel a dynamic, innovative, inspiring and impactful journey forward into the future of our fast-moving, hyperconnected, digitally driven world.

# Logo

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# The Henkel X Logo

**The Henkel X logo is the manifestation of the brand.** As a subsidiary of Henkel, we adhere to Henkel's brand standards but aspire to take Henkel forward into the new digital age. The added X represents future exponential growth for Henkel through acceleration and the innovative ecosystem and ways of working that we bring to the people at Henkel. On the following pages is a brief introduction to our logo, including its primary usage, how it is written, and how it lives within our parent brand.



## PRIMARY LOGO

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Henkel 

## THE MARK

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The X mark of the logo represents the acceleration of Henkel's entrepreneurial transformation and the collaboration with the innovative ecosystem of Henkel X.

## SPACING AROUND THE LOGO

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This is the Henkel X logo. It is derived from the original Henkel logo, taking the same typeface, form and color. Instead of the encompassing circle, it is open and stands alone. The X is segmented, and the negative space houses an arrow pointing in a forward direction. The mark by itself can be used as a favicon for our app icon. In these digital contexts, it can stand alone; otherwise, it must be used with the primary logo.

The spacing around the Henkel X logo is simple, with the X mark serving as the basis of the “space” measurement. The X mandates how much space is needed around the entire logo for the logo to “breathe” on its own.

## LOGO WITH CLAIM

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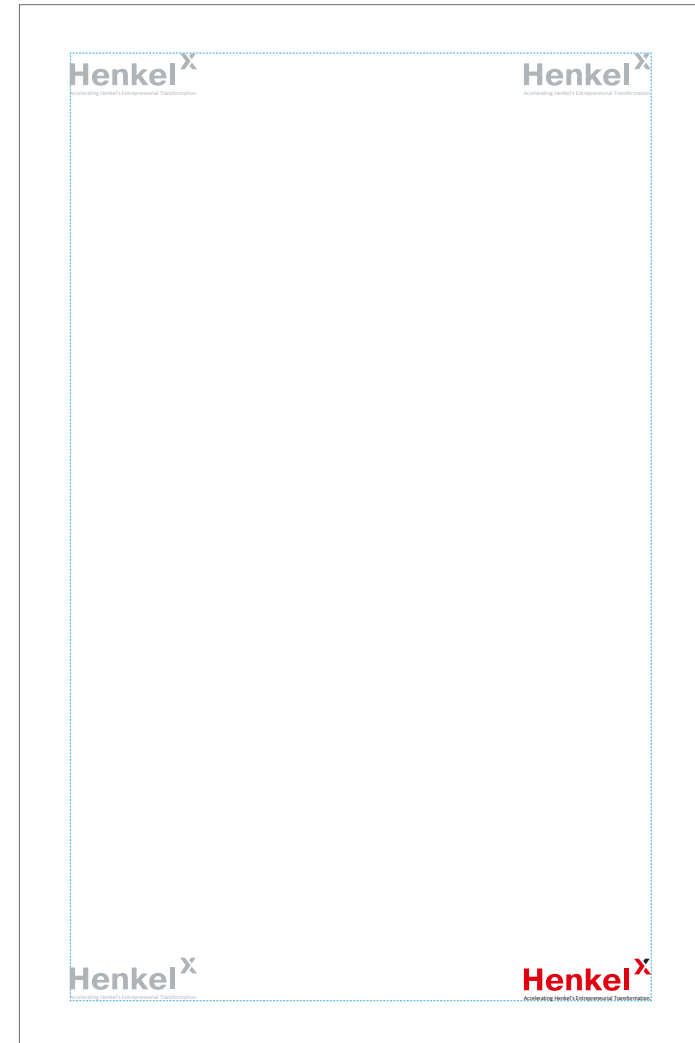
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The Henkel X logo is also found with its brand claim: "Accelerating Henkel's Entrepreneurial Transformation." To ensure that all audiences fully understand the mission of Henkel X, it is imperative that the brand claim is seen on external communications. This means that for most external media the claim should be attached to the logo, unless space restrictions prevent this option.

Spacing specifications are found on the next page.

## EXAMPLE

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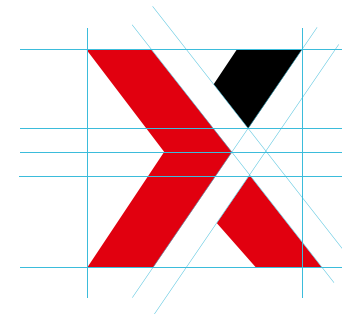


# Symmetric Measurement

The measurement used for the size and spacing of the X is derived from the measurement of the Henkel logo. (For the exact measurement breakdowns, please note the blue-shaded squares in the measured logo to the left.) Like the spacing between the brand name Henkel and the X, the positioning of the claim below the logo is also based on this measurement.

## LOGO SPACING & MEASUREMENT EXAMPLE

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DO'S



Primary version.



Primary version with claim.



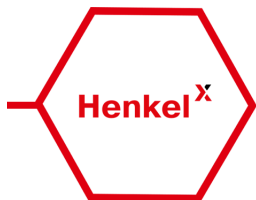
Inverted.



Black and white.

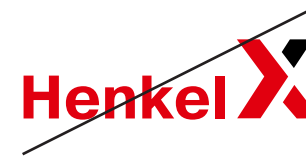


Henkel gray.



Logo positioned inside the molecule.

DON'TS



Do not resize the logo or its elements.



Do not resize or color the claim.



Do not reposition the claim.



Do not rotate or scale the logo.



Do not apply effects, use gradients, or place logo on photographic backgrounds.



Do not outline the logo.

