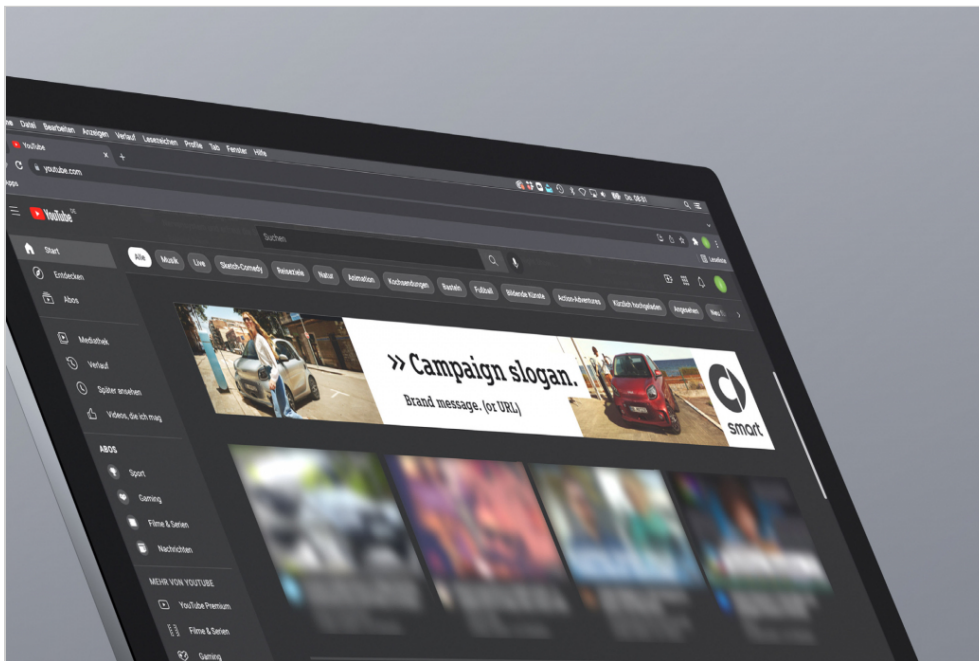


Daimler Brand & Design Navigator

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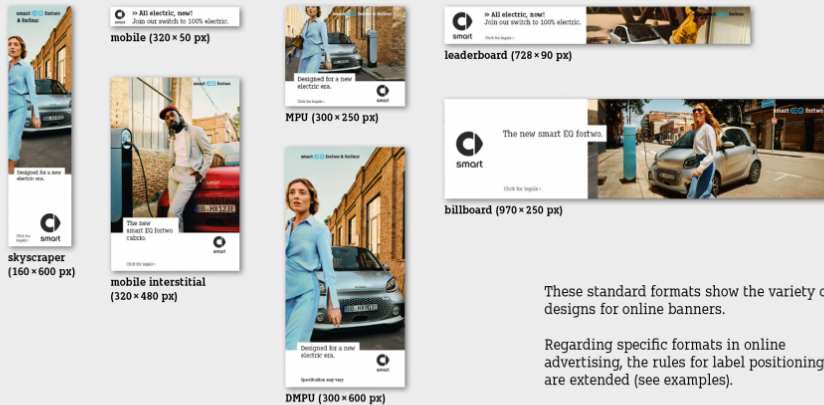
» Our online banners.

Our online banners follow the same rules and principles as our other media and can be animated. The guidelines convey all modules and animation possibilities for the most important formats on the



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

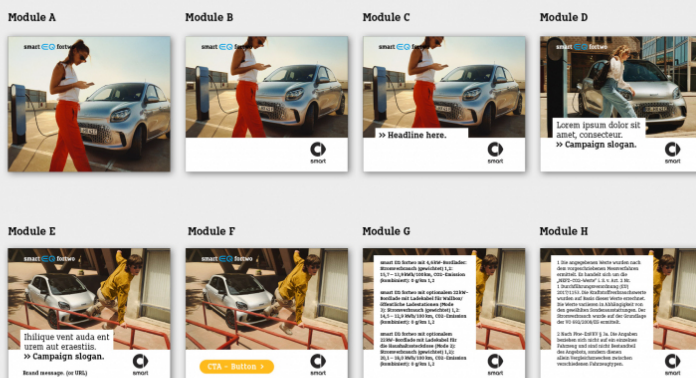
>> Online banner formats.



These standard formats show the variety of designs for online banners.

Regarding specific formats in online advertising, the rules for label positioning are extended (see examples).

>> Overview online banner modules.



These basic modules are recommended to easily transform an ad into a sequence of animations as online banners.

They are ideal options but not boundaries for your creativity.

You can start your animation with any module.

>> Solution: multi-picture layout — positioning of the label.



The positioning of the label and the textual information will also be flexible due to the needs.

It is also possible to use only pictures without text.

>> Legal requirements / footnotes.



Click on button.

Prompts overlay module with legal copy/footnote.

Note:
Certain markets have mandatory requirements to not "hide" the legal copy within a click (for example in Germany). If this is the case, you are allowed to still keep the "click for legal" button, but at the end of the sequence, the legal copy is force-animated into the frame. Then the sequence restarts.

For markets with more relaxed legal rules (for example UK), we keep to UX best practices as per the below example. This needs to be confirmed on a market-by-market basis.

>> Important information.

Download guidelines to see
all pages of this chapter.

The slides in our gallery are taken in excerpts from the chapter “Our online banners” in our external corporate design guidelines.

Download here the full guidelines:

[Brand design guide](#)