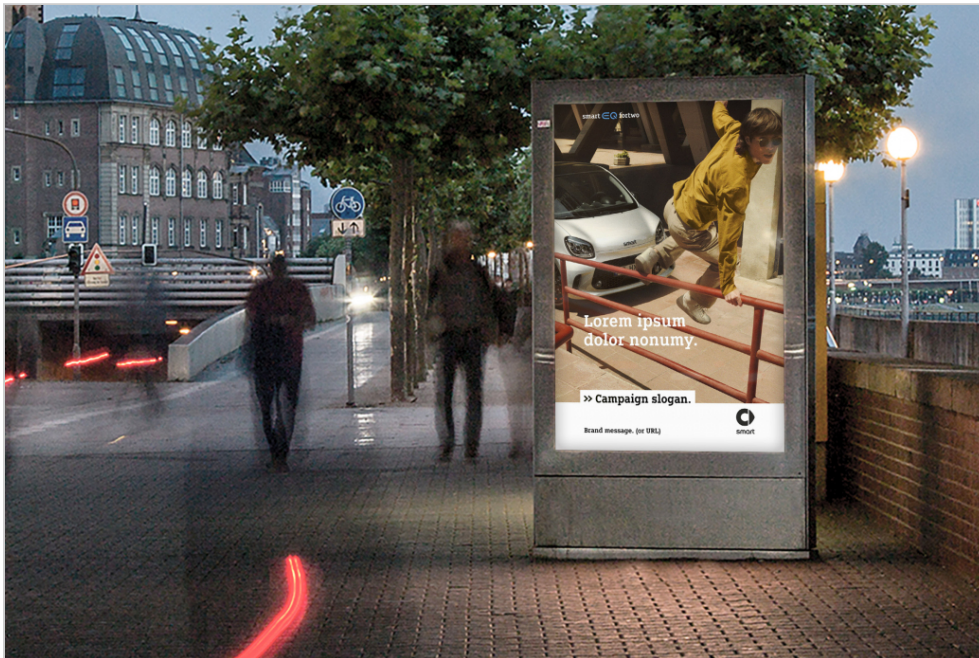


Daimler Brand & Design Navigator

06. April 2022

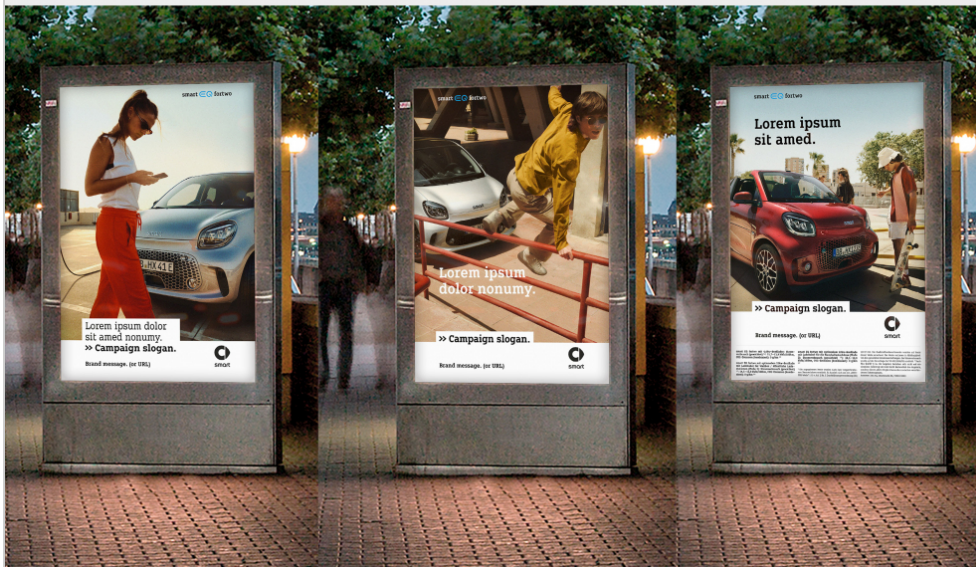
>> Our Out-of-Home (OoH) communication.

Our Out-of-Home design follows the same system as our print communication. Of course, we adapt formats, sizes, and proportions with regard to viewing distance, dwell time, and environmental distraction for effective advertising results. All rules and formulas are found in the smart corporate design guidelines.

