

## Advertisements

4

Corporate Design Manual

Basic elements  
Matrix  
Formats

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STIHL®

# Send a clear message

The average viewer of an ad needs thirty to forty seconds to take in the informational content. But the average magazine reader spends considerably less time deciding whether to make the effort – just three seconds, in fact.

That’s why clear layouts, striking imagery and instantly comprehensible headlines are so important for grabbing the attention of our target group and getting the STIHL message across. At the same time, it is important to firmly anchor the STIHL brand in the consciousness of our target groups through the continuous and systematic use of specific design elements.


## Contents

	Page
The principle	4
The basic elements	6
The layout matrix	7
The full-page ad	8
The 2/3-page ad	10
The half-page ad	12
Small ads	14

# The principle behind STIHL advertisements


“As many elements as necessary, and as few elements as possible” is how one might sum up the principle behind STIHL advertisement design.

Bold, striking images combine with pithy headlines to send a clear message. And clearly visible at the lower right: the STIHL standard logo indicating who is placing the ad.



**Die geht mit Ihnen durch Jahrzehnte.**

**Die Motorsäge fürs Leben.**  
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Nr. 1 weltweit **STIHL®**

The basic elements

The structure of a STIHL advertisement mirrors the reader’s perception patterns – starting at the top and moving down. Since pictorial information is assimilated most quickly, the image is always at the top. And, whatever the format of the ad, the **image** always takes up the most space.

Under the image is the headline, which is left-justified and may occupy one or two lines. It forms the bridge to the copy. All text elements are placed against a **grey bar** (in 20% black)

The **STIHL standard logo** optically closes out the ad. It is located at bottom right in the white space under the grey text bar. In all multicolumn ads it is 42.5 mm wide. If the ad is in colour, the STIHL standard logo must be orange; if the ad is in black-and-white, the logo must be black (100%).

The layout matrix

The basis of the STIHL advertisement layout is the four-column design matrix. The copy may be arranged in four columns, two double columns, or one double column, as desired.

All figures refer to the standard A4 magazine format. For larger or smaller formats the dimensions must be adjusted accordingly.



**Univers 67 Cond.Bold 25 pt., letter spacing –2**

Univers 65 Bold, 9 pt., LS –1, Univers 45 Light, 9 pt., letter spacing –1, line spacing 4.1 mm. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh... (text continues in four columns)

**Univers 67 Cond.Bold 25 pt., letter spacing –2**

Univers 65 Bold, 9 pt., LS –1, Univers 45 Light, 9 pt., letter spacing –1, line spacing 4.1 mm. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh... (text continues in four columns)

**Univers 67 Cond.Bold 25 pt., letter sp. –2**

Univers 65 Bold, 9 pt., LS –1, Univers 45 Light, 9 pt., letter spacing –1, line spacing 4.1 mm. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh... (text continues in four columns)

In ads containing a lot of copy, it is recommended that the text will be spread over four columns.

**Univers 67 Condensed Bold 25 pt., letter sp. –2, line sp. 9.5 mm**

Univers 65 Bold, 9 pt., letter spacing –1, Univers 45 Light, 9 pt., letter spacing –1, line spacing 4.1 mm. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh... (text continues in four columns)

Ads containing little copy are more effective when the text is confined to two columns. Graphics of products should always be located at right above the logo.

In ads for power saws and abrasive cutting-off machines, the claim “Number One in the world” must be located at left next to the logo (Univers 65 Bold, 11 pt., letter spacing –1)

