

»» **The smart bi-brand & sub-brand guideline 4.6.**

How to create a nice addition to our smart label.

»» Hello there.

To make sure our smart label is always at its best when shown next to a partner's logo, or when you have to create a new smart sub-logo for applications and events, you should follow the instructions in this guide.

»» The content.

04 **Bi-brand.**

20 **Sub-brand.**



Files on DBDN.

Files on Daimler Brand & Design Navigator

This icon tells you that there is additional material on our Daimler Brand & Design Navigator.

<https://designnavigator.daimler.com>

»» **Bi-brand.**

smart cooperates with prestigious partners, so sometimes our label has to match perfectly to those of other companies.

We see three different scenarios:

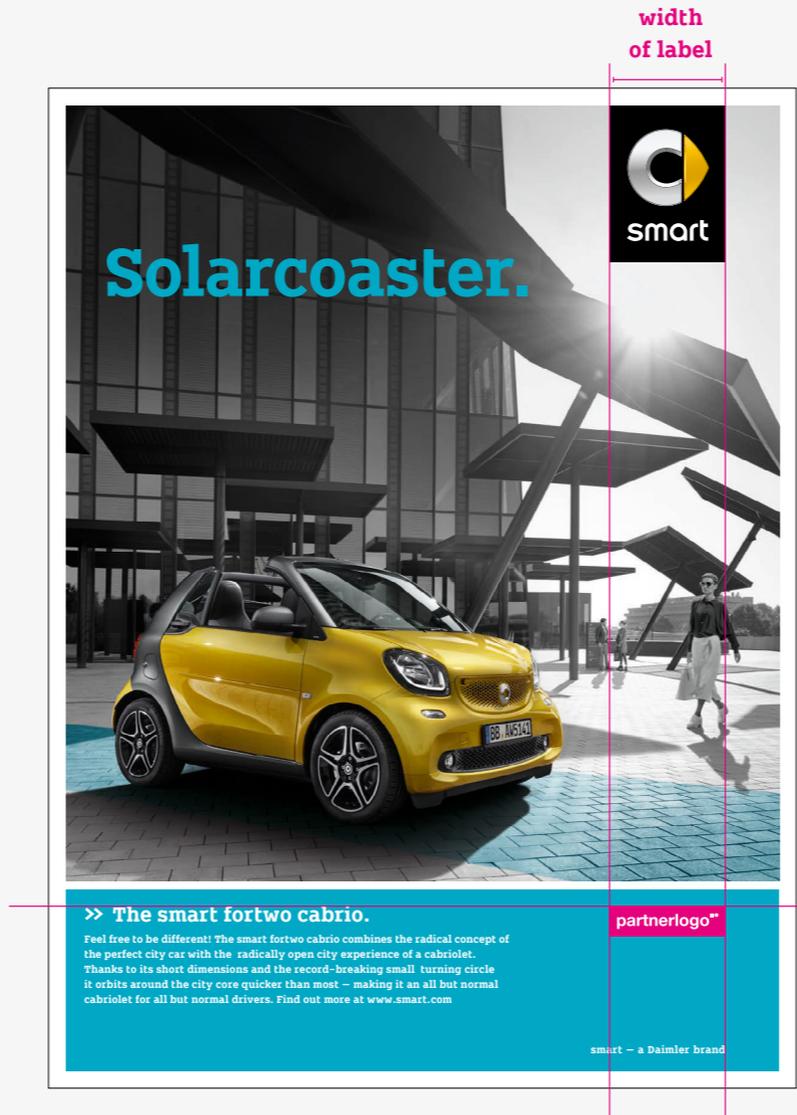
- 1) we invite a partner to advertise with us**
- 2) we appear together with our partners**
- 3) we are invited by our partners to advertise with them**

»» **Bi-brand scenario 1.**

We invite a partner to advertise with us.

>> Bi-brand scenario 1 – ad’s position, case A.

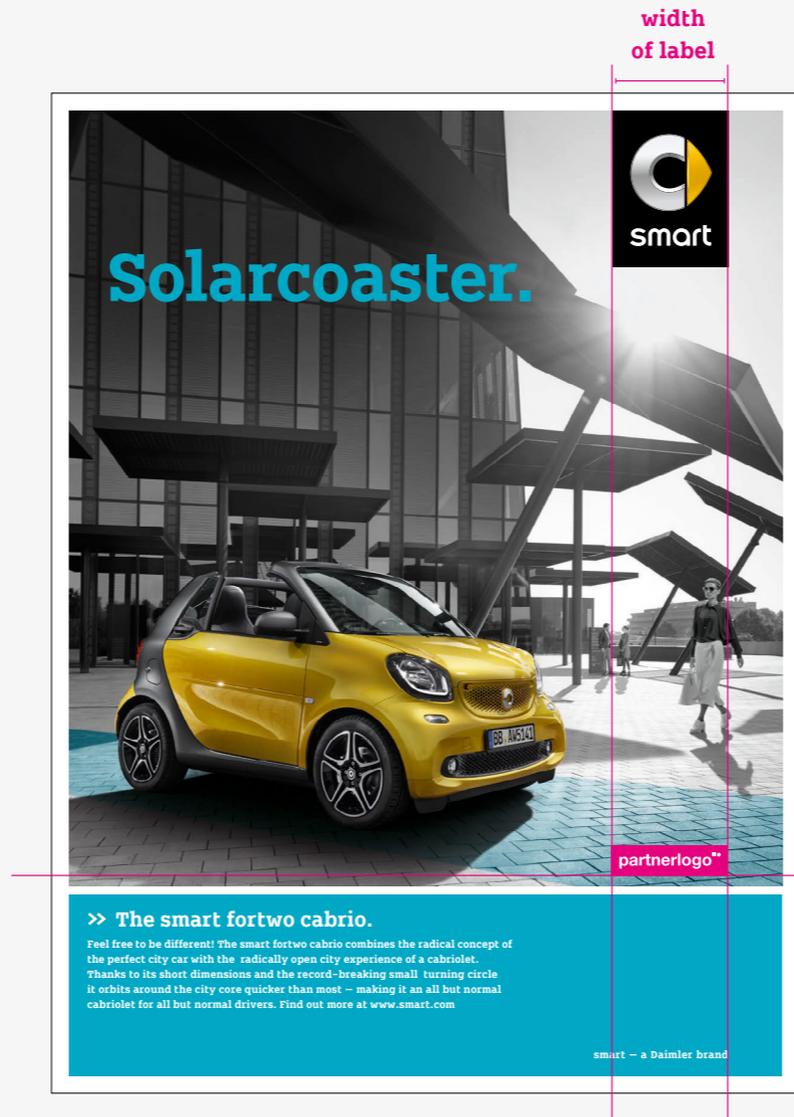
For bi-brand advertisements with a rational and emotional area, the logos of our partners have to be placed in the rational area. These logos have the same width as the smart label.



Position the partner logo in the rational area at the top right.

>> Bi-brand scenario 1 – ad's position, case B.

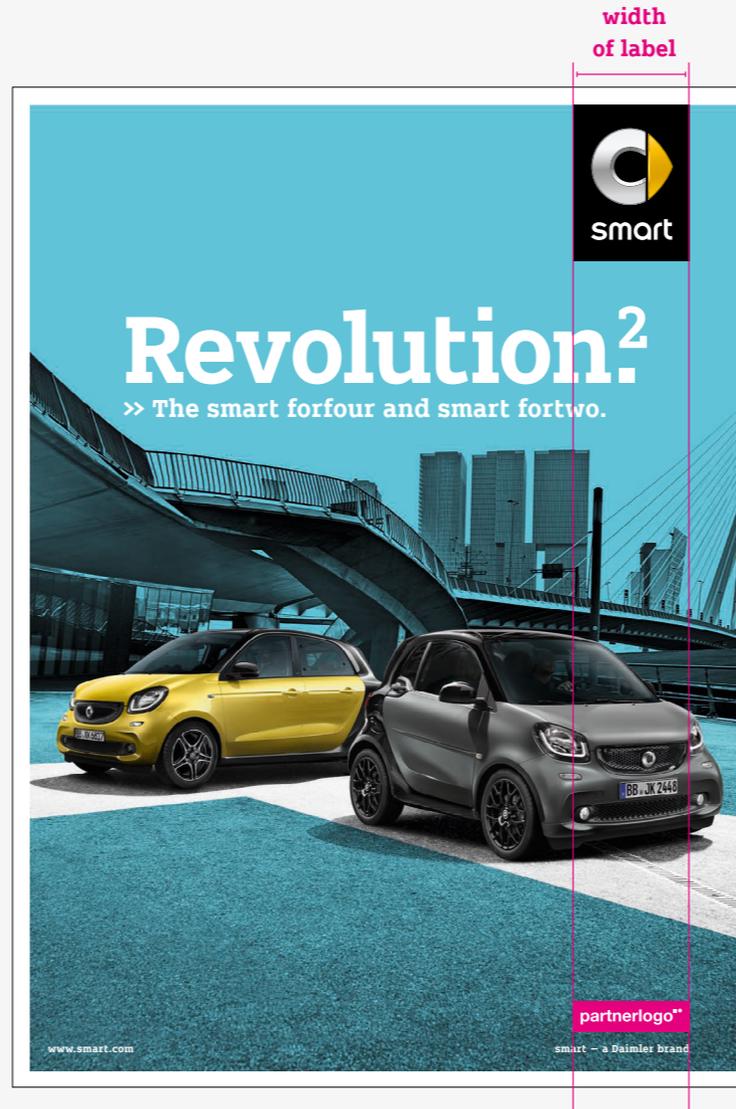
Depending on the strength of the partnership, you are free to place the logos of our partners in the emotional area. These logos have the same width as the smart label.



Depending on the strength of the partnership, you are free to place the logos of our partners in the emotional area at the bottom right.

» Bi-brand scenario 1 – ad's position, case C.

