

Outdoor advertising for dealers

8

Corporate Design Manual

Marking of buildings
Signposts



Show STIHL in style!

For many customers, signs and publicity boards are the first contact with our company – a very good reason for making our dealers’ outdoor advertising a key aspect of our corporate communications.

Our dealers should have an opportunity to profit from the recognition factor of a great brand name, and the STIHL approach to marking buildings and designing signposts offers clear and simple guides in this respect.



The logo used for marking the buildings and signposts of our dealers is the STIHL corner logo. Please note that the proportions of the STIHL corner logo (2:1) and the colours (STIHL orange, lettering white) must not be changed.



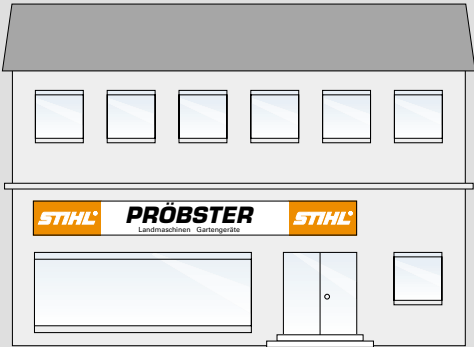
A sample file is available on the enclosed CD-ROM.

Marking of buildings

The clear marking of a building with the STIHL corner logo and the logo of the dealer makes a shop recognizable at a distance as a STIHL partner company.

In the interests of a clear and easily comprehensible layout, outdoor advertising should be limited to the most essential information.

- List of design specifications**
- Use of STIHL corner logo
 - Systematic positioning of STIHL corner logo at right or upper right
 - Dealer's logo: Black on white background



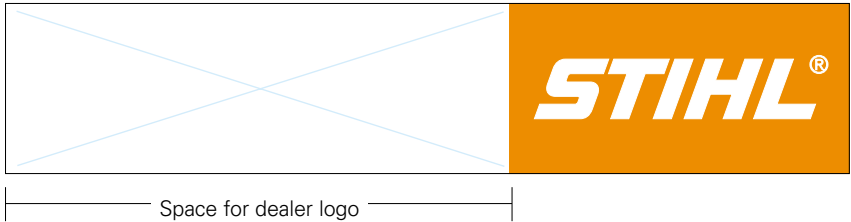
Example
Marking a building



Example:
Neon sign

Signs which are unusually long may contain two corner logos.

Advertising sign



The size of the corner logo is determined by the height of the sign.

The dealer's logo is placed on the left in black on white – the STIHL corner logo is always on the right.



Example: Advertising sign measuring 300 x 40 cm



Example: Advertising sign measuring 200 x 40 cm

Neon sign



Exception:
The STIHL corner logo is adapted to the format of the neon sign.



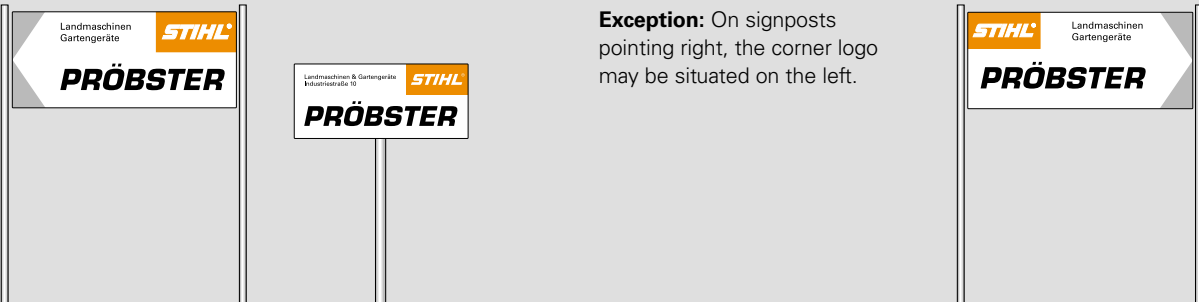
Example: Advertising sign measuring 100 x 60 cm

Signposts

Whether you're seeking the right way or the right information, you need a conspicuous sign. The STIHL corner logo in orange and the dealer's logo bring our customers safely to their destination.

List of design specifications

- Use of STIHL corner logo
- Systematic positioning of STIHL corner logo at right or upper right
- Dealer's logo: Black on white background



Exception: On signposts pointing right, the corner logo may be situated on the left.



Example: Advertising sign measuring 140 x 60 cm



Example: Advertising sign measuring 140 x 60 cm

The direction of the arrow is indicated by grey wedges at the right or left edge. The arrow corners are 40% black.

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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