

Daimler Brand & Design Navigator

06. April 2022

>> Our arrows.

Our double arrow accentuates the most important message of our communication in all media. Our double arrow is used for lists and bullet points.



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

>> Our arrows: how to use in FOR smart Next.

>> Hello

Use one blank space behind double arrow.

Just type the [>] key twice:
(only with FOR smart Next)

⌘ > >

or use keyboard shortcut:
Mac/OS X: Alt + Shift + Q

Alt ⌘ Q

or use keyboard shortcut:
Windows: Alt + 0...1...8...7

Alt 0 1 8 7

(Type the numbers one at a time while pressing and holding the [alt] key.)

>> Our arrows: where to use.

> headlines.
not mandatory

>> Lorem
Nonu

>> Lorem ipsum dolor sit amet.
Nonummy eirmod tempor.

> always place before
campaign slogan.

>> Campaign

>> Double arrows: dos and don'ts.



Only use the double arrow once inside the slide-in box and only twice on an ad including the mandatory double arrow before the campaign slogan.

>> Important information.

Download guidelines to see all pages of this chapter.

The slides in our gallery are taken in excerpts from the chapter “Our arrows” in our extensive co design guidelines.

Download here the full guidelines:

Brand design guide

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