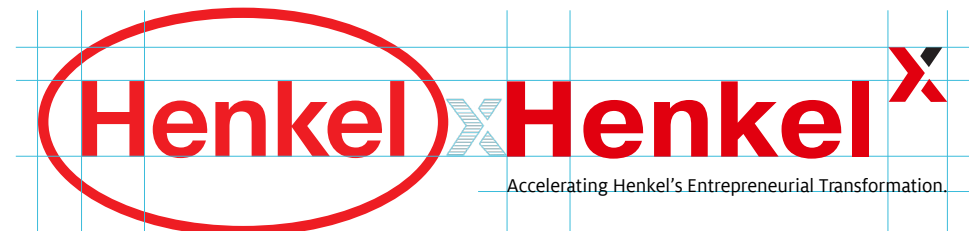
## Henkel X & Henkel Logos Together

For all external communications, the Henkel X logo must always be presented with the claim and the Henkel logo. Regardless of whether the communication is digital or print, the Henkel X logo should be placed secondary to the Henkel logo - but both logos must be present together on the given platform. The minimum spacing between the two logos should correspond to the size of the X in the Henkel X logo.

When positioned vertically, the logos should have the same width and be symmetrically aligned to the mid-point.

When positioned horizontally, the top and bottom of the H of the Henkel name of both logos should be aligned.

### RELATIVE LOGO SPACING



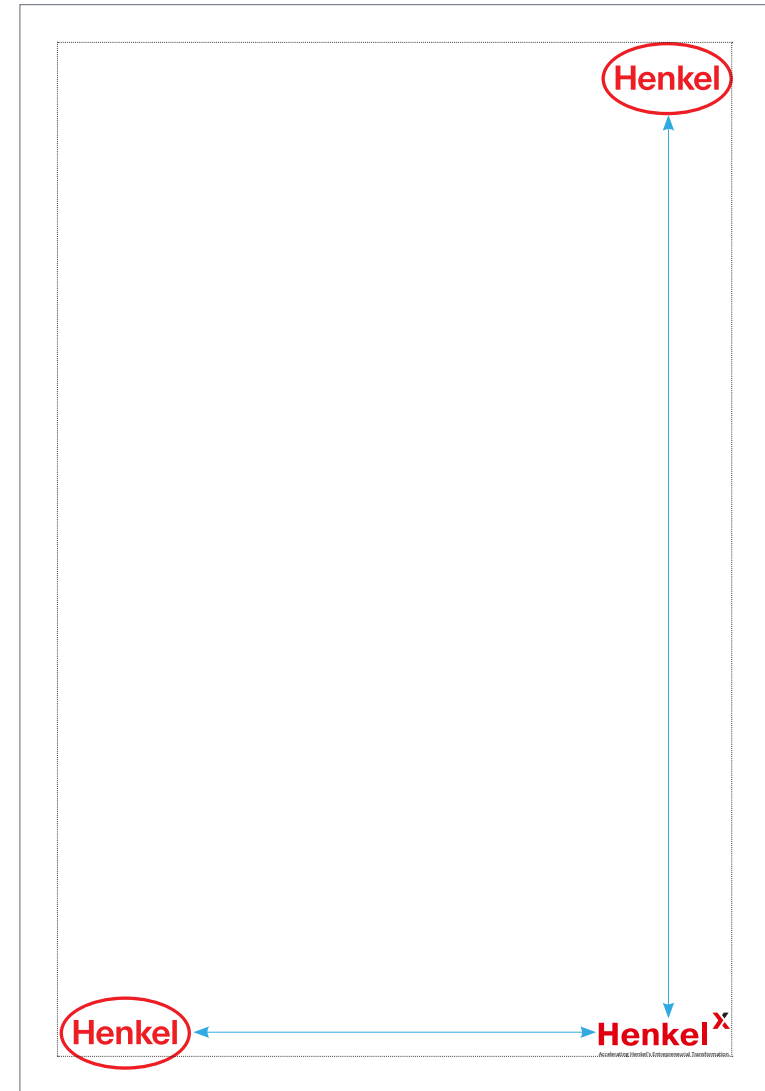
# Positioning of Logos

In documents, the Henkel logo should be placed at the top right corner of the individual document and the Henkel X aligned at the bottom right corner. There can be as much space between the vertically placed logos as is needed.

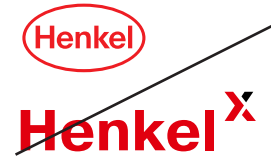
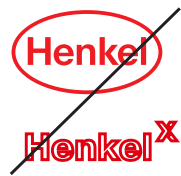
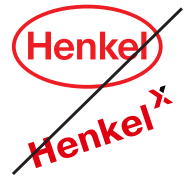
If the logos are to be read from left to right, the Henkel X logo belongs at the bottom right side and the Henkel logo at the bottom left.

The only exception to the above is the Henkel X PowerPoint template, which is based on the original Henkel template. For reference, see page 16.

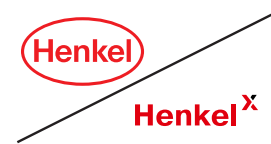
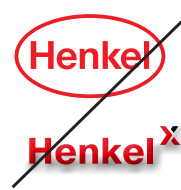
## RELATIVE POSITIONING EXAMPLES



DON'TS



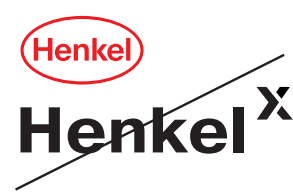
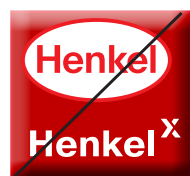
The Henkel X and Henkel logos should be the same size weight when used together.



The Henkel X and Henkel logos should always be placed on the same line level, or aligned, when used.