## The full-page ad

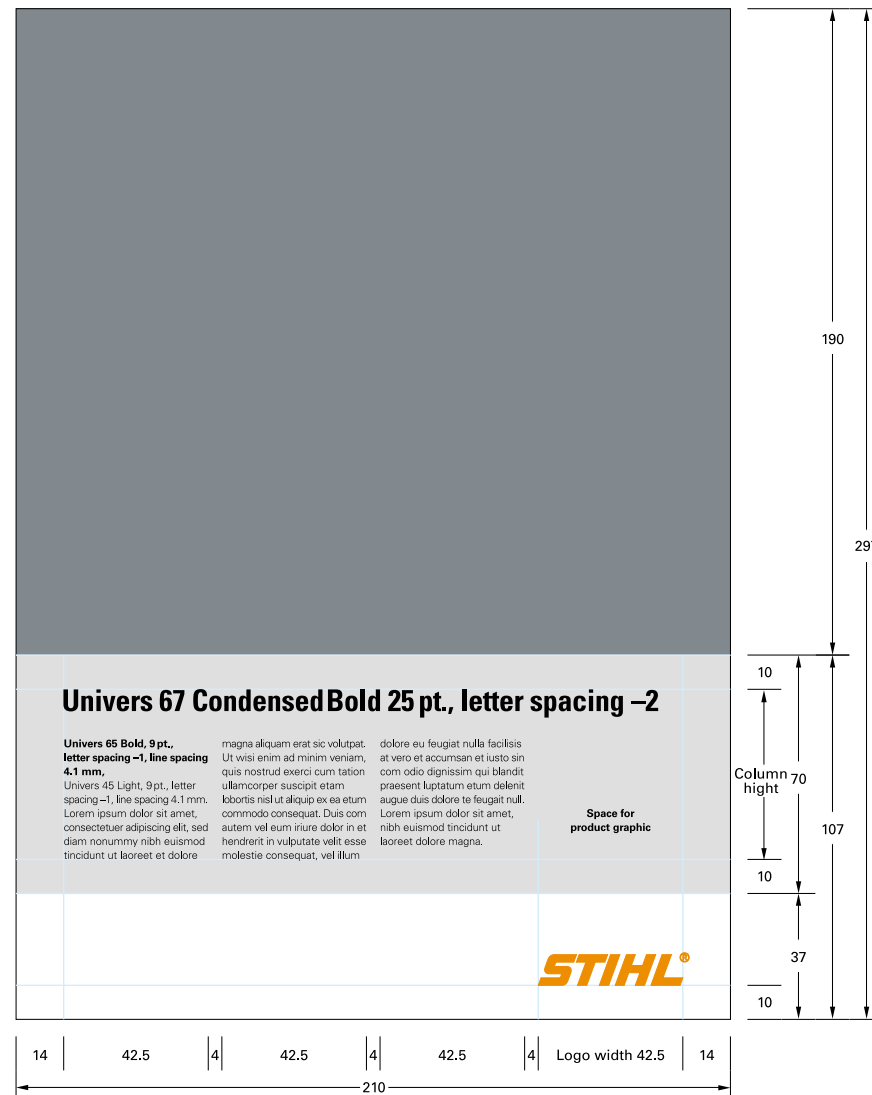
The full-page ad is the most frequently used format. Its strong visual impact makes it ideally suited for conveying both image and product information.



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



If the ad's main theme does not feature a product, a graphic of a product may be positioned to the right of the copy.



Variant featuring several product graphics. The copy can be spread over two columns.

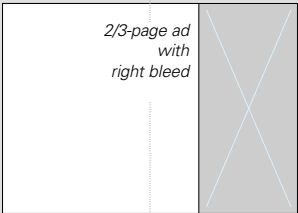


If the ad's main theme features the product very prominently, the product graphic in the grey text bar may be dispensed with.

