Brand guidelines - Schibsted account

May 2019

Brand guidelines – Interim period

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Background and Introduction

Introduction:

Schibsted is on an exciting journey evolving from an institution within media to a family of digital consumer brands, with the mission of empowering users and communities. **As a part of this new Brand strategy for Schibsted, SPiD, as a brand name, will no longer be used.**

Going forward it will be **Schibsted that carries the relationship with the user** and the **user will create a Schibsted account.**

Why are we doing this?

- **Transparency for GDPR Compliance**
- **Consistent and coherent communication across sites**
- Create a clear understanding of the relationship between Schibsted and our product brands
- Soft and bottom up approach when introducing Schibsted in our local markets i.e. it will be the local brands that introduce Schibsted towards their users

Design Specifications

SCHIBSTED

Do: Use Schibsted written out as sender in Source Sans Pro

Do: Remove all SPiD communication and branding

Do not: Use the current 'S'-symbol

Do not: Use current Schibsted colours

Do not: Use the term 'Media group'

Do not: Use the full legal entity name when communicating eg.

Schibsted Sweden or Schibsted Norway

Any questions please contact our Brand design lead.
Mail: tim.holmberg@schibsted.com
Slack: tim.holmberg

We are a member of the Schibsted Family

```
Text: As on local site
Link: As on local site
Hyperlink to page: www.schibsted.com
```

We are a member of the Schibsted Family

```
Text: Source Sans Pro Regular
Link: Source Sans Pro Semibold
Size: 16pt
```
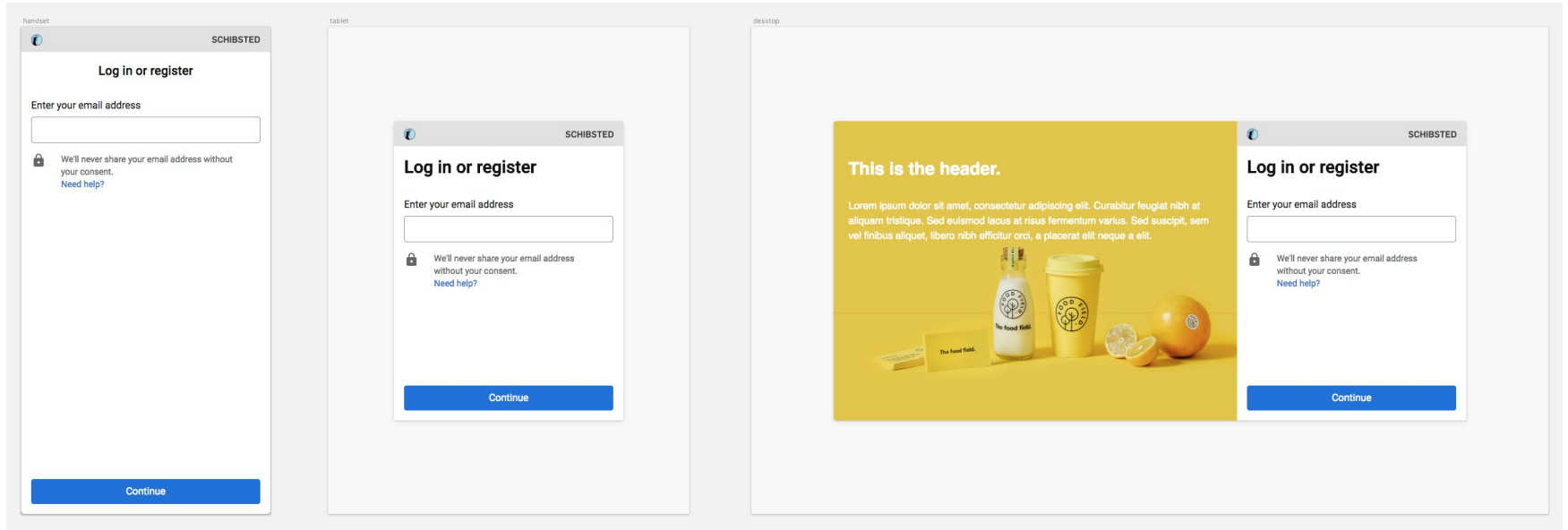
```
Colours:
1) Paragraph and hyperlink as on local site.
2) Black: 30302E, Hyperlink: 365990.
```

Login page

SCHIBSTED

Log in or register

Enter your email address

We'll never share your email address without your consent.
Need help?

