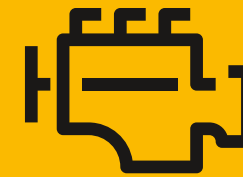# smart iconography guidelines v. 1.2

smart

>> The smart iconography.

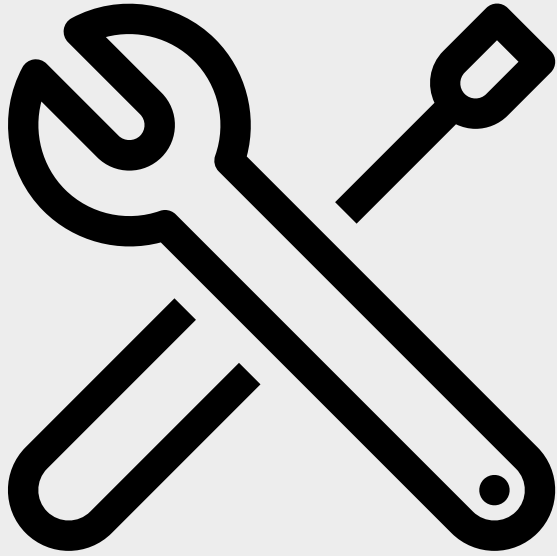**Welcome to the world of smart iconography!**
This guideline presents the status quo of the smart symbol language and provides the basis for the creation of further symbols.

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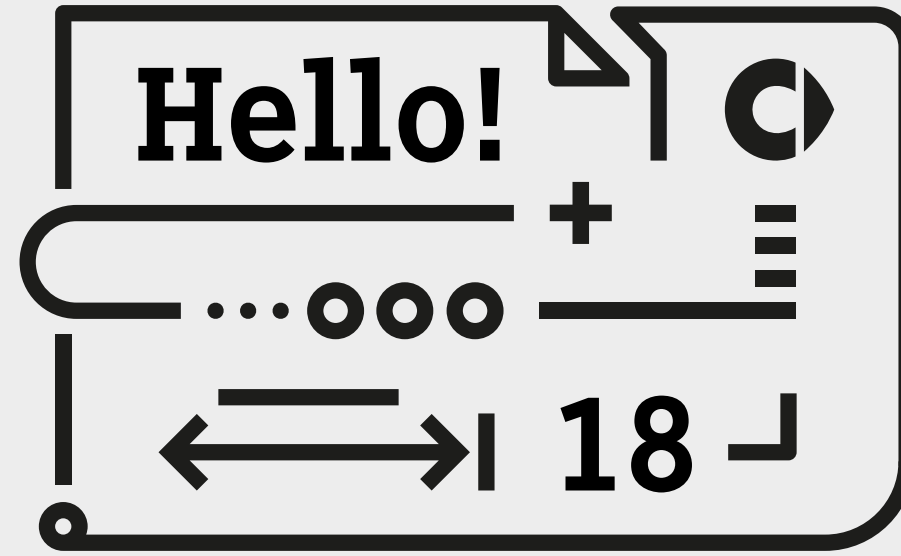
>> Content.

≫ Look & feel.

Definition.
A symbol is an icon which communicates an item of information in a simplified manner.
New symbols first have to be learnt, in order to subsequently be understood without an explanatory note. It is thus expedient to adopt existing symbolism and translate it into the specific design idiom of the smart brand.

Look and feel.
The smart symbol language is clear, simple, linear, and bold. Its style is derived from the bold design idiom of the FOR smart font family.
In addition to its informative function, it also enriches and promotes the lively, young, and multifaceted overall image of the smart brand.
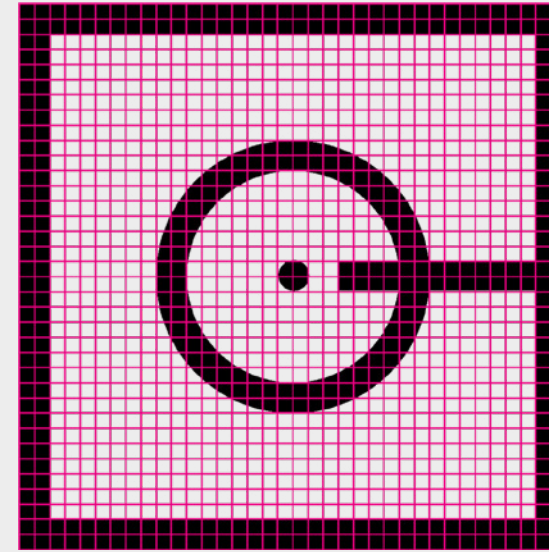
» How to manual.

36 units horizontally

Line weight:
always 2 units.

36 units vertically

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

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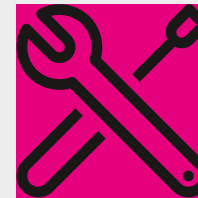
›› Master template.