Aside from the original oval encircling the Henkel logo, no other outlines are permitted.



The standard logos cannot be used in combination with non-standard logo forms (e.g., negative/inverse forms, etc.).

# Logos Together in PowerPoint

The PowerPoint presentation template is the only exception to the rule that the Henkel logo should go above the Henkel X logo when placed together (as shown on the right). The reason for this is the Henkel PowerPoint template, which has the Henkel logo in the bottom right corner. Changing this is not possible.

RELATIVE LOGO SPACING

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Henkel X formats, such as events, programs and other, may require the creation of Henkel X sub-brands. Sub-brands are defined as logos created depending on need. A sub-brand, as a product or creation of Henkel X, must be defined and recognizable as such. When creating sub-brand logos, the specifications and spacing ratios and measurements of the main Henkel X logo remain unchanged. All new sub-brands must be checked and approved by the Henkel X team prior to use.

The font required for sub-brand logos is Milo Pro Italic. The sub-brand name must be aligned to the “k” of Henkel, and the spacing based on the measurements used in the main logo. If the sub-brand name is obviously too long to fit beneath the Henkel X logo, then the sub-brand name must be split into two lines.

DO'S

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Shorter words can extend beyond the wordmark end.



Drop longer words onto the second line.



When not using Henkel red, keep the logo and sub-brand the same color.

DON'TS

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Do not resize and reposition the sub-brand elements.



Do not change the sub-brand color.



Do not isolate the sub-brand when logo is inverted and vice versa.

# Colors

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# The Henkel X Colors

**Henkel red is our primary color.** All colors of the Henkel X brand, like those of the logo and typeface, are derived from the Henkel brand. Whether for digital or print use, all colors must always align to the Henkel brand. For all rules regarding the use of color please check the latest Henkel Corporate Design Guidelines.

# Typography

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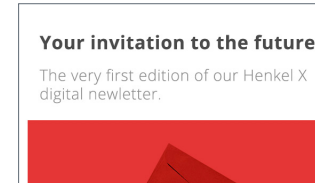
# The Henkel X Typography

**Milo Pro is Henkel X's primary typeface.** The typeface (font family) and usage rules of Henkel X are the same as those of the Henkel brand identity. Milo Pro is the primary font and is to be used for all external communications. However, because the Milo Pro typeface must be requested, the secondary typeface is the system font Calibri. Calibri is for internal (in-house) use only, and may not be used for any external communications. For all current rules regarding the use of typography please check the latest Henkel Corporate Design Guidelines.

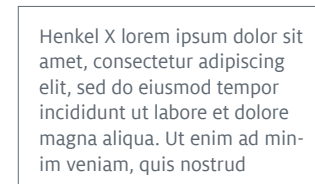
# Henkel X in Text

To guarantee consistency of the brand name in all written communication, we always capitalize Henkel X and use a single space between Henkel and the X. Please make sure to always write Henkel X in this manner. It is the clearest and most applicable style, leaves the name Henkel unchanged, and avoids lack of clarity or possible confusion with the pronunciation or with the Roman numeral IX. (DO NOT use spellings such as: henkelx, HenkelX, Henkel-X, henkel x, HENKELX, henkelX.)

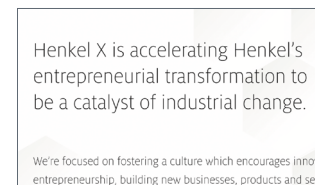
## DO'S



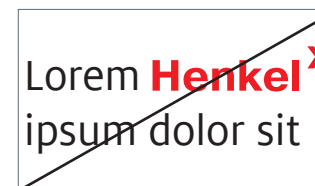
In running text, Henkel X should be written in the exact same way as the surrounding text. There should be no accentuation of Henkel.



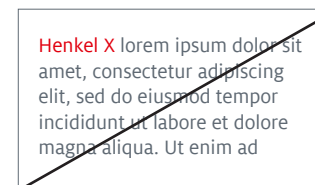
When using the Milo Pro font, Henkel X should also have exactly the same appearance as the rest of the text.



## DON'TS



No use of the logo in headlines or any other kind of copy.



No stylizing of the word Henkel X (coloration, underlining, italics, bold, etc.) within any kind of copy.

# Photography

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# The Henkel X Photography

**The photography is one of the most unique manifestations of the Henkel X brand.** The overall composition should remain similar to that of Henkel. Henkel X photography, however, strives to put the “innovative” and digital contexts first, and should convey, whenever possible, the values entrepreneurship, agility, and hyperconnectedness.

# General Requirements

As a whole, Henkel X photography should mirror the tone of Henkel photography. The same basic standards and requirements apply. The focus should be on the human subject, preferably in a work environment. The overall image composition should be dynamic and natural in appearance. Natural lighting should always be used, rather than saturated or harsh lighting.

The specifics of Henkel X photography are taken further than in Henkel corporate photography. Henkel X photography must always have a red element present: whether in the background or in the lighting, a red element must be found in all Henkel X photographs. Henkel X photography also uses abstract imagery to represent digital content. Abstraction can also be used in images that are meant to represent or convey a sense of movement, vibrancy and/or dynamic progression. (Please look at the examples provided.) The abstract imagery should set a mood and tone than represent specific elements.

## EXAMPLES



# Red Focus Filter Photography

One unique design element used by Henkel X is the red photographic filter. This element is used throughout Henkel X branding in both print and digital contexts. When used, the red filter is always applied to an isolated image on a white background. The original photographs, prior to the application of the red multiply filter using the Henkel red, are black and white.

