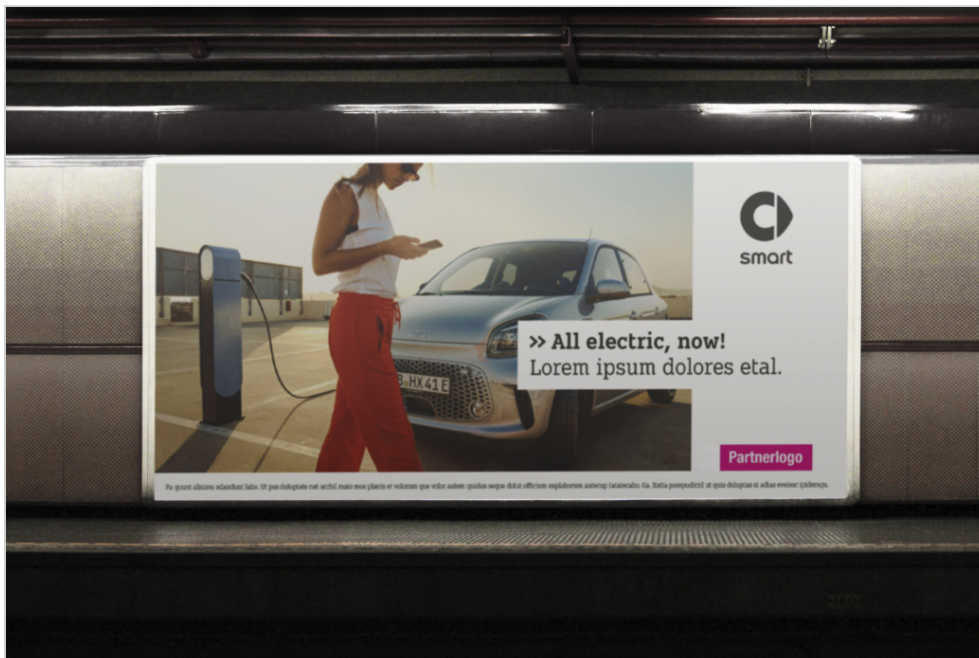


Daimler Brand & Design Navigator

20. April 2022

>> smart co-branding.

We cooperate with prestigious partners all over the world, so our label has to match perfectly the other companies. Co-branding is not only important for smart dealers in their advertising but also smart itself when it comes to sponsoring and sports events where smart often cooperates with its partners.



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

>> Dealer logo principles: priority 3.



In certain markets, dealer logo / wordmark is essential to include in the ad. In this case, there are guidelines for size and placement. This is only a solution if priority 1 and 2 are not viable.

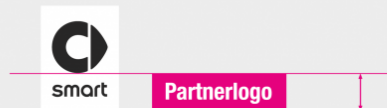
Use the wordmark only for dealer communication.

Secondary branding:
Remove any additional branding from the Dealer logo (e.g. Mercedes-Benz, AMG, smart).

Proximity:
The dealer logo is as far away from the smart label as possible, but in line with the design axes of the smart ad.

>> Partner logo measurements.

Scenario 1:
Wordmark/logo with background



Co-brand logo size:
Height area =
bottom of smart label to
bottom of smart ring logo

Scenario 2:
Wordmark/logo with maximum width of smart label



Co-brand logo size:
Height area =
bottom of smart label to
top of smart wordmark

Maximum co-brand logo
width = smart label width

Scenario 3:
Wordmark/logo with wider width than smart label.



Co-brand logo size:
Height area =
bottom of smart word mark to
top of smart wordmark

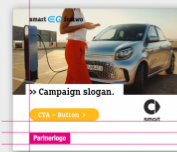
>> Co-branding examples.



portrait format (print)



landscape format (print)



MPU (online banner)

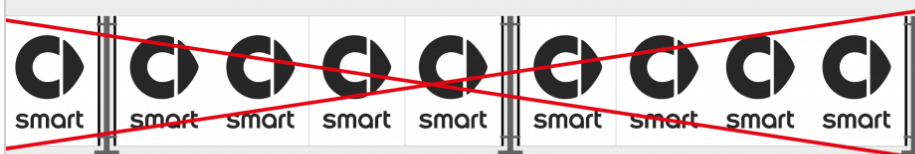


landscape format (OOH)

>> Advertising on sports events.



In special cases for example for touchline advertising on sports events the smart communication mark perfectly satisfies the needs.



>> Important information.

Download guidelines to see
all pages of this chapter.

The slides in our gallery are taken in excerpts from the chapter “smart co-branding” in our external corporate design guidelines.

Download here the full guidelines:

[Brand design guide](#)