

# Construction of trade-fair stand

**5**

Corporate Design Manual

**Basic elements****Strips****Free-standing walls****Wall surfaces****Platforms****Displays**

# Forum for encounters

Personal encounters with customers and business partners are what trade fairs are all about. Existing relationships are cultivated, while new contacts are established. And what we present is not just our products and new additions to our range. The trade-fair stand is a walk-on publicity platform that enables visitors to experience the world of STIHL.

To make an impression at trade fairs – where visitors are otherwise being bombarded from all directions by messages and advertising – it is absolutely essential to have a clear layout and a consistent application of the STIHL Corporate Design. The relevant guidelines are explained to you in this brochure.

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# Basic elements

In the construction of the trade-fair stand it is the **STIHL corner logo** that is used. Please note that the proportions of neither the rectangle nor the lettering may be changed.

**Data transmission:** Scanning of the logo is not permitted. Any transmission of the logo may only be via data carrier. The complete data record is to be found on the enclosed CD-ROM.



In the design of all surfaces and presentation media used on the trade-fair stand, the STIHL company colours of orange and grey must predominate. Images and fonts are on a grey background.

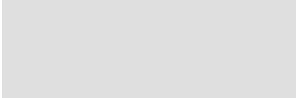


**STIHL corner logo**  
The lettering is always white on orange. The relation of script to colour field in the STIHL corner logo must not be changed. The sides of the rectangle have a ratio of 2:1.

The following **colours** are used in designing the trade fair stand.



STIHL Orange  
RAL 2008



STIHL Grey  
RAL 7035

The following **fonts** are used in designing the trade fair stand.

**Univers 65 Bold**  
*Letter spacing -1 (QXP)*  
used as text font to be effective at a distance

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

**Univers 75 Bold**  
*Letter spacing -1 (QXP)*  
used as headline font

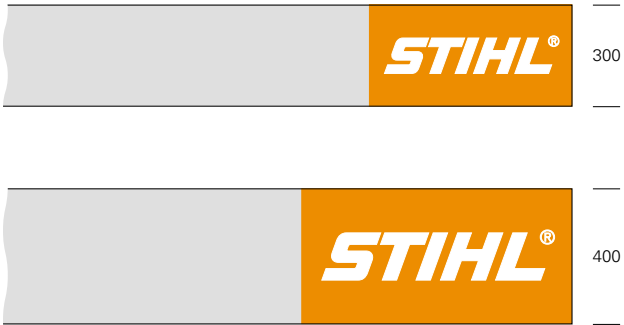
**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
! , " \$ % & / ( ) = ? ` \* ' > ; : \_ , . - + # @ ^ °**

**Univers 67 Condensed Bold**  
*Letter spacing -2 (QXP)*  
used as alternative headline font and for displays

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

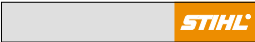


**Logo banners** consist exclusively of the STIHL corner logo in orange. Their height and width are determined by the proportions of the STIHL corner logo. These proportions must not be changed under any circumstances.



(illustration 5% of actual size)

Example: 2.5 m-long strip, 0.4 m high



Example: 5 m-long strip, 0.4 m high



Example: 12 m-long strip, 0.4 m high



(illustration 1.5% of actual size)

Strips with a length of **up to three metres** consist of a grey bar with the STIHL corner logo in orange at the far right end. The height of these strips may be 300 or 400 mm.

Strips with a length of **over three metres** consist of a grey bar with the STIHL corner logo in orange at both ends. Strips with a length of over eight metres carry additional corner logos centrally arranged at regular intervals. These strips may also be 300 or 400 mm high.

