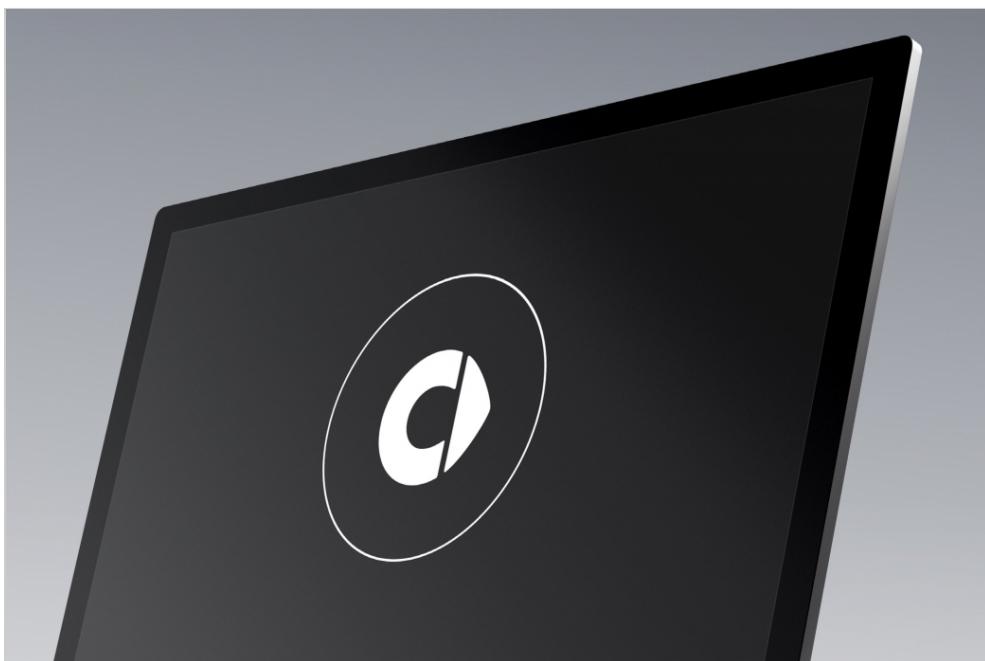


Daimler Brand & Design Navigator

06. April 2022

>> smart motion pictures.

Every film or commercial spot ends with our smart label. Tag-on and duo-spot solutions are kept in mind too. If you have a TVC, a short YouTube commercial, an infomercial at your dealership or a media post—we have prepared information on how to use typography on screen so it fits our brand design style. Find out which modules, formats, and animations to use in our smart corporate design guidelines.



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

>> smart endchart.



Former endchart

Background colour
for endchart:
RGB: 238 238 238
HEX: #eeeeee

Font colour for endchart:
RGB: 0 0
HEX: #000000



New endchart

Background colour
for endchart:
RGB: 20 20 20
HEX: #141413

Font colour for endchart:
RGB: 255 255 255
HEX: #ffffff

The new smart label animation for film endings must be shown at the end of each smart commercial. Due to the new animation settings, the endchart colours will be adapted to the new label animation background colour.

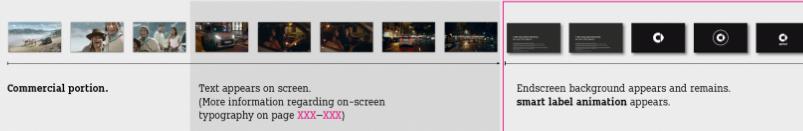
You can find more information about the endchart on page 213ff.

The endchart is optional. The content and font sizes of the legal disclaimer may differ from country to country and depends on the regulations of the respective markets.

>> Schematic sequence: film endings.

* The endscreen is optional. You can find information on typography settings and the endscreen in the "on-screen typography" chapter on page 211ff.

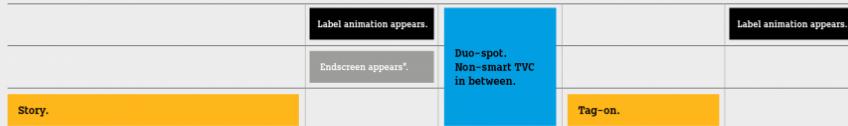
Label		Label animation appears.
Text	Text on screen (optional).	
Endscreen BG		Endscreen appears*.
Film/story	Story.	



>> Schematic sequence: duo-spot.

