

»» **The smart moving images guideline 4.6.**

How to use our label and typography on screen.

»» Hello there.

On the following pages you're going to learn the basic knowledge of our film endings system. Have fun.

»» The content.

This guide will teach you how to work on screens.
It includes the following topics:

- 04 **Our film endings.**
- 08 **Logo timings.**
- 12 **Our tag-ons and duo-spots.**
- 16 **Our animation.**
- 22 **Our soundlogo.**
- 25 **Our layout.**
- 38 **Our formats.**
- 49 **Our typographic settings.**
- 58 **Our files.**



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 film endings.

You may have noticed that we've updated a few things. That includes our film endings.

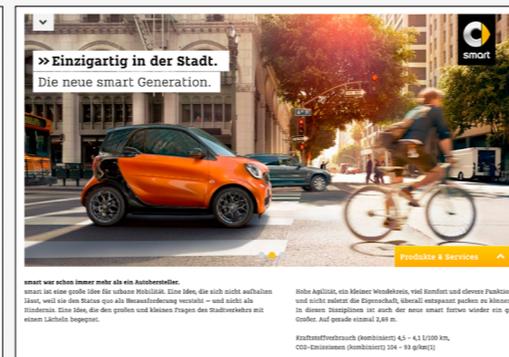
»» The smart appearance.

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

TV.



Other media.



>> The label animation.

We put together a animation for our label which fades in at the end of every spot.



Files on DBDN.



Animation buildup.



Light reflection.



Blinking animation.



End position.

>> Our soundlogo.

Additionally, we added a soundlogo to the label animation. It's our spoken brand name.


Files on DBDN.



»» Logo timings.

Currently, there are different versions of our film endings. This chapter is all about them.

>> The film concepts.

These are examples of how our films can be built up.

Film concept option A.

Soundlogo					
Label				smart label animation.	
Film/Story	Story.			Packshot.	
Text chart			Text chart 1.		Final text chart.

Film concept option B.

Soundlogo					
Label				smart label animation.	
Film/Story	Story.			Story.	Packshot.
Text chart			Text chart 1.	Text chart 2.	Final text chart.

Film concept option B without final text chart.

Soundlogo					
Label				smart label animation.	
Film/Story	Story.			Story.	Packshot.
Text chart			Text chart 1.	Text chart 2.	

 **No Soundlogo.**

 **Soundlogo.**

»» Our tag-ons and duo-spots.

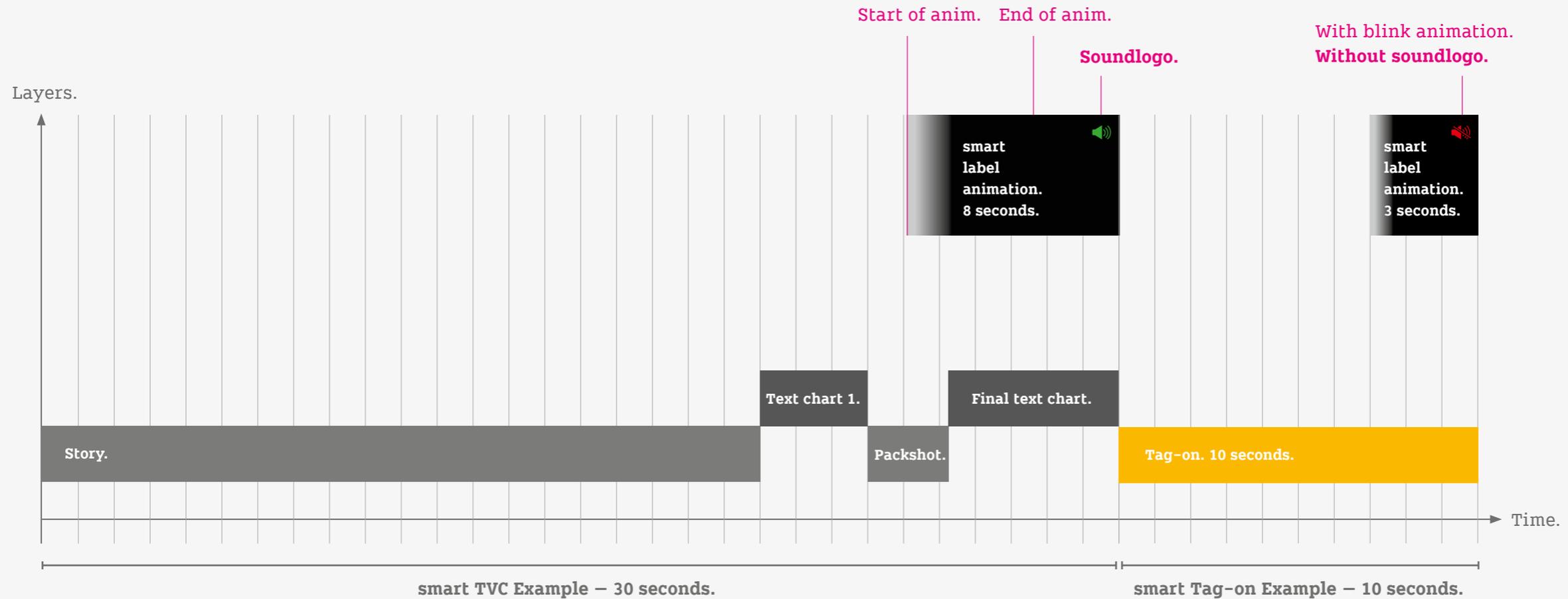
Sometimes we have extra scenes.

This chapter explains those scenarios.

>> The film concept – tag-on.

This is an example of how our tag-ons should be built up.

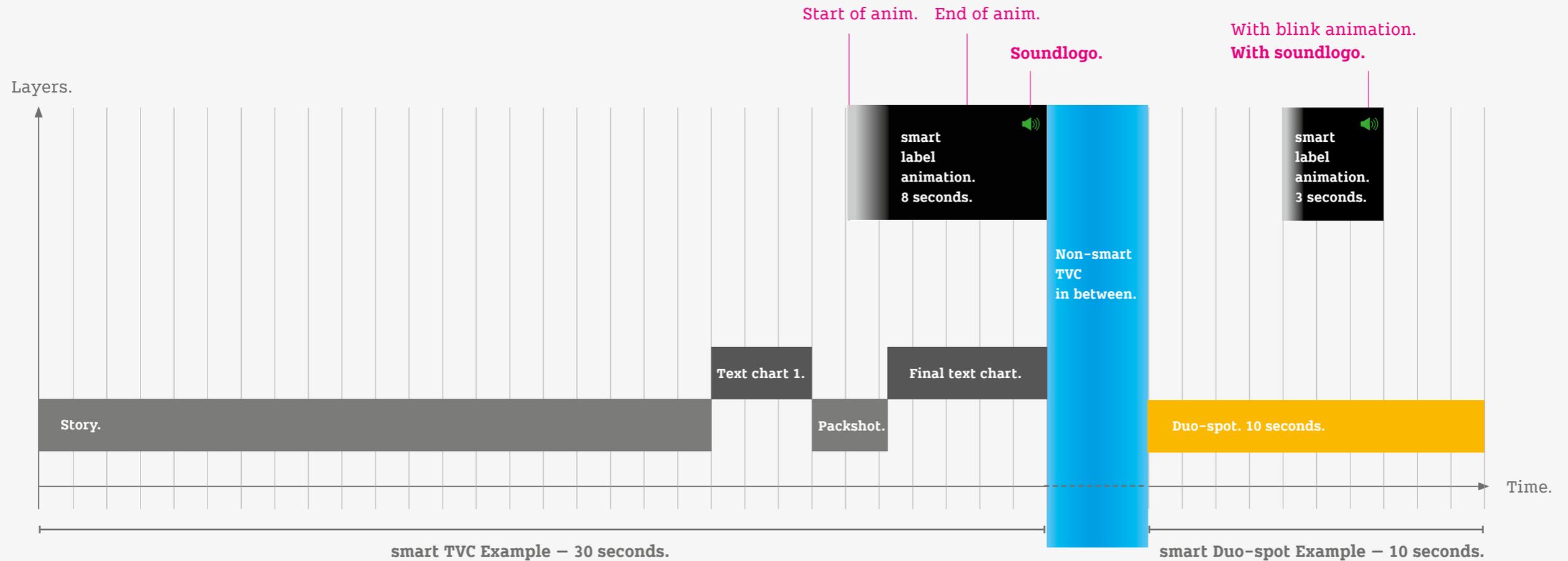
Tag-on. These are extra 10 seconds scenes added immediately after the main TVC (e.g. product range and / or offer after TVC). In this scenario please use no soundlogo at the end of the tag-on in order to avoid overbranding.



>> The film concept – duo-spot.

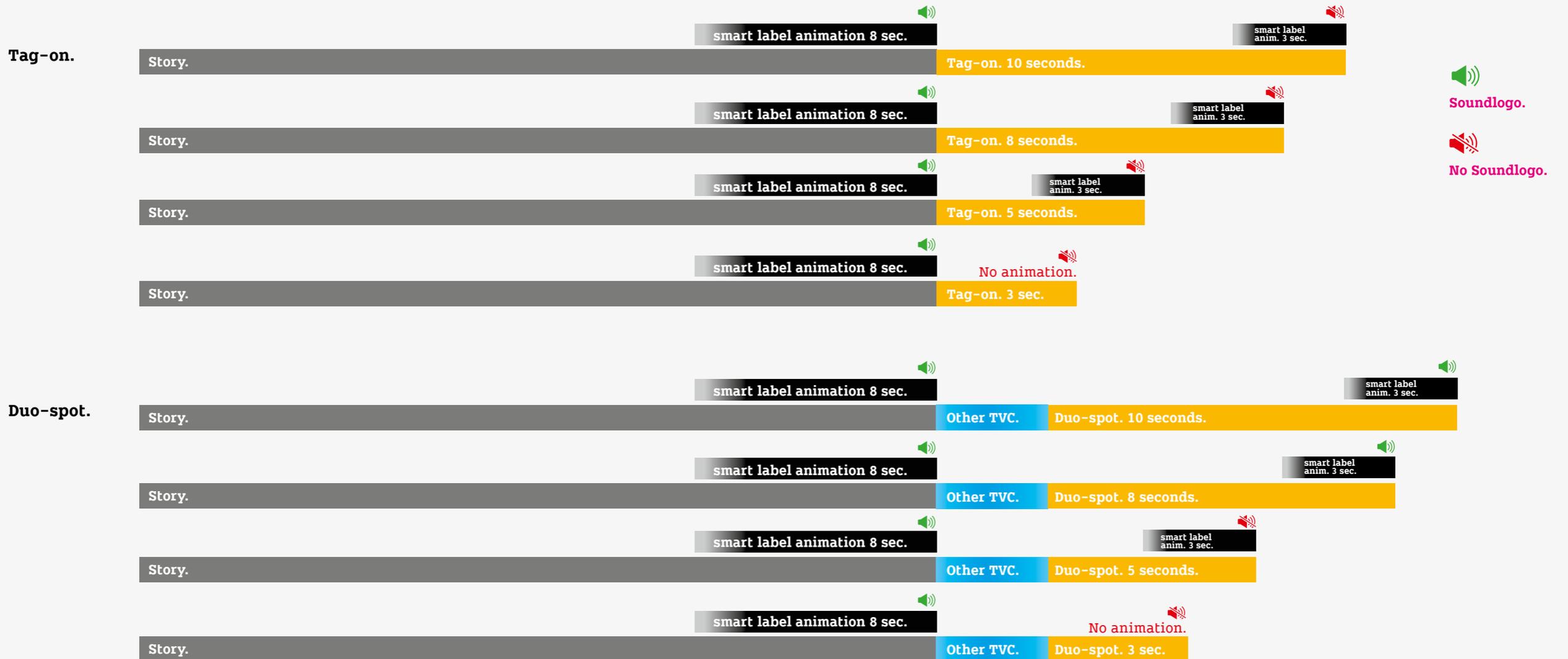
This is an example of how our duo-spots should be built up.

Duo-spot. It is a spot following the initial commercial separated by another brand commercial. Both spots are related to each other. In this case we use our soundlogo in both commercials.



>> The tag-on & duo-spot concept overview.

This is an overview of further tag-on and duo-spot scenarios.



»» **Our animation.**

Take the label, video editing software and this guideline – the result is a versatile label animation for our spots.

» The duration variation.

The label animation is 8 seconds long. Although the length can be altered, it should never be shorter than 5.5 seconds.



8 seconds. Main animation. Application in TVC, documentaries, film features, etc.



5.5 seconds. Altered animation (see next page).

For short spots (up to 13s)
there is a 3-second animation available.
Please contact the smart HQ.



3 seconds.

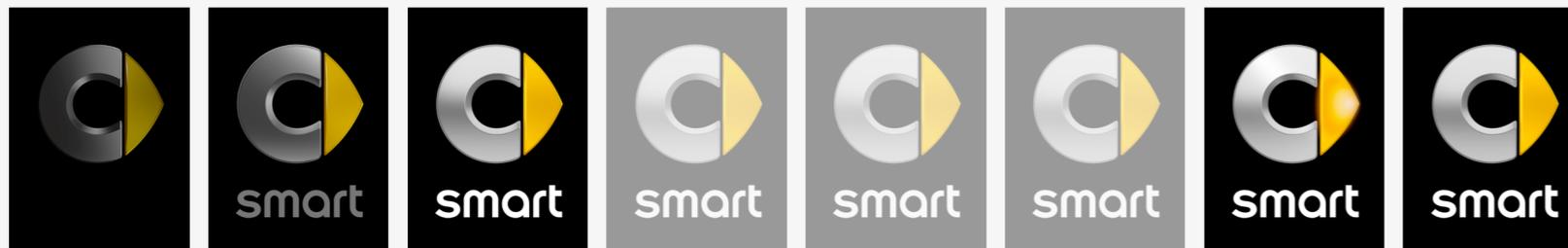
» The main animation.

