

Daimler Brand & Design Navigator

06. April 2022

>> Dealer communications.

We communicate our brand in showrooms, in retail, and at POS in the same manner as in our advertising and digital communication. Various exemplary applications like roll-ups, flags, posters, and banners are found in our chapter on dealer communications.



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

>> Introduction.

For posters, banners, and the like, please use the smart EQ fortwo & forfour campaign material found in the corresponding guidelines.



Poster DIN A1
584 x 841 mm



CLP
1185 x 1750 mm



Stele
1000 x 2000 mm



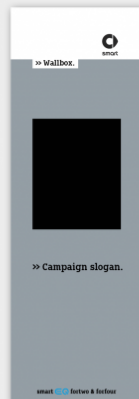
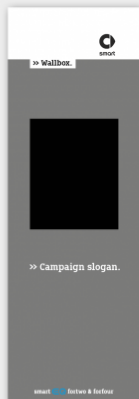
Showroom
banner
675 x 1500 mm



Graphic wall
2000 x 2000 mm

This content is only relevant for non-MAR 2020 dealers.
For MAR 2020 please refer to the MAR 2020 Retail Guideline smart.

>> Wallbox branding.

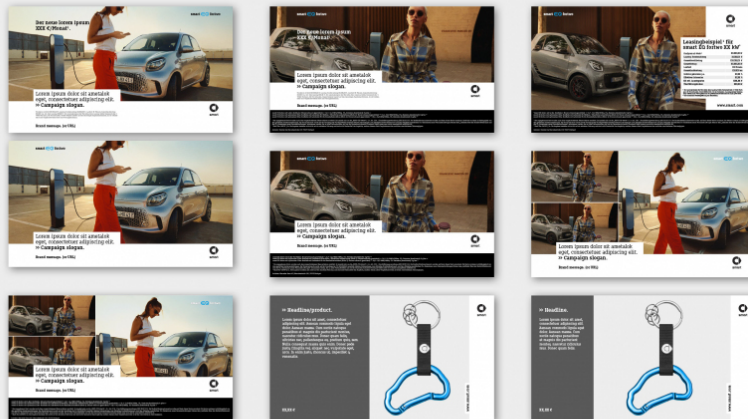


You can brand the
wall where the
wallbox is fixed.

Format:
Vector graph.
600 x 1800 mm

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>> Digital signage: showroom displays.



In showrooms we advertise on large displays, which is why our design has been adapted to and optimised for a 16:9 ratio. Discover the different layout variants prepared for you to use.

>> Important information.

Download guidelines to see all pages of this chapter.

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

Download here the full guidelines:

Brand design guide

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