

Point of Sale

9

Corporate Design Manual

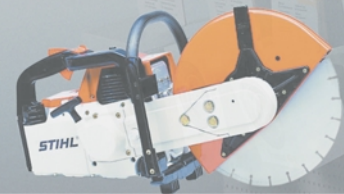
Shelf strips

Displays

Posters

STIHL®

STIHL®



Helping to drive sales at the POS

This is where the process set in motion by product and image advertising reaches its conclusion. Over half of all decisions to buy are made at the POS. To encourage their purchases, of course, the customer must clearly recognize the STIHL products at the dealer's, which is why clear and conspicuous labelling of the shelves and displays is necessary.



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Shelf strips

To enable customers to spot **STIHL products** at their specialist dealer even at a distance, the shelves are marked by labels mounted on strips: the strips are grey in colour and carry the STIHL corner logo in orange.

Depending on the length of the strip, it may have one, two or three STIHL corner logos mounted on it.

Data transmission
Scanning of the logo is not permitted. Any transmission of the logo may only be via data carrier.

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

N.B.:
These design variants should be avoided!



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.



Strips of up to three metres in length have a STIHL corner logo located at each end.



Strips of over three metres in length may have several STIHL corner logos on them. The minimum distance between the logos is 1.5 metres.



The design of the top labels of brochure and sales stands follows a similar principle to that of the design of the shelf strips.

The **STIHL corner logo** is used.



Top labels with space for a proportionate representation of the STIHL corner logo have their entire area covered by the logo.



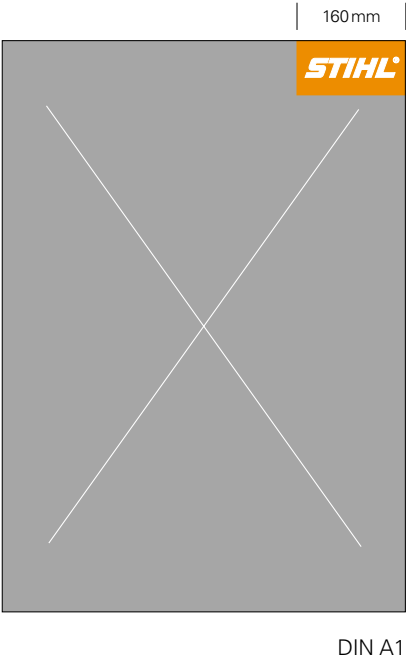
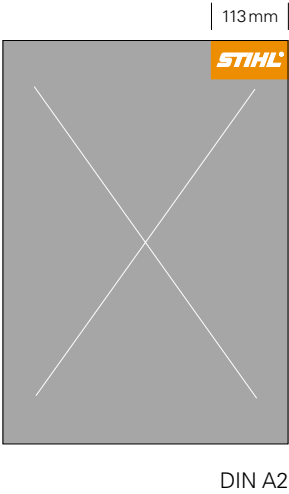
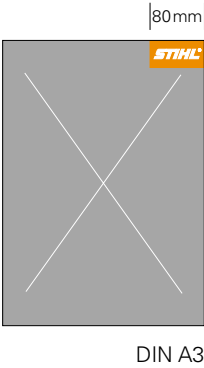
Top labels that cannot be adapted to the format of the STIHL corner logo have a grey area to the left of the logo.



At the POS, STIHL posters often end up in a varied environment which is not subject to planning, and where they often must compete with other brands. That's why it is essential for the image to have a striking visual impact. The **corner logo** is always located in the top right-hand corner, on as neutral a background as possible.



Poster formats:



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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