If there is no rational area, the logos of our partners can be placed in the emotional area.
These logos have the same width as the smart label.

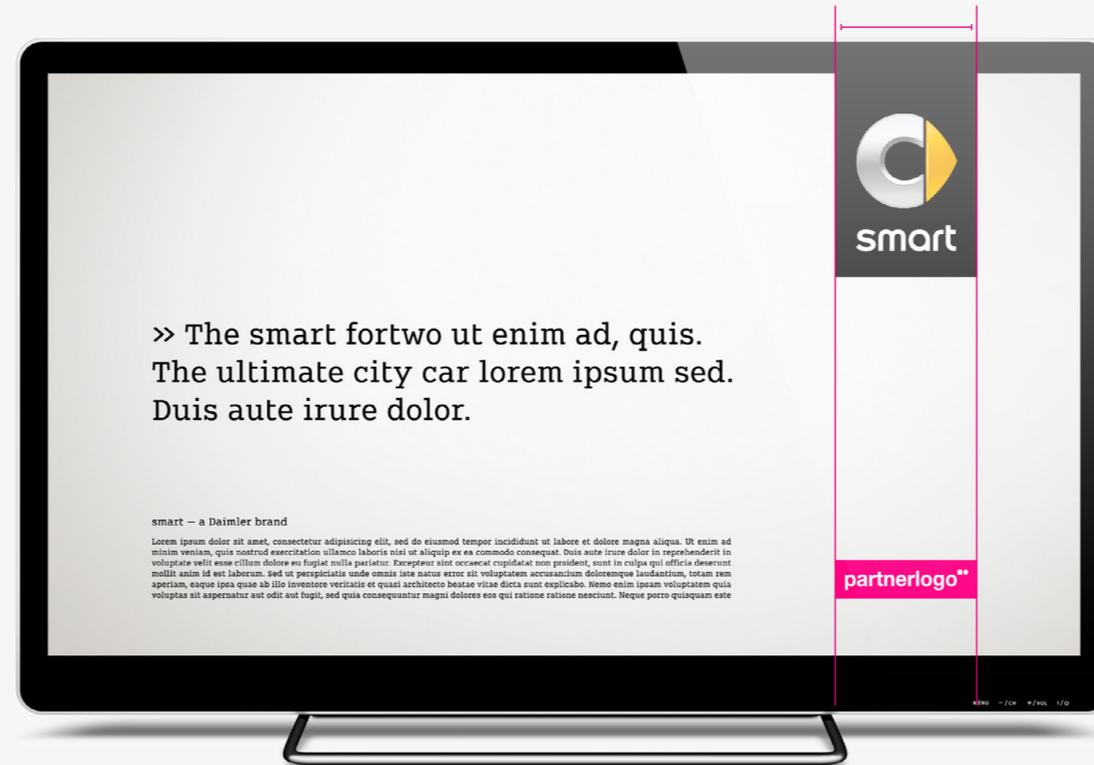


Position the partner logo in the emotional area
at the bottom right.

>> Bi-brand scenario 1 – film ending.

In film endings we follow the same rule as we do in print. The bi-brand logo is part of the shaded background.

Position
Partnerlogo.



 **Soundlogo.**

Position the partner logo at the bottom right. It appears at the same time as the background.

Timing
Partnerlogo.

Soundlogo				
Label				smart label animation
Film/Story	Story.			
Text chart		opt. text chart		final text chart
Partner logo				partner logo

The partner logo is part of the final text chart.

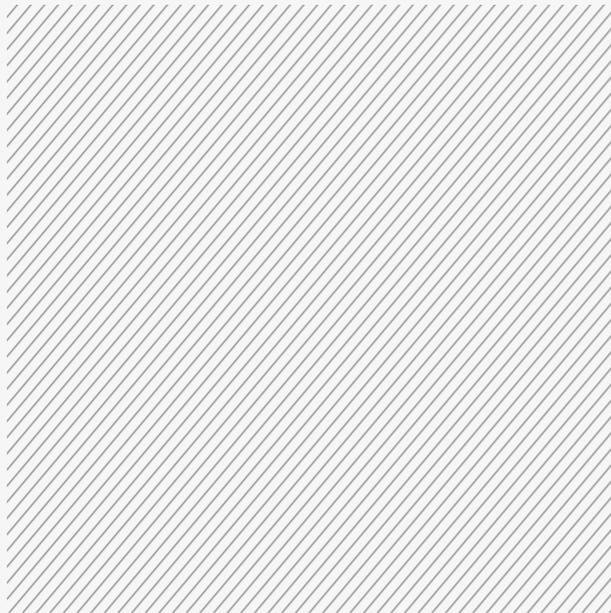
»» Bi-brand scenario 2.

We appear together with our partners.

>> Bi-brand scenario 2.

With this system, you can match our label with the logos of our partners and have an elegant bi-brand as a result.

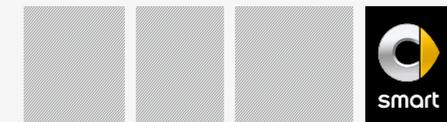
Partner logo.



smart label.



Positioning. In the horizontal arrangement, our smart label is always at the right side of the partner logo.

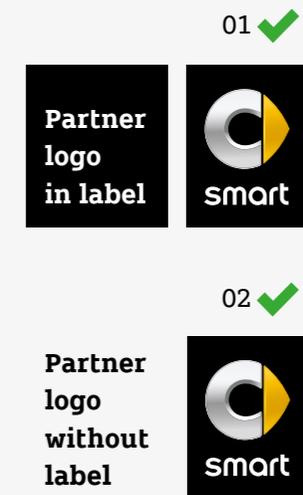
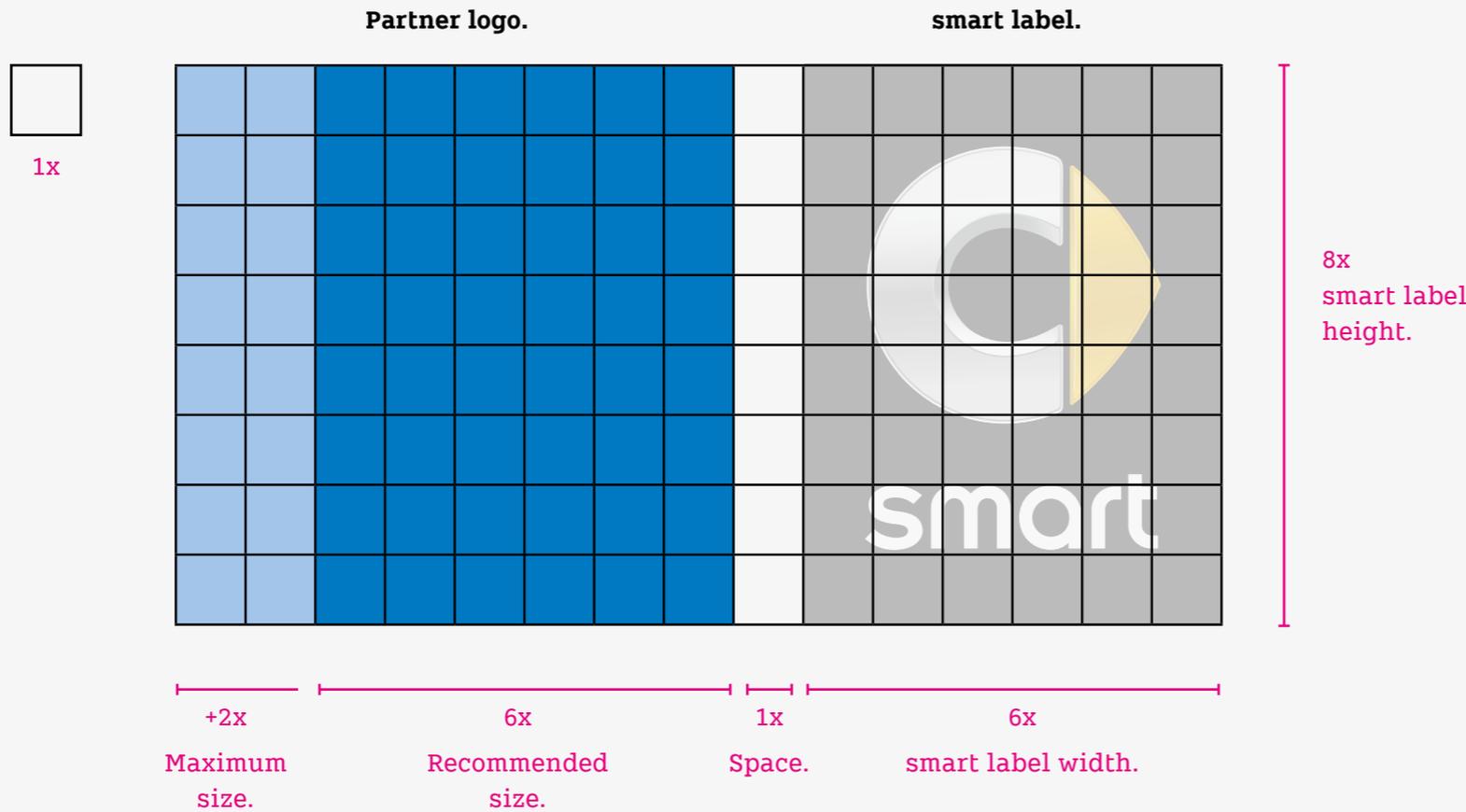


← Horizontal arrangement.

Order. Even if you add more than one logo, the smart label is placed at the far right.

>> Bi-brand scenario 2 – the visual rule.