Red filter photographs are best used in combination with overlaid white text, or to house other content explaining, showcasing or advertising Henkel X. It is best used to emphasize a “call to action” or “point of interest” in a digital context, and not as portrait photography.

## EXAMPLES



DO'S



Restricted focus, eye contact. Openness, light, bright background.



Team spirit, interaction. Lively, dynamic image composition. Internationality and diversity.



Use red as a decorative accent color.

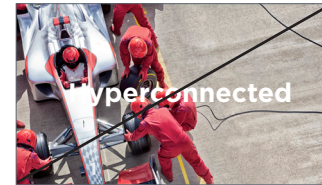


Use Henkel red, moving items and/or out-of-focus imagery to convey dynamism.

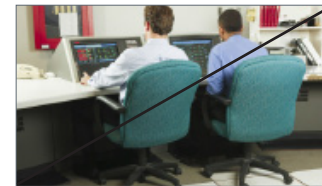
DON'TS



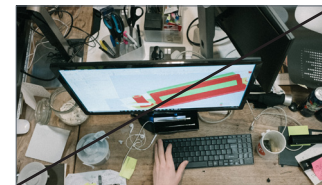
Avoid images with no viewer involvement.



Do not mix key images with incorrect terms.



Avoid showing the subject from the back or with no direct contact to the viewer.



Avoid cluttered views and viewpoints and irrelevant details.

# Graphic Elements

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# The Henkel X Graphic Elements

**The graphic elements are how Henkel X defines its identity.**

Like Henkel X's photography, the graphic elements specific to the Henkel X brand are unique and visually defining. Key visual elements are used to define the Henkel X brand, both strategically and historically – in particular, graphic elements reminiscent of the chemical background of Henkel such as molecules and similar.

# Key Visuals

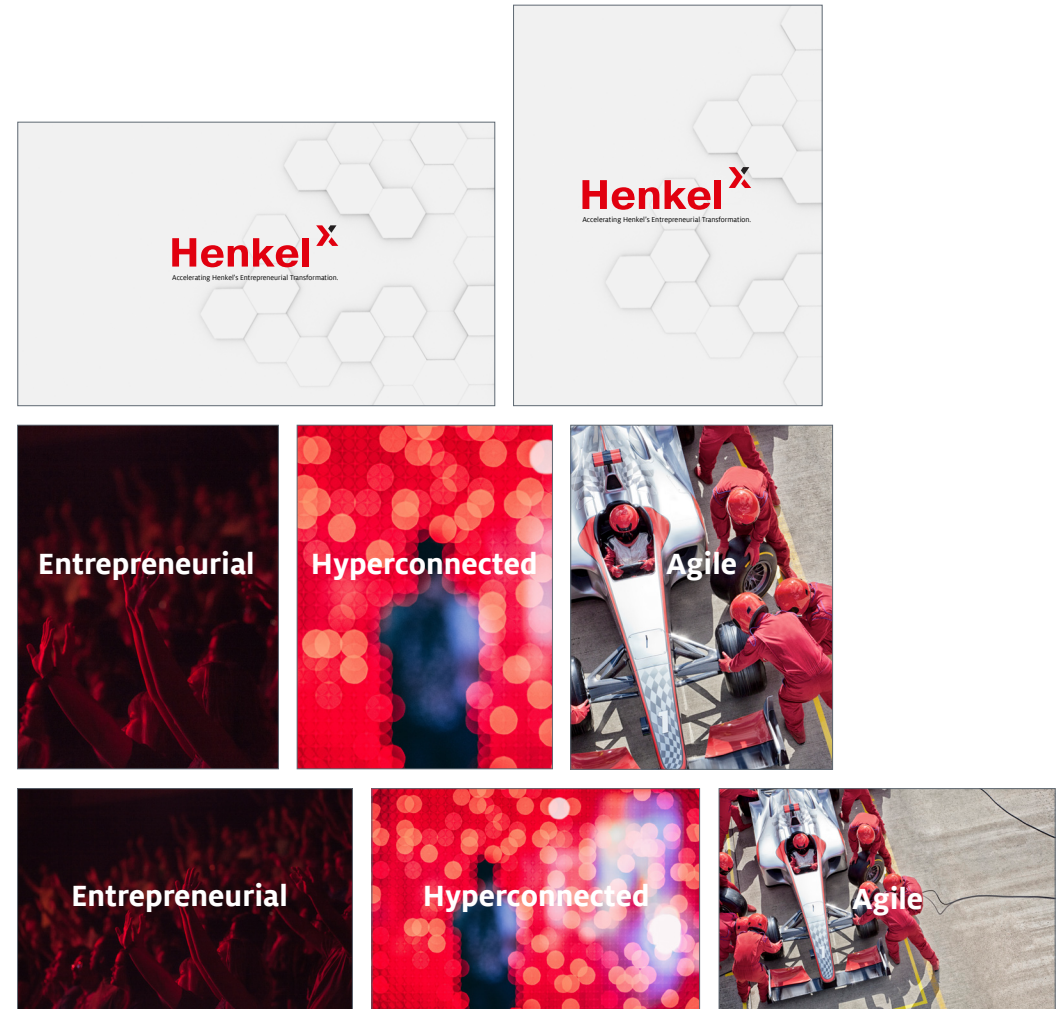
Henkel X's key visuals are unique images defined by both light and originality. They are created specifically for the Henkel X brand. The molecule pattern, for example, is a symbolic representation of cohesion, ecosystems and digital systems as they relate together within a network. These unique images are important to Henkel X's manifest strategy as well as to how Henkel X is seen externally.

The unique key visuals created specifically for Henkel X may not be altered or have additional text or image elements added.

Examples of external touchpoints: websites, LinkedIn, Twitter, etc.