Regular square
structure

Deviations
(examples)

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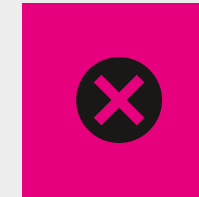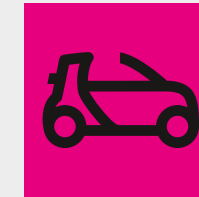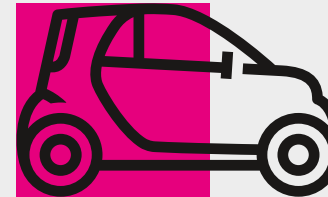The Adobe Illustrator template contains all the
relevant pre-settings, incl. the necessary grid.

Files on DBDN.

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

» Overview existing symbols.

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

Files on DBDN.

	Print	Digital
001_smart fortwo		
002_smart forfour		
003_smart cabrio		
004_smart fortwo small		
005_smart forfour small		
006_smart cabrio small		

	Print	Digital
007_magnifier		
008_zoom in		
009_zoom out		
010_brochure		
011_test drive		
012_smart dealer		
013_preferred smart dealer		
014_calculate route		
015_location		
016_dealer number on map		

	Print	Digital
017_calculator		
018_printer		
019_telephone		
020_message		
021_delete		
022_pen		
023_calendar		
024_events sponsoring		
025_maintenance service		
026_service appointment		

	Print	Digital
027_information		
028_form general		
029_download		
030_terms of use warranty		
031_legal notices		
032_contract electricity		
033_contract general		
034_contract duration		
035_contract terms		
036_export as PDF		

›› Overview existing symbols.

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

Files on DBDN.

	Print	Digital
037_export as XLS		
038_export as CSV		
039_technical data		
040_newsletter		
041_price list		
042_24 month vehicle warranty		
043_12 month mobility guarantee		
044_main investigation sign		
045_contact		
046_user person		

	Print	Digital
047_financing		
048_credit application completed		
049_community		
050_consultancy arrangement		
051_FAQ		
052_message RSS		
053_message SMS		
054_settings		
055_cookies		
056_language selection		

	Print	Digital
057_locked		
058_unlocked		
059_data protection		
060_departure time		
061_ECO speed		
062_ECO proactive		
063_news events		
064_offer promotion		
065_fleet customers		
066_smartville		

	Print	Digital
067_special vehicles		
068_used cars		
069_day view		
070_night view		
071_torch		
072_freedom from maintenance		
073_360° view		
074_phone		
075_gas pump		
076_key		

›› Overview existing symbols.

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

Files on DBDN.

	Print	Digital
077_smart lab		
078_notification help		
079_button add		
080_view inactive services manager		
081_dispenser		
082_day night rate offpeak		
083_day night rate midpeak		
084_day night rate onpeak		
085_dispenser loading		
086_dispenser pause		

	Print	Digital
087_dispenser error		
088_dispenser unplugged		
089_dispenser loaded		
090_average consumption		
091_day night electricity		
092_acoustic environment protection		
093_winter package		
094_pre-heater on		
095_pre-heater off		
096_pre-heater heating		

	Print	Digital
097_air conditioning on		
098_air conditioning off		
099_ECO Europe		
100_ECO America		
101_ECO Asia		
102_favourites		
103_range		
104_charging profile course		
105_battery loading		
106_battery charged		

	Print	Digital
107_parking time		
108_menu		
109_configurator		
110_configurator compare		
111_configurator save		
112_configurator reset		
113_convertible open		
114_convertible closed		
115_full screen		
116_full screen off		

» Overview existing symbols.

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

Files on DBDN.

	Print	Digital		Print	Digital		Print	Digital		Print	Digital
117_close circle	⊗	⊗	127_down	⌄	⌄	137_radiator grille	🔲	🔲	147_Youtube	▶	▶
118_back circle	◀	◀	128_standard equipment	○	○	138_turn vehicle configurator	↻	↻	148_Twitter	🐦	🐦
119_forward circle	▶	▶	129_special equipment	☆	☆	139_body panels	🚗	🚗	149_Snapchat	👻	👻
120_checkbox circle	✓	✓	130_not available	✕	✕	140_tridion	⬠	⬠	150_crosswind assist		
121_up circle	⌃	⌃	131_exclamation mark	❗	❗	141_convertible roof			151_lane keeping assist		
122_down circle	⌄	⌄	132_information	ℹ	ℹ	142_rims	⚙	⚙	152_airbag		
123_close big	✕	✕	133_logout	↪	↪	143_Facebook	f	f	153_engine		
124_forward	›	›	134_login	↪	↪	144_Google +	G+	G+	154_dimensions smart fortwo		
125_back	‹	‹	135_play video	▷	▷	145_Pinterest	𝓟	𝓟	155_dimensions smart cabrio		
126_up	⌃	⌃	136_warning	⚠	⚠	146_Instagram	📷	📷	156_dimensions smart forfour		

>> Overview existing symbols.