The 8 second animation is the main animation and should always be used.
 If required by concepts, the timing of the animation can be changed to 5.5 seconds.



Animation buildup. End of animation buildup. End position 1. Blinking animation. End position 2.

8 second label animation.



Animation buildup. End of animation buildup. 3 seconds end position 1 removal. Blinking animation. End position 2.

8 seconds shortened.



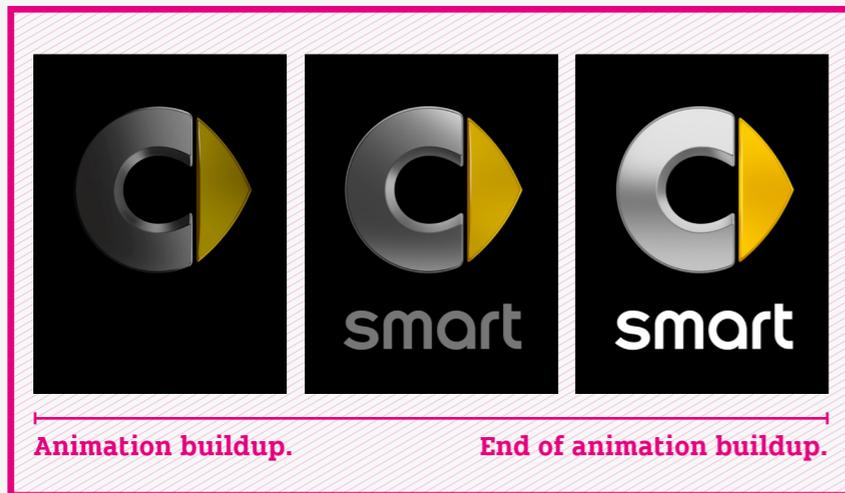
5.5 second animation.

8 seconds shortened to 5.5 seconds.

Please note: there are strict rules for cutting the animation. You can find them on the next page.

» The cutting rules.

Before you start editing, read this page. Because cutting our film-ending is bound by one simple rule: don't touch the animations.



Must not be changed.



Can be shortened.



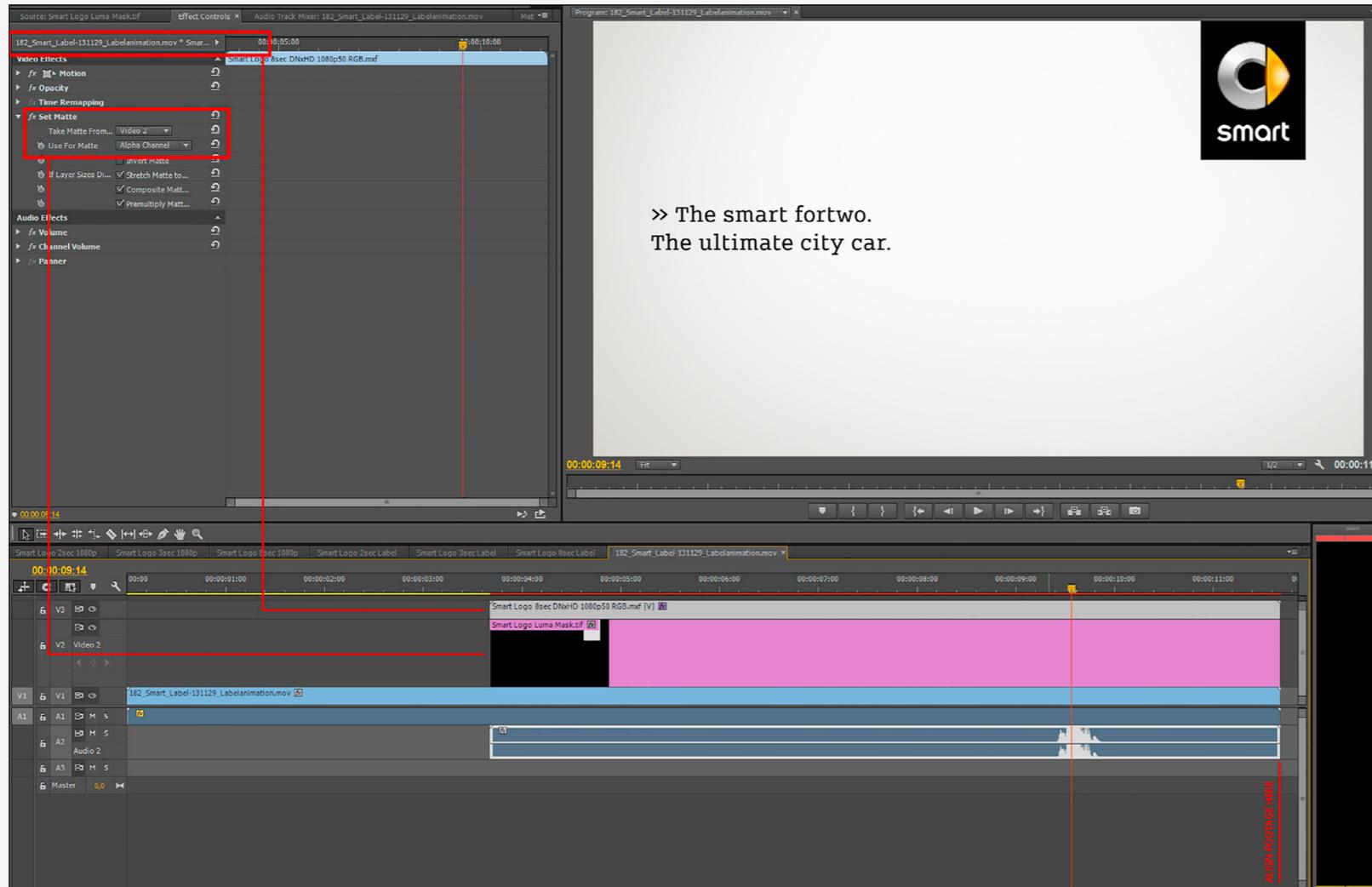
Must not be changed.



Must not be changed.

»» The timing & ending.

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

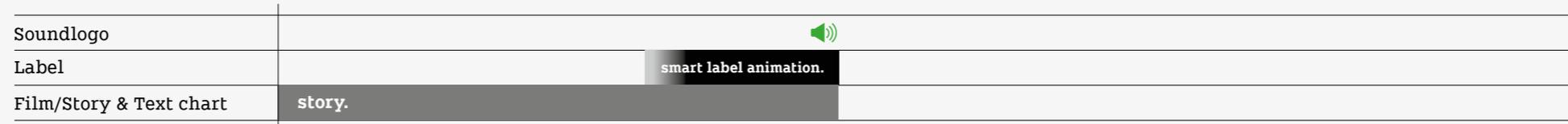


Countdown. The timeframe for the label animation is counted from the end of the spot (text charts included). If the label animation is 8 seconds long, it starts 8 seconds before the spot ends and fades in at the top right corner, parallel to the film. The label animation ends with the ending of the film.

»» The timing & ending.

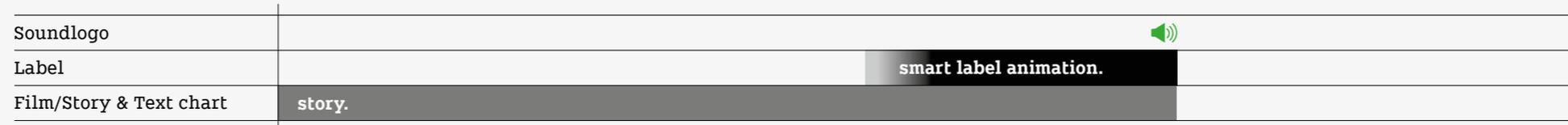
The different timings of the animation.

Film/Story & Textcharts up to 13 seconds.



Animation: 3 seconds
(including blink animation and sound logo).

Film/Story & Textcharts 14–29 seconds.



Animation: 5.5 seconds
(including blink animation and sound logo).

Film/Story & Textcharts 30 seconds or more.



Animation: 8 seconds
(including blink animation and sound logo).



No Soundlogo.



Soundlogo.

»» Our soundlogo.

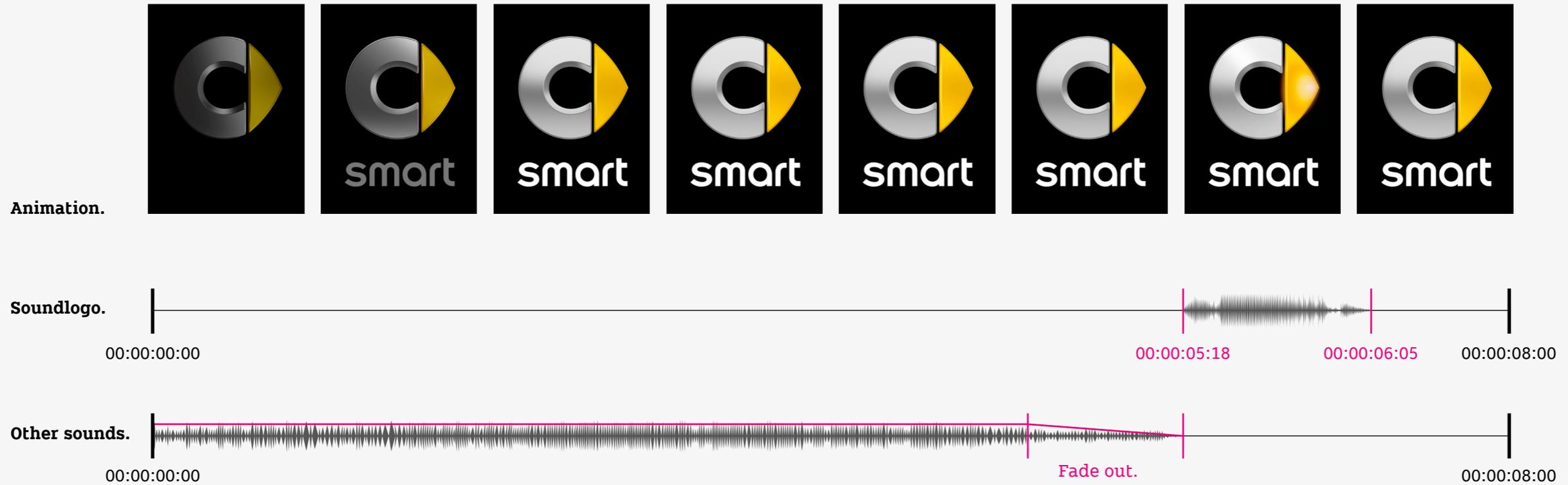
Our film endings don't just show a timing and animated smart label but also a soundlogo.

>> The combination.

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



[Files on DBDN.](#)



The soundlogo starts with the blinking animation. By then all other sounds (like back-ground music) need to fade out.

»» The sound settings.

There are three soundlogo versions with different audio settings.



Files on DBDN.

All supplied videos are accompanied by an audio track of 0 dB.
In the attached Soundlogo.zip you'll find the following audio tracks, separated by the respective field of application: 0 dB, -9 dB und -23 LUFS.

0 dB

This is the maximum modulation to 0 dB, which was already added as a standard and as a reference to our videos.

"140422_smart_Soundlogo_8s_0dB.wav":

fileformat: WAVE
resolution: 24Bit
sampling rate: 48000Hz
peak level: 0dBFS

-9 dB

This is a level standard for TV and broadcast, which is deduced from the 0 dB version. Old level standard.

"140422_smart_Soundlogo_8s_QPPM.wav":

fileformat: WAVE
resolution: 24Bit
sampling rate: 48000Hz
peak level: -9dBFS
measurement: QPPM

-23 LUFS

This is a level standard for TV and broadcast, which is deduced from the 0 dB version. New level standard which has applied since 2012 and is recommended by the EBU (European Broadcast Union).

"140422_smart_Soundlogo_8s_R128.wav":

fileformat: WAVE
resolution: 24Bit
sampling rate: 48000Hz
peak level: -23LUFS
measurement: EBU R128

»» Our layout.

Just like our print media, our text charts have a well-thought-out layout.

>> The screen labels.

Spots use modified versions of our label.
This is how they differ from one another.



Files on DBDN.



The original label. Our label had to be adapted to screens, so you cannot use the original label.



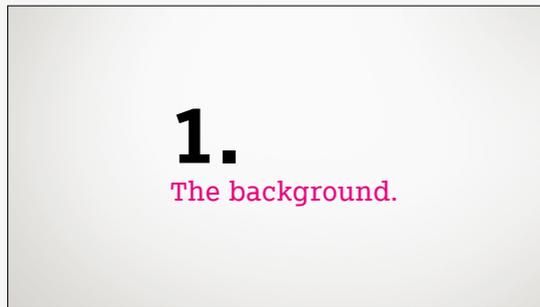
The standard screen label. The standard screen label has more black space on top than the one used for prints.



The special screen label. This is the label for 4:3 formats where loss of format can be expected.

>> Ingredients.