Examples of internal touchpoints: intranet page, Share-Point, app, etc.

## EXAMPLES



# Molecule Graphics

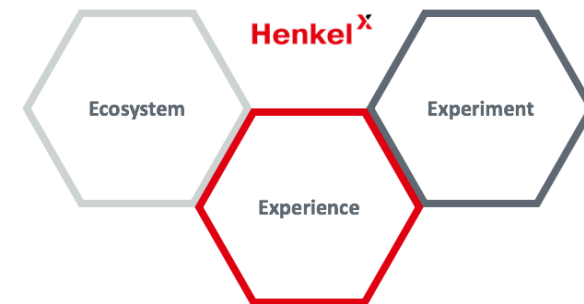
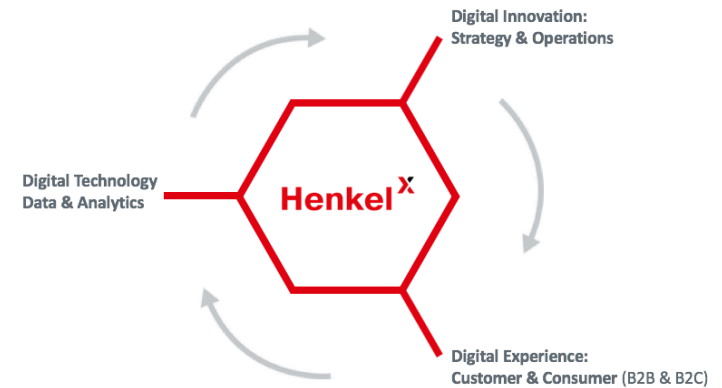
Molecule elements are used by Henkel X to describe strategies, pillars and programs. These elements are used specifically with the logo and describe Henkel X, its areas of focus and program.

Molecules are always six-sided and with pointed corners (never rounded). They have to be perfect, equal-sided hexagons with 60-degree angles. Colors are taken directly from the Henkel Corporate Guidelines' color palette.

The extension lines attached to the molecule graphics should extend directly from the given corner point. The angle of the extension line must always be exactly aligned with the opposite corner of the hexagon.

Equal-sized molecules can be aligned side by side in a graphic.

## EXAMPLES





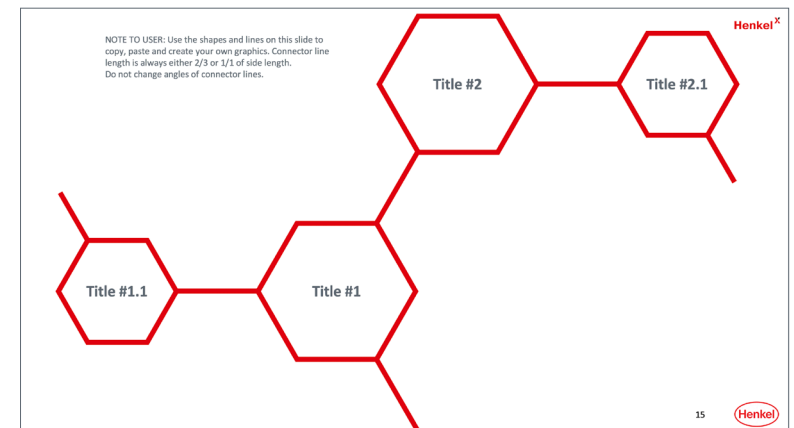
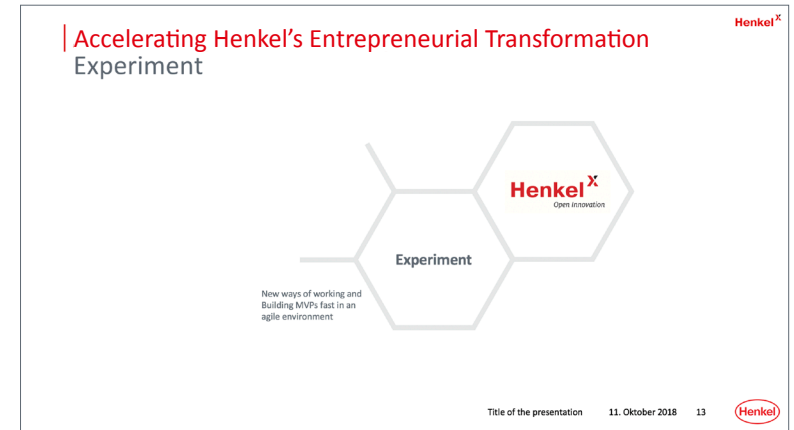
# Molecule Structure

The molecule graphic element can be used alone, in a structure, and as a housing element for text, logos, and images.

Different-sized molecules can be combined in a graphic. The length of the connecting line between them is exactly one side length of either of the molecules in the graphic.

The examples on the right are slides from the Henkel X PowerPoint template, where the molecule graphics are especially useful.

