



>> The smart compact guideline 4.6.

A guide to our visual identity.

»» Hello there.

Welcome to smart. These 101 pages are the compact guidelines that make up our visual identity for the smart brand.

>> Rules of thumb.

Before we start there are some rules of thumb that require your attention.

>> The rules of thumb.

Always pay attention to the rules of thumb.

1

After each headline, subheadline and enumeration you have to place a full stop.

exception: headlines in advertisements in emotional area, webpages and dates – (full stop and arrows can be left out).



>> Headline.



- > Eaturectate et aut.
- > Pidusap idipsandent lab ipsus.
- > Giamet quibusantiae verum.

2

Texts are always left-aligned.

Standard left aligned.
We only use left alignment.



aturectate et aut ipsus pidusap
idipsandent ipsus. Giamet lorem
uibusantiae verum.



~~Nonumy eirmod tempor invidunt
et dolore magna aliquyam erat, sed
erat diam voluptua lorem ipsum tempor
unt ut labore.~~

3

No majuscule (No full words in capital letters).

Never use capital letters as a design element.



>> HEADLINE.



THIS IS FORBIDDEN .

4

Thrifty/no usage of exclamation marks.

Do not use exclamation marks.



Do not do this!!!

And never forget: smart only uses British English.

>> The content.

This guide will teach you the basic knowledge of the smart brand based on the following topics:

- 06 **Our label.**
- 15 **Our colours.**
- 17 **Our font.**
- 23 **Our arrows.**
- 28 **Our icons.**
- 30 **Our stationery.**
- 35 **Our prints.**
- 74 **Our moving images.**
- 82 **Our soundlogo.**
- 84 **Our screens.**
- 98 **The checklist.**



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>

»» Our label.

Let's start with the key part of our brand.

>> The evolution of the smart label.

As our brand developed, so did our label.
It has come a long way in its short history.



V. 1.0, 1997

The first smart brand is born.



V. 2.0, 2002

A combined word-picture-mark is launched.



V. 3.0, 2005

3D-effects were added on the picturemark.



V. 4.0, July 2014

A more premium look was achieved by changing the overall impression.

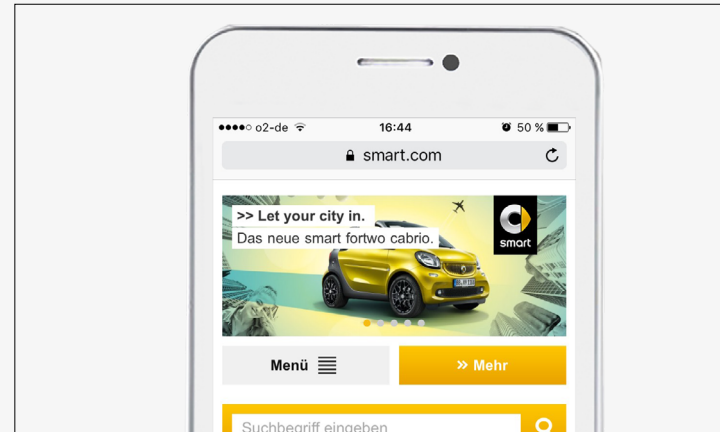
>> The label colour formats.

We prepared different label versions for several scopes.
Please make sure you always use the right one.

01



02



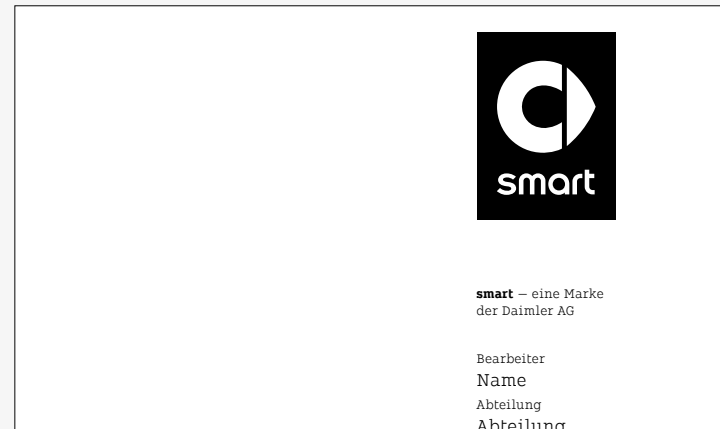
03



04



05



01 CMYK label [pdf]. For printed products. If possible, always use the coloured label.

02 RGB screen label [png].
For screens. Used on the internet, in apps etc.

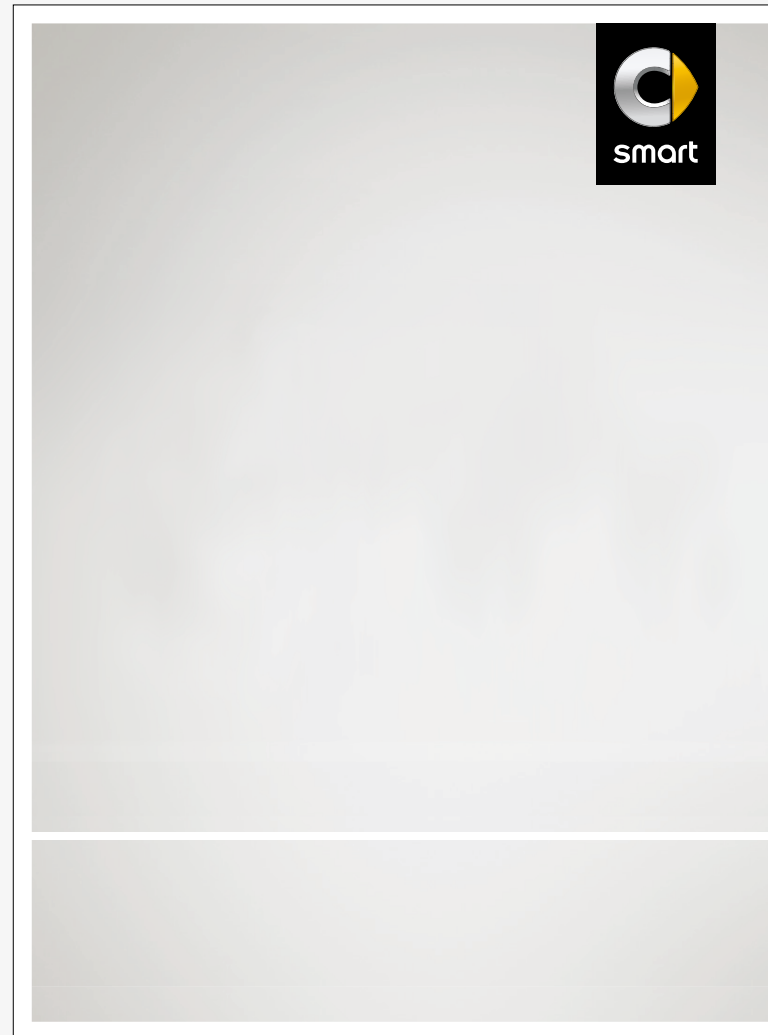
03 RGB label [tif]. For low-quality printers.

04 Newspaper label [pdf]. Especially made for newspapers.

05 1C label [pdf]. For fax. Only used when there are difficulties in printing the coloured label.

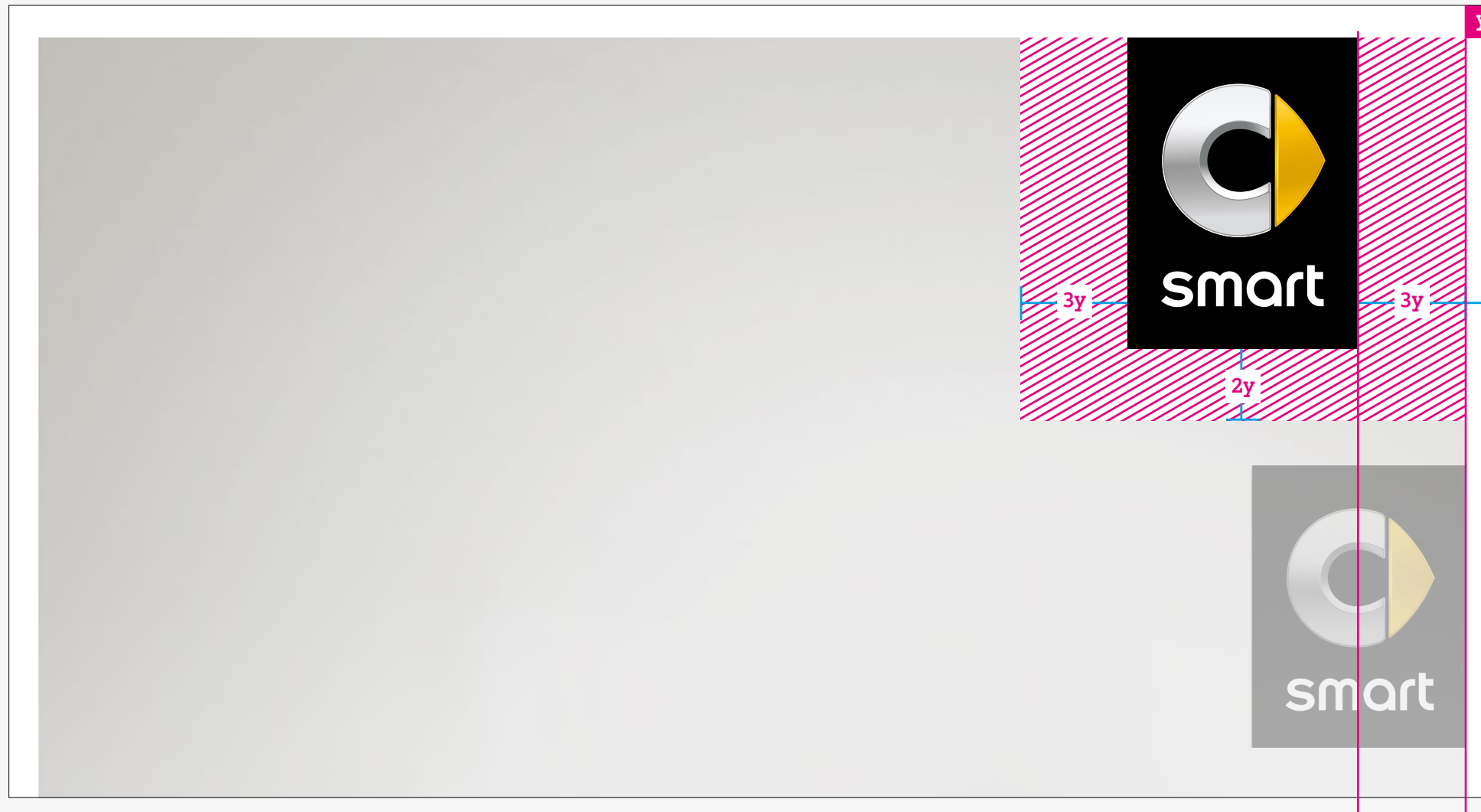
>> Positioning.

The label is always placed at the top right corner. Always.



>> The protection zone.

It's important to give the label some space. The margins are predefined and always need to be adhered to.



Formula.

See page 71 to determine the y-value.

The protection zone left and right to the label is **3y** or **1/2 the width of the label.**

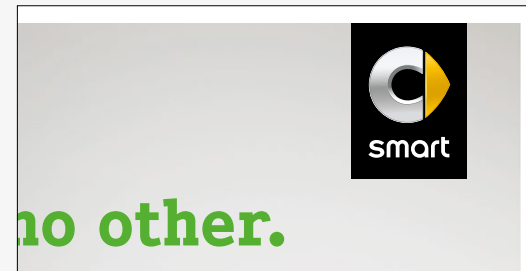
» Right and wrong – part one.

While using the label, there are several inexcusable no-go's you have to keep in mind.
As we've worked hard to make it look good, it's necessary to strictly comply to the guide.

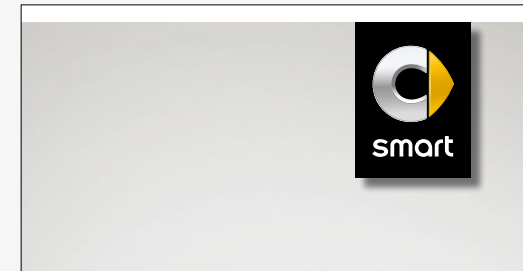
01

Well done. Placed top right with the correct distances.

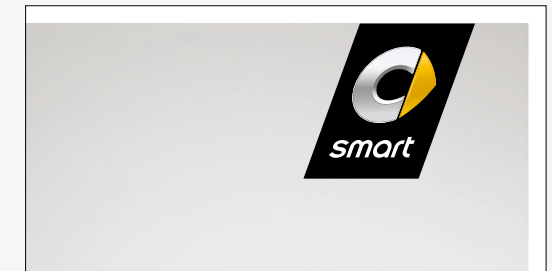
01 ✓



02 ✗



03 ✗



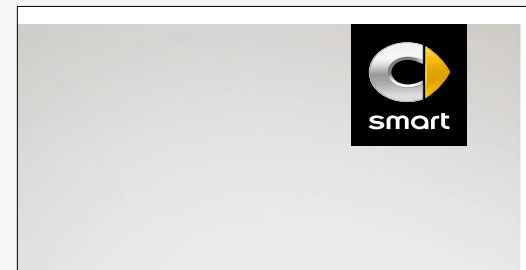
02

No effects. Do not add effects like drop-shadow, embossing etc. to the label.

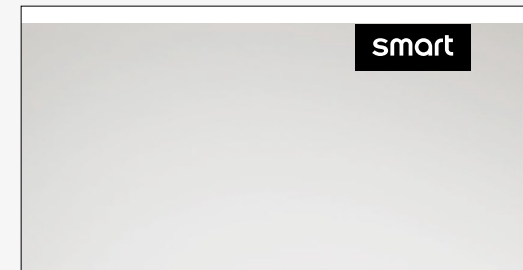
03/04

No transformations. Do not rotate, scale, flip etc. the label.

04 ✗



05 ✗



06 ✗



05

Not right. Do not only use parts of the label. Also do not add things to it.

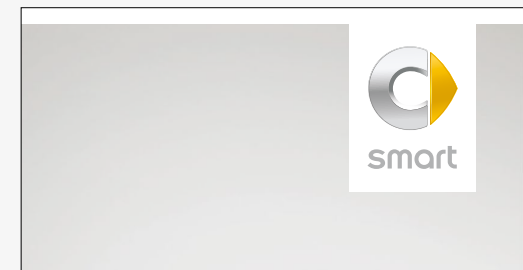
06/07

Not cool. Respect the protection zone of the label.

07 ✗



08 ✗



08

Not right. The days of the label on a white background are over.

» Right and wrong – part two.

While using the label, there are several inexcusable no-go's you have to keep in mind.
As we've worked hard to make it look good, it's necessary to strictly comply to the guide.

01

All right. If you can't avoid it, you can place the label on a black background.

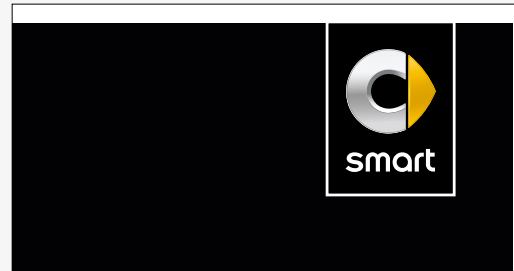
01 ✓



02

Not okay. Now we have a strict anti-framing the label policy.

02 ✗



03 ✓



03

Approved. A calm area around the label keeps the focus on the right place.

04 ✗



04

Try again. The background should be unobtrusive, not the label.

05 ✓



06 ✗



05

Exactly. If there's an image in the background, make sure it doesn't collide with the label.

06

That's a no-go. Stick to the protection zone.

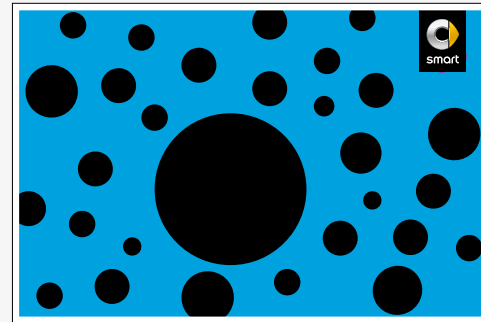
>> Right and wrong – part three.

While using the label, there are several inexcusable no-go's you have to keep in mind.
As we've worked hard to make it look good, it's necessary to strictly comply to the guide.

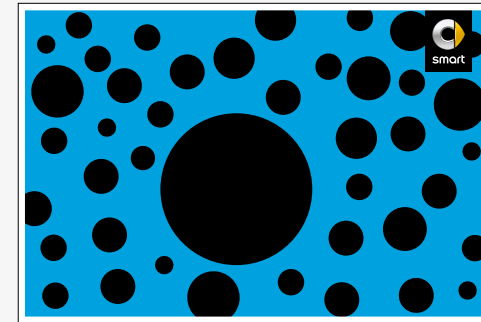
01

Good. Remember to leave enough space around our label.

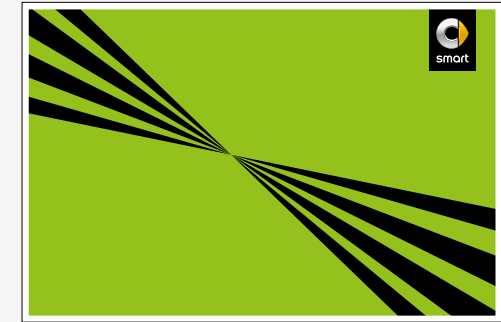
01 ✓



02 ✗



03 ✓



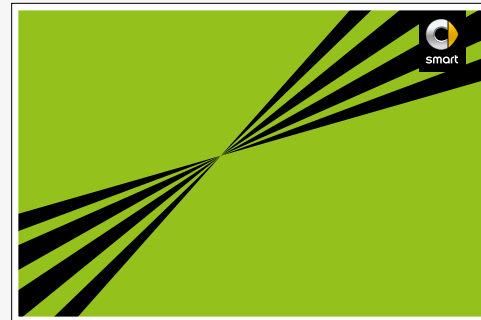
03

That's okay. Place all items with the right distance.

04

Never do this. No matter how many they are. Don't change the shape of our label by placing black items behind it.

04 ✗



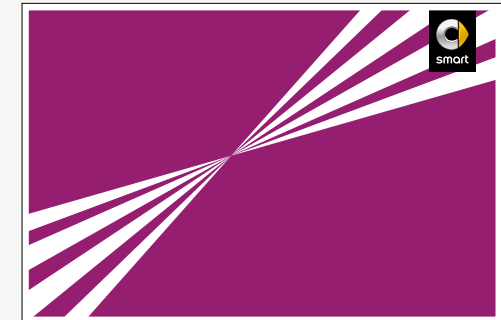
05 ✓



05

All right. White items behind the label are acceptable.

06 ✗

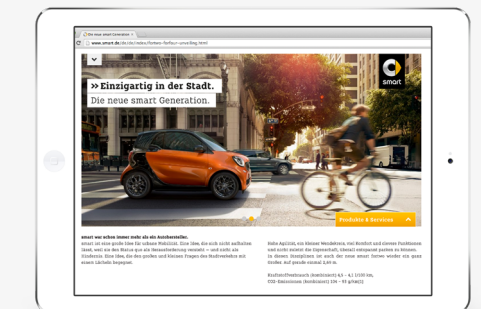
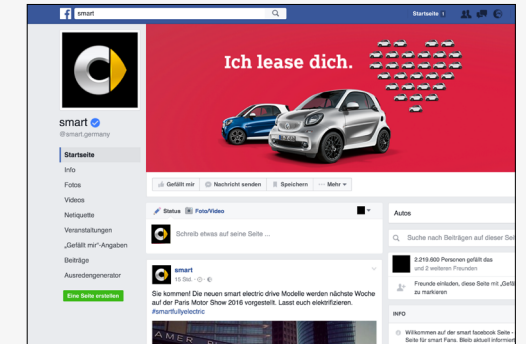
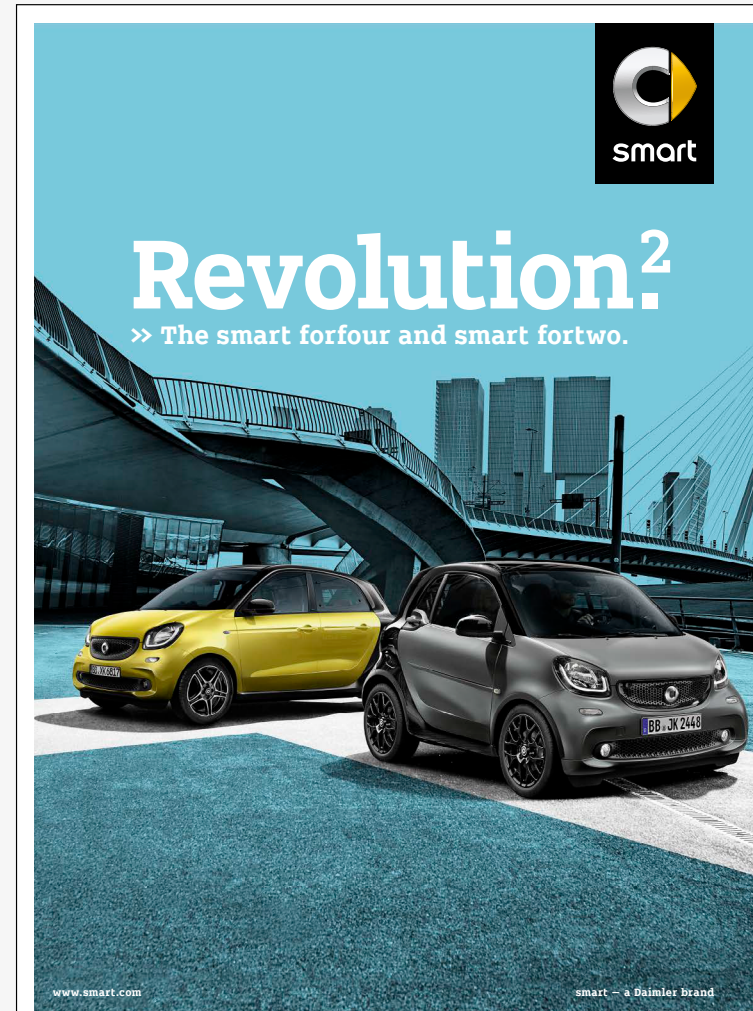


06

Not okay. But don't overdo it. Keep it calm and reduced.

» Label usage.

Here are some examples of how the label is used.




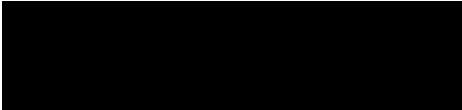





»» Our colours.

Out of 16.7 million colours we have chosen some very distinctive shades that contribute to our unique look.

>> The smart brand colours.

If you’ve already had a closer look at our label by now, you may have recognized our brand colours as shown below.

Corporate colours.		Special colours.	Offset Euroscale 4c.	Daily newspaper 4c.	RGB (sRGB).
> white		0% black	C 0%	C 0%	R 255
		0% black	M 0%	M 0%	G 255
		0% black	Y 0%	Y 0%	B 255
> silver		RAL 9016	K 0%	K 0%	
		Pantone 877c	C 0%	C 0%	R 150
		HKS 99 K	M 0%	M 0%	G 157
> orange		RAL 9006	Y 0%	Y 0%	B 163
			K 45%	K 32%	
		Pantone 1235c	C 0%	C 0%	R 246
> black		HKS 5 K	M 30%	M 22%	G 186
		RAL 1003	Y 100%	Y 100%	B 53
			K 0%	K 0%	
> EQ blue		100% black	C 60%	C 60%	R 0
		100% black	M 50%	M 50%	G 0
		100% black	Y 40%	Y 40%	B 0
> EQ blue		RAL 9005	K 100%	K 100%	
		Pantone Process Cyan C	C 100%	C 100%	R 0
			M 0%	M 0%	G 173
> EQ blue			Y 0%	Y 0%	B 239
			K 0%	K 0%	
		RAL 240 50 40			

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

»» Our font.

To give our brand a special look we need to have a special font. It's a good thing we have one.

>> The font FOR smart.

If you need help, just check our instructions and our updated templates.



Files on DBDN.