Now we'll show you how to use the elements on a screen using the example of Full HD (format 16:9, 1920×1080px).



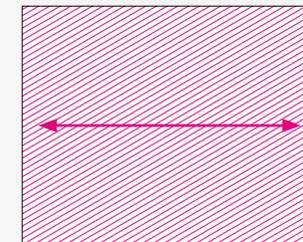
3.
The screen label.

4.
The typography.

>> The smart fortwo ut enim ad minim veniam, quis. The ultimate city car lorem ipsum dolor sit amet. Duis aute irure dolor.

smart – a Daimler brand
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequuntur. Neque porro quiquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia cillum dolore eu fugiat nulla pariatur.

5.+6.
The protected areas.



» 1. The background.

Instead of a black screen, we use a bright gradient for our text charts.



Files on DBDN.



Example Full HD (1920×1080).

The background is available on the Daimler Brand & Design Navigator.

» 2. The safe areas.

Working on screens means working with a special grid.
All elements on the layout need to be placed accordingly.



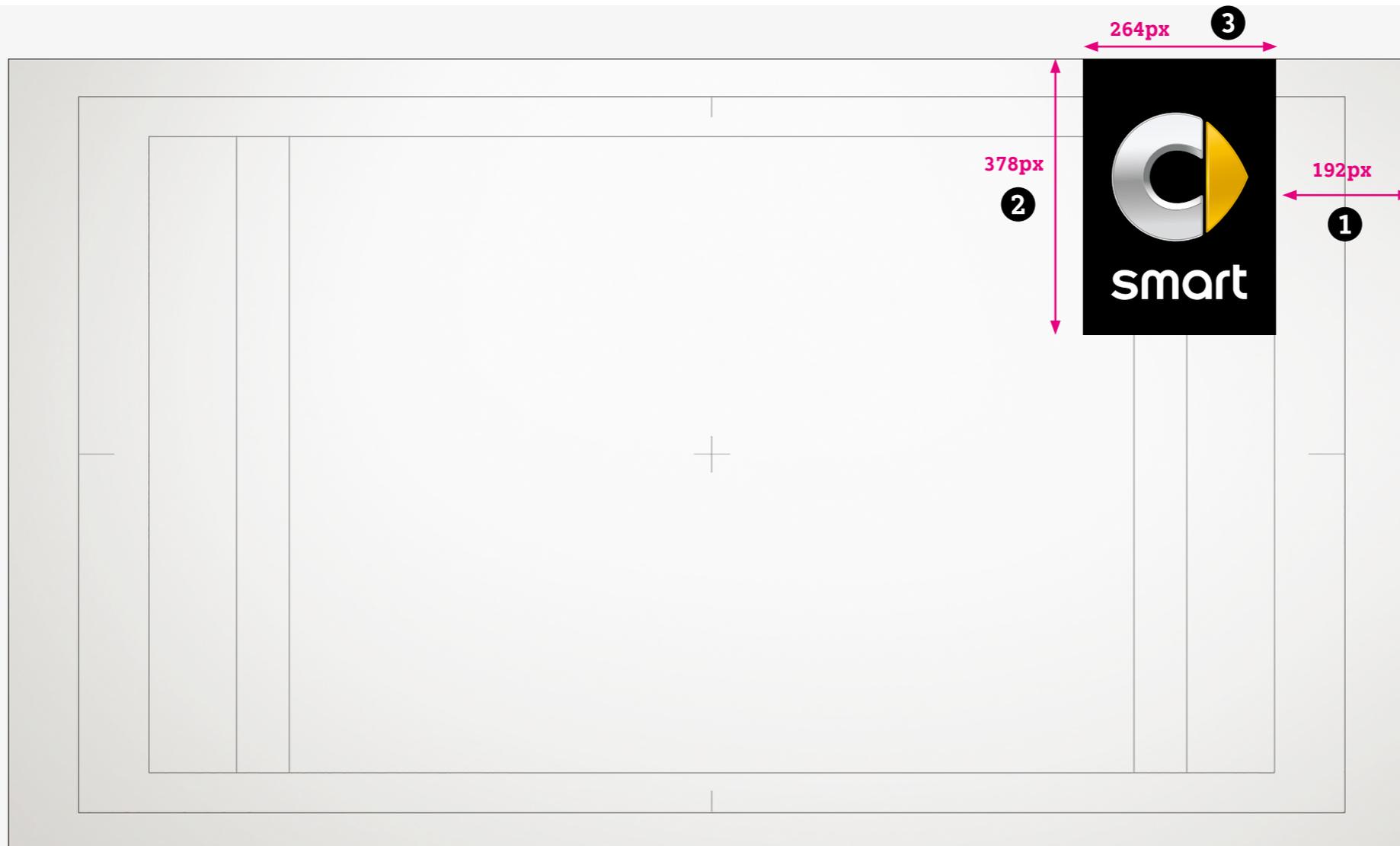
Example Full HD (1920×1080).

01 Action safe area. The ringlogo needs to be below the axis of the action safe area so it doesn't get cut.

02 Title safe area. Sets the grid for texts, the label is aligned right to it. Title safe area to edge: **10% of width.**

» 3. The label measurements.

As always, the size of our label depends on the format you're working with.
By doing a little math, it can be defined for every screen.



Example Full HD (1920×1080).

See chapter "Our formats" (pp. 37–47)
for the other screen formats.

01 Distance results from the right alignment
to the title safe area.

02 Height screen label:
total height × 0.35* = 1080 × 0.35* = 378px.

03 Width results from the height.

*factor for label size calculations.

» 4. The typography.

This should explain the main settings for text on our TV charts but we've also prepared templates, so you only need to fill in your content.



» The smart fortwo ut enim ad minim veniam, quis.
 1 The ultimate city car lorem ipsum dolor sit amet.
 Duis aute irure dolor.

2 smart – a Daimler brand

3 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione ratione nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia cillum dolore eu fugiat nulla pariatur.

Example Full HD (1920×1080).

01 Headlines use a ragged left alignment. Not longer than three lines.

Font: FOR smart Special. Recommended values for

Full HD: Font size (FS)=66pt.

Line spacing (LS)=70pt.

Character spacing (CS)=0.

The kerning values were optimised so the setting should be metric.

LS=1.06×FS

02 Sender. Font: FOR smart Special.

Recommended values for Full HD: Font size (FS)=24pt. Character spacing (CS)=0.

03 Legal information is set in full justification (last line flush left). Font: FOR smart Special. Recommended values for Full HD: Font size (FS)=18pt. Line spacing (LS)=19.8pt. Character spacing (CS)=0.

LS=1.1×FS

» 4. The typography – square format.

This should explain the main settings for text on our TV charts but we've also prepared templates, so you only need to fill in your content.



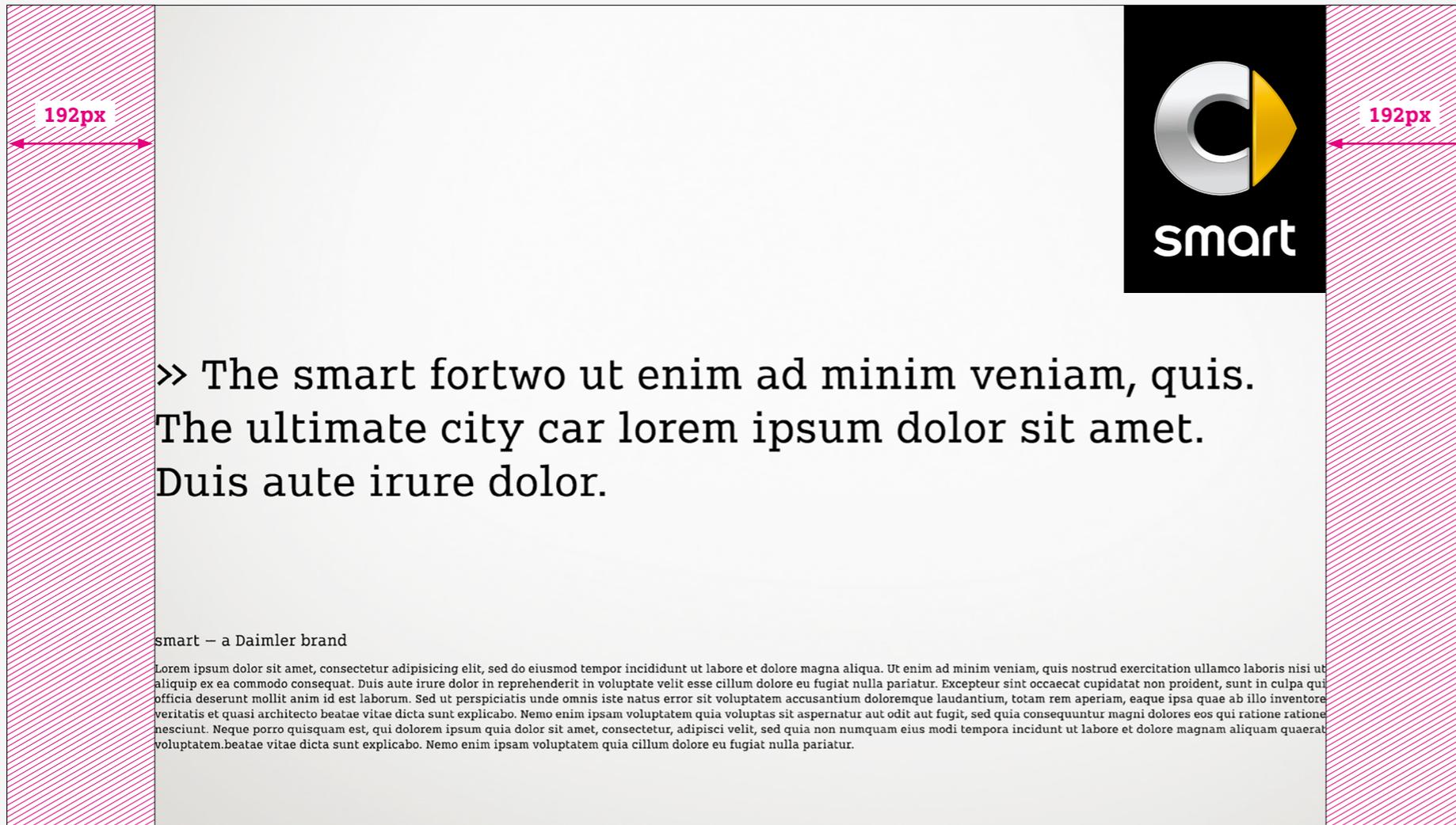
Example square format (600x600 px).



Example square format (600x600 px).

» 5. The margins.

The grid system requires some distance between borders and contents.

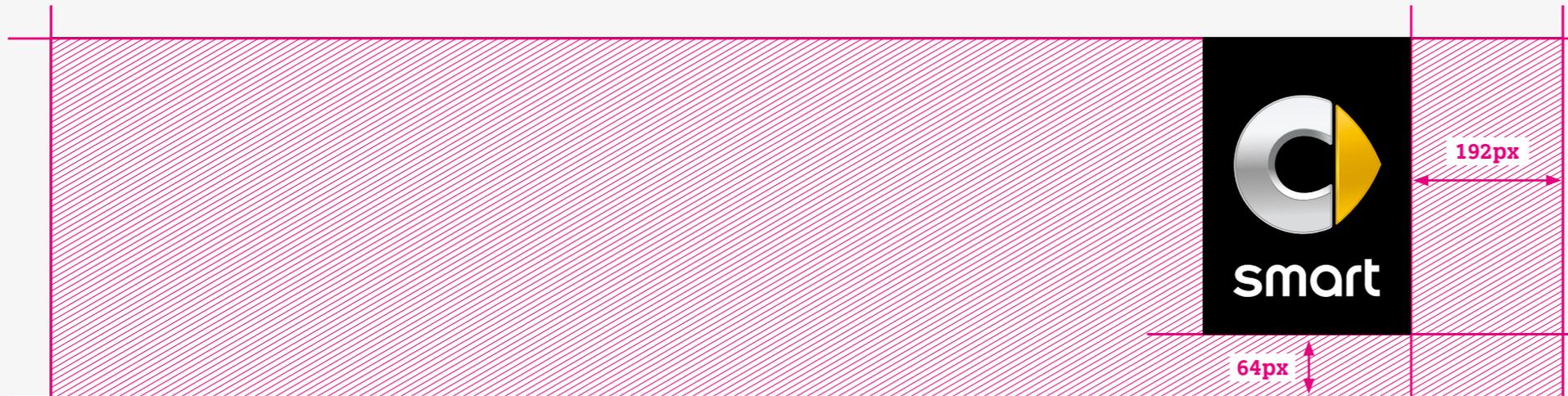


Example Full HD (1920×1080).

Protection zones are defined by the **title safe area**. These areas have to be kept clear from any CI-material.

» 6. The label protection zone.

There's also a label protection zone on screens. It is a little bigger than in our prints but the rules are the same – no content in this area.



Example Full HD (1920×1080).

No text area.

» The smart fortwo ut enim ad minim veniam, quis.
The ultimate city car lorem ipsum dolor sit amet.
Duis aute irure dolor.

smart – a Daimler brand

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione ratione nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia cillum dolore eu fugiat nulla pariatur.

Protection zone of the label on text charts.
Height results from 1/3 of the distance to the edge.

Example: $\frac{192 \text{ px}}{3} = 64 \text{ px}$

» Finished: the composition.

If you added all the elements to the right places, this is what the layout looks like on Full HD (1920×1080) screens.



