

STOCKMANN

Visual identity guidelines

Version 1.0

Contents

A. INTRODUCTION

1. How to use this guide
2. Our brand purpose

B. CORE ELEMENTS

1. Logotype
2. Colours
3. Typography
4. Identifier shape
5. Pattern
6. Loyalty Customer
7. Imagery
8. Materials

C. APPLICATIONS

1. Corporate
2. Point of sale
3. Advertising
4. Digital touchpoints
5. Price indication
6. Wayfinding & signage

PART A

Introduction

How to use this guide

This guide is intended as a general overview of the Stockmann Visual Identity. Part B contains the core elements which form our visual language. Part C contains examples which illustrate how the Identity is applied and adapted throughout different touchpoints, ranging from advertising to in-store signage to digital media.

Please note that this document provides a general, overarching summary of the Stockmann Visual Identity but does not contain details for constructing the various communication materials. For complete specifications in each area, please refer to the separate Guideline/Principle documents which have been created for each department.



Our brand purpose

Itae por simagnit plis que nos aliqui
con cullationet rercien ditaqui
quamend erchilles raepereperci
voloriae de videritat lacesti atusdam
suntibusamet vererum ese ne sus,
conse lique non parum experatque
plite volor aspisp doluptas am facero
ipsam faccum excepe corro
maximodis nos endemqu
atectestrum ut vernate ndisquosse
nemos



PART B

Core elements

LOGOTYPE

Our S-symbol

The Stockmann "S" symbol is our most important brand identifier, highly recognizable and an iconic part of our heritage. It represents an escalator moving upwards, which is a strong symbol of a brand that is in motion, the first to bring the best ideas, inspirations, and products to its customers. On the brand level, we embrace the bold character of the symbol, and use it in a dynamic and flexible way to maximize its graphic quality.

It can be used on its own as a brand identifier in all in-store environments, where the brand context is clear. In touchpoints outside of the store, it must be used with the Stockmann wordmark (see next page).

The Stockmann symbol should be used in only black and white in permanent brand communication material.



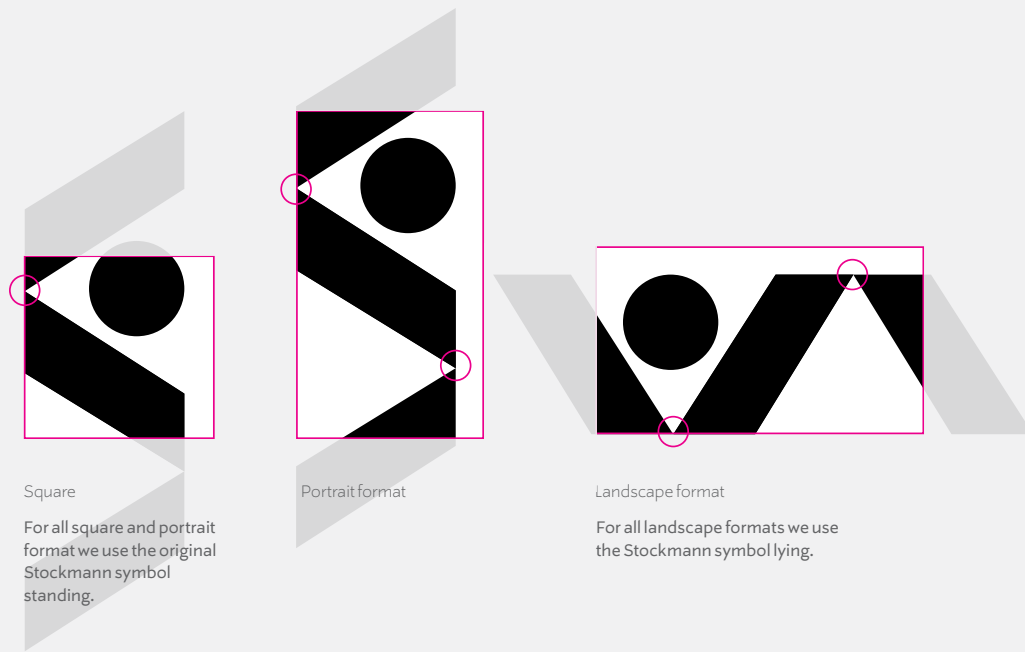
LOGOTYPE

Symbol cropping

The original "standing" position is the preferred orientation, and should be used in this way whenever possible. However, if the format makes this too difficult, such as on landscape formats we can use the symbol in the "lying" position as shown.

The symbol should be cropped on three sides. The fourth side should always be kept free in order to maintain the symbol's character.

At least one of the breaking points in the symbol needs to be shown, shown here by the circles. The design should not look centered (especially the circle).



LOGOTYPE

Our wordmark

The Stockmann wordmark must be used together with the S-symbol in all touchpoints outside of the store environment – such as shopping bags, advertising, and direct mail.

The wordmark and S-symbol do not necessarily need to be used in a lockup together. In visual hierarchy, the "S" symbol should be prioritized over the wordmark: ie. the wordmark may be smaller and more discreet in comparison to the "S" symbol.

The wordmark should only be used in either black or white on all applications.

STOCKMANN

STOCKMANN

COLOURS

Core palette

Our core brand colours are black, white, grey and dark green, and should be used in the proportions shown here. These colours should be used on all brand level communication.

White and black are the primary, most visible, brand-identifying colours. Grey can be used where a neutral colour is needed. Dark green is only used as an accent, to add colour and interest to details – for example, the inside of a shopping bag.

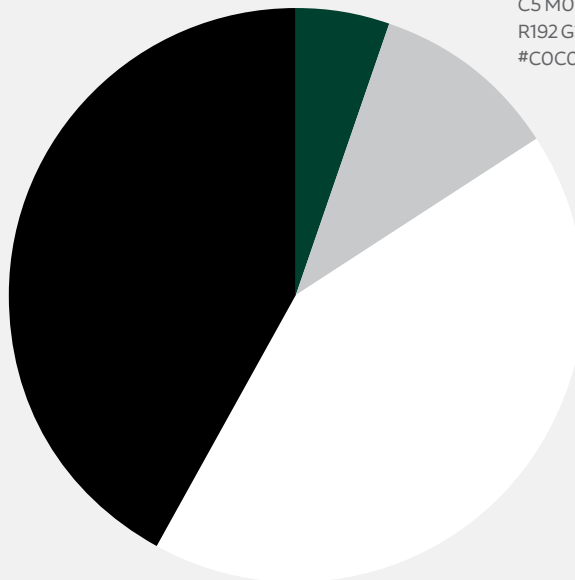
The core palette is kept minimal in order to allow for seasonal, theme/trend-driven colours to flourish in content, images, and graphics without conflict.