Aa

FOR smart Light.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
>> . , : ; ' " " \$! ? @ & € ¥ £ * ¼ ½ ¾ © ®

Aa

FOR smart Special.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
>> . , : ; ' " " \$! ? @ & € ¥ £ * ¼ ½ ¾ © ®

Aa

FOR smart Bold.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
>> . , : ; ' " " \$! ? @ & € ¥ £ * ¼ ½ ¾ © ®

Our features.

- > Now available as webfont.
- > Optimized for screen too.
- > Reduced to three weights.
- > All supported languages in one.
- > smart arrows included.
- > Polished characters.
- > New kerning.



For further information please check our smart
Font-PDF: FORsmart_font_features.pdf
Available on the Daimler Brand & Design Navigator.

>> The FOR smart font rules.

To make sure our font achieves its full effect, you should pay attention to typographical details.

FOR smart light.
Application field: **Copy.**

Font size	Line spacing	Character spacing
Lead text/sublines		
18 pt	19.8 pt	0
17 pt	18.7 pt	0
16 pt	17.6 pt	0
15 pt	16.5 pt	0
14 pt	15.4 pt	0
13 pt	14.3 pt	0
Continuous text		
12 pt	14 pt	0
10 pt	12 pt	0
9 pt	11 pt	0
8 pt	10 pt	0
Caption text		
8 pt	9.6 pt	0
7 pt	8.4 pt	0
6 pt	7.2 pt	10

Lorem ipsum dolor sit amet, conset eras ader distin elit, sed diam nambus emodes tancer uta laret delire magna. Lorem ipsum dolor sit amet, conset eras ader distin elit, sed diam nambus.

FOR smart light
FS 7 / LS 8.4 / CS 0 / Metric Kerning

FOR smart special.
Application field: **Screen/TV.**

Font size	Line spacing	Character spacing
Lead text/sublines		
18 pt	19.8 pt	0
17 pt	18.7 pt	0
16 pt	17.6 pt	0
15 pt	16.5 pt	0
14 pt	15.4 pt	0
13 pt	14.3 pt	0
Continuous text		
12 pt	14 pt	0
10 pt	12 pt	0
9 pt	11 pt	0
8 pt	10 pt	0
Caption text		
8 pt	9.6 pt	0
7 pt	8.4 pt	0
6 pt	7.2 pt	10

Lorem ipsum dolor si amet, conset eras ader distine elit, sed diam nambus edmodes tancer ut laret deli re magnaliqua.

FOR smart special
FS 9 / LS 11 / CS 0 / Metric Kerning

FOR smart bold.
Application field: **Emphasis.**

Font size	Line spacing	Character spacing
Lead text/sublines		
18 pt	19.8 pt	0
17 pt	18.7 pt	0
16 pt	17.6 pt	0
15 pt	16.5 pt	0
14 pt	15.4 pt	0
13 pt	14.3 pt	0
Continuous text		
12 pt	14 pt	0
10 pt	12 pt	0
9 pt	11 pt	0
8 pt	10 pt	0
Caption text		
8 pt	9.6 pt	0
7 pt	8.4 pt	0
6 pt	7.2 pt	10

Lorem ipsum dolor sit amet
olter coseites.

FOR smart bold
FS 16 / LS 17.6 / CS 0 / Metric Kerning

FOR smart bold.
Application field: **Headline and Buttons.**

Font size	Line spacing	Character spacing
Headlines		
60 pt	51–60 pt	0
48 pt	40.8–48 pt	0
42 pt	35.7–42 pt	0
36 pt	30.6–36 pt	0
30 pt	25.5–30 pt	0
28 pt	23.8–28 pt	0
24 pt	20.4–24 pt	0
21 pt	17.8–21 pt	0
18 pt	15.3–18 pt	0

✗ optical ✓ metric

The kerning values were optimised so the setting should be metric. Even with a character spacing of 0, the font is easily readable.

CS values are based on InDesign and can vary from case to case.

» The alignment rules.

We don't only put a lot of thought into what we write, but also into how we write it.
So using the correct alignment is important.

01 

» **Lorem ipsum dolor sit amet.**

Nonumy eirmod tempor invidunt ut labore
et dolore magna aliquyam erat, sed diam
voluptua lorem ipsum tempor invidunt ut
labore.

02 

» **Lorem ipsum dolor sit amet.**

Nonumy eirmod tempor invidunt ut
labore et dolore magna aliquyam
erat, sed diam voluptua lorem ipsum
tempor invidunt ut labore.

03 

» Lorem ipsum dolor sit amet.
used diam nonumy eirmod tempor
inviduntut labore et dolore magna
aliquyam erat, sed diam voluptua
lorem ipsum tempor invidunt ut
labore.

01

Left. We always justify
texts to the left.

02

Centred. Don't centre text fields.

03

Full justification. We only use
ragged left alignments.

>> The spelling rules for our wordmark.

For all other smart specific words you can request the smart dictionary from the CI/CD team.

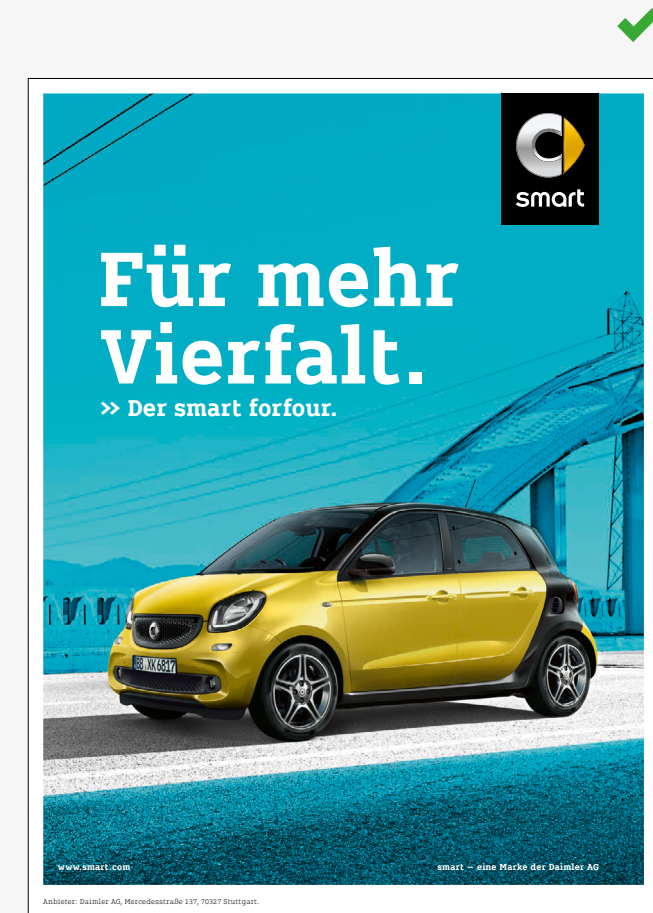
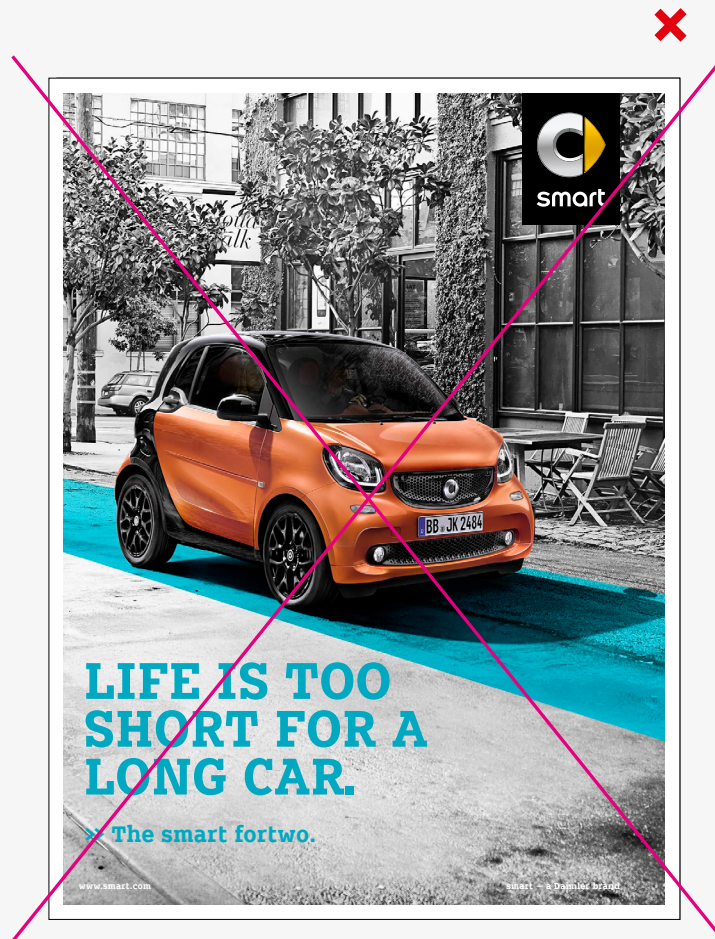
Rule.	Incorrect.	Correct.
Our brand	Smart / SMART	smart
Adjective	smart features	intelligent features
Capitalization	Smart brabus	smart BRABUS
No hyphen	smart-center	smart center
No plural s	two smarts	two smart
No quotation marks	"smart"	smart
No compound words with smart	smart-like	clever

" ... a smart solution" 
 " ... eine smarte Lösung"
 " ... une idée smart"

" ... a clever solution" 
 " ... eine clevere Lösung"
 " ... une idée intelligente"

» The mixed-case form.

Our headlines are never completely written in capital letters.
Instead, we prefer to use a mixed-case form.



»» Our arrows.

Another important visual element of our brand is the double arrow. But don't place it randomly. Point at the right things.

>> The arrow settings.

Here are the rules to give our double arrows the proper look.

Just use metric kerning.

>> Title. ✓

One space.

Rule with FOR smart.

> > Title. ✗

No extra character spacing.

Just double type [>] key and the arrows will be kerned automatically in any Adobe software.

If you use any other text or editing software, please use the shortcuts as shown below.

Important: Kerning has to be set to metric. Office programs do not apply kerning as default. You have to activate it in the font window. Check the "kerning for fonts" and change the number next to points to 1.

Arrows are also available as a keyboard shortcut.

Mac/OS X: Alt + Shift + y

Windows: Alt + 0...1...3...5 (Press the numbers one after another while holding down the [Alt] key)

» The arrow system overview.

Please take a closer look at the arrows behind our elaborated system.

Double arrow.

Application field: **Headlines** and for **decoration**.



The main arrows.

You can find our double arrows mostly in headlines. They are used in print, screen, TV, PowerPoint and in some cases in signage, too.



Single arrow.

Application field: **Enumerations** and **buttons**.



Enumerations.

Single arrows are placed in front of the text. There is one blank space in between. Enumerations over several lines have an indentation.

Example 1.

Lorem Headline:

- > Lorem ipsum dolor sit amet.
- > Consetetur sadipscing elitr, sed nonumy eirmod tempor invidunt ut labore et dolore magna.

Example 2.

> Lorem enumeration dolor.

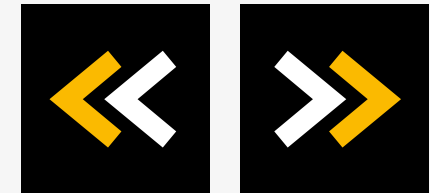
Consetetur sadipscing elitr, sed nonumy eirmod tempor invidunt.

> Lorem enumeration dolor.

Ipsum dolor sit amet.

Double arrow pictogram system.

Application field: **Signage**.



Signage settings.

For orientation arrows please use the following kerning settings on our smart double arrow:



Double arrow.

With normal kerning.



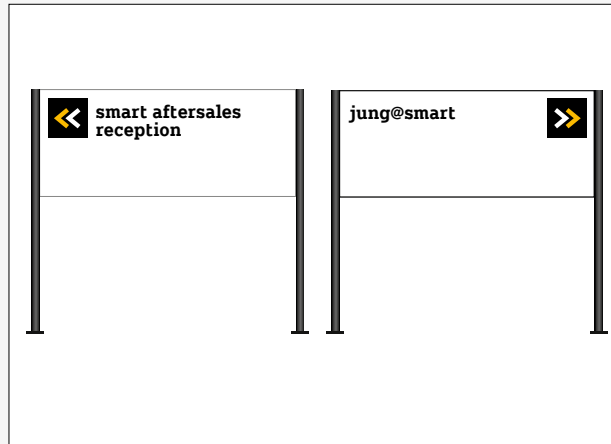
Double arrow for orientation.

With special kerning.

>> Pointing in the correct direction.

Our arrows point to the future. So always use our right pointing arrows.
There is only one exception: signage.

Left and right direction.
Application field: **Signage.**

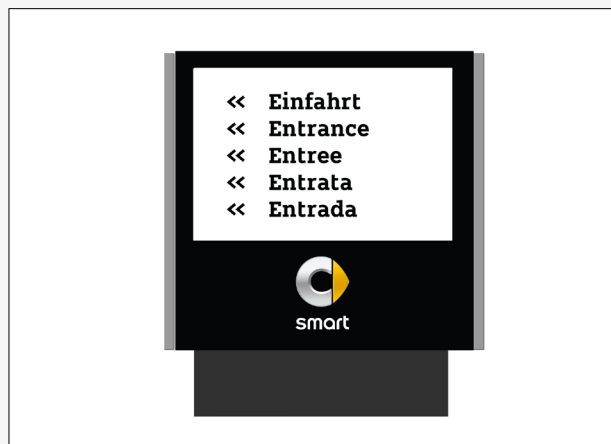


01 ✓

Only in the right direction.
Application field: **Everything else.**



03 ✓



02 ✓



04 ✗

01
Double arrow pictogram system left and right.
Signage obviously uses both directions.

02
Double arrow font system left and right. For signage of course you can use our FOR smart left arrows.

03
Pointing to the future. We always use our right pointing arrows.

04
This is not forward-looking.
So please do not direct to the left in media.

>> The arrow colours.

Please be careful with coloring our arrows.
It's important to have our brand colours in mind.

Right usage.

Don't use different colours for arrow and text.

>> **Headline.** ✓

You can use a coloured arrow if your text has the same colour.

>> **Headline.** ✓

Signage is a special case.

Orientation >> ✓

Orientation >> ✓

(+ white/orange combination on a dark background)

Wrong usage.

>> **Headline.** ✗

>> **Headline.** ✗

>> **Headline.** ✗

>> **Headline.** ✗

>> **Headline.** ✗

>> **Headline.** ✗

Orientation >> ✗



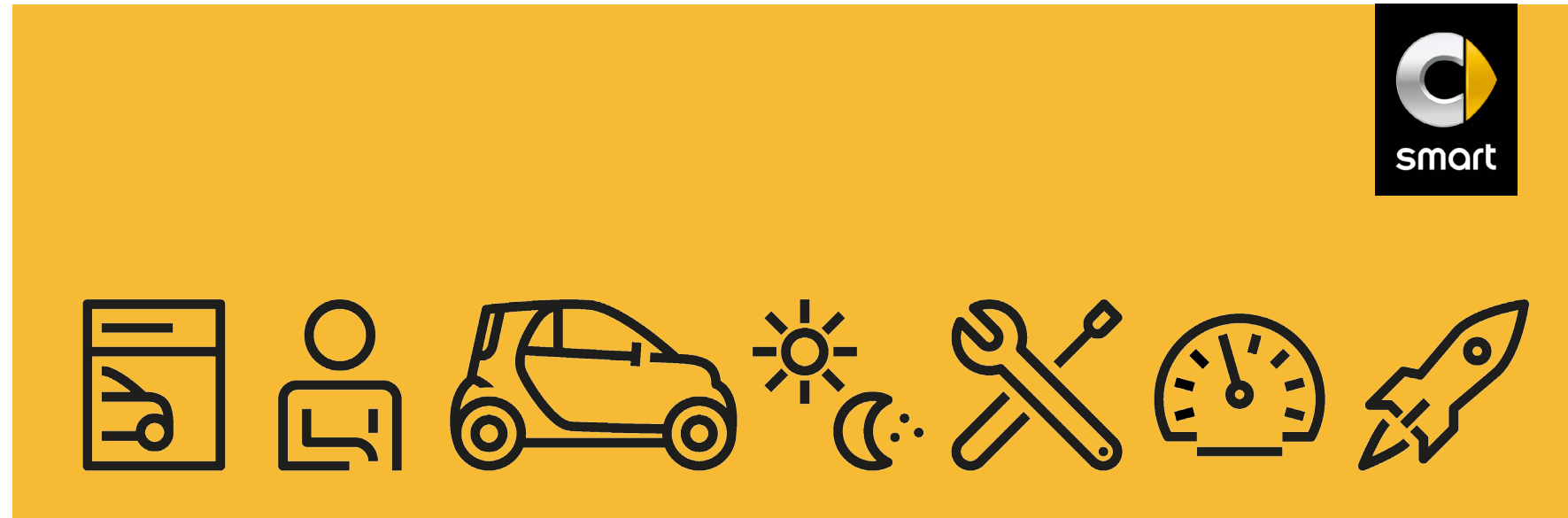
Please maintain our corporate colours in our arrows.

»» Our icons.

We don't usually need too many pictures, but they might be helpful to express something meaningful.

>> The smart pictograms.

We have a collection of pictograms for different situations. Only use the ones we have made especially for our brand or create new ones to our specifications in the iconography guideline.



>> The smart iconography guidelines 1.0.

A template to our visual identity.

smart iconography guidelines Version 1.0 / 2017-05



Files on DBDN.

For more information get the “smart iconography guideline” on DBDN.

In case you need pictograms that aren’t in the collection yet, please contact HQ.

smart_cicd@daimler.com

>> Our stationery.

Nice to meet you. The smart stationery plays an important role when communicating with the outside world.

>> The smart stationery guideline.

The extensive compilation is available as a separate guide.



The smart stationery guideline includes:

- > smart headquarter.
 - > Letterhead.
 - > Envelope DIN lang, C5, 210x210.
 - > Business card.
- > smart Daimler retail & smart independent retail EU.
 - > Letterhead.
 - > Envelope DIN lang, C5, 210x210.
 - > Business card.
- > smart independent retail US.
 - > Letterhead.
 - > Envelope #10.
 - > Business card.
- > smart PowerPoint.
 - > Format 16:9.



Word-templates are available on the DBDN-website.

» The paper specifications.

Since we've standardized the layout of the stationery we can make sure to use the same kind of paper as well.


Applications.	Weight (g/qm).	Paper type.
Writing paper	90	Color Copy
Fax sheet	80	uncoated copying paper for laser jet, brilliant white
Business card	300t brabus	Euro Art, coated
Compliment card	300	Euro Art, coated
Name tags	–	uncoated paper, printout cut to size by handart
File binder spines	–	uncoated paper, printout cut to size by hand
CD labels	– st-like	Zweckform no. L 6043 weckform no. L 6043 er

» PowerPoint.

This guideline is all about how we present ourselves, so our PowerPoint presentation should not be missing. Templates are available for 16:9.




Files on DBDN.



» This is a title with a font size of 30pt.

This is a subtitle written in 21pt.

Name, department.
Place, date.



» This is a title with a font size of 17pt.
This is a subtitle with a font size of 14pt.

The following text is a placeholder to show you how to use text elements. The size of the font is 14pt. The smart brand stands for innovation, functionality and joy of life. smart products have an conventional design, high technology standards and are the ideal vehicles for use in urban areas.

- > Enumeration over one line.
- > Enumeration over two lines. smart is represented in 47 markets worldwide with Russia as the latest new market.
- > The main markets are Germany, Italy and China.
- > Enumeration over three lines. Consistency in the use of design elements enhances recognition. This adds to the efficiency of advertising measures and individual initiatives.

The new 2012 smart fortwo model generation is the continuation of a unique success story for smart. The smart fortwo has been redefining individual urban mobility for more than ten years now.

smart | title of presentation | creation date




» This is a title with a font size of 17pt.
This is a subtitle written in 14pt.



smart | title of presentation | creation date


» Chapter heading in 21pt.

smart | title of presentation | creation date

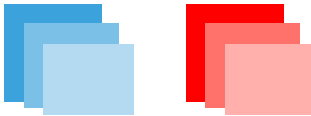


» Colours.

» Main colours




» Only for use as accent colour (e.g. highlights, etc.)



- > Avoid Black as background colour.
- > Use EQ blue only for topics regarding the smart EQ fortwo & forfour.

smart | title of presentation | creation date



» PowerPoint rules.

While using the PowerPoint presentation, there are several inexcusable no-go's you have to keep in mind.

01 ❌

with a font size of 21pt.
written in 18pt.



is a placeholder to show you how to use text
The smart brand stands for innovation, func
s have an unconventional design, high tech
les for use in urban areas

02 ❌

cat ut volorei untium in re
onsequo Uptati consedita velit a



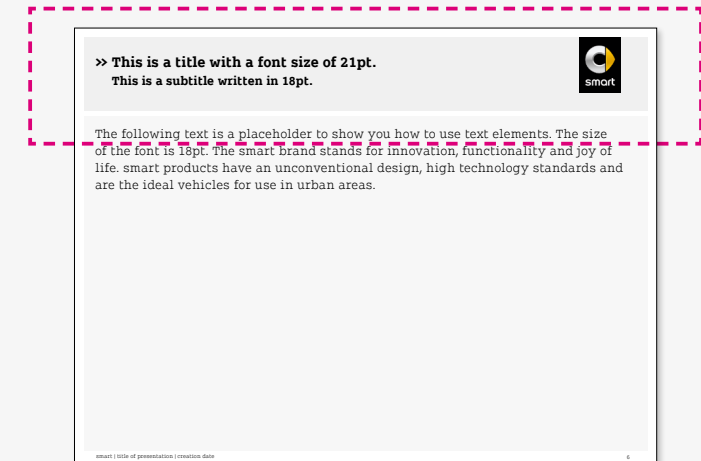
u how to use text elements. The size
innovation, functionality and joy of
esign, high technology standards and

03 ❌

This is a title with
This is a subtitle writt

04 ❌

» This is a title with
This is a subtitle writt



01

That's a no-go. Don't place any pictures or disturbing elements in the header area.

02

Not cool. Respect the protection zone of the label.

03

Never do this. Please, never remove the double arrows.

04

Not right. Don't change the colour of the double arrows.

>> Our prints.

You may have already come across some of our printed products. On the following pages we introduce you to the elaborated system behind them.

» Fixed elements – Emotional / Rational area.

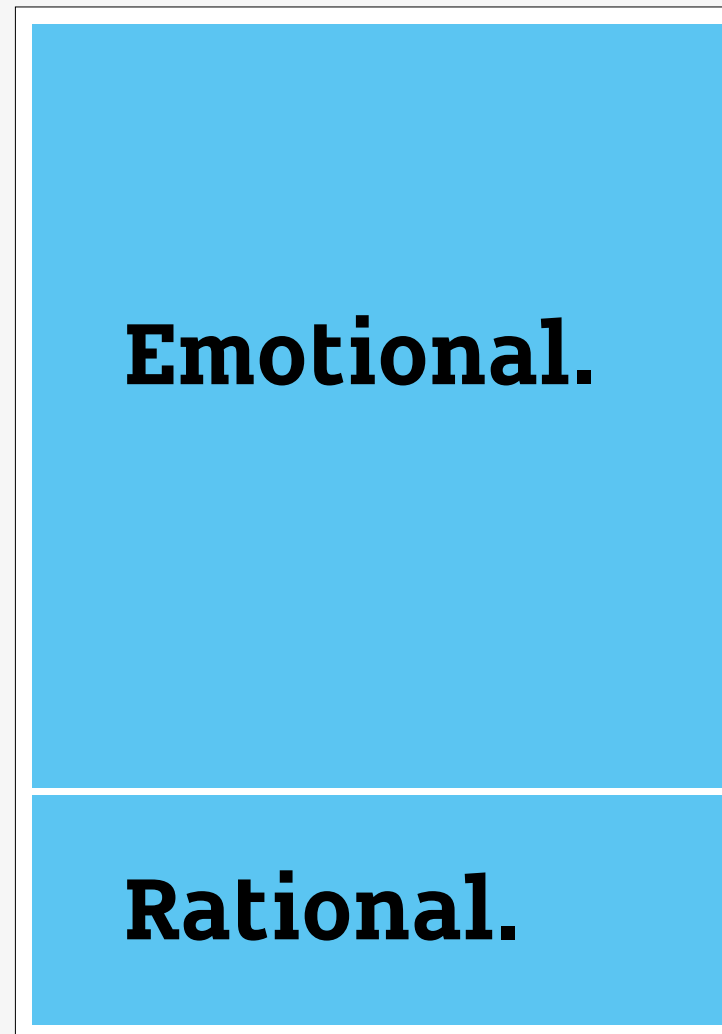
Our prints are split into two sections: the emotional area at the top and the rational area at the bottom.

