

## Electronic and audio-visual media 10

Corporate Design Manual

Design principles  
Screen presentation  
CD-ROM cover  
Video cover

*Welcome to*

**STIHL®**

# Compelling brand communications

Electronic media such as screen presentations using PowerPoint and product or corporate presentations on CD-ROM or video give STIHL brand communications a striking immediacy. Animation, interactivity and the combination of different types of presentation, such as film sequences, photographs, diagrams and text, merge to create a multi-layer medium.

At the same time, use of the familiar print elements in STIHL Corporate Design are systematically continued here. This manual describes the most important rules governing the use of electronic media in our company.

## Contents

	Page
<b>The design principles</b>	4/5
<b>The screen presentation</b>	
Basic components and layout matrix	6/7
Fonts	8/9
Use of images	10/11
<b>The CD-ROM</b>	12/13
<b>Video covers</b>	14/15

# The design principles

Only the **STIHL standard logo** is used in all electronic media.

The STIHL standard logo is always located at top right in orange on a white background (RGB 243-122-031 or #F37A1F)

**Data transmission**

Scanning of the logo is not permitted. Any transmission of the logo may only be via data carrier. The complete data set can be found in the enclosed CD-ROM.



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

**The colours**

In the electronic media, as in all other media, the company colours (STIHL Orange and STIHL Grey) predominate. If required, these colours may be supplemented by the additional and background colours given below.



The **basic colours** are the STIHL company colours; these should be primarily used.

The **background colours** may be used if a larger background is required. Texts superimposed on medium- to dark-grey backgrounds should be white.

The **STIHL supplementary colours** are used to add design elements to tables and highlight graphics or text. Nevertheless you should still try to limit yourself as far as possible to the STIHL basic colours orange and grey.

R | 243  
G | 122  
B | 031

#F37A1F

R | 180  
G | 180  
B | 180

#B4B4B4

R | 000  
G | 000  
B | 000

#000000

R | 101  
G | 101  
B | 101

#656565

R | 180  
G | 180  
B | 180

#B4B4B4

R | 204  
G | 204  
B | 204

#CCCCCC

R | 255  
G | 156  
B | 004

#FF9C04

R | 000  
G | 053  
B | 110

#00356E

R | 027  
G | 102  
B | 064

#1B6640

R | 184  
G | 019  
B | 021

#B81315

R | 255  
G | 176  
B | 054

#FFB036

R | 077  
G | 114  
B | 154

#4D729A

R | 095  
G | 148  
B | 121

#5F9479

R | 198  
G | 066  
B | 068

#C64244

R | 255  
G | 205  
B | 129

#FFCD81

R | 128  
G | 154  
B | 183

#809AB7

R | 141  
G | 178  
B | 159

#8DB29F

R | 219  
G | 137  
B | 138

#DB898A

R | 255  
G | 235  
B | 205

#FFEBCD

R | 204  
G | 215  
B | 226

#CCD7E2

R | 187  
G | 209  
B | 198

#BBD1C6

R | 241  
G | 208  
B | 208

#F1D0D0

# Screen presentation with MS PowerPoint

### Basic components

PowerPoint from Microsoft is the world's most widely used software for screen presentations. Our specifications are therefore based on this program.

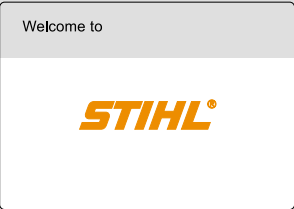
### Sample file

A STIHL PowerPoint Style Guide and a sample file with master slides are to be found on the enclosed CD-ROM.