RICH BLACK
PMS Black 6
C60 M0 Y0 K100
R0 G0 B0
#000000

DARK GREEN
PMS 3302
C100 M0 Y60 K65
R0 G64 B48
#004030

GREY
PMS 428
C5 M0 Y0 K15
R192 G192 B192
#COCOCO

WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



COLOURS

Seasonal palettes

For campaign-related and tactical communication, we can use seasonal palettes consisting of approximately 3 key colours inspired by current trends.

These palettes are determined by the key campaigns each season. Maximum 2 seasonal palettes per year (ie. Spring/Summer, Fall/Winter).



TYPOGRAPHY

Primary

Our primary typeface is Stockmann Sans and should be used for all body texts in brand-related material. The italic cuts for Stockmann Sans should not be used.

STOCKMANN SANS LIGHT:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

STOCKMANN SANS REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

STOCKMANN SANS BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TYPOGRAPHY

Secondary

Our secondary typeface is Chronicle Display, which provides a more editorial feeling and should be used for headlines and feature texts.

CHRONICLE DISPLAY ROMAN/ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CHRONICLE DISPLAY SEMIBOLD/ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CHRONICLE DISPLAY BOLD/ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TYPOGRAPHY

Fallback

For some digital applications, technical limitations may exist where it is not possible to use our primary and secondary fonts – for example, in digital newsletters or email signatures. In these cases, Arial (replacing Stockmann Sans) and Georgia (replacing Chronicle Display) should be used instead.

ARIAL REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEORGIA REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEORGIA BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IDENTIFIER SHAPE

Overview

The Stockmann identifier shape is created from the pattern filled into the shape of the “S” symbol. It is a metaphor for a portal, the gateway to discovery that Stockmann represents. It is a flexible device which can be used with or without images, and is easily adapted to different formats.

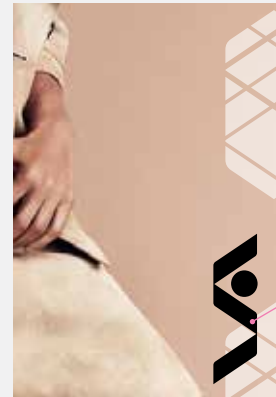
The identifier shape is primarily used for campaign communications, particularly in external touchpoints where we want to build instant brand recognition.



IDENTIFIER SHAPE

Relationship to logo

The wordmark and symbol can either overlap with the identifier shape or be placed inside it. However, priority is to use the logo elements at an appropriate size to be clearly visible on the given format. Thus, the wordmark and symbol can either "fit" within the shape if the size allows (as in above left) or it may bleed outside of the shape (as in above right). This ensures that the size of the identifier shape can be chosen independently of the size of the wordmark and symbol.



Close-ups
The wordmark and symbol can either **overlap** with the identifier shape or be placed **inside it**.

IDENTIFIER SHAPE

Usage

**SIZE & PROPORTION:**

The identifier shapes can be used at any size, but the right and left side should always be scaled together in the same proportion – ie. the left side cannot be used at 200% while the right side is used at 50%. Always use the approved artwork file.

**USING A SINGLE SHAPE:**

The identifier shape should generally be used as a pair. However, a single shape can be used if it better suits the content of the image, ie. if the image would appear too crowded or cluttered with a pair of shapes.

**OPACITY:**

The identifier shapes can be used with varying opacity depending on the image and the desired effect. In general, a lighter, more subtle effect is preferred. However if the image is very minimal, as in this example, a stronger and more solid impression may be appropriate.

IDENTIFIER SHAPE

Usage



POSITION:

The shapes can be used in varying positions as shown, if it better suits the content of the image. But the relationship of the wordmark and symbol to the shapes should remain consistent.



COLOUR:

The identifier shapes can be used in colour, but must be in sync with the current seasonal colour palette. When using the shapes in colour, be mindful that they do not overpower the content of the image.

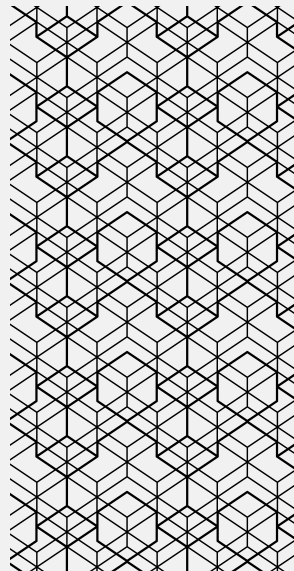
PATTERN

Hexagon pattern

The Stockmann hexagon pattern should be considered a secondary graphic element, used as a supporting element in building brand recognition. It should never compete with the logotype, symbol, imagery, or typography.

The primary use for this pattern is in shop environments, where it is prominent in permanent fixtures and furniture. Therefore it should generally not be used in printed store communications, to prevent the pattern from becoming overwhelming and creating a cluttered environment.

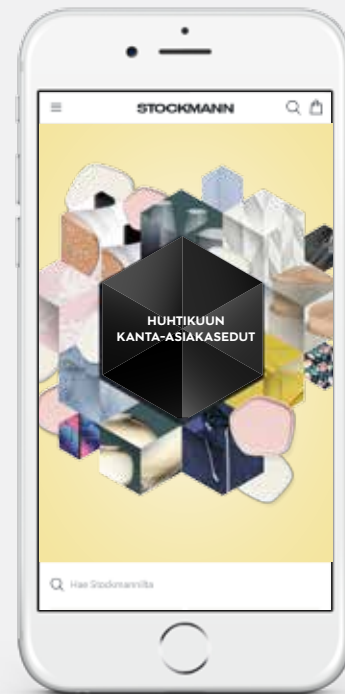
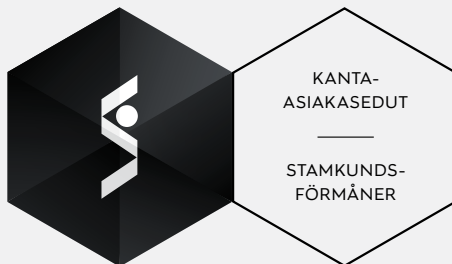
For printed communications, the S-symbol or identifier shape should be used instead as brand-identifiers – refer to those sections for specific guidelines.



LOYALTY CUSTOMERS

Identity

The Loyalty Customer (LC) program has its own sub-identity consisting of elements built upon the hexagon shape, and the concept of a prism.



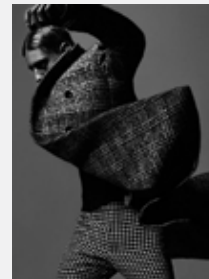
IMAGERY

Brand level

”PROGRESSIVE/CONCEPTUAL”

The creative ambition for brand level communication is to establish a strong Stockmann presence and position Stockmann as a forward-thinking, inspirational leader in fashion, food, home, and beauty.

