

A !SOLID Brand Book

Even for those who are not “print geeks” like us, it’s easy to see at first glance that there’s something special about Solid’s new brand book.

The gorgeous, glossy cover with deep embossing hides intricate graphics that are revealed by the open spine, where the individual sheets must fit perfectly to form the text “BRAND BOOK”. The orange stitching is a beautiful finishing touch that matches the Solid logo on the front in the same colour.

Signe Nedertop Riddersholm from Solid’s marketing department at DK Company was looking for this exact result. She wanted advice and help with a gorgeous and impactful printed matter, and with our experience from many successful brand books, we were up for the challenge.

From paper selection to binding

This was Signe’s first brand book, and the work started at DK Company, where together we built the foundations for the content in terms of formats, paper, choice of materials and what was technically feasible. Due to the open spine, not to mention the beautiful photos from the photoshoot that needed to be reproduced on the right choice of paper, creating files for a book with such complicated graphics is a lengthy process.

Throughout the process, Signe has been involved in the project. She received proofs of the content, as well as a blank dummy of the book so it could be approved by her colleagues before the final print run. After approval, she attended the start of the printing process and also at the bookbinder’s (Centrum Bogbinderi) so that she could approve the binding herself.

A result she can be really proud of!

Creative figures become an Instore campaign

In our showroom in Horsens, all customers are welcome to visit us for extra inspiration. Something Signe and her colleagues have done repeatedly. This allows you to feel the different materials and see how they can be utilised for different campaigns. After hearing more about the possibilities for a creative exhibition, we created large prints of drawn Solid characters for their sales meeting, which adorned the room as an extra eye-catcher. Large format collection photos were printed on heavy cellular cardboard, which was then given a thick fold on the sides to make them visually resemble large, heavy frames.

The materials were praised and so well received that a way had to be found to incorporate them into an upcoming Instore campaign. In particular, the funny “cartoon characters” were such a popular gimmick that they had to be incorporated into the design somehow. The solution ended up being three-dimensional signs showing the clothing collection and cut-out figures, as well as stickers as a give-away.

A pleasure to work with Stibo as a sounding board. !Solid’s brand book has been a large and important project, as has ensuring the right visual expression. Stibo has been competent and accommodating, and it has definitely given me a great sense of security to have them involved in the development. We are delighted with the result of the book and the various materials.

Signe Riddersholm
Graphic Designer, Marketing

