

REDESIGN OF EXISTING HUSQVARNA SHOPS AND HUSABERG SHOPS

MATTIGHOFEN, SEPTEMBER 2013



Husqvarna[®]
MOTORCYCLES

REDESIGN OF EXISTING SHOPS.

INTRODUCTION.

This manual sets the rules by which existing HUSQVARNA and HUSABERG shops must be redesigned and converted into the new HUSQVARNA shops in order to ensure the uniform appearance of the repositioned HUSQVARNA brand worldwide. A uniform appearance and the implementation of all changes described in this manual is vital to be able to offer Husqvarna customers an all-encompassing and clear brand image and brand experience at the POS.

For the customer and his willingness to buy, as well as his affiliation to the brand, it is important that the changes at HUSQVARNA are standardised in all communication tools. One of the most important factors in this regard is the uniform appearance of the shops, as a willingness to buy becomes a final purchase decision at the POS, especially if it has a standardised appearance.

In addition, each individual dealer can thereby benefit more from the central advertising measures, and a standardised appearance at the POS ensures that the entire brand is communicated clearly and perceived as being of greater value.

By participating and adhering to the design rules for the shop, each HUSQVARNA dealer makes its own contribution towards guaranteeing the success of HUSQVARNA and giving the brand the high-quality presence it deserves.

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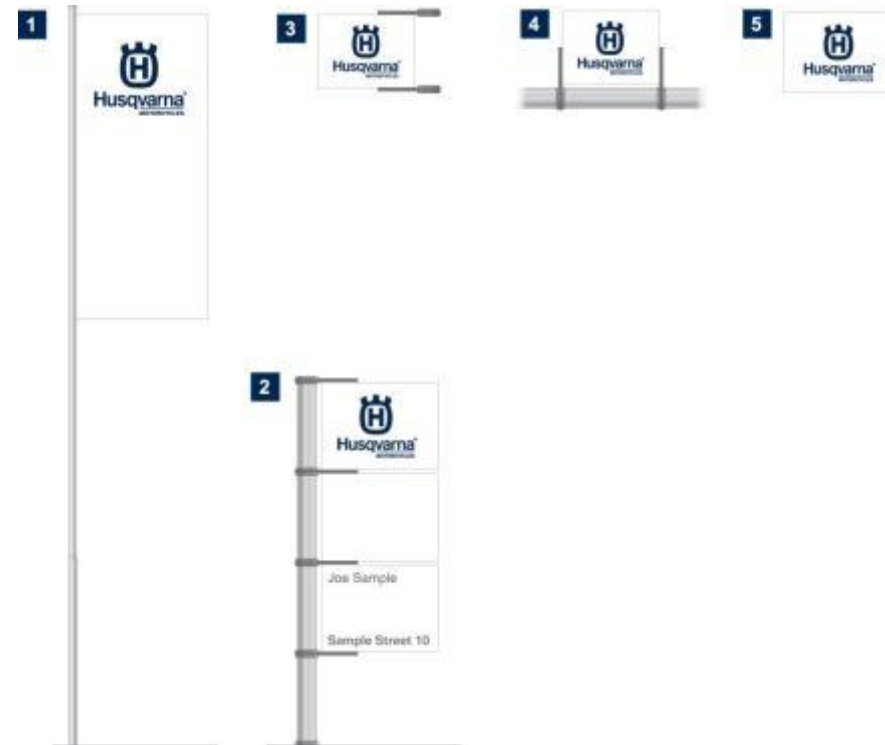
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EXTERIOR DESIGN. GENERAL GUIDELINES.

- The exterior appearance makes a decisive contribution towards the success of every HUSQVARNA shop. A convincing first impression attunes the customer perfectly to the HUSQVARNA experience and also makes people more interested in visiting the shop. At the same time, attractive design elements ensure an optimum visual signal and long-distance effect.
- For all existing HUSQVARNA shops with red components on the outside, these must be repainted in the new HUSQVARNA BLUE. Likewise, all logo elements must be replaced with elements featuring the new logos.
- For all existing HUSABERG shops, all signs and notices must be removed and replaced with the new HUSQVARNA signs.
- For both variations of the existing shops, only the logo elements must be changed, as the new structure is the same as the old/existing one. They are mounted using the existing mounting, support or components.
- You can order new logo elements from the HUSQVARNA HQ in Mattighofen.