Example:

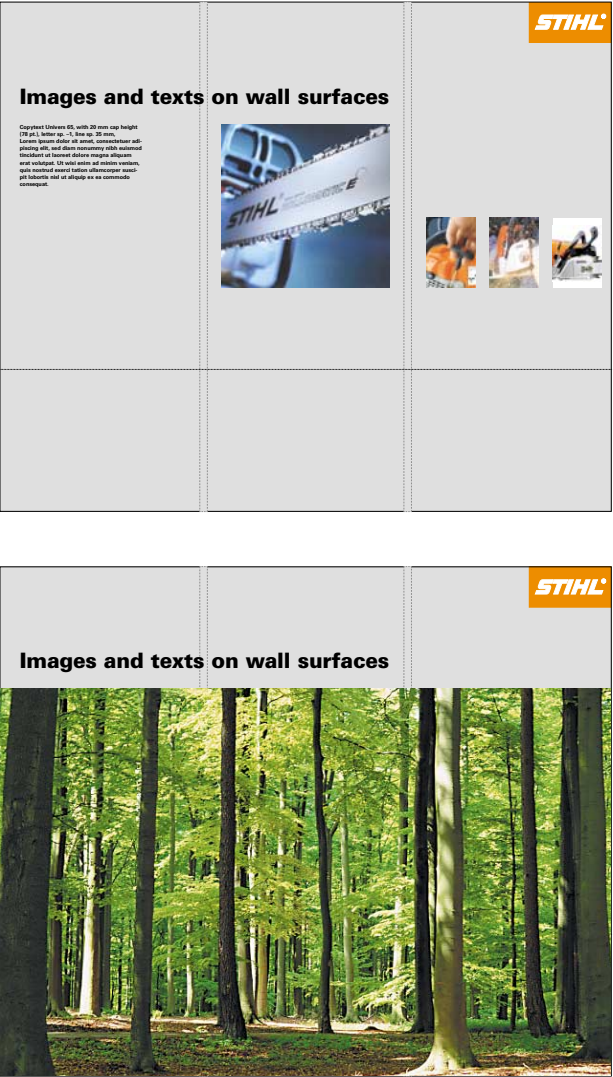
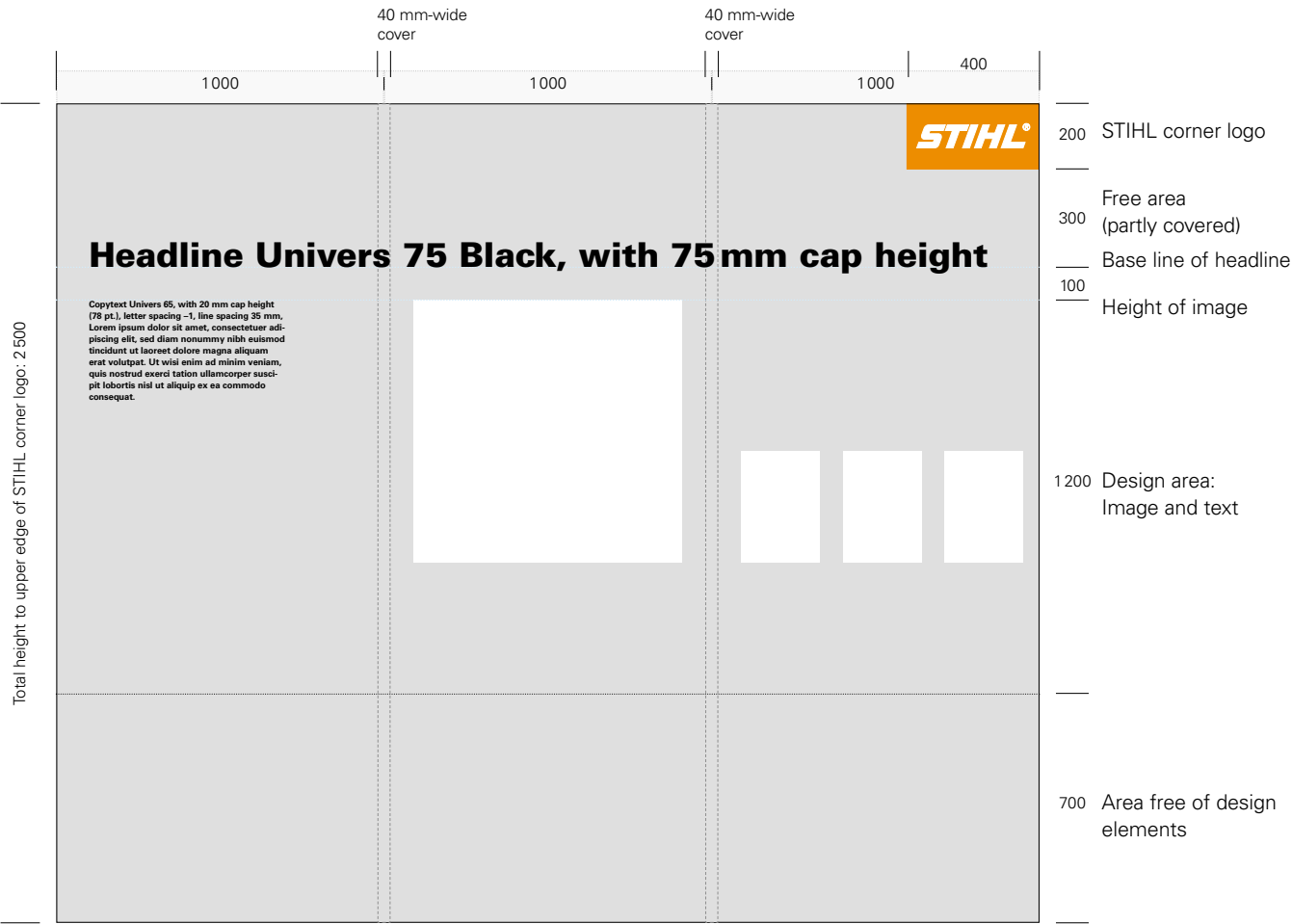
Length of strip	Number of logos
up to 3 m	1
3–8 m	2
8–15 m	3
over 15 m	one logo every 6 m approx.

