

Daimler Brand & Design Navigator

23. September 2019

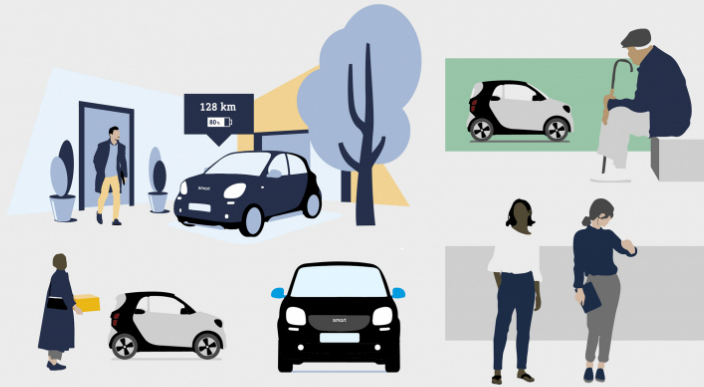
>> Our illustrations.

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.

>> Overview.



>> People illustrations.

Proportions.

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

Faces.

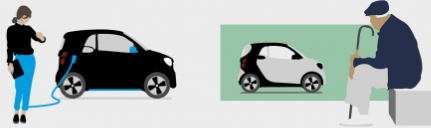
Facial expressions are reduced to a minimum to avoid a cartoonish appearance.



>> 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>
© 2024 Mercedes-Benz AG. Alle Rechte vorbehalten.