Imagery should be bold, progressive, and playful, but still appealing and accessible. It should communicate a distinct, ownable point of view, and dare to be more conceptual in both attitude and composition.



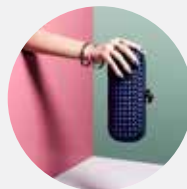
IMAGERY

Campaign level

”MODERN/COMMERCIAL”

The creative ambition for campaign level communication is to communicate an aspirational concept or idea, which will engage consumers and drive traffic to stores (both physical and online).

Imagery should still have a bold, modern attitude – but with slightly more focus on accessibility and sales.



IMAGERY

Editorial level

”EDITORIAL/DOCUMENTARY”

The creative ambition for editorial level communication is to communicate stories of human interest in an authentic manner.

Imagery should have a modern, fresh look and feel across a wide range of different categories – no matter if it’s showing a product, an environment, a food still life, or people. Imagery should engage consumers in an exciting way, so that they consider Stockmann an important source of inspiration for everyday life.



MATERIALS

Print & VM

Material choices for Stockmann are as important as design – especially when it comes to printed materials which consumers touch and feel. We should strive to keep our design elements clean, bold, and simple – and use premium materials to communicate quality and attention to detail.

In general, uncoated papers are preferred in heavier weights, which allow for interesting details such as embossing/debossing and varnishes. Where possible, VM display materials should also follow the rule of “simple and premium”, and be guided by design cues from the strong Finnish heritage in modern interior and industrial design.





PART B

Applications

Corporate stationery

CORPORATE

Business cards

In progress

CORPORATE

Letterhead & Envelopes

In progress

CORPORATE

Email signature

In progress



Point of sale

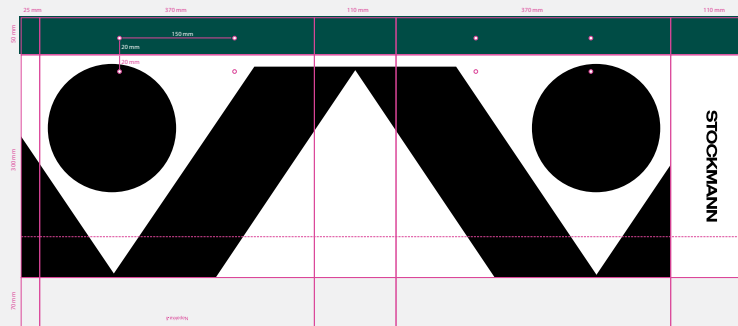
POINT OF SALE

Shopping bags

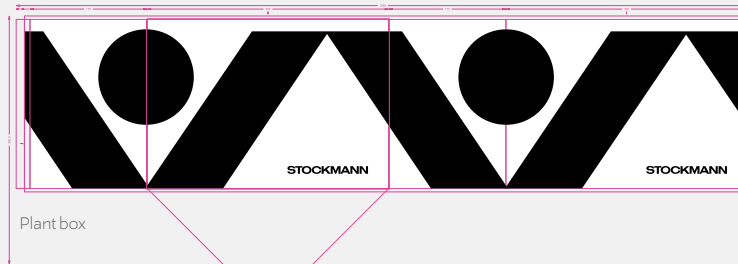
Point of sale materials act as important brand ambassadors. Therefore here we use our iconic S-symbol as the primary graphic, to make a bold, strong, and timeless brand impression.

The cropping of the symbol will be different on different bag's sizes, please read about the cropping system on page 8. The logotype is 1/3 of the width and on the wider formats a 1/2. It is centered or left/right aligned depending on the design.

If the symbol repeats around the corner on a bag, then keep one short side white only with the Stockmann logotype printed (to be read from the top and downwards). On the plant box the repeated logotype goes wraparound and luckily matches. In those cases, place the logotype on the front.



Boutique bag
The thicker bags have a green lining on the inside.



Plant box



Plastic bag

POINT OF SALE

Gift wrap

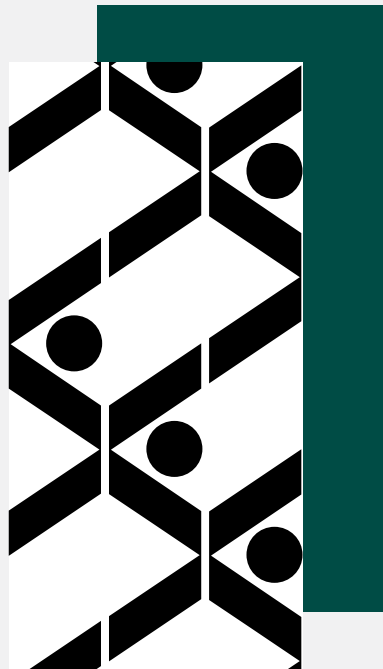
Point of sale materials act as important brand ambassadors. Therefore here we use our iconic S-symbol as the primary graphic, to make a bold, strong, and timeless brand impression.

The pattern is made of our symbol in a large size. This will create a nice graphic effect on different sizes of gifts. The gift wrap comes in three different sizes, 50 cm or 100 cm width on roll and as sheets of 50x70 cm. Note that the pattern has the same size on all and should not be scaled differently.

Standard gift wrap keeps to the primary Stockmann brand colours: black and white with the Stockmann green on the back side.

Seasonal gift wrapping, such as for Christmas, can vary in terms of colour/effects, but should always use the same pattern. For example, Christmas wrap for the 2017 season is dark green with a varnished pattern, and silver back side.

Standard wrap, back



Standard wrap

Christmas wrap, back



Christmas wrap 2017

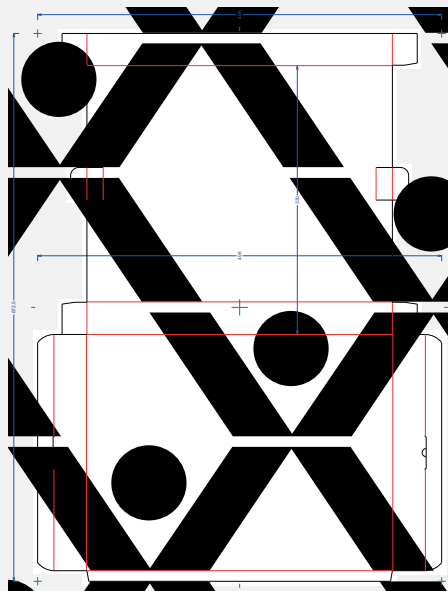
POINT OF SALE

Gift boxes

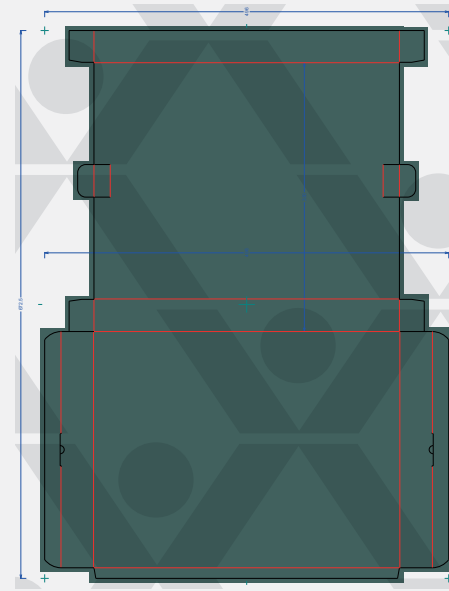
Point of sale materials act as important brand ambassadors. Therefore here we use our iconic S-symbol as the primary graphic, to make a bold, strong, and timeless brand impression.