Free-standing walls

Free-standing walls serve as a mobile presentation medium at smaller trade fairs.

**Important:** In order not to diminish the effect or legibility of the information displayed even if the stand draws a large number of visitors, the lower area should remain free of design elements up to a height of 70 centimetres above the floor.

An exception may only be made in the case of large-scale image themes.



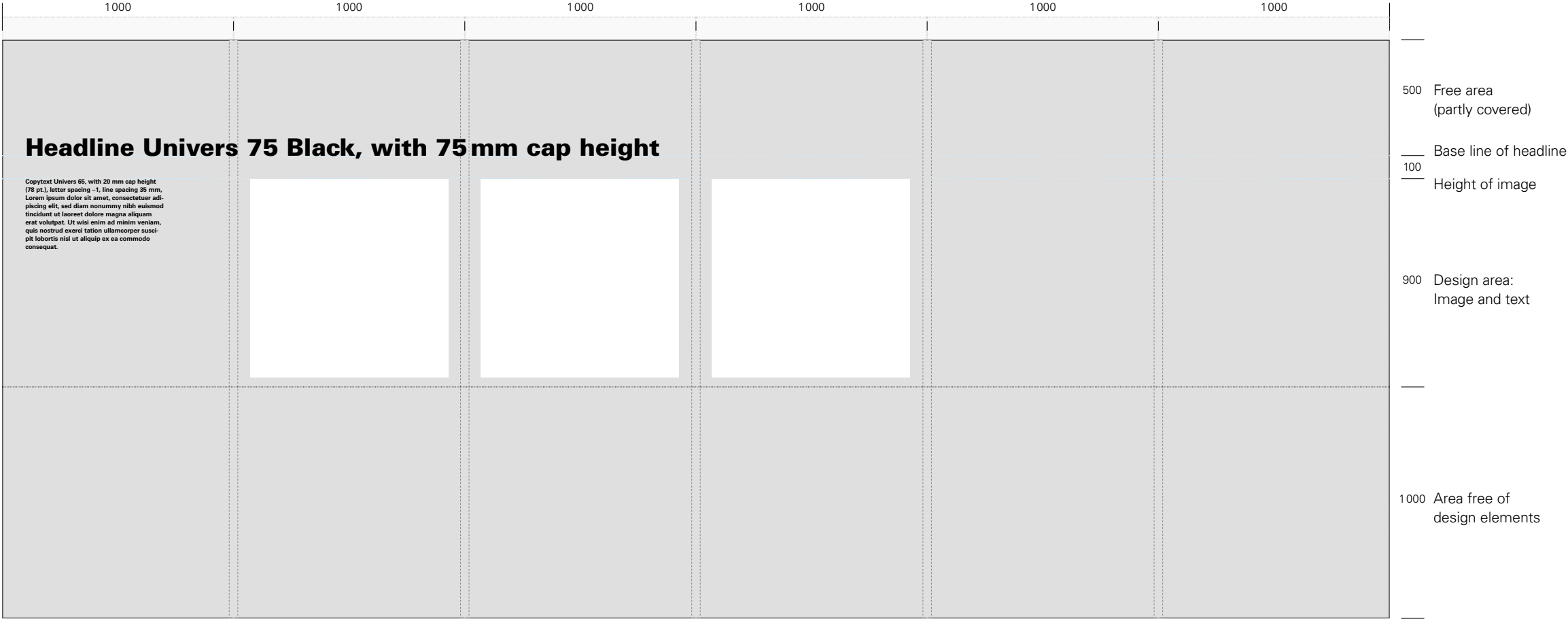
Example

# Wall surfaces

As in the case of the free-standing walls, the wall surfaces of the trade fair stand have fixed areas reserved for images, texts, headlines and corner logo.

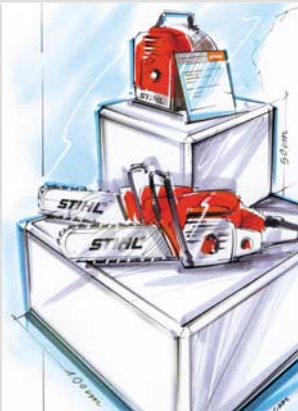
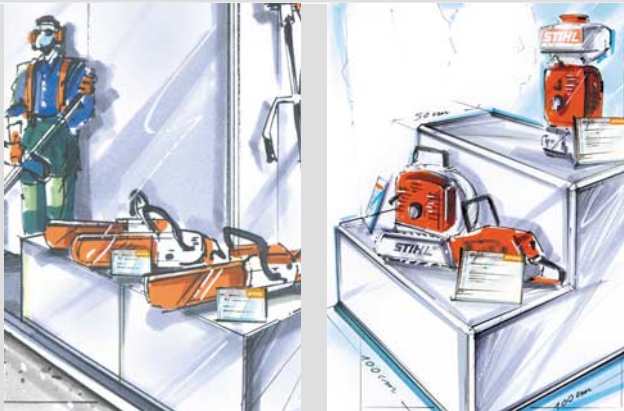
In order to achieve a uniform effect despite differences in the wall heights and sizes of trade-fair stands, the wall surfaces here have been dimensioned from the bottom up.