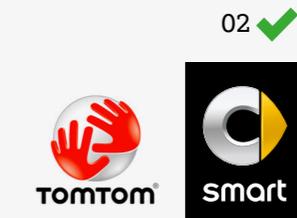
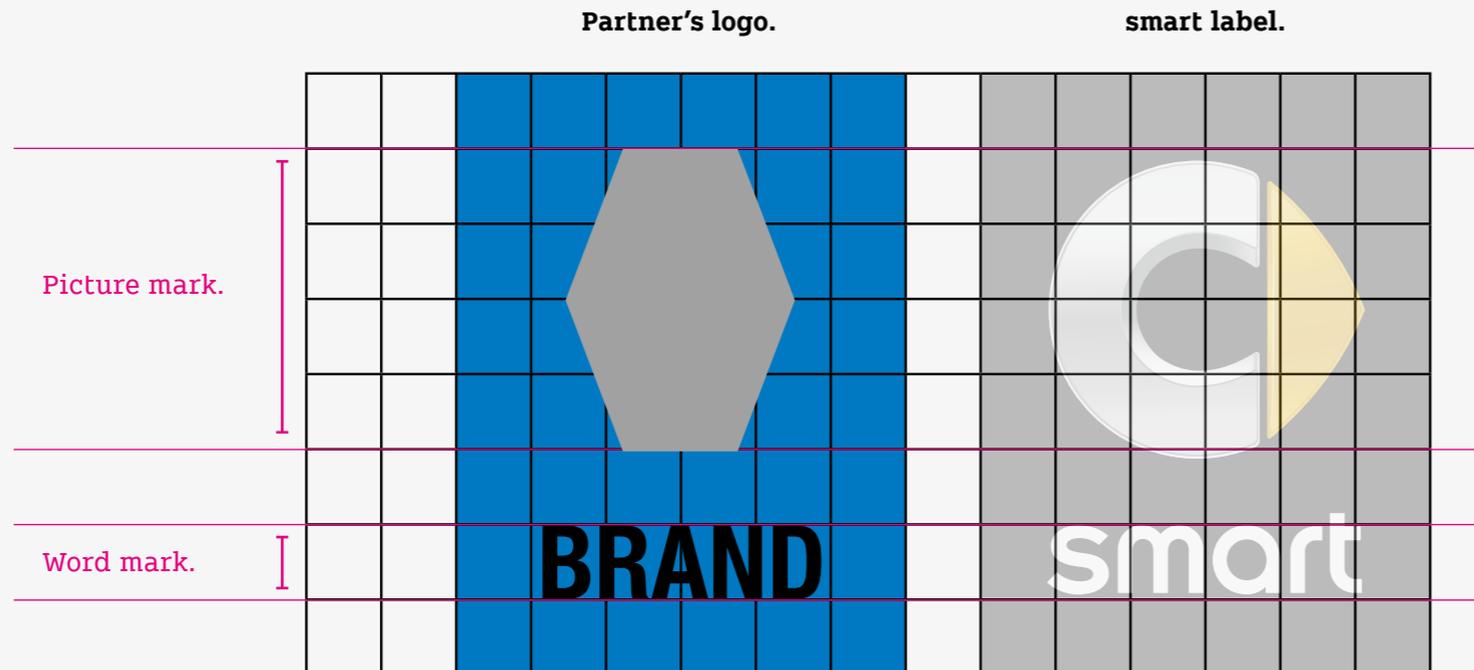
This grid establishes the relationship between the elements in order to have a balanced visual composition.



- 01 Cool.** It would look really nice if the partner puts its logo in a label.
- 02 Good.** It's also okay to position the partner logo without a background.

>> Bi-brand scenario 2 – word-picture marks.

We want to make sure that the system can be adapted to all different types of logos.
This is how word-picture marks should be handled.



01

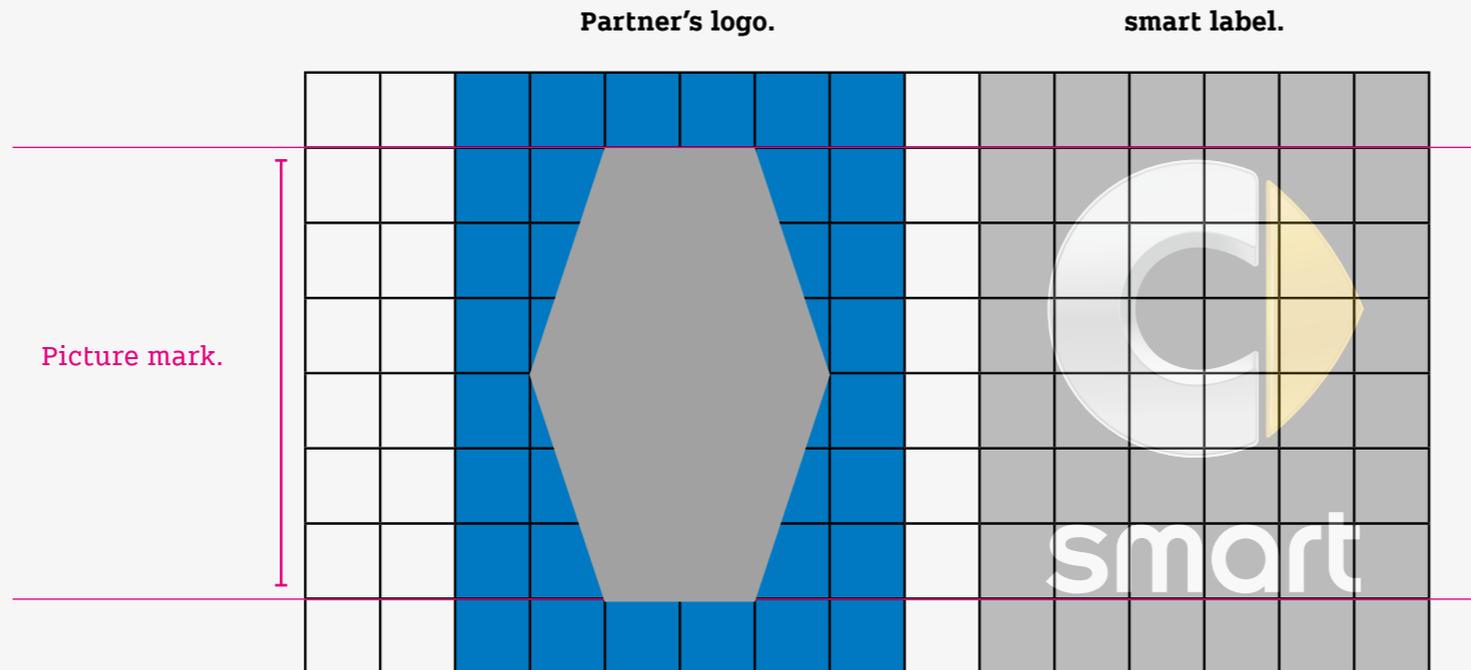
Nice. You can show your logo as a label next to our smart label.

02

Yes. You can also show it without a background.

>> Bi-brand scenario 2 – picture marks.

We want to make sure that the system can be adapted to all different types of logos.
This is how picture marks should be handled.



01

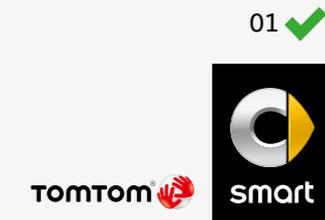
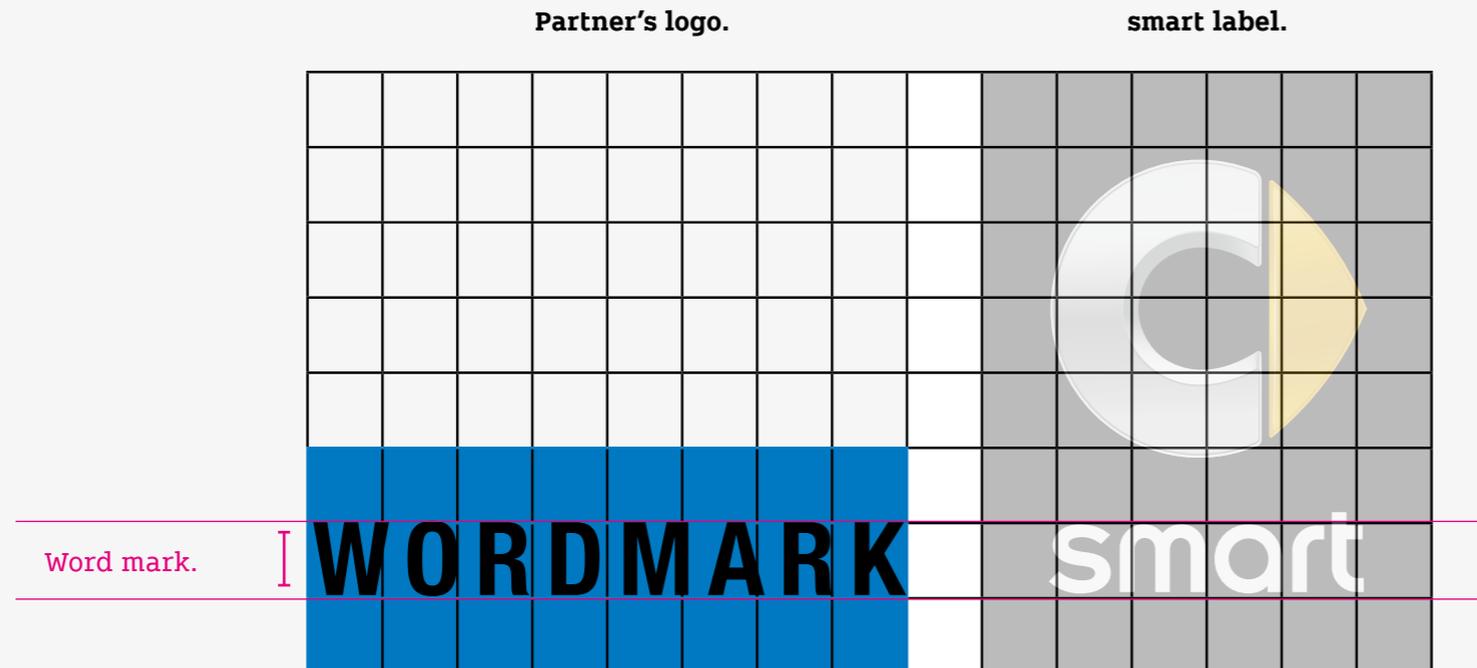
Nice. You can show your picture mark as a label.