The pattern is made of our symbol in a large size. This will create a nice graphic effect on different sizes of gifts. The gift boxes comes in different sizes. Note that the pattern has the same size on all and should not be scaled differently.

Standard gift boxes keep to the primary Stockmann brand colours: black and white with the Stockmann green inside. Seasonal gift boxes, such as for Christmas, can vary in terms of colour/effects, but should always use the same pattern. For example, Christmas wrap for the 2017 season is dark green with a varnished pattern, and silver inside.



Example of a standard gift box, flat



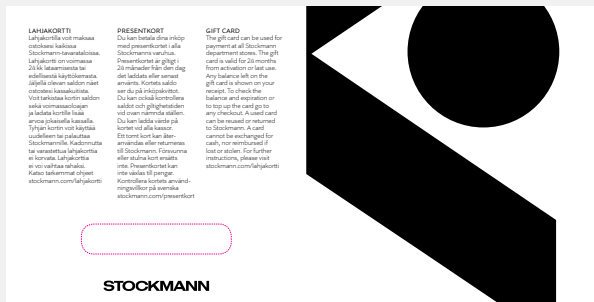
Example of a Christmas gift box, flat

POINT OF SALE

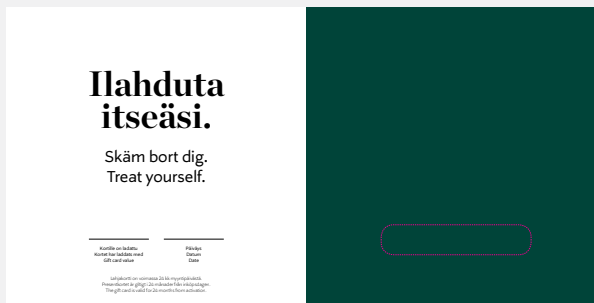
Gift cards

Point of sale materials act as important brand ambassadors. Therefore here we use our iconic S-symbol as the primary graphic, to make a bold, strong, and timeless brand impression.

There are three versions of the gift card using the symbol cropped in three different ways, to give the customer several design options when choosing a gift card. All gift cards are sold with carriers which contain a standard message, which can be adapted for seasonal/special occasion purposes.



The carrier



The carrier's inside



Gift card in three designs



The back of the card

Advertising

*FOR DETAILED GUIDELINES, PLEASE REFER TO
THE DOCUMENT "ADVERTISING GUIDELINES"

ADVERTISING

Brand level

Brand level ads are part of hero campaigns, only run a few of times a year: executed with highest quality imagery, preferably insights-based, communicating Stockmann as a purpose driven, future oriented brand.

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "ADVERTISING GUIDELINES"



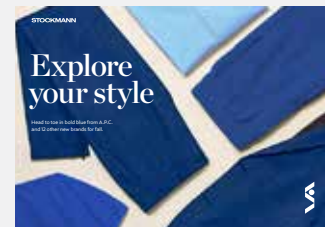
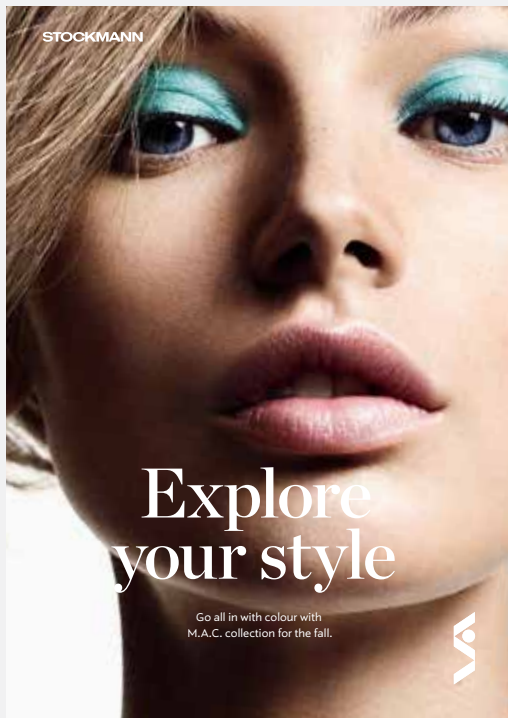
ADVERTISING

Commercial

Commercial level ads can be either campaigns of their own or part of a brand campaign, the layer defining reasons to visit, with more straight forward commercial driven messaging.

The identifier shape is not used on commercial level.

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "ADVERTISING GUIDELINES"



ADVERTISING Tactical

Tactical level ads relate directly to specific products, promotions, or events. Here we might provide a little bit more information, allow slightly longer copy – yet we always remain true to Stockmann typography and our clean, simple visual expression. The identifier shape is not used in tactical level communication.

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "ADVERTISING GUIDELINES"

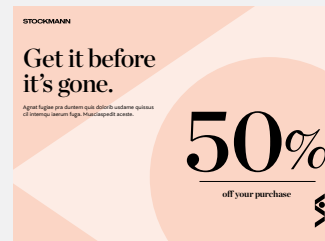
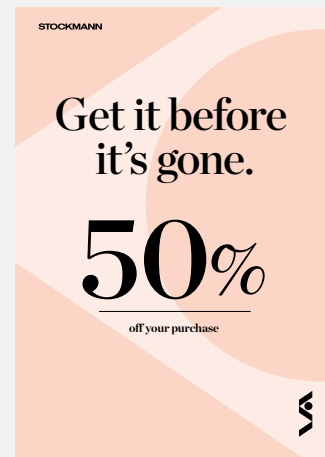
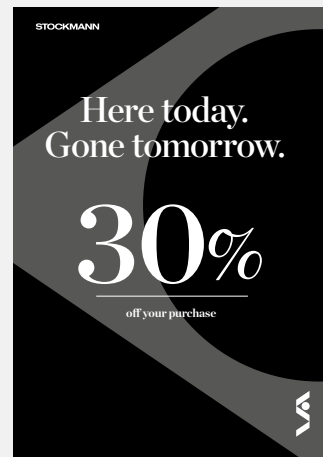


ADVERTISING

Sales

Sales ads follow the same design language as in-store signage – instead of imagery, we use the S-symbol in a graphic, cropped manner. Ads should follow the monochromatic style shown here – ie. two tones of the same colour. For general/regular sales, colours should follow the brand colour palette. For campaign-related sales, colours should follow the seasonal palette that has been chosen.