Files on DBDN.



» The smart fortwo ut enim ad minim veniam, quis.
The ultimate city car lorem ipsum dolor sit amet.
Duis aute irure dolor.

smart – a Daimler brand

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione ratione nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia cillum dolore eu fugiat nulla pariatur.

» Example: Dealer addresses.

Here is an example for handling dealer addresses.



» Disponible dans vos smart centers

smart Center Annemasse
1 rue du coprin Chevelu
74100 Ville la grand
04 50 37 24 31

smart Center Annecy
131 route du Canal
74330 Sillingy
04 50 24 12 22

» The label protection zone in film.

If you want to show a product, make sure it doesn't collide with the label.



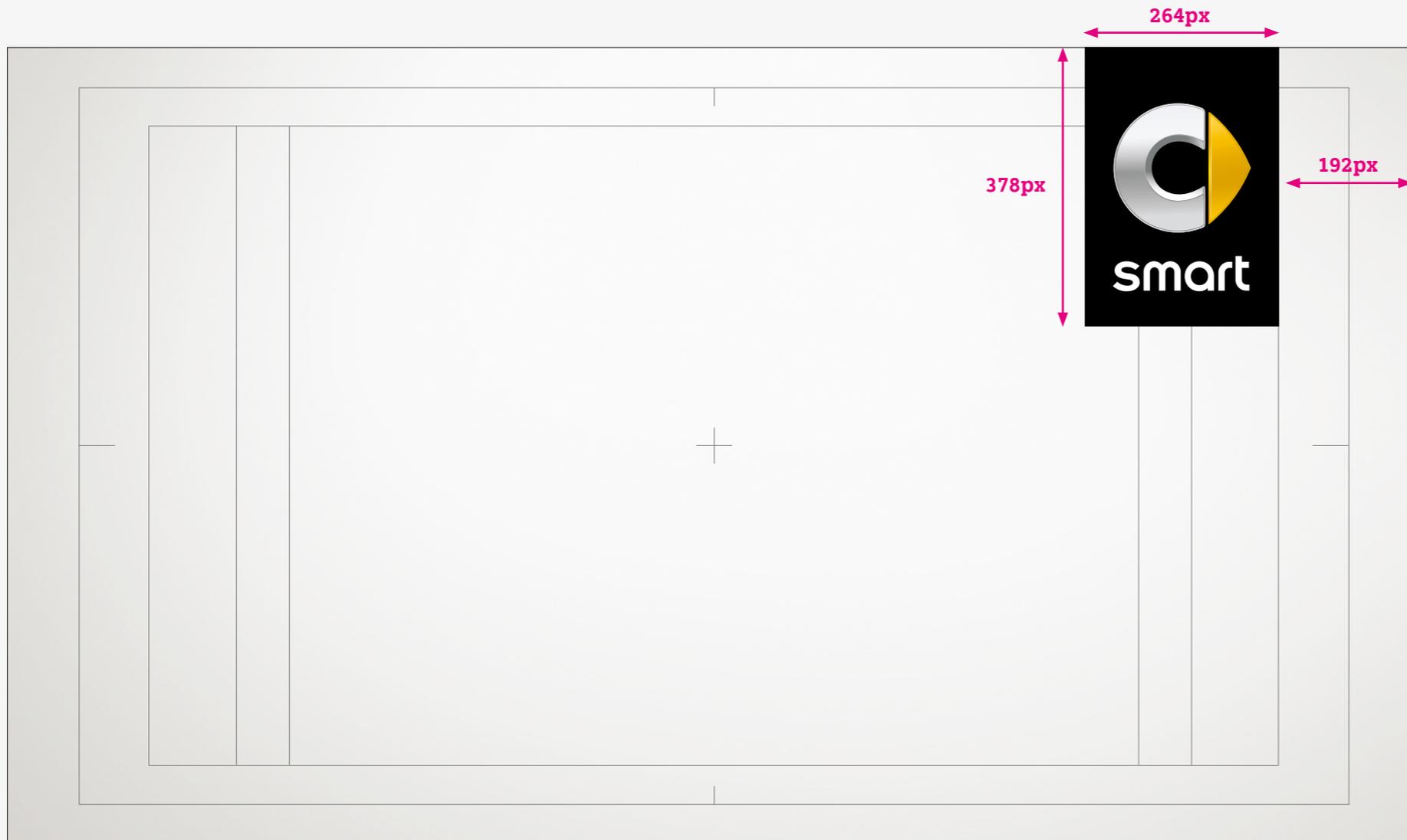
»» Our formats.

We work with different formats:

- > **Full HD (1920×1080).**
- > **HD Ready (1280×720).**
- > **2k (2048×1152).**
- > **4k Ultra HD (3840×2160).**
- > **2k Cinemascope (2048×858).**
- > **4k Digital cinema (4096×1714).**
- > **PoS and Infoscreens (1280×960).**
- > **NTSC (720×534).**
- > **PAL (788×576).**
- > **Square format.**

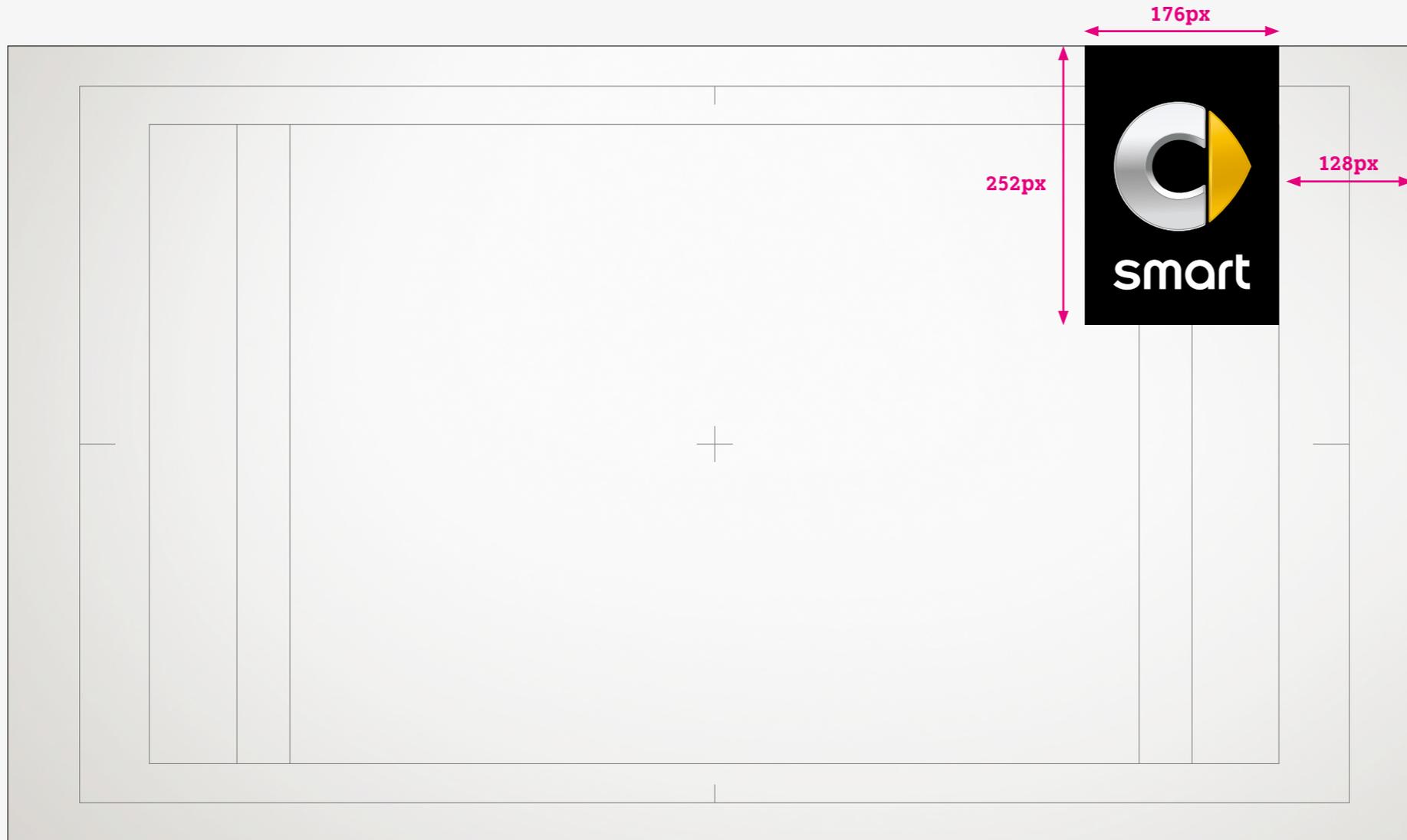
>> Full HD (1920×1080).

This is the position of the label on one of the 16:9 formats.



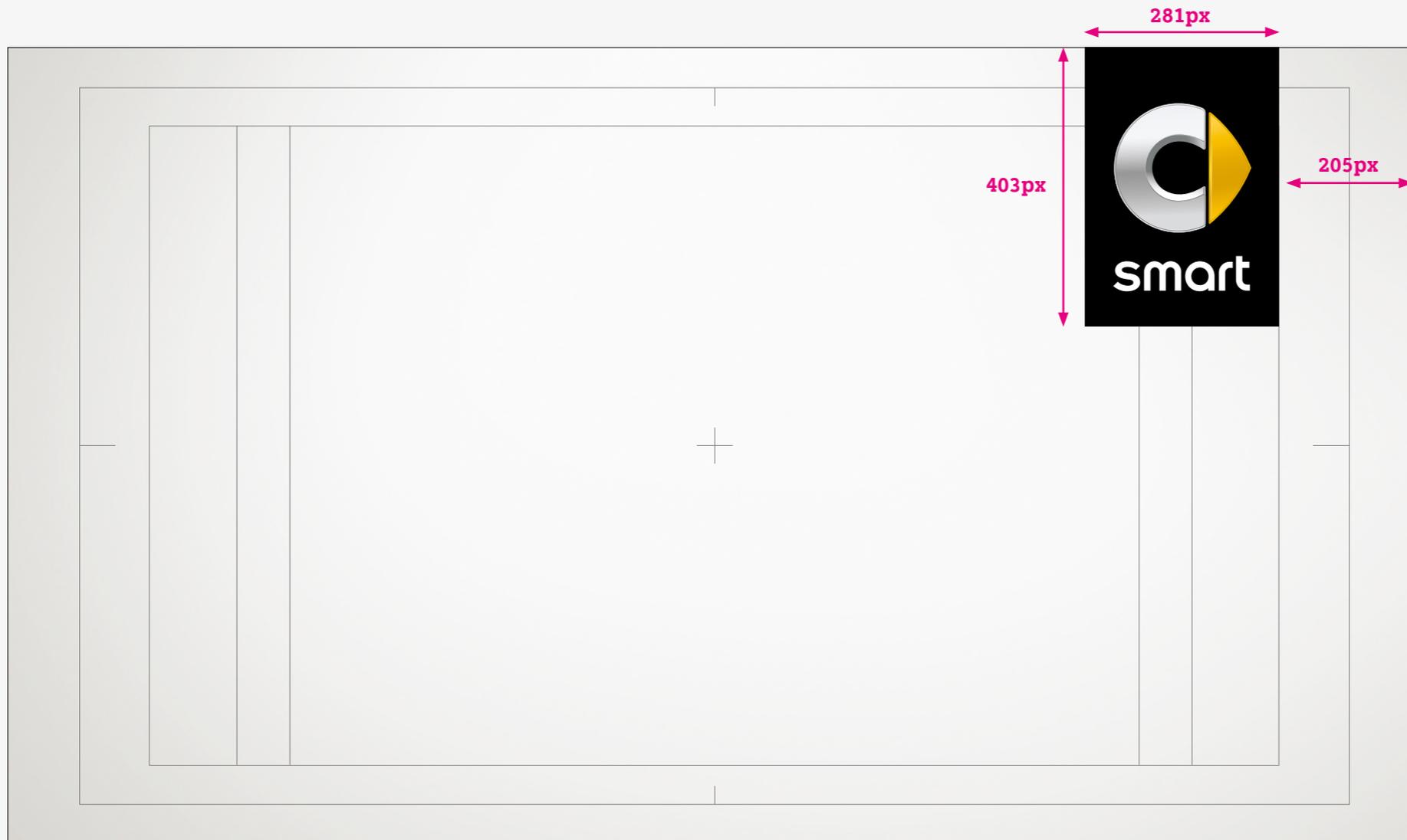
» HD Ready (1280×720).

This is the position of the label on one of the 16:9 formats.



