

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 id the "FOR smart Next" font family. In addition to its informative function, it enriches and promotes smart brand's image.



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

>> Our iconography.



Definition.

A symbol is an icon which communicates an item of information in a simplified manner. New symbols first have to be learnt, in order to subsequently be understood without an explanatory note. It is thus expedient to adopt existing symbolism and translate it into the specific design idiom of the smart brand.



Look and feel.

The smart symbol language is clear, simple, linear, and bold. Its style is derived from the bold design idiom of the FOR smart font family. In addition to its informative function, it also enriches and promotes the lively, young, and multifaceted overall image of the smart brand.



For more information get the "smart iconography guidelines" on DBON.

Note: Our iconography didn't change. The "smart iconography guidelines" stay valid.

>> Important information.

Download guidelines to see all pages of this chapter.

The slides in our gallery are taken in excerpts from the chapter "Our iconography" in our extensive corporate design guidelines.

Download here the full guidelines:

Iconography guide

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