

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

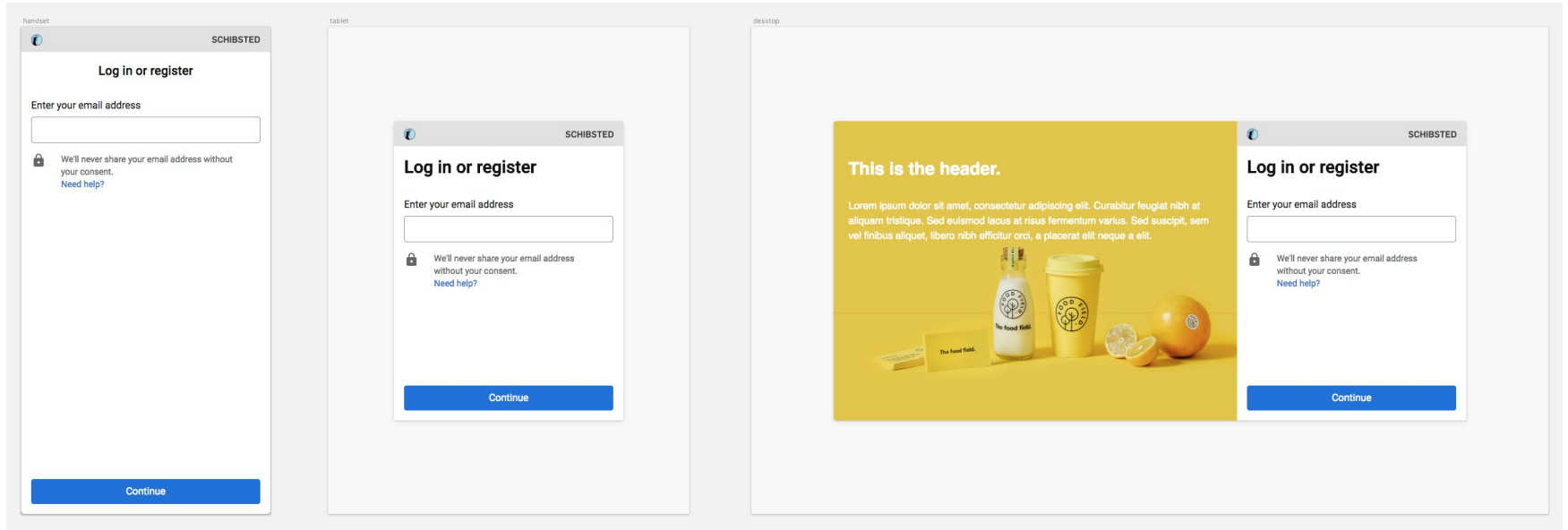
Size: 16pt

Colours:

1) Paragraph and hyperlink as on local site.

2) Black: 30302E, Hyperlink: 365990.

Login page



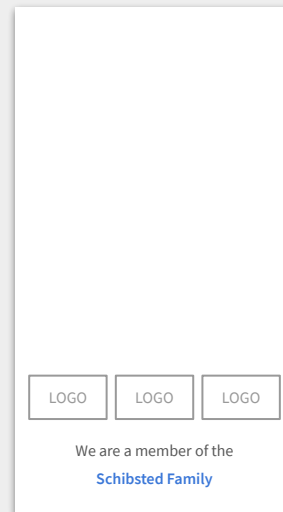
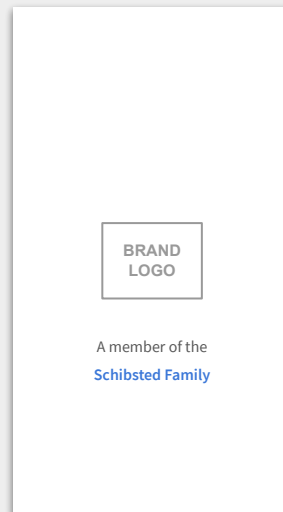
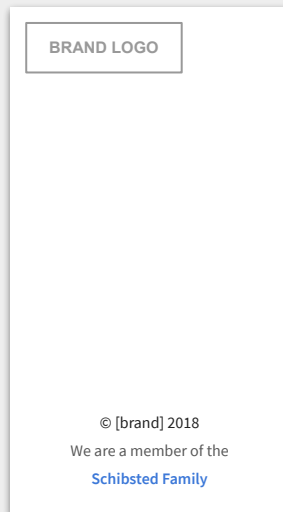
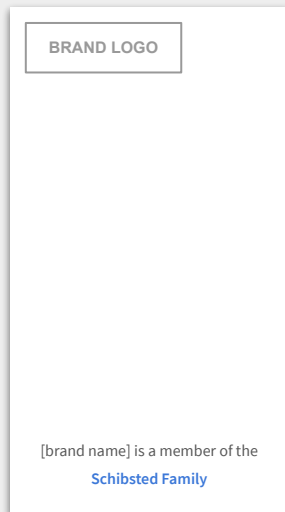
Note: These changes will come out-of-the-box by integrating with the Identity SDKs and flows

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



Local language:

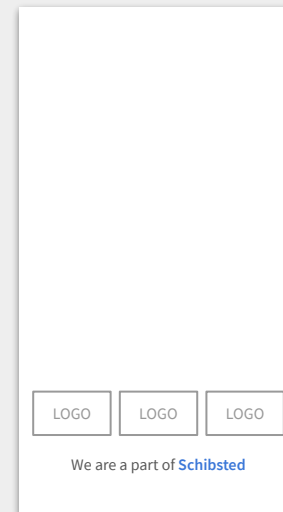
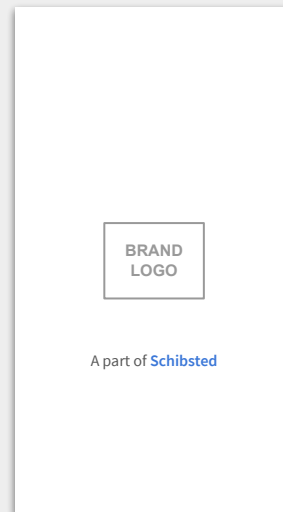
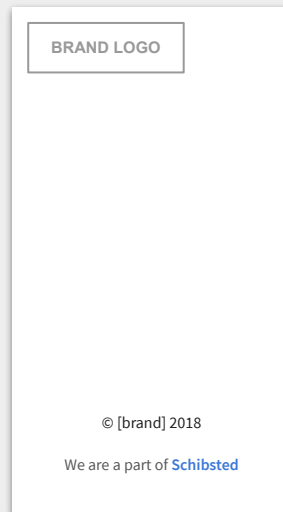
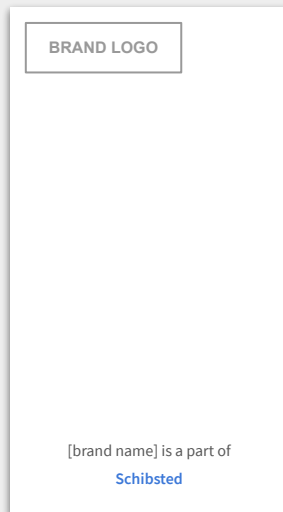
Schibsted Family

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



For 3rd party brands

Use: [Brand] is in collaboration with Schibsted

Example:

The screenshot shows the current website layout for Adresseavisen. At the top, there are two rows of article teasers. Below this is the main header with the logo 'Adresseavisen' and social media icons for Addressa, Mobil, Tips OSS, RSS-Feed, Facebook, and Twitter. The main content area is divided into several columns with contact information:

- SJEFREDAKTOR:** Kirsti Husby
- NYHETSREDAKTOR:** Frode N. Børfjord
- REDAKSJONEN:** Kontaktliste redaksjonen
- TIPS OSS:** Tiptelefon: 464 07200, SMS: 464 07200, kodeord TIPS, E-post: webred@adresseavisen.no
- KUNDESERVICE:** Telefon: 464 07200, Internett: Kontakt oss
- ANNONSE- OG ABONNEMENTSINFO:** E-post: kundeservice@adresseavisen.no, Internett: http://kundeservice.adressa.no, Eutgave for abonnenter: sAdressa
- JOB:** Ledige stillinger i Adresseavisen
- KONSERNINFO:** Adresseavisen er en del av konsernet Polaris Media, som er notert på Oslo Børs. For finansuell informasjon se www.polarismedia.no.
- ADRESSEAVISEN AS:** Org.nr 992 664 568, Postboks 3200, Torgarden, 7003 Trondheim, Sentralbord: 464 07200, Fax: + 47 72 50 11 15

At the bottom, there is a small disclaimer: 'Adresseavisen arbeider etter Vær Varsom-plakatens regler for god presseskikk. Se også Redaktøransvar, Tilsynsorgan video, Medietilsynet. Adresseavisen har ikke ansvar for innhold på eksterne nettsider som det lenkes til. Informasjon om bruk av «cookies» og personvernpolicy. All innhold er opphavsrettslig beskyttet 2018 © Adresseavisen Powered by Escenic. Adresseavisens rettigheter.'

Current

The screenshot shows the website layout after integration with Schibsted. The top navigation bar now includes a 'Schibsted' logo and a 'Kontakt oss' button. The main header features the 'Adresseavisen' logo and social media icons. The contact information section is reorganized:

- SJEFREDAKTOR:** Kirsti Husby
- NYHETSREDAKTOR:** Frode N. Børfjord
- REDAKSJONEN:** Kontaktliste redaksjonen
- TIPS OSS:** Tiptelefon: 464 07200, SMS: 464 07200, kodeord TIPS, E-post: webred@adresseavisen.no
- KUNDESERVICE:** Telefon: 464 07200, Internett: Kontakt oss
- ANNONSE- OG ABONNEMENTSINFO:** E-post: kundeservice@adresseavisen.no, Internett: http://kundeservice.adressa.no, Eutgave for abonnenter: sAdressa
- JOB:** Ledige stillinger i Adresseavisen
- KONSERNINFO:** Adresseavisen er en del av konsernet Polaris Media, som er notert på Oslo Børs. For finansuell informasjon se www.polarismedia.no.
- ADRESSEAVISEN AS:** Org.nr 992 664 568, Postboks 3200, Torgarden, 7003 Trondheim, Sentralbord: 464 07200, Fax: + 47 72 50 11 15

A prominent arrow points to the footer, which now reads: 'Adresseavisen i samarbeide med Schibsted'. The disclaimer at the bottom is updated to include '© Adresseavisen Powered by Escenic. Adresseavisens rettigheter.'

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].