

A young girl with blonde hair is smiling broadly, holding two bright red apples up to her eyes, completely covering them. She is wearing a white sleeveless top with a lace-like pattern. The background is a soft-focus green field under bright sunlight, with some lens flare effects.

# Hero brand manual

February 2020

**Hero**



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*Conserving  
the goodness  
of nature*

# conserving the goodness of nature

Our beliefs echo those of archeologists and restorers: what is of value deserves to be conserved, defended, protected, nurtured. So that others too can enjoy today's finds, later.

We believe the best that nature can offer deserves to be conserved. And we at Hero, as Mother Nature's treasurers, have taken this art to a new level.

Our work starts at the source itself: farmers, growers and planters in Spain, or the Philippines, or Poland, or Brazil, or any one of dozens of other countries. We know many of them personally, and enjoy regularly discussing their crops and subsequent harvest with them.

With a precision rivalling that of Swiss watch makers, we conserve the fruits of the land. And indeed, Hero is like a time machine, capturing the taste and nutritional value of fruit, grain and dairy produce, and protecting these treasures against the ravages of time. And so, we take consumers back to the very instant in which ripe and tasty produce was garnered fresh from the orchard, meadow or field.

In essence, little has changed since two Swiss gentlemen, Henckell and Roth, founded Hero in 1886. They enchanted consumers by conserving all the goodness they found in nature, and that is what we still

do today. In the 130 years between then and now, Hero has acquired a considerable global reputation. Using both timeless care and state-of-the-art technology, we distribute nature's goodness to 250 million customers in 30 countries, spread over five continents. Customers who may be 82 years old, or 82 months, or just 82 days. In all cases, our foods provide the nutrients needed for a healthy life.

Our family-owned firm is father to dozens of brands. We represent a significant force in jams, muesli bars and baby/infant foods. Under brands including Hero, Hero Baby, Organix, Beach-Nut and Schwartau, we are accustomed to prominent market positions in many local markets. They are our local Heroes.

Some call us a food manufacturer.

But for us, it is nature herself who makes food. All we do is conserve the goodness, for you. We owe tribute to nature. Our Bee Careful programme that protects bee populations vital to the diversity of fruits, testifies to this.

Ever since 1886, we have been nature lovers; delighting consumers by conserving the goodness of nature.

A woman wearing a white woven hat and a light-colored shirt with a dark apron is looking closely at a peach on a tree. The scene is set in a bright, sunny orchard with lush green leaves and other peaches visible. The lighting is warm and natural, suggesting a clear day.

**logo**

**Hero**

# Hero

## logo

### Company logo

The corporate identity uses the company logo.

### Hero out of pack brand logo

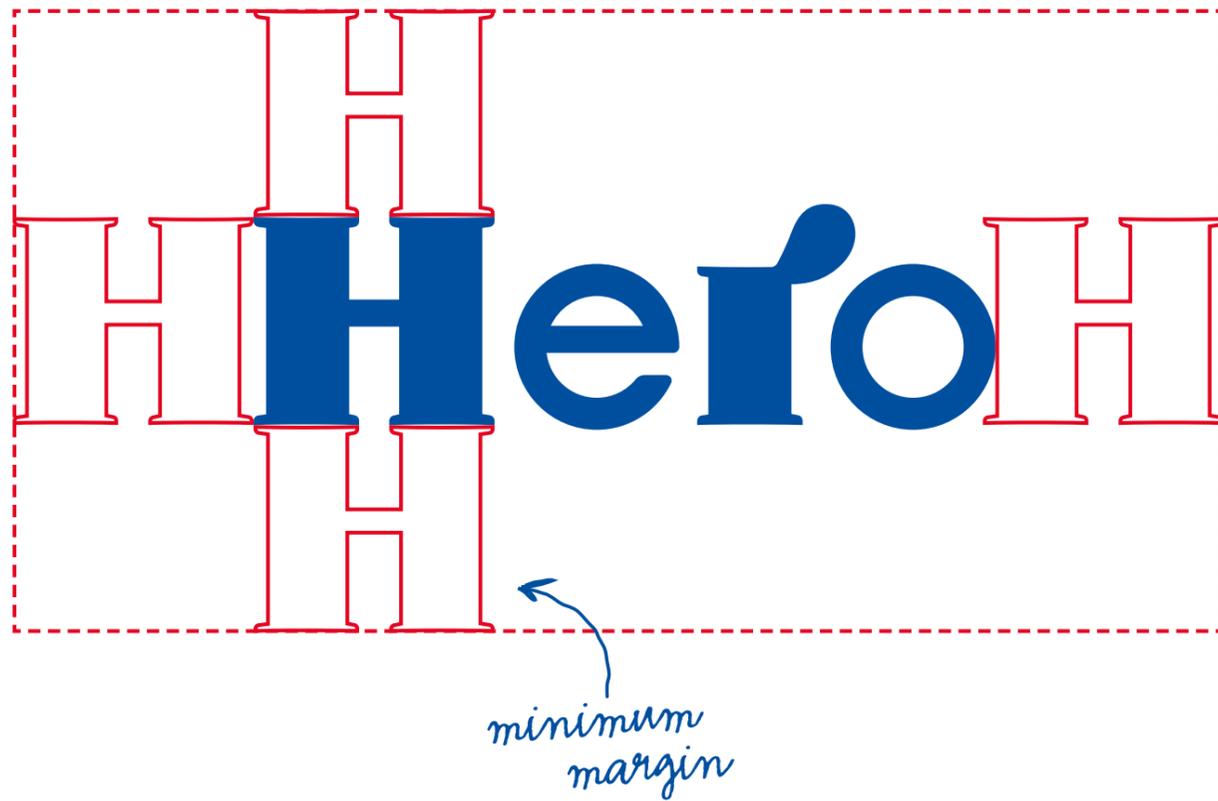
This brand manual also includes the new Hero brand logo. In the corporate identity we use the out of pack logo. For use of the Hero brand logo, please consult the brand manual for the Hero brand.



## logo use

The minimum margins must be maintained when you position the logo.

The basis for the margin is the letter 'H' of the word Hero. You are not allowed to place text or other logos within these margins. This is also the minimum margin from the paper cut-off etc.



# Hero

## Hero benelux

## Hero switzerland

a **Hero** brand

a **Hero** company

a **Hero** product

## logo

All logo variants are only used against a white background, possibly with the local addition. One of the three corporate rules can be used in combination with the different brand logos.

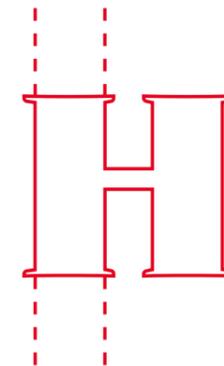
**Hero**  **benelux**

**Hero**  **switzerland**

a **Hero**  **company**

## local logo measurements

The basis for the margin between the Hero logo and the local addition is a part of the letter 'H' of the word Hero.

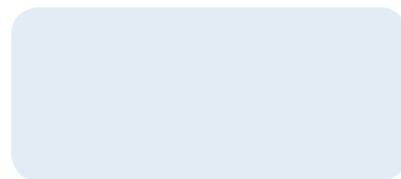


A person wearing a light blue shirt and a white hat is riding a blue bicycle in a park-like setting. The scene is viewed through a dark wooden fence with vertical posts. A tree trunk is visible in the foreground on the left. The background is a bright, sunny outdoor area with green grass and trees.

color

**Hero**

**pms**  
287c  
**rgb**  
0 / 50 / 140  
#00328c  
**cmymk**  
100 / 70 / 0 / 0  
**grayscale**  
100 k



**pms**  
10% 287c  
**rgb**  
225 / 236 / 244  
#e1ecf4  
**cmymk**  
14 / 4 / 3 / 0  
**grayscale**  
10 k

**pms**  
369c  
**rgb**  
119 / 178 / 56  
#77b238  
**cmymk**  
60 / 5 / 95 / 0  
**grayscale**  
40 k



**pms**  
12% 369c  
**rgb**  
235 / 244 / 227  
#ebf4e3  
**cmymk**  
10 / 0 / 15 / 0  
**grayscale**  
10 k

## primary colors

The logo is used in blue. Green is applied for additions to the logo (for instance 'Benelux'). Both blue and green can be used for headings, subheadings, lines and color boxes.

The light colors can be used as supportive colors combined with Hero blue and green on websites and in PowerPoint for example.

For specific web use only, please see the web style guide.

### Printing Hero corporate blue

If you print the Hero logo on material other than paper, it is possible that the logo looks pale. To remedy this, you may need to add 10% more magenta to the CMYK logo (100/80/0/0). Please note that this is not the official logo color and can only be used to better approximate the original color. Please contact the Hero Communications Team for further assistance.

## Primary colors



## PrimaryPlus colors



## Secondary colors



## color range

Next to the Primary colors, we introduced the PrimaryPlus colors.

These colors are picked out of the gradient between the Primary color blue to green and from green to orange (as defined for the Bee Careful project). The PrimaryPlus colors can be used in headings and panels to enrich your design.

As an extension we defined Secondary colors. These colors can be used as accents in the design and should not 'override' the Primary(Plus) color range.