Exterior design of existing HUSQVARNA SHOPS. FLAG, PYLON, SIGNS.

- **1 Flag**
- Change flag
- **2 Pylon**
- Change two-part logo plate
- **3 Logo module (vertical)**
- Change two-part logo plate
- **4 Logo module (with profile)**
- Change two-part logo plate
- **5 Logo module (single)**
- Change two-part logo plate



- The correct, new logo must be used for all elements!
- Due to numerous measurement variations, only the sign types are specified on pages 6 and 7; before changing the signs, please measure the dimensions of the existing signs and order the corresponding sizes.

Exterior design of existing HUSQVARNA SHOPS. SIGNS.

- **6 Logo module with "Husqvarna" profile**
- Change two-part logo plate
- **7 Logo module with "Husqvarna Motorcycles" profile**
- Change two-part logo plate
- **8 Logo module with "dealer name" profile**
- Change two-part logo plate
- **9 Logo module wall mounting "Husqvarna"**
- Change two-part logo plate
- **10 Logo module wall mounting "Husqvarna Motorcycles"**
- Change two-part logo plate
- **11 Logo module wall mounting "dealer name"**
- Change two-part logo plate



Exterior design of former Husaberg shops. LOGO SIGNS.

▪ 90° Light sign

- Double-sided light box
- W 1300 mm, H 800 mm
- Change logo carrier plate on both sides



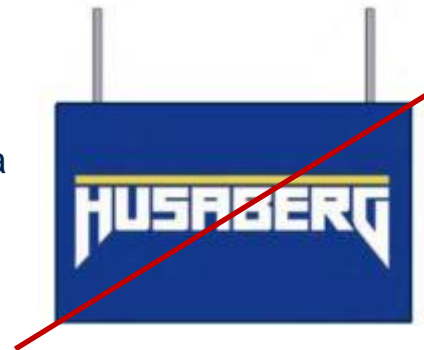
▪ Wall sign

- Use only if 90° light sign is not possible
- W 1300 mm, H 800 mm
- Change logo carrier plate



▪ Shop window light sign

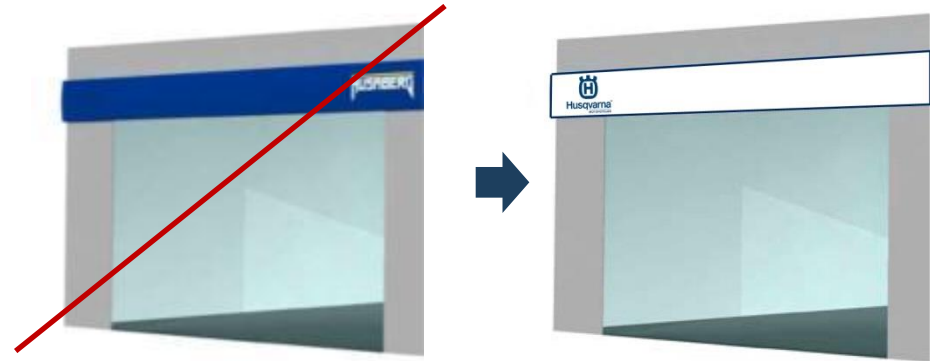
- Illuminated
- Double-sided for use inside
- Can be used with poles in the shop window
- With chains from the ceiling in the shop area
- W 800 mm, H 500 mm
- Change logo carrier plate on both sides



Exterior design of former Husaberg shops. FAÇADE.

▪ Façade band

- Light box element
- Wall mounting
- H 800 mm, any length
- Change the entire blue front plate with logo



▪ Dealer name

- Addition to the façade band
- Light box element
- Wall mounting
- H 800 mm, any length
- Change the entire blue front plate with logo and dealer name
- When changing, make sure that the name is integrated in the band



Exterior design of former Husaberg shops. PYLON.

▪ Pylon

- Very high light element
- Lighting on both sides
- Mounted on concrete base
- W 1030 mm, H 3600 mm
- Change logo carrier plates on both sides;
same aluminium base is used



EXISTING HUSQVARNA SHOPS. GENERAL GUIDELINES.

The basic shop element of the existing HUSQVARNA shops continues to form the main component of all HUSQVARNA shops and differentiates the shop from other shop zones in an eye-catching way. It is placed directly on the wall or as a freestanding room divider. It takes the same form as before.