Emotional area contains.

- > Label.
- > Image.
- > Product.
- > Headline (optional).

Rational area contains.

- > Subline.
- > Copy.
- > Product info.
- > Prices.
- > Addresses.
- > Dealer logo.
- > Group information.

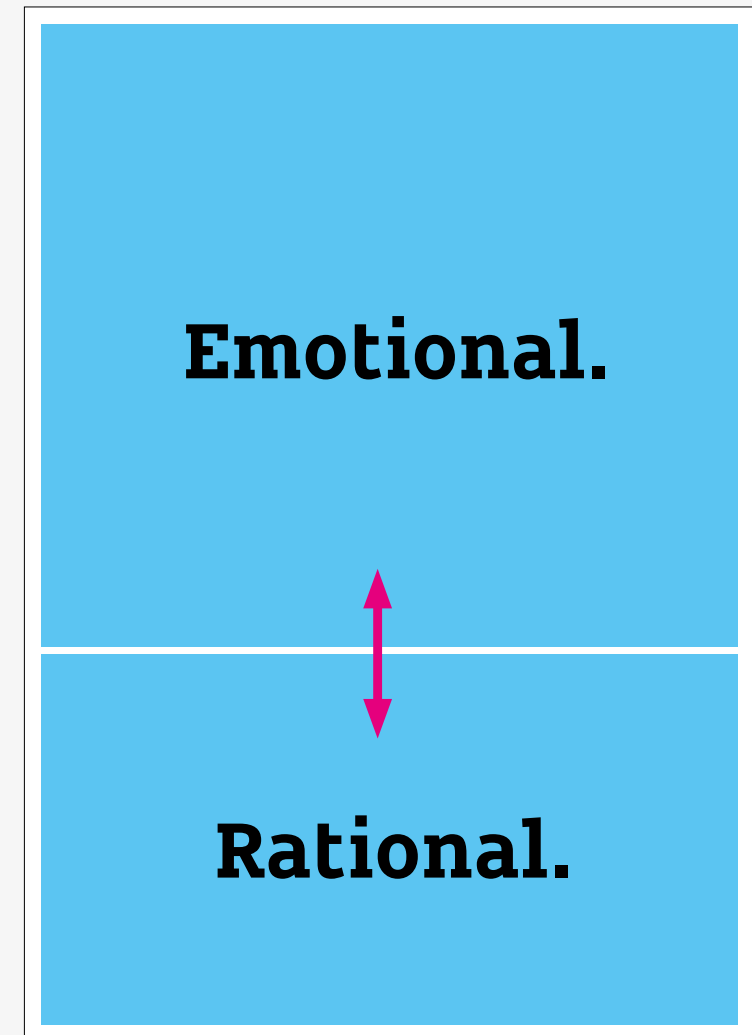
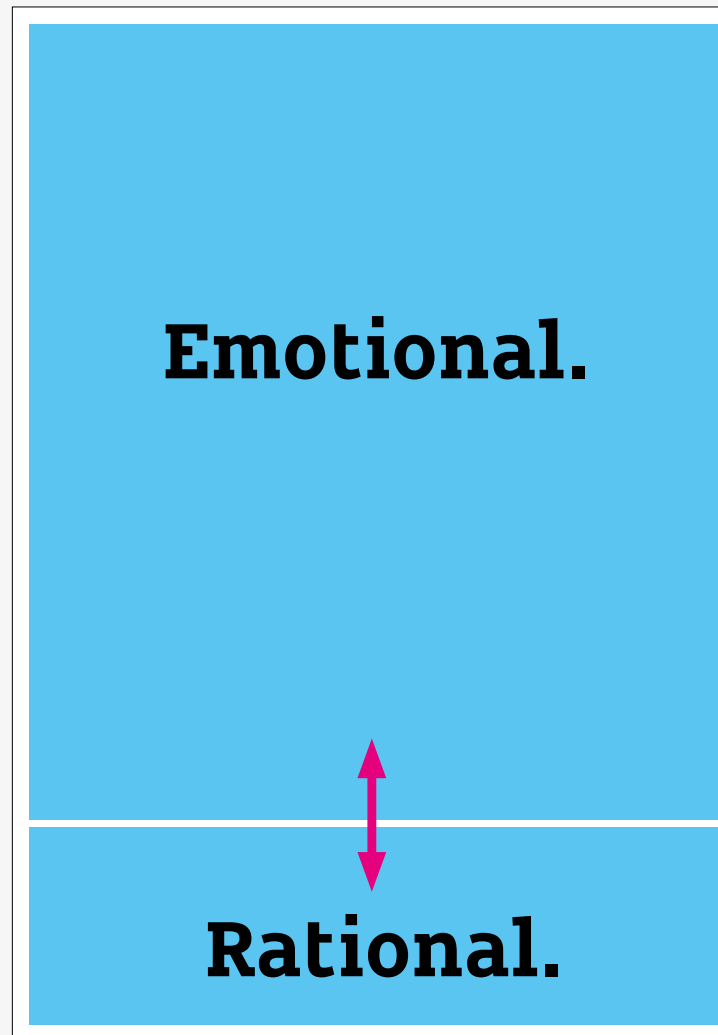


>> Fixed elements – Emotional / Rational area.

There is a ratio between the two parts that can vary depending on the format, but don't let the rational area exceed 40%.

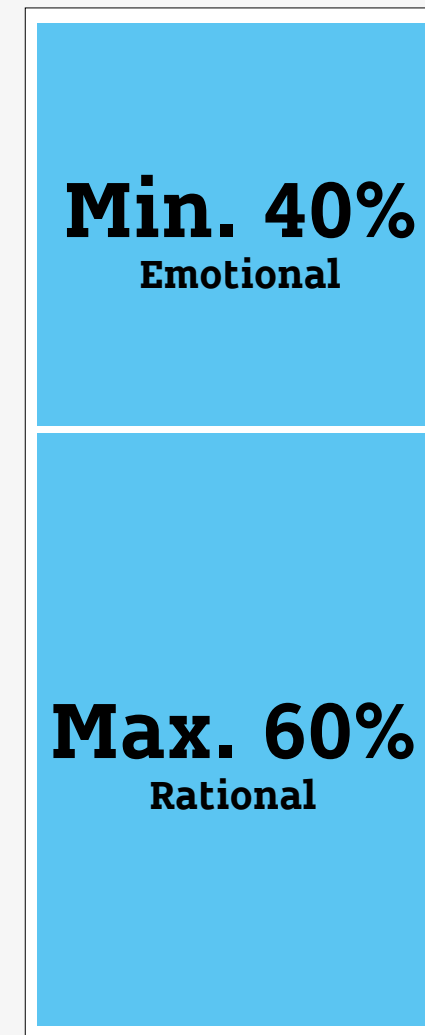
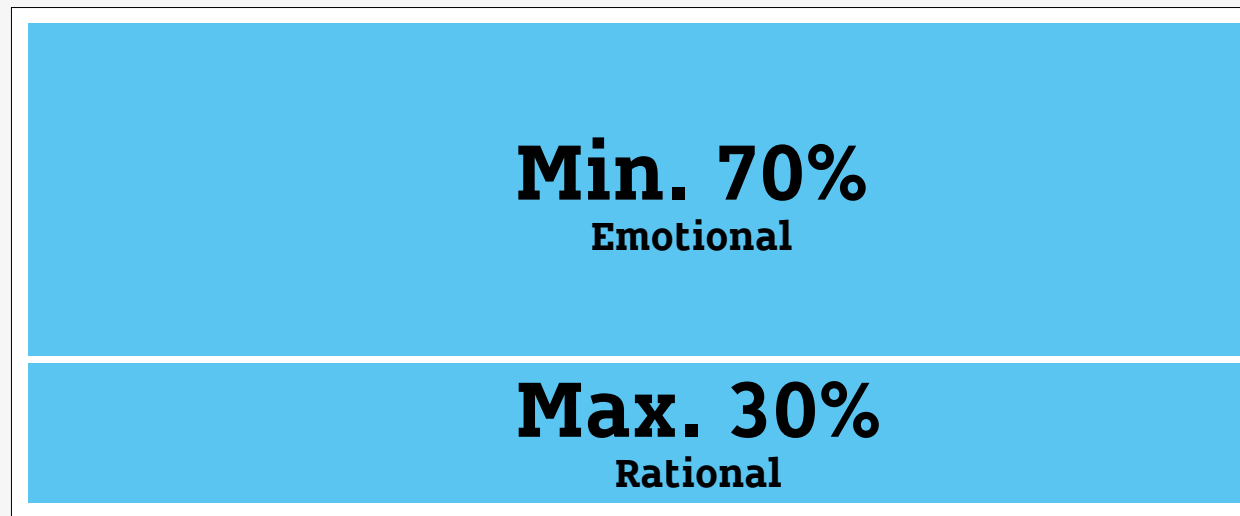
Min. 60%

Max. 40%



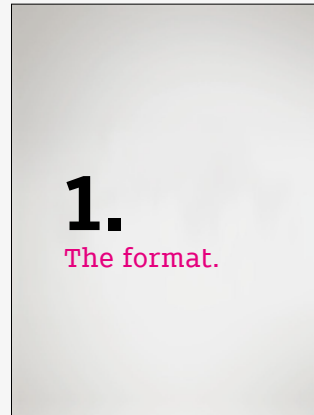
>> Fixed elements – Emotional / Rational area.

Extreme formats are an exception. But we established some rules in order to keep all ads consistent.



>> Ingredients.

Don't waste time trying to understand this. On the following pages we'll show you how to bring this into the right order and placement.



1.
The format.

10.

The group information.

smart — a Daimler brand

4.

The dividing line.



3.

The label.

2.

The white frame.

7.

The headline.

Headline here.

11.

The eye catcher.

lorem ipsum
XX€/Month¹

8.

The subtitle.

>> The smart vision EQ.

Cia doluptaque lature, audit, sequo exerestium imaioribusda sunt pere diosseditum ero tecto torum a con repudae niate sum quibeatur? Luptasp erspelit fuga. Accum quiandebit moloren ihiliqui que sunti quostia iditatio vero experum lab in plaborion prent ut omnimped evel inctusc itatemquiam qui nonsequati ut modi verspel modis ma volorem qui beroraecae. Udi doloreperio eosam derum que prepe volori aliquias volorum il moluptur same si. www.smart.com

9.

The copy / the URL.

12.

The footnotes.

6.

The product image.



5.

The rational area.

Das smart ebike wird ab Werk mit Schutzblechen und integrierter Beleuchtung ausgeliefert und erfüllt alle Anforderungen der Straßenverkehrsordnung. Abweichungen im Design und in technischen Daten sind bis zum tatsächlichen Verkaufsstart möglich.

» 1. Layout rules.

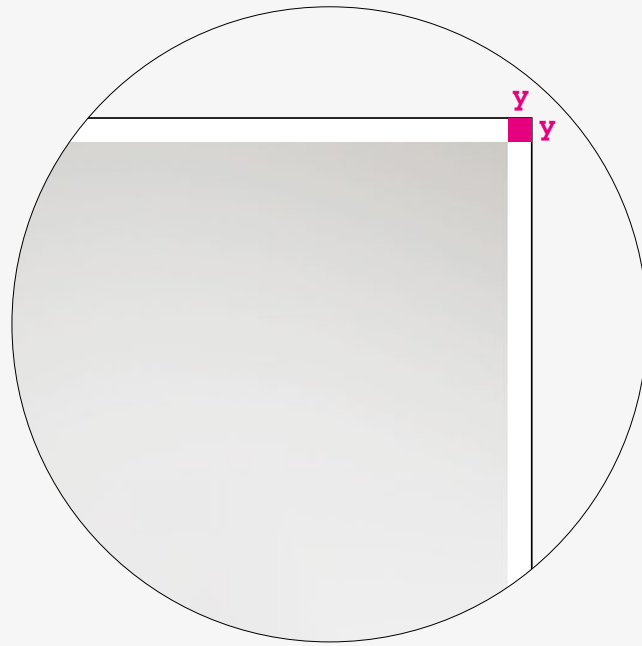
Let's create a new ad. We have different formats which you can find at the end.
We will show you the setup with the one below.



The format.

» 2. The white frame.

This is a very important element of the smart CI. It needs to be protected.
And it needs to be white.



Formula.

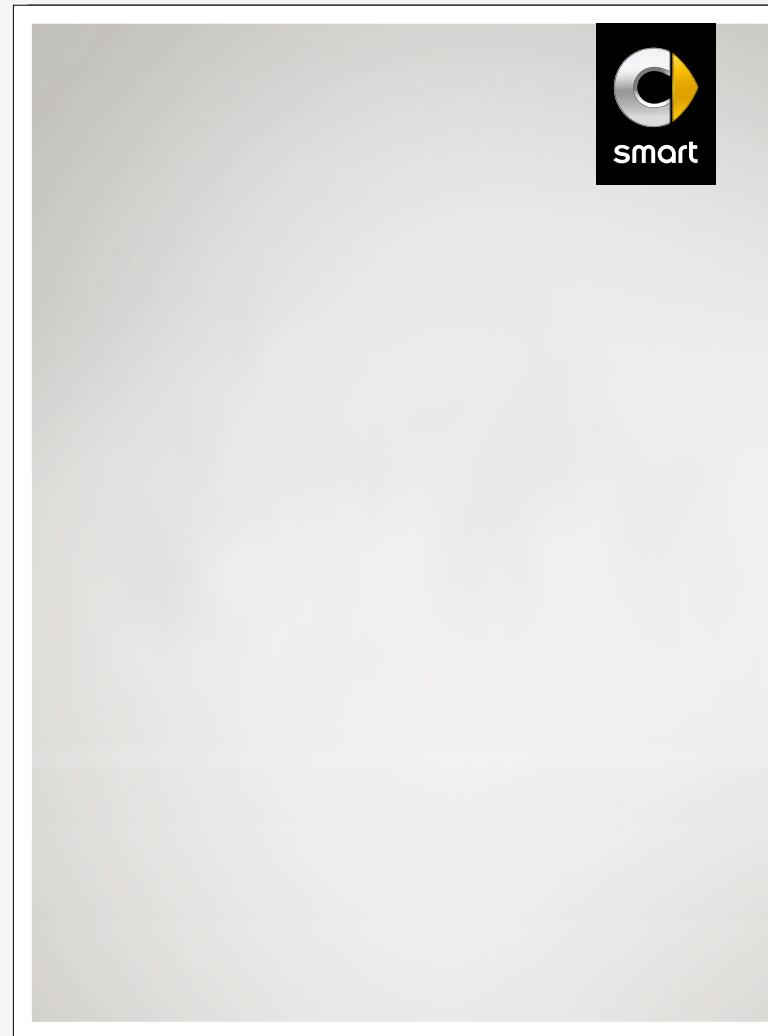
See page 71 to determine the
y-value.



The white frame.

» 3. The label.

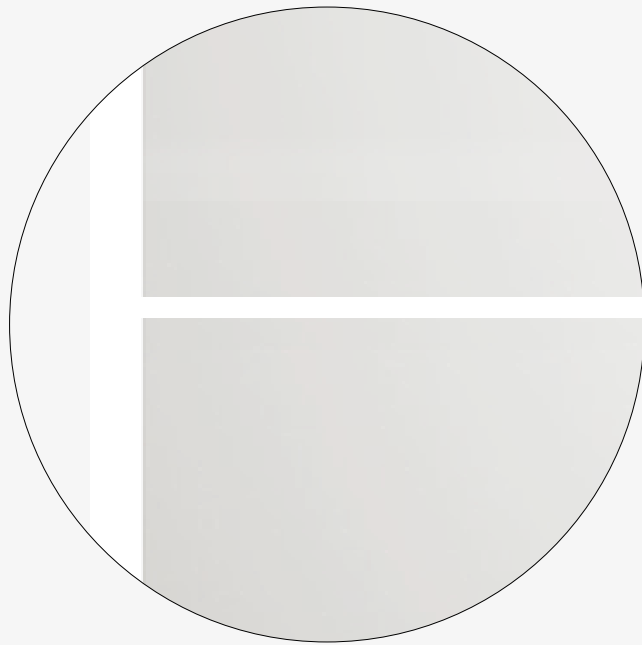
As we showed you earlier, the label needs to be positioned correctly.
The y-variable is key here.



The label.

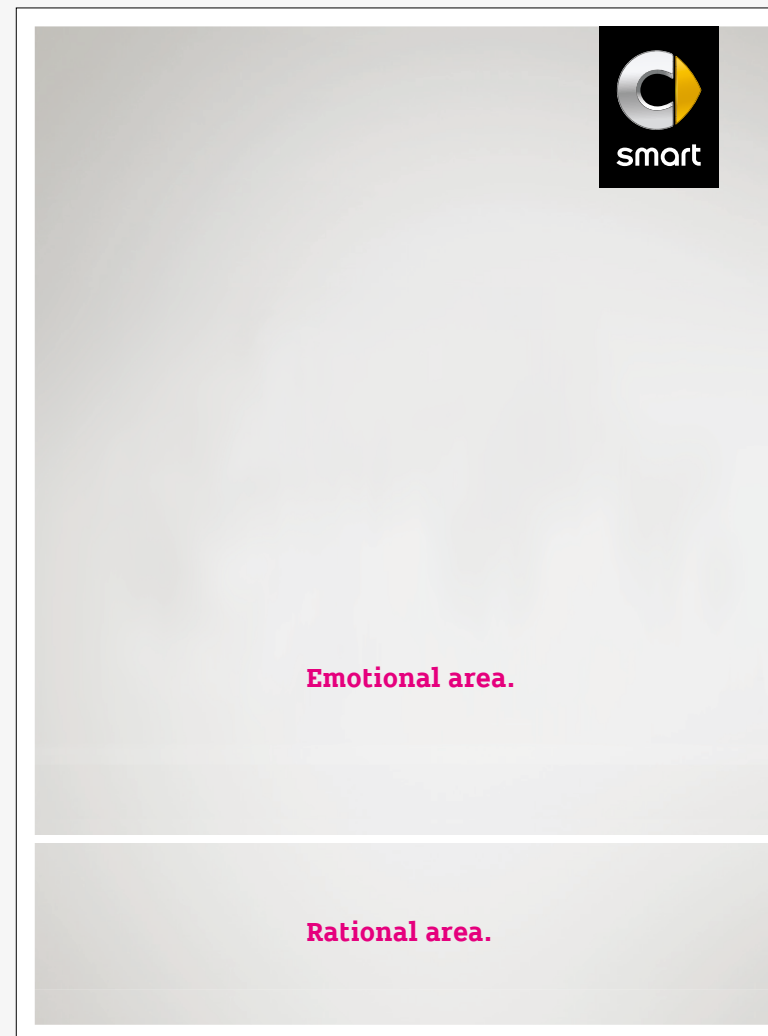
>> 4. The dividing line.

We drew a line between facts and feelings.
It's thin but always there.



$1z = y : 2,5$

Must not be thinner than 1.4 mm.



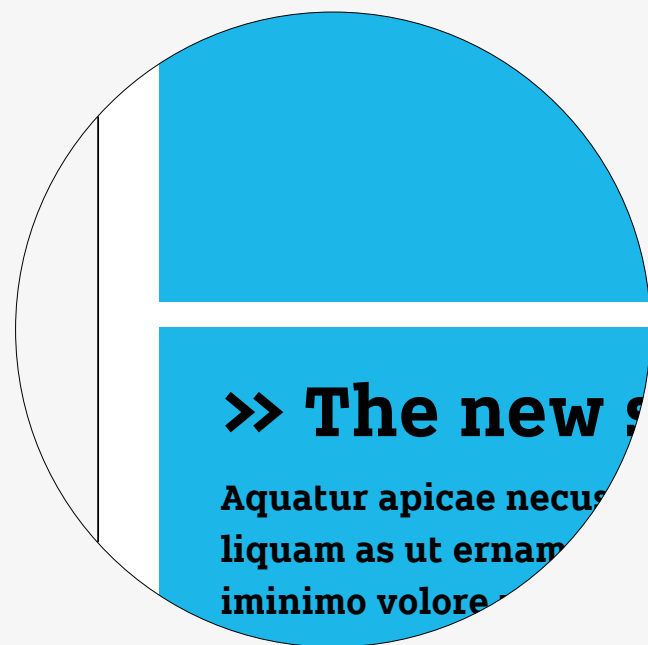
Emotional area.

Rational area.

The dividing line z.

» 5. The rational area.

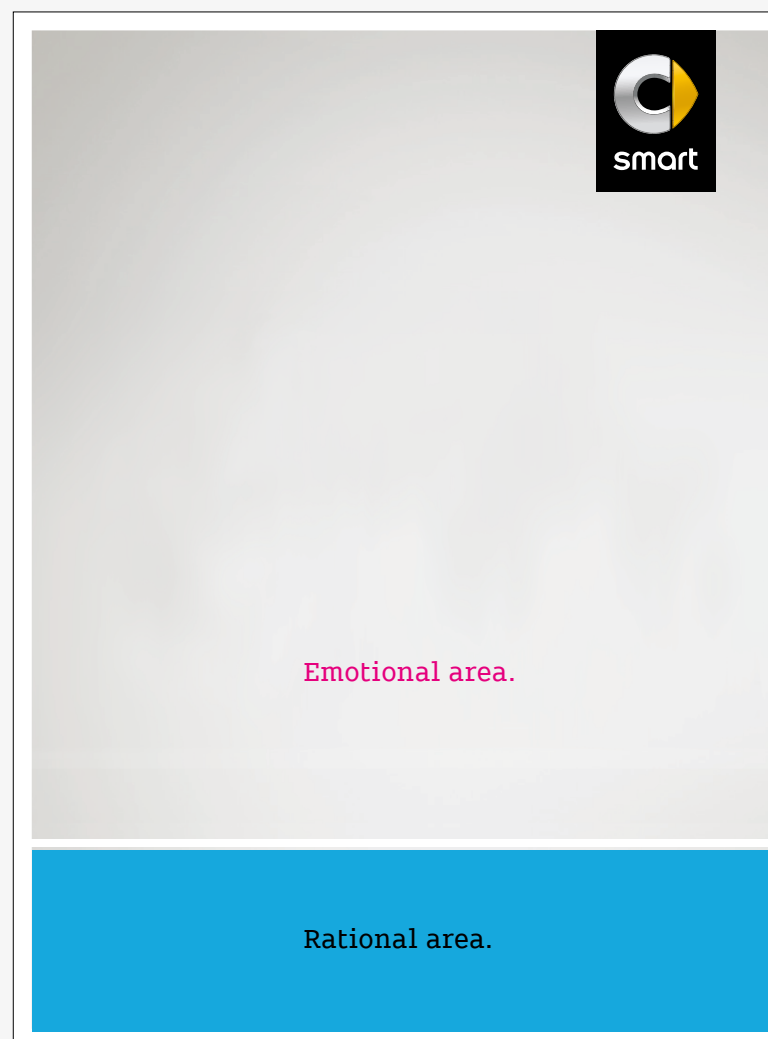
We want people to be able to read all the important information written in the lower area, so don't make it too hard for them.



Colours of the rational area.

To make sure the colours of both parts match, use the dominant colour from the emotional area for the rational area as well.

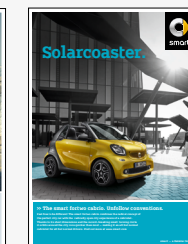
It doesn't have to be grey, but it should fit to the emotional area.



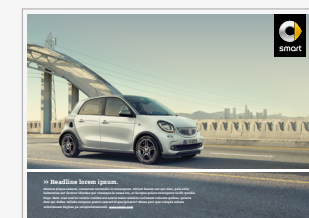
01 ✓



02 ✓



03 ✗



04 ✗



01

Yes. It's okay to have a gradient in the rational area.