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "ADVERTISING GUIDELINES"



Digital



*FOR DETAILED GUIDELINES, PLEASE REFER
TO THE DOCUMENT **"DIGITAL PRINCIPLES"**

DIGITAL

Stockmann.com

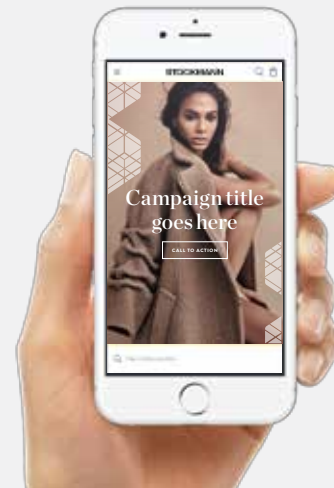
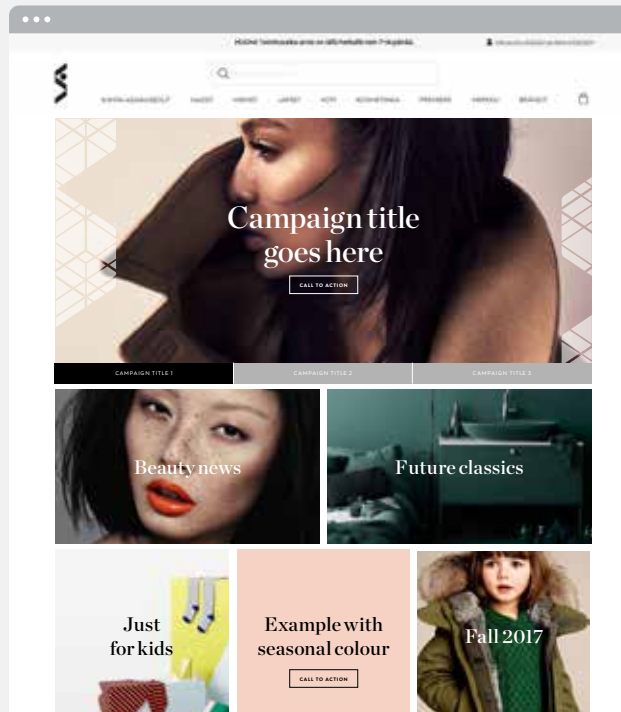
The role of our homepage is to inspire and engage customers in dialog with the brand.

Identifier shape should be used only on main campaign images.

Use Chronicle Semibold on titles.

In general leave more space for images and use shorter titles to increase legibility.

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "DIGITAL PRINCIPLES"



DIGITAL

Mobile app

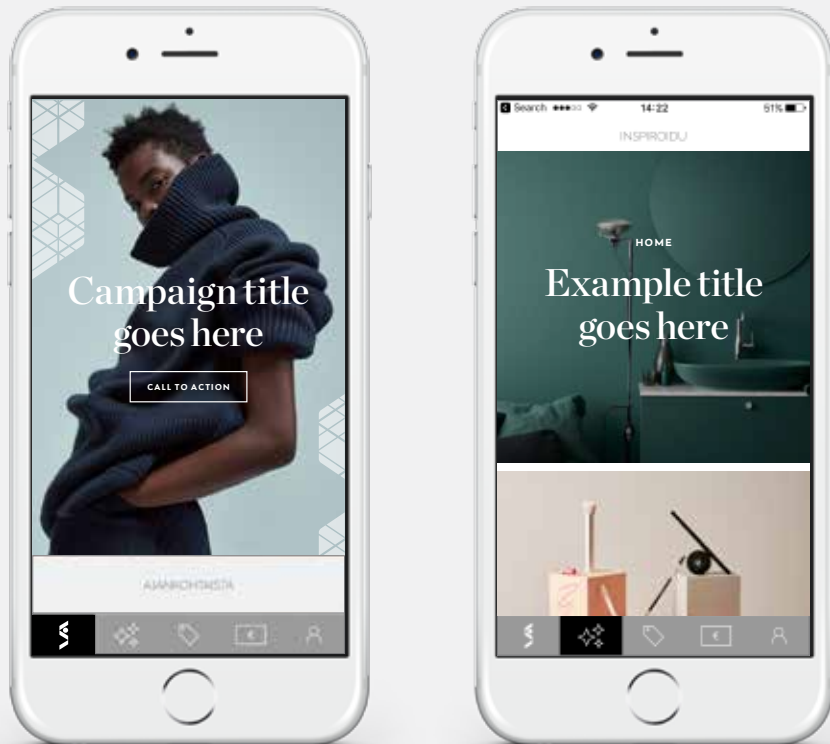
The role of our mobile app is to provide an inspired and guided shopping experience for customers.

To inspire and engage customers we recommend to using campaign images on the start page of the app.

The identifier shape should only be used on the campaign images on the app.

To make the app icon stand out we recommend using white symbol on black background.

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "DIGITAL PRINCIPLES"



DIGITAL

Newsletter

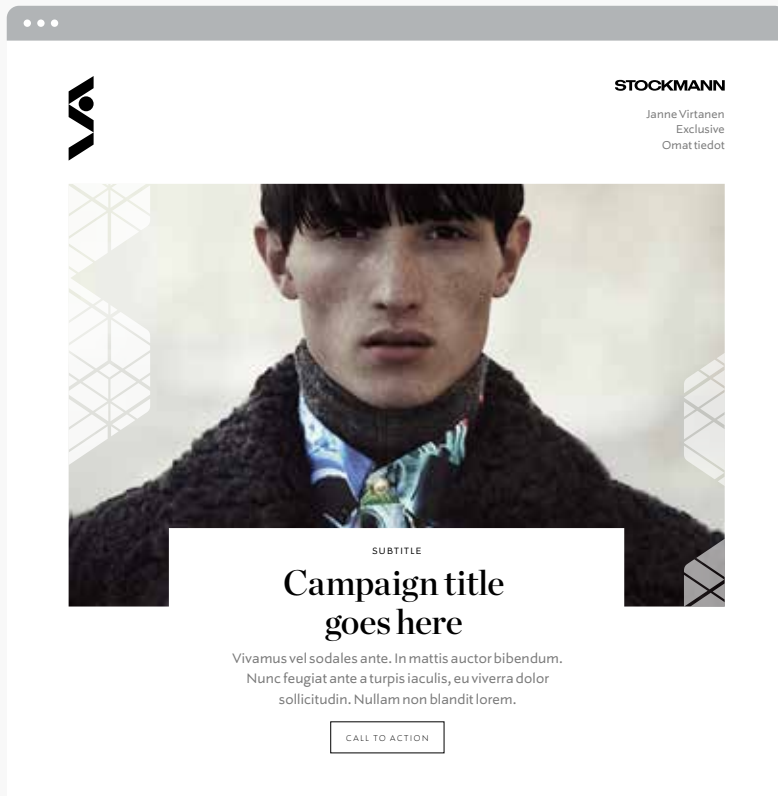
The role of newsletters is to inspire and lead customers to the website.