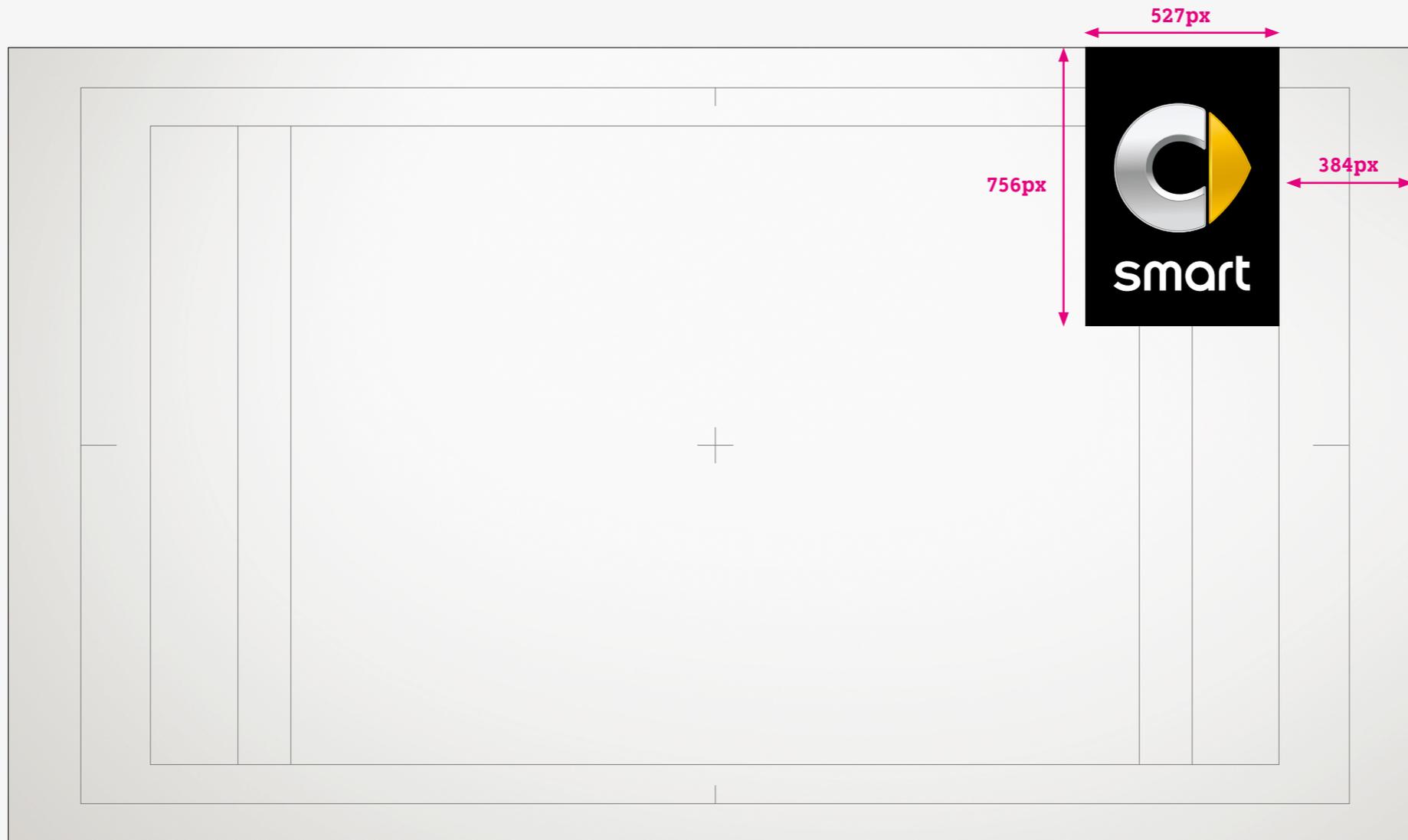
» 2k (2048×1152).

This is the position of the label on one of the 16:9 formats.



» 4k Ultra HD (3840×2160).

This is the position of the label on one of the 16:9 formats.



» 2k Cinemascope (2048×858).

This is the position of the label on one of the 21:9 formats.



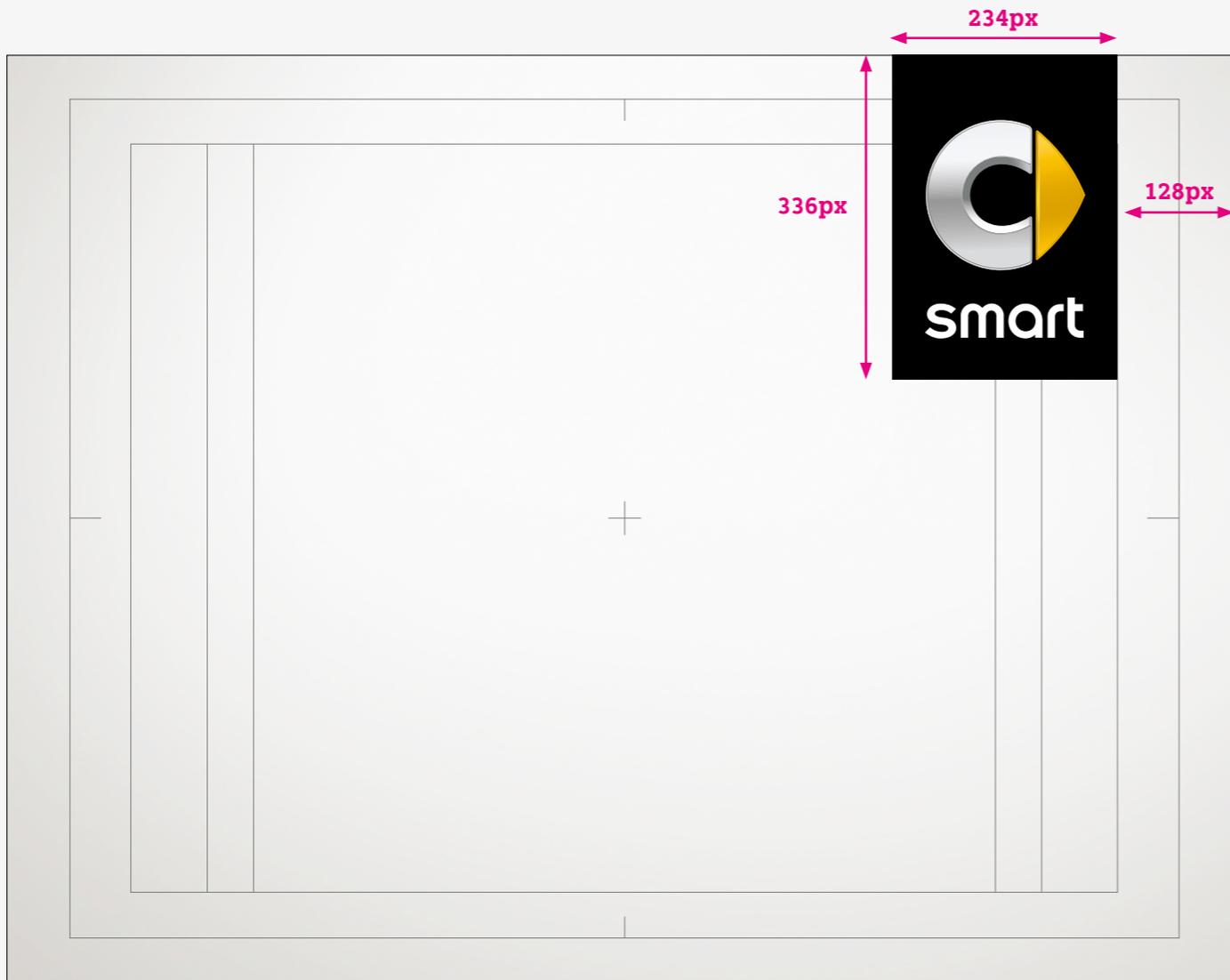
>> 4k Digital cinema (4096×1714).

This is the position of the label on one of the 21:9 formats.



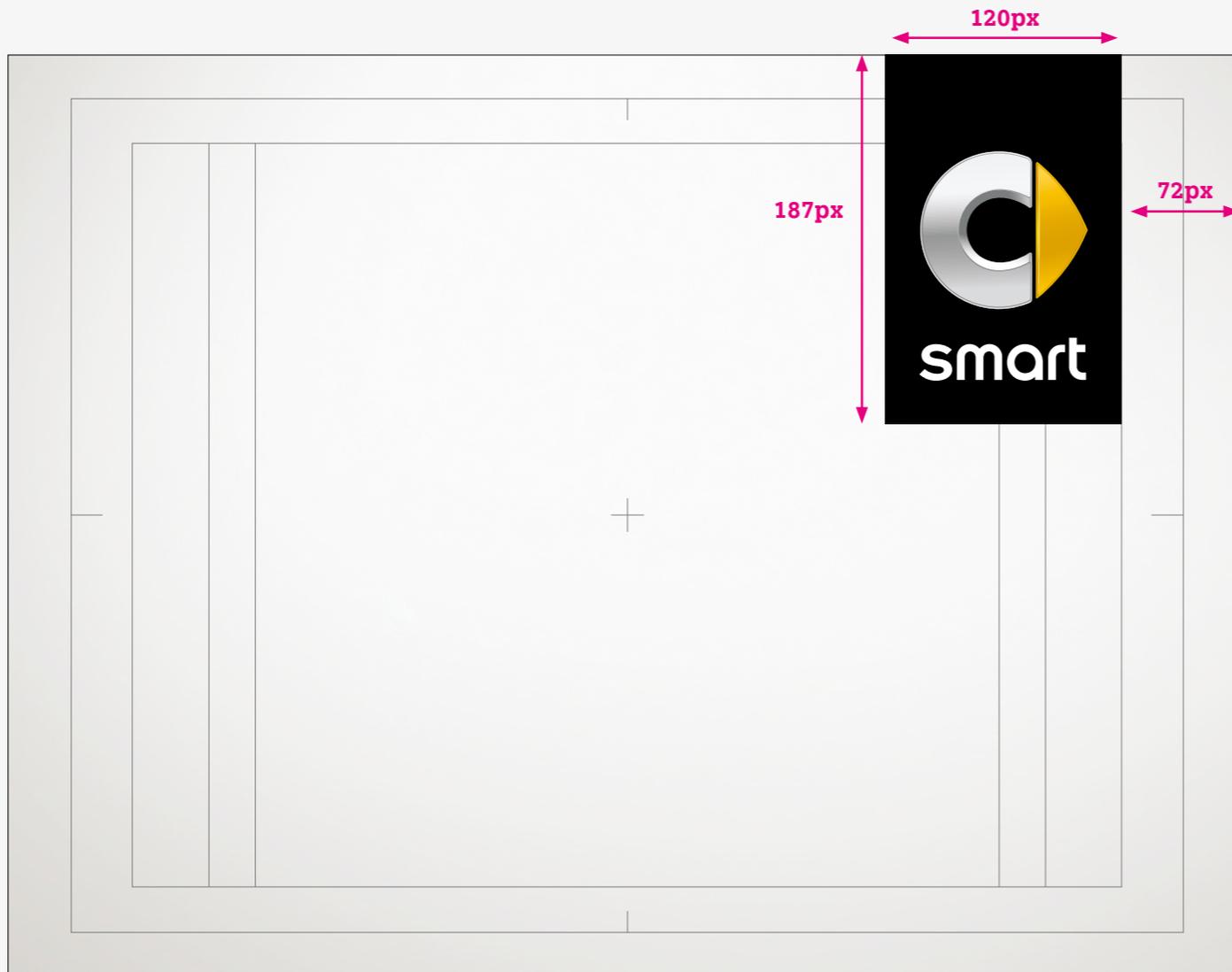
» PoS and Infoscreens (1280×960).

This is the position of the label on one of the 4:3 formats.
We're using a sample resolution of 1280×960.



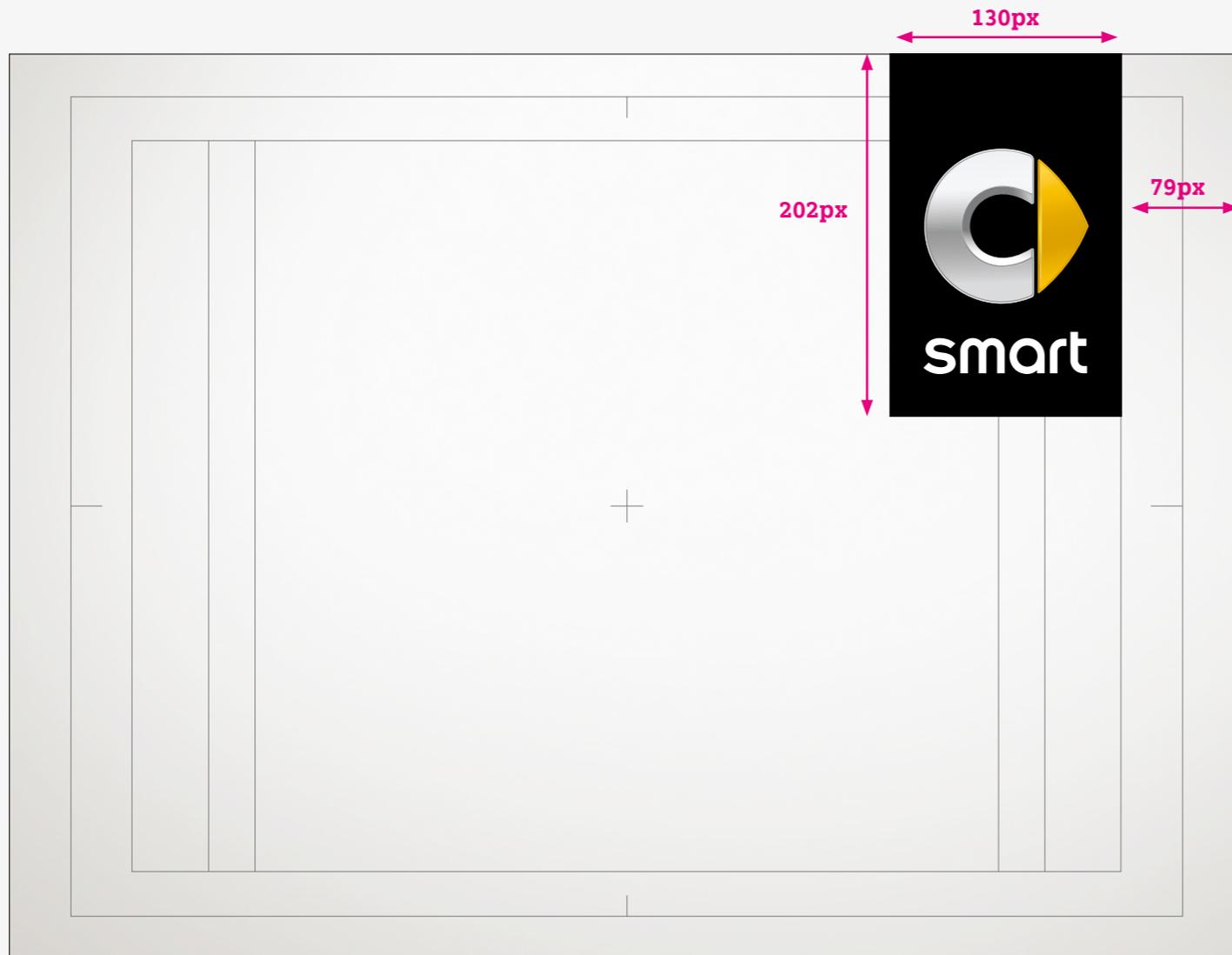
» NTSC (720×534).

