

Daimler Brand & Design Navigator

06. April 2022

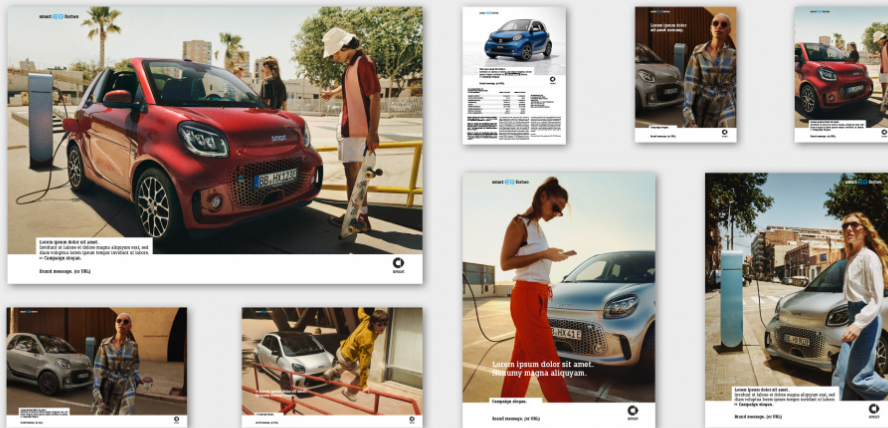
>> Our print communication.

Our brand rules offer flexibility in arranging all design components. The design follows the principle of minimalism. Find out how easily this system can work for you in our extensive smart corporate design guidelines.



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

>> Our print ads: exemplary aesthetics.



>> Our ad design: text length.

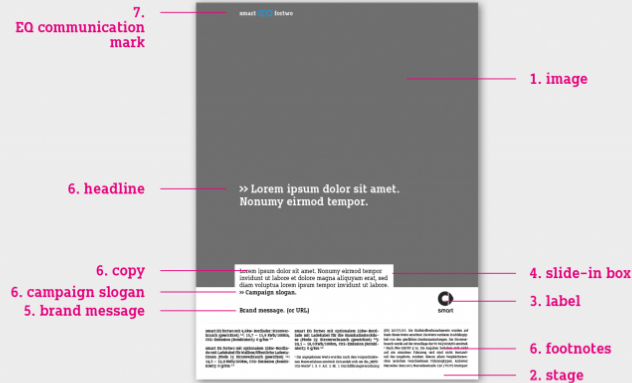


- > Use a maximum of two lines for the headline.
- > You can use the double arrow to emphasise the message (headline).
- > Text length is flexible.

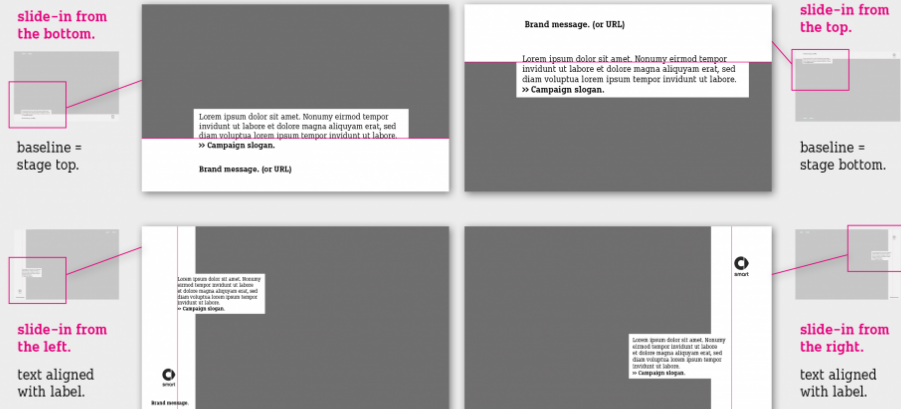
>> Our brand design components.

design components

1. image
2. stage
3. label
4. slide-in box
5. brand message
6. typography (FOR smart Next)
 - > headline.
 - > copy.
 - > campaign slogan.
 - > footnotes.
7. EQ communication mark
 - (smart EQ fortwo)
 - (smart EQ forfour)
 - (smart EQ fortwo & forfour)



>> Our ad design: slide-in box, alignments.



>> Our ad design: landscape format.

The proportions of the portrait format form the basis of the landscape format.

Slide-in box changes position.
Sizes of elements do not change.



portrait format



landscape format



>> Important information.

Download guidelines to see
all pages of this chapter.

The slides in our gallery are taken in excerpts from the chapter “Print communication” in our external corporate design guidelines.

Download here the full guidelines:

Brand design guide

Veröffentlicht am 06. April 2022 um 22:43 Uhr
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