02

Yes. You can also show it without a background.

>> Bi-brand scenario 2 – word marks.

We want to make sure that the system can be adapted to all different types of logos.
This is how word marks should be handled.



01
Exactly. The proportions of the two logos are matching if you stick to our construction system.

02
Not balanced. The combination doesn't look good when the wordmark is written too large.

>> Bi-brand scenario 2 – examples.

We've prepared several versions to show you how the system works.

01 ✓



02 ✓



03 ✓



01

Label. The combination of two labels looks really good.

02

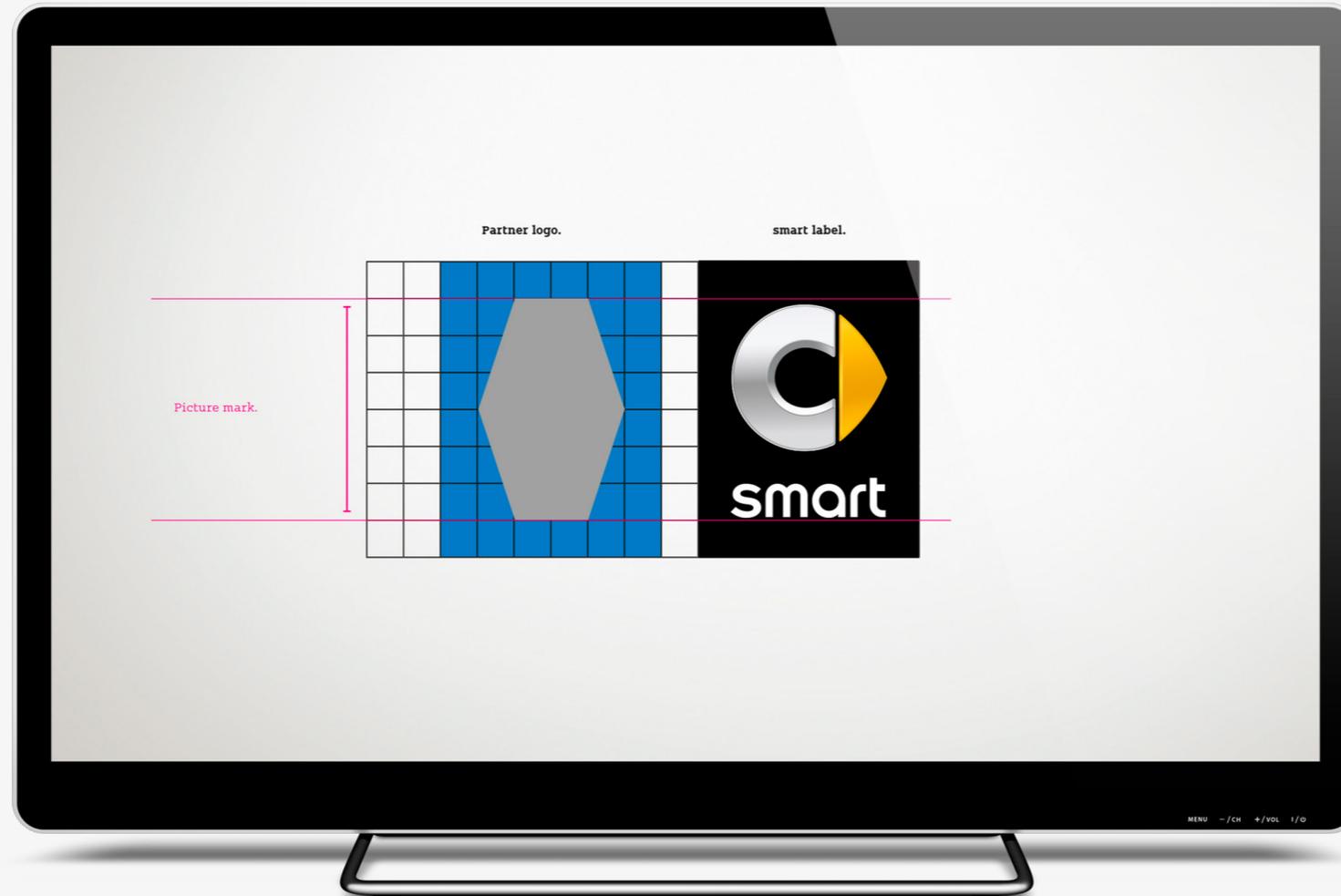
No background. The choice is up to you; it works either way.

03

Matching font size. If you have only one line for your logo, make sure it has the same size as the smart lettering.

>> Bi-brand scenario 2 – film ending.

In film endings we follow the same rules as we do in print.



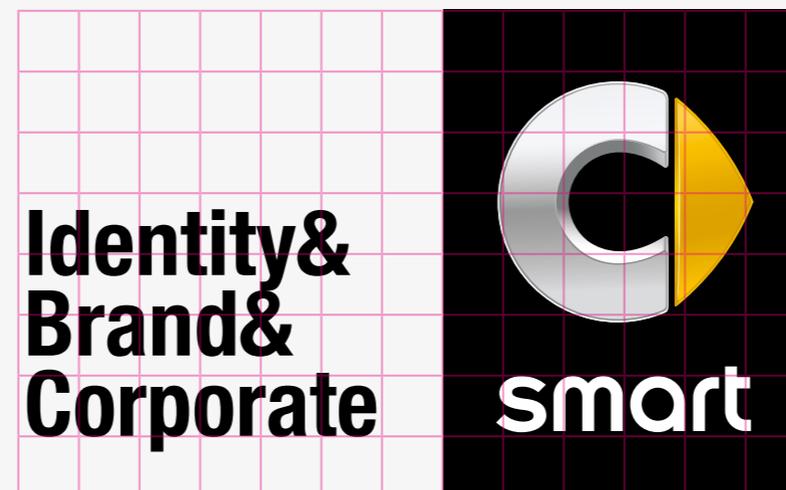
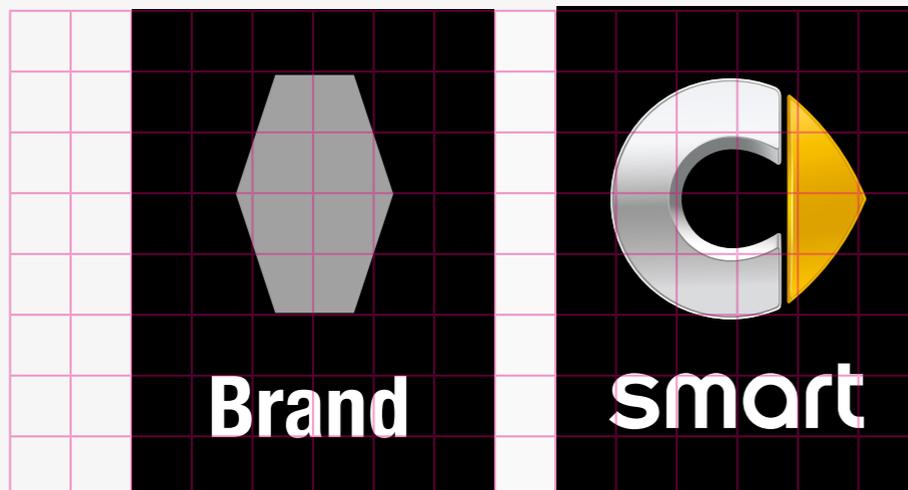
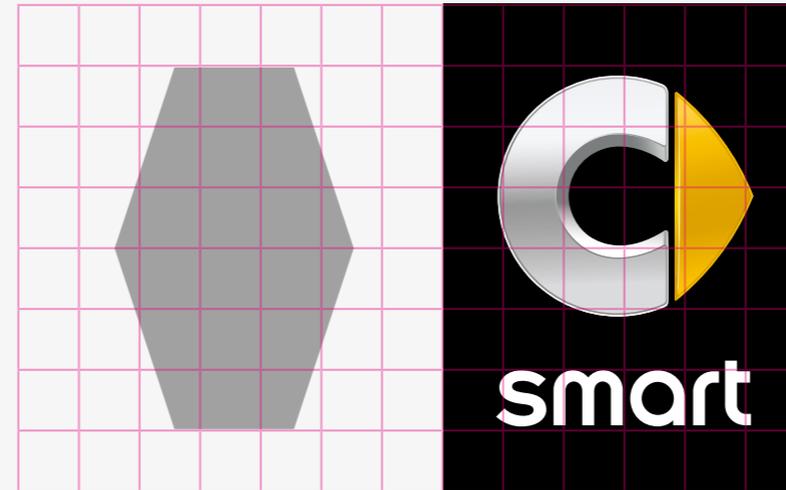
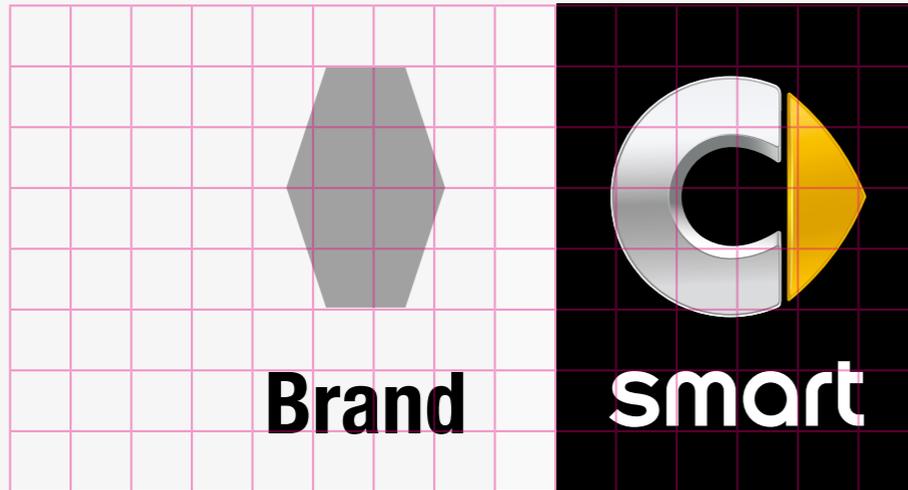
Always position the smart label on the right hand side.