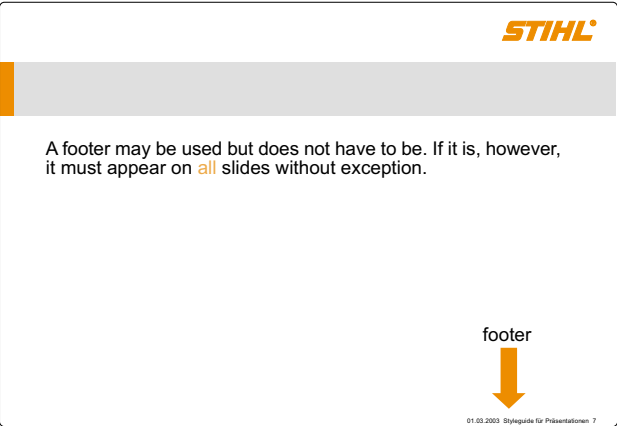
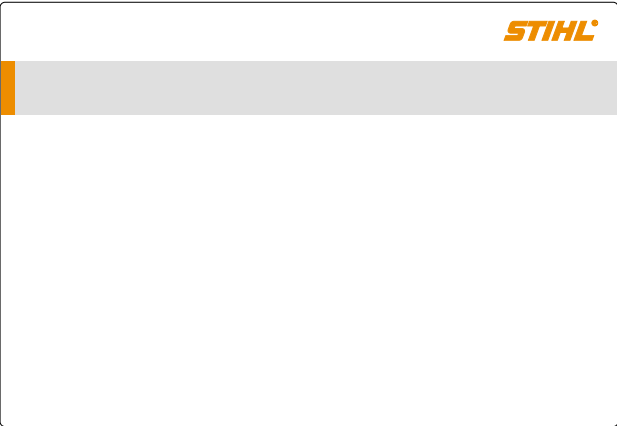
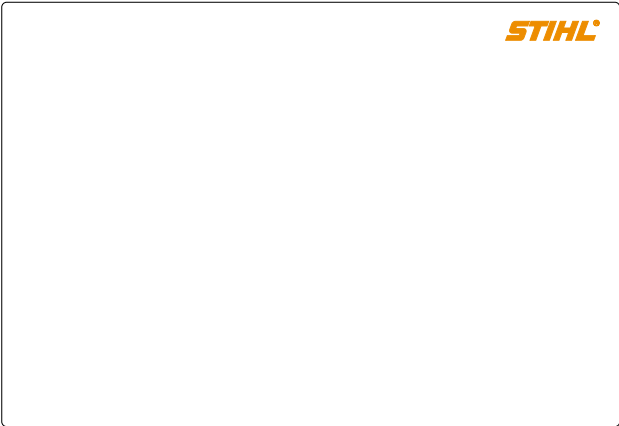


A sample file is available on the enclosed CD-ROM.

The **title layout** is different than the basic layout. Just supplement the theme of the relevant presentation by clicking and writing in the upper text field.



The look of STIHL screen presentations derives from three basic components.



The **STIHL standard logo** is always located at upper right on a white background. It is a mandatory component of every page.

The **grey text bar** is bounded on the left by the orange **colour cursor**. The headline is always placed on the grey bar.

The **design matrix** contains entry fields for headline and text or pictorial information. If you use the enclosed master file, all you need to do is click on the relevant areas and enter the content.

# PowerPoint fonts

In order to ensure worldwide compatibility **Arial** is used in screen presentations instead of the STIHL company font Univers.

### Basic rules concerning text

- Texts are always left-justified
- The font colour is basically black, though individual words may be in other colours for emphasis
- The less text there is, the quicker the content can be grasped.

There is a **strict prohibition** on Word Art elements and animation effects, such as stretching, diagonal, slow, rotate, spiral, zoom, random.

~~Umfangreiches Programm~~

No fonts with bleeding feature

~~Umfangreiches Programm~~

No shading or similar effects

~~Umfangreiches Programm~~

No distortion of the font

Arial Normal  
as text font

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

Arial Black  
Display font

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

Arial Narrow  
in tables  
or graphics

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

STIHL

The font sizes:  
Headline Arial 28 pt., bold

Continuous text Arial 24 pt. or Arial 20 pt.

Emphasis in continuous text in the relevant font size in orange / bold or **Arial Black**

Keywords

Arial 50 pt. to 70 pt.

Font sizes in detail.

STIHL

The font

If you use a master file as a basis for your screen presentation, headline and content are formatted automatically by clicking and typing in the right font and size. How this is done is explained in the following pages.

The following points must also be noted:

Format the texts in your charts as little as possible.

To facilitate readability, observe a consistent left justification.

Fonts in application.

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Hierarchies

Topic Number 1, Arial 24 pt.

Topic text, Arial 18 pt.

Topic text

Topic text

Topic Number 2, Arial 24 pt.

Topic text, Arial 18 pt.