02

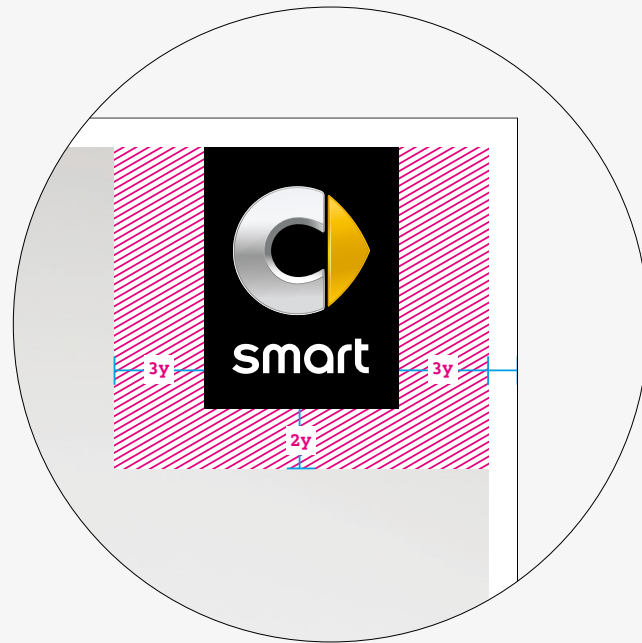
Very nice. A plain-coloured background always works. If it's too dark, make the text white – but not coloured in the rational area.

03/04

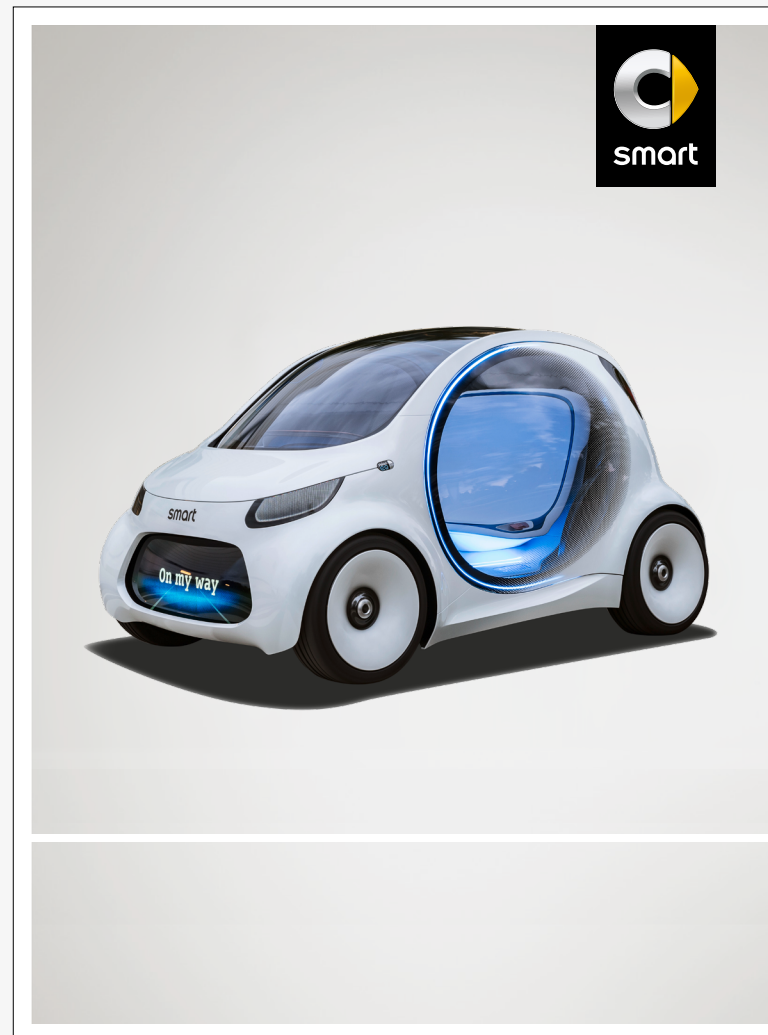
Please don't. From now on, there should not be an image in the rational area.

>> 6. The product.

Obviously we are trying to sell a product here.
So make sure it's the center of attention.



No disturbance in this area.
Respect the protection zone of the label.



The product.

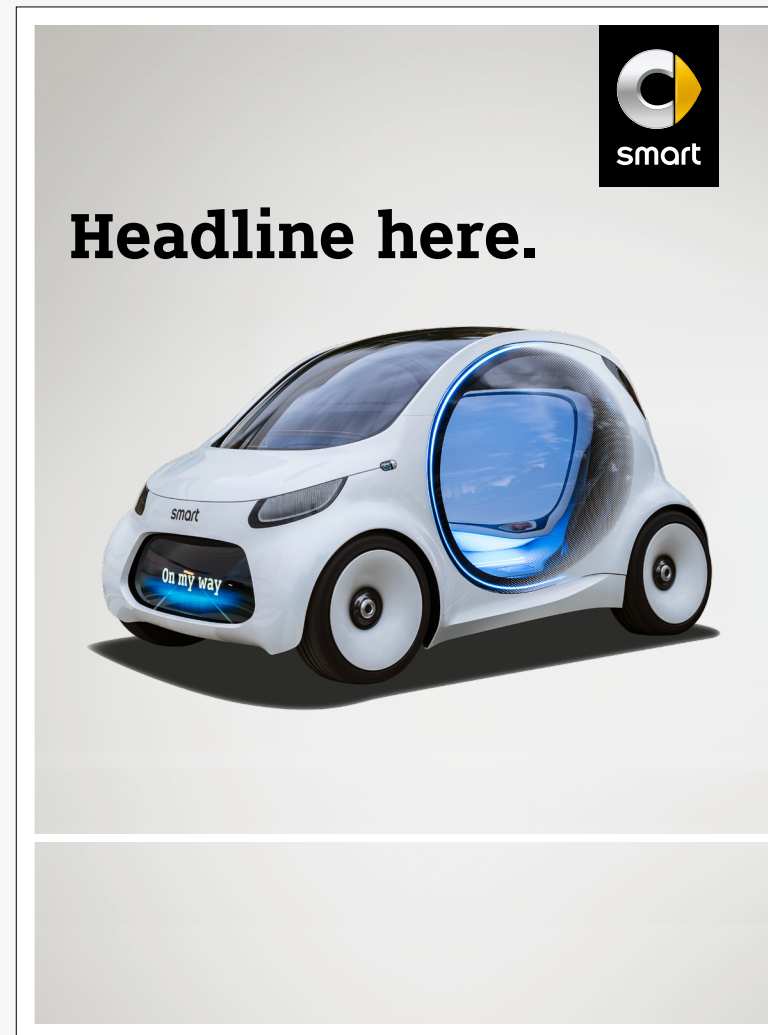
» 7. The headline.

Our font is very characteristic for the brand. And cool.
So feel free to show it off by writing in FOR smart bold.

Headli

Arrows.

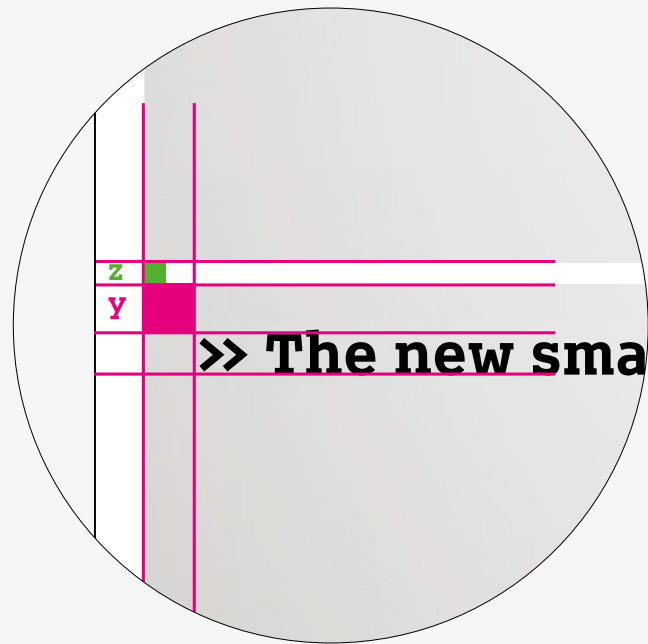
In the emotional area, our double
arrows are optional.



The headline (optional).

>> 8. The subline.

The product information is written in the rational part.
When it comes to positioning...well, you know the drill.



Arrows.

Every subline in the rational area starts with the double arrow.

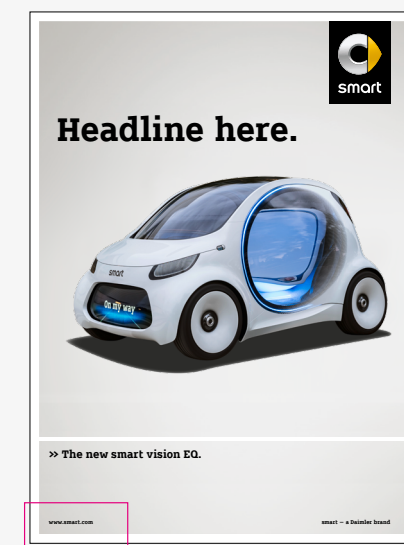
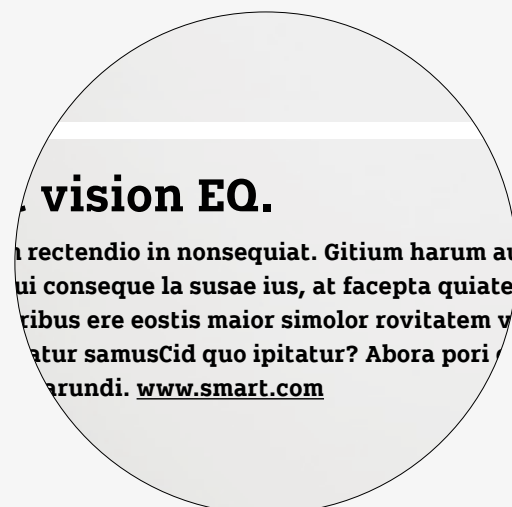
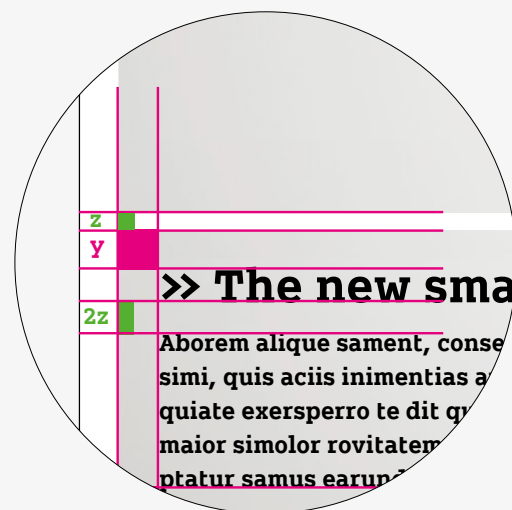


The subline.

>> 9. The information copy/the URL.

The distance between the subline and the copy is two z.

Make sure to use the right variable. We don't want it to look weird.



If there's no copy text, write the URL at the bottom left corner.

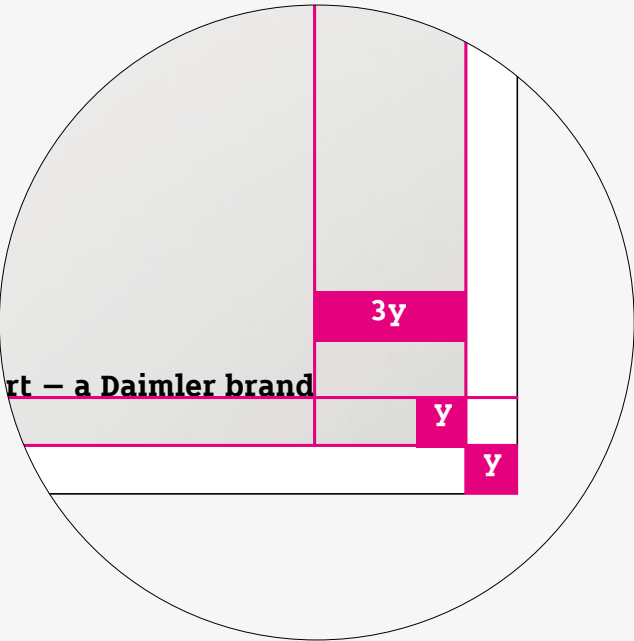
The information copy.

The URL.

We are an international brand so we always use smart.com

>> 10. The group information.

We're a proud part of Daimler, so we mention it in our ads.
It's also very important for brand protection reasons.





Headline here.



>> The new smart vision EQ.

Aborem aliquo sament, consecum rectendio in nonsequiat. Gitium harum aut qui simi, quis aciis inimentias aut facerov idusdae qui conseque la susae ius, at facepta quiate exersperro te dit quodio. Fuga. Nem. Itas restinc totatio coribus ere eostis maior simolor rovitatem volorem quibus, quatis dem qui delles vellabo rempore ptatur samusCid quo ipitatur? Abora pori que volupta ssitate volozibusam fugitae pa voluptatetearundi. www.smart.com

smart – a Daimler brand

Group information worldwide.

The group information is available in six languages.

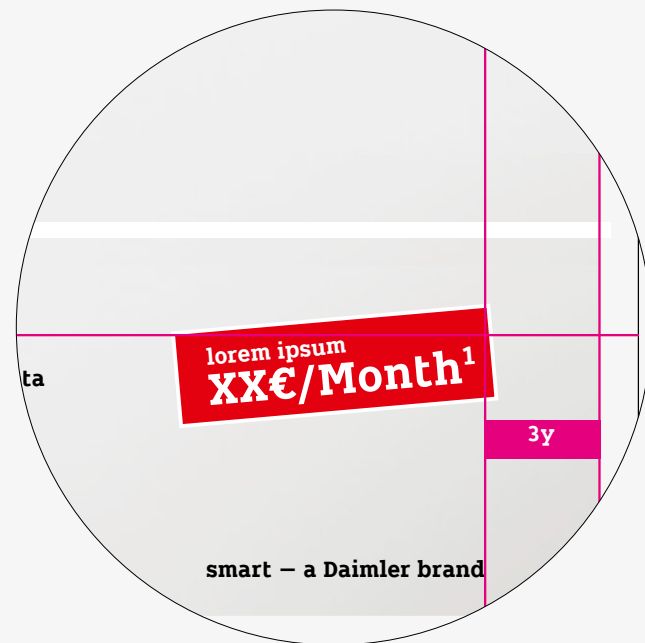
English (UK)	smart – a Daimler brand
English (US)	smart – a Daimler Brand
German	smart – eine Marke der Daimler AG
French	smart – une marque de Daimler
Spanish	smart – una marca de Daimler
Italian	smart – un marchio Daimler
Other	smart – a Daimler brand

In all other languages, the English (UK) version is used.

The group information.

>> 11. Fixed elements – eye-catcher.

We provide three different colours for the optional eye-catcher.
Hold on to them. You get to choose which one looks best in return.



Length.

The amount of lines used for eye-catchers can vary.
Also you can only put in text, if you like.

lorem ipsum dolor
sit amet consetetur
sadipscing elitr.

stroke width: thickness
of white border: 1/4 z

No fixed size.

You can vary the size of the eye-catcher. Make it bigger but maintain the stroke width.



Red.

C: 0 %
M: 100 %
Y: 100 %
K: 0 %



Orange.

C: 0 %
M: 30 %
Y: 100 %
K: 0 %



EQ blue.

C: 100 %
M: 0 %
Y: 0 %
K: 0 %

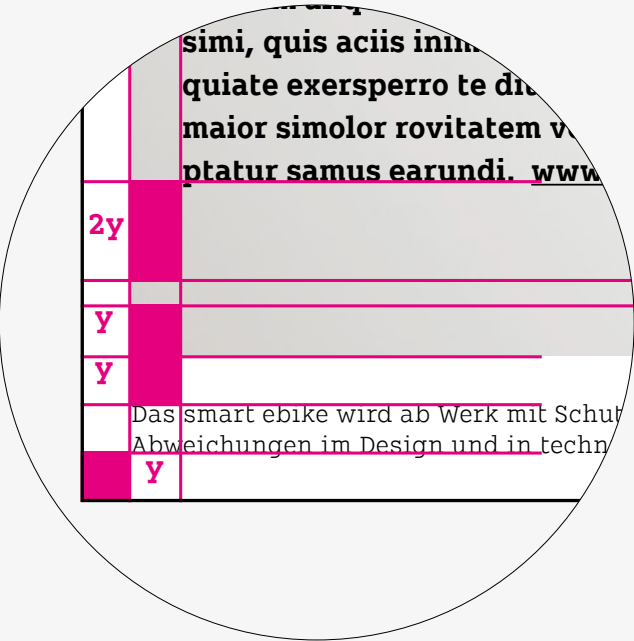
Please use the colour
EQ blue only for topics
directly related to EQ.

The eye catcher.

Exception – newspaper ads: if there's no space in the rational area, put the eye-catcher in the emotional part.

>> 12. The footnotes.

Footnotes should be positioned at the bottom of the format. They don't need to be big; they just need to be there in accordance with your national regulations by law.



Legal issues.
Different countries, different rules. Please check the regulations of your country.



Headline here.



>> The new smart vision EQ.

Aborem aliquo sament, consecum rectendio in nonsequiat. Gitium harum aut qui simi, quis aciis inimentias aut facerov idusdae qui consequa la susae ius, at facepta quiate exersperro te dit quodio. Fuga. Nem. Itas restinc totatio coribus ere eostis maior simolor rovitatem volorem quibus, quiatid dem qui delles vellabo rempore ptatur samus earundi. www.smart.com

lorem ipsum
XX€/Month¹

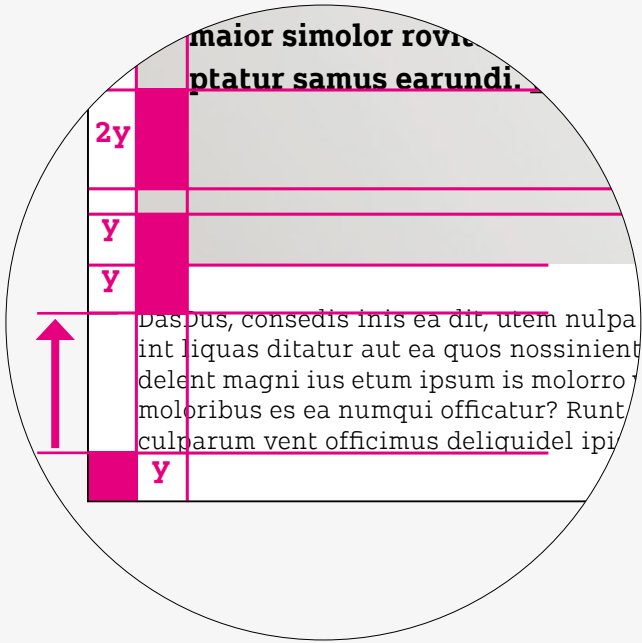
smart – a Daimler brand

Das smart ebike wird ab Werk mit Schutzblechen und integrierter Beleuchtung ausgeliefert und erfüllt alle Anforderungen der Straßenverkehrsordnung. Abweichungen im Design und in technischen Daten sind bis zum tatsächlichen Verkaufsstart möglich.

The footnotes, short legal text.

>> 12. The footnotes variants.

Depending on the amount of information, the space for the footnotes can vary in size.



Footnotes.
The length of the text can vary but the y-variable stays the same.



Headline here.



>> The new smart vision EQ.

Aborem aliquo sament, consecum rectendio in nonsequat. Gitium harum aut qui simi, quis acis inimentias aut facerov idusdae qui conseque la susae ius, at facepta quiate exersperro te dit quodio. Fuga. Nem. Itas restinc totatio coribus ere eostis maior simolor rovitatem volorem quibus, quiatas dem qui delles vellabo rempore ptatur samus earundi. www.smart.com

lorem ipsum
XX€/Month¹

smart – a Daimler brand

DasDus, consedis inis ea dit, utem nulp consed quas eum que venihit odis restiunt utem vendis earunt remque dent. Nat dus erae enitate mpelia dem. Nos et int lab int liquas ditatur aut ea quos nossinient etur atis estem quis si animinrv elibea aut ad et sum consend ignimag nimoluptae. Hicient qui qui torere verciati aliquitae delent magni ius etum ipsum is molorro voleesperio odio volenet latem exquis et quaeus daerferero ipis ut audis veliquo ma num dolupatio vel mo que res aut veitas moloribus es ea numqui officatur? Runt, sit ea volere sit hii inte quia sequi dolorro modis as vid min natir sequodi dollaborit et, con eos nobis dolecerum is ex et que culparum vent officimus deliquidel ipis etur moluptas demposa sequis pe dolupti squiae.

The footnotes, long legal text.

>> Finished: the composition.

These are examples of what the advertisements look like when we put everything together correctly.



Headline here.



>> The new smart vision EQ.

Aborem aliquo sament, consecum rectendio in nonsequiat. Gitium harum aut qui simi, quis acis inimentias aut facerov idusdae qui conseque la susae ius, at facepta quiate exersperro te dit quodio. Fuga. Nem. Itas restinc totatio coribus ere eostis maior simolor rovitatem volorem quibus, quiatis dem qui delles vellabo rempore ptatur samusCid quo ipitatur? Abora pori que volupta ssitate vololibusam fugitae pa voluptatetearundi. www.smart.com

smart – a Daimler brand



Headline here.



>> The new smart vision EQ.

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Headline here.



>> The new smart vision EQ.

Aborem aliquo sament, consecum rectendio in nonsequiat. Gitium harum aut qui simi, quis acis inimentias aut facerov idusdae qui conseque la susae ius, at facepta quiate exersperro te dit quodio. Fuga. Nem. Itas restinc totatio coribus ere eostis maior simolor rovitatem volorem quibus, quiatis dem qui delles vellabo rempore ptatur samus earundi. www.smart.com

lorem ipsum
XX€/Month¹

smart – a Daimler brand

DasDus, consedis inis ea dit, utem nulpia consed quas eum que venihit odis restiunt utem vendis earunt remque dent. Nat dus erae entitate mpelia dem. Nos et int lab int liqas ditatur aut ea que nossinient etur atis estem quis si animinv elibea aut ad et ium consend ignimag nimoluptae. Hiclent qui qui torene verciati aliquitaes delent magni ius etum ipsum is molorro voleceptero odio volenet latem eaquis et quaecus daerferro ipis ut audis velique ma sum doluptatio vel mo que nra aut veitas moloribus es ea numqui offcatur? Runt, sit ea volore sit hli inte quia sequi doloro modis as vid min natur sequodi dollaborit et, cos eos nobis dolocerum is ex et que culparum vent officimus deliquidel ipis etur moluptas demposa sequis pe dolupti squiae.

>> The dealer newspaper ads – 2 columns.

Newspaper ads are to be treated differently. Here’s how they can look.
Make sure to use our custom-made newspaper label.



Eturconre
Lorem eraep
udipsa quis



» Fugarum harcilit lorem ipsum.

Aquatut apicae necuti quis re volupta tiuntli sciatum faccus eosam, estant. Omnimax iminimo volore nossimp or ad earchili imusanturem estis. Lorme ipsum dolor sit amet.

*Kaufpreis ab Werk XXXXXXX € Leasing-Sonderzahlung
XX.XXX.XX € Laufzeit XX Monate, Gesamtforderung
XX.XXX.XX km, mit Rate Leasing XXX.XX € Ein Leasingbeispiel
der Mercedes-Benz Leasing GmbH, Sternstraße 7, 70469
Stuttgart, für Privatkunden. Dieses Beispiel basiert auf den
derzeitigen Kapitalmarktzinsen. Es ist freibleibend und
verpflichtet keine Seite zum Vertragsabschluss.