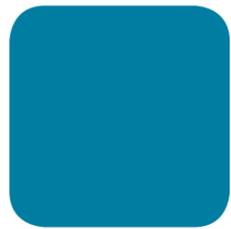
These colors derived from natural ingredients.

On the next page you find the color values.

**cmyk**  
100 / 70 / 0 / 0  
**rgb**  
0 / 50 / 140  
#00328c



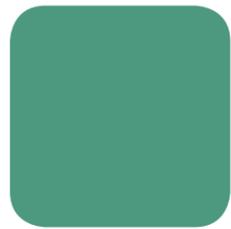
**cmyk**  
83 / 35 / 23 / 5  
**rgb**  
0 / 125 / 161  
#007da1



**cmyk**  
80 / 25 / 30 / 0  
**rgb**  
0 / 137 / 158  
#00899e



**cmyk**  
72 / 20 / 55 / 0  
**rgb**  
77 / 153 / 128  
#4d9980



**cmyk**  
60 / 5 / 95 / 0  
**rgb**  
119 / 178 / 56  
#77b238



**cmyk**  
45 / 7 / 100 / 0  
**rgb**  
158 / 187 / 13  
#9ebb0d



**cmyk**  
5 / 10 / 90 / 0  
**rgb**  
246 / 219 / 44  
#f6db2c



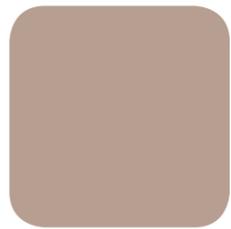
**cmyk**  
0 / 30 / 95 / 0  
**rgb**  
249 / 186 / 13  
#f9ba0d



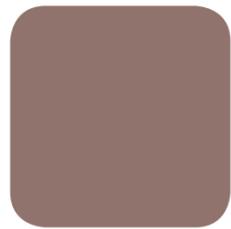
**cmyk**  
20 / 18 / 40 / 0  
**rgb**  
206 / 198 / 162  
#cec6a2



**cmyk**  
27 / 33 / 40 / 10  
**rgb**  
182 / 159 / 144  
#b69f90



**cmyk**  
35 / 50 / 40 / 25  
**rgb**  
145 / 115 / 110  
#91736e



**cmyk**  
80 / 88 / 30 / 20  
**rgb**  
76 / 50 / 96  
#4c3260



**cmyk**  
25 / 100 / 10 / 0  
**rgb**  
188 / 0 / 114  
#bc0072



**cmyk**  
0 / 95 / 40 / 0  
**rgb**  
244 / 11 / 92  
#f40b5c



**cmyk**  
0 / 95 / 85 / 0  
**rgb**  
238 / 24 / 38  
#ee1826



**cmyk**  
0 / 65 / 95 / 0  
**rgb**  
245 / 110 / 20  
#f56e14





## wave

The wave can be used as a divider or as an end. The Primary colors, the PrimaryPlus colors, as well as the Secondary colors can be used in full or as a gradient.



**typography**

DIN Round Pro Medium

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789 |

DIN Round Pro Regular

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789 |

*Emmascript MVB Std*

*abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789 |*

Arial Regular

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789 |

## fonts

DIN is used for design/production of corporate identity items or communication tools by designers/DTP people/studios. For headings, DIN Round Pro Medium is used. For body text, DIN Round Pro Regular. In order to stress specific words in the texts, DIN Pro Medium can be applied.

In case of digital communication in office surroundings (e-mail, digital letter, presentation) we use Arial Regular.

The font Emmascript can be used for short captions near products and as a tag line in a visual. This font can not be used as bodycopy.

*The Hero Corporate fonts, namely DIN Round Web Pro Medium & Regular / DIN Round Comp Pro & DIN Round Comp Pro Medium (these are identical to DIN Round Office Pro), can be used by Hero Group employees both internally and externally.*

*When used externally, the font can be used in all forms on the condition that they are used for viewing by third parties and/or printing. Third parties are not allowed to edit any material using the font (unless they are also legal owners of the same fonts), nor can any Hero Group employee give the font files to any third parties.*

## brands

The Hero logo and the different brands are used independently. The brands are placed in a white bar with a line above it. By rounding off the line at both ends, we create the relationship with the font. The number of brands will vary per country. The brands move from the left to the right and start with Hero, followed by the other brands. For the correct dimensions of this bar, please see the stationery examples (see chapter Stationery).





## brands use

The size of the logos depends on the height of the bar. Take the 'H' of the Hero logo and put this size 2x above and below the logo.

The size between the logos is three times the 'H'. The logos are aligned to the right, regardless of their number.

A young girl with long brown hair, wearing a white sleeveless dress, stands in a sunlit garden. She is holding a single daisy flower in her right hand and has her left arm outstretched. The background is filled with lush green foliage and a stone building with a window. The scene is bright and cheerful, with sunlight filtering through the trees.

**photography**

**Hero**



## photography

Hero's visual style should render 'the goodness of nature'. Freedom, enjoying nature or enjoying a Hero product. The images are honest and clear. The images are staged but have to feel authentic. They are photographed professionally - good lighting, exciting camera point of view, nice depth of field. These requirements create a recognisable visual style for Hero.





### subject

Every image shows the connection with nature. There is always a focus on the essence - the product (the Hero product or ingredient) or the event (e.g. the family enjoying nature).

### location

Landscapes, locations where nature is clearly present. A citrus garden in Spain, a tree garden in Germany, a hammock in the park, a nice view from a mountain, a pond in a park but also a balcony or garden. Every image has a human aspect in it. The images do not contain solely nature or landscapes unless the images are used for a collage.

### models

European models dressed neat and casual. European citizens should imagine themselves in the same situation as the photographed model(s). Young families, father and child, elderly couples, kids ... etc.

bright photography

deep depth-of-field

high quality

landscape

*colorful  
and handcraft*



*white  
background*

- bright photography
- colorful
- white or no background
- high quality
- handcraft

### hero products & ingredients

Hero's product photography is strong and clear. The quality of our products is high and this is emphasised by the quality of the photography - razor sharp and clean. Similar products in a range are photographed in the exact same way, with the exact same point of view/angle. To emphasise the iconic shapes of the products, the images are taken from the front-centre or from the top.

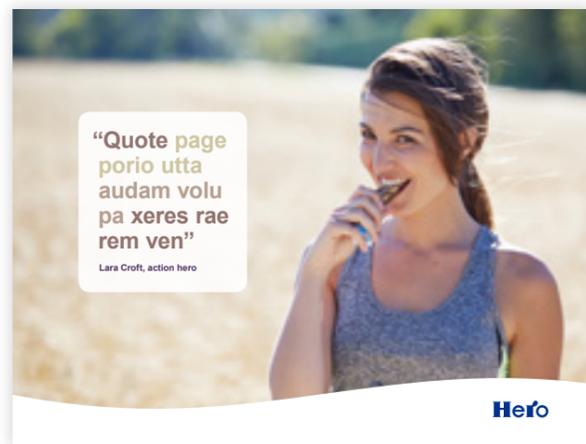
Individual products or ingredients are photographed in isolation against a white background.



### use of copy in photography

Text can be placed on a transparent panel with rounded corners.

Or directly on the visual in the handwritten font. The handwritten font can only be used in Primary colors or white.





## illustrations

Only ingredients used in Hero products are used for the illustrations

There are two types of illustrations:

- 1) Sketches: can be used as style elements placed on top of photography or as separate item in brochures etc.
- 2) Filled outline: can be used as style elements to highlight quotes or titles.