- It is not necessary to move it, unless the shop area is being given a more prominent position in the shop
 - closer to the entrance
 - in the window area
- The colours have changed.
The current Husqvarna red is being replaced with a new Husqvarna blue.
- In addition, the logos and graphics have been changed for new ones.

The existing presentation arrangement of HUSKY STYLE (wear) on one side and HUSKY POWER (parts) on the other can also be retained.

If the back of the basic element is used as well, this can be kept as well.

EXISTING HUSQVARNA SHOPS. BASIC WALL VERSION

To adapt the existing shop elements of the basic version to the new HUSQVARNA appearance in an optimum way, the following changes are necessary:

- Change the logo hanging from the ceiling
 - Replace with new logo sticker
- Repaint the grid elements
 - Recommendation: remove fully from the bracket and have it repainted by an auto body painter
- Change the banner for a new logo banner
 - The frame of the banner should also be repainted beforehand
- Remove the curbs from the bike podium
 - Repaint the surface of the podium and apply the logo and claim sticker onto the blue surface
 - Alternatively, it is possible to order a blue foil on which claim + logo are already positioned



EXISTING HUSQVARNA SHOPS. BASIC FREESTANDING VERSION

To adapt the existing shop elements of the basic freestanding version to the new HUSQVARNA appearance in an optimum way, the same changes should be made as for the basic wall version, but on both sides of the element:

- Repaint the grid elements
 - Recommendation: remove all attachments, such as shelves and base plates, and have the grid elements and frames repainted by an auto body painter
- Change the banner for a new logo banner on both sides
 - The frame of the banner should also be repainted beforehand

For the sake of simplicity, only the back is shown; the front of the element looks the same as the wall element.



Back

EXISTING HUSQVARNA SHOPS. MEDIUM-SIZED VERSION

To adapt the existing shop elements of the medium-sized version to the new HUSQVARNA appearance in an optimum way, the following changes are necessary in addition to those for the basic version:

- Repaint the grid elements of the brochure holder
 - Recommendation: remove all shelves and the base
 - Have the grid elements repainted by an auto body painter
- Change the logos on the carrier plate
 - Remove the old logo sticker and replace with new logo sticker



EXISTING HUSQVARNA SHOPS. LARGE VERSION.

To adapt the existing shop elements of the large version to the new HUSQVARNA appearance in an optimum way, the following changes are necessary in addition to those for the basic and medium versions:

- Repaint the grid elements of the counter
 - Recommendation: remove all removable parts, mask off the rest and then have them repainted by an auto body painter
- Repaint the grid elements of the showcase
 - Recommendation: remove all removable parts, mask off the rest and then have them repainted by an auto body painter
- Note: as it may not be possible to remove all parts for the counter and showcase, the remaining parts should be masked off before the grid elements are repainted.



EXISTING HUSQVARNA SHOPS. GRAPHICS.

- **Graphics – logo**

Banner with logo as long-distance eye-catcher

- Use existing grid element
- Banner for element H 2200 mm, W 1200 mm
- With freestanding elements, use the same graphics for the front and back

- Change the logos on all elements

- Replace old logo sticker or logo plate with new ones



Graphics on front and back

EXISTING HUSQVARNA SHOPS. BIKE PODIUM.

The floor area of the redesigned HUSQVARNA shop should also be given a new look. The existing bike podium should be redesigned for this purpose.

- Remove the curbs
- Repaint the surface of the bike podium to match the new design, RAL: 5003 Sapphire Blue (remove the bike stand first)
- Claim + logo are available as stickers that are delivered on a large carrier film to make it easier to position them correctly.
- Position the podium directly in front of the wall element or freestanding element



Basic version with bike podium

***Alternative:** Put the easy-to-apply foil onto the podium; instructions are included with the foil; logo and claim are already on the foil

EXISTING HUSQVARNA SHOPS. COLOURS.

After all conversion measures are complete, your new Husqvarna shop should look like in the picture on the right.

The dominant colours are white and blue. Yellow is also used, and mid-blue is used for printed material.

The following CI colours are used in the Husqvarna shop:



WHITE

RAL: 9003 Signal White
CMYK: 0/0/0/0
RGB: 255/255/255

BLUE

RAL: 5003 Sapphire Blue
Pantone: 534 C
CMYK: 100/65/0/65
RGB: 0/37/80

YELLOW

RAL: 1021 Rapeseed Yellow
Pantone: 7406 C
CMYK: 0/17/100/0
RGB: 255/209/0

GREY

RAL: 7047 Telegrey 4
Pantone: Cool Grey 2C
CMYK: 0/0/0/20

MID-BLUE

80% of
Pantone: 7406 C

EXISTING HUSQVARNA SHOPS. PRACTICAL EXAMPLE.



