

# Daimler Brand & Design Navigator

23. September 2019

## >> Our illustrations.

smart illustrations show a simplified reality and work without any unnecessary additional elements that could distract the focus. We use a limited palette of colours, simple shapes, and clean lines.

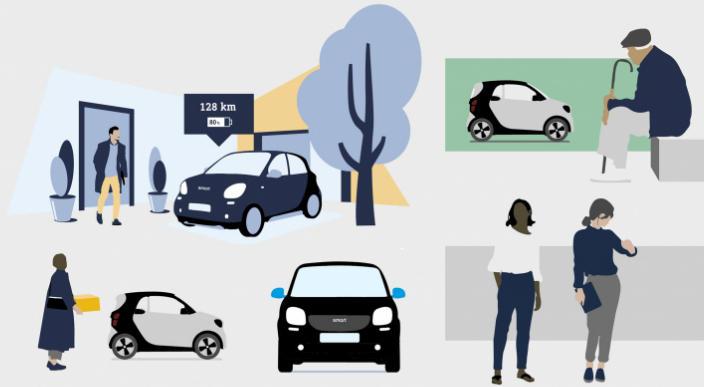


Click through the gallery below to get an initial impression of our corporate design rules on our illustrations.

---

Veröffentlicht am 23. September 2019 um 13:21 Uhr  
<https://designnavigator.daimler.com>  
© 2023 Mercedes-Benz AG. Alle Rechte vorbehalten.

## >> Overview.



## >> People illustrations.

### Proportions.

Illustrations of people are reduced to the essentials. The body proportions are realistic.

### Faces.

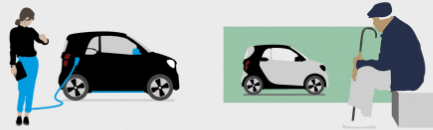
Facial expressions are reduced to a minimum to avoid a cartoonish appearance.



## >> Scenery illustrations.

### Limited framing.

Backgrounds or walls are implied. We show just enough background to make the setting recognisable.



### Additional elements.

Decorative elements like plants or street lamps can help to identify a setting. They should only be used if they are relevant for the scenery and do not distract from the main action.



## >> Important information.

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

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

Download here the full guidelines:

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

Veröffentlicht am 23. September 2019 um 13:21 Uhr  
<https://designnavigator.daimler.com>  
© 2023 Mercedes-Benz AG. Alle Rechte vorbehalten.