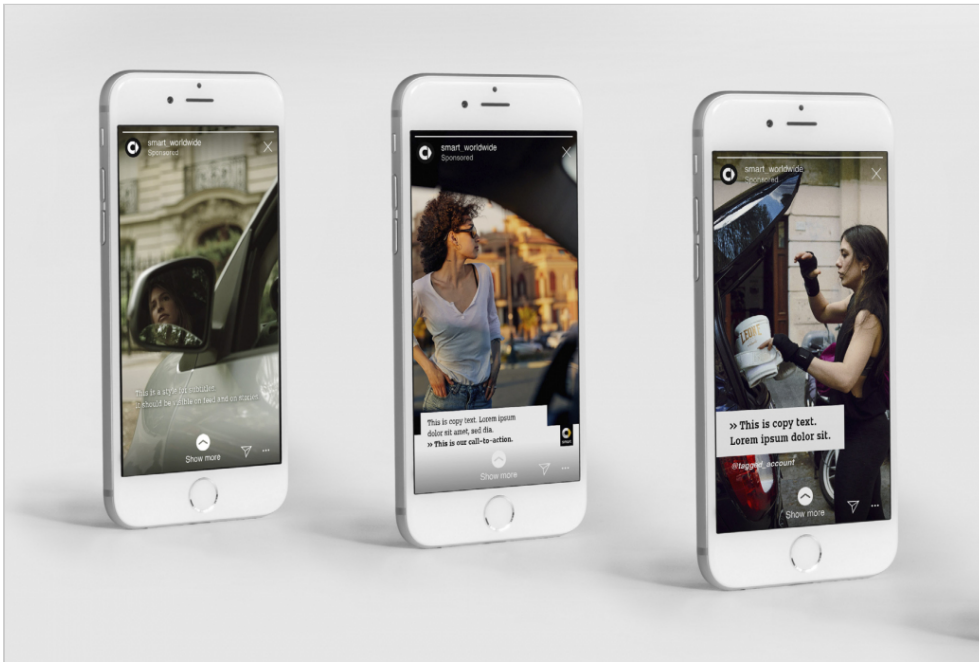**Daimler Brand & Design Navigator**

06. April 2022

» Our social media.

Our communication on social media reflects our brand values: simple, radical, and liberating. We authentic and make content that users are interested in — with the typical twinkle in our eye.

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

» General aesthetics.

We want to stay authentic and create content that followers are interested in.

We prefer content (Prio 1) that consists only of pictures to focus on the simple visual language.

We use the brand aesthetics in Prio 2 (including logos, copy text, and slogans) when highlighting a call-to-action.

Prio 1.

Prio 2.

» Using the stage in IG Stories.

Although our aim is to work with full-sized images, the stage can be used as an end frame and call-to-action element.

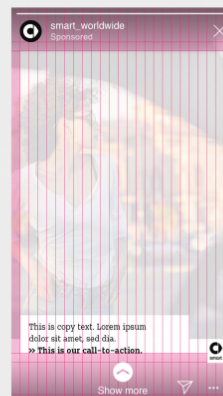Nevertheless, the stage should not be overused.

Stage height: can vary based on text amount.

Logo: remains in the same position.

Font size: minimum 1x, maximum 1.5x.
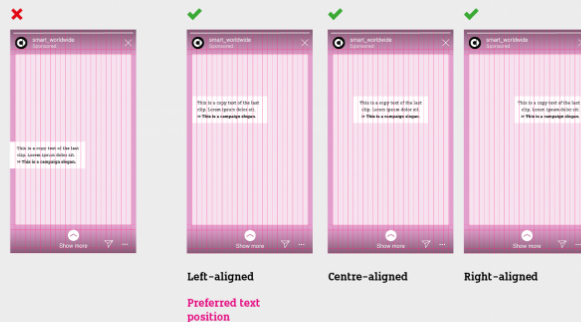
Text: FOR smart (NEXT) Regular

Slogan: FOR smart (NEXT) Bold

The placement and size of the text box is flexible within the protection zone, but should always be aligned with the grid.

The text box should cover only around 1/10 of the protection zone to ensure a strong visual focus on the images.

Left-aligned

Preferred text position

Centre-aligned

Right-aligned

>> Design.

We want to keep our posts **authentic and simple**.

Instagram provides branding on the post, so followers already know that they are looking at smart's content.

Avoid using slogans, graphic elements, and texts on the images.

Image only

Stage and image

>> Using the stage in horizontal formats.

In some formats we can also use **the stage on the right and left side** of the image.

Stage on the right side

>> Important information.

Download guidelines to see all pages of this chapter.

The slides in our gallery are taken in excerpts from the chapter "Our social media" in our extens corporate design guidelines.

Download here the full guidelines:

Brand design guide