

## >> The smart iconography guidelines 1.0.

A template to our visual identity.

# »» Hello there.

**Welcome to the world of smart iconography!**

This guideline presents the status quo of the smart symbol language and provides the basis for the creation of further symbols.

All the standards stipulated in this guideline are binding, in order to ensure a consistent smart symbol language .

# >> Contents.

At a glance.

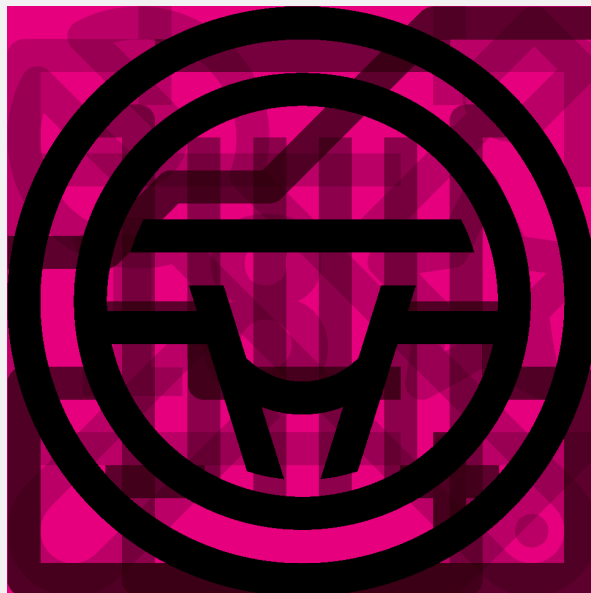
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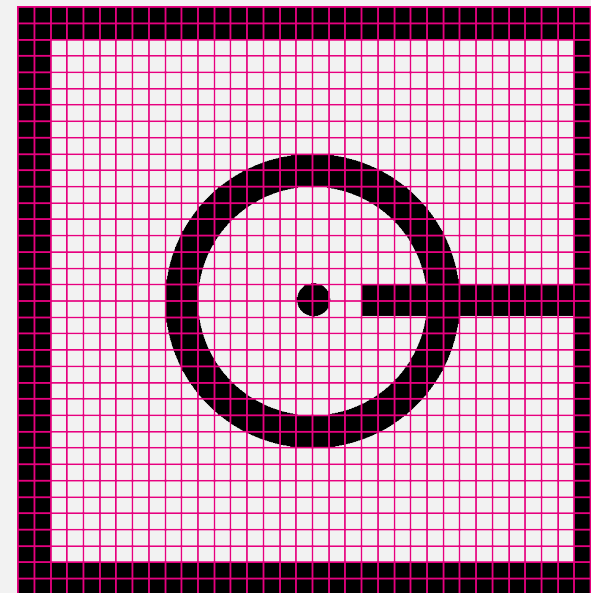
# >> How to manual.

A square grid, 36 units and one line weight.



## Square structure.

All the icons of the smart symbol language are based on a square. Full use of at least the width or height of the square must always be made when creating a new symbol (see units on right). Ideally, full use should be made of both the height and width of the grid. The structure of a symbol is additionally dependent on its subsequent area of application. Each symbol is first of all generated in Adobe Illustrator, before being finalised for the print and digital areas respectively.



36 units horizontally

Line weight:  
always 2 units.