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

Files on DBDN.

	Print	Digital
157_smart media-system		
158_JBL soundsystem		
159_85° rear doors		
160_theft recovery		
161_city view		
162_showroom view		
163_interior		
164_finish		
165_direct steering		
166_readyspace seats		

	Print	Digital
167_smart cross connect		
168_average speed		
169_distance driven		
170_ignition		
171_lights		
172_warning battery		
173_warning doors		
174_warning trunk		
175_warning fuel door		
176_tyre pressure		

	Print	Digital
177_gear shift		
178_roll out		
179_constant driving		
180_current car position		
181_exchange		
182_smart road assistance		
183_courtesy car		
184_mileage		
185_trade-in		
186_exchange policy		

	Print	Digital
187_warning door open		
188_warning convertible top		
189_distance warning function		
190_parking brake		
191_service flap		
192_12V battery		
193_warning 12V battery		
194_verhicle online store		
195_finder dispenser		
196_pre-air conditioning		

>> Overview existing symbols.

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

Files on DBDN.

	Print	Digital
197_remote status control		
198_plug and charge		
199_public transport		
200_car_sharing		
201_bike		
202_battery position		
203_leasing		
204_insurance		
205_electrician		
206_app function		

	Print	Digital
207_ready to share insurance		
208_support		
209_web-portal		
210_lock and unlock		
211_range on mobile		
212_safety		
213_trust worthy		
214_tan protected		
215_safe and transparent		
216_general info insurance		

	Print	Digital
217_ready to drop ensurance		
218_specials		
219_calculate your rate		

›› Overview existing symbols.

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

Print

ready to subbrand	
ready to spot	
theft recovery	
ready to pack	
ready to park+	
ready to share	
ready to drop	
fleet share	

Note:
these icons are only for use
within the communication
for the particular "ready to" service.

>> Dos & don'ts.

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

Dos.

The following rules apply when creating new symbols:
> Use the master template only.
> Use the design idiom and components of existing symbols.
> Symbols are always 100% black. Only distinguishing elements are represented in corresponding colours (e.g. EQ blue for EQ related topics only, red for warnings).
> Colours are contained in the master file.
> Final file to be submitted to HQ (for integration into the symbol language – see also page 15).

The following rules apply to the application of symbols:
> Symbols are to be used in a purposeful manner. Not as decorative elements or for illustrative purposes.
> Where possible, use pictograms on calm, monochrome backgrounds.

Don'ts.

Do not distort or compress.

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

No two-dimensional designs, always linear.

No use of drop shadows, backgrounds or other effects.

>> Analogue & digital.

Fig. 1: for analogue applications

Fig. 2: for digital applications

Creation procedure.
Each symbol is initially created in the master template in accordance with the previously stated specifications. This results in the analogue version (Fig. 1). In order to then create the digital version of the symbol, the line weight must be reduced from 1 mm to 0.75 mm (Fig. 2).
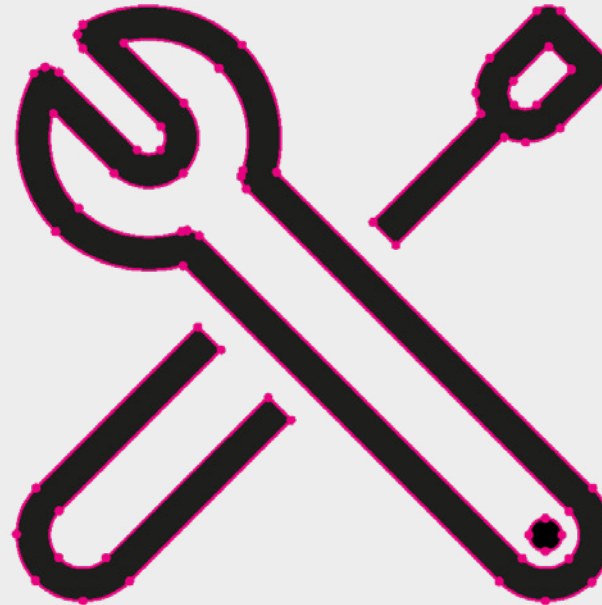
Please note the following:
1. Points are not to be reduced (these are always 2 units in size).
2. Typography is also to be excluded from the reduction process and remains identical in both versions.
3. In individual cases, details of the digital version require to be optimised in order to ensure ideal depiction.

» Finalisation & submission.

Linear structure

Converted into 2D surface

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

Data for smart HQ.
The following data must then be submitted as a complete package to smart_cicd@daimler.com for adoption into the smart symbol language:

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

» Further information

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

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