The identifier shape should be used only on the main campaign image in the newsletter.

Stockmann wordmark and symbol should be used separately.

Chronicle Semibold should be used for titles when possible, otherwise the fallback fonts (Georgia and Arial) should be used.

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "DIGITAL PRINCIPLES"



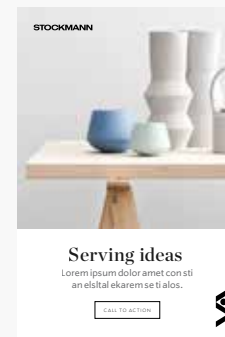
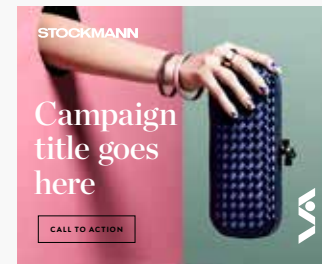
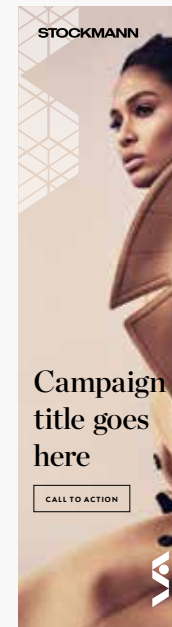
DIGITAL

Ad banners

Banners should inspire and lead customers to the website.

Please refer to the document "ADVERTISING GUIDELINES" for details regarding how to construct different levels of advertising and different formats.

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "DIGITAL PRINCIPLES"



DIGITAL

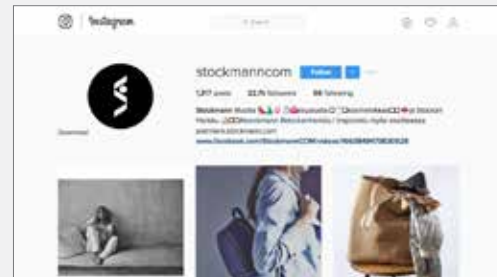
Social media

The role of social media is to inspire and engage customers in dialog with the brand.

To keep the Stockmann brand consistent, use the same profile image for all social media platforms.

Seasonal campaign material should be used on the banner images for social media.

Due to technical limitations on scaling images identifier shape shouldn't be used on the banner images.



*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "DIGITAL PRINCIPLES"



Price indication

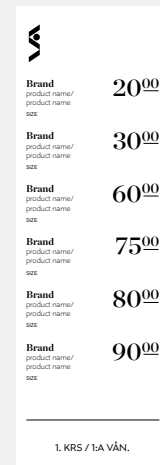
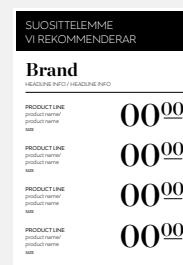
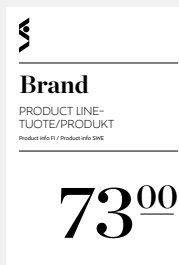
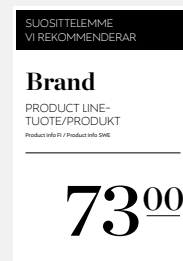
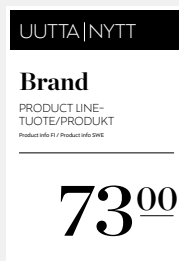
*FOR DETAILED GUIDELINES, PLEASE REFER
TO THE DOCUMENT "PRICE INDICATION"

PRICE INDICATION

Basic

Basic price indication signage is used for general, regular-priced items. Since these signs are standard and will be always seen in store, we use the primary brand colours – black and white.

Chronicle Display is the font used for headlines and prices. Stockmann Sans is the font used for product information.



*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "PRICE INDICATION"

PRICE INDICATION

Sale

Sale signage follows the same layout as the Basic signage, but uses Pantone Red 032C to clearly indicate the sale.

However, seasonal sales may also use colours from the current campaign, to keep consistency with a particular promotion.

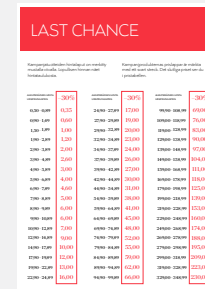
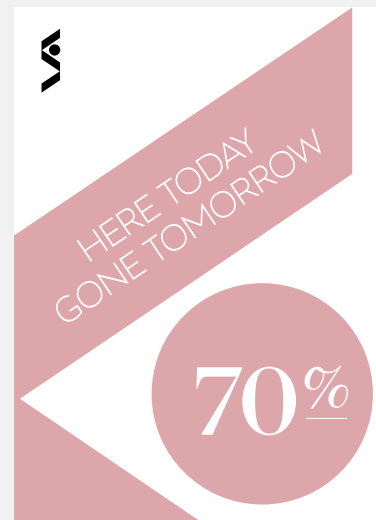


*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "PRICE INDICATION"

PRICE INDICATION

Special sales

Special sales, such as end-of-season discounts use a different graphic layout for greater emphasis. These sales may also use colours from the current campaign, to keep consistency with a particular promotion.



*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "PRICE INDICATION"

PRICE INDICATION

Special offer

Special offers use a more subtle colour system, to set them apart from the sales and major discount price indications.

TARJOUS | ERBJUDANDE

Brand

PRODUCT LINE-
TUOTE/PRODUKT



20%

Välj ett avsnitt av varuslagsserien eller, även beroende på varuslag, en eller flera artiklar av ett visst slag.
Används: Välj ett avsnitt av varuslagsserien eller, även beroende på varuslag, en eller flera artiklar av ett visst slag.
Varuslag: Välj ett avsnitt av varuslagsserien eller, även beroende på varuslag, en eller flera artiklar av ett visst slag.
Varuslag: Välj ett avsnitt av varuslagsserien eller, även beroende på varuslag, en eller flera artiklar av ett visst slag.
Varuslag: Välj ett avsnitt av varuslagsserien eller, även beroende på varuslag, en eller flera artiklar av ett visst slag.