Example:  
Wall area with stepped platform

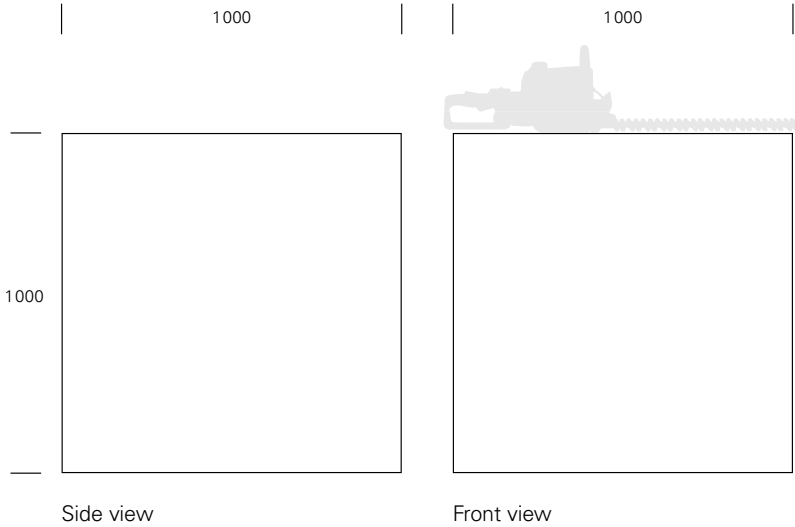


# Platforms

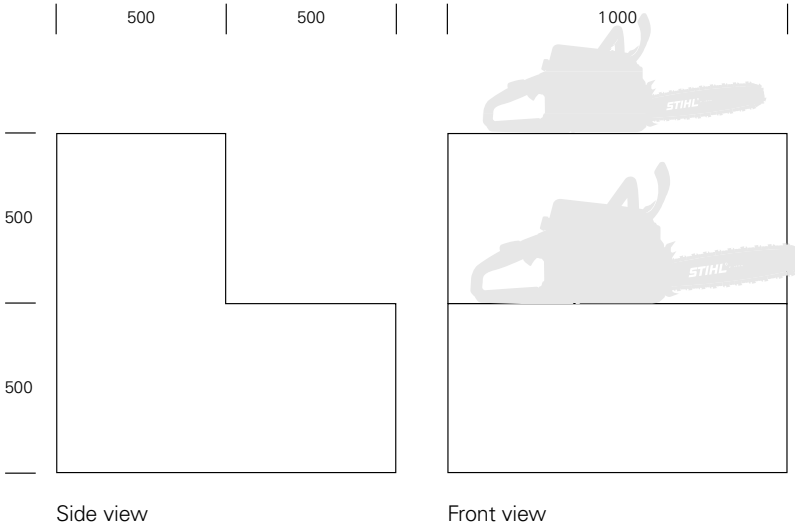
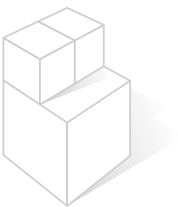
The platforms are the central element for the presentation of our products. To avoid any distraction from the exhibits, the platforms are kept in simple white.



Corner platform



Stepped platform





# Displays

For explanations and technical descriptions concerning the exhibits, displays in DIN A5 landscape format are used.

Eine Musterdatei steht Ihnen auf der beiliegenden CD-ROM zur Verfügung.



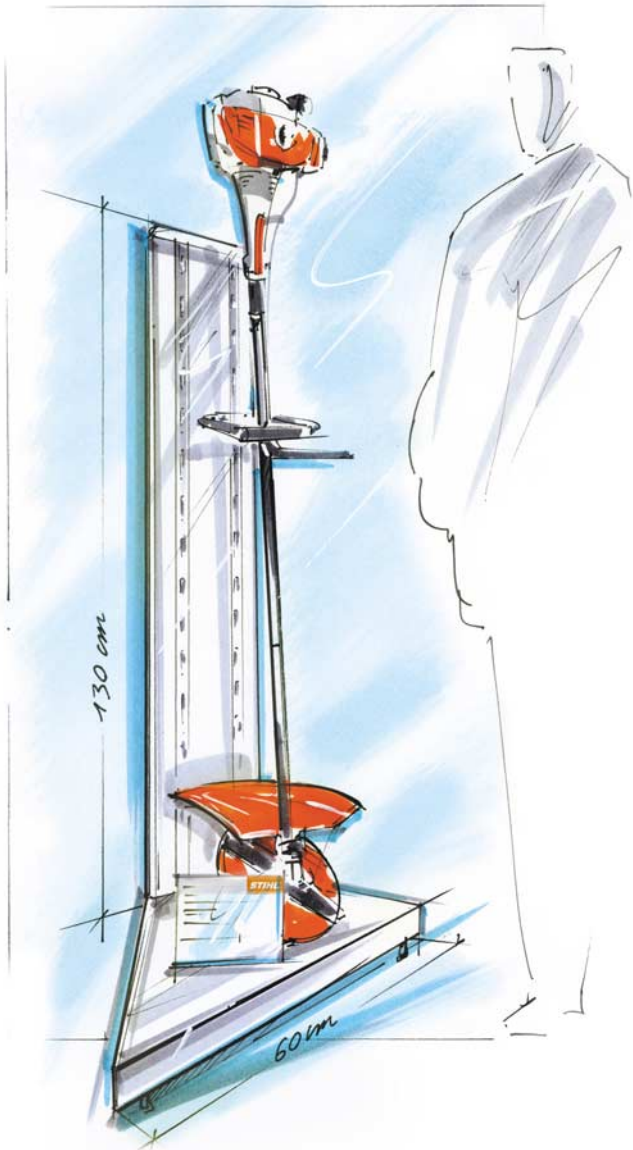
## Product description

Univers 67 CondensedBold  
39pt., letter spacing -2

## Product information

Univers 65 Bold, 20pt.,  
letter spacing -1, line spacing  
8.2mm

12	142	56	
28	<b>MS 210</b>	<b>STIHL®</b>	
120	<b>Product information</b>		148
	210		
DIN A5 display			





**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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