Autohaus Muster GmbH
Autorisierter smart Verkauf
und Service smart center,
Musterstraße 100, 12345 Musterstadt
Tel. 0 12 34 56 78-111, Fax 0 12 34 56 78-999
www.autohausmuster.smart.de

smart – eine Marke der Daimler AG

Kraftstoffverbrauch (kombiniert): 4,9–4,2 l/100 km; CO₂-Emissionen (kom-
biniert): 11-97 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 Abbil-
dung zeigt auch Sonderausstattung, die nicht Bestandteil der Serienaus-
stattung des smart fortwo ist.

Anbieter: Daimler AG, Mercedesstraße 137, 70372 Stuttgart



Eturconre
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» Fugarum harcilit lorem ipsum.

Aquatut apicae necuti quis re volupta tiuntli sciatum faccus eosam, estant. Omnimax iminimo volore nossimp or ad earchili imusanturem estis. Lorme ipsum dolor sit amet.

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Eturconre
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Eturconre
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Fahrzeug und sind nicht Bestandteil des Angebots, sondern dienen allein
Vergleichszwecken zwischen verschiedenen Fahrzeugtypen. Die Abbil-
dung zeigt auch Sonderausstattung, die nicht Bestandteil der Serienaus-
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Eturconre
Lorem eraep
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dung zeigt auch Sonderausstattung, die nicht Bestandteil der Serienaus-
stattung des smart fortwo ist.

Anbieter: Daimler AG, Mercedesstraße 137, 70372 Stuttgart

- > Eye-catcher.
- > Subline.
- > Copy.
- > Price information.
- > Dealer address.
- > Group information.
- > Legal text.

> Dealer ad: No smart.com

- > Subline.
- > Copy.
- > Dealer address.
- > Group information.
- > Legal text.

> Dealer ad: No smart.com

- > Copy.
- > Dealer address.
- > Group information.
- > Legal text.

> Dealer ad: No smart.com

- > Dealer address.
- > Group information.
- > Legal text.

> Dealer ad: No smart.com

- > Dealer address.
- > Group information.

> Dealer ad: No smart.com

>> The dealer newspaper ads – 3 columns.

Newspaper ads are to be treated differently. Here’s how they can look.
Make sure to use our custom-made newspaper label.



Eturconre
Lorem eraep
udipsa quis



lorem ipsum
xx€/Month¹

>> Fugarum harcilit lorem ipsum.
Aquatut apicea necusti quis re volupta tiuntli sciatum faccus eosam,
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¹Kaufpreis ab 1900 €; Leasing-Gesamtbetrag 22.000 €; Leasing 22 Monate;
Gesamtbetrag 22.000 €, mit 1000 € Anzahlung 21.000 €. Ein Leasingvertrag der
Hercules-Benz Leasing GmbH, Sonnenstraße 7, 70469 Stuttgart, für Privatkunden. Dieses
Beispiel basiert auf den derzeitigen Kapitalmarktsätzen. Es ist fiktionalisiert
und verpflichtet keine Seite zum Vertragsabschluss.

Autohaus Muster GmbH
Autorisierter smart Verkauf und Service smart center,
Musterortstraße 100, 12345 Musterortstadt,
Tel. 0 12 34 56 78-111, Fax 0 12 34 56 78-999
www.autohausmuster.smart.de

smart – eine Marke der Daimler AG

Kraftstoffverbrauch (kombiniert): 4,9–4,2 l/100 km; CO₂-Emissionen (kombiniert): 11–9 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 Sonderaus-
stattung, die nicht Bestandteil der Serienausstattung des smart Fortwo ist.

Anbieter: Daimler AG, Mercedesstraße 137, 70372 Stuttgart.



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Anbieter: Daimler AG, Mercedesstraße 137, 70372 Stuttgart.

- > Eye-catcher.
 - > Subline.
 - > Copy.
 - > Price information.
 - > Dealer address.
 - > Group information.
 - > Legal text.
- > Dealer ad: No smart.com

- > Subline.
 - > Copy.
 - > Dealer address.
 - > Group information.
 - > Legal text.
- > Dealer ad: No smart.com

- > Copy.
 - > Dealer address.
 - > Group information.
 - > Legal text.
- > Dealer ad: No smart.com

- > Dealer address.
 - > Group information.
 - > Legal text.
- > Dealer ad: No smart.com

- > Dealer address.
 - > Group information.
- > Dealer ad: No smart.com

>> The dealer logo.

If you want to show your own logo in your advertisement, there's a special place at your disposal. Don't place it anywhere else.



>> The dealer newspaper measurements.

This is an example of how the newspaper advertisement can be set up.
You can find more details in our templates.

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4

Eturconre

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lorem ipsum
XX€/Month¹

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Kaufpreis ab Werk XX.XXX.XX €, Leasing-Sonderzahlung XX.XXX.XX €, Laufzeit XX Monate, Gesamtleistung XX.XXX km, mit Rate Leasing XXX.XX €. Ein Leasingbeispiel der Mercedes-Benz Leasing GmbH, Siemensstraße 7, 70469 Stuttgart, für Privatkunden. Dieses Beispiel basiert auf den derzeitigen Kapitalmarktzinsen. Es ist freibleibend und verpflichtet keine Seite zum Vertragsabschluss.

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Fax 0 12 34.56 78-999

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4

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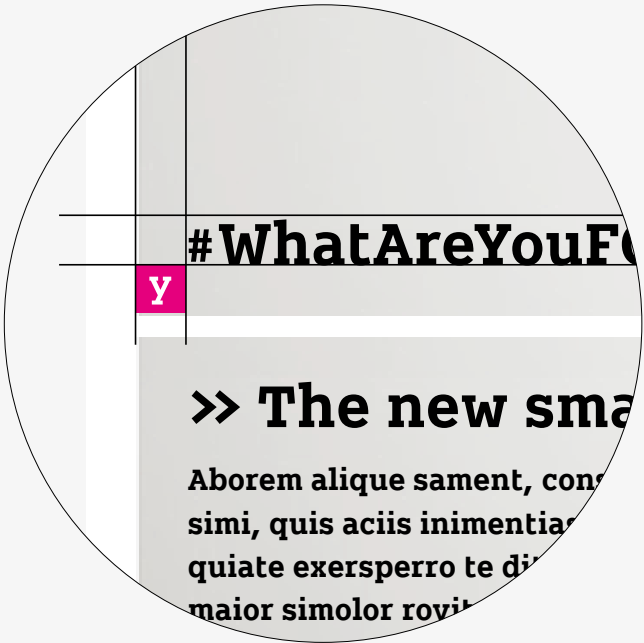
Kraftstoffverbrauch (kombiniert): 4,9-4,2 l/100 km; CO₂-Emissionen (kombiniert): 11-97 g/km; Die Angaben beziehen sich nicht auf ein einzelnes Fahrzeug und sind nicht Bestandteil des Angebots, sondern dienen allein Vergleichszwecken zwischen verschiedenen Fahrzeugtypen. Die Abbildung zeigt auch Sonderausstattung, die nicht Bestandteil der Serienausstattung des smart fortwo ist.

Anbieter: Daimler AG, Mercedesstraße 137, 70372 Stuttgart.

< back

>> The hashtag.

Welcome to the 21st century. smart uses social media.
Get people to tweet and share our vibe.





Headline here.



#WhatAreYouFOR

>> The new smart vision EQ.

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lorem ipsum
xx€/Month¹

smart – a Daimler brand

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>> The Bi-Brand.

Bi-brand logos have to be placed in the emotional area.



Files on DBDN.



For further information please check our
smart_bibrand_subbrand_guide.pdf
Available on the Daimler Brand & Design Navigator.

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

>> The extras.

Additional logos or QR-Codes are positioned in the rational area, above the group information.



Headline here.



>> The new smart vision EQ.

Aborem aliquo sament, consecum rectendio in nonsequiat. Gitium harum aut qui simi, quis acis inimentias aut facerov idusdae qui conseque la susae ius, at facepta quiate exersperro te dit quodio. Fuga. Nem. Itas restinc totatio coribus ere eostis maior simolor rovitatem volorem quibus, quiatidis dem qui delles vellabo rempore ptatur samus earundi. www.smart.com



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>> The extras – positioning.

With the help of these measurements you can add the logos you need in the right place.



Headline here.



>> The new smart vision EQ.

Aborem aliquo sament, consecum rectendio in nonsequiat. Gitium harum aut qui simi, quis acilis inimentias aut facerov idusdae qui conseque la susae ius, at facepta quiate exersperro te dit quodio. Fuga. Nem. Itas restinc totatio coribus ere eostis maior simolor rovitatem volorem quibus, quiat is dem qui delles vellabo rempore ptatur samus earundi. [www.smart.com](#)



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smart – a Daimler brand

FOR smart light
FS 8 pt / LS 9 pt / CS 0

>> The templates.

We offer different templates that only require you to paste in your content.
It's easy, everybody can do it. How cool is that?



Template files.
Templates are provided as an Adobe InDesign CC template (.indt) and as an InDesign .idml-File for previous InDesign-Versions.

>> The templates.

Our templates (not ready to print yet versions) are available on the DBDN.



Files on DBDN.

#WhatAreYouFOR

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lorem ipsum
XX€/Month¹

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smart – eine Marke der Daimler AG

Kaufpreis ab Werk XX.XXX,XX €, Leasing-Sonderzahlung XX.XXX,XX €, Laufzeit XX Monate, Gesamtleistung XX.XXX km, mtl. Rate Leasing XXX,XX €. Ein Leasingbeispiel der Mercedes-Benz Leasing GmbH, Siemensstraße 7, 70469 Stuttgart, für Privatkunden. Dieses Beispiel basiert auf den derzeitigen Kapitalmarktzinsen. Es ist freibleibend und verpflichtet keine Seite zum Vertragsabschluss.

smart – eine Marke der Daimler AG

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.

#WhatAreYouFOR

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Anbieter: Daimler AG, Mercedesstraße 137, 70327 Stuttgart.

Helpful layers. For users' convenience there are non-print layers with more grid & guide details.

>> The templates.

Our templates (not ready to print yet versions) are available on the DBDN.



Label protection zone

smart

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2y

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lorem ipsum

XX€/Month¹

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Dealer logo. Some of these layout variations can also contain the dealer logo. See examples on page 68.

Advertisement compositions. The templates provide different layout styles.

< back

>> The templates.

Our templates (not ready to print yet versions) are available on the DBDN.



D
(with dealer logo)

D
(without dealer logo)



Special layout case.

This special layout case has two variations, one with the dealer logo and one without.



1-, 2- and 3-column files.

There are three different widths available for this special case.

>> The templates overview.

We offer different templates that only require you to paste in your content.
Here is an overview.



Public advertisements.

- 210×280, 1/1
- 420×280, 2/1

Standard printed matter.

- 297×420, A3
- 210×297, A4
- 148,5×210, A5
- 105×148,5, A6
- 105×210, Din long
- 215×210, Corner

Posters.

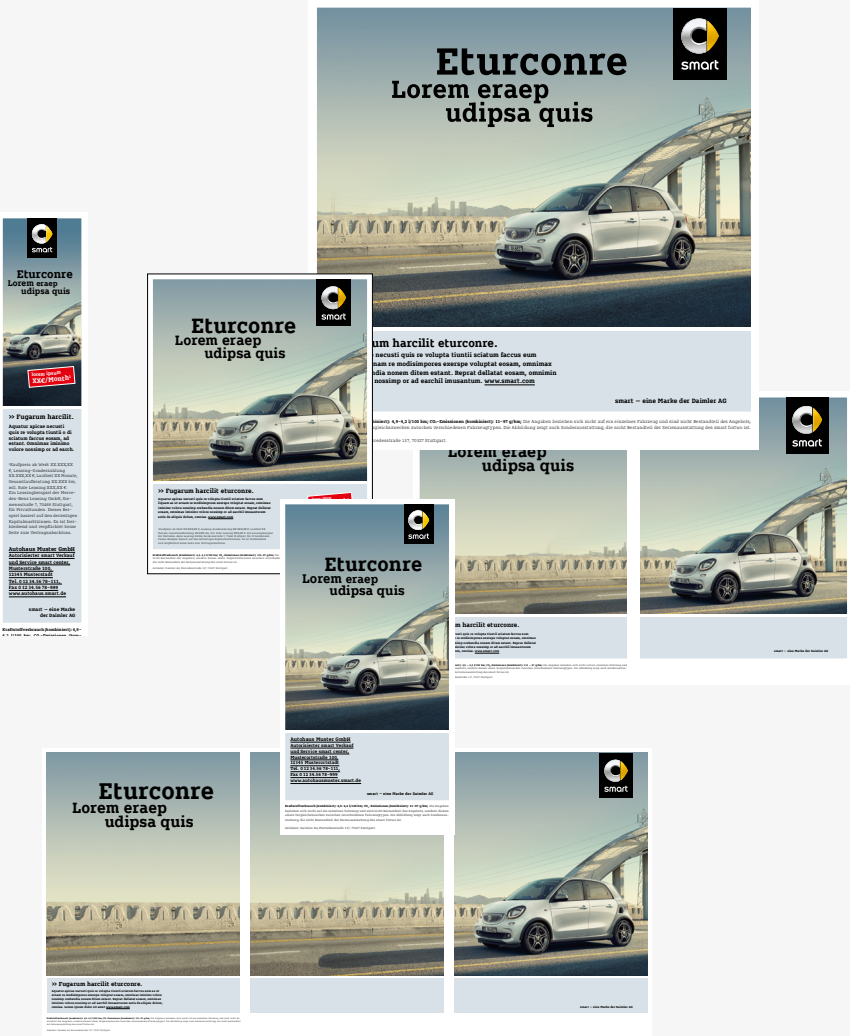
- 3560×2520, 18/1
- 841×1189, A0
- 594×841, A1
- 420×594, A2
- 5000×5000, Tower

Other formats.

- 1682×1189, Diptychon
- 2523×1189, Triptychon
- 675×1500, Showroom Banner
- 1185×1750, CLP
- 110×220, Bill insert
- 101×300, Mirror tag
- 195×148, Counter card

Newspaper formats.

- 45×..., 1 column
- 90×..., 2 columns
- 135×..., 3 columns



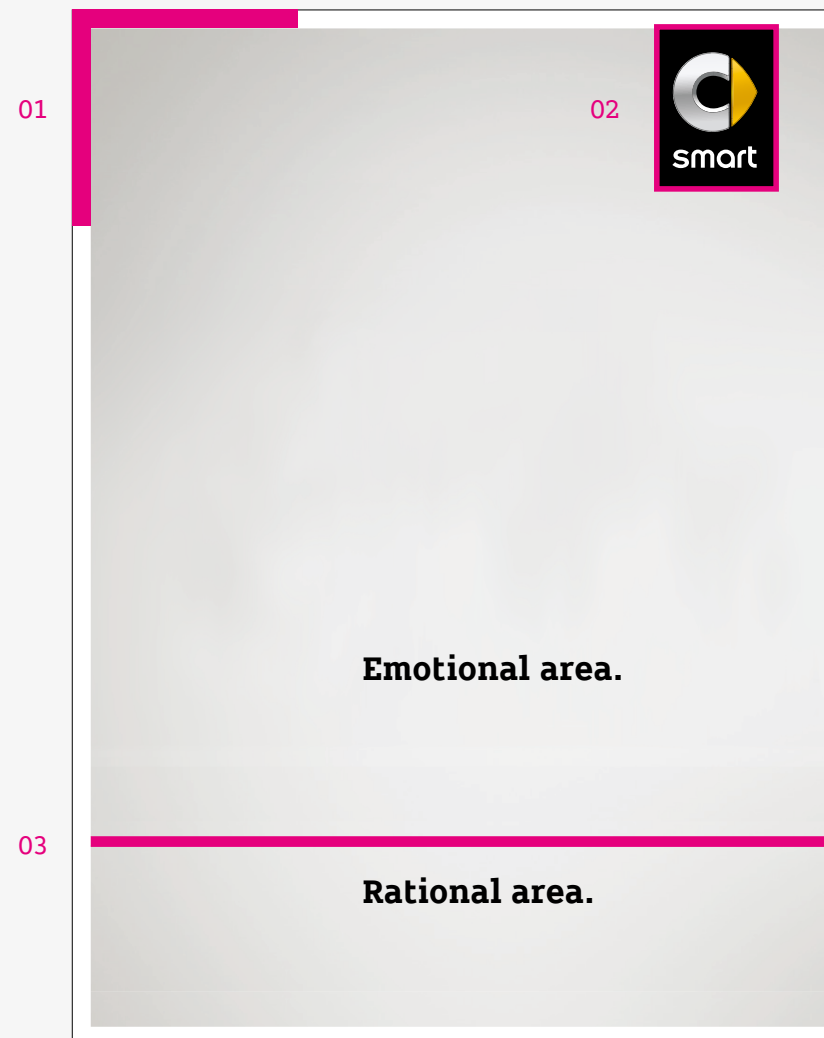
>> Fixed elements – sizes.

Your life is going to be a lot easier if you have a look at this list of formats and the resulting measurements.

Format. Width×height	DIN/Description.	Margin y.	Line z.	Label width in mm.	Label spacing 3y.	Spacing from the bottom.	File type.	Font size info. headl. (FS/LS).	Font size copy (FS/LS).	Font size group info.
Public advertisement										
420×280 mm, L	2/1	6 mm	2.4 mm	40.2 mm	18 mm	6 mm	M	20/20 pt	10/12 pt	10 pt
210×280 mm, P	1/1	5 mm	2.0 mm	32.4 mm	15 mm	5 mm	M	20/20 pt	10/12 pt	10 pt
Dealer – / Newspaper ads										
90×... mm	2 columns	3 mm	1.4 mm	18 mm	9 mm	3 mm	S	12/12	9.5/9.5 pt	9.5 pt
135×... mm	3 columns	4 mm	1.6 mm	23 mm	12 mm	4 mm	S	14/14	10/10	10 pt
Brochures										
248×168 mm, P	—	4 mm	2 mm	28.2 mm	12 mm	8 mm	S	—	—	12 pt
Standard printed matter										
297×420 mm, PL	A3	6 mm	2.4 mm	40.2 mm	18 mm	6 mm	M	28/28 pt	14/15.4 pt	14 pt
210×297 mm, PL	A4	5 mm	2.0 mm	32.4 mm	15 mm	5 mm	M	20/20 pt	10/12 pt	10 pt
148.5×210 mm, PL	A5	4 mm	1.6 mm	25.2 mm	12 mm	4 mm	S	18/18 pt	9/11 pt	9 pt
105×148.5 mm, PL	A6	3 mm	1.4 mm	21.6 mm	9 mm	3 mm	S	16/16 pt	8/9.4 pt	8 pt
105×210 mm, PL	DIN long	3 mm	1.4 mm	21.6 mm	9 mm	3 mm	S	16/16 pt	8/9.4 pt	8 pt
215×210 mm, L	Corner	4.5 mm	1.8 mm	31.2 mm	13.5 mm	4.5 mm	M	20/20 pt	10/12 pt	10 pt
Posters / PoS										
3560×2520 mm, L	18/1	60 mm	24 mm	375 mm	180 mm	60 mm	L	220/220 pt	110/125 pt	100 pt
841×1189 mm, PL	A0	20 mm	8 mm	138 mm	60 mm	20 mm	L	80/80 pt	40/46 pt	40 pt
594×841 mm, PL	A1	14 mm	5.6 mm	96 mm	42 mm	14 mm	L	60/60 pt	30/33 pt	30 pt
420×594 mm, PL	A2	10 mm	4 mm	66 mm	30 mm	10 mm	L	42/42 pt	21/24 pt	21 pt
Banners										
1350×3000 mm, P	—	45 mm	18 mm	288 mm	135 mm	45 mm	L	—	—	73 pt
3000×1350 mm, L	—	35 mm	14 mm	300 mm	105 mm	35 mm	L	—	—	76 pt
Extreme formats										
3000×4000 mm, P	—	70 mm	28 mm	480 mm	210 mm	70 mm	XL	—	—	120 pt
3000×6000 mm, P	—	90 mm	36 mm	570 mm	270 mm	90 mm	XL	—	—	130 pt
3000×8000 mm, P	—	110 mm	44 mm	660 mm	330 mm	110 mm	XL	—	—	155 pt
CLP (pay attention to visible format!)										
e.g. final format: 1185×1750 mm (visible format: 1150×1710 mm)	CLP	28 mm	11.2 mm	180 mm	84 mm	28 mm	L	112/112 pt	54/60 pt	54 pt

>> Fixed elements – the formula.

Get your calculators because in the case your format is not listed in the table, this is the formula you can use to determine the values y , z and the label size.



Calculation. Once you calculated the value for y , you can define distances between the elements (as we showed you on the previous pages) or the protection zone of the label.

01

Y. For distances and the thickness of the white border.

02

Label size. The width of the label.

03

Z. For distances and the height of the dividing line.

>> Fixed elements – the formula.

Lesson one of our maths: defining the format.

1.
Page ratio.

short format side

long format side

× 100 = page proportion in %

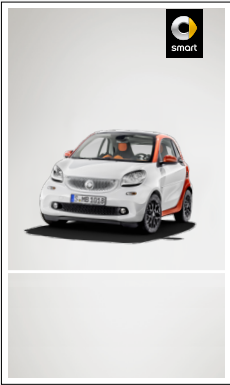
> Standard formats.
to be used for page proportions of 51–100%



> Special formats.
to be used for page proportions of 20–50%



Examples.



Format.	600 × 1000 mm (upright format)	320 × 240 mm (landscape format)	4000 × 8000 mm (upright format)	8000 × 3000 mm (landscape format)
Page ratio.	$\frac{600 \times 100}{1000} = 60\%$	$\frac{240 \times 100}{320} = 75\%$	$\frac{4000 \times 100}{8000} = 50\%$	$\frac{3000 \times 100}{8000} = 37.5\%$
Type.	standard format	standard format	special format	special format

Format types. There are two different types of formats: the standard and the special formats which are differentiated by the page proportion. Standard formats include all common formats of public advertisement, newspapers and posters based on DIN standard. Special formats are defined as very small or very wide formats such as banner, panels or outdoor advertisement.




>> Fixed elements – the formula.

Step two: find the right letter based on your previous result and do more maths.

2.1

Standard
format.

Upright and landscape format calculation.




A 	Page ratio: 51 – 60 % y (White border): $\frac{\text{longest side mm}}{52.5}$ z (Dividing line): $\frac{y}{2.5}$ Label size (width): 5.7 y	B 	Page ratio: 61 – 80 % y (White border): $\frac{\text{longest side mm}}{52.5}$ z (Dividing line): $\frac{y}{2.5}$ Label size (width): 6.3 y	C 	Page ratio: 81 – 100 % y (White border): $\frac{\text{longest side mm}}{46}$ z (Dividing line): $\frac{y}{2.5}$ Label size (width): 6.6 y
---	---	--	---	---	--

After calculating the ratio, you can define what kind of format you’re dealing with. Then you know which calculation template you need to define the label size and the values of y and z.

2.2




Special
format.

Upright format calculation.

D 	Page ratio: 20 – 30 % y (White border): $\frac{\text{longest side mm}}{80}$ z (Dividing line): $\frac{y}{2.5}$ Label size (width): 6 y	E 	Page ratio: 31 – 40 % y (White border): $\frac{\text{longest side mm}}{75}$ z (Dividing line): $\frac{y}{2.5}$ Label size (width): 6.6 y	F 	Page ratio: 41 – 50 % y (White border): $\frac{\text{longest side mm}}{65}$ z (Dividing line): $\frac{y}{2.5}$ Label size (width): 6.6 y
--	---	---	---	--	---

Special formats are divided into upright and landscape formats. If you know which one you want to use, you can choose the right calculation template and define the label size and the values of y and z.

Landscape format calculation.

G 	Page ratio: 20 – 30 % y (White border): $\frac{\text{longest side mm}}{90}$ z (Dividing line): $\frac{y}{2.5}$ Label size (width): 8.4 y	H 	Page ratio: 31 – 40 % y (White border): $\frac{\text{longest side mm}}{85}$ z (Dividing line): $\frac{y}{2.5}$ Label size (width): 7.8 y	I 	Page ratio: 41 – 50 % y (White border): $\frac{\text{longest side mm}}{75}$ z (Dividing line): $\frac{y}{2.5}$ Label size (width): 7.8 y
---	---	--	---	---	---

>> Fixed elements – the formula.

After all the theoretic lessons, you can now see some examples in practice.



Format: 320 x 240 mm
(landscape format)



Standard format.