Topic text

Topic text

Example of list hierarchy.

8

9

# The use of images in the screen presentation

**Graphics, photos and diagrams** are used to illustrate the STIHL screen presentation:

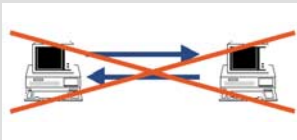
- Products are always shown on their own.
- Image or application pictures adjoin the grey bar.
- The significance of diagrams and graphics can be underscored by using STIHL additional colours.

In making the **transition** from one slide to another you can choose one of the following options:

- Horizontal lines
- Superimpose from within
- Dissolve

You should, however, stick to one of these options for any particular presentation.

**User-defined animations** of individual parts of a slide are not permitted.



Please refrain from using any ClipArts!

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Example: Large-scale pictorial themes

Full-page pictorial themes are located underneath the grey bar...

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Product pictures

All product pictures from the catalogues can be used as illustrative material.

Presentation of product: Products are always shown on their own.

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Example: Diagram in company colours

Injector principle:  
Cooling exhaust by mixing with cold air

Example: Use of colour in diagrams and graphics.

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Example: Use of additional colours in graphics

Example: Technical visualization.

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Example: Large-scale pictorial themes

Application picture in landscape format with text

...or are placed right-justified underneath the grey bar

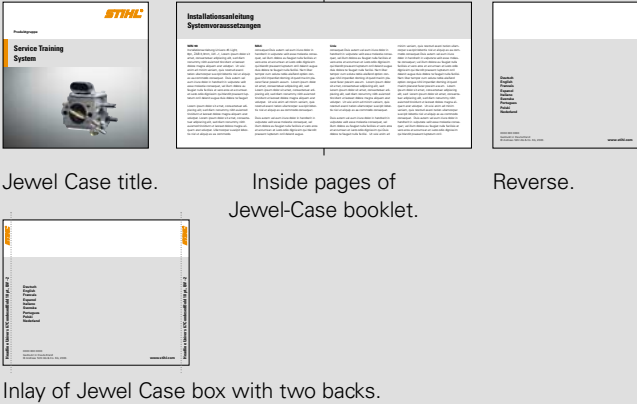
The CD-ROM

The design of the **CD-ROM cover** is subject to the STIHL Corporate Design for brochures. The Jewel Case cover consists of the 4-page booklet and an inlay for the reverse side with two grooved backs. The SlimCase covers do not have the inlay on the reverse.

The booklet's outside pages and the inlay are 4-colour, while the inside pages are printed in monochrome black.

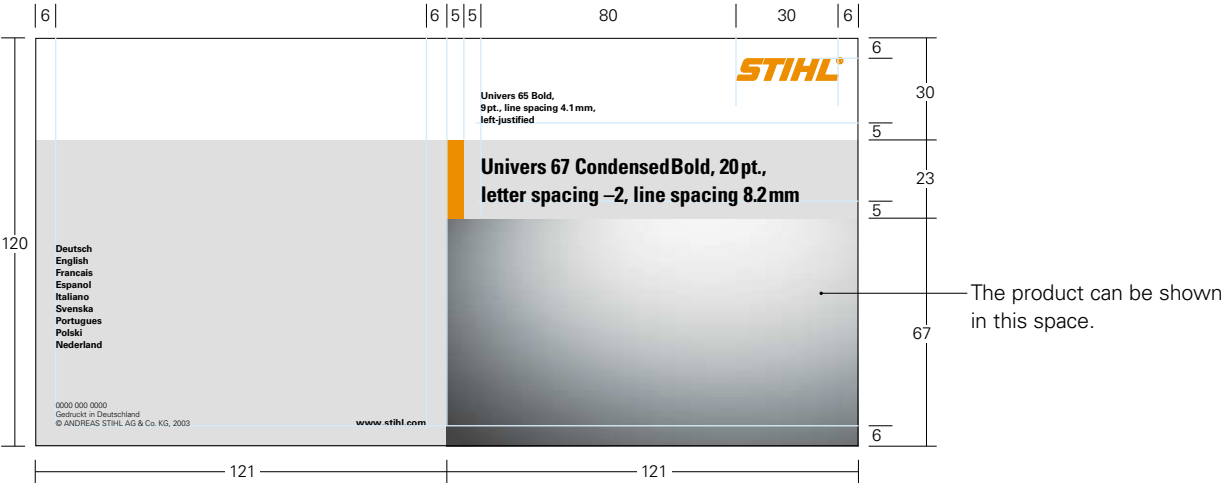
Information on the system requirements is to be found in the inside pages, while the publishing information and multilingual topic labels are located on the outside pages and the inlay.