»» Bi-brand scenario 3.

We are invited by our partners to advertise with them.

>> Bi-brand scenario 3.

Whenever we are invited to advertise with a partner in their area, we prefer to show our entire smart label in a good proportion to their logo and always on the right hand side.

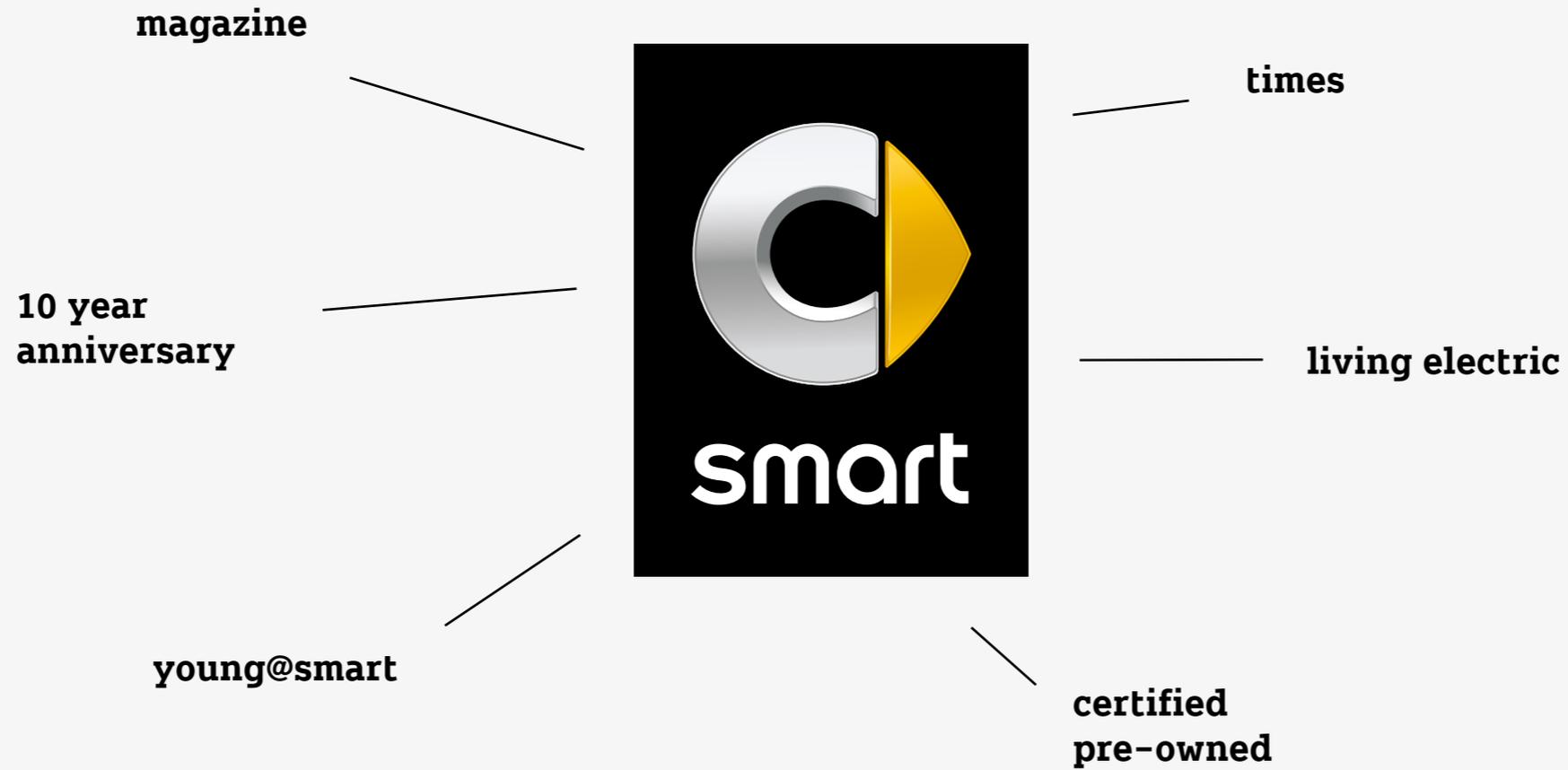


»» Sub-brand.

For all of the different fields of application, you will need smart sub-logos. This guide will show you how to create them.

»» The sub-logo system.

Sub-logos are indispensable to all parts of the smart world makeup.

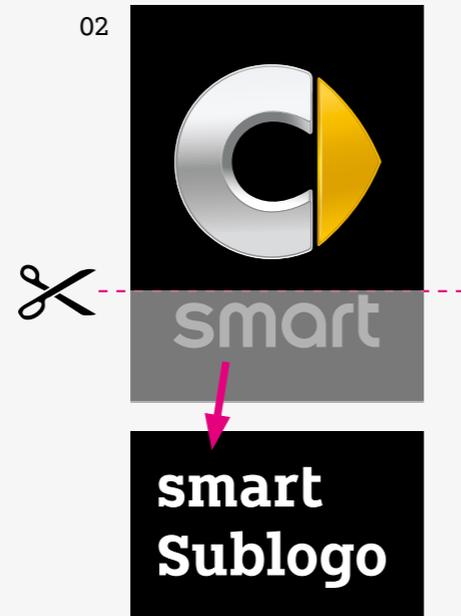


>> Subsystem: the construction.

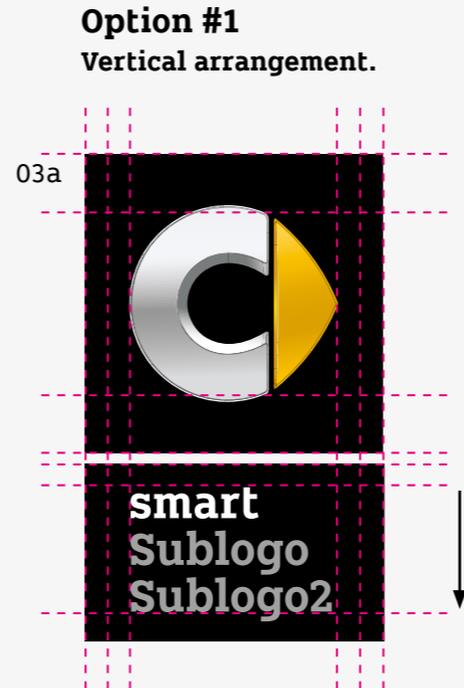
Pay attention to the position and size of all the different parts of the signs.
This is important in order to achieve brand consistency.



01
If the smart label has to be matched with a sub-logo, the typographical part of the sign should be cut off.



02
The name "smart" is then moved and used in the typographical style of the sub-logo label part.



03 a
In the vertical arrangement, you can have a maximum of three lines. Please start the typographical composition from the top.



03 b
In the horizontal arrangement, you can have a maximum of three lines. Please start the typographical composition from the bottom.

>> Subsystem 1 & 2: overview.

Behind every good system there is a good grid. On the following pages we show you how to handle the sub-logo elements.

Option #1
Vertical arrangement.



smart sub-branding.



Optional.

Option #2
Horizontal arrangement.



smart sub-branding.