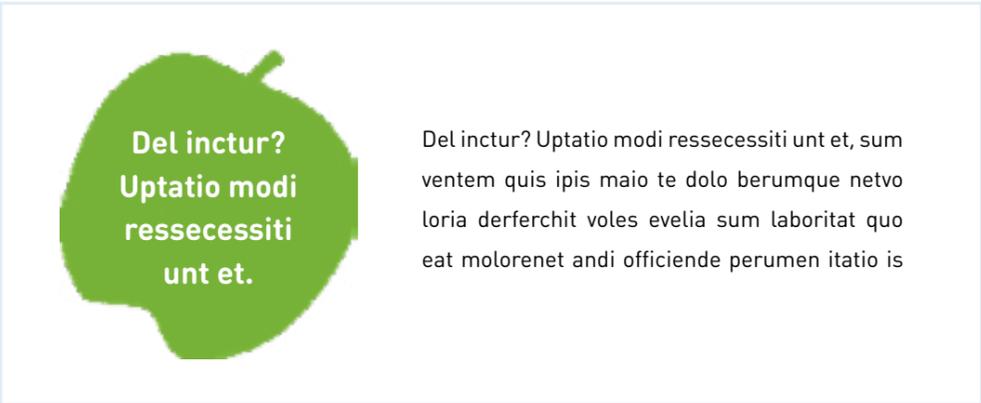
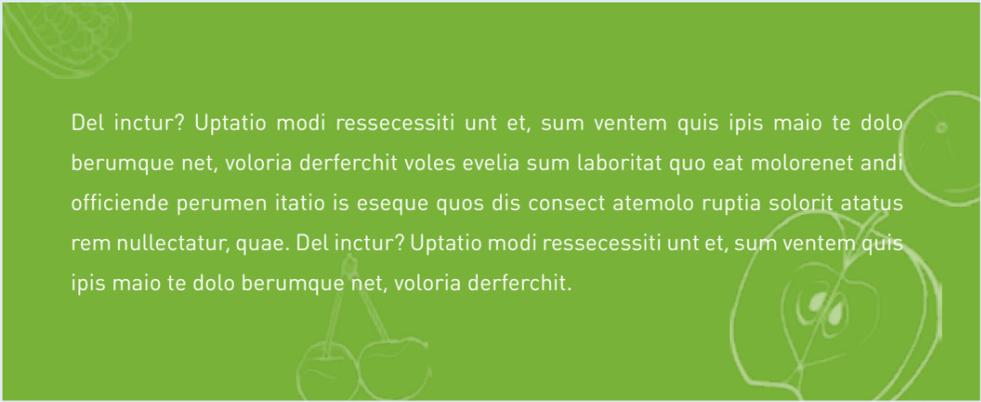
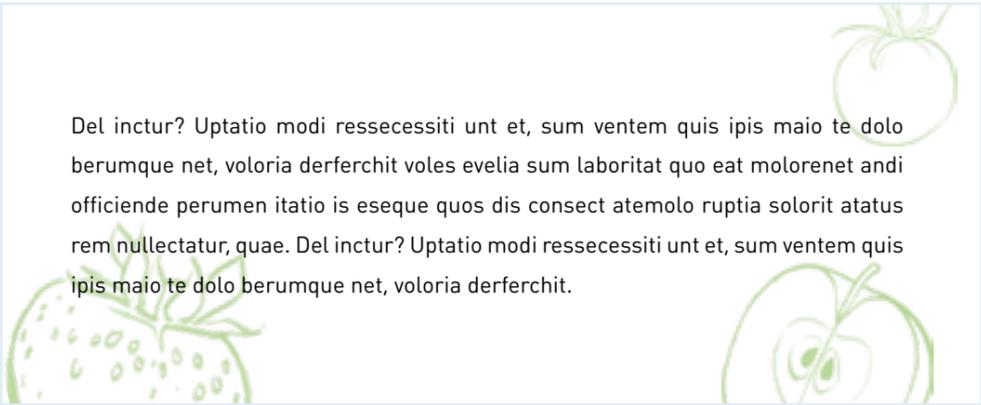




## examples of applying illustrations as a graphic element in photography

In the Hero house style, illustrations can be used in combination with the photography. The illustrations are placed in white at the edge, never centred or in faces. Illustrations are used in different formats. The line widths are linearly scaled. The density of the illustrations may vary from a 50% to a 100% covering.

# examples of applying illustrations as a graphic element



A close-up photograph of a pair of hands holding a small cluster of fresh raspberries and blackberries. The berries are vibrant in color, with the raspberries being a bright pinkish-red and the blackberries being a deep, dark purple-black. The hands are positioned in the center of the frame, with the fingers gently cupping the fruit. The background is softly blurred, showing hints of other people's hands and clothing in various colors like yellow and pink, suggesting a social or communal setting. A white rounded rectangular box is overlaid on the left side of the image, containing the word 'stationery' in a bold, blue, sans-serif font.

**stationery**

**Hero**



# letter corporate

## letter example Hero countries

**Hero** benelux

Bart Linde  
Hof van Leiden 12  
2649 DH Nootdorp  
Nederland

Lorem: Ipsum dolor sid amed

Lenzburg, June 4, 2014

Dear Bart,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa trum de sociis natoque penatibus et magnis dis parturient mon tes, nascetur ridiculus mus. Donec quam felis ultricies necter pellentesque eu pretium quis sem. Nulla con sequat massa quis enim. Donec pede justo fringilla vel, aliquet nec vulputate eget arcu.

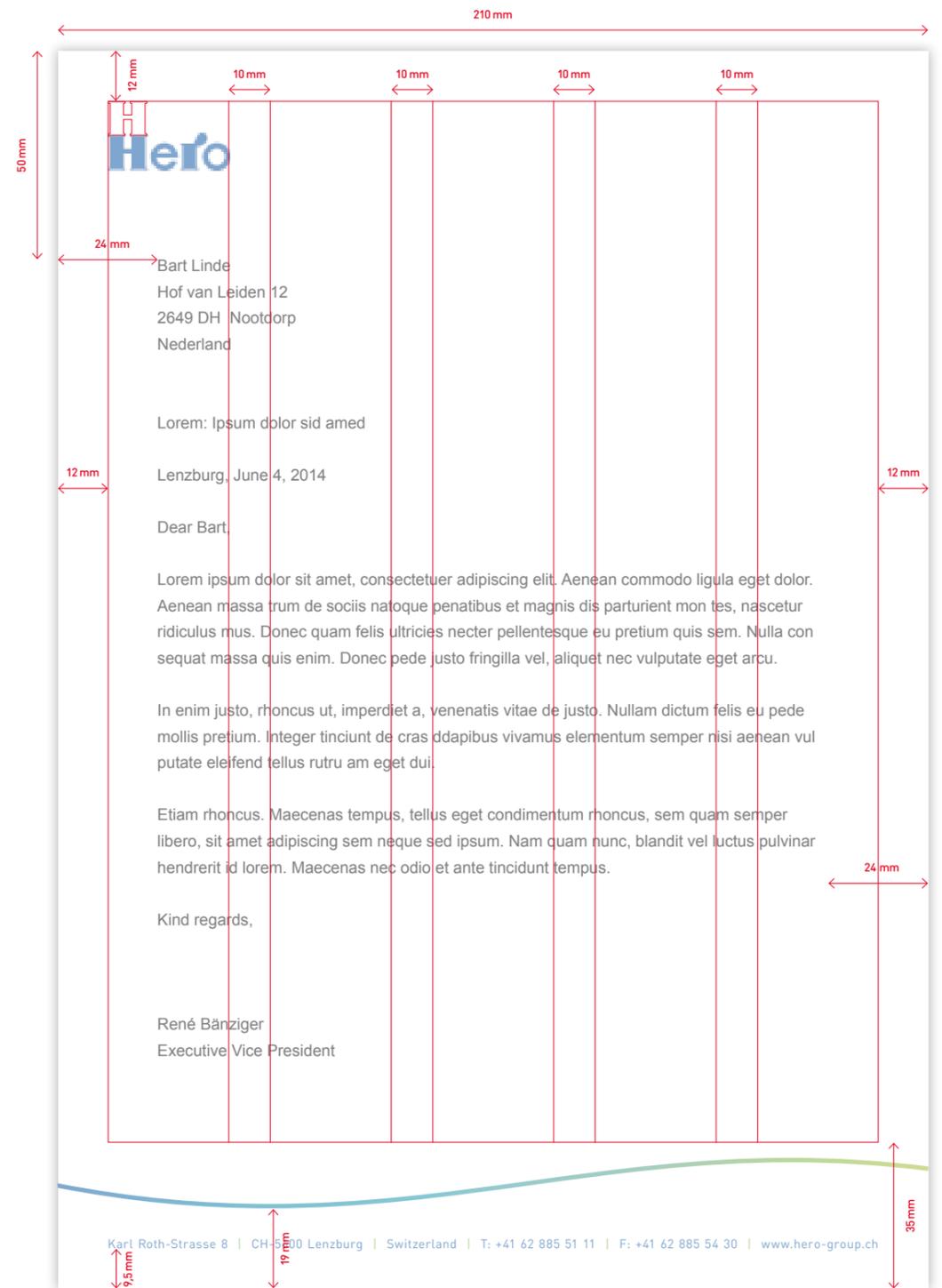
In enim justo, rhoncus ut, imperdiet a, venenatis vitae de justo. Nullam dictum felis eu pede mollis pretium. Integer tinciunt de cras ddapibus vivamus elementum semper nisi aenean vul putate eleifend tellus rutru am eget dui.

Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel luctus pulvinar hendrerit id lorem. Maecenas nec odio et ante tincidunt tempus.

Kind regards,

René Bänziger  
Executive Vice President

Postbus 3243 | 4800 DE Breda | Nederland | T: +31 (0)76 - 579 80 00 | F: +31 (0)76 - 571 69 45 | [www.hero.nl](http://www.hero.nl)



## letter dimensions

The letters and continuation paper are in standard A4 format, 210 x 297 mm. Within this format we use an 18 mm margin at the top and 12 mm margin at the left, the right and the bottom. At the bottom of the stationery, the brand logos are placed with a green line with rounded off ends above them (see the chapter 'Brands' for dimensions).

The size of the Hero logo top left is determined by 15% of the width. The width of the logo is 31.5 mm.

The letter text is at 24 mm left and right from the cut-off. The text ends at maximum 35 mm from the bottom.