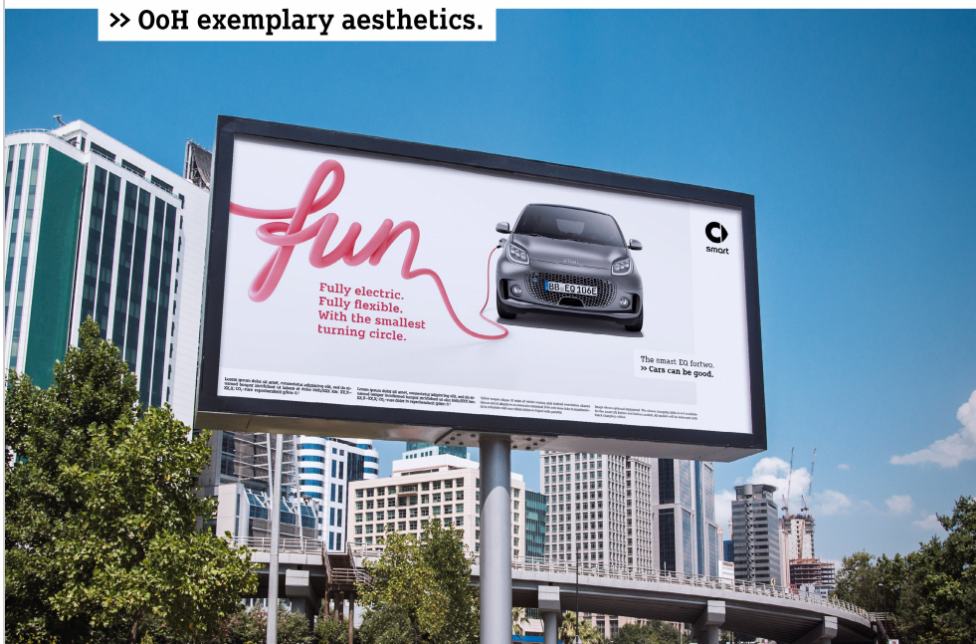


Click through the gallery below to get an initial impression of our corporate design rules on our communication.

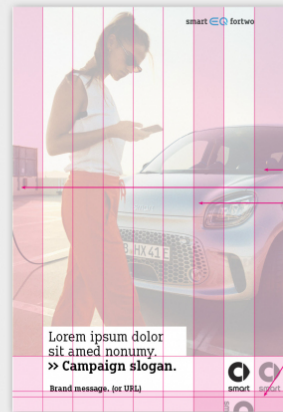
>> OoH exemplary aesthetics.



>> OoH exemplary aesthetics.

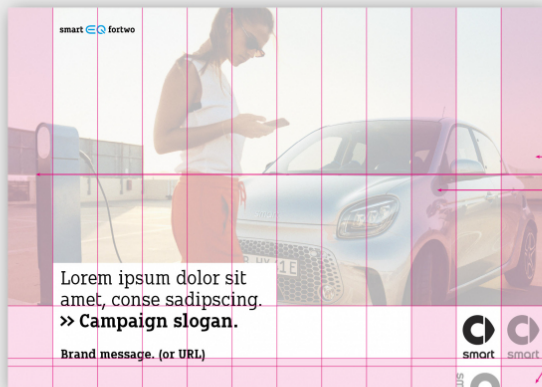


>> Our poster design: protection zone.



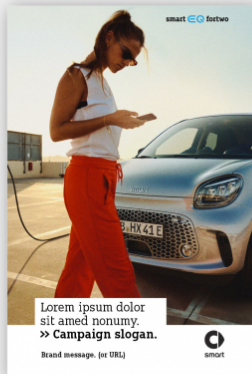
protection zone.
Try not to use this
space.

>> Our poster design: protection zone.

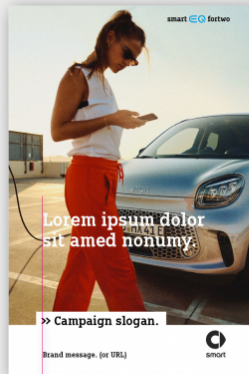


protection zone.
Try not to use this
space.

>> Our poster design: OoH, CLP.

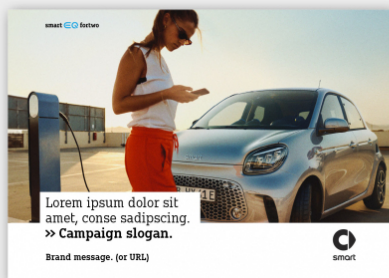


headline and copy in slide-in box



headline in image: left-aligned with the campaign slogan

>> Our poster design: OoH, 18/1 option.



stage: at the bottom of the format



stage: at the top of the format

>> Important information.

Download guidelines to see
all pages of this chapter.

The slides in our gallery are taken in excerpts from the chapter “Out-of-Home (OoH)” in our external corporate design guidelines.

Download here the full guidelines:

[Brand design guide](#)