

Basic elements

1

Corporate Design Manual

- Logo
- Colours
- Typefaces
- Business name

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!,"\$\$%&/()=?`*`>::;_~+##@^°

STIHL®

STIHL®

Logo, colour, typeface – just unmistakably STIHL

Eyes, nose, mouth – just like a person, a brand has a face, which makes it unmistakable. The logo, colours, typefaces and consistency in written usage are basic elements of the brand personality. They give the STIHL brand its unique identity and differentiate it from the competition.

Using these basic features is essential to maintaining and strengthening the STIHL brand identity. This manual gives basic usage instructions.



A sample data file is available on the enclosed CD-ROM.

Scanning the logo is not permitted. Any copying must be via data media. You will find the complete data set in the accompanying CD.

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The logo

The logo is the central visual element of our corporate design. It represents our business worldwide and is well known in many countries.

As a protected trademark, it may not be altered under any circumstances.

The image shows the STIHL logo in a bold, italicized, orange font. The letters are slanted to the right. A registered trademark symbol (®) is located at the top right of the letter 'L'.

STIHL®

There are two variants of
the logo:

- the standard logo
- the rectangular logo

STIHL®

STIHL®



Standard logo

The standard logo is the first choice in communications with our clients. It is always shown on a white or neutral background, for example pale grey or silver, and is always positioned top right (exceptions: small ads (volume 4) and Online Media (volume 12)). Without exception, the standard logo is shown once only on any piece of advertising material.



Standard logo in orange



Standard logo b/w

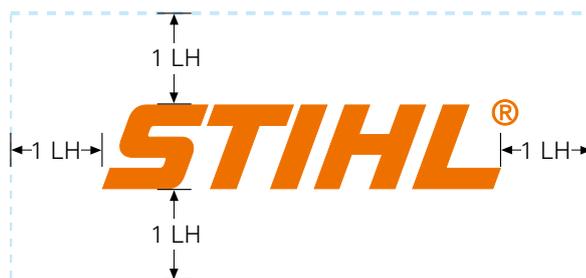
The black and white version of the logo is only used in media which do not permit the use of colours.

Logo spacing, size and positioning

The standard logo always stands alone with sufficient space separating it from other graphic elements. You can find detailed specifications concerning relative sizing and positioning in the brochures relating to each specific area of application.



The ® symbol is not taken into account in size data for the standard logo.



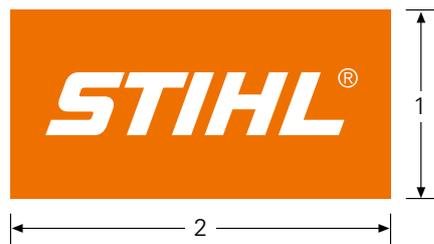
In general there is at least one logo height (LH) of space around the standard logo.

Rectangular logo

The rectangular logo is used in all cases in which it is important to have a powerful logo which is effective from a distance: at the point of sale, at exhibitions and on posters. It is always placed top right. Please note exceptions for the positioning of the logo in retail (see volume 16).



Rectangular logo in orange



Rectangular logo

The text is always white on orange. The ratio of text to coloured background may not be altered for the rectangular logo. The aspect ratio of the rectangle is 2:1.



Bleed allowance for print

The rectangular logo requires a bleed allowance of 3 mm at the edge of the page (for a logo size of 50 x 25 mm). For smaller or larger sizes the bleed allowance can be decreased or increased in proportion.

Special rules

To ensure a strong and consistent brand presence worldwide, all exceptions, such as the formation of new additions to the logo, special event logos and translations of the logo, must be approved by the central marketing department. The special versions shown below have been approved for use.

Translation of the brand name into a non-Latin script.

斯蒂尔 *STIHL*[®]



Event logo for a timber-felling competition and associated accessories.

STIHL[®]
TIMBERSPORTS[®]
S E R I E S

Additional product description
for guide rails.

STIHL[®] *ROLLOMATIC ES*

Logo for premium dealers
(only for the German market).

STIHL[®]
DIENST

Colours

To send out a clear signal in our media world full of glaring colours, our corporate design provides for only one 'active colour': **STIHL Orange**. An expressive colour, which is used all over the world and symbolises brand values such as strength and endurance.

STIHL Orange is supported by one other colour: **STIHL Grey**.

The systematic use of the two colours clearly differentiates products and communication materials which are "made by STIHL" from the competition.

STIHL Orange
Pantone 165

Special and solid colours

Pantone 165

HKS 8

RAL 2008

RAL 2010 (product design only)

If STIHL Orange is printed as a special colour, no halftones may be used.

STIHL Grey
Pantone 428

Pantone 428

HKS 96 40 %

RAL 7035

50 %

Gradation 50 %
of STIHL Grey only.

To ensure a unified visual image, colour reproduction in all print and audiovisual media, as well as on our products, must be as identical as possible. For this reason, the STIHL colours are defined precisely below.

To cater for the widest possible range of requirements, the colour values for current colour systems are specified here.

