



STIELL LIMITED

Corporate Identity Guidelines

# The Stiehl Corporate Identity

## GUIDANCE ON USAGE

Note that the Stiehl Limited identifier is used throughout for illustration purposes only. The full range of Stiehl Companies are illustrated on the back page.

**A strong and consistent identity programme is indispensable and this guide aims to provide you with the key elements to help in the promotion of the overall image of Stiehl .**

This Corporate Identity policy is being administered by the marketing department. While the guidelines contained in this document are meant to accommodate common uses of the Stiehl Corporate Identity, it is not intended to cover every instance of usage. If you think that your project falls outwith the guidelines or would just like to clarify a point, guidance can also be sought from Jacqui Wilson, Tel: 01698 805297. The artwork illustrated in this guide is for guidance only and should not be scanned or copied as reproduction quality will be severely diminished.

Digital artwork of the Stiehl logo can be obtained by contacting Jacqui Wilson.

The Corporate Identity is an on-going process and it is essential that we have the support of the company and suppliers in contributing to its development.

## MINIMUM SPACE REQUIREMENT

The logotype should appear with the minimum clear space as illustrated and no other text or graphic matter should appear in the immediate vicinity of the corporate logotype.

The standard application of a Stiehl company logotype.



'X' represents the minimum clear space required around the logotype

The reversed application of a Stiehl company logotype.





**STIELL LIMITED**

Pantone 293

Slimbach Medium

## The Stiell Corporate Colour

### SPOT COLOUR

The corporate colour of the Stiell Group of companies is Pantone 293.

### FULL COLOUR

If full colour is required for printing promotional material you should ideally use six-colour printing - the standard four process colours and the two 'special' Pantone colours. If this is not possible, the corporate logotype should be reproduced using the following process colour values:

PANTONE 293 C: 100 M: 70      PANTONE 281 C: 10 M: 70 K: 50

### SINGLE COLOUR

When you are restricted to printing in one colour only, you should use Pantone 293. If a spot colour option is not available, in press advertising for example, you should reproduce the image in black only.



The spot Pantone Colour must always be matched to the correct swatch, never from this example.

## Company Name, Line Length and Minimum Reproduction Size

In instances of a two line company name the line break instance below should be followed.

The Other company instances are illustrated on the back page. Depending on the space available, the Stiell Companies logotype should not be reproduced smaller than indicated.



**STIELL FACILITIES  
LIMITED**

20mm



**STIELL FACILITIES  
LIMITED**

A special master logotype has been created for reproduction at the small size.

## The Stiell Group of Companies



### STIELL LIMITED



## Typefaces and Templates

The two typeface families recommended for use in producing corporate literature for print and screen are Akzidenz Grotesk and Slimbach. Both families of type have a range of fonts that should adequately accommodate your requirements.

**Akzidenz Grotesk** (The medium weight is used here for purposes of illustration.)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890**

**Slimbach** (The medium weight is used here for purposes of illustration.)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890**

### TEMPLATES AND MASTER ARTWORK

Templates for use in Microsoft Word, are available system wide. Literature produced internally should use Arial which is available on all machines. It is recommended that the main body text of documents should be set in a size no larger than 10pt. on 1.5 line spacing.

Master artwork of all the symbols is available on disc in both IBM compatible and Macintosh formats.

**The logotype must not be redrawn, distorted or modified in any way.**



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