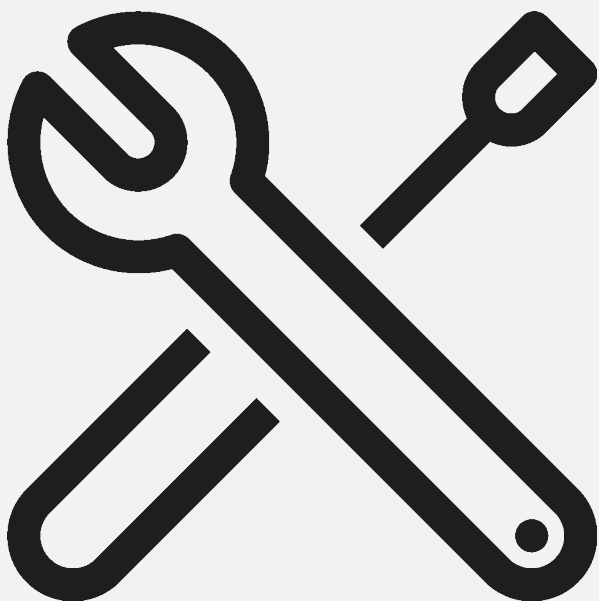
36 units vertically

## Units & line weights.

The square is horizontally and vertically divided into 36 units. The line weight always corresponds to 2 units. One unit always corresponds to 0.5 mm. Symbols are thus created in the dimensions 18 x 18 mm. The line weight is always 1 mm.

# >> Master template.

It all starts with Adobe Illustrator.



## Master template & settings.

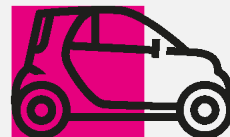
A master template is available for creating additional symbols.  
The Adobe Illustrator template contains all the relevant pre-settings,  
incl. the necessary grid.



Files on DBDN.



Regular square  
structure



Deviations (examples)















## Exceptions.

Only vehicle depictions and navigation elements for digital applications deviate  
from the square structure in terms of their dimensions.  
However, as no further requirements are to be expected in this area, the master  
template relates solely to the regular square structure.

# >> Overview existing symbols.

An overview of the existing symbols.

The various file formats for print and digital applications are available in the database, including the current general overview.

	Print	Digital		Print	Digital		Print	Digital		Print	Digital
001_smart fortwo			007_magnifier			017_calculator			027_information		
002_smart forfour			008_zoom in			018_printer			028_form general		
003_smart cabrio			009_zoom out			019_telephone			029_download		
004_smart fortwo small			010_brochure			020_message			030_terms of use warranty		
005_smart forfour small			011_test drive			021_delete			031_legal notices		
006_smart cabrio small			012_smart dealer			022_pen			032_contract electricity		
			013_preferred smart dealer			023_calendar			033_contract general		
			014_calculate route			024_events sponsoring			034_contract duration		
			015_location			025_maintenance service			035_contract terms		
			016_dealer number on map			026_service appointment			036_export as PDF		



Files on DBDN.

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	Print	Digital		Print	Digital		Print	Digital		Print	Digital
037_export as XLS			047_financing			057_locked			067_special vehicles		
038_export as CSV			048_credit application completed			058_unlocked			068_used cars		
039_technical data			049_community			059_data protection			069_day view		
040_newsletter			050_consultancy arrangement			060_departure time			070_night view		
041_price list			051_FAQ			061_ECO speed			071_torch		
042_24 month vehicle warranty			052_message RSS			062_ECO proactive			072_freedom from maintenance		
043_12 month mobility guarantee			053_message SMS			063_news events			073_360° view		
044_main investigation sign			054_settings			064_offer promotion			074_electric drive		
045_contact			055_cookies			065_fleet customers			075_gas pump		
046_user person			056_language selection			066_smartville			076_key		

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An overview of the existing symbols.

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Files on DBDN.

	Print	Digital		Print	Digital		Print	Digital		Print	Digital
077_smart lab			087_dispenser eld error			097_air conditioning on			107_parking time		
078_notification help			088_dispenser eld unplugged			098_air conditioning off			108_menu		
079_button add			089_dispenser eld loaded			099_ECO Europe			109_configurator		
080_view inactive services manager			090_average consumption eld			100_ECO America			110_configurator compare		
081_dispenser eld			091_day night electricity			101_ECO Asia			111_configurator save		
082_day night rate offpeak			092_eld acoustic environment protection			102_favourites			112_configurator reset		
083_day night rate midpeak			093_eld winter package			103_range			113_convertible open		
084_day night rate onpeak			094_pre-heater on			104_charging profile course			114_convertible closed		
085_dispenser eld loading			095_pre-heater off			105_battery loading			115_full screen		
086_dispenser eld pause			096_pre-heater heating			106_battery charged			116_full screen off		

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An overview of the existing symbols.