### letter text

starting point:  $x = 24, y = 50$   
font : Arial Regular  
font size : 12 pt  
spacing: 18 pt

**Hero**

Karl Roth-Strasse 8 | CH-5600 Lenzburg | Switzerland | T: +41 62 885 51 11 | F: +41 62 885 54 30 | [www.hero-group.ch](http://www.hero-group.ch)

## continuation paper

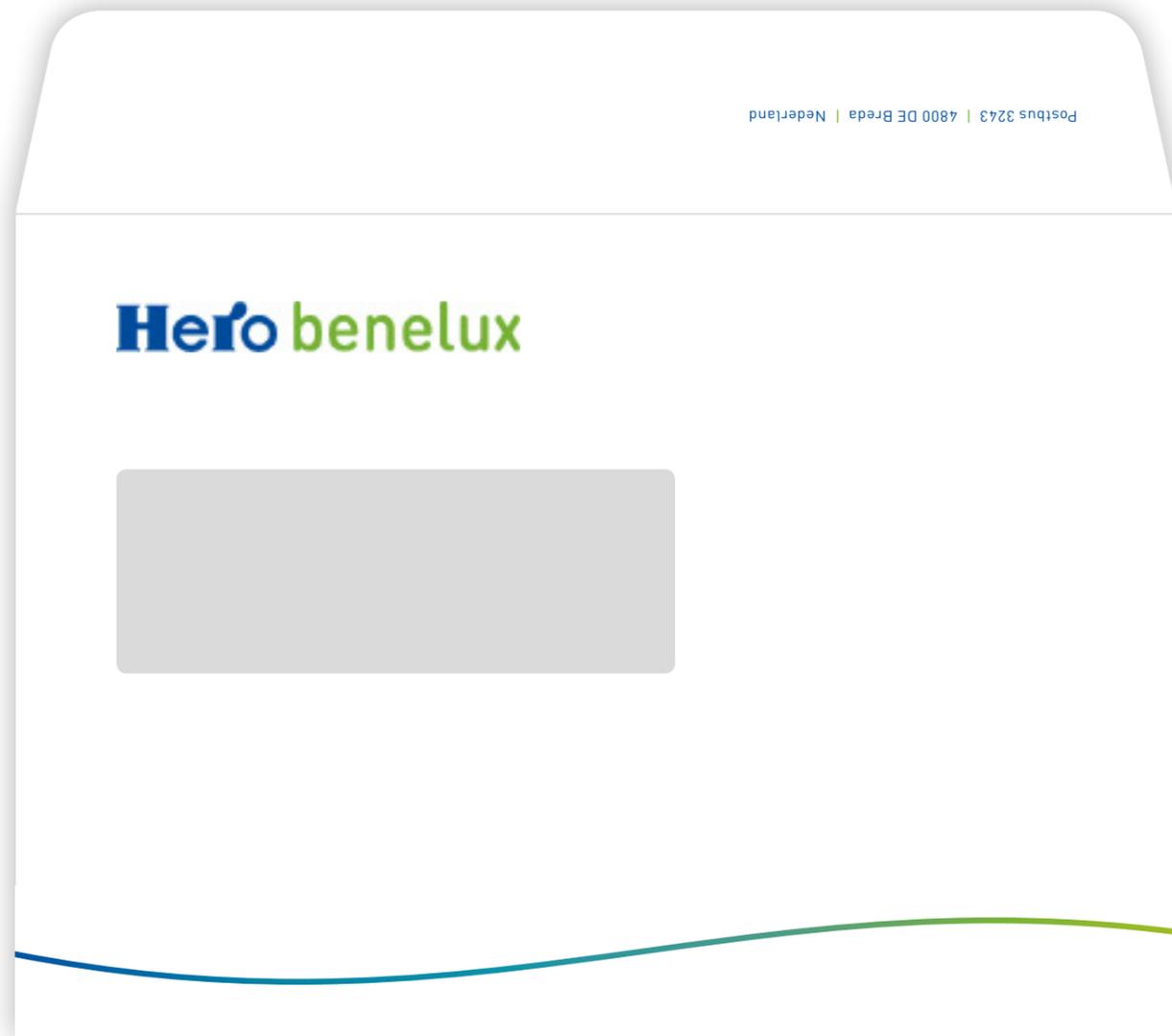
Continuation paper is primarily intended for digital use. For printed mailings the continuation paper is optional.

**Hero** benelux

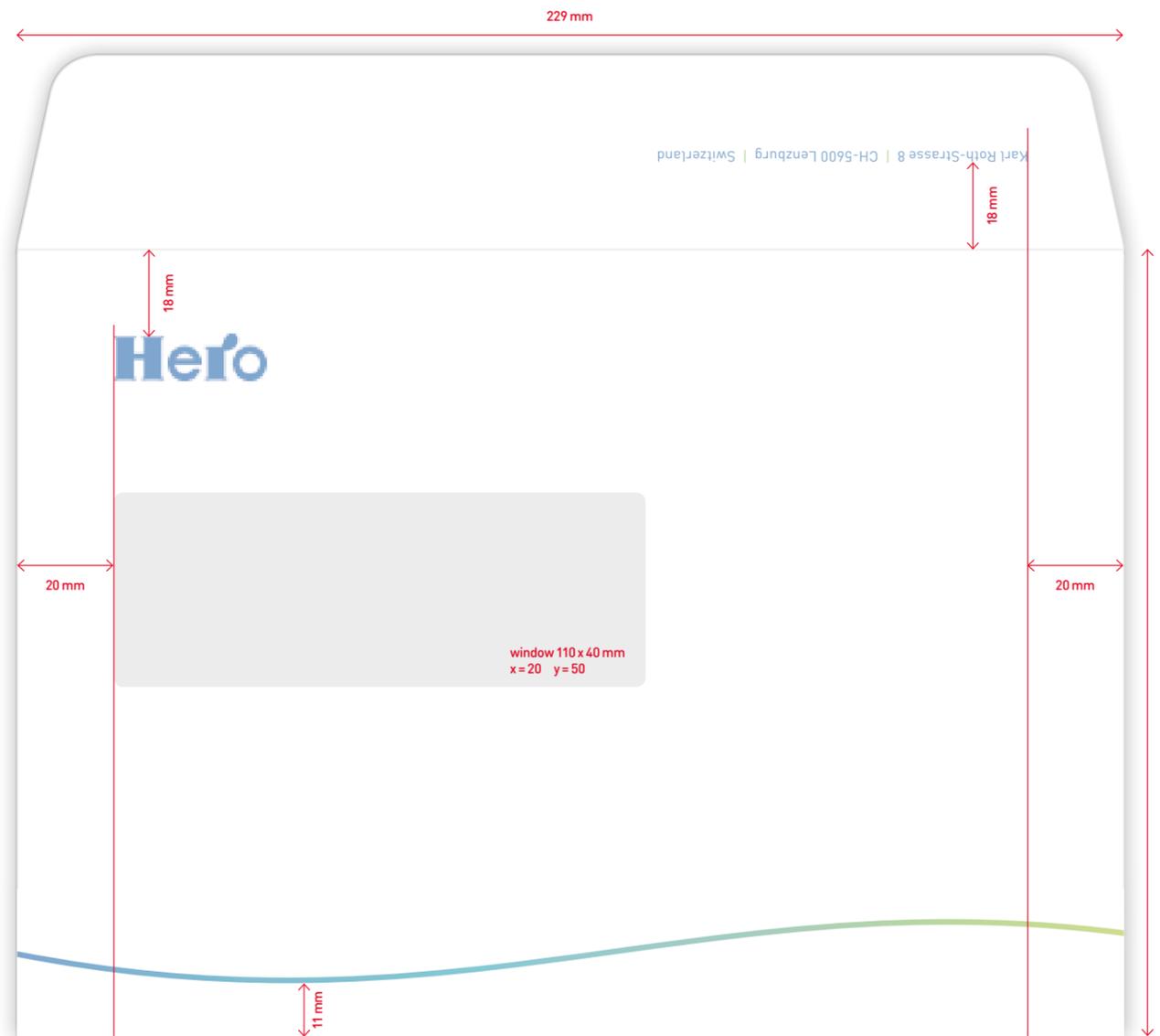
continuation paper  
example Hero countries



envelope C5  
corporate



envelope C5  
example Hero countries



## envelope C5 dimensions

The envelope format is C5, 229 x 162 mm. The 110 x 40 mm window is at 20 mm from the left side and 50 mm from the top. The envelope has a 20 mm margin at the left. The hero logo is 31.5 mm wide, the same size as for the A4 letter. The font size of the return address is 8.5 pt. The text is in Hero blue with vertical green lines.

When designing local envelopes, please check the regulations of your local postal company. If these regulations provide room to add more corporate elements (such as brand logos), you are allowed to add them.

# business card corporate

**Hero**

**Name and Surname**  
Function

M: +31 6 123 45 678 | E: name.surname@hero.nl

Karl Roth-Strasse 8 | 5600 Lenzburg | Switzerland  
T: +41 62 885 51 11 | F: +41 62 885 54 30 | www.hero-group.ch



**Hero** benelux

Name and Surname

Function

M: +31 6 123 45 678 | E: name.surname@hero.nl

Teteringsedijk 227 | Postbus 3243 | 4800 DE Breda | Nederland  
T: +31 (0)76 - 579 80 00 | F: +31 (0)76 - 571 69 45 | www.hero.nl



## business card example Hero countries

On the back of the business card you can choose to have a visual with logos or just the logos.

