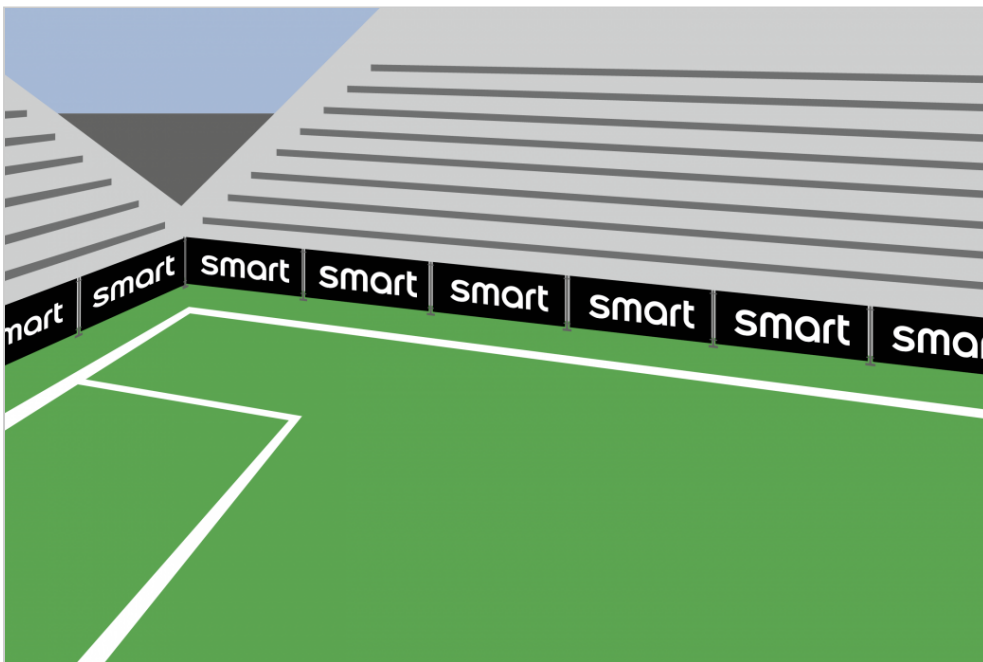


Daimler Brand & Design Navigator

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.

Veröffentlicht am 06. April 2022 um 22:44 Uhr
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>> smart communication mark –
change to wordmark.

smart⁹

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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