This is the position of the label on one of the 4:3 formats.
In this case, the special screen label comes into use.



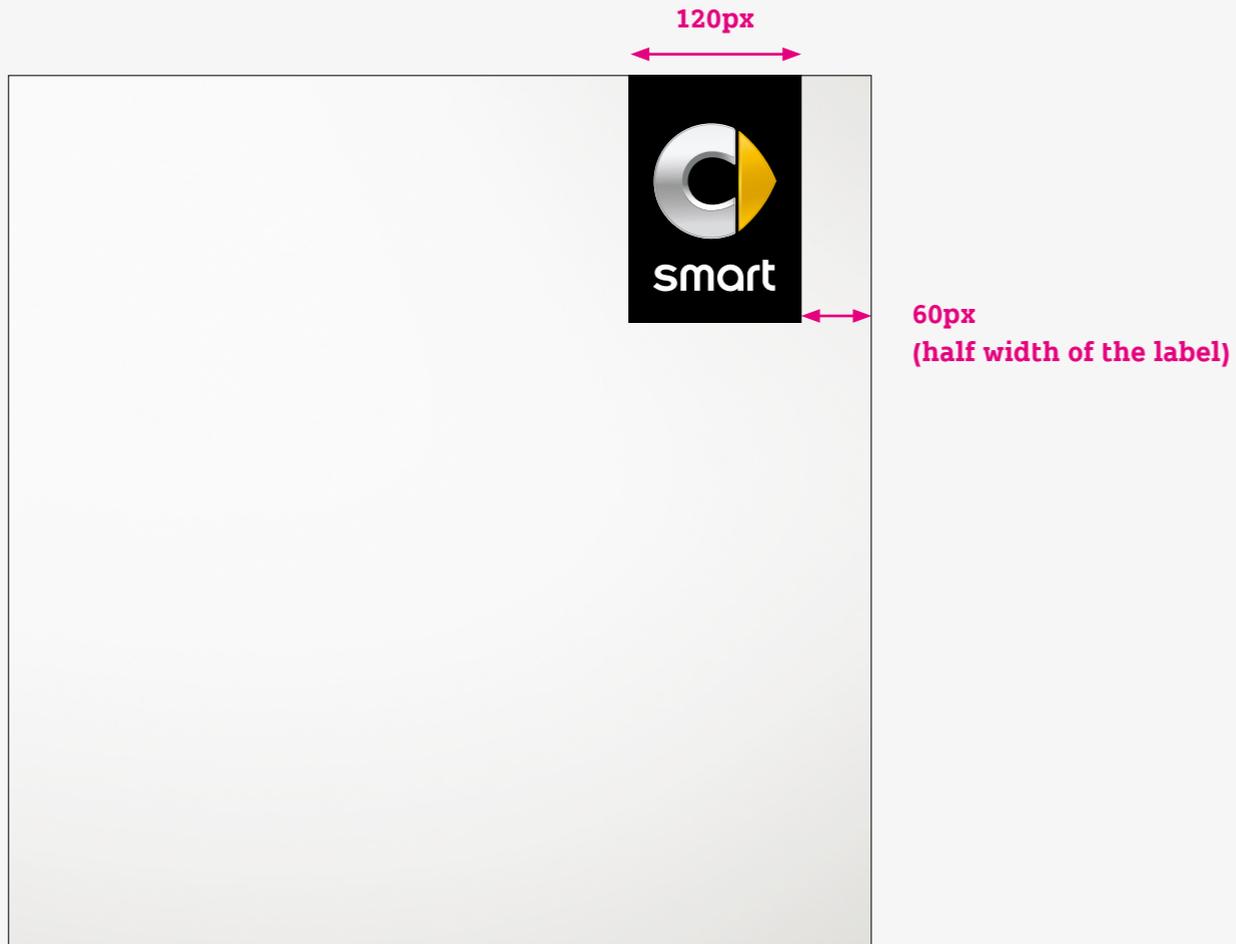
» PAL (788×576).

This is the position of the label on one of the 4:3 formats.
In this case, the special screen label comes into use.

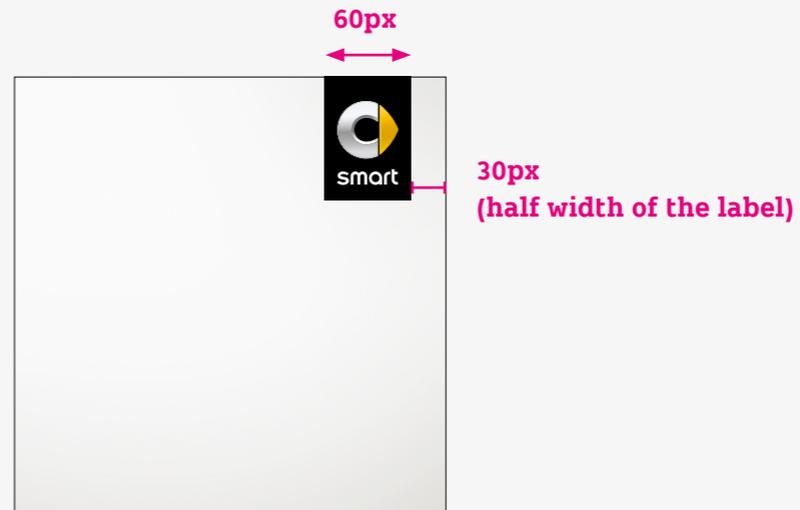


» Square format – social media.

This is the position of the label on one of the square formats.
The square format is often used in social media.



Example square format (600×600 px).



Example square format (300×300 px).

In case of square formats for
social media video specs:
use measurements as shown.

»» Our typographic settings.

We have specific settings for:

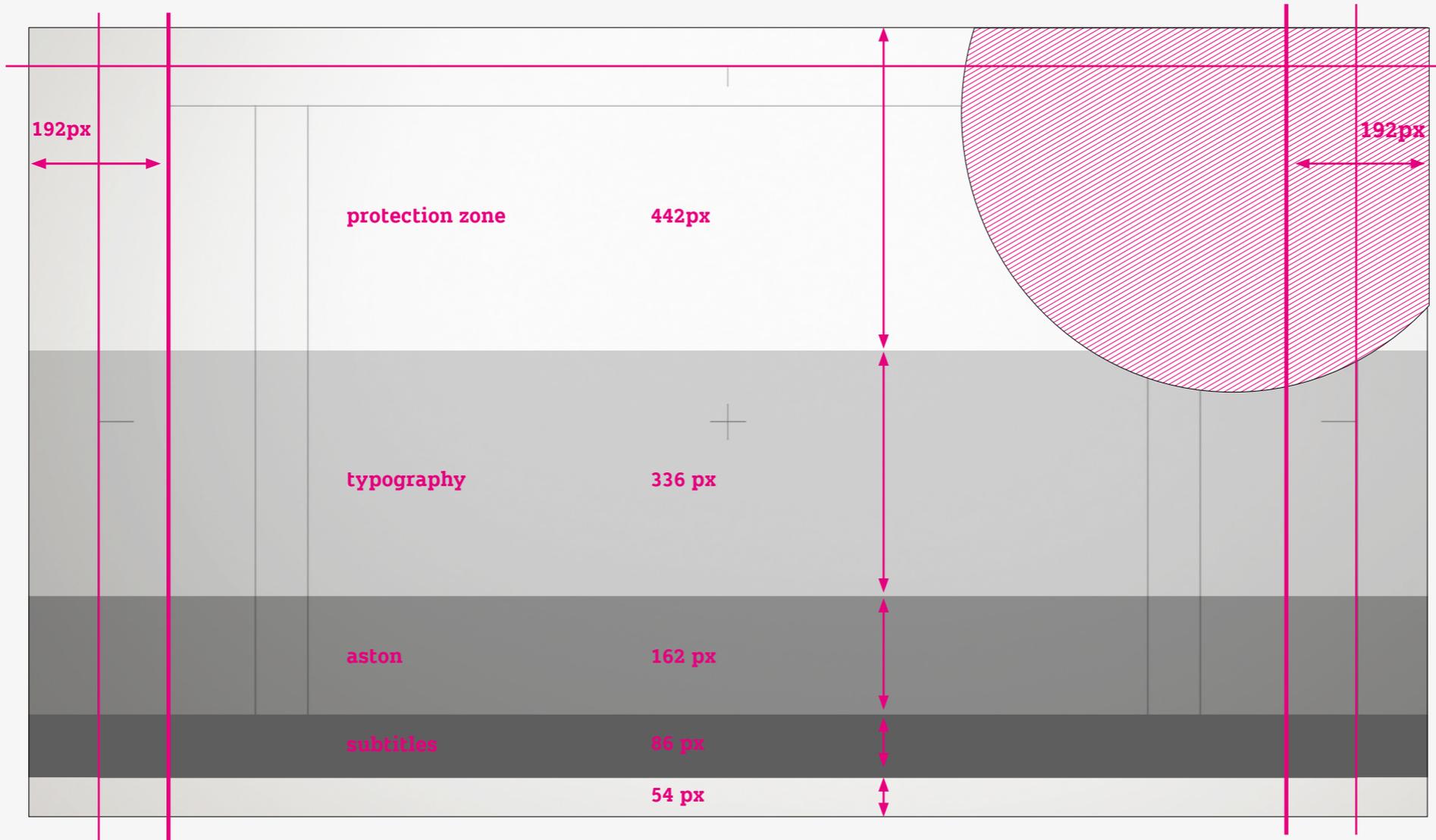
- > Typography on screen.
- > Aston.
- > Subtitles.

There are some simple rules of thumb:

no tricks, no effects, no shadows, no animations.

» Regions for typography.

To place the typography on screen in the correct region, please consider the measurements and information on the following pages.

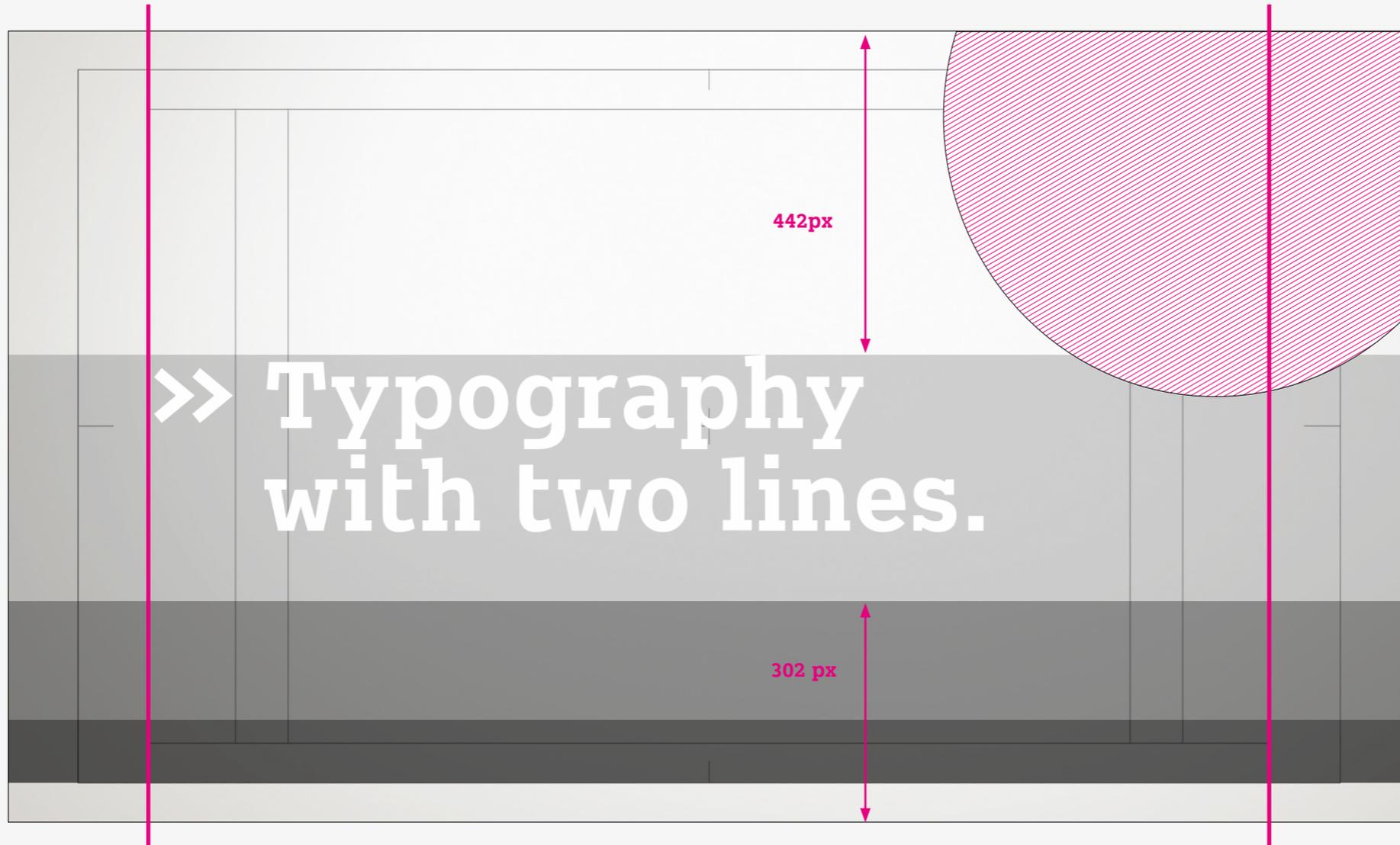


Example Full HD (1920 × 1080 px).