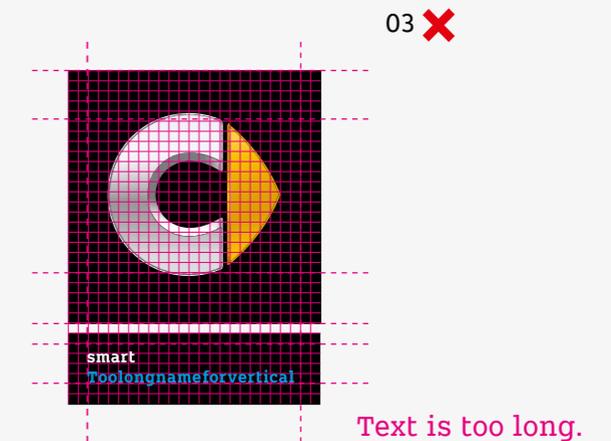
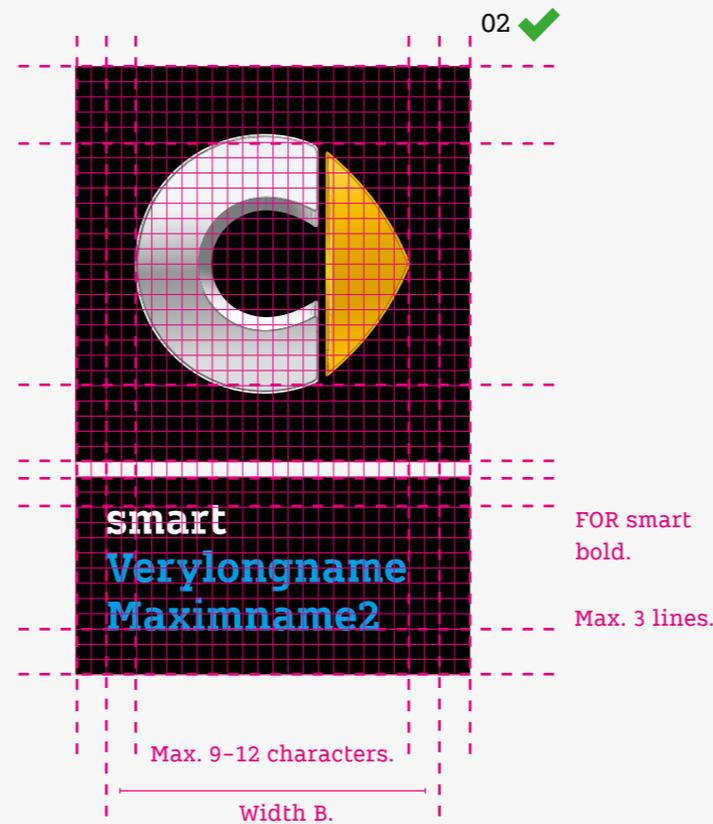
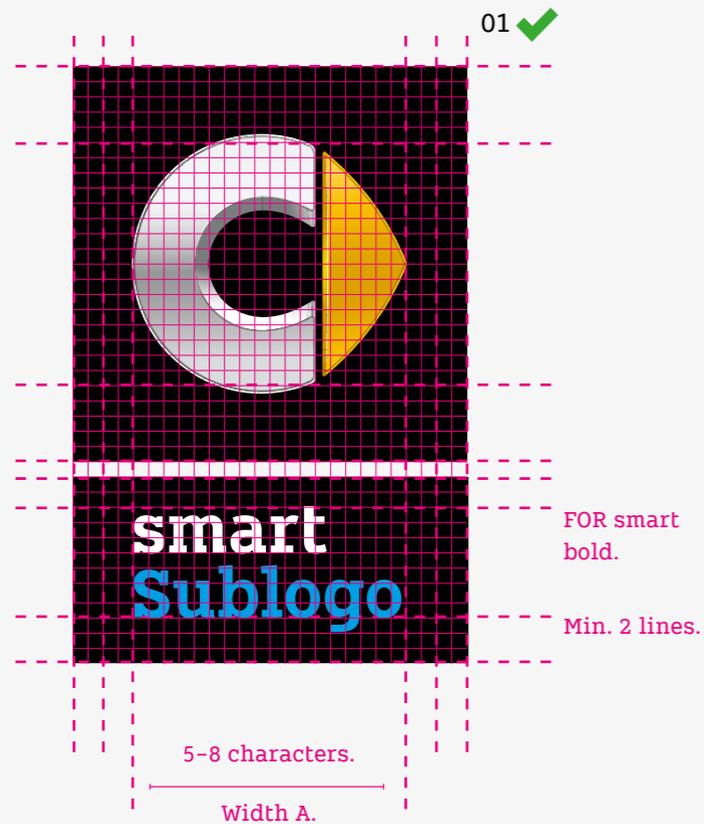


Optional.

>> Subsystem 1: typography.

Behind every good system there is a good grid. On the following pages we show you how to handle the sub-logo elements.

Option #1 Vertical arrangement.



01
5-8 characters. If your name is not too long, you can use width A.

02
9-12 characters. This is the limit for using width B.

03
More than 12 characters. The text is too long. Try to avoid this or the logo won't look good.

>> Subsystem 1: sub-branding sign.

Behind every good system there is a good grid. On the following pages we show you how to handle the sub-logo elements.

Option #1
Vertical arrangement.



smart sub-branding.

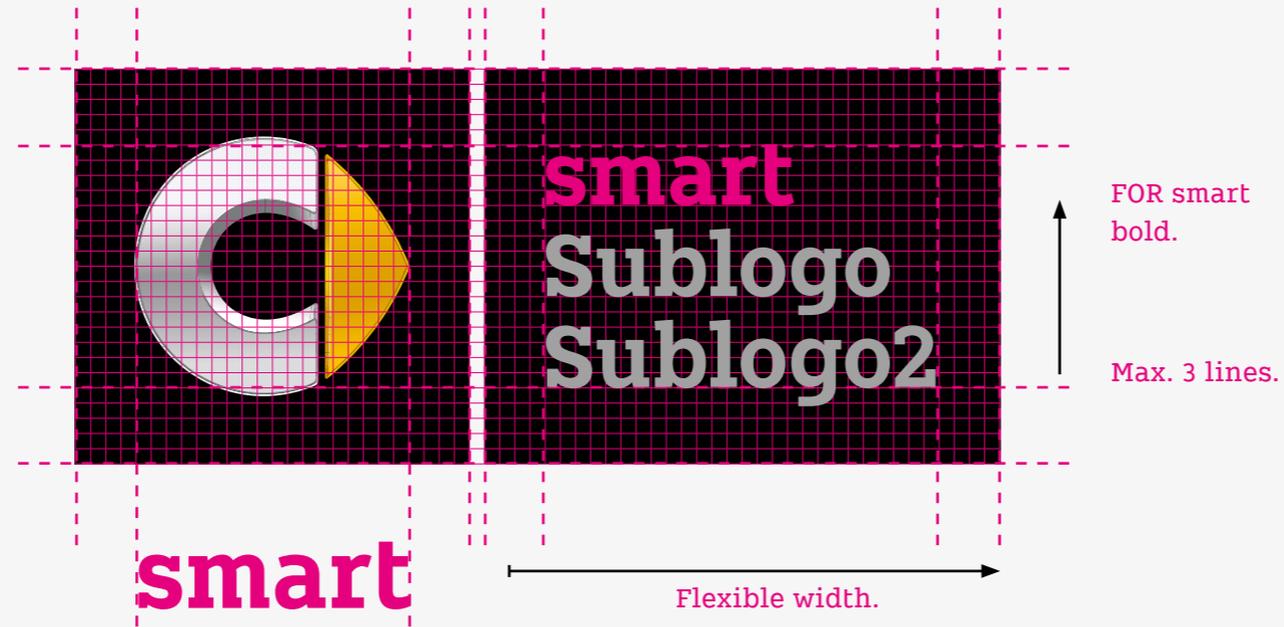
Optional:
smart sub-branding sign.

For correct usage in communications and advertisement please go to page 39/40.

>> Subsystem 2: typography.

If your sub-logo contains a visual part, this will help you put all the parts together correctly.

Option #2
Horizontal arrangement.



"smart" size is always original word mark size.

>> Subsystem 2: sub-branding sign.

If your sub-logo contains a visual part, this will help you put all the parts together correctly.

Option #2
Horizontal arrangement.



smart sub-branding.

Optional: smart sub-branding sign.

For correct usage in communications and advertisement please go to page 39/40.

>> Subsystem 2: claim.

In case you want to use a claim for your sub-brand, this is how you can add it to the logo.

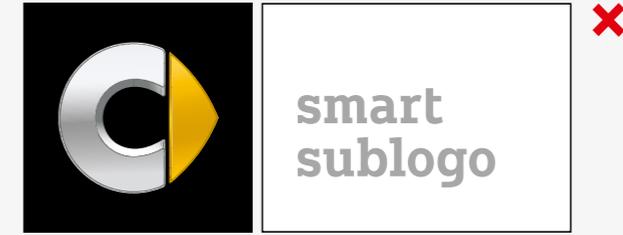
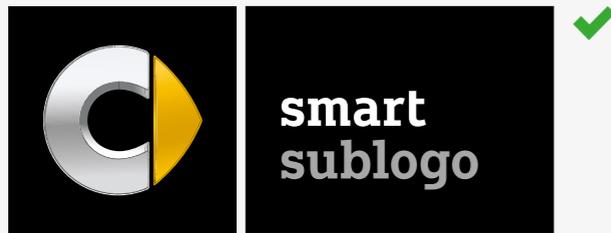
Option #2
Horizontal arrangement.



The font size of the claim is half the size of the sub-brand name which has the same size as the original word mark.

>> Subsystem 1 & 2: colour system.

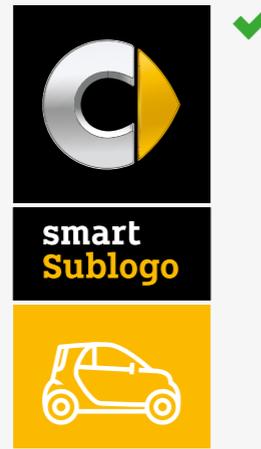
Our label is distinguished by the elegance of its black background. Please try to be careful when you're adding other colours.



The name "smart" is always white.

>> Subsystem 1 & 2: colour system sign.

Our label is distinguished by the elegance of its black background. Please try to be careful when you're adding other colours.



The 2nd label always has a black background.



The background colour of the second label should always be black. The smart sub-branding sign has the representative colour of the event.

>> Subsystem 1 & 2: available colours.

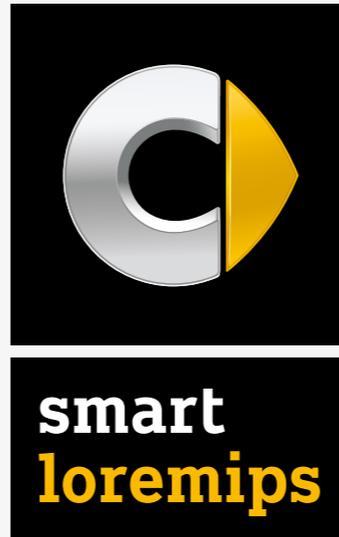
Our label is distinguished by the elegance of its black background. Please try to be careful when you're adding other colours.

Corporate colours.	Special colours.	Offset Euroscale 4c.
> white 	0% black	C 0%
	0% black	M 0%
	RAL 9016	Y 0%
> silver 	Pantone 877c	K 0%
	HKS 99 K	C 0%
	RAL 9006	M 0%
> orange 	Pantone 1235c	Y 0%
	HKS 5 K	M 30%
	RAL 1003	Y 100%
> black 	100% black	K 0%
	100% black	C 60%
	RAL 9005	M 50%
> EQ blue 	Pantone Process Cyan C	Y 40%
		K 100%
	RAL 240 50 40	C 100%
	M 0%	
	Y 0%	
	K 0%	

Please use the colour EQ blue only for topics directly related to EQ.

» Visual examples.