The 2/3-page ad

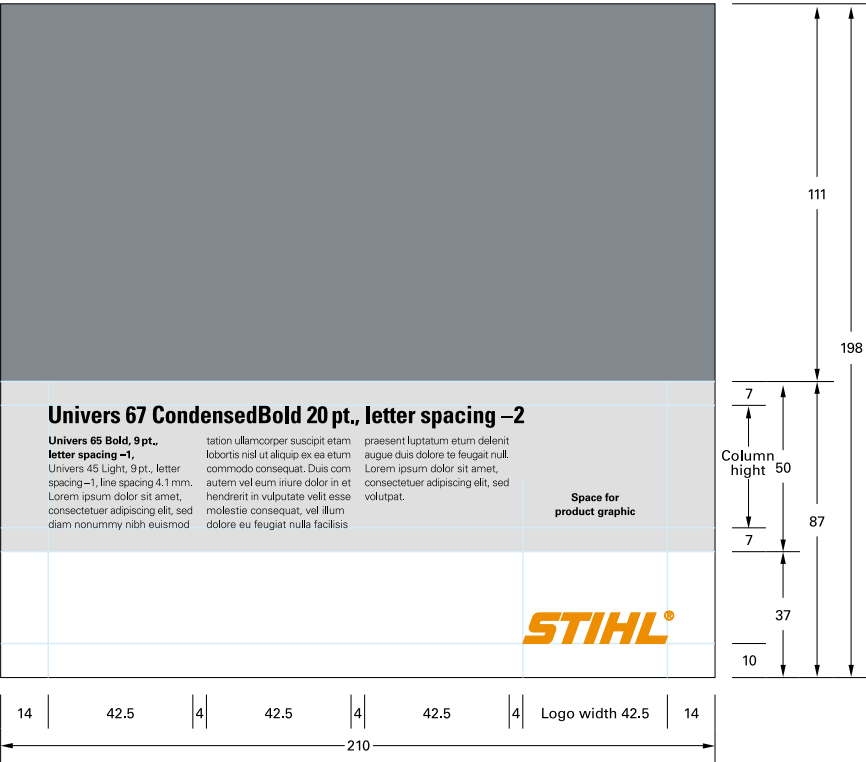
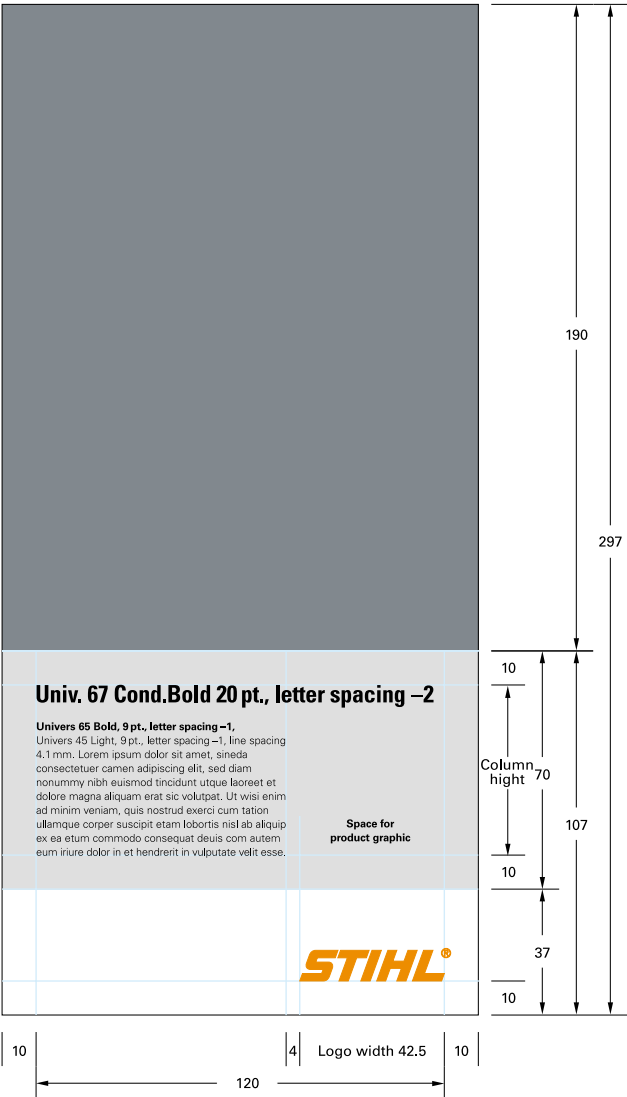
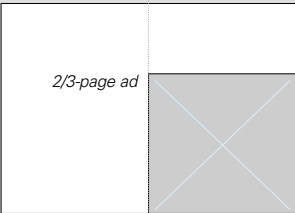
For the 2/3-page ad in **portrait format** the width of the text column changes. The relative proportions taken up by image and grey bar are the same as for the full-page ad.

The size of the logo remains unchanged. The trimming is added depending on the position in the magazine layout.



If the 2/3-page ad is in **landscape format**, only the relative proportions taken up by the image and grey bar are reduced in relation to the full-page ad. The white space around the logo remains unchanged. The four-column design matrix applies.

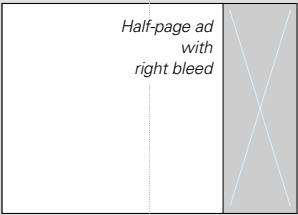
 A sample file is available on the enclosed CD-ROM.



