

Daimler Brand & Design Navigator

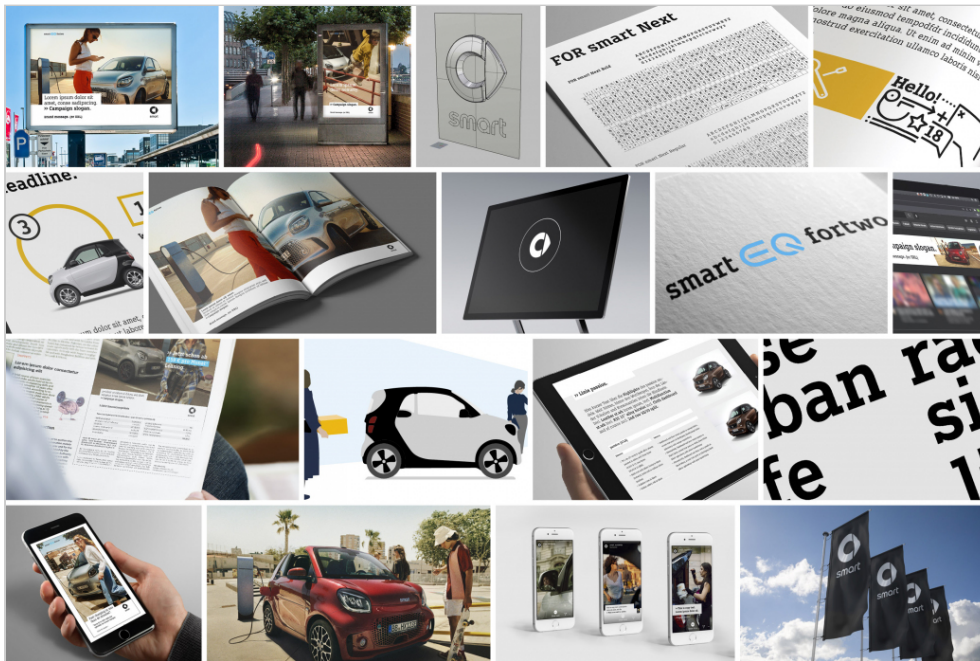
20. April 2022

>> Our brand design principles.

Our brand design style follows the principles of minimalism.

In 1997, when the smart brand was created, our brand slogan was 'reduce to the max'. smart has become a genuine original – the original small city car. smart is a love brand.

A love brand is silent and self-confident and follows a simple rule in communication design: no unnecessary decoration. That is why we want you to design our communication tools minimalist results will look radically simple and liberating.

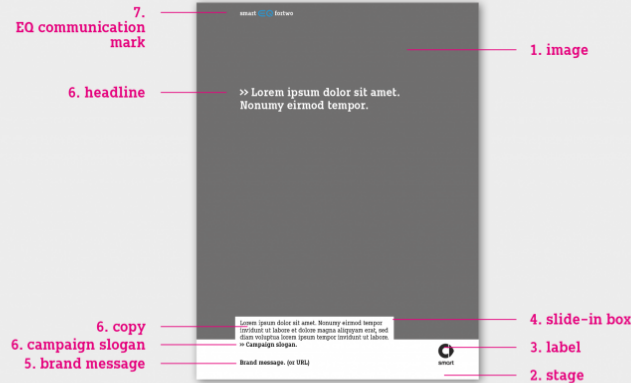


Click through the gallery below to get an initial impression of our corporate design principles.

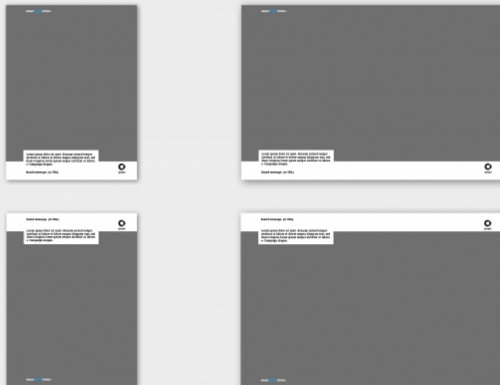
>> Our brand design components.

design components

1. image
2. stage
3. label
4. slide-in box
5. brand message
6. typography (FOR smart Next)
 - > headline.
 - > copy.
 - > campaign slogan.
7. EQ communication mark
 - (smart EQ fortwo)
 - (smart EQ forfour)
 - (smart EQ fortwo & forfour)



>> Our flexible modular system: horizontal stage.



Standard alignment for the stage is at the bottom.

Our flexible modular system allows images and text to be arranged in different directions and positions to suit any purpose.

The stage can also be placed at the top of the advertisement.

Portrait format requires a horizontal stage.

**>> Our brand design idea:
exemplary aesthetics.**



>> Important information.

**Download guidelines to see
all pages of this chapter.**

The slides in our gallery are taken in excerpts from the chapter “Our brand design idea” in our corporate design guidelines.

Download here the full guidelines:

Brand design guide

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