DO'S

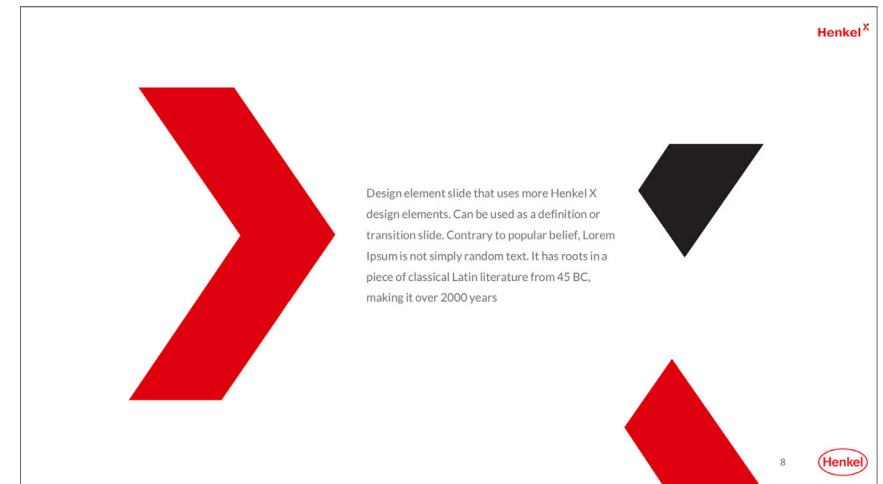


# The X Element

The X of the Henkel X logo is used as a graphic element above all in print contexts, but also in some digital contexts. The X is used as a housing element for photographs, as a watermark, and/or as an individual stand-alone element. If used alone, the X is always larger and takes up more visual space.

The X element may be used in a deconstructed form and as separate graphic elements. In this case, however, if an existing version is not to be found in a PowerPoint master, a designer must always be involved in the creation of any new, original graphics.

## EXAMPLES



# Tone of Voice

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# The Henkel X Tone of Voice

**Entrepreneurial, digitally driven, agile and hyperconnected.** Henkel X drives innovation and transformation. This is reflected in the way we speak. We don't shy away from mentioning digital platforms, services, apps and solutions by name. Whenever we do, we explain and explore how they could be used by the people of Henkel to make our company more successful, internally and externally, in entrepreneurial ways, and provide better products and services to our customers, in a more sustainable way.

# How We Communicate

## **Human & Empathetic**

We are part of the team and talk to everyone like they are just a desk away. Our tone is collegial and open. We don't shy away from self-irony and honestly naming the challenges technology brings. At the same time, we anticipate, reflect upon and ask about the feelings and new experiences our colleagues might have with the new tools we discover together.

## **Inspiring & Bold**

We believe in what we do and lead by example in that we are intrigued and curious about using new technologies and tools. The way we speak about innovation is supposed to inspire others by outlining chances and possibilities. The language we use leaves no doubt about us heading in the right direction by being leading-edge and progressive.

## **Engaging & Passionate**

We are in this together and we want everyone to get involved. We are truly excited when we or someone else finds a new tool or technology. We can't wait to try it, find out how it works, and what we can do with it. We want to encourage our colleagues to join in by showing them how and making clear that it's not hard. Whenever we can, we provide ways to participate.

## **Always Clear, Rarely Technical**

We explain things in a way that nearly everyone can understand. We try to avoid required pre-knowledge as best as we can in our writing, and make things clear instead of complicated. We are technical when needed due to the complexity of a matter, but always show our audience easy-to-understand steps to get them started without having to fully understand everything first.

## **Collaborative & Hyperconnected**

Whenever possible, we mention and actively promote ways to connect with people. Growing a living, breathing network of active users and contributors is at the core of what we envision as the entrepreneurialism of the future. We openly communicate and promote the fact that we are looking to discover, boost and develop business opportunities.

## **Agile and Explorative**

Being open-minded towards change and exploring new technologies and ideas are values we embody. The way we communicate reflects this. Agility and continuous evolution of work processes and business models are integral to our success, and we love sharing this.

# Digital Applications

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# The Henkel X Digital Applications

**Henkel X's digital work is at the forefront of digital creation.**

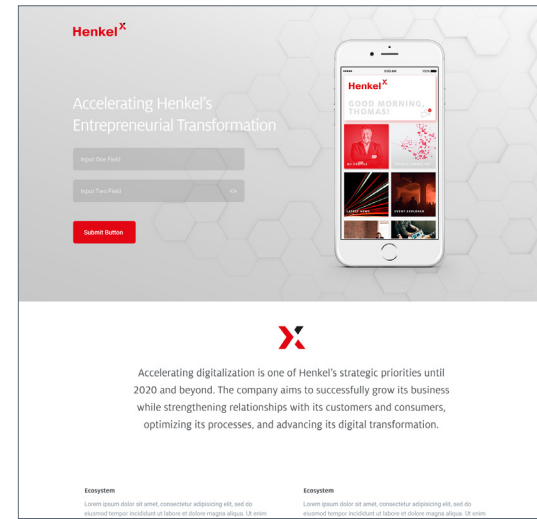
Current digital applications include landing pages, websites, and a customized Henkel X app that is available only to Henkel employees. Relevant rules here include how to structure social media and newsletters sent out by Henkel X.

# Digital Use

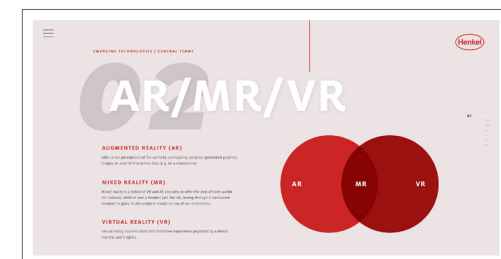
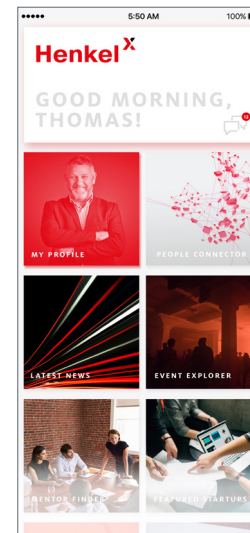
Henkel X's digital applications include an app and website, both of which display the Henkel brand. There is also an online digital glossary with definitions of new terms of relevance. This digital showcase is available to all employees of Henkel.

All concerns related to the Henkel corporation websites are the responsibility of Corporate Digital Communications. This includes template changes and embedded or linked web applications, as well as additional corporate country websites, corporate mobile websites, or corporate special-interest websites.

