

Daimler Brand & Design Navigator

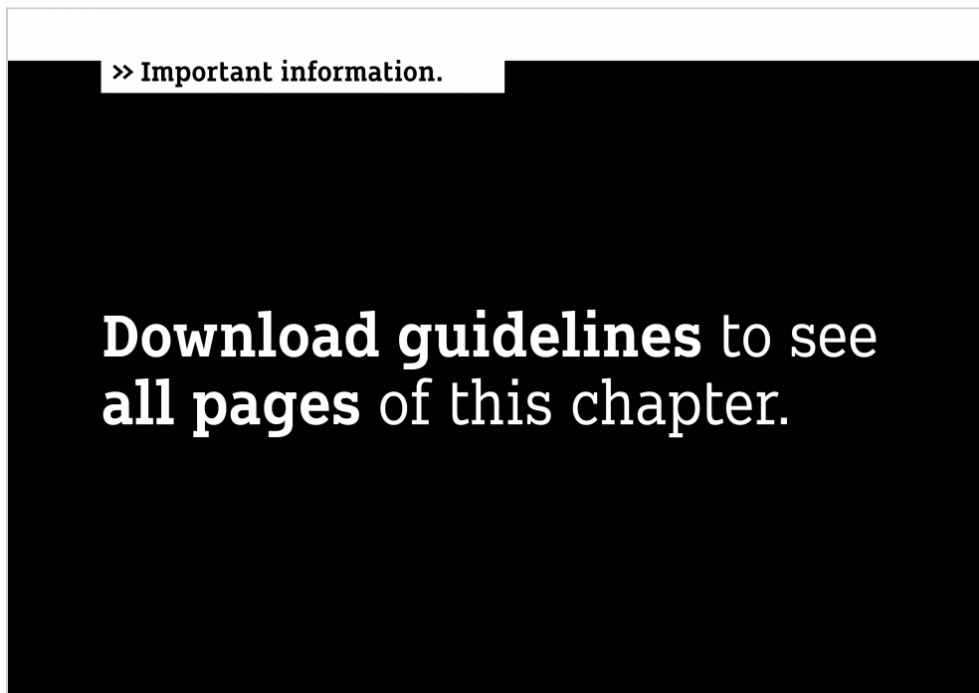
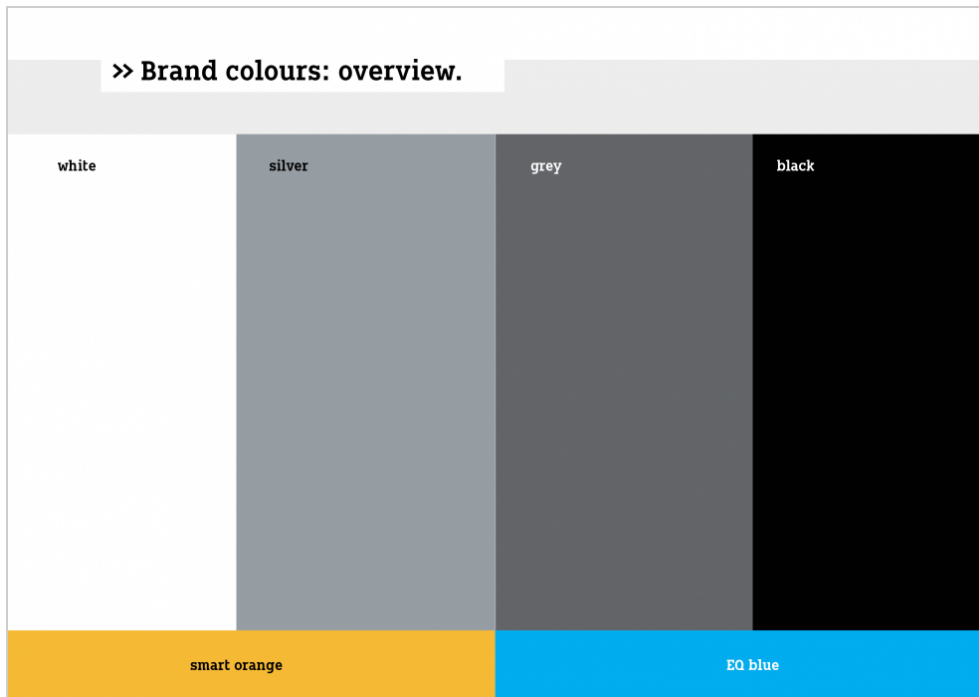
06. April 2022

>> Our colours.

The smart brand also has a distinctive colour palette with main and accent colours, which are listed and defined for all purposes in our guidelines. Apart from that, we try to avoid using too many colours in our communication.



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



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

Download here the full guidelines:

[Brand design guide](#)

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