

Packed products partnerships

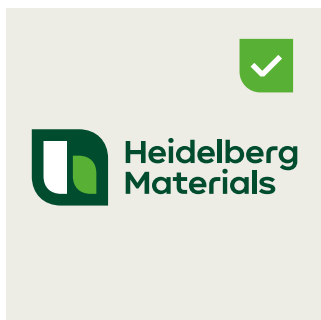
Brand guidance for collaboration

heidelbergmaterials.co.uk/packed



Logo usage

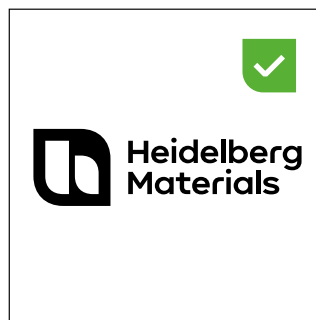
The Heidelberg Materials compact logo must always be used when communicating with partner logos. It should be used in the specified colours only.



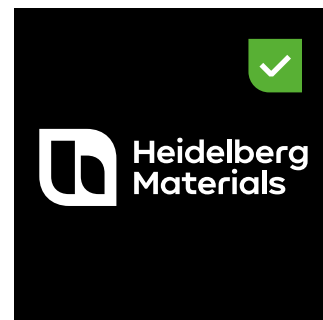
Compact logo, positive



Compact logo, negative



Compact logo, mono black

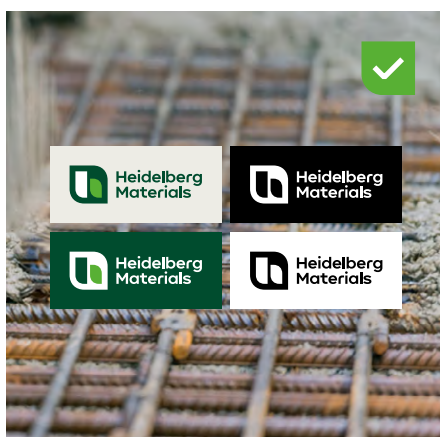


Compact logo, mono white

Please note: If the partner would like to use the Heidelberg Materials logo in a different colour than those shown above, please contact the Heidelberg Materials marketing team at marketing@uk.heidelbergmaterials.com

Logo box background

If required for better readability and visibility over imagery, the logo can be placed as the positive or negative version on a supporting background.



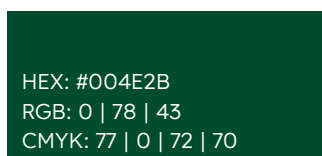
Only specified Heidelberg Materials colours may be used in partnership communications for the logo box. Only ever use Sandy Grey, Deep Green, White, or Black.

Do not change or use any alternative colours for the logo box background.

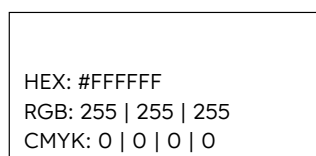
The size of the background must be based on half the height of the logo (A) to provide a protection zone on all sides of the logo.



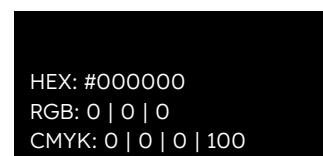
Sandy Grey



Deep Green



White



Black

Heidelberg Materials endorsement

When designing your own marketing materials and featuring our products, the Heidelberg Materials compact logo (see previous page) should always be incorporated as a sign-off. We are providing an endorsement in your communications.



Portrait
The Heidelberg Materials logo should always be left aligned.



Landscape
The Heidelberg Materials logo should always be left aligned.

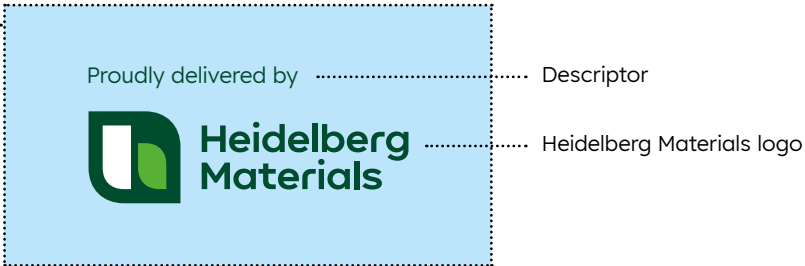


Narrow landscape
The Heidelberg Materials logo should be right aligned to maintain clear separation from the partner logo.

The below descriptor options are available to use, depending on the context. Alternatively, the Heidelberg compact logo can be used without a descriptor:

- ‘Supported by’
- ‘Supplied by’
- ‘Proudly delivered by’
- ‘In collaboration with’

Heidelberg Materials logo and descriptor



Descriptor examples shown in different colourways



Please use the pre-made logo/descriptor assets supplied – do not recreate the descriptor manually.

Merchant product images

A full range of packed product images is available for merchants to download and use in their communications. Please use only the provided images without any modifications or alterations.

To download the full range visit:

heidelbergmaterials.co.uk/packed/merchants



Merchant product images

Product images can be shown on white or pale backgrounds, either separately or together as a group. They must not be displayed on brightly coloured, dark or photographic backgrounds.



Ready-made branded materials

**A collection of ready-to-download
materials for immediate use**

A3 poster

A ready-to-use poster is available for merchants to download and use immediately.


Hanson is now Heidelberg Materials



New name, same products, same quality

We've got a new name and our products have got a new look,
but they're still the same high quality you expect from us.

Still supplying the broadest range of packed products in the industry.

heidelbergmaterials.co.uk/packed





A5 flyer

A ready-to-use A5 leaflet is available for merchants to download and use immediately.

Hanson is now Heidelberg Materials

New name, same products,
same quality

heidelbergmaterials.co.uk/packed





A5 2-sided leaflet

The broadest range of packed products in the industry

Packed cements



Concretes **Mortar** **Asphalt**



Base aggregates



Decorative aggregates



 **Speak to branch staff for product information**
or scan to find out more about our full new-look range.

heidelbergmaterials.co.uk/packed

Social media

A suite of social media posts are available for merchants to download and use immediately.



LinkedIn post – 1,200px x 1,200px



Facebook post – 940px x 788px

Please use the following URL as a trackable link when publishing the above post on your social channels:

<https://bit.ly/3DTvk09>

Please use the following URL as a trackable link when publishing the above post on your social channels:

<https://bit.ly/4fRExmM>

Social media

A suite of social media posts are available for merchants to download and use immediately.



Instagram post – 1,080px x 1,080px



Generic animated GIF – 1,080px x 1,080px

Please use the following URL as a trackable link when publishing the above post on your social channels:

<https://bit.ly/4h98srF>

Please use the following URL as a trackable link when publishing the above post on your social channels:

<https://bit.ly/40wdSXh>

If you have any questions about these guidelines,
or would like to request any additional brand
assets, please contact the marketing team at
marketing@uk.heidelbergmaterials.com

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