We've prepared several versions to show you how the system works.



The font size depends on the length of your name. These examples should help to find the right system. More details on p. 24.

» Visual examples.

We've prepared several versions to show you how the system works.



The number of lines also depends on the length of your name. If it's too long, use two lines instead of one very long line.

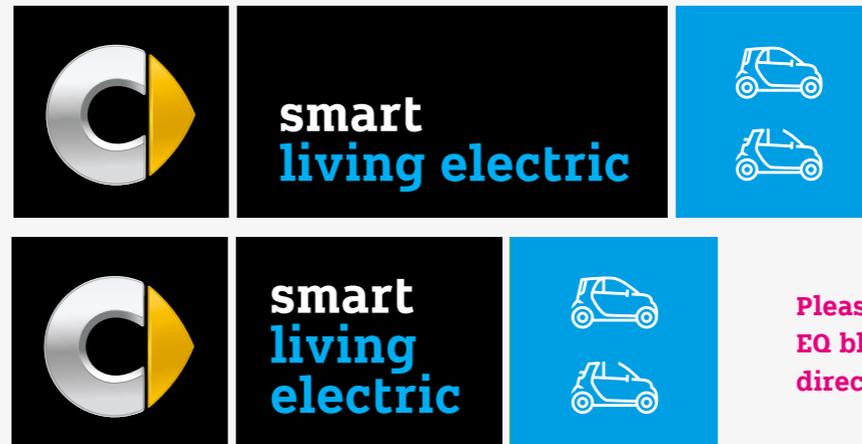
>> Visual examples: before/after.

Here you can see how a logo can be adapted to our sub-logo system.
You can pick the one that works best for your purposes.

Before.



After.



Please use the colour EQ blue only for topics directly related to EQ.

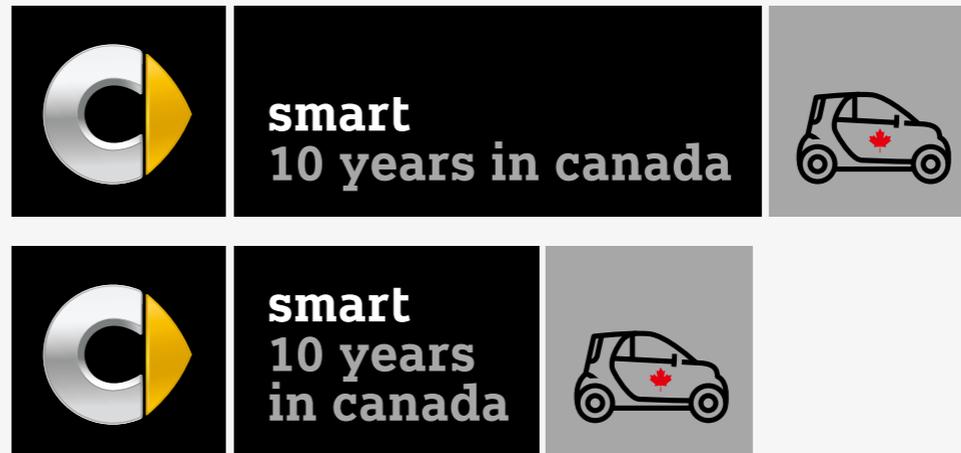
» Visual examples: before/after.

Here you can see how a logo can be adapted to our sub-logo system.
You can pick the one that works best for your purposes.

Before.

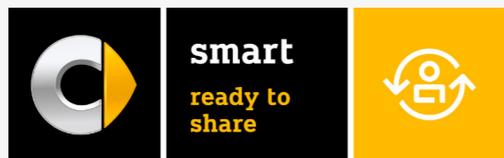


After.



>> Visual examples: ready to ...

Here you can see how a logo can be adapted to our sub-logo system. You can pick the one that works best for your purposes.



»» How to use the sub-logo in communications.

If there is no smart label, only then does the smart ring become an important part of your sub-logo.

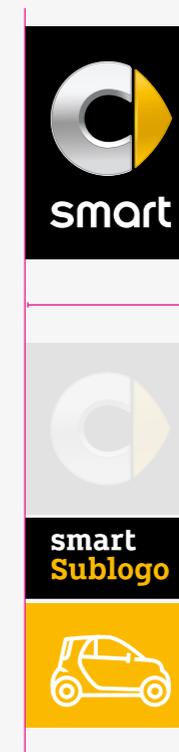


» Sub-brand ads – proportions.

If you find a smart label in an advertisement, this is the rule for the alignment of the vertical version of your sub-brand logo.



You can also leave out the 3rd tile.



01 Vertical proportion calculation.

The width of the smart label defines the size of the sub-brand logo.
If there is a smart label then the smart ring in the sub-logo disappears.

>> Sub-brand ads – proportions.

If you find a smart label in an advertisement, this is the rule for the alignment of the horizontal version of your sub-brand logo.



02 Horizontal proportion calculation.

You can also leave out the 3rd tile.

The width of the smart label defines the size of the horizontal width (calculation without smart ring).

>> Sub-brand ads – positions case 1.

Our sub-brand logos always have to be placed in the emotional area, even when there is a rational area.

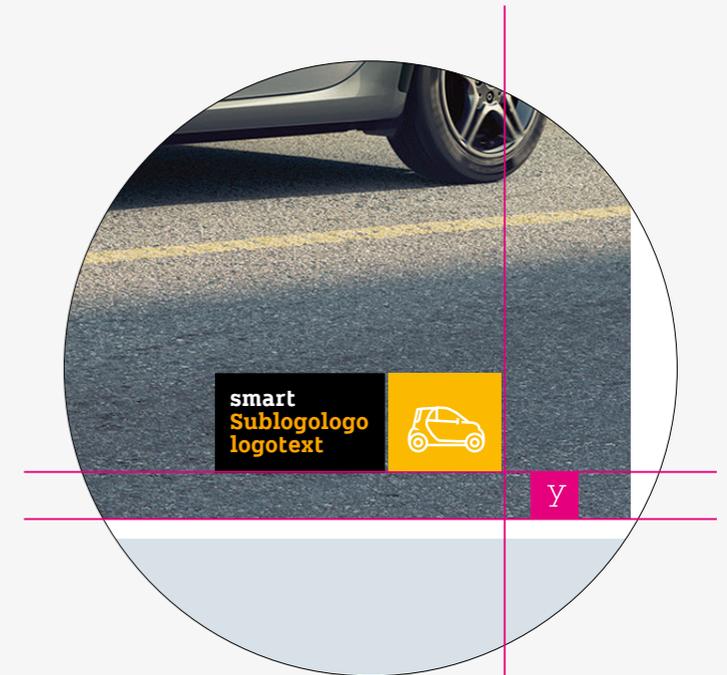


The advertisement features a silver Smart car on a road. The main headline reads "Eturconre Lorem eraep udipsa quis". The main Smart logo is in the top right corner. A sub-brand logo, consisting of the word "smart" in white on a black background, "Sublogologo" in yellow, and "logotext" in white on a black background, is placed in the bottom right corner. A small yellow car icon is also present next to the sub-brand logo.

>> Communication activities.
 The category print supplies an overview of print material which was created and provided to support your local marketing activities. Every link provides information of the respective campaign and layouts both for 2/1, 1/1 and dealer adverts. www.smart.com

smart – a Daimler brand

Kraftstoffverbrauch (kombiniert): 4,9-4,2 l/100 km; CO₂-Emissionen (kombiniert): 115-97 g/km; Die Angaben beziehen sich nicht auf ein einzelnes Fahrzeug und sind nicht Bestandteil des Angebots, sondern dienen allein Vergleichszwecken zwischen verschiedenen Fahrzeugtypen. Die Abbildung zeigt auch Sonderausstattung, die nicht Bestandteil der Serienausstattung des smart fortwo ist.
 Anbieter: Daimler AG, Mercedesstraße 137, 70327 Stuttgart.

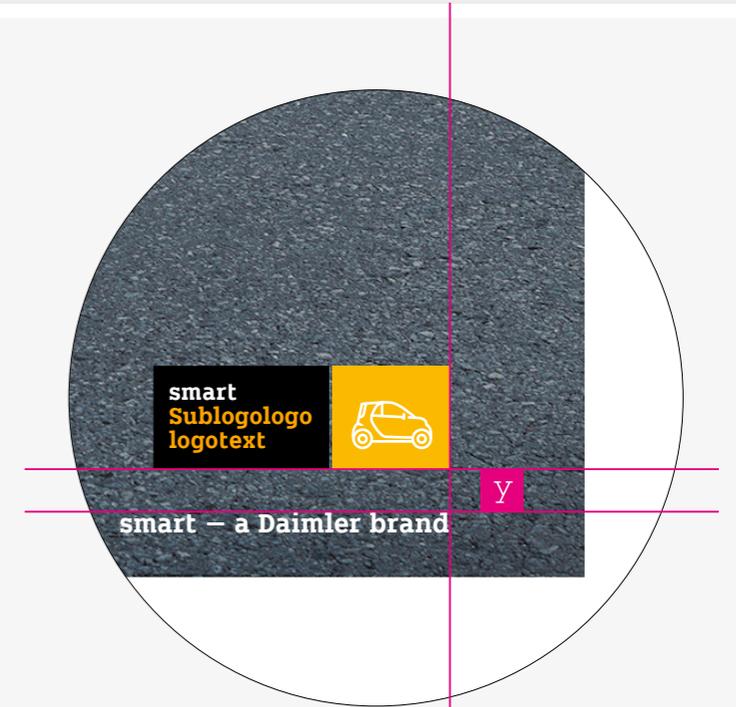


Right aligned to the label.

You have to place the sub-logo in the emotional area, but stick to the predefined position at the bottom right.

» Sub-brand ads – positions case 2.

Our sub-brand logos always have to be placed in the emotional area.



Right aligned to the label.