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Files on DBDN.

	Print	Digital		Print	Digital		Print	Digital		Print	Digital
117_close circle			127_down			137_radiator grille			147_Youtube		
118_back circle			128_standard equipment			138_turn vehicle configurator			148_Twitter		
119_forward circle			129_special equipment			139_body panels			149_Snapchat		
120_checkbox circle			130_not available			140_tridion			150_crosswind assist		
121_up circle			131_exclamation mark			141_convertible roof			151_lane keeping assist		
122_down circle			132_information			142_rims			152_airbag		
123_close big			133_logout			143_Facebook			153_engine		
124_forward			134_login			144_Google +			154_dimensions smart fortwo		
125_back			135_play video			145_Pinterest			155_dimensions smart cabrio		
126_up			136_warning			146_Instagram			156_dimensions smart forfour		

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Files on DBDN.

	Print	Digital		Print	Digital		Print	Digital		Print	Digital
157_smart media-system			167_smart cross connect			177_gear shift			187_warning door open		
158_JBL soundsystem			168_average speed			178_roll out			188_warning convertible top		
159_85° rear doors			169_distance driven			179_constant driving			189_distance warning function		
160_theft recovery			170_ignition			180_current car position			190_parking brake		
161_city view			171_lights			181_exchange			191_service flap		
162_showroom view			172_warning battery			182_smart road assistance			192_12V battery		
163_interior			173_warning doors			183_courtesy car			193_warning 12V battery		
164_finish			174_warning trunk			184_mileage			194_vehicle online store		
165_direct steering			175_warning fuel door			185_trade-in					
166_readyspace seats			176_tyre pressure			186_exchange policy					

# >> Dos & don'ts.

In order to ensure a consistent symbol language, here is an overview of the most important dos & don'ts.

## Dos.

### The following rules apply when creating new symbols:

- > Use the master template only.
- > Use the design idiom and components of existing symbols.
- > Symbols are always 100% black. Only distinguishing elements are represented in corresponding colours (e.g. electric green for smart electric drive, red for warnings). Colours are contained in the master file.
- > Final file to be submitted to HQ (for integration into the symbol language - see also page 14)

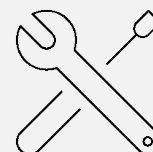
### The following rules apply to the application of symbols:

- > Symbols are to be used in a purposeful manner. Not as decorative elements or for illustrative purposes.
- > Where possible, use pictograms on calm, monochrome backgrounds.

## Don'ts.



Do not distort or compress.



Do not alter the line weight (proportional scaling only).



No two-dimensional designs, always linear.



No use of drop shadows, backgrounds or other effects.



# >> Analogue & digital.

Creation of a new symbol for analogue and digital media.