**Hero** xxx

**Willem van Dinteren**  
Salesmanager

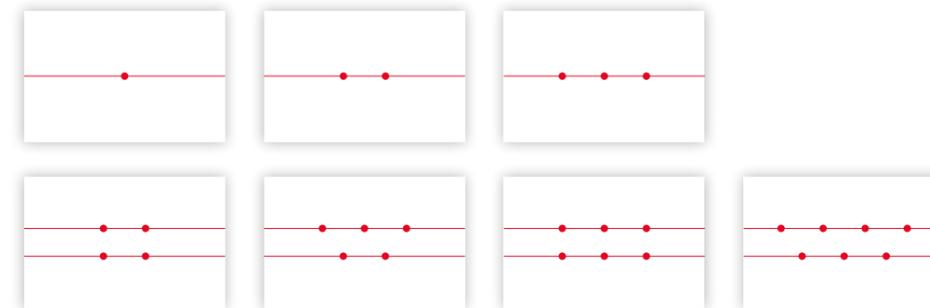
M: +31 6 245 89 890 | E: w.van.dinteren@hero.nl

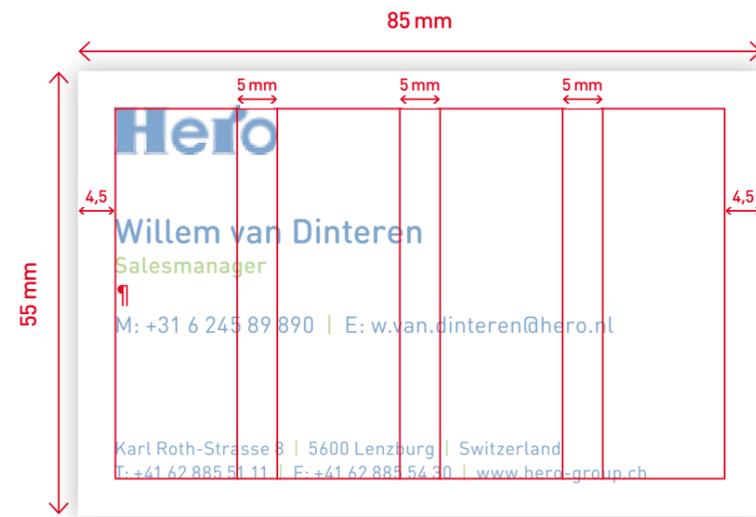
Karl Roth-Strasse 8 | 5600 Lenzburg | Switzerland  
T: +41 62 885 51 11 | F: +41 62 885 54 30 | www.hero-group.ch



## business card example Hero countries

The number of brands on the back depends on the country. The chart below explains how to deal with positioning the different numbers of brand logos.





## business card dimensions

The format of the business card is 85 x 55 mm with a 4.5 mm margin all round.

The size of the Hero logo top left is determined by the width of the columns.

### name

starting point:  $x = 4.5$   $y = 18$   
font type: DIN Round Pro medium  
font size: 12 pt

### mobile and e-mail

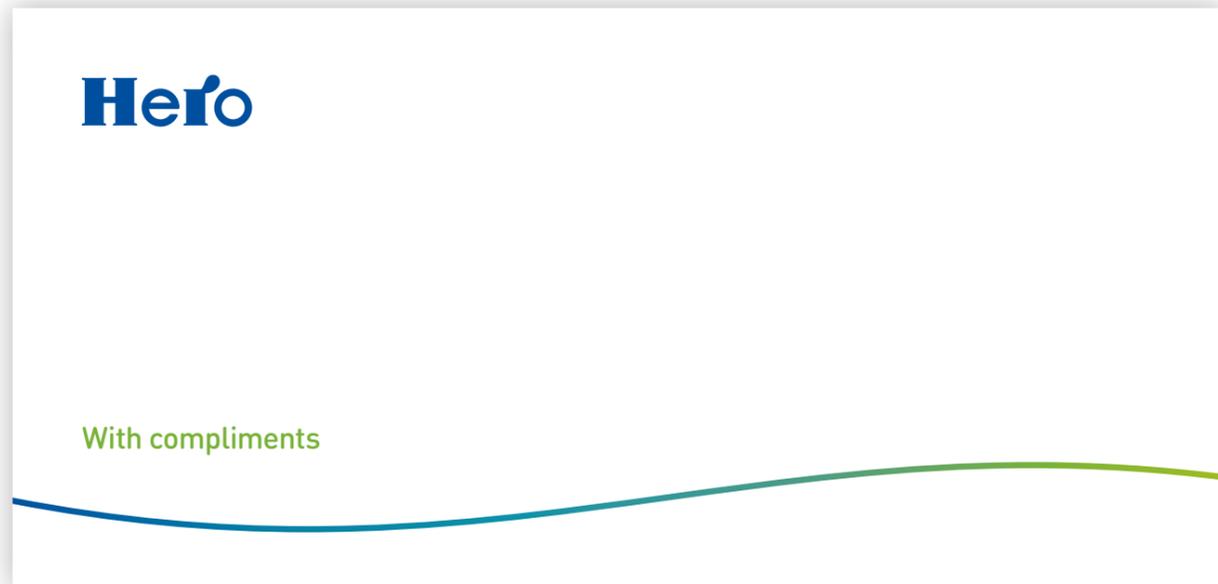
font type: DIN Round Pro regular  
font size: 8 pt  
spacing: 10.5 pt

### position

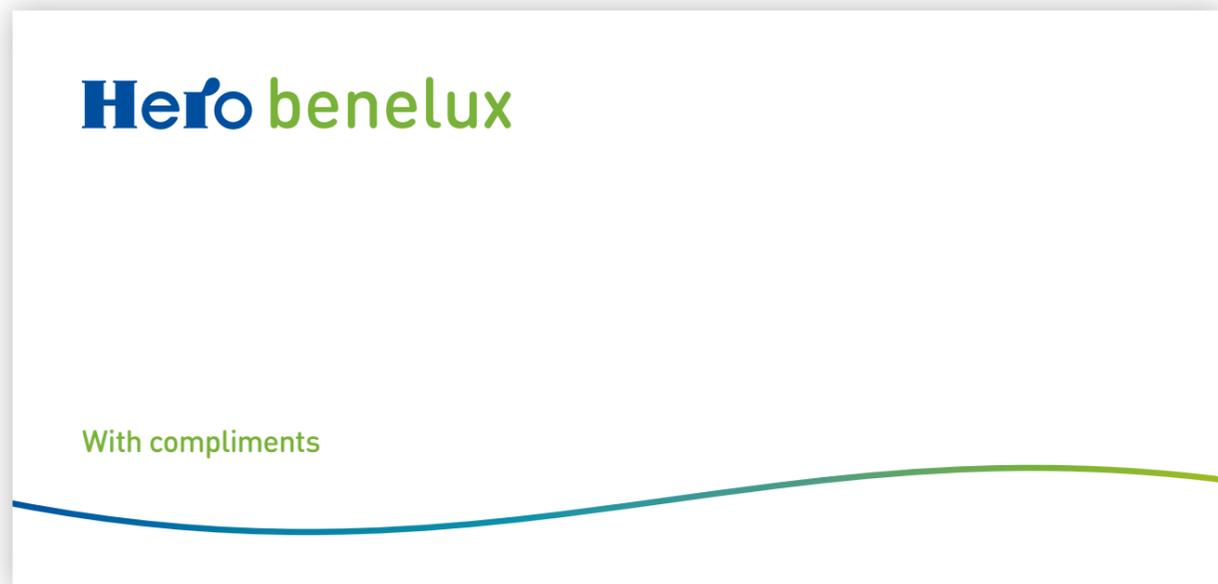
font type: DIN Round Pro medium  
font size: 8 pt  
spacing: 10.5 pt