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

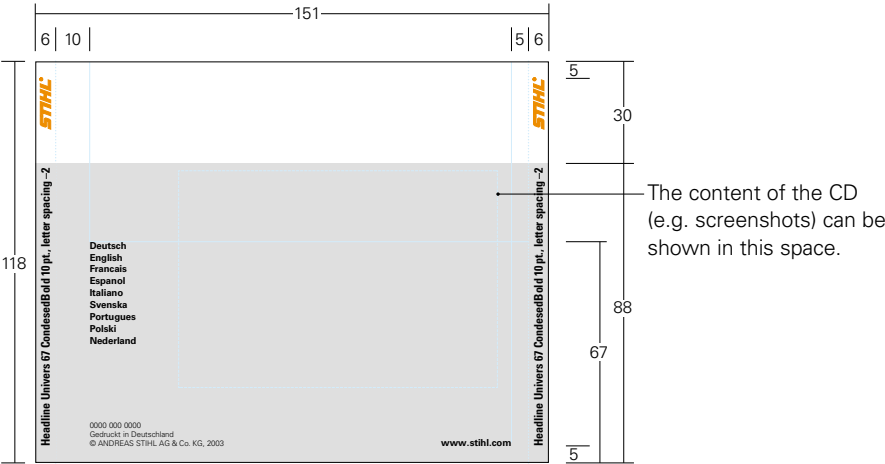


The **CD-ROM** is printed in the STIHL company colours in keeping with the Corporate Design. In addition to the STIHL standard logo and the multilingual theme labels, the copyright warning and the Internet address are also found here.

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

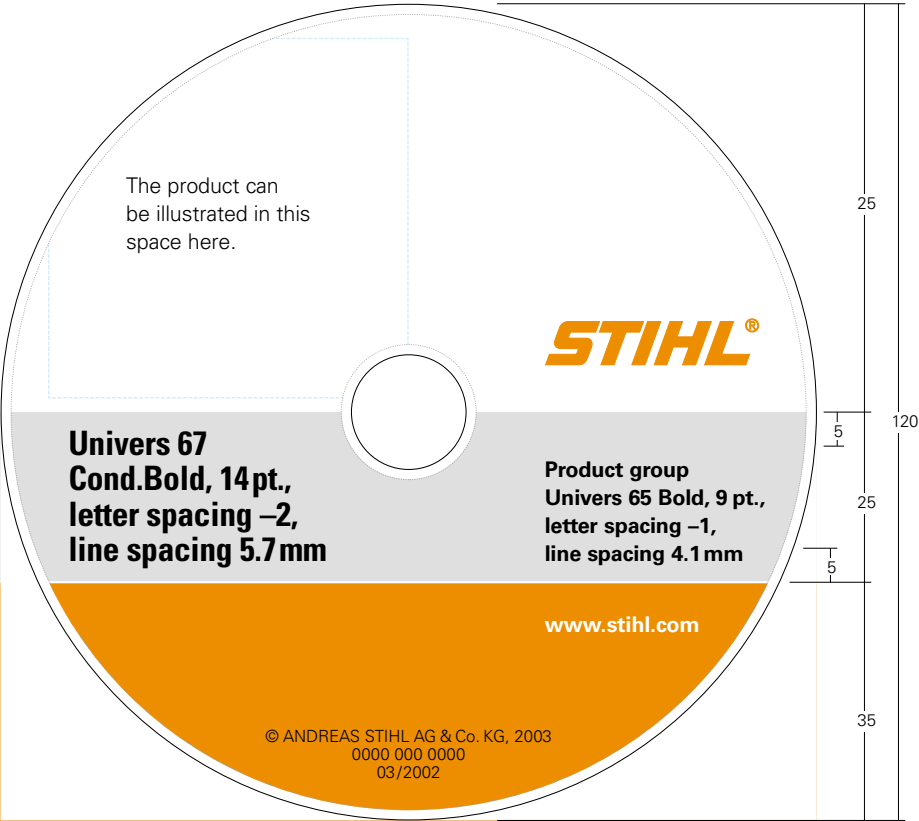


Example: Title, rear title of Jewel Case booklet.