Continue

SCHIBSTED

Log in or register

Enter your email address

We'll never share your email address without your consent.
Need help?

Continue

This is the header.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur feugiat nibh at aliquam tristique. Sed euismod lacus at risus fermentum varius. Sed suscipit, sem vel finibus aliquet, libero nibh efficitur orci, a placerat elit neque a elit.

The food field.

SCHIBSTED

Log in or register

Enter your email address

We'll never share your email address without your consent.
Need help?

Continue

Note: These changes will come out-of-the-box by integrating with the Identity SDKs and flows

We use a family metaphor for Schibsted

Schibsted Family

We use a family metaphor for Schibsted.

– [brand name] is a member of the Schibsted Family

– We are a member of the Schibsted Family
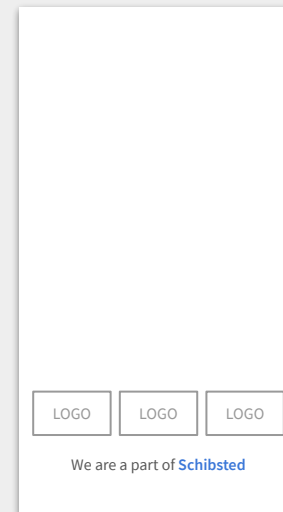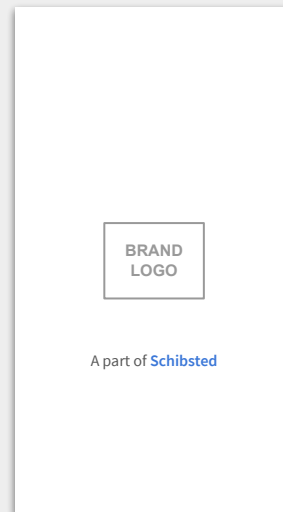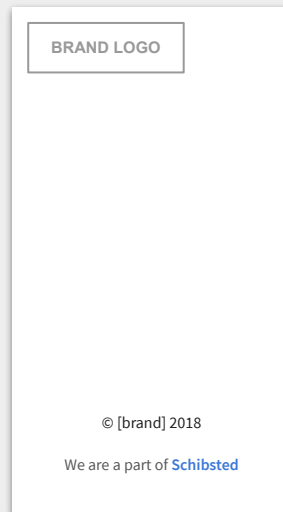
– [logo] A member of the Schibsted Family

BRAND LOGO

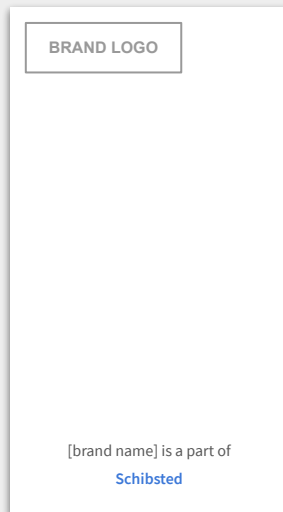[brand name] is a member of the
Schibsted Family

BRAND LOGO

© [brand] 2018
We are a member of the
Schibsted Family

BRAND
LOGO

A member of the
Schibsted Family

LOGO LOGO LOGO

We are a member of the
Schibsted Family
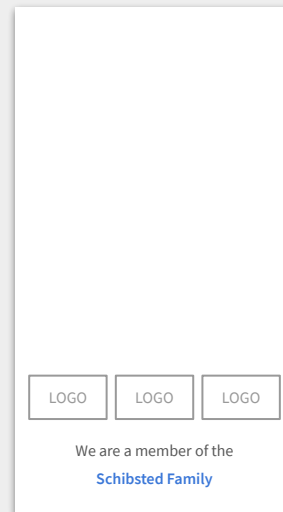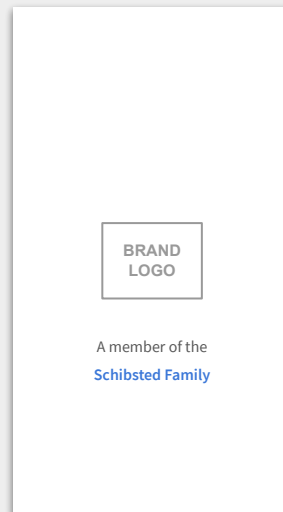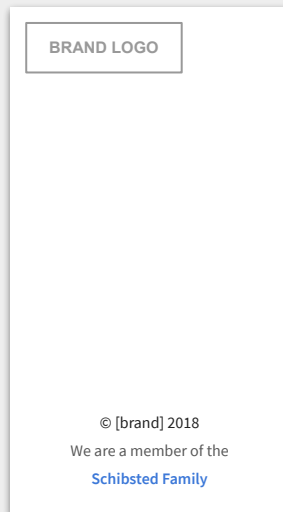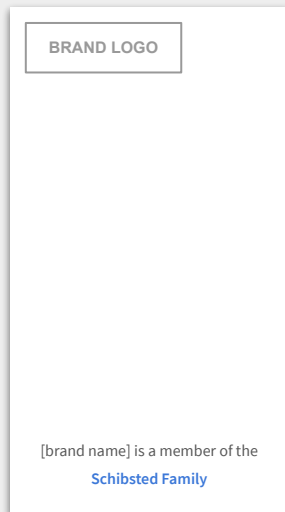
Local language:
Schibsted Family