THE PIONEERS OF MOTOCROSS

FORMER HUSABERG SHOPS. GENERAL GUIDELINES.

The basic shop element of the former HUSABERG shop forms the central component of the new HUSQVARNA shop and differentiates the HUSQVARNA area from other shop zones in an eye-catching way. It is placed directly on the wall or as a freestanding room divider. It takes the same general form as before.

- It is not necessary to move it, unless the shop area is being given a more prominent position in the shop
 - closer to the entrance
 - in the window area

The existing basic arrangement, whereby HUSKY STYLE (wear) is presented on the one side and HUSKY POWER (parts) on the other side in divided areas at the front can also be retained.

If the back of the basic element is used as well, this can be kept as well.

Changes are made to the graphics banners, the logo and the bike podium.

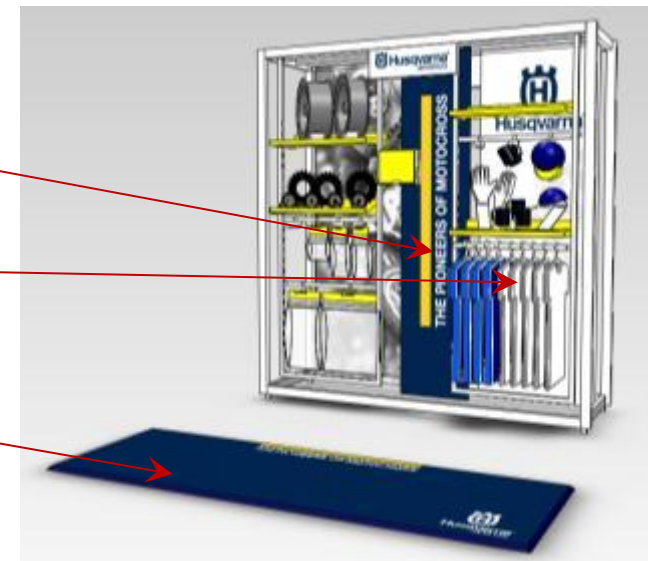
FORMER HUSABERG SHOPS. BASIC SHOP ELEMENT.

To adapt the existing shop element to the new HUSQVARNA appearance in an optimum way, the following changes are necessary:

- Change the logo at the top centre
 - Replace with new logo sticker
- Remove the banner element on the left
 - Remount a banner at the top on the base element's first strut from the back, using a Velcro strap
- Remove the element with the tree trunks
 - Remount a banner on the second strut from the back, using a Velcro strap
- Remove the banner element on the right
 - Remount a banner on the first strut from the back, using a Velcro strap
- The podium is placed in front of the shop element.

If the shop element is freestanding in the room, both sides can still be used, of course.

In such case, all changes must be identical on both sides.



FORMER HUSABERG SHOPS. GRAPHICS.

- **Left-hand graphics – Heritage**
Banner with picture as the background for the presentation of HUSKY STYLE (wear)
 - Mount at the top on the rearmost strut, using a Velcro strap
 - At the bottom edge with weighting rod
- **Middle graphics – claim**
Narrow banner with the new claim
 - Positioned in the centre and moved the furthest forward
 - Mount at the top on the second strut from the front, using a Velcro strap
 - At the bottom edge with weighting rod
- **Right-hand graphics – logo**
As background for the presentation of HUSKY POWER (parts)
 - Mount at the top on the rearmost strut, using a Velcro strap
 - At the bottom edge with weighting rod



Left-hand graphic – Heritage
H 2400 mm, W 800 mm



Middle graphic – claim
H 2400 mm, W 500 mm



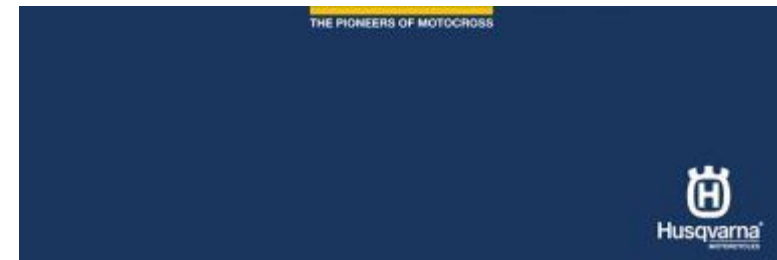
Right-hand graphic – logo
H 2400 mm, W 800 mm

The graphics for the freestanding elements are printed on both sides.