## EXTERNAL DIGITAL EXAMPLES



## HENKEL X INTERNAL DIGITAL WORK



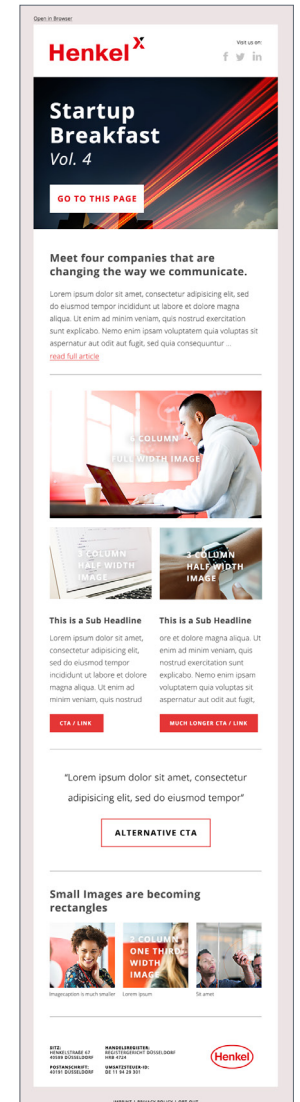
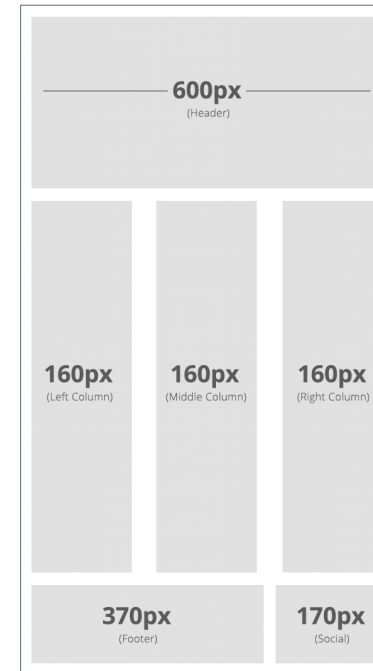
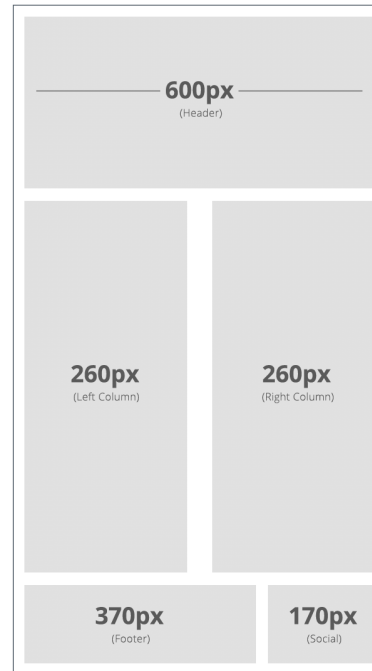


# Newsletter Template

All Henkel X newsletters must contain the Henkel X logo. Pictures and text can only be integrated into HTML-format newsletters. The typeface to be used is Arial, as per Henkel's guidelines for email newsletters. Since different email programs may display HTML newsletters differently, the newsletter layout should always be checked in advance on several different email clients.

Depending on the amount of text versus images, either a two-column or three-column grid may be used. The image should go at the top of the page, the text in the columns below. All newsletters should have an intention, usually in the form of a call-to-action button at the bottom of the page.

## NEWSLETTER & GRID EXAMPLES



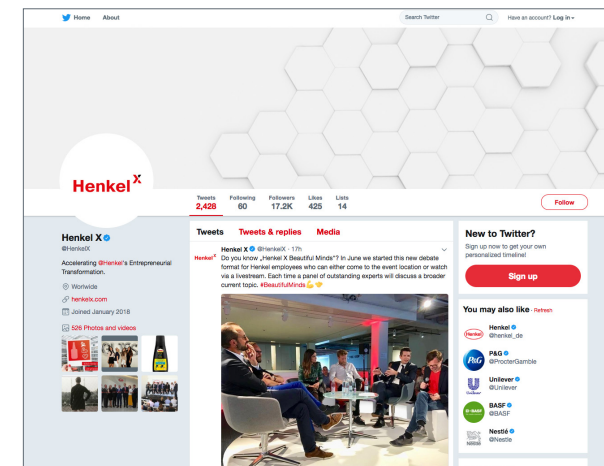
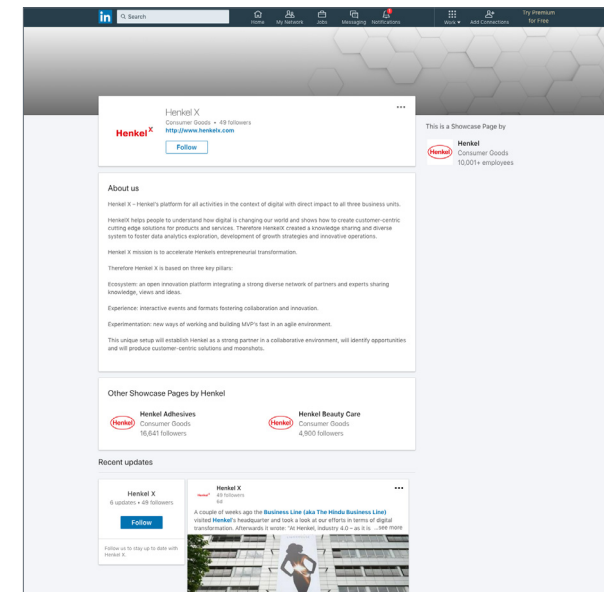
# Social Media

Headers and banners should consist of a key visual image.

