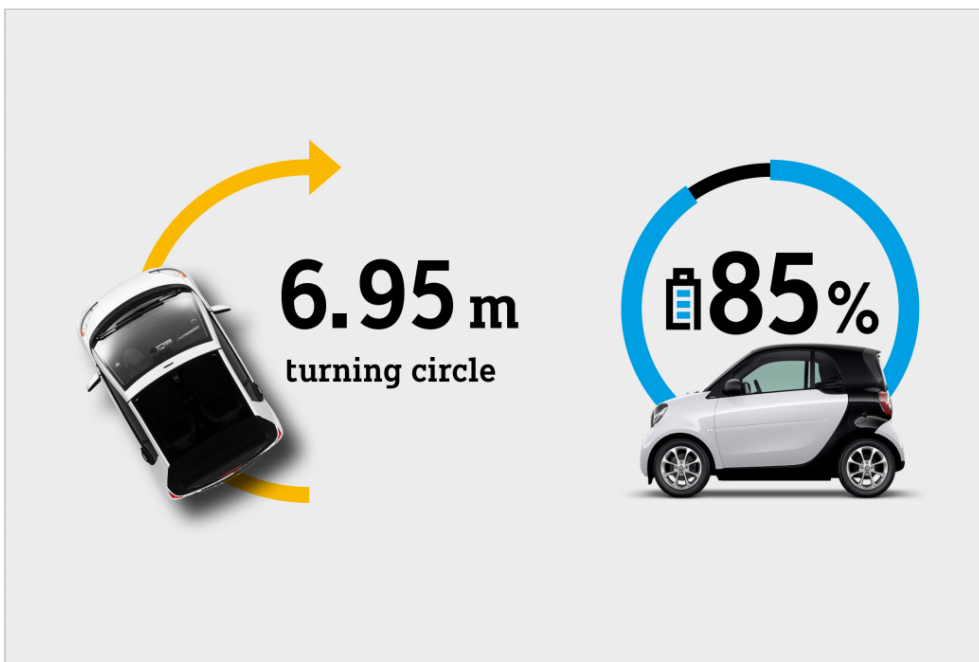


Daimler Brand & Design Navigator

19. September 2019

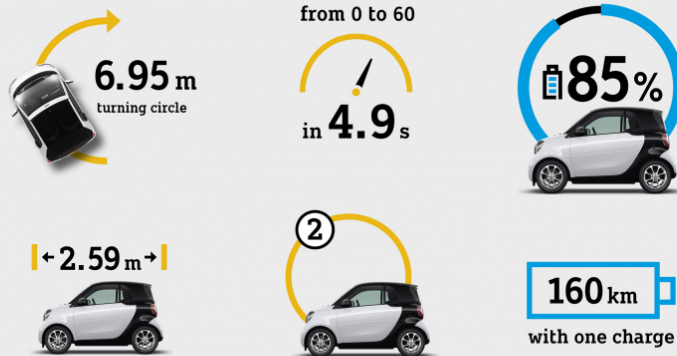
>> Our infographics.

The style of smart's infographics is linear, clear, bold, and informal. We use icons, typography, and photos to clarify the main facts and figures in a simple and comprehensive way. They are designed to guarantee a clean and modern look.



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

>> Overview.



>> Our infographics.



Definition.

Infographics explain topics with a low level of complexity. They use icons, typography, and photos to clarify the main facts and figures in a simple and comprehensive way.



Look and feel.

The style of smart infographics is linear, clear, bold, and informal. Our infographics match the smart iconography. Colours, shapes, and the number of elements are limited to guarantee a clean and modern look. They can use icons, lines, typography, and CGI to get the information across.

>> Styles.



Colours.

Infographics should either use smart orange or the EQ blue. Both colours can also be combined with black, but not with each other.

In addition, green and red can be used in special cases – for example in symbols to communicate warnings and the like.

32 km/day

Typography.

Clear typography is necessary to convey information easily.

FOR smart next is used in all infographics that require text.



Imagery.

CGI motifs of smart cars and elements of our iconography can be used for infographics. CGI cars and icons can be combined, if necessary.

>> Important information.

Download guidelines to see all pages of this chapter.

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

Download here the full guidelines:

[Brand design guide](#)

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<https://designnavigator.daimler.com>

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