### address details

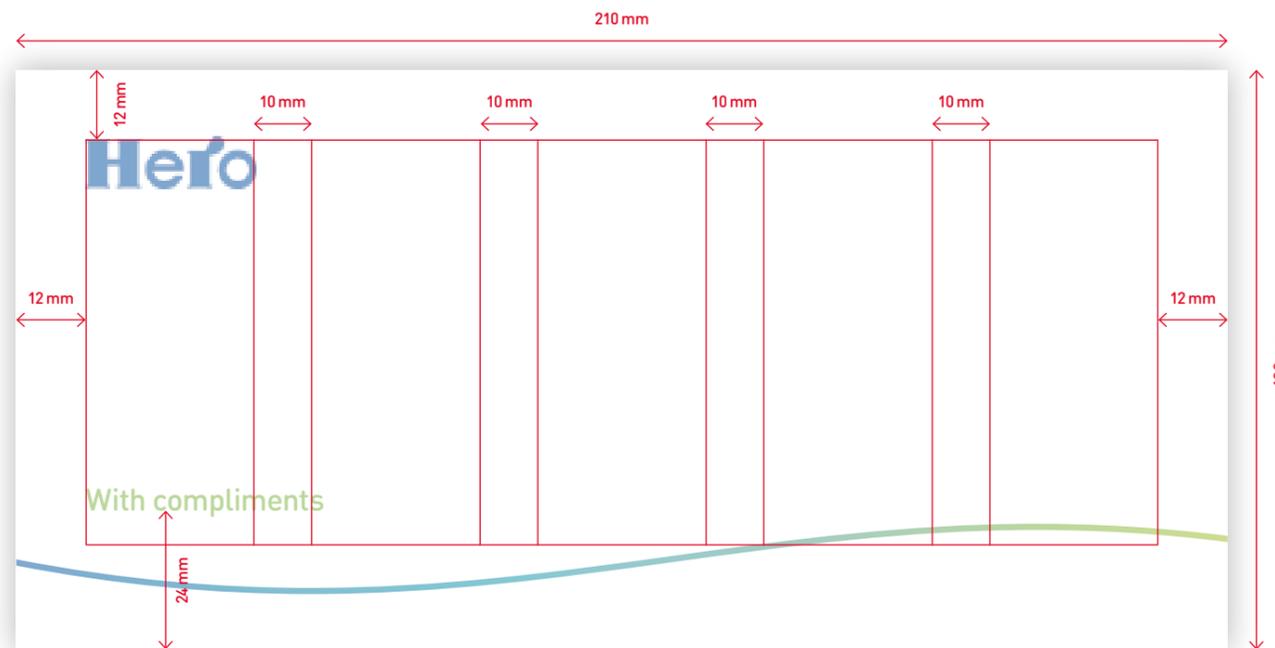
font type: DIN Round Pro regular  
font size: 6.5 pt  
spacing: 8.5 pt



compliments card corporate



compliments card  
example Hero countries



## compliments card dimensions

The format of the compliments card is 210 x 100 mm. Within this format we use a 12 mm margin all round. At the bottom of the stationery, the brand logos are placed with a green line with rounded off ends above them (see the chapter 'Brands' for dimensions).

The size of the Hero logo top left is determined by 15% of the width. The width of the logo is 31.5 mm.

## e-mail signature corporate

Nieuw bericht

Ontvangers

Onderwerp

Willem van Dinteren  
Salesmanager

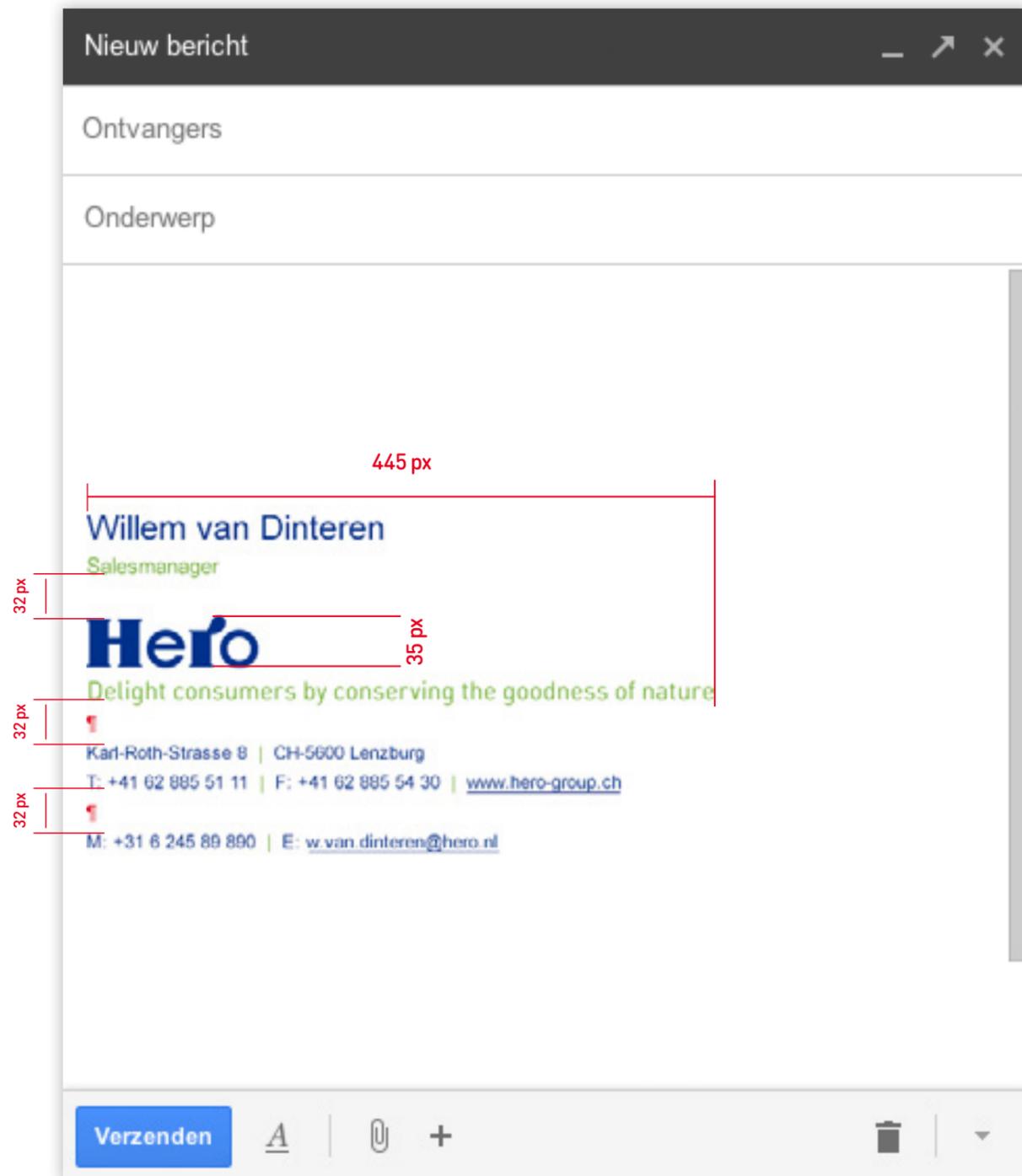
**Hero**  
Delight consumers by conserving the goodness of nature

Karl-Roth-Strasse 8 | CH-5600 Lenzburg  
T: +41 62 885 51 11 | F: +41 62 885 54 30 | [www.hero-group.ch](http://www.hero-group.ch)

M: +31 6 245 89 890 | E: [w.van.dinteren@hero.nl](mailto:w.van.dinteren@hero.nl)

Verzenden

A |  +  | 



## e-mail signature dimensions

When the signature is made in Word, the font size and spacing will be indicated in points. When the signature is made in a HTML program, the font size and spacing will be indicated in pixels.

### name

font: arial regular  
 RGB color: 0 / 50 / 140  
 font size: 12pt  
 font size: 18px

### address

font: arial regular  
 RGB color: 0 / 50 / 140  
 color divider: 119 / 178 / 56  
 font-size: 7pt spacing: 11pt  
 font size: 11px spacing: 16px

### job title

font: arial regular  
 RGB color: 119 / 178 / 56  
 font size: 8pt spacing: 12pt  
 font size: 12px spacing: 24px

### logo size

The logo height is 35 pixels.  
 The payoff width is 445 pixels.

### Outlook signature

When you edit your signature directly in Outlook, use the following sizes:

name: 14pt  
 job title: 10pt white space: 9pt  
 address: 9pt white space: 9pt

Nieuw bericht

Ontvangers

Onderwerp

Willem van Dinteren  
Salesmanager

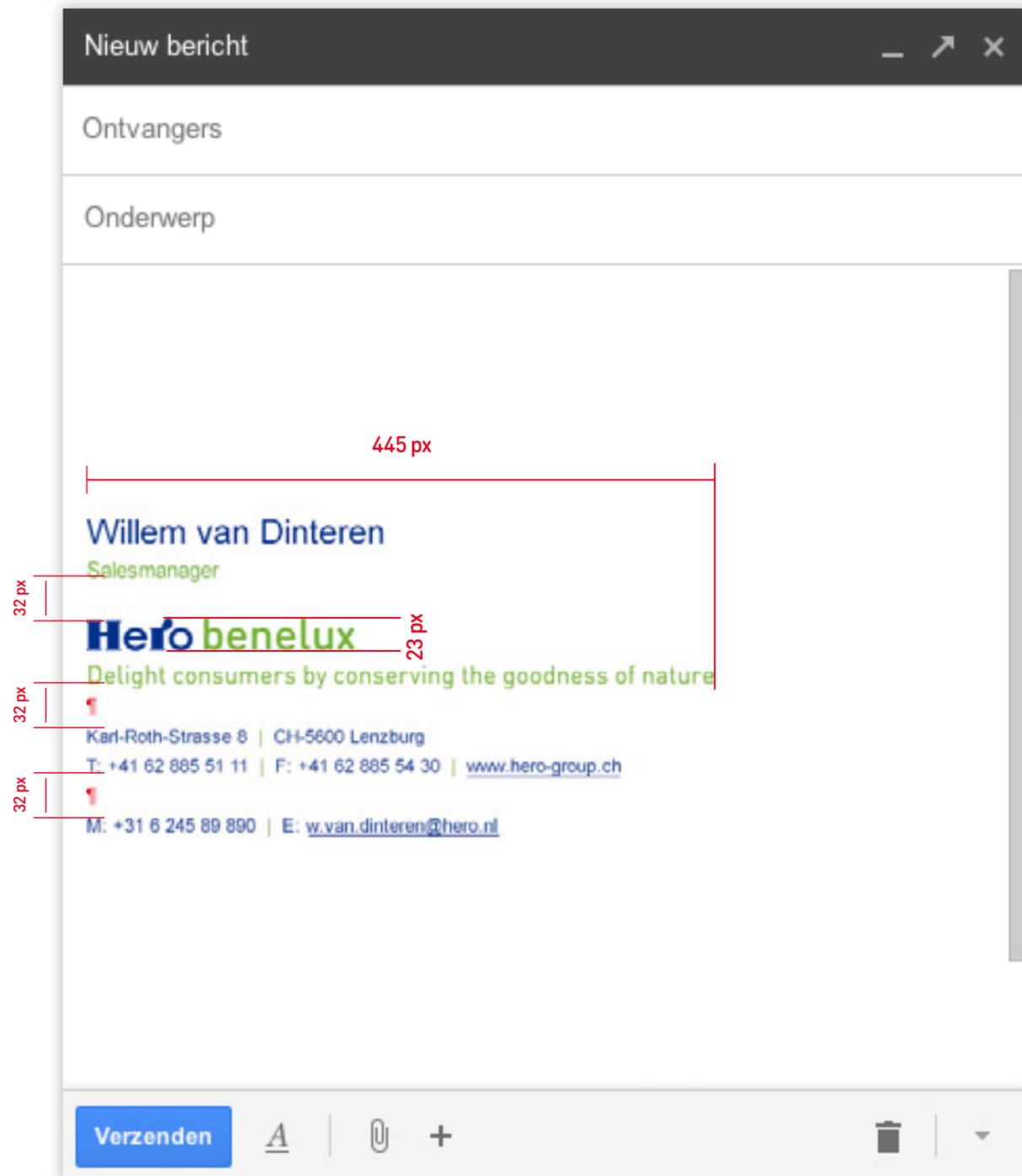
**Hero benelux**  
Delight consumers by conserving the goodness of nature

Karl-Roth-Strasse 8 | CH-5600 Lenzburg  
T: +41 62 885 51 11 | F: +41 62 885 54 30 | [www.hero-group.ch](http://www.hero-group.ch)

M: +31 6 245 89 890 | E: [w.van.dinteren@hero.nl](mailto:w.van.dinteren@hero.nl)

Verzenden

e-mail signature  
example Hero countries



## e-mail signature dimensions example Hero countries

### name

font: arial regular  
 RGB color: 0 / 50 / 140  
 font size: 12pt  
 font size: 18px

### address

font: arial regular  
 RGB color: 0 / 50 / 140  
 color divider: 119 / 178 / 56  
 font-size: 7pt spacing: 11pt  
 font size: 11px spacing: 16px

### job title

font: arial regular  
 RGB color: 119 / 178 / 56  
 font size: 8pt spacing: 12pt  
 font size: 12px spacing: 24px

### logo size

The logo height is 23 pixels.  
 The payoff width is 445 pixels.

### Outlook signature

When you edit your signature directly in Outlook, use the following sizes:

name: 14pt  
 job title: 10pt white space: 9pt  
 address: 9pt white space: 9pt

**powerpoint**

**Hero**



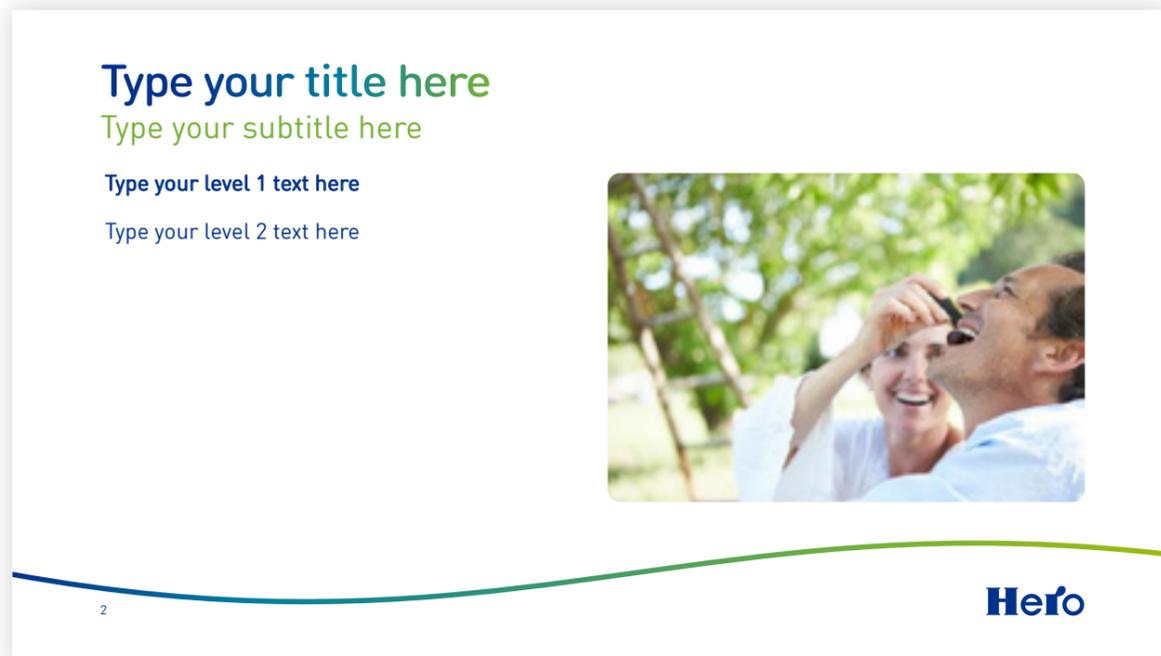
## powerpoint presentation corporate

There is a choice of different templates in function of the need for text, images, etc. You also can choose templates with or without the wave and titles with or without the gradient.

Type of templates:

- Visual with wave effect with corporate Hero logo
- Visual with wave effect with brand logos
- Stand-alone wave with corporate Hero logo
- Stand-alone wave with brand logos
- Green line with brand logos

Logos are always aligned to the right. A combination of corporate Hero logo and brand logos at the bottom of the sheet is not allowed.



## This is the title with a gradient

A subtitle in the green color

Body text can be placed here

5

**Hero**

## This is the title without a gradient

A subtitle in the green color

Body text can be placed here

7

**Hero**

## This is the title with a gradient

A subtitle in the green color

Body text can be placed here

6

**Hero**

## This is the title without a gradient

A subtitle in the green color

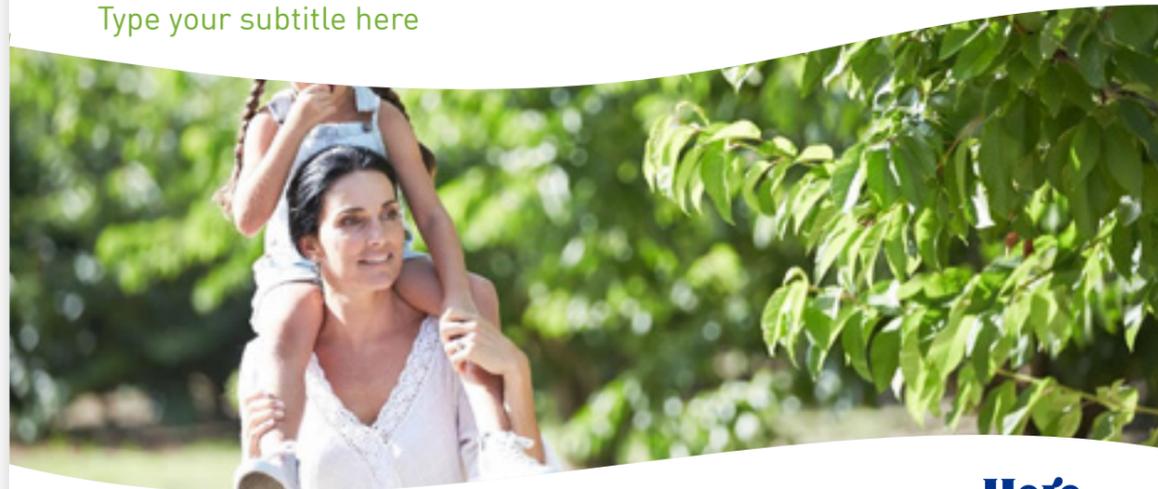
Body text can be placed here

8

**Hero**

Type your title here

Type your subtitle here



3

Hero

Thank you  
for your  
attention



9

Hero

“Quote page porio  
audam volupta xeres  
rae rem ven”

