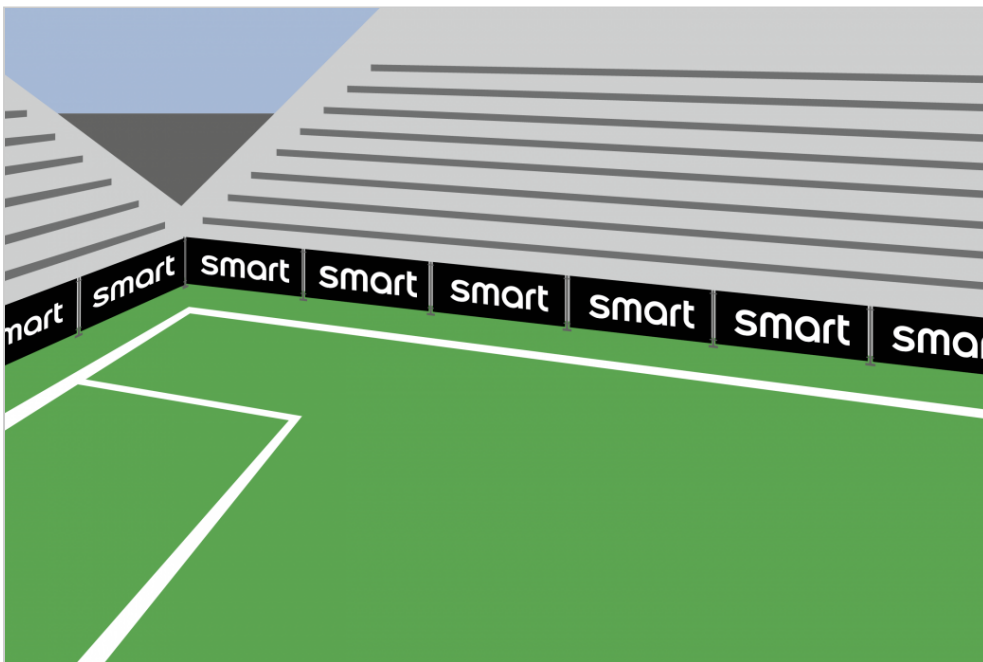


# Daimler Brand & Design Navigator

06. April 2022

## » Our smart communication mark.

The smart communication mark is focused on communicating the brand name and perfectly fits horizontal format for co-branding solutions, whereas the smart label is our trademark. Check our guideline to find out how and when to use our smart communication mark.



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

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**>> smart communication mark –  
change to wordmark.**

**smart<sup>9</sup>**

**Previous communication mark.**  
Wordmark with ring logo  
as a super script



**smart**

**New communication mark.**  
Wordmark.

The new smart communication  
mark consists of the smart  
wordmark only.  
It will be replacing the  
former coloured version in all  
applications.

**>> smart communication mark.**

**smart**

The smart communication mark  
consists of the smart wordmark.

It can be used to focus on the  
wordmark or especially for co-  
branding solutions in horizontal  
formats.

>> smart communication mark: versions.

version 1 black  
(positive)

smart

The **smart communication mark** can be used in 1C in black and white.



Files on smart  
Brand Navigator.

version 2 white  
(negative)

smart

>> Important information.

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

**The slides in our gallery are taken in excerpts from the chapter "Our smart communication mark" in our extensive corporate design guidelines.**

Download here the full guidelines:

**[Brand design guide](#)**

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