FORMER HUSABERG SHOPS. BIKE PODIUM.

Particular attention should also be drawn to individual motorbikes in the new HUSQVARNA shop.

- All dealers should continue to use the existing floor plate.
 - The easy-to-apply blue foil on which claim + logo are already positioned must be applied to the plate.
 - Alternatively, the plate can be painted locally to match the new design, RAL: 5003 Sapphire Blue
 - Claim + logo can be ordered as stickers that are delivered on a large carrier film to make it easier to position them correctly.
-
- If the existing podium plate can no longer be used, the bike can be placed on a Husqvarna shop carpet using racing stands or side stands.
(See optional element)



Design for base plates that are painted or have blue foils on them

FORMER HUSABERG SHOPS. COLOURS.

After all conversion measures are complete, your new HUSQVARNA shop should look like in the picture on the right.

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The following CI colours are used in the HUSQVARNA shop:

WHITE

RAL: 9003 Signal White
CMYK: 0/0/0/0
RGB: 255/255/255

GREY

RAL: 7047 Telegrey 4
Pantone: Cool Grey 2C
CMYK: 0/0/0/20

BLUE

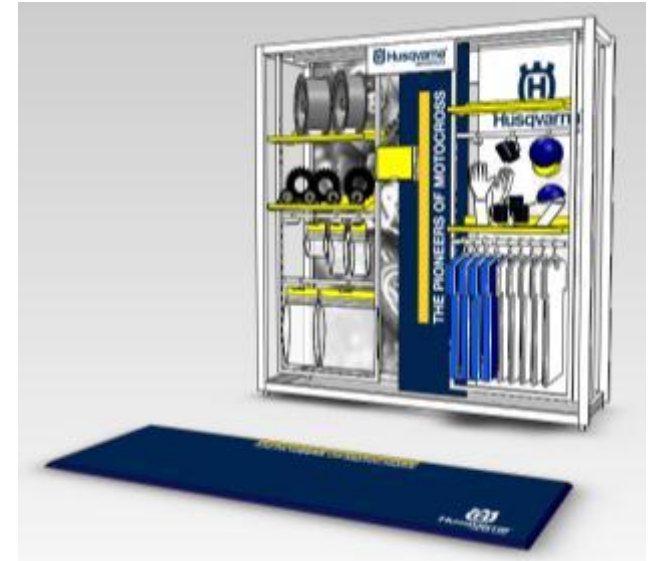
RAL: 5003 Sapphire Blue
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RGB: 0/37/80

MID-BLUE

80% of
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YELLOW

RAL: 1021 Rapeseed Yellow
Pantone: 7406 C
CMYK: 0/17/100/0
RGB: 255/209/0



FORMER HUSABERG SHOPS. PRACTICAL EXAMPLE.



THE PIONEERS OF MOTOCROSS

HUSQVARNA SHOPS GENERAL. LIGHTING AND DECORATION.

The lighting of all variations of the HUSQVARNA shop versions will not change. The most important information is briefly resummarised here:

- Select optimum lighting for the area
- Aim spotlights at the highlight areas

The decoration must be afforded the same level of care as before:

- Present lying and hanging items evenly and tidily
- Display all items in unpacked form and without protective plastic
- Arrange small items at reach height or eye level
- Do not hang or position items too close together
- Hang T-shirts, pullovers and jackets with the smallest sizes at the front
- Hang light and dark items in alternating order

OPTIONAL ELEMENT. CARPET.

A HUSQVARNA shop carpet can be ordered as an optional element for both shop variations.

The carpet measures 3000 mm x 3000 mm.

- It is important that the bike podium and carpet are not used together. This means: the bike podium should not be placed on the carpet.
- The following also applies:
 - Lay the carpet underneath the shop element
 - Option to place a motorbike on the carpet using a racing stand or side stand
 - Place freestanding shop elements in a central position on the carpet
 - Place additional shop elements (such as brochure stands, showcase and table) around the carpet



Optional variations with carpet



Carpet

REDESIGN OF EXISTING SHOPS.

Thank you for your support!