Page ratio: $\frac{240 \times 100}{320} = 75\%$

Formula:

B	Page ratio: 61 – 80 %
	y (White border): $\frac{\text{longest side mm}}{52.5}$
	z (Dividing line): $\frac{y}{2.5}$
	Label size (width): 6.3 y

→ y (White border): $\frac{320 \text{ mm}}{52.5} = 6.09 \text{ mm (rounded=6 mm)}$

→ z (Dividing line): $\frac{6 \text{ mm}}{2.5} = 2.4 \text{ mm}$

→ Label size (width): $6.3 \times 6 \text{ mm} = 37.8 \text{ mm}$


Format: 7500 x 2500 mm
(landscape format)



Special format.

Page ratio: $\frac{2500 \times 100}{7500} = 33.3\%$

Formula:

H	Page ratio: 31 – 40 %
	y (White border): $\frac{\text{longest side mm}}{85}$
	z (Dividing line): $\frac{y}{2.5}$
	Label size (width): 7.8 y

→ y (White border): $\frac{7500 \text{ mm}}{85} = 88 \text{ mm}$

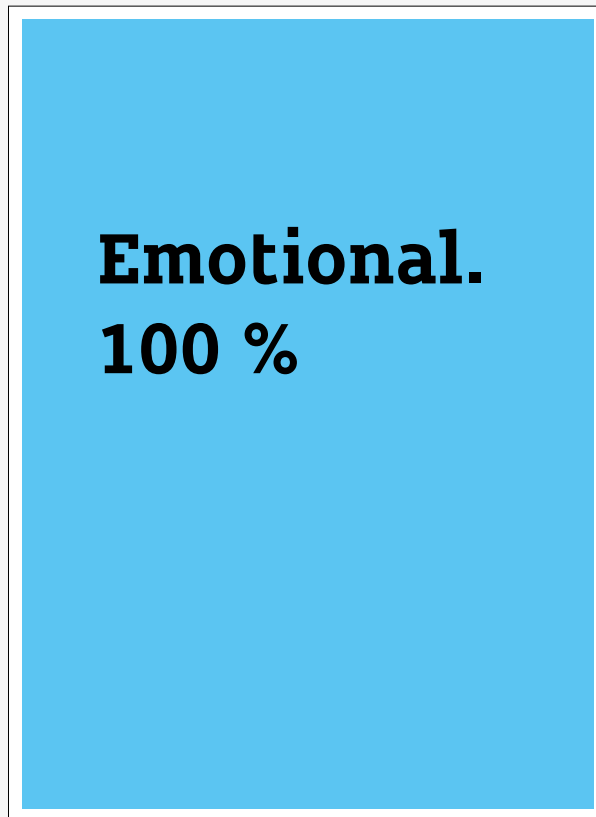
→ z (Dividing line): $\frac{88 \text{ mm}}{2.5} = 35.2 \text{ mm}$

→ Label size (width): $7.8 \times 88 \text{ mm} = 686.4 \text{ mm}$

» Not rational, only emotional?

In cases you create communication tools without a rational area (no copy, no rational elements—just emotions), you're allowed to use it like this.

The typography will be used as a picture: spoken language translated to typography.



In the emotional area the headline can have double arrows but it is no must-have.



Correct.

- > Headline.
- > No subline.
- > No double arrows.



Also correct.

- > Headline.
- > Subline with double arrows.



Also correct.

- > Headline with double arrows.
- > Subline.

» Key Visual.

Please don't mess with our FOR smart font. In key visuals the FOR smart font should not be part of the illustration. Additional text is always to be separated.

01 ✓



01

Correct. Key visual and text are divided.

02 ✗



02

Don't do that. The FOR smart font is always to be separated and no part of an illustration.

03 ✗



03

Not right. No combination of key visual and text, please.

04 ✗



04

Not correct. Don't paint with our font. Hatching of typography is not allowed. If you want to highlight a word you can use the color in a lighter shade.

»» Our moving images.

We laid out some ground rules to make sure that our label looks good on every screen.

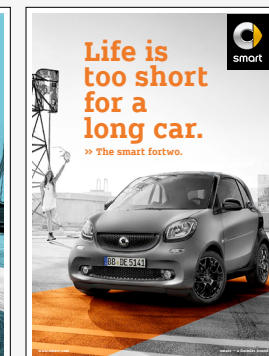
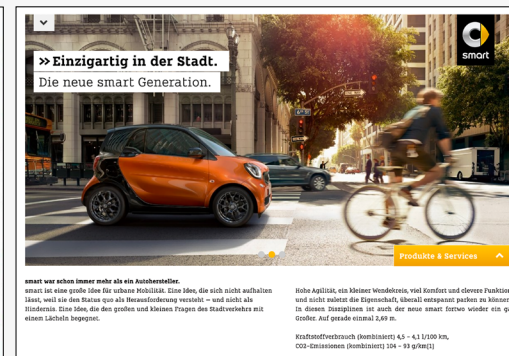
» The smart appearance.

The label is placed at the top right corner of the screen format.
It's similar to our media, remember?

TV.



Other
media.

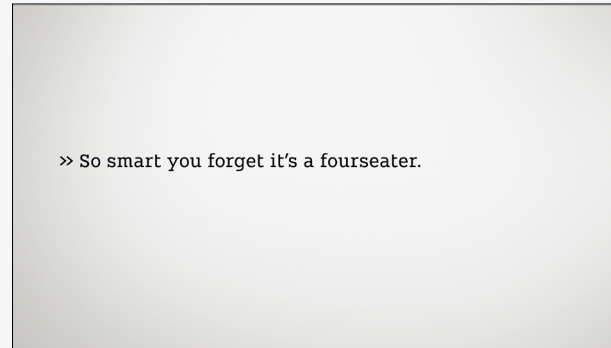


>> The TVC.

Of course our label can't be missing from our TV commercials.
It fades in at the end of the advertisement.



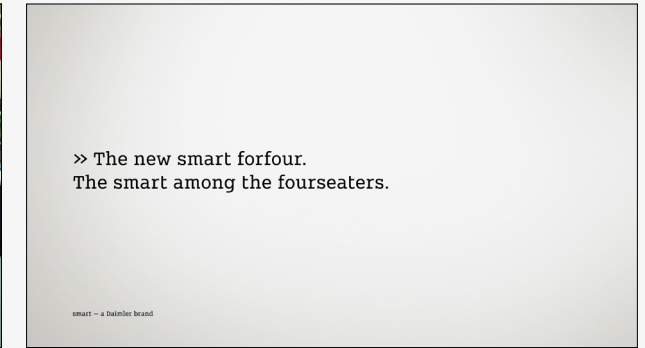
01



02



03



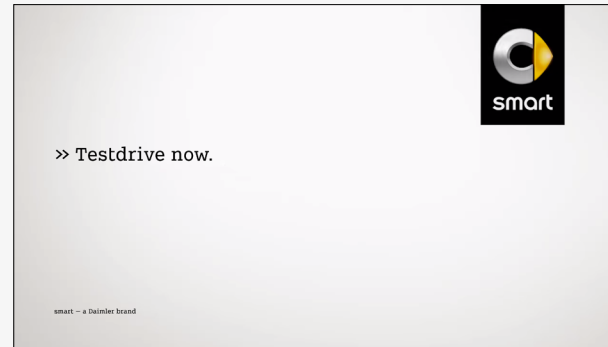
04



05



06



07 - optional

01 Commercial part 1.

02 Text Chart.

03 Commercial part 2.

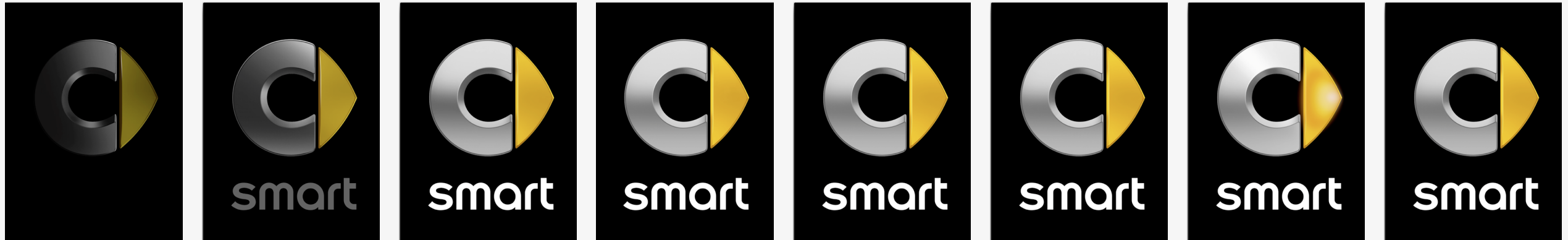
04 Text chart.

05-06 Final packshot (smart label fades in) with blinking animation and soundlogo at the end (only if no final text chart 07).

07 **Optional:** Final text chart with blinking animation and soundlogo.

>> The moving images.

Our films end with our label animation. It fades in at the end of every spot and is accompanied by our soundlogo.



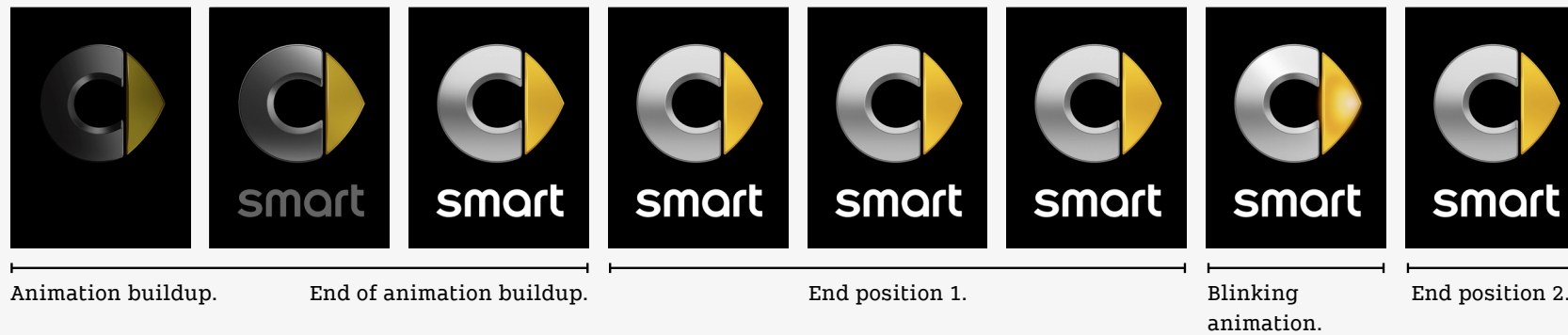
8 sec animation.



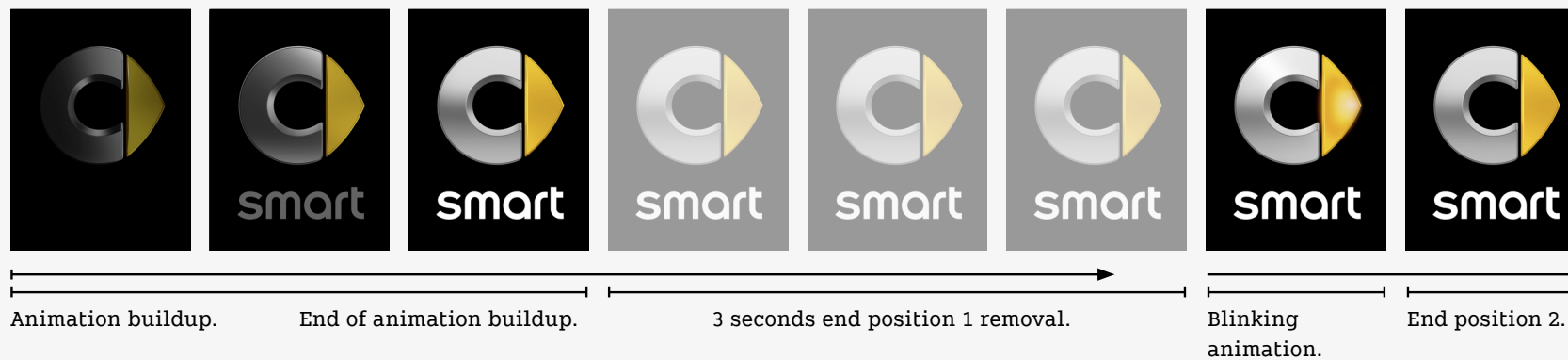
Soundlogo.

» The main animation.

The 8 second animation is the main animation and should always be used.
The timing of the animation can be shortened down to 5.5 seconds (minimum!).

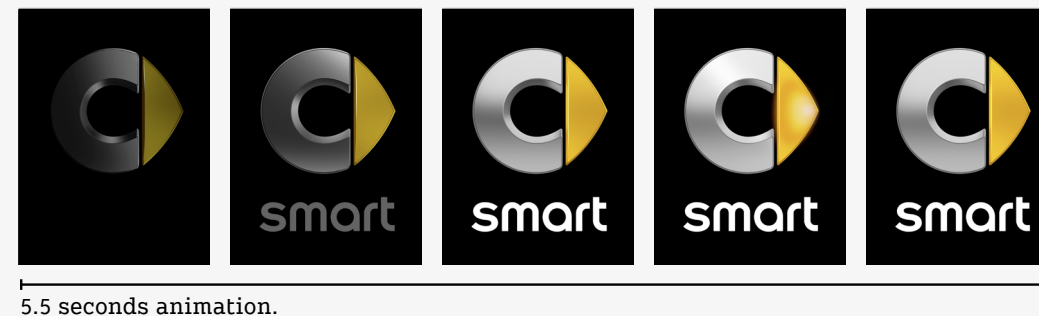


8 second label animation.



8 seconds shortened.

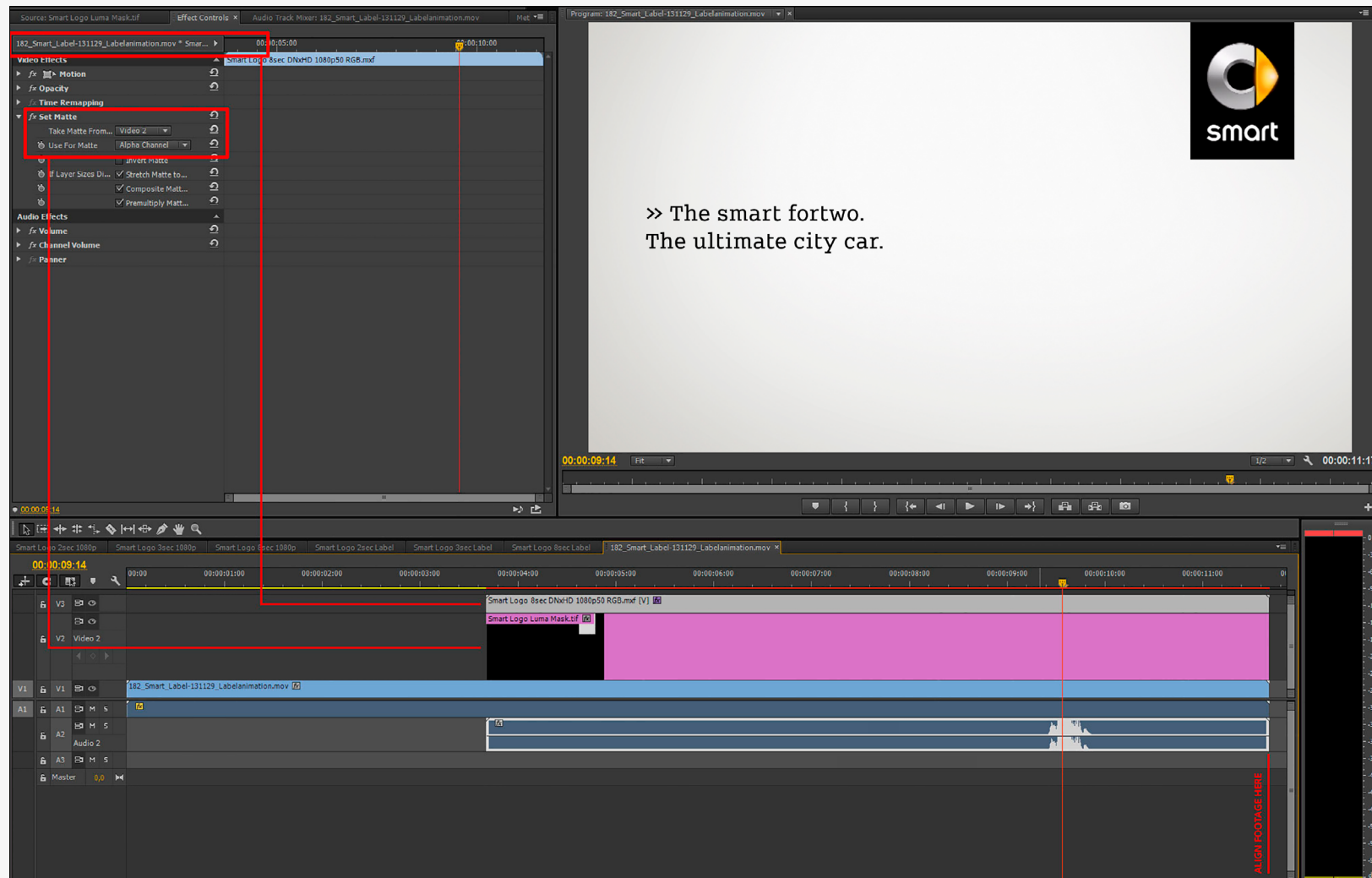
Please note: there are strict rules for cutting the animation. You can find them in our moving images guide.



8 seconds shortened to 5.5 seconds.

» The timing & ending.

Know when to stop – and when to start. Timing is everything.



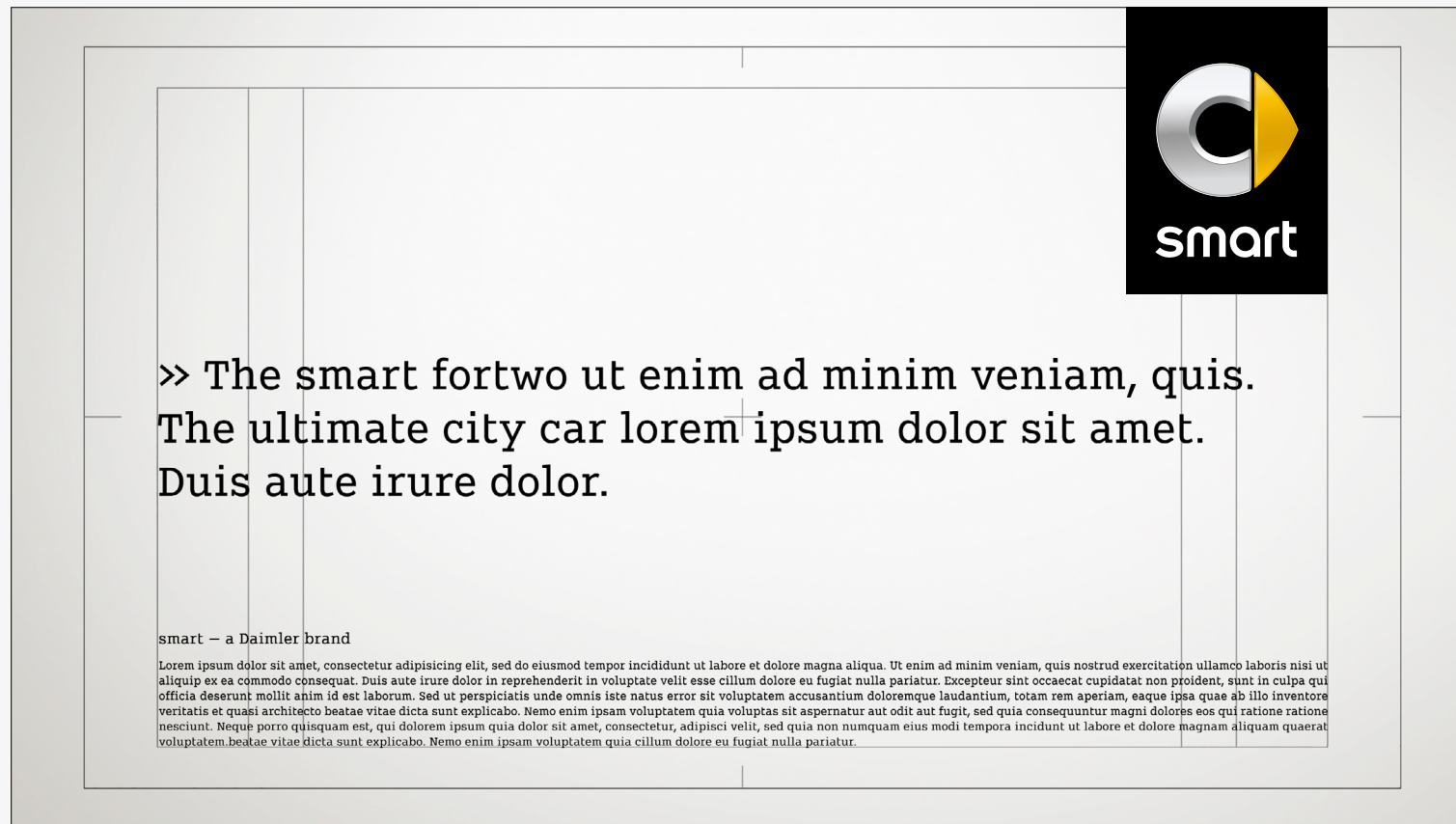
Countdown.

The timeframe for the label animation is counted from the end of the spot (text charts included). If the label animation is 8 seconds long, it starts 8 seconds before the spot ends and fades in at the top right corner, parallel to the film. The label animation ends with the ending of the film.

>> The text chart.

Looks familiar, doesn't it? We used similar arrangements for our printouts but this is a special case where the label is set without a white margin at the top.

Action safe area.



Title safe area.

The matching font sizes and measurements are available in a separate guide. Template files have also been prepared.

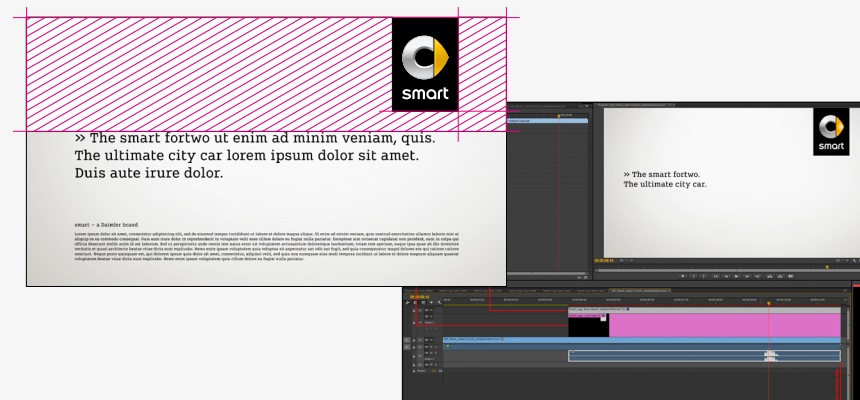
» The smart moving images guideline.

The extensive compilation is available as a separate guide.



The smart moving images guideline includes:

- > detailed information about the topics
- > Our film endings.
- > Logo timings.
- > Our tag-ons and duo-spots.
- > Our animation.
- > Our soundlogo.
- > Our layout.
- > Our formats.
- > Our typographic settings.
- > Our files.

