

Daimler Brand & Design Navigator

06. April 2022

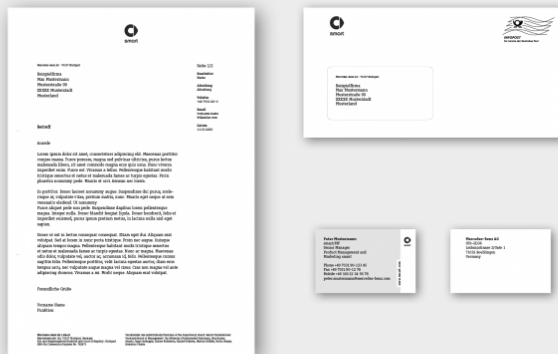
>> Our stationery.

The continuity of the brand design style is essential in all communication. Whether you are a smart dealer or working at smart HQ—we have prepared templates and measurements for all kind of communication so our brand is represented in the best way possible. Find out more about our business cards, letterheads, press releases, MS PowerPoint presentations or internal documents such as reports or requirement specifications in our extensive corporate design guidelines.



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

>> Our stationery: first look.



We have prepared templates for different kinds of stationery.