The image should be without text or logos. On some devices, logos often get lost when the browser scales the page to fit the screen.

Always use the Henkel X logo on the profile image.

## LINKEDIN & TWITTER EXAMPLES



# Communication Essentials

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# The Henkel X Communication Essentials

**The following is relevant to the external and internal presentation of our visual identity.** Used for daily communications, it includes stationary, company signatures, clothing and visual signage.

# Business Card

The standard layout of the general Henkel business card is divided into two information zones. In order to allow flexibility, the number of lines can be varied in accordance with the information required. Nevertheless, the maximum number of permitted text lines is nine.

The front side is composed as mandated by the corporate Henkel guidelines. The Henkel X logo with claim on the back-side is unique to the Henkel X business card. It is formatted differently because of the size and spacing required for the effective presentation of all relevant information.

The QR code displayed on an individual's card must be person-specific and lead to that team member's LinkedIn page.

## EXAMPLE



# Email Signature

If the Henkel X logo is part of the email signature, then it should be placed at the bottom of the email. It should always include the claim.

EXAMPLE

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**Max Mustermann**  
Department, Function

Henkel AG & Co. KGaA Düsseldorf  
Phone: +49 1234 5678 9  
Mobile: +49 1234 5678 9  
max.mustermann@henkel.com  
www.henkel.com/company/henkelx

**Henkel<sup>x</sup>**

Accelerating Henkel's Entrepreneurial Transformation.

Henkel AG & Co. KGaA  
Sitz: 40191 Düsseldorf, Deutschland  
Handelsregister: Amtsgericht Düsseldorf, HRB 4724  
Vorsitzende des Aufsichtsrats: Dr. Simone Bagel-Trah

Persönlich haftende Gesellschafterin:  
Henkel Management AG  
Sitz: 40191 Düsseldorf, Deutschland

Handelsregister: Amtsgericht Düsseldorf, HRB 58139

Aufsichtsratsvorsitzende: Dr. Simone Bagel-Trah  
Vorstand: Hans Van Bylen (Vorsitzender),  
Jan-Dirk Auris, Carsten Knobel, Kathrin Menges,  
Bruno Piacenza, Jens-Martin Schwärzler



# Roll-Up Banner

The molecule-pattern layout structure is generally the same for posters, flyers, brochure covers, and ads. Of course, variations are possible where necessary. Remember to always leave enough white space to give room to the background pattern and graphic items. In general, each layout consists of a text layer, an image layer and a brand layer, as shown to the right.

## Roll-Up Banner Size

80cm x 200cm (maximum)

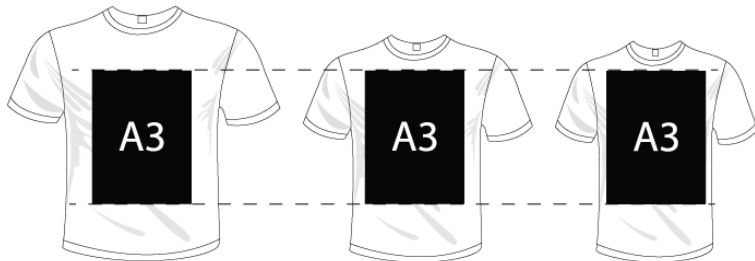
EXAMPLE



## T-Shirt and Hoodie

These are sample measurements for printing Henkel X t-shirts and hoodies. Note that all items used to promote Henkel X externally and internally must include the logo (or a variation of it).

This visual template shown here is for positional and print-size purposes only. It is not to scale. The logo image should be applied in A3 format and always placed in the same area of the t-shirt, regardless of the t-shirt size (S to XL).



### EXAMPLES





## Garment Bag

These are some sample measurements for printing a Henkel X garment bag. Note that all items used to promote Henkel X externally and internally must include the logo (or a variation of it), and also include the claim or a headline that conveys what Henkel X does, and/or embodies the spirit of the way we do things. Refer to page 38 for further clarification of the visual elements.



EXAMPLE



# Giveaways

Shown on this page are examples of a pen, an adhesive phone wallet, and a notebook branded with the Henkel X logo and claim.

## EXAMPLES

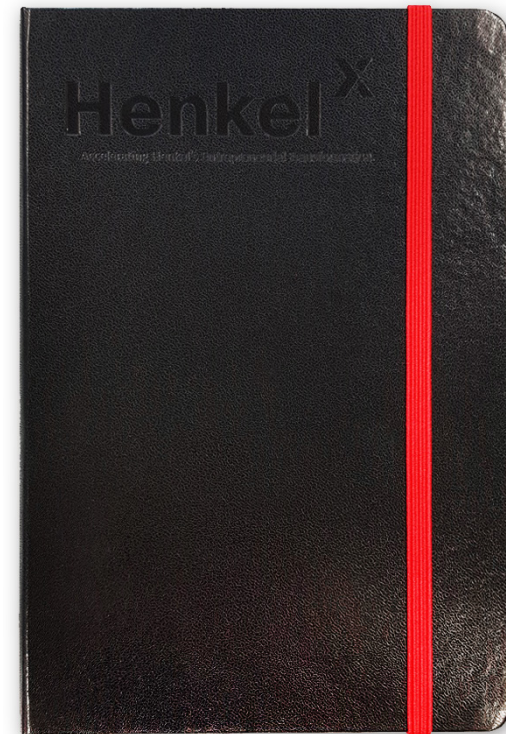
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1. pen



2. phone wallet



3. notebook

**If you have any questions or require further information,  
please contact the Henkel X team or Henkel Corporate Communications.**

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