Mixed colours

Euroscale print

Cyan	0 %
Magenta	65 %
Yellow	100 %
Black	0 %

RGB

for electronic media

Red	243
Green	122
Blue	31

Halftones and gradations are allowed – but not for the logo!

Euroscale print

Cyan	0 %
Magenta	0 %
Yellow	0 %
Black	20 %

RGB

for electronic media

Red	180
Green	180
Blue	180

Gradation 50 % of STIHL Grey only.

STIHL Orange
CMYK
RGB

20 %

40 %

60 %

80 %

STIHL Grey
CMYK
RGB

50 %

Typefaces

Alongside the logo and colours, the typeface plays a key role in presenting a clear image of our business.

The STIHL house typeface for use in all applications is **Univers** by Adobe. It fulfils the requirements of a worldwide company through its timeless modern font and its wide availability.

The Univers fonts shown below allow typographical variation for a range of requirements. You will find information about using them in the relevant folders of this manual.

All the technical specifications in the Corporate Design Manual refer to the layout program InDesign™ (ID).

Univers 45 Light

Tracking -5 (ID)
As body text face

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'>:;_.,-+#@^°€

Univers 45 Light Oblique

Tracking -5 (ID)
As alternative body text face,
e.g. for graphics titles or
versions in other languages

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'>:;_.,-+#@^°€

Univers 55 Roman

Tracking -5 (ID)
As stand-out typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'>:;_.,-+#@^°€

Univers 65 Bold

Tracking -5 (ID)
As stand-out typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'>:;_.,-+#@^°€

Univers 75 Black

Tracking -5 (ID)
As stand-out typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'>:;_.,-+#@^°€

Special rules

To ensure worldwide compatibility, **Arial** is used for Online Media (volume 12).

In magazines and periodicals, **Berkeley** may be used in addition to Univers (volume 14).

Univers 57 Condensed

Tracking -10 (ID)

Alternative, e.g.
for packaging design
and tables

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! " " \$ \$ % & / () = ? ` * ' > ; : _ , . - + # @ ^ ° €

Univers 67 Condensed Bold

Tracking -10 (ID)

As a headline face

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! " " \$ \$ % & / () = ? ` * ' > ; : _ , . - + # @ ^ ° €

The company name in communications

The standard logo always stands alone. It may not be combined with other text or graphic elements.
(Exceptions see page 10-11.)

Linking the appearance and the meaning of the company can only be achieved within the standard typeface. The name STIHL always appears in upper case, with the additional concept in upper and lower case. Any of the font variants of the house typeface, Univers, may be used.

The written name, STIHL, always appears in black or grey – never in orange.



Example: **STIHL Lithium-Ion Pro**

Possible written styles using the various fonts

STIHL Lithium-Ion Pro
STIHL Lithium-Ion Pro

Brand device without the name STIHL





Example: **STIHL Injection**

Possible written styles
using the various fonts

STIHL Injection
STIHL Injection

Brand device with the name STIHL



Rules on using the brand in writing

It's not only the graphic elements such as logo, colours and typeface which convey our company's identity. The language we use and the **way it is laid out** also define our image. That's why it needs to be consistent and closely controlled.

Whether to use upper or lower case, a hyphen or separate words – most questions on language can be answered by consulting the standard works on spelling for the language in question. So here we have just shown STIHL specific rules, which you would not find in any reference work.



1. The **standard logo** must never be included in body copy or other text contexts. The **name** STIHL in body text always appears in upper case in the relevant font.
2. In **compound words**, STIHL is always written without a hyphen and with a space before the following word. This applies whether the compound word is a noun or an adjective.

TS 500i
Hubraum (cm ³)
Leistung (kW/PS)
Gewicht (kg)*
Schalldruckpegel** (dB (A))
Schalleistungspegel** (dB (A))
Vibrationswert links/rechts*** (m/s ²)
Trennschleifscheibe (mm)
Maximale Schnitttiefe (mm)
Gesamtlänge (cm)
Injection

3. In **tables** and **picture captions** the company name is omitted in product specifications.

In **product specifications** there is always a space between groups of letters and numbers.

Der neue STIHL TS 500i mit S

Der STIHL TS 500i mit elektronisch gesteuerter Einspritzung setzt nicht nur neue Maßstäbe in der Motorentechnologie. Er ist auch der neue Maßstab. Seine revolutionäre und zukunftsweisende Technik macht ihn für jeden im Baugewerbe unentbehrlich. Ob im Hoch- und Tiefbau oder im Straßenbau, der STIHL TS 500i lässt schwere Arbeiten so leicht von der Hand gehen wie nie zuvor. Sei es beim Trennen von Beton, Stahlträgern, Rohren oder Asphalt – der STIHL TS 500i erleichtert Ihnen die tägliche Arbeit immens. Bisher unerreichbar in Komfort, optimaler Motorleistung und perfekter Handhabung. Das kompakte Kraftpaket zum

4. In **body text** and **headlines** the company name STIHL is placed before the product designation.

Do you have any questions?

A Corporate Design Manual can't give detailed guidance for every case that may arise. So we are happy to resolve questions about the implementation of the manual together. Just get in touch.

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