If the family metaphor doesn't work well translated in to your local language, use these formulations instead;

– [local brand] is a part of Schibsted
– We are a part of Schibsted
– [logo] A part of Schibsted

Example, in Swedish;
– Blocket är en del av Schibsted
– Vi är en del av Schibsted
– [Blocket logo] En del av Schibsted

BRAND LOGO

[brand name] is a part of
Schibsted

BRAND LOGO

© [brand] 2018

We are a part of **Schibsted**

BRAND
LOGO

A part of **Schibsted**

LOGO   LOGO   LOGO

We are a part of **Schibsted**

For 3rd party brands

Use: [Brand] is in collaboration with Schibsted

Example:

Current

Schibsted as data controller

Additional explanation about the connection between the brand and Schibsted

Swedish: Blocket är en del av Schibsted, där även systerbolagen Aftonbladet, Prisjakt, TV.nu, Lendo och Svenska Dagbladet ingår. På Schibsted utvecklar vi ständigt nya tjänster och produkter som ger dig möjligheter att förbättra och förenkla din vardag. Här kan du läsa mer om Schibsted.

Norwegian: Finn er en del av Schibsted, hvor også blant andre søsterselskapene Aftenposten, VG, Bergens Tidende, Stavanger Aftenblad og Lendo inngår. I Schibsted utvikler vi stadig nye tjenester og produkter som gir deg muligheten til å forbedre og forenkle hverdagen. Her kan du lese mer om Schibsted.

How to express Schibsted Account
– Guidelines for brands

Note: These guidelines should be implemented by the brands.

General principles

How to use the phrase "Schibsted account"

Log in with Schibsted account

[Brand] uses Schibsted account

Log in

Create a Schibsted account

Click here to view your Schibsted account

You log in to [brand] with your Schibsted account.

General principles

When SPiD is referred to as a stand-alone product

❌ **Example copy:**
English: [Brand] uses SPiD as a login platform. Learn more about SPiD here.
Swedish: [Brand] använder inloggningsplattformen SPiD. Läs mer om SPiD här.
Norwegian: [Brand] bruker innloggingsplattformen SPiD. Les mer om SPiD her.

✅ English: [Brand] is a part of the Schibsted family. You log in to [Brand] with your Schibsted account. Learn more here.

Swedish: [Brand] är en del av Schibsted. Du loggar in på [Brand] med ditt Schibsted-konto. Läs mer här.

Norwegian: [Brand] er en del av Schibsted. Du logger inn på [Brand] med din Schibsted-konto. Les mer her.

General principles

When SPiD is used in the context of the ecosystem

Example copy:

English: At [Brand A], you use SPiD to log in, which is also used by [Brand X, Y and Z]

Swedish: På [Brand X] loggar du in med inloggningslösningen SPiD, som även används av bl a [Brand X, Y, och Z].

Norwegian: På [Brand X] logger du inn med innloggingsløsningen SPiD, som også benyttes av bl a [Brand X, Y, och Z].

English: You log in to [Brand A] with your Schibsted account. It is the same account you use to log in to [Brand X, Y and Z].

Swedish: Du loggar in på [Brand] med ditt Schibsted-konto. Det är samma konto som du använder för att logga in på t.ex [Brand X, Y, och Z].

Norwegian: Du logger inn på [Brand] med din Schibsted-konto. Dette er den samme kontoen som du benytter for å logge inn på f.eks. [Brand X, Y, och Z].