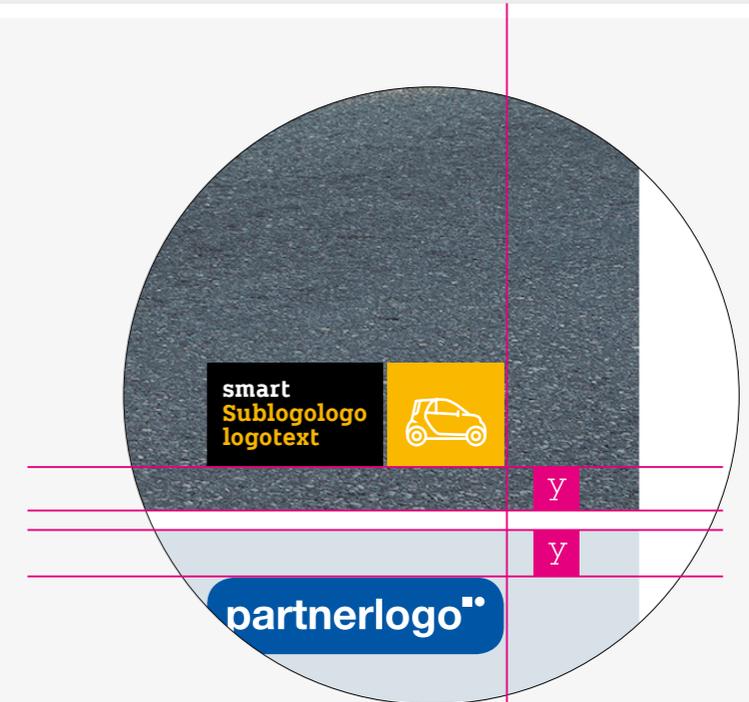
You have to place the sub-logo in the emotional area, but stick to the predefined position at the bottom right.

>> Sub-brand meets bi-brand – case 3.

If there is a sub-brand and a bi-brand in one advertisement, the sub-brand logo has to be placed in the emotional area and the bi-brand logo has to be placed in the rational area.

The advertisement features a silver Smart car on a road with a city skyline in the background. The main headline reads "Eturconre Lorem eraep udipsa quis". In the top right corner, the "smart" logo is displayed. In the bottom right corner, the "smart Sublogologo logotext" logo is placed. At the bottom left, there is a section titled ">> Communication activities." with a "partnerlogo" and a small "smart - a Daimler brand" logo at the bottom right.

The advertisement features a silver Smart car on a road with a city skyline in the background. The main headline reads "Eturconre Lorem eraep udipsa quis". In the top right corner, the "smart" logo is displayed. In the bottom right corner, the "smart Sublogo" logo is placed. At the bottom left, there is a section titled ">> Communication activities." with a "partnerlogo" and a small "smart - a Daimler brand" logo at the bottom right.



Right aligned to the label.

You have to place the sub-brand logo in the emotional area, and the bi-brand logo in the rational area.

»» How to use: social media avatar.

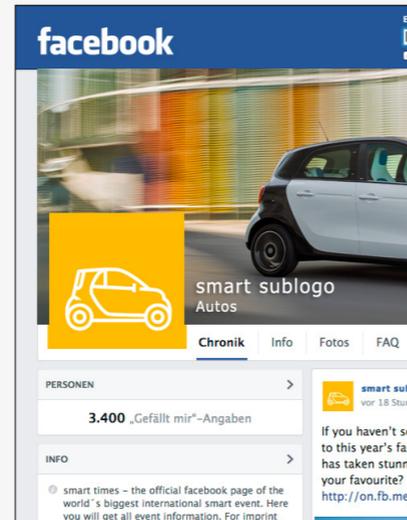
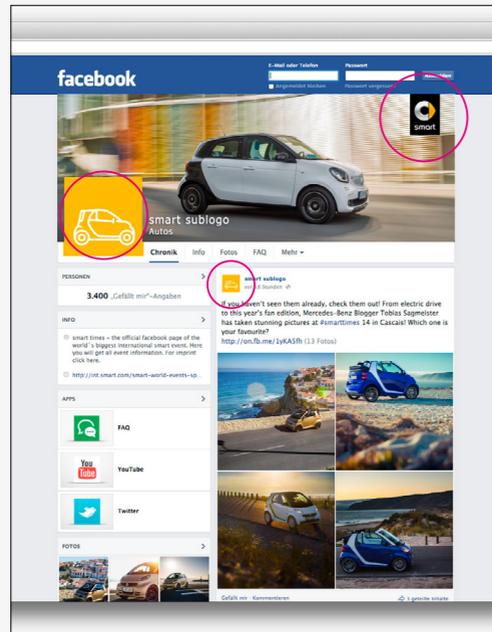
Connecting with people over social media is really cool but only when you use a nice avatar for your fan page.



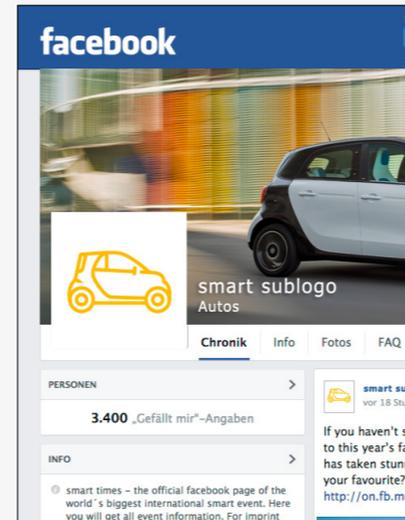
Choosing the right image.
 Preferably, you should use your sub-branding sign. If you don't have one, use your sub-branding element. The smart ring is reserved for the smart brand page.



The background colour.
 You can't use white as a background colour for your sub-logo but you can use it for your avatar.



Prio 1A.



Prio 1B.



Prio 2.

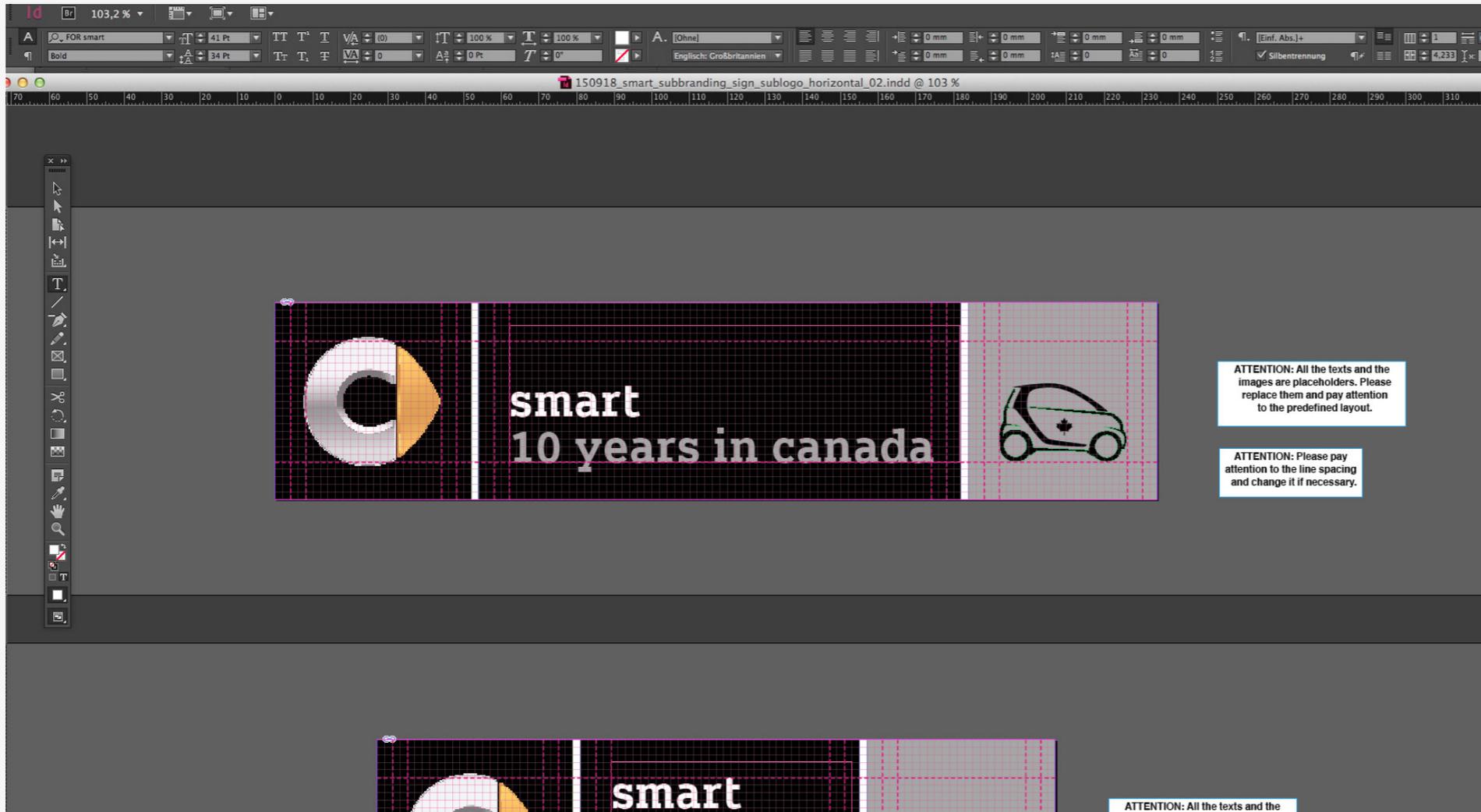
The avatar options.
 This is an overview of possible avatars. The smart label is always shown at the top right corner as well.

»» Templates.

We offer different sub-logo templates so you can insert your materials.



Files on DBDN.



»» That's it.

**Please read one more page
and then you are good to go.**

»» **Further information.**

We tried to be as clear as possible but if you still have 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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71032 Boeblingen
Germany**