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.

ANDREAS STIHL AG & Co. KG
Advertising Department
Phone: +49 7151 26 -1334
Email: corporate.design@stihl.de

Basic elements

1

Corporate Design Manual

Logo
Colours
Fonts
Language
The logo

The STIHL logo is the central visual element in our Corporate Design. It represents our company around the world and enjoys a high degree of recognition in many countries.

As a protected trademark, it may not be modified under any circumstances.

The STIHL Corporate Design Manual – the basis for successful communications

A strong, standardized brand name is essential for the enduring success of our company. If our target groups are to associate the STIHL brand with such attributes as quality, strength and reliability, the corporate identity and brand values of our company must be reflected in every medium we use.

The Corporate Design Manual of ANDREAS STIHL AG & Co. KG constitutes the normative and practical basis for achieving this goal, both for the design and implementation of our advertising media and for our sales and organizational documentation. All visual communications, whether external or internal, are subject to the provisions of the manual.

Naturally, a company’s design specifications must be adapted from time to time to meet new types of applications and media. The present manual is therefore designed as a collection of loose folders which can be supplemented, extended and expanded in greater detail as required.

Even the best Corporate Design is only as good as its practical implementation. It is therefore indispensable for all users in the company as well as in our agencies and for all service-providers to adhere to the regulations set forth here. This is the only way of producing the desired reinforcing effect of a strong system of corporate communications.
The logo applications

Two variants of the STIHL logo are used:
• the STIHL standard logo
• the STIHL corner logo

Details of the size ratios and positioning are to be found in the sections describing the various applications.

STIHL standard logo
The STIHL standard logo is the first choice for communications with our customers. It is always placed on a white or neutral background, such as light grey or silver.

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

STIHL corner logo
The STIHL corner logo is used wherever it’s important to have a striking logo which is effective at a distance, such as at points-of-sale, trade fairs or on posters.

It is always located in the top right-hand corner.

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 in the enclosed CD-ROM.

STIHL standard logo
In orange

STIHL standard logo, b/w
If no colour can be used, the STIHL standard logo is inserted in black and white.

Size specifications for the STIHL standard logo do not include the ® symbol.

STIHL corner logo
The letters are always white on orange. The ratio of lettering to colour area must not be varied in the case of the STIHL corner logo. The ratio between the sides of the rectangle is 2:1.

Adding trim in print media
When placed at the edge of the page, the STIHL corner logo requires an additional trim of three millimetres (for a logo sized 50 x 25 mm). In the case of smaller or larger sizes the trim can be reduced or enlarged accordingly.

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

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The colours

To make a significant impact in today’s image-rich media world, our Corporate Design has just one “active” colour: STIHL Orange. It’s a striking colour that has been introduced worldwide and conveys brand values, such as strength and assertiveness.

STIHL Orange is supported by another corporate colour: STIHL Grey.

The systematic use of both colours makes products and advertising media “made by STIHL” clearly distinct from those of the competition. Other colours may not be used for distinguishing purposes.

To produce a clear image, the colour reproduction in all print and audio-visual media must be as uniform as possible. That is why the STIHL colours are exactly defined below.

In order to meet the most diverse requirements, the colour values of the common colour systems are shown here.

### Special or full-tone colours

<table>
<thead>
<tr>
<th>STIHL Orange Pantone 165</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 165</td>
</tr>
<tr>
<td>HKS 8</td>
</tr>
<tr>
<td>RAL 2008</td>
</tr>
</tbody>
</table>

If STIHL Orange is printed as a special colour, no half tones may be used.

<table>
<thead>
<tr>
<th>STIHL Grey Pantone 428</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 428</td>
</tr>
<tr>
<td>HKS 96 40%</td>
</tr>
<tr>
<td>RAL 7035</td>
</tr>
</tbody>
</table>

STIHL Grey in 50% gradations only.

### Mixed colours

<table>
<thead>
<tr>
<th>Print EURO scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print EURO scale</td>
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<tr>
<td>Print EURO scale</td>
</tr>
<tr>
<td>Print EURO scale</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STIHL Orange CMYK RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYKRGB</td>
</tr>
<tr>
<td>CMYKRGB</td>
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<tr>
<td>CMYKRGB</td>
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<tr>
<td>CMYKRGB</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>STIHL Grey CMYK RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYKRGB</td>
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<tr>
<td>CMYKRGB</td>
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<td>CMYKRGB</td>
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<td>CMYKRGB</td>
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</tbody>
</table>

STIHL Orange in 50% gradations only.

STIHL Grey in 50% gradations only.
The fonts

In addition to the logo and the colours the font is an important factor in creating a distinct appearance for our company. The STIHL company font to be used in all sectors is Univers from Adobe. Thanks to its timeless yet modern appearance and its wide availability it precisely meets the needs of a company that operates worldwide.

The Univers font faces shown below provide typographical variants to meet different requirements. Information on their various applications is to be found in the corresponding folders of this manual.

All typographical details in the Corporate Design Manual refer to the QuarkXPress™ layout program.

### Univers 45 Light
```text
Letter spacing -1 (QXP)
as text font

ABCDEFHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#$%&'()*+,-./:;<=>?@[
\]^_`{|}~
```

### Univers 45 Light Oblique
```text
Letter spacing -1 (QXP)
alternative text font
```

### Univers 65 Bold
```text
Letter spacing -1 (QXP)
as display font

ABCDEFHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#$%&'()*+,-./:;<=>?@[
\]^_`{|}~
```

### Univers 65 Bold Oblique
```text
Letter spacing -1 (QXP)
alternative display font for picture captions or language versions

ABCDEFHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#$%&'()*+,-./:;<=>?@[
\]^_`{|}~
```

### Univers 57 Condensed
```text
Letter spacing -2 (QXP)
alternative
e.g. for packaging design or tables

ABCDEFHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#$%&'()*+,-./:;<=>?@
```

### Univers 67 Condensed Bold
```text
Letter spacing -2 (QXP)
as headline font

ABCDEFHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#$%&'()*+,-./:;<=>?@[
```

Specific linguistic usage

It is not just graphic elements, such as logo, colours and fonts, that symbolize the identity of our company. Our image is also determined by the language we use and the way it is written. That is why this has to be regulated on a uniform and universal basis.

Where to use such things as capitals or hyphens can generally be checked by consulting any standard work on correct usage. For this reason we have only included here STIHL specific usages that you will not find in any work of reference.

1. The STIHL standard logo may never be used in running text.
2. If the name STIHL occurs in a continuous text, it is written in capitals of the font being used.
3. In word combinations STIHL is always written without a hyphen and separated by a blank from the following word, regardless of whether the word combination involves a noun or an adjective.
   Examples: "STIHL specific" "STIHL products"
4. In running text and headlines the product description precedes the company name STIHL.
   Example: The new power saw STIHL MS 270 will get your heart pounding.
5. In tables and captions the company name preceding the product description is dropped.
   Example: MS 270, cutting length 37 cm
6. In product descriptions a blank is inserted between groups of letters and numbers.
   Example: MS 270 C
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