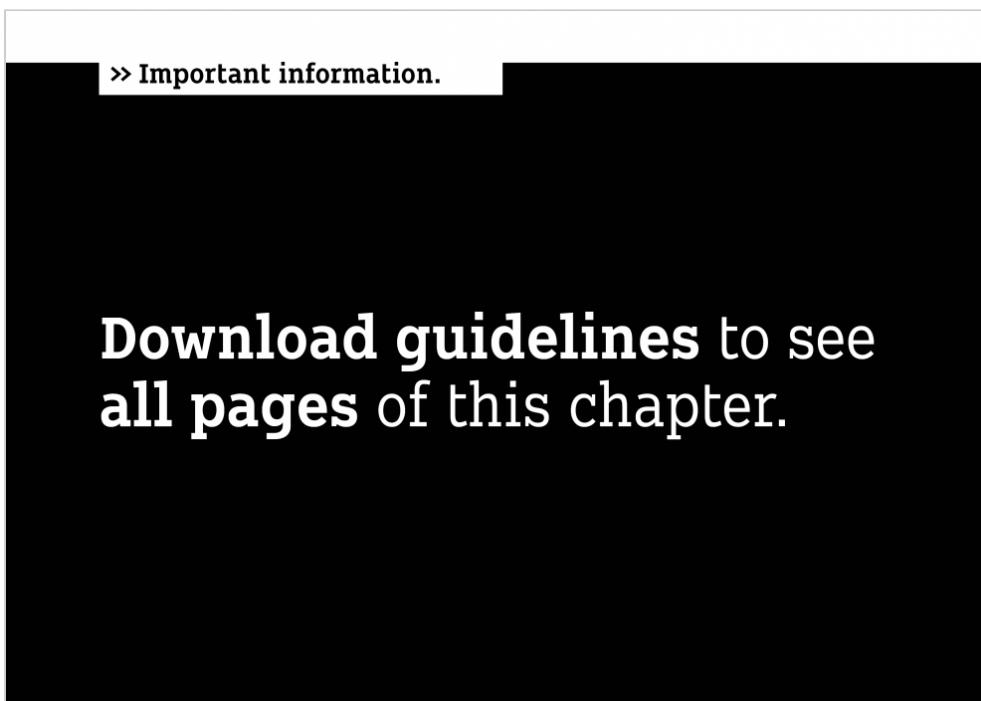
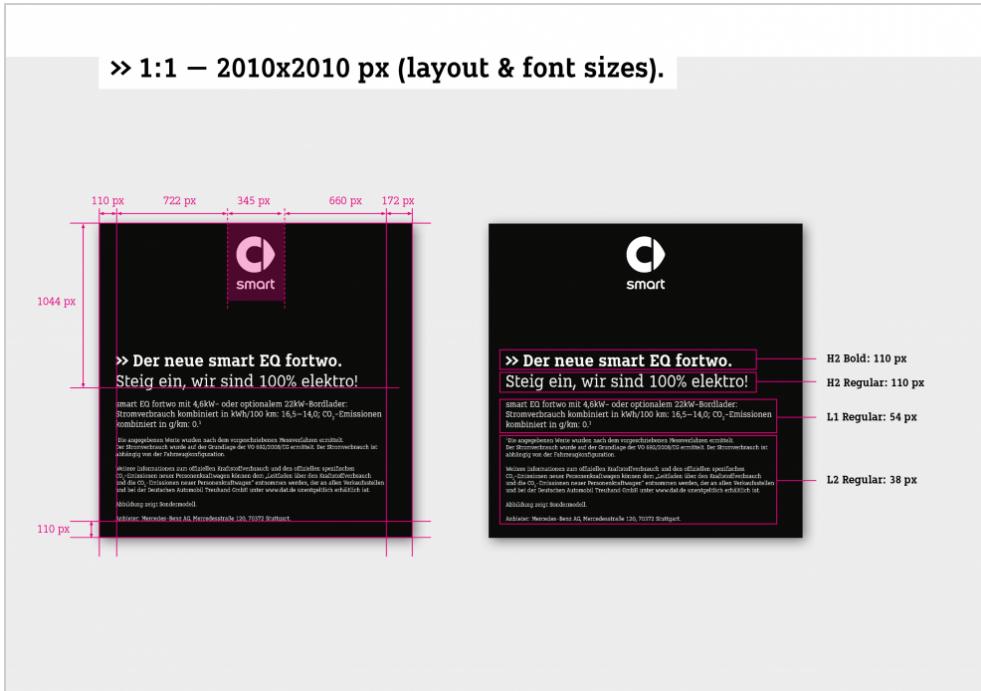
* The endscreen is optional. You can find information on typography settings and the endscreen in the "On-screen typography" chapter on page 211ff.

Duo-spot. It is a spot following the initial commercial separated by another brand commercial. Both spots are related to each other.



>> Safe zones for label and typography.





The slides in our gallery are taken in excerpts from the chapter “smart motion pictures” in our **corporate design guidelines**.

Download here the full guidelines:

[Brand design guide](#)

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