Title safe area. Action safe area.

» Typography on screen.

Always place typography on screen horizontally on the left side with double arrows.
We prepared a template with the right measurements.



Example Full HD (1920 × 1080 px).

» Typography on screen.

There are two different font sizes available. Depending on the length of the text, it's up to you to choose the right setting.



> Full HD (1920 × 1080 px).
FOR smart Bold 160 pt.



> Full HD (1920 × 1080 px).
FOR smart Bold 160 pt.



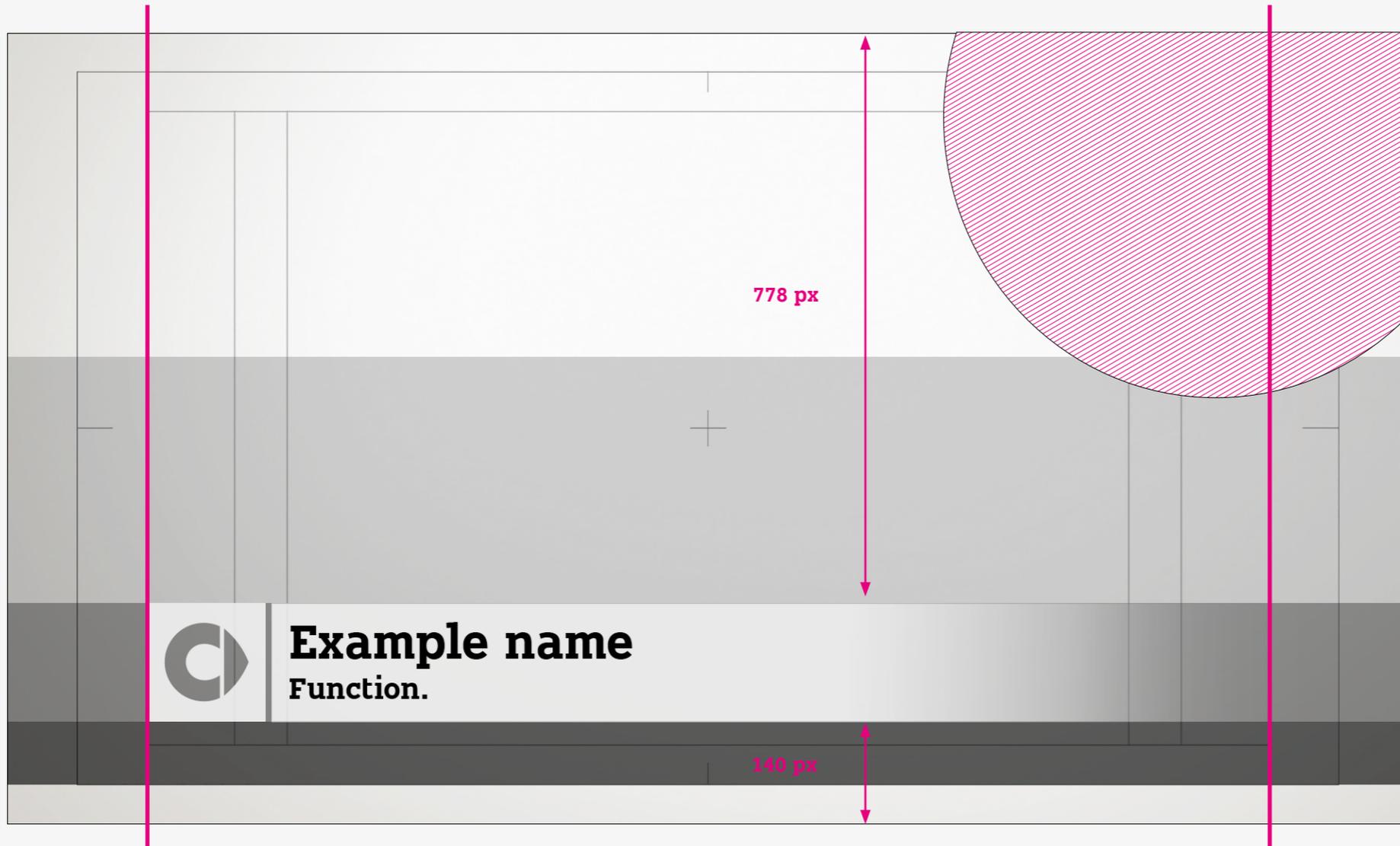
> Full HD (1920 × 1080 px).
FOR smart Bold 110 pt.

Please note:
Don't use any effects, tricks, shadows or animations for typography on screen.

Typography is always left-aligned and horizontal.

>> Aston.

The astons are predefined for the specific resolutions and are always placed at the same position.



Example Full HD (1920 × 1080 px).

» Aston.

There are two different versions available for the aston.



Aston Version 1 (with smart label).

Name: FOR smart Bold 80 pt.

Function: FOR smart Bold 50 pt.



Aston Version 2 (with double arrow).

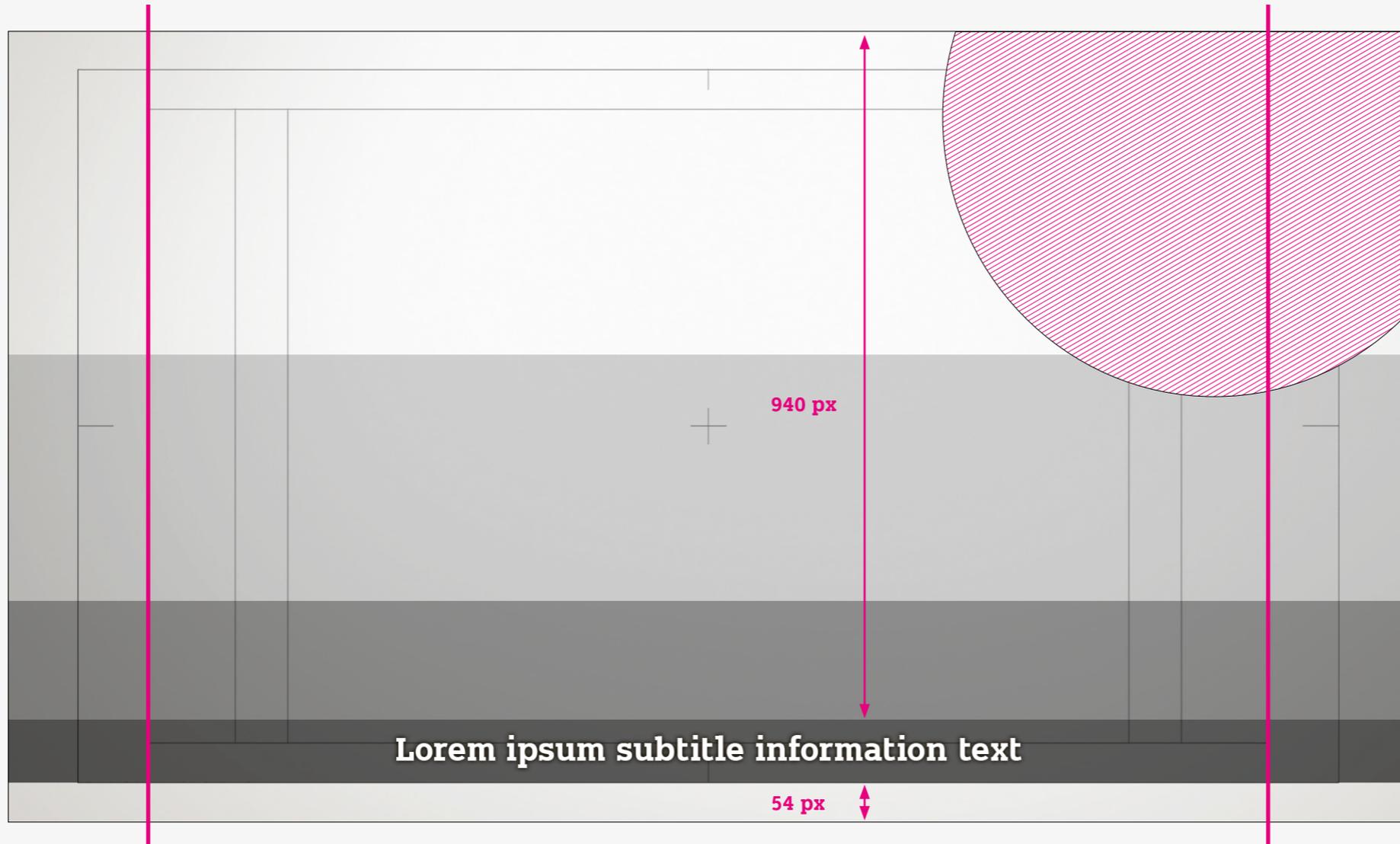
Name: FOR smart Bold 80 pt.

Function: FOR smart Bold 50 pt.

Example Full HD (1920 × 1080 px).

» Subtitles.

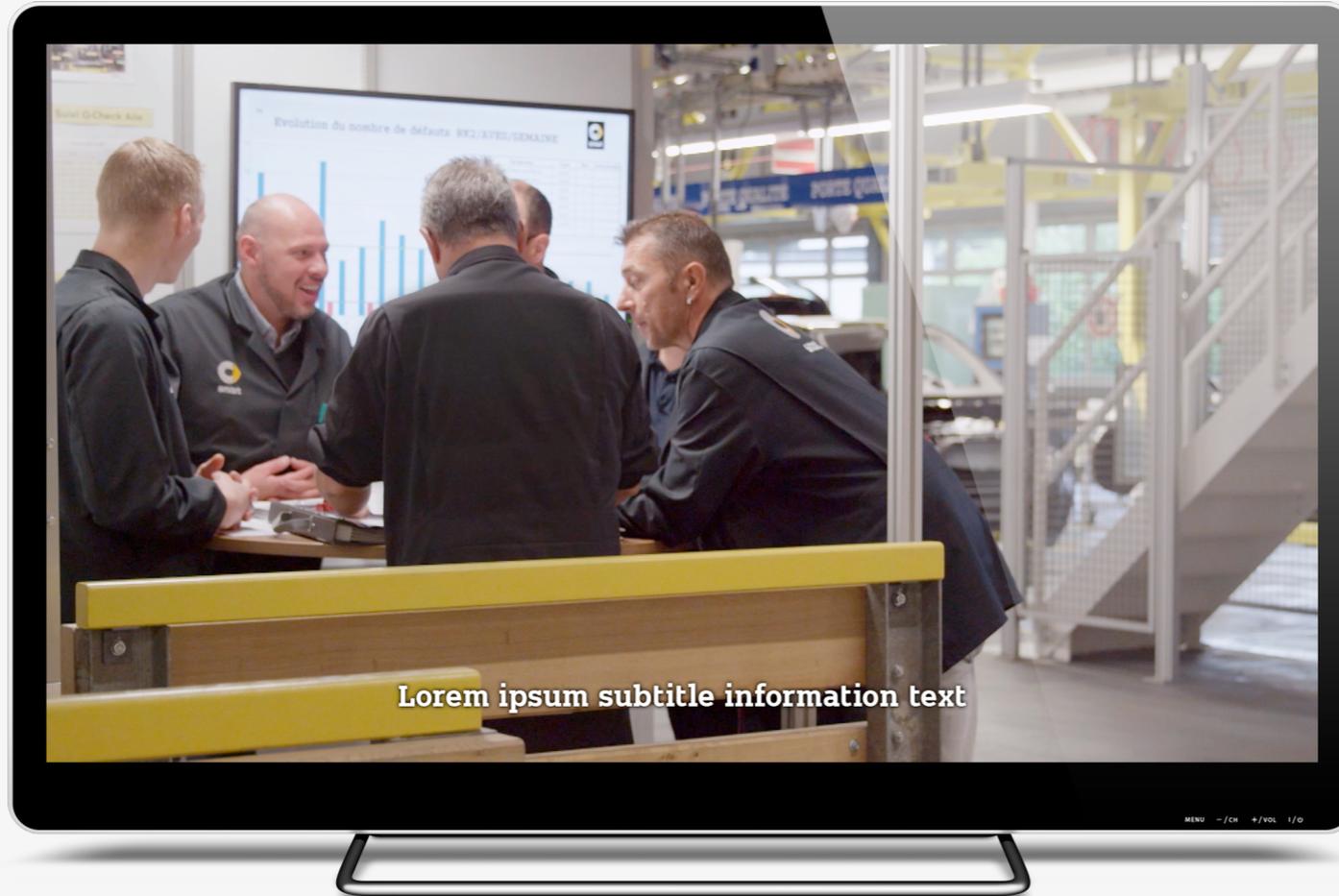
Subtitles in moving images are always in **FOR smart Bold**.