TARJOUS | ERBJUDANDE

Brand

PRODUCT LINE-
TUOTE/PRODUKT

Product info FI / Product info SWE

79⁰⁰ Norm. 129⁰⁰

**ALENNUS ALKUPERÄISISTÄ HINNOISTA -30%.
RABATTEN PÅ DET URSPRINGLIGA PRISET -30%.**

TARJOUS | ERBJUDANDE

Brand

HEADLINE INFO / HEADLINE INFO

PRODUCT LINE
product name/
product name
SIZE **00⁰⁰** Norm. 129⁰⁰

PRODUCT LINE
product name/
product name
SIZE **00⁰⁰** Norm. 129⁰⁰

PRODUCT LINE
product name/
product name
SIZE **00⁰⁰** Norm. 129⁰⁰

PRODUCT LINE
product name/
product name
SIZE **00⁰⁰** Norm. 129⁰⁰

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "PRICE INDICATION"

PRICE INDICATION

Without colour bar

Any decision about this from the pricing team?

<p>SUOSITTELEMME VI REKOMMENDERAR</p> <hr/> <p>Brand</p> <p>PRODUCT LINE- TUOTE/PRODUKT</p> <p>Product info FI / Product info SWE</p> <hr/> <p>73⁰⁰</p>	<p>UUTTA NYTT</p> <hr/> <p>Brand</p> <p>PRODUCT LINE- TUOTE/PRODUKT</p> <p>Product info FI / Product info SWE</p> <hr/> <p>73⁰⁰</p>	<p>LAST CHANCE</p> <hr/> <p>Brand</p> <p>PRODUCT LINE- TUOTE/PRODUKT</p> <p>Product info FI / Product info SWE</p> <hr/> <p>79⁰⁰ Norm. 129⁰⁰</p> <p><small>ALENNIS ALKUPERAISISTÄ HINNOISTA -30% RABATTEN PÅ DET URSPRINGLIGA PRISET -30%</small></p>
--	--	---

*FOR DETAILED GUIDELINES, PLEASE REFER
TO THE DOCUMENT "PRICE INDICATION"

PRICE INDICATION

Seasonal campaigns

Seasonal campaigns, such as Crazy Days and Christmas, follow the same layouts as the Basic price signage, but use the same colour-coding related to the campaign.

For campaigns such as Christmas 2017 where there is also a graphic pattern featured in communication material – we carry this pattern into price indication as well.

CRAZY DAYS

Brand

PRODUCT LINE-
TUOTE/PRODUKT

Product info FI / Product info SWE

79⁰⁰

Norm. 129⁰⁰

ALENNIJS ALKUPERÄISISTÄ HINNOISTA -30%.
RÄBATTEN PÅ DET URSPRINGLIGA PRISET -30%.

JOULU | JULEN

Brand

HEADLINE INFO / HEADLINE INFO

PRODUCT LINE product name/ product name SIZE	<div style="font-size: 48px; font-weight: bold;">00⁰⁰</div> <div style="font-size: 24px; text-align: right;">Norm. 129⁰⁰</div>
PRODUCT LINE product name/ product name SIZE	<div style="font-size: 48px; font-weight: bold;">00⁰⁰</div> <div style="font-size: 24px; text-align: right;">Norm. 129⁰⁰</div>
PRODUCT LINE product name/ product name SIZE	<div style="font-size: 48px; font-weight: bold;">00⁰⁰</div> <div style="font-size: 24px; text-align: right;">Norm. 129⁰⁰</div>
PRODUCT LINE product name/ product name SIZE	<div style="font-size: 48px; font-weight: bold;">00⁰⁰</div> <div style="font-size: 24px; text-align: right;">Norm. 129⁰⁰</div>

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "PRICE INDICATION"

PRICE INDICATION

Loyalty customers 2

Any decision about this from the pricing team?

**KANTA-ASIAKKAILLE
TILL STAMKUNDER**

Brand
PRODUCT LINE-
TUOTE/PRODUKT

10%

EDUT VOIMASSA XXX.X ASTI. / FÖRÄNEN GÄLLER TILL XXX.X.
Enkeltgen gäller varuslagens produkt. Pristakten är
normalkostnad, löpningen ska vara beaktad i kostnad.

Single product sign

**KANTA-ASIAKKAILLE
TILL STAMKUNDER**

Brand
PRODUCT LINE-
TUOTE/PRODUKT

79⁰⁰
Norm. 129⁰⁰

EDUT VOIMASSA XXX.X ASTI. / FÖRÄNEN GÄLLER TILL XXX.X.

Single product sign

**KANTA-ASIAKKAILLE
TILL STAMKUNDER**

Brand
HEADLINE INFO / HEADLINE INFO

PRODUCT LINE
product name/
product name
SIZE **00⁰⁰**
Norm. 129⁰⁰

PRODUCT LINE
product name/
product name
SIZE **00⁰⁰**
Norm. 129⁰⁰

PRODUCT LINE
product name/
product name
SIZE **00⁰⁰**
Norm. 129⁰⁰

EDUT VOIMASSA XXX.X ASTI. / FÖRÄNEN GÄLLER TILL XXX.X.

Multiple product sign

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "PRICE INDICATION"



Wayfinding & signage

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "WAYFINDING & SIGNAGE"

WAYFINDING AND SIGNAGE

Opening hours

Printed sticker that can be fixed to the doors or windows, for a streamlined look. Suggested size here is A3, but should be adjusted according to what fits best in the space.

White text in Stockmann Sans on black background, to increase visibility against transparent surfaces.

AVOINNA | ÖPPET | OPEN

STOCKMANN

MA-PE MÅ-FR MON-FRI	9-21
LA LÖ SAT	9-18
SU SÖ SUN	12-18
STOCKMANN.COM	24h

HERKKU DELIKATESSEN

MA-PE MÅ-FR MON-FRI	7-23
LA LÖ SAT	7-21
SU SÖ SUN	10-21

STOCKMANN

AVOINNA | ÖPPET | OPEN

MA-PE MÅ-FR MON-FRI	9-21
LA LÖ SAT	9-18
SU SÖ SUN	12-18
STOCKMANN.COM	24h


 |
 WC
 |
 

WAYFINDING AND SIGNAGE

Opening hours – exceptions

Printed sticker that can be fixed to the doors or windows, for a streamlined look. Suggested size here is A3, but should be adjusted according to what fits best in the space.

White text on black background, to increase visibility against transparent surfaces.

Chronicle Display is the font used because the messaging here is more communication-driven rather than just functional.