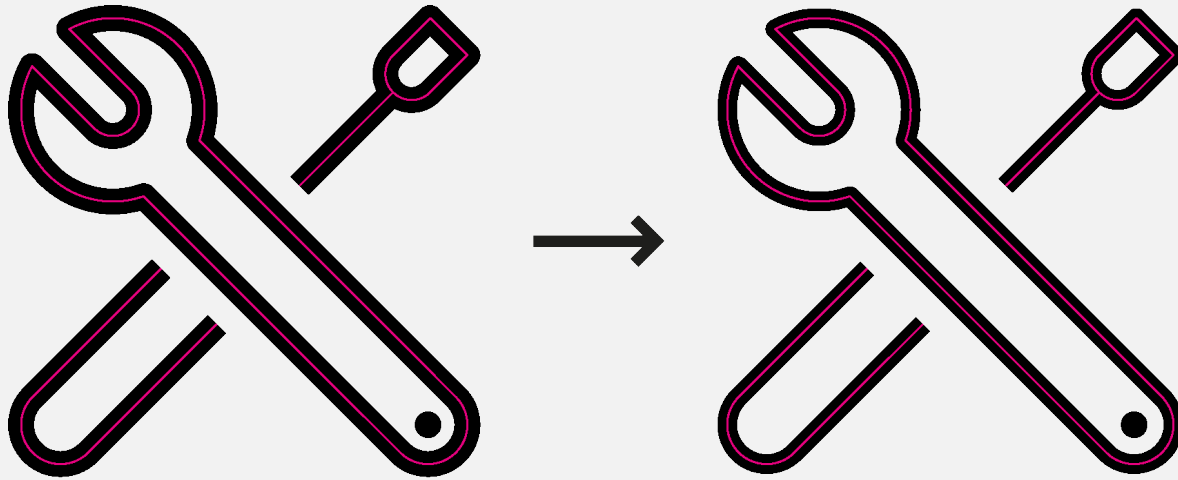


Fig. 1: for analogue applications

Fig. 2: for digital applications

## Creation procedure.

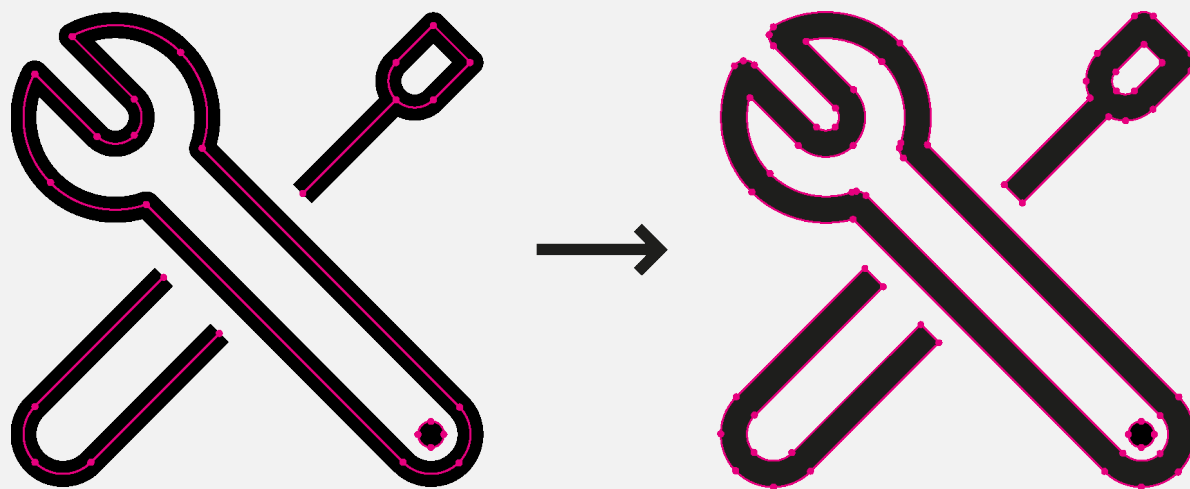
Each symbol is initially created in the master template in accordance with the previously stated specifications. This results in the analogue version (Fig. 1). In order to then create the digital version of the symbol, the line weight must be reduced from 1 mm to 0.75 mm (Fig. 2).

## Please note the following:

1. Points are not to be reduced (these are always 2 units in size).
2. Typography is also to be excluded from the reduction process and remains identical in both versions.
3. In individual cases, details of the digital version require to be optimised in order to ensure ideal depiction.

## >> Finalisation & submission.

Almost there.



Linear structure

Converted into 2D surface

### Finalisation of the symbol.

Both versions of the newly created symbol must be finalised. The lines are converted into two-dimensional surfaces with the aid of Pathfinder.

### Data for smart HQ.

The following data must then be submitted as a complete package to [smart\\_cicd@daimler.com](mailto:smart_cicd@daimler.com) for adoption into the smart symbol language:

- > Brief description of function/area of application.
- > Analogue symbol as eps file (18 x 18 mm).
- > Digital symbol as png file (17.75 x 17.75 cm, 300 dpi).

## >> Further information

We tried to be as clear as possible but if you still have any more questions don't hesitate to ask the smart ci/cd team.

**smart\_cicd@daimler.com**

**Daimler AG**

**smart/MM**

**Communication Strategy & Brand Protection**

**HPC H336**

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To keep our database up to date, we would appreciate it if you could forward newly produced pictograms to us.  
Thank you.