Example Full HD (1920 × 1080 px).

» Subtitles.

Subtitles in moving images are always in **FOR smart Bold**.



Example Full HD (1920×1080 px).

Subtitles. For subtitles it's okay to use effects (shine/shadow) to guarantee a readability on bright as well as on dark backgrounds. Subtitles are also centre-aligned.

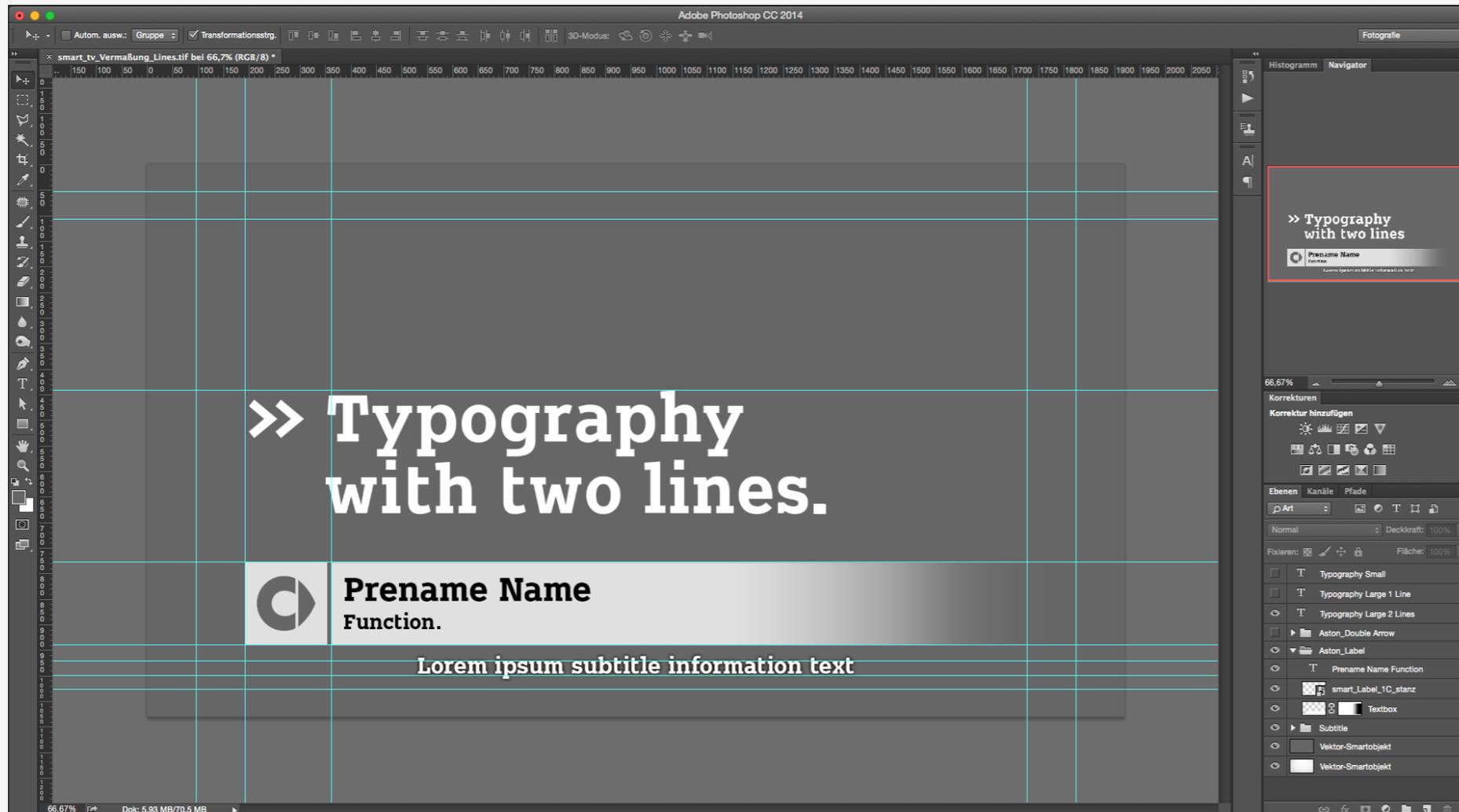
For Full HD (1920×1080 px) the subtitle is in **FOR smart Bold 55 pt.**

»» The templates.

To make it easier for you, we've prepared the text charts (aston, subtitles) as template files (Adobe Photoshop CC 2014).



Files on DBDN.



Template. We've prepared a template with the right measurements and settings for typography, aston and subtitles on separate layers.

smart_typography_template.psd

»» Our files.

There's a collection of all the data you need. To get more information about the contents, pay attention to what is written on the next few pages.

>> The file formats.

The animation is available in two formats:
1080p 50fps and pure label.



Files on DBDN.



1080p 50fps.

with the proper positioning of the label at the top right corner when used in a 16:9 format. Depending on the video format as RGBA (animation incl. transparency information) or pure RGB for use with an alpha mask.



Standard screen label.

as pure label, if needed for the usage in another format than 16:9. As some video formats do not support unusual aspect ratios, there's only a limited range of video formats.

>> 1080p 50fps.

This file includes the label animation with the right positioning on 16:9 formats.



Files on DBDN.

a) smart Logo 8sec 1080p50 H264 RGB.mp4

Without transparency information. Use the respective mask for this¹:

smart Logo 8sec 1080p50 H264 ALPHA.mp4

For viewing purposes/inclusion. Not intended for further professional processing.

b) smart Logo 8sec 1080p50 QT Animation RGBA.mov

QT Animation

Including transparency information. Not qualified for viewing purposes².

Intended for further professional processing in the most common software.

c) smart Logo 8sec 1080p50 DNxHD RGBA.mov

AVID DNxHD Codec

Including transparency information. Not qualified for viewing purposes².

Only intended for further professional processing in AVID.



¹ H.264 doesn't support the integrated alpha channel which is why it is attached as a separate animation.

How to use an alpha mask depends on the editing software. A sample setup in Adobe Premiere is depicted on page 38.

² Since the videos are only minimally compressed for further processing, most players are overloaded with play-back.

Only use these files in the adequate software, such as Adobe Premiere or Adobe After Effects.

» Pure label.

The pure label animation has the following settings: 579×830p 50fps.
It's only available as QT Animation (lossless) and H.264 (lossy).



Files on DBDN.

d) smart Logo 8sec Standardlabel 579x830p50 H264 RGB.mp4

H.264 Codec

Without transparency information. Use the respective mask for this¹:

smart Logo 8sec Standardlabel 579x830p50 H264 ALPHA.mp4

For viewing purposes/inclusion. Not intended for further professional processing.

e) smart Logo 8sec Standardlabel 579x830p50 QT Animation RGBA.mov

QT Animation

Including transparency information. Not qualified for viewing purposes².

Intended for further professional processing in the most common software.



Standard screen label.

¹ H.264 doesn't support the integrated alpha channel which is why it is attached as a separate animation.

How to use an alpha mask depends on the editing software. A sample setup in Adobe Premiere is depicted on page 38.

² Since the videos are only minimally compressed for further processing, most players are overloaded with play-back.

Only use these files in the adequate software, such as Adobe Premiere or Adobe After Effects.

» The special versions.

The 4:3 formats NTSC (534p 30fps) and PAL (576p 25fps) have different settings.
If possible, avoid using these files.



Files on DBDN.

f) smart Logo 8sec NTSC 534p30 QT Animation RGBA.mov

QT Animation

Including transparency information. Not qualified for viewing purposes².
Intended for further professional processing in the most common software.

g) smart Logo 8sec PAL 576p25 QT Animation RGBA.mov

QT Animation

Including transparency information. Not qualified for viewing purposes².
Intended for further professional processing in the most common software.

h) smart Logo 8sec Sonderlabel 579x900p50 H264 RGB.mp4

H.264 Codec

Without transparency information. Use the respective mask for this¹:

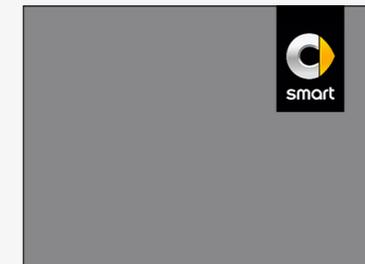
smart Logo 8sec Sonderlabel 579x900p50 H264 ALPHA.mp4

For viewing purposes/inclusion. Not intended for further professional processing.

j) smart Logo 8sec Sonderlabel 579x900p50 QT Animation RGBA.mov

QT Animation

Including transparency information. Not qualified for viewing purposes².
Intended for further professional processing in the most common software.



Special screen label.
NTSC/PAL

¹ H.264 doesn't support the integrated alpha channel which is why it is attached as a separate animation.

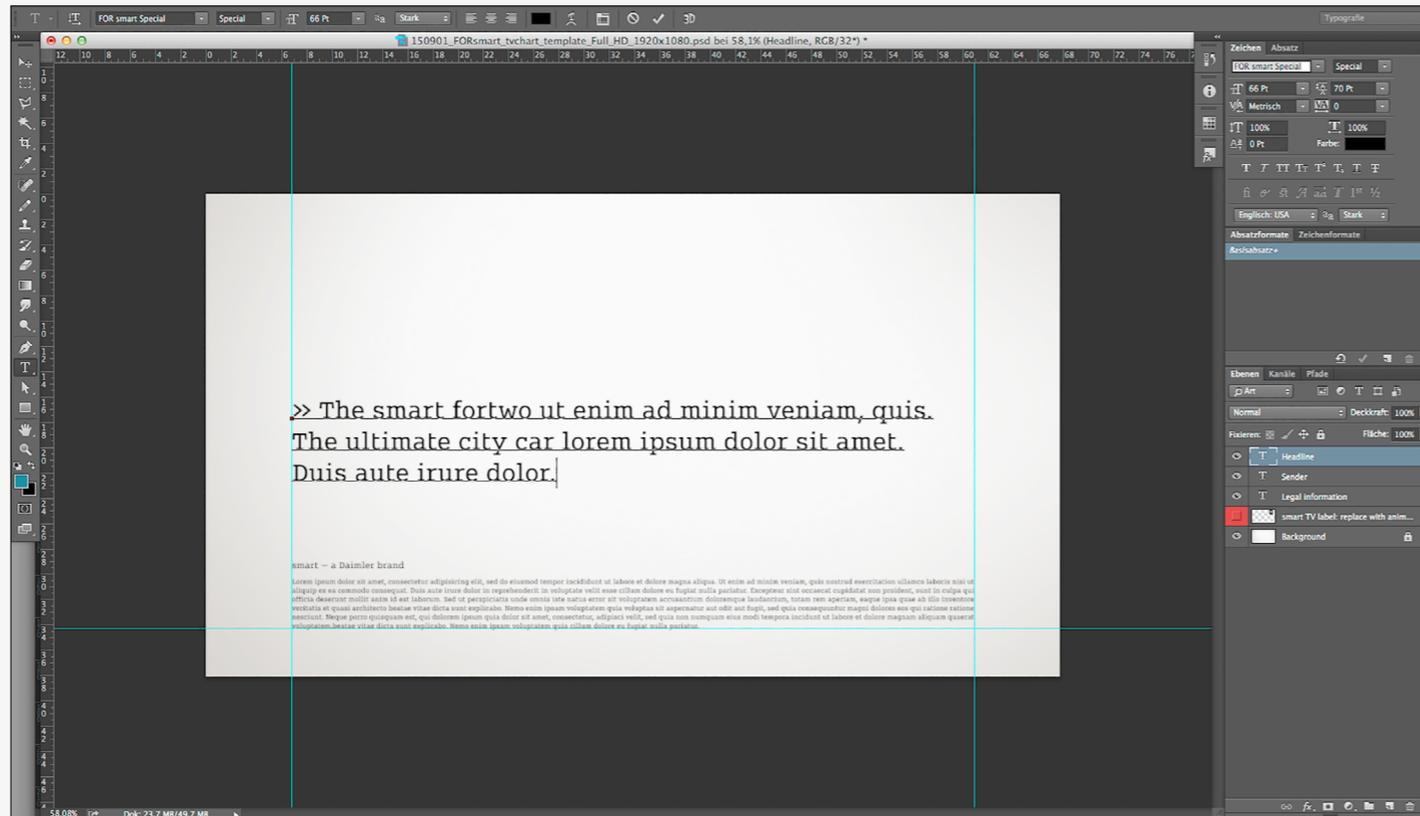
How to use an alpha mask depends on the editing software. A sample setup in Adobe Premiere is depicted on page 38.

² Since the videos are only minimally compressed for further processing, most players are overloaded with play-back.

Only use these files in the adequate software, such as Adobe Premiere or Adobe After Effects.

»» The templates.

To make it easier for you, we've prepared the text charts as template files, so you only need to put in your content and link it with your editing application.



»» A last note.

In case of an emergency, check the next page.

»» **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.

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