Special opening hours



Notice for closings



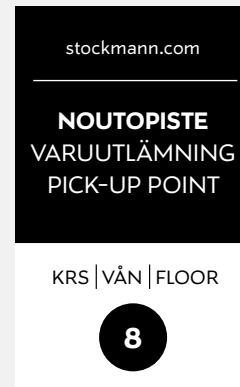
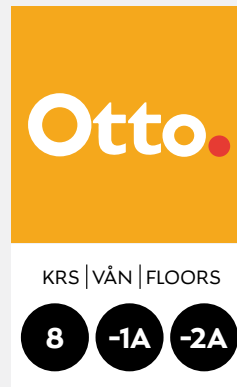
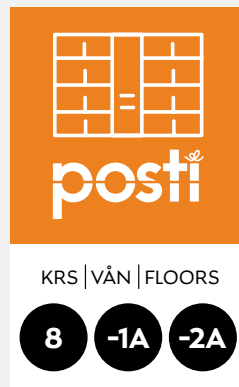
Circular signs where more attention is needed.

WAYFINDING AND SIGNAGE

Services/commercial

Combined info stickers showing both services logos and location.

Floor numbers indicated using white text on black dots – to create an easily visible system.



WAYFINDING AND SIGNAGE

Ceiling signage

Ceiling signage is the primary type of signage used to guide the customer around the department store.

White text and symbols on black background.



Square corners are preferred

Black background

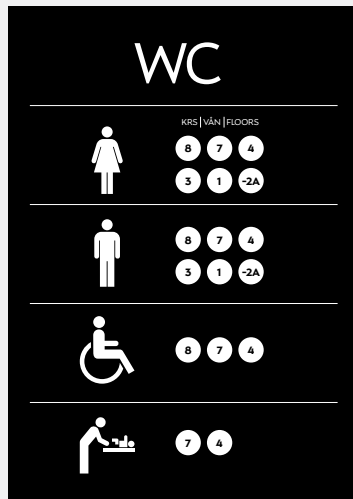
Limit to 2 symbols on each side if possible, to avoid overcrowding

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "WAYFINDING & SIGNAGE"

WAYFINDING AND SIGNAGE

Wall signage

To guide customer to various services and facilities. Combination of symbols and numbering creates a simple system which is direct and straightforward for all visitors, regardless of language.



*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "WAYFINDING & SIGNAGE"

WAYFINDING AND SIGNAGE

Service signage

For services within the core Stockmann areas: Fashion, Beauty, Food, and Home. Can include Stockmann's own services as well as tenant/partner services where images are available.

Where possible, used Stockmann's own produced images. Possible to use tenant's own images if they fit within the general Stockmann image style.

LOCATIONS:

- Throughout the store within relevant departments:
- digital screens
- cash desks
- elevator areas



Stockmann services



Partner services

“S” Symbol

Image

Service name

Service description

Location/
Tenant name

WAYFINDING AND SIGNAGE

Service signage variations



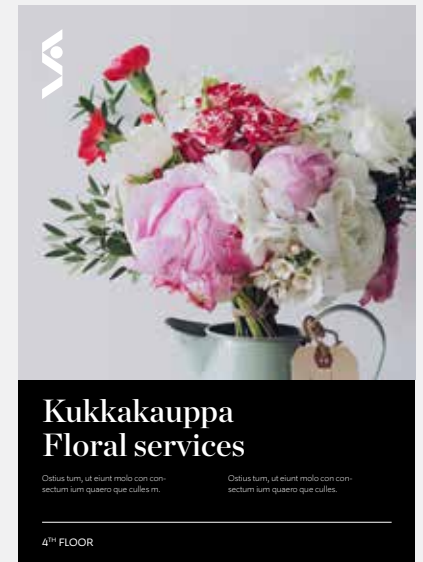
Fashion Services



Beauty & Wellness Services



Home & Interior Design Services



Other Services

WAYFINDING AND SIGNAGE

Miscellaneous messaging

For miscellaneous messages where images are not relevant. For example:

- tax-free/tourist services
- lost property
- free wifi
- Union Pay

LOCATIONS:

Throughout the store within relevant departments:

- digital screens
- cash desks

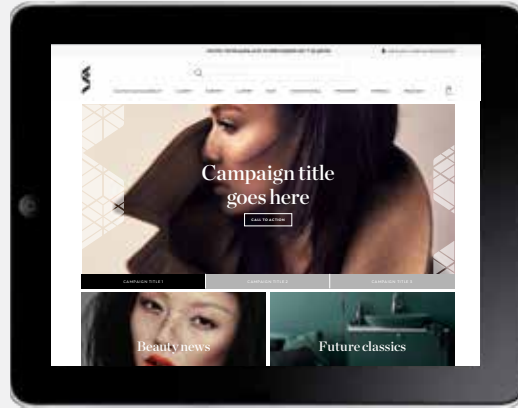
*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "WAYFINDING & SIGNAGE"



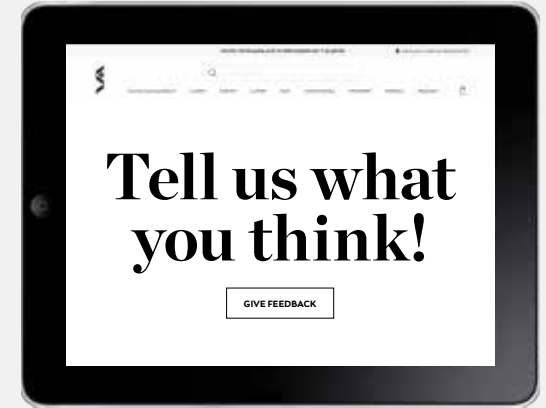
WAYFINDING AND SIGNAGE

iPads and digital screens

For iPads and digital screens, the brand identity is consistent with other touchpoints.



HOME SCREEN - default should be stockmann.com



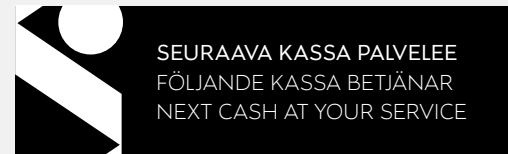
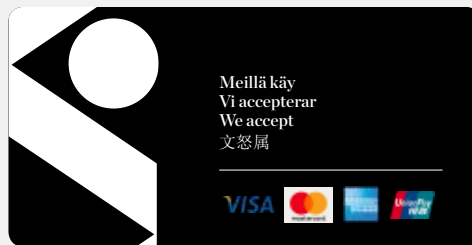
FEEDBACK SCREEN

WAYFINDING AND SIGNAGE

Cash desk items

Cash desk items use the cropped S-symbol, since these are standard point-of-sale fixtures.

Since they are constantly in use on cash desks, they are designed with white graphics/texts on a black background, to prevent getting dirty.



Next cash desk sign

*FOR DETAILED GUIDELINES, PLEASE REFER TO THE DOCUMENT "WAYFINDING & SIGNAGE"

Signature writing mats, 290 x 150