# The half-page ad

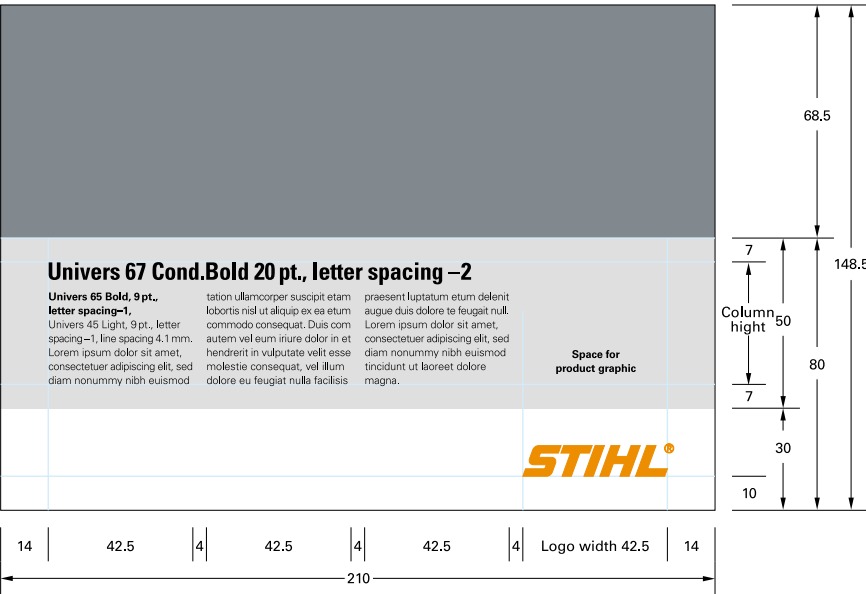
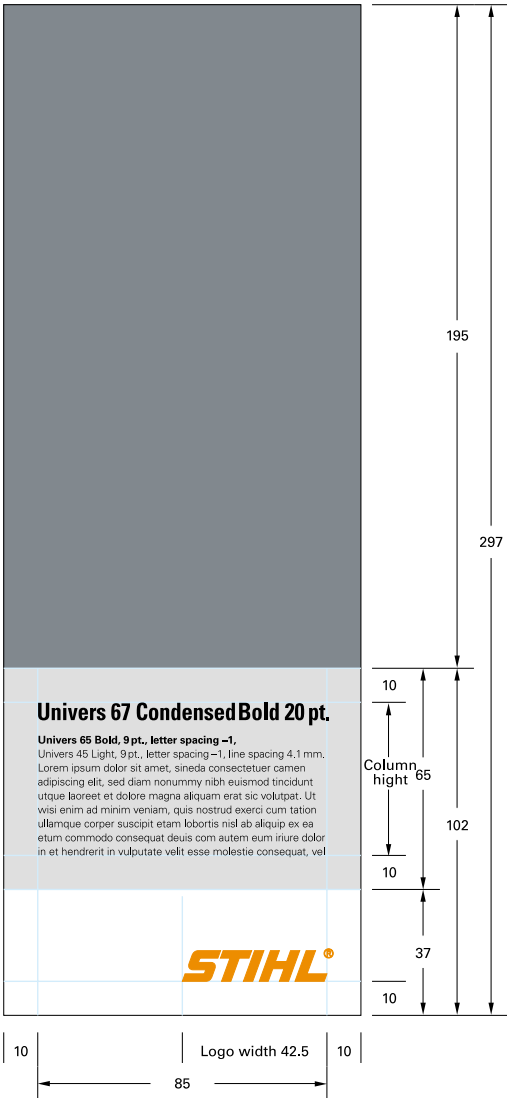
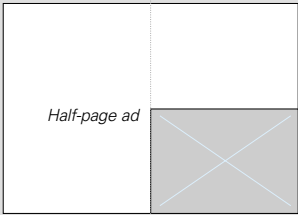
For the half-page ad in **portrait format** the height proportions are identical with those of the full-page ad. The text is placed in a column whose width varies according to the format.

It should be noted that the half-page ad in portrait format can be located either in the image area or in the right or left bleed.



If the half-page ad is in **landscape format**, only the relative space taken up by the image, the height of the grey bar and the white space around the logo are reduced. Otherwise the four-column design matrix applies.

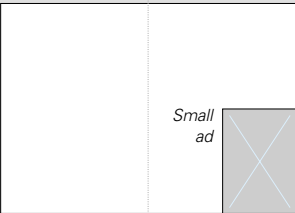
A sample file is available on the enclosed CD-ROM.



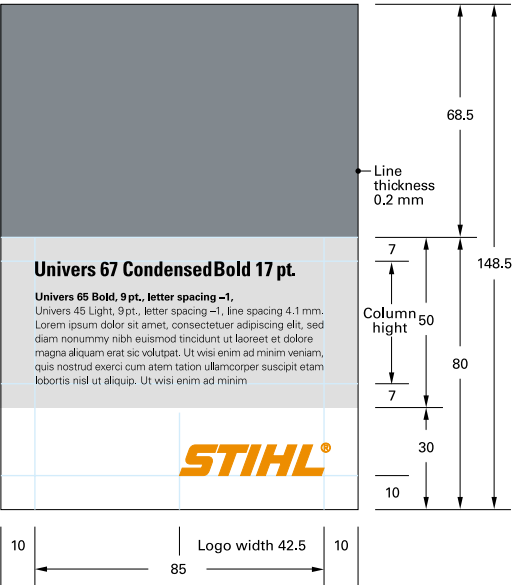
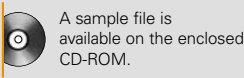


Small ads

In **quarter-page ads** the ratio of image space, text bar and white space around logo to one another is the same as in the half-page ad in landscape format.



The text is placed in a column whose width varies according to the format.





**Any questions?**

Naturally, a Corporate Design Manual such as this can't provide detailed rules for every case. That's why we'd be pleased to work with you to clarify any questions about the practical application of these guidelines. Feel free to contact us.

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