Example: Jewel Case inlay (reverse).

(shown here as half actual size)



Font sizes not shown here can be found in the master file.

(actual size)

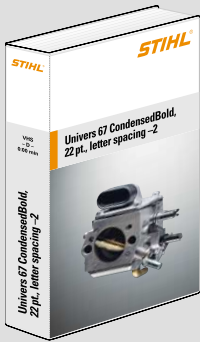
Video covers

The video's plastic cover contains a paper inlay designed in accordance with STIHL Corporate Design for brochures.

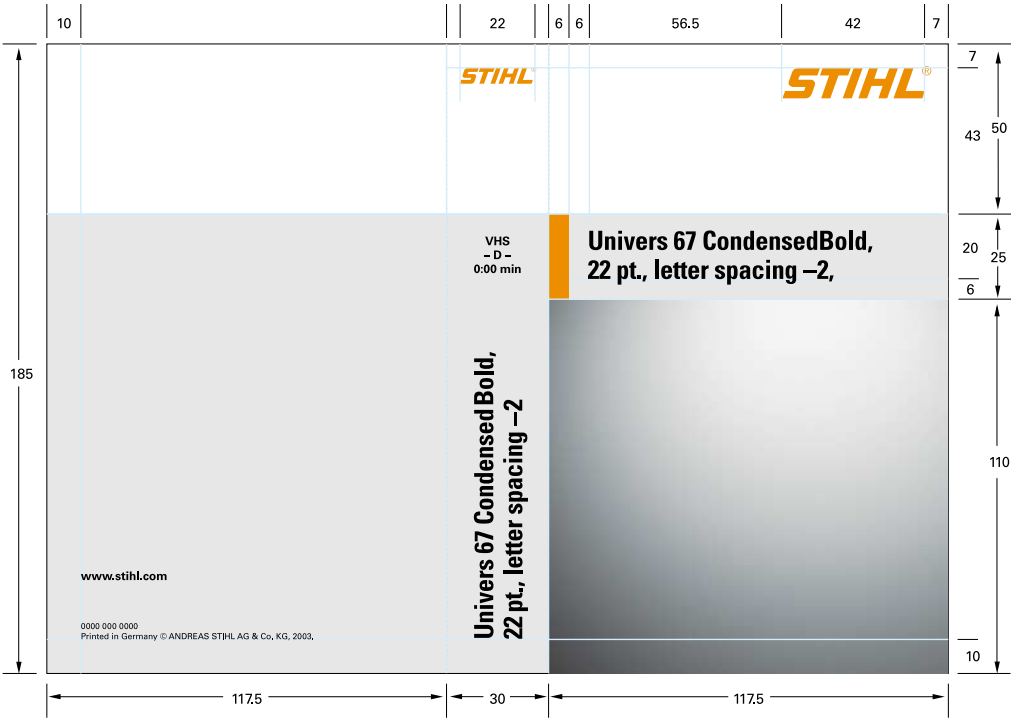
The front shows as its main theme a picture suited to the topic. Product graphics are shown on their own (see sample file).

For imprint, copyright and Internet address, please see back.

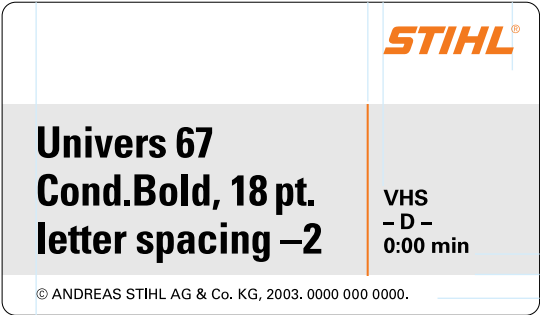
A sample file is available on the enclosed CD-ROM.



The VHS cassette itself is labelled with a digitally printable label measuring 79 by 46 mm.



Font sizes not shown here can be found in the master file.



Font sizes can be found in the master file.

**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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