Your name here



4

Hero



**examples**

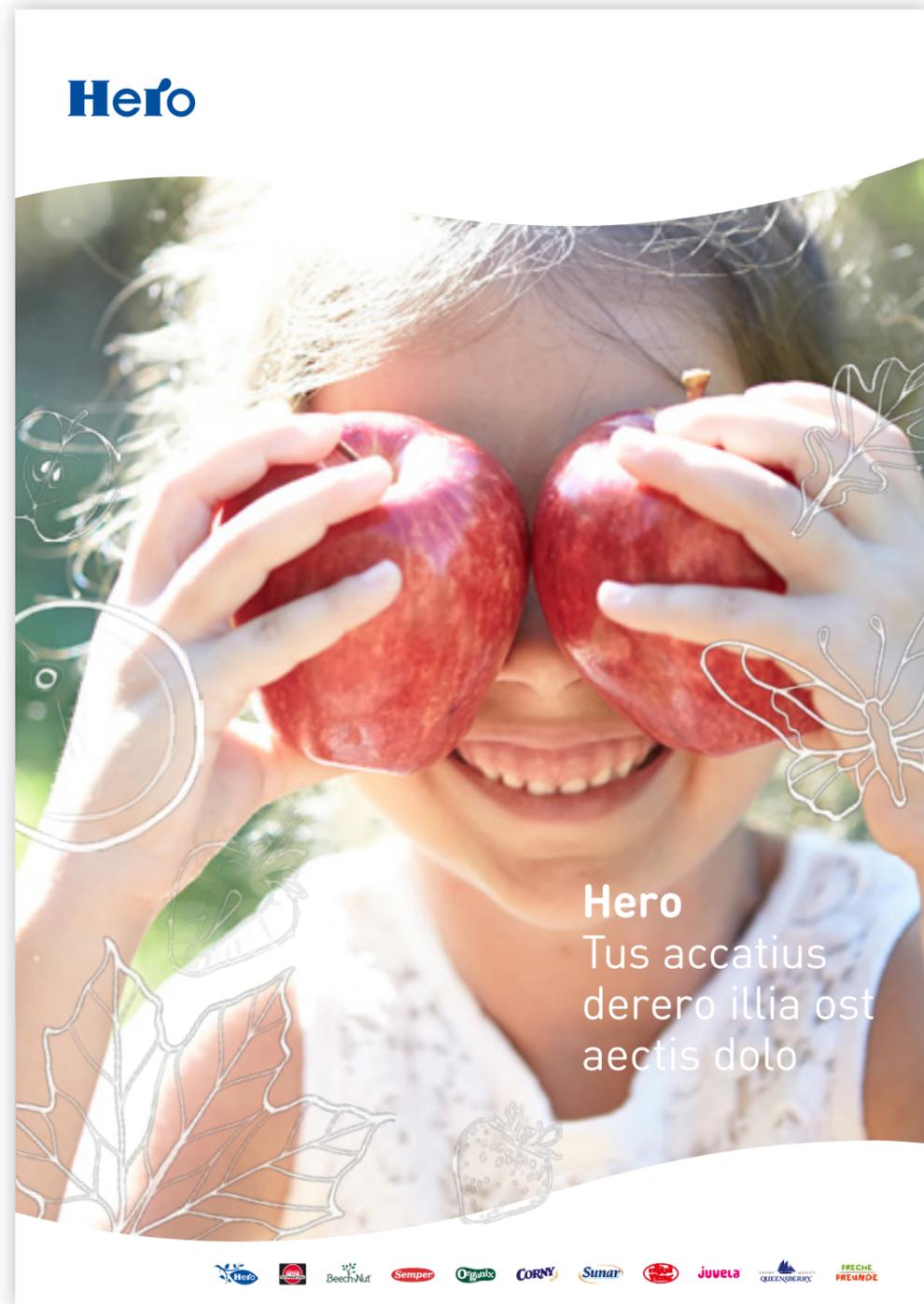
corporate ad



**Conserving the goodness of nature**

Ridigant, sint qui occulla etiamper aut cepta cum acmet  
aut odik varimintu magnitum explicate rolcimusant pos  
et lue volkam edicrit optbantem hllipcam quantus. Busant,  
amri correnon lrtisea modipintus volupturikum norendi ma  
nonorelecta consoqun aut Labo. Eiml molurmp udigont, sint  
qui occulla etiamper aut cepta cum udmot aut odikvni  
mintu magnitum explicate rolcimusant pos et lue volkam  
aalkat. Ridigont sint qui occulla etiamper.

**Hero**



cover brochure

## bags

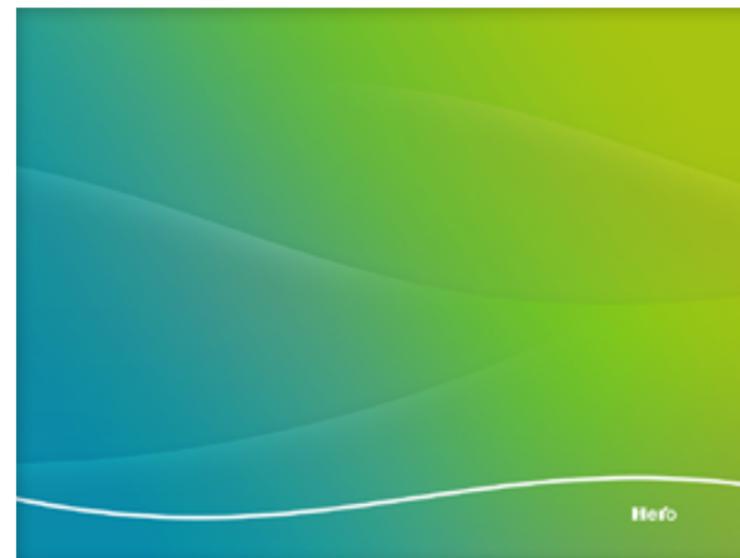
Example of a house style application on promotional material.

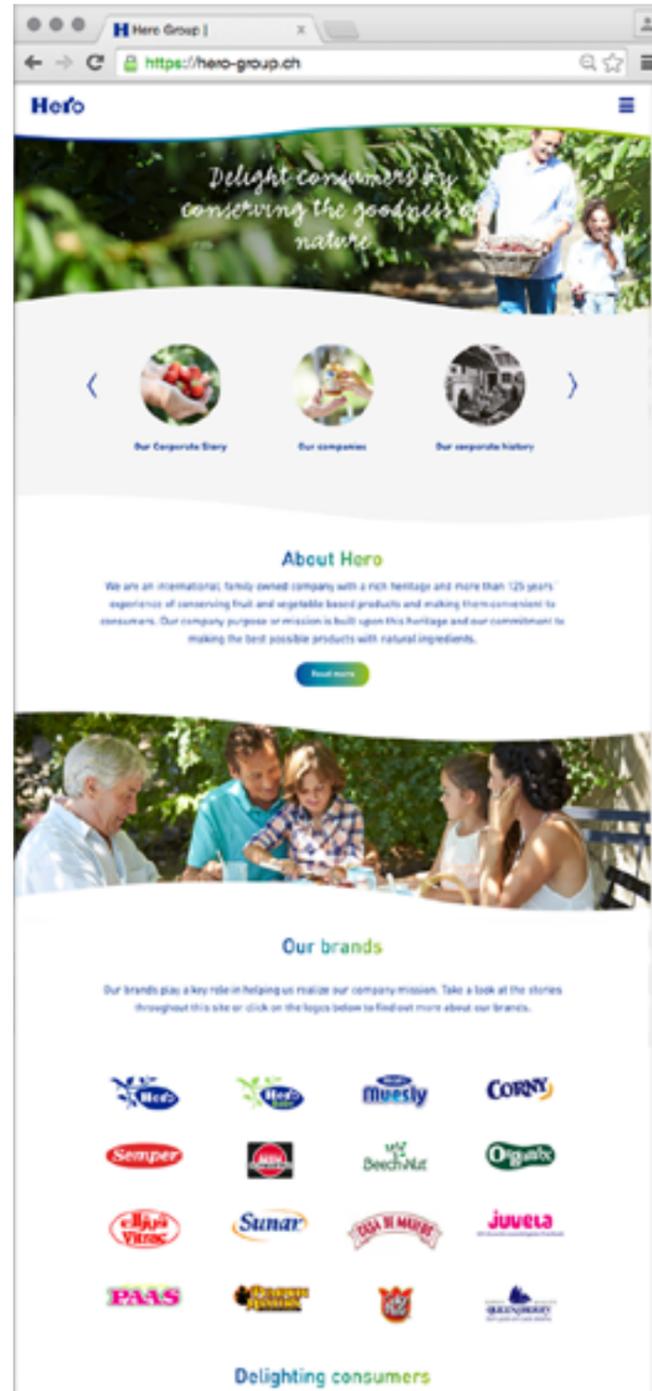


## examples online design wallpaper/screensaver

This wallpaper/screensaver can be provided in various dimensions.  
For desktop use as well as for tablet/mobile.

For specific design rules for web use, please use the web style guide.





## example online design website

For specific design rules for web use, please use the web style guide.



If you have any question,  
comments and/or ideas,  
please contact the Hero  
Communications Team.

[communications@hero.ch](mailto:communications@hero.ch)

**Hero**

*Delight consumers  
by conserving  
the goodness of nature*



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