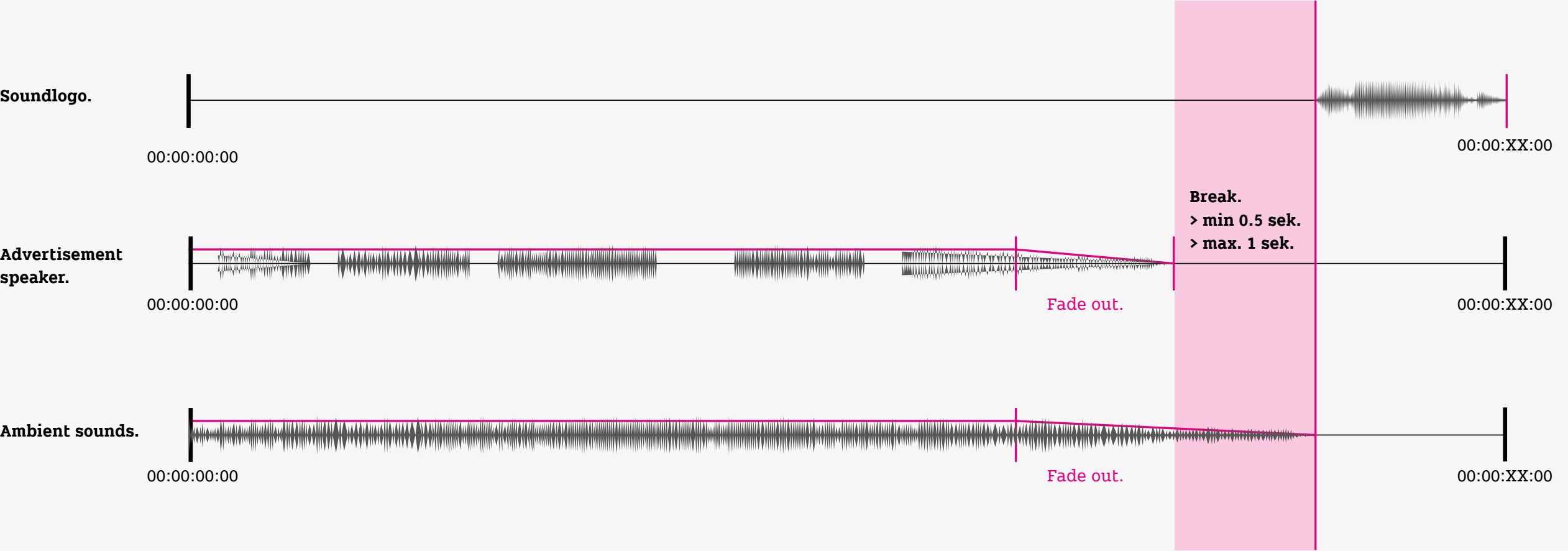


»» Our soundlogo.

Our soundlogo always comes at the end of each commercial or radio spot. It is absolutely necessary that the soundlogo stands alone without any background sounds or music.

>> Integration soundlogo in radio commercials.

We don't want our spots to be noisy, so make sure you time the entry of every sound correctly.



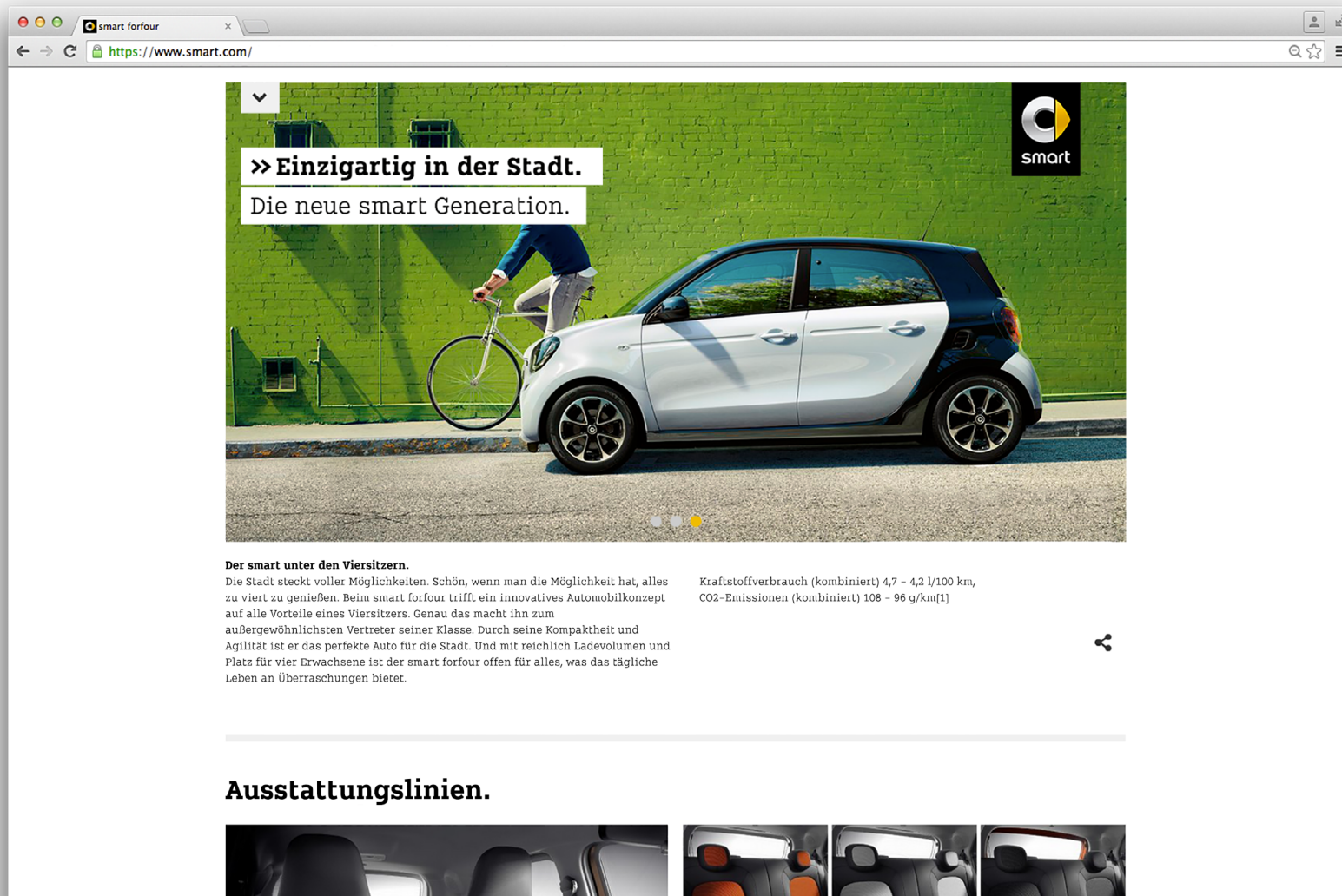
All other sounds (like ambient sounds, background music or advertisement speaker) have to fade out completely before the soundlogo starts.

>> Our screens.

With all the ever-changing screen sizes, we have to be able to adjust our label to different formats. Luckily, our label is very versatile.

» The smart label on screen.

We optimized our label for the screen and improved the smart favicon.
When working on websites, make sure you keep our recommendations in mind.



Label Screen Size.

Minimum. 45 x 60 px

Recommended. 100 x 135 px



favicon.ico

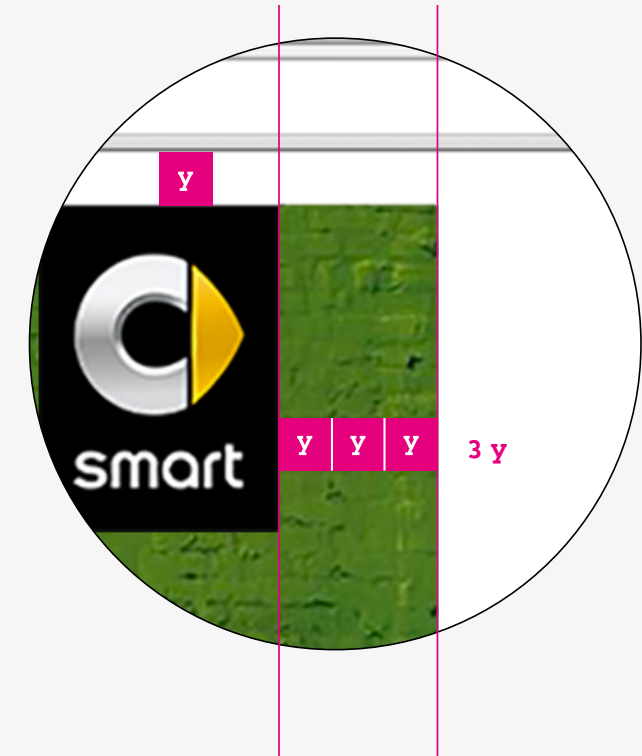
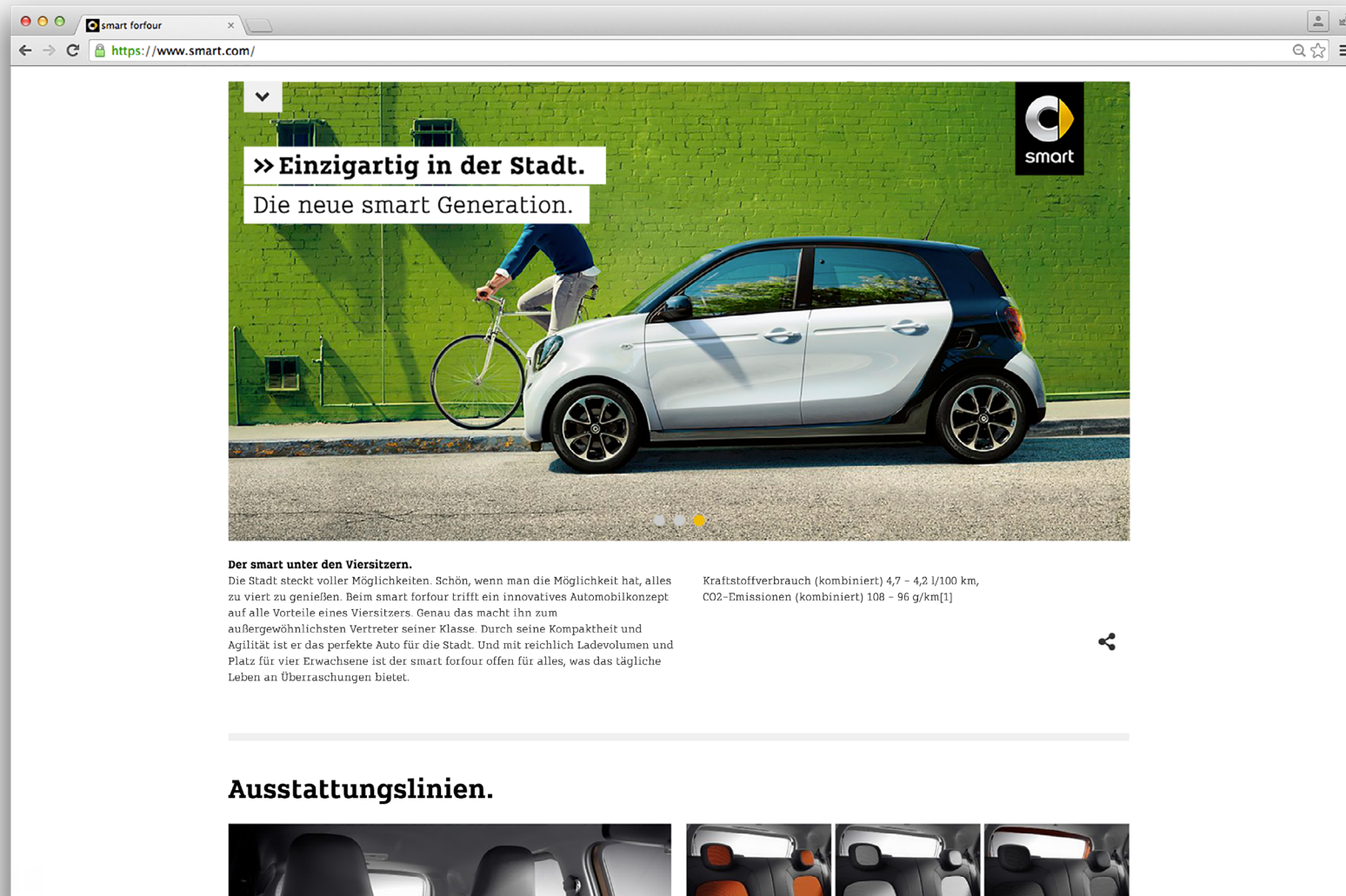
smart favicon.

Minimum. 16 x 16 px

Recommended. 48 x 48 px

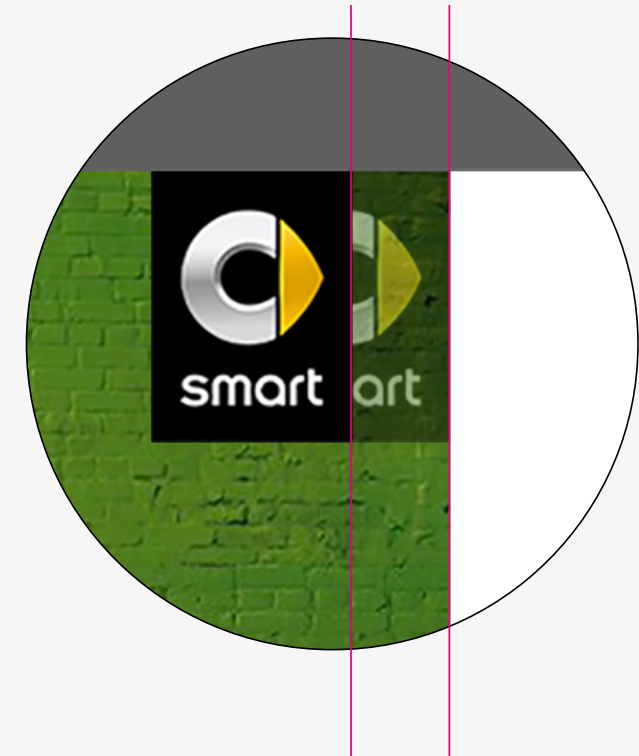
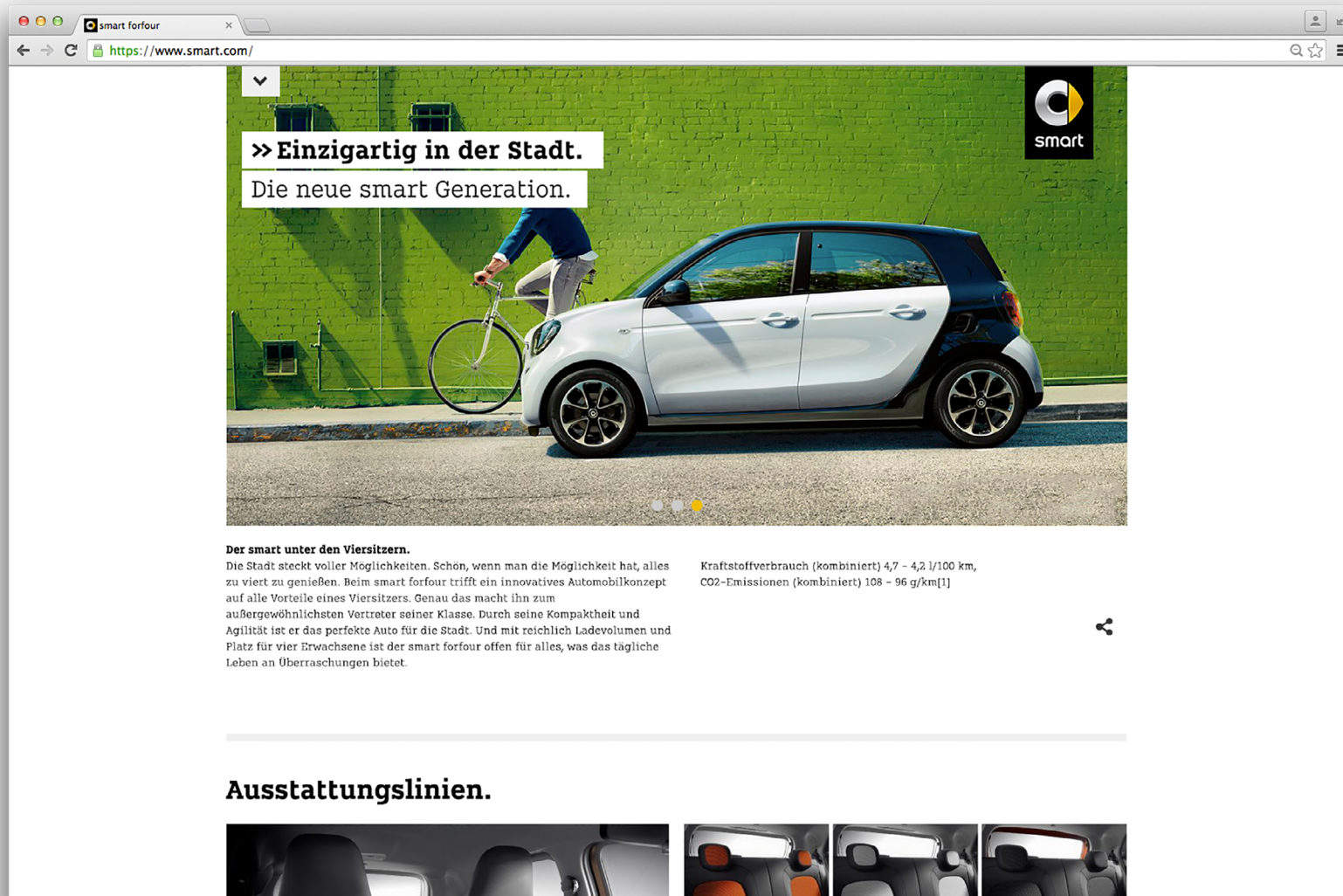
» The smart label on screen.

Does this ring a bell? Yes, we use the same margins as we do in our printed ads.



» The smart label on screen.

If we can't work with our y-variable, use half the label width to define the right gap size.
But only do this on screen, not on printouts.

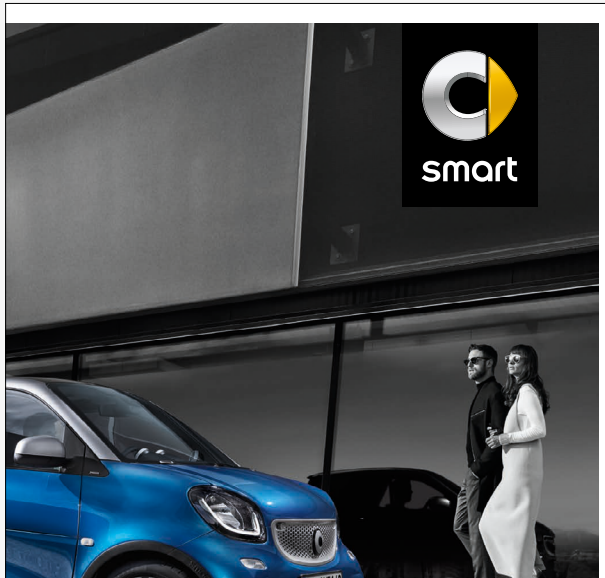


1/2 Label width

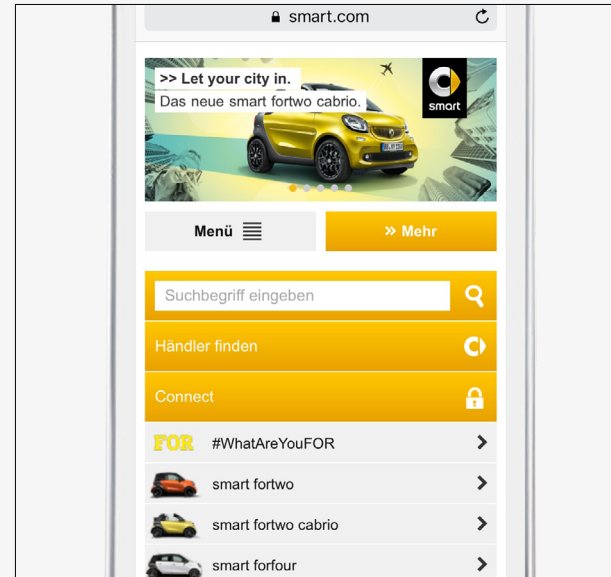
>> The smart label on screen.

It should be clear by now that we take label positioning very seriously.

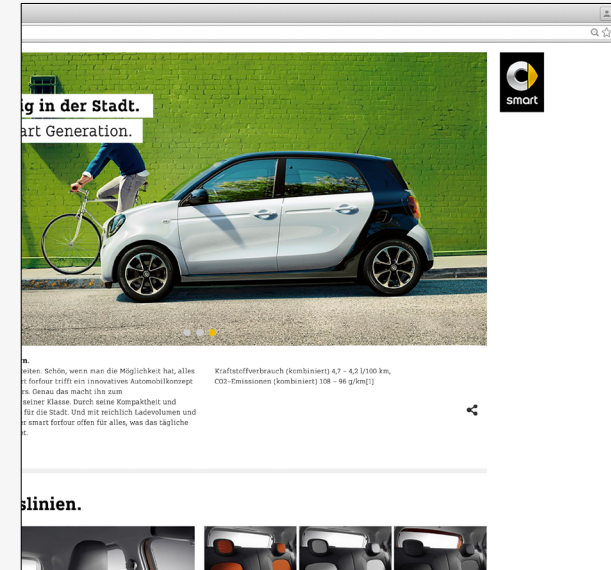
01 ✓



02 ✓



03 ✗



01

Great. We like our label at the top right corner and with the right space.

02

Also great. If you can't place it in the content, just place it above it.

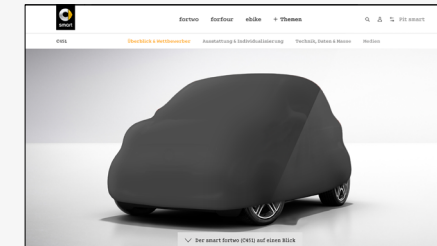
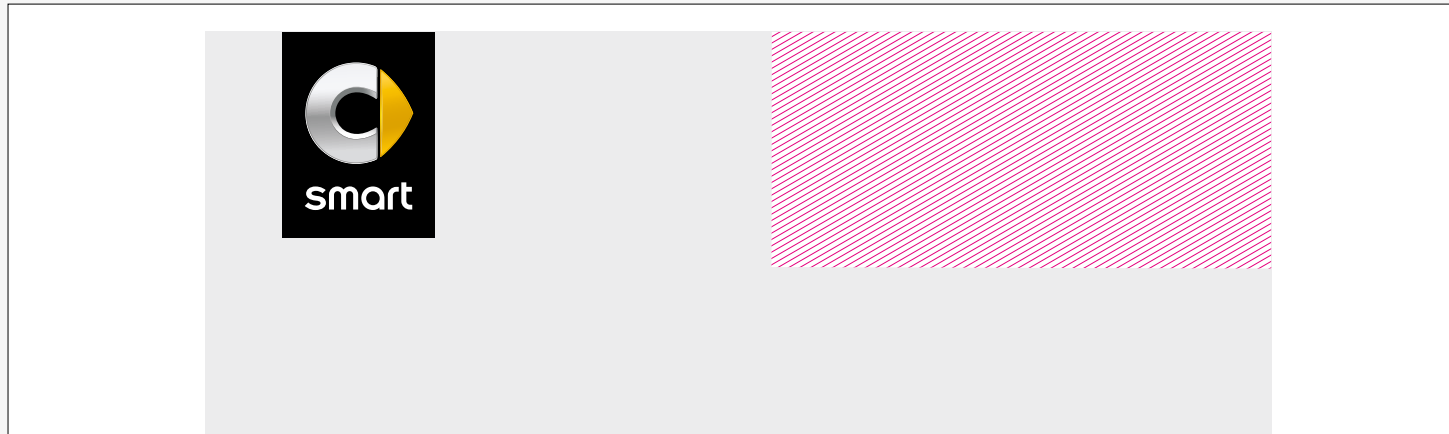
03

Not great at all. The label is not just standing on the sidelines.

>> The smart label & technical requirements.

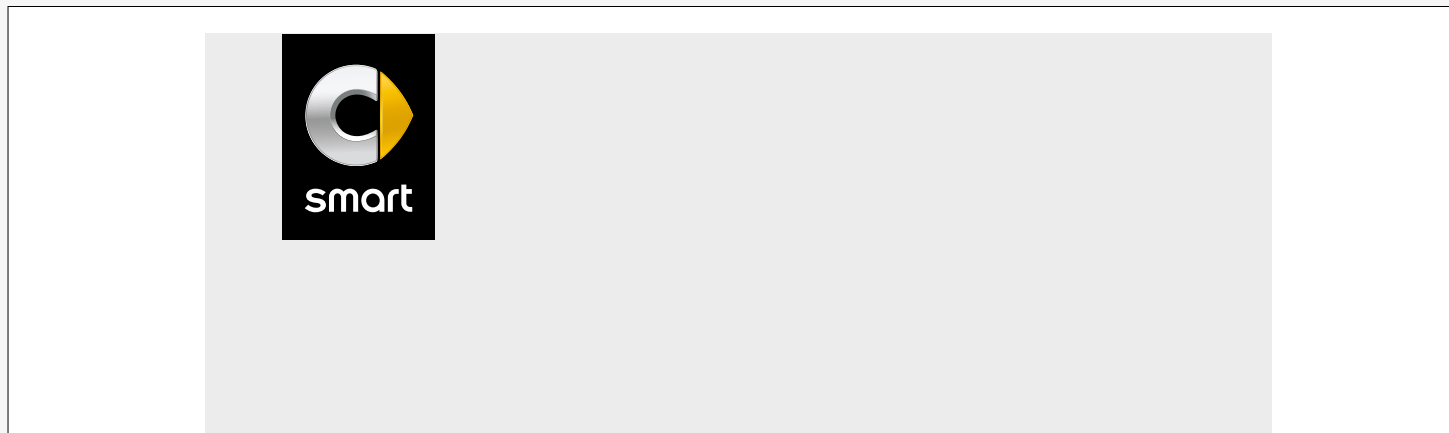
We can't influence the technical conditions of the world wide web,
but we can make our label look good in every circumstance.

01 ✓



Example of PIT smart.

02 ✗



01

If necessary. In case the right area can't be used due to technical online requirements, our label should be placed at the top left margin.

02

Never. If there are no technical elements on the right area the label must always be placed at the top right margin.

» The smart label on banners 1/2.

Have a look at our do's and don'ts of online advertising.

01 ✓



04 ✗



02 ✗



05 ✓



03 ✓



06 ✗



01

Exactly. The label is placed on the right side, with the right y-distance to the margin.

02

Avoid it. Like we said, this is only for special cases.

03

All right. Using half the label width to define the space to the margin is also possible.

04

Not great at all. Don't place the label like this.

05

Okay. You can use only the ring if the banner is too low.

06

Don't do this. Whenever there's space, use the original label. Also, the ring should not be placed with the y-distances.

>> The smart label on banners 2/2.

Small is still beautiful. For exceptionally small online banners, we just need to adjust the design slightly.

From 60 px height.

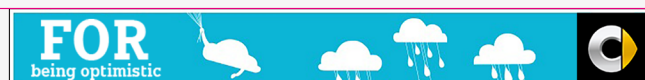


Less than 60 px height.



Our size rules. The selection of the correct label is determined by the available height space.

01 ✓

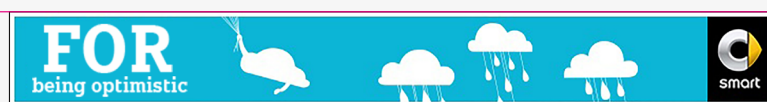


02 ✗

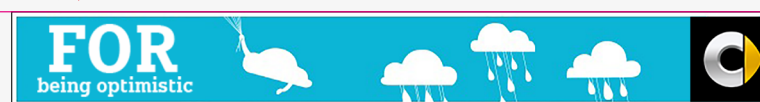


Less than 60 px height.

03 ✓

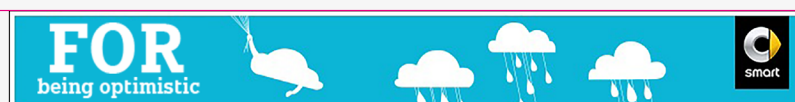


04 ✗



60–80 px height.

05 ✓



More than 80 px height.

01

Good. If the banner is too low, use only the ring for the ad.

04

No. Use the whole label.

02

Not so good. There's not enough space for our label.

05

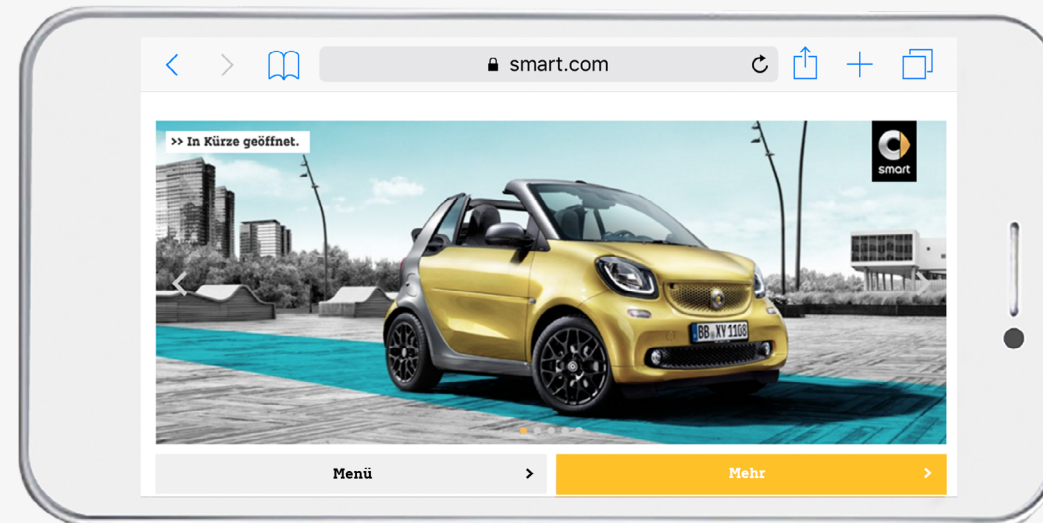
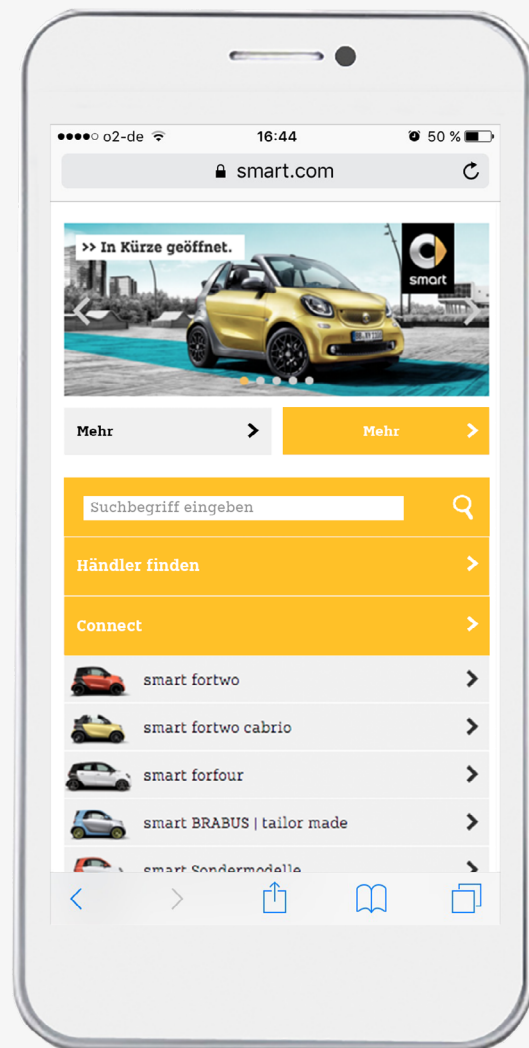
Always cool. It's great if you can keep the distance to the margin.

03

Yes. This is high enough.

» Mobile.

Adaptive webdesign means we have to adapt our label to different screen sizes.

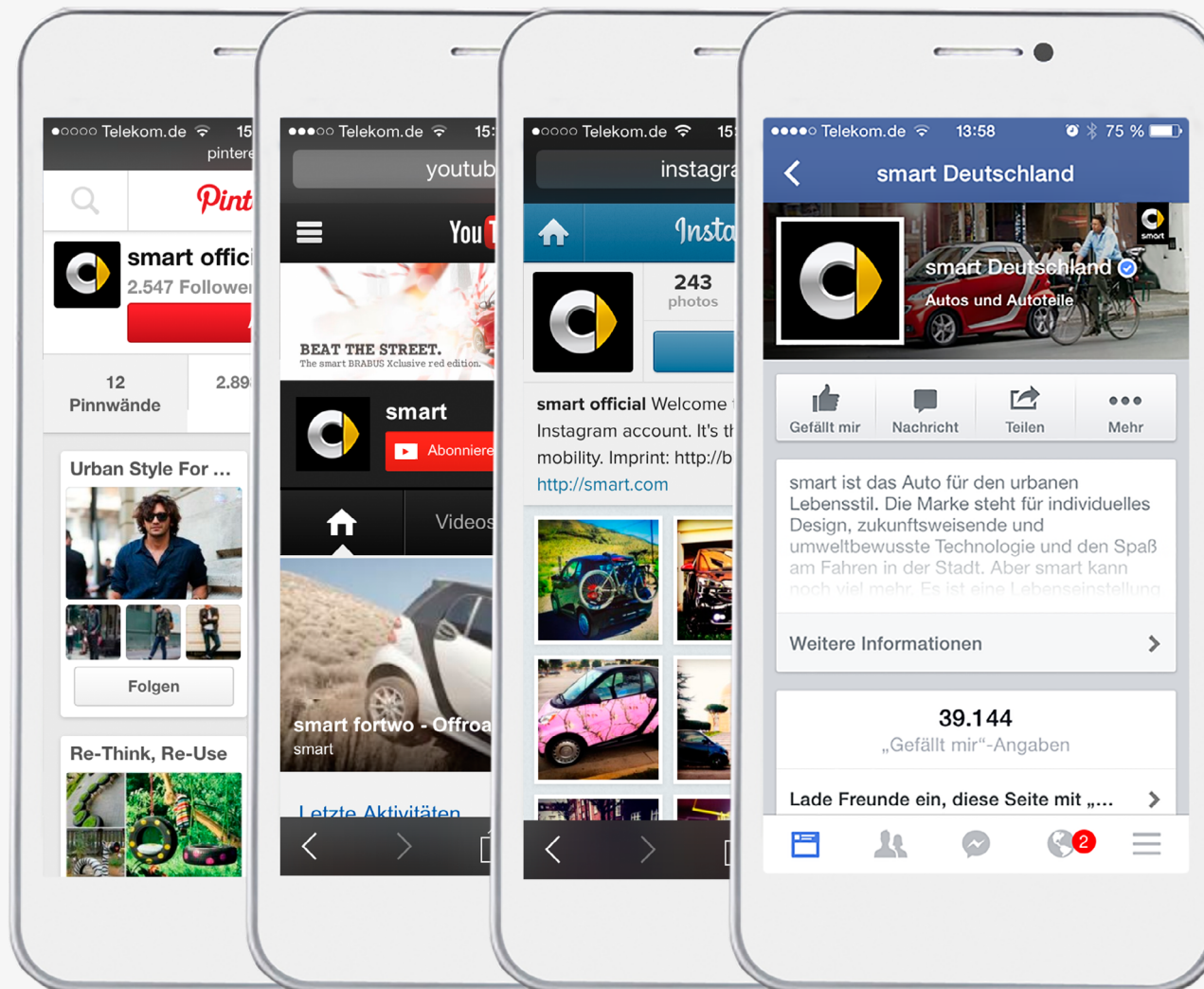


>> smart social media.

Our smart selfies have to be adjustable to the different formats that the platforms offer.
So we use a square format and leave out the wordmark.



Files on DBDN.

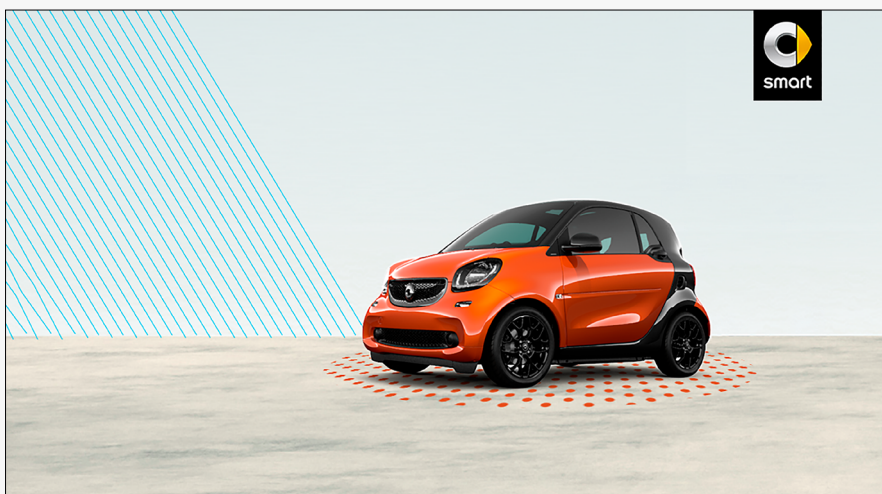


The smart social media label.

For profile pictures and avatars. There are sizes for all the different online platforms available.

>> smart social media.

As for all the cover photos, we use our one and only smart label.

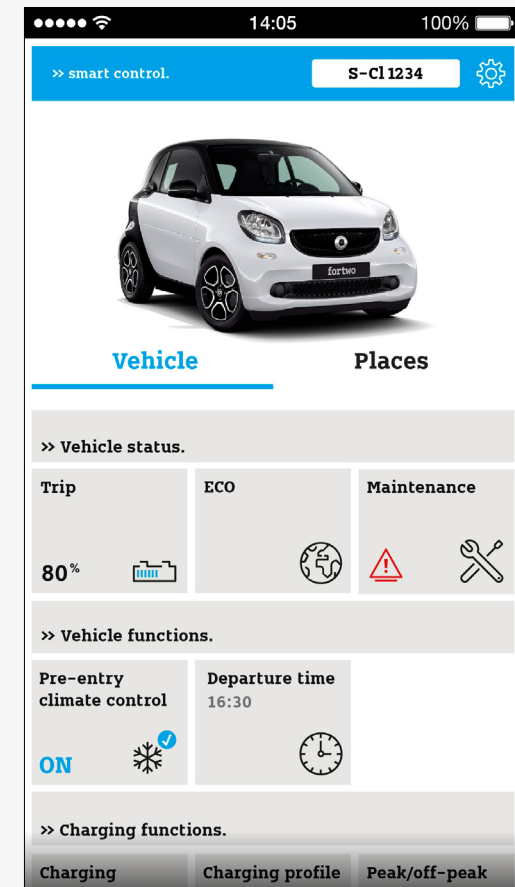
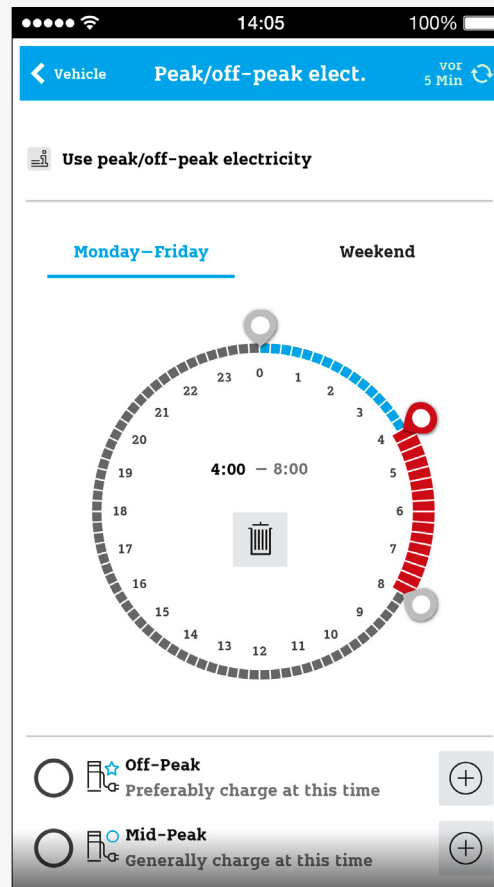
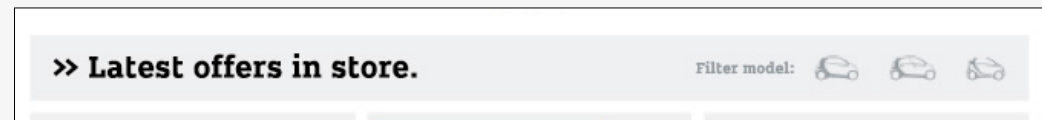
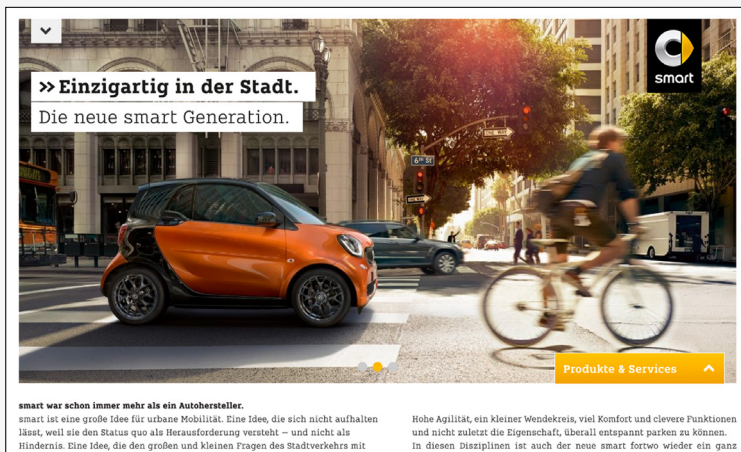
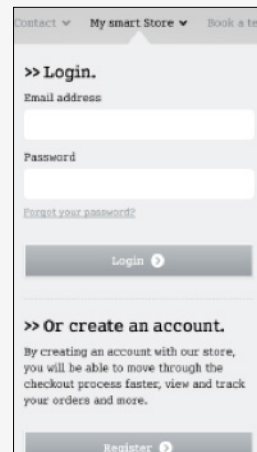
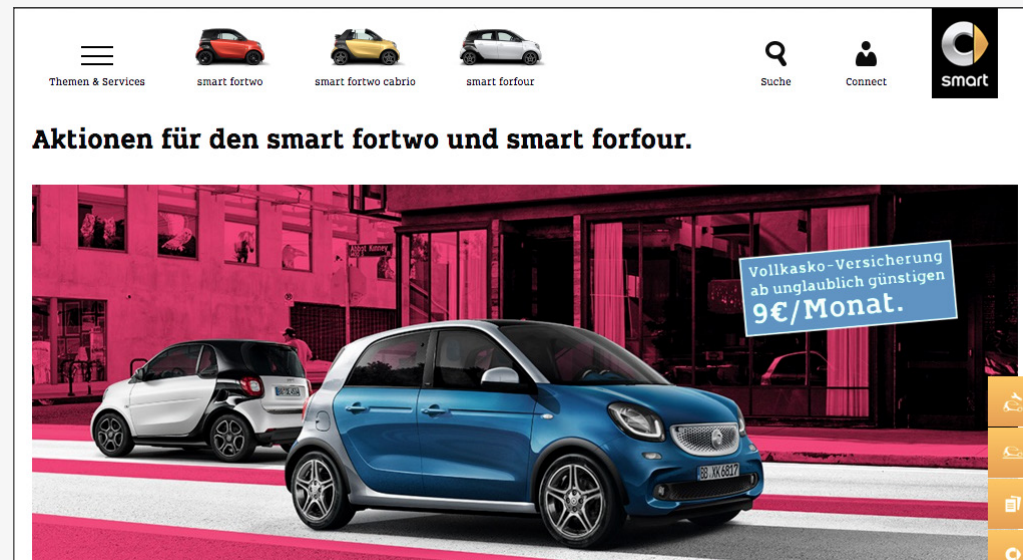


The smart social media header label.

For cover photos. The squared label is only an exception. Wherever possible, we prefer the original shape.

>> App.

In accordance with smart.com we use the same features for our smart apps.
This includes our fonts, colours and icons.



» The screen guideline.

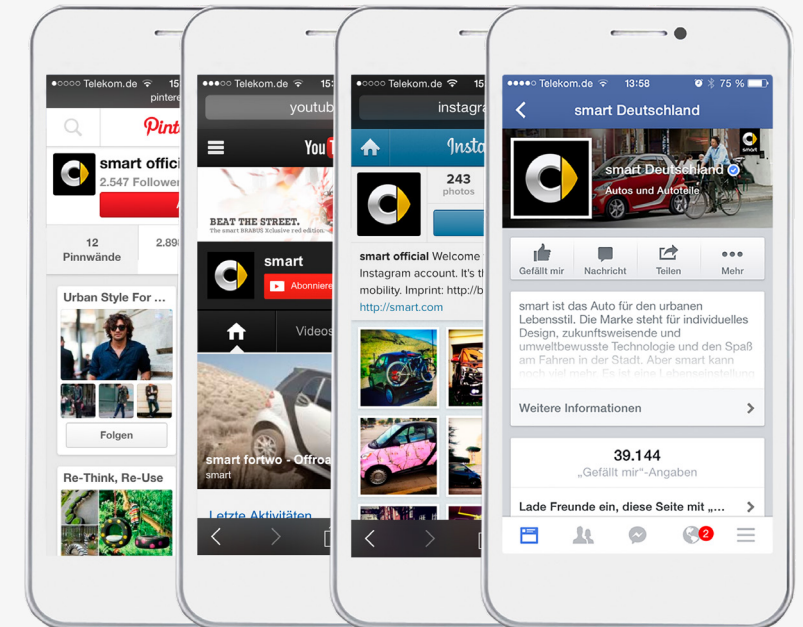
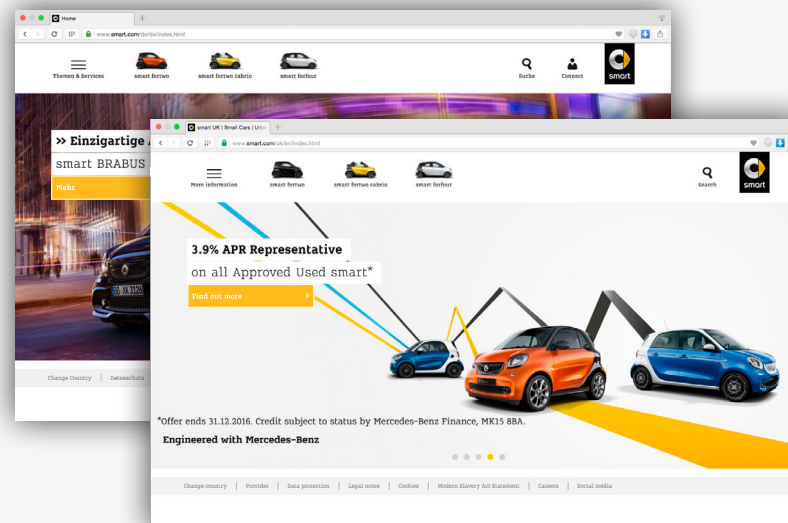
The extensive compilation is available as a separate guide.
Currently, the extensive compilation is under a refining process.

The smart screen guideline includes:

- › Introduction and Look & Feel.
- › The smart label on screen.
- › The pictograms.
- › The font and writing.
- › The colours.
- › The buttons.
- › More tools.

Currently, the extensive compilation is under a refining process.

For any questions please contact
smart_cicd@daimler.com.



»» Off you go.

But before you do, we'd like to give you some final instructions on how to proceed. After that – have a nice day.

»» **The checklist.**

Even though we're sure you remember every detail of this guide, we put them together in a list for you. Just in case.

- › Did you use the right label colour format? (CMYK, RGB, ...)
- › Did you use the correct label size for the application?
- › Did you position the label correctly?
- › Did you use the right font?
- › Did you work with the right colours?
- › Did you use a template file?
- › Did you stick to the layout and use the right grid?
- › Did you use all the elements in your ad correctly?
- › Did you use the proper naming and spelling?
- › In case of doubt check with smart ci/cd team.

»» **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**

**Leibnizstr. 2
71032 Boeblingen
Germany**

>> Thank you.

For playing a big part in setting our brand apart from others. Keep up the good work!

» The guidelines.

Aside from the compact guideline, there are a few more extended guides on different topics you should keep in mind.



Files on DBDN.

- **The smart stationary guideline.**
- **The smart moving images guideline.**
- **The smart literature guideline.**
- **The smart bi-brand & sub-brand guideline.**
- **The smart flags guideline.**
- **The smart digital signage guideline.**
- **The smart labelling guideline.**