Daimler Brand & Design Navigator

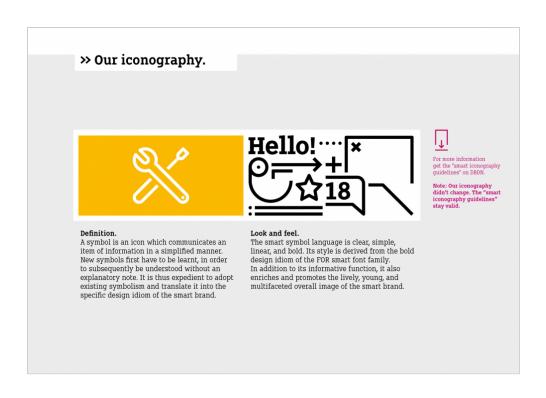
19. September 2019

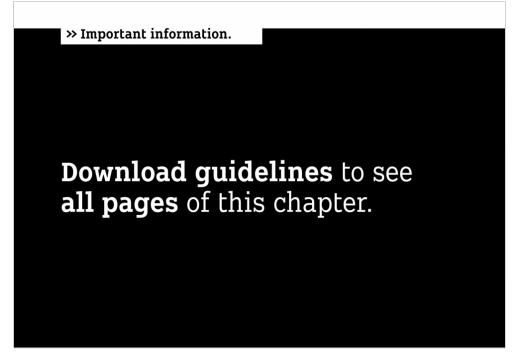
>> Our iconography.

The smart language is clear, simple, linear, and bold. Its style is derived from the bold design in the "FOR smart Next" font family. In addition to its informative function, it enriches and promot smart brand's image.



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 iconography" in our extens corporate design guidelines.

Download here the full guidelines:

Iconography guide

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