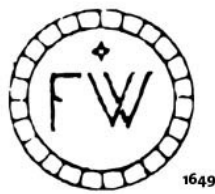


Image

A product on the shelf must convince the buyer with its appearance and packaging. The colours and forms of tool or implement are aesthetic properties, and matters of personal taste. Appearance also expresses properties, such as the light weight or durability of a tool. The graphic design of a product and its packaging creates an association with the manufacturer and the brand, and it is easier to market and sell a well-known brand. The first brands were literally brands on the hide of cattle, and the coats of arms of rulers. Today many brands are protected and copyrighted by law, and they can be used only by their owners. The name of the brand is often accompanied by the symbols: ™ = Trademark, © = Copyright or ® = Registered.



1649



1800-luku

1837



1840



1900



1938



1961-83



1984-

Today's internationally known **brands** include names such as Coca Cola, Disney, Microsoft and Nokia and automobile marques such as Ford or Mercedes-Benz. Fiskars is an international group of companies, making products not only in Finland but also in Poland, Great Britain, the United States and other countries. Many of Fiskars' products are not even on sale in Finland. The companies of the group also make products under other brands.

The graphic form of a brand, how it looks when written or printed, is called the **logo**. The logo often includes a graphic symbol, an image that makes it easier to recognize. The Fiskars logo first appeared in ploughs, followed by different types of knives. The Billnäs ironworks had its own logo until the 1960s. At present, the Fiskars logo is used in a wide range of products, from axes and scissors to welcome mats and plastic flower-pots.

The logo of a company appears on its products and packaging, and in **marketing** material: catalogues, brochures and advertisements. It can also be used on the uniforms of personnel, as a symbol of the factory and on the company's vehicles. There are detailed instructions on the use of the logo and other corporate graphics.



The **image** of Fiskars tools seeks to express sturdiness, efficiency, reliability and safety. The simple colours and lack of decoration focus attention on construction and technological features. The popular scissors models made orange the characteristic colour of Fiskars. Orange is a prominent colour, easily noticed in its surroundings. The tools aren't easily lost on a desk or outdoors. The design team chose black as the colour of the handles of the gardening tools and axes, because of its solid and sturdy impression. Black plastic is suited to outdoor tools, because it has the best resistance to the effects of sunlight.

The **packages** are designed separately for each product. The packaging is intended to protect the product during transport and while it is on sale. Packaging is also part of the marketing of a product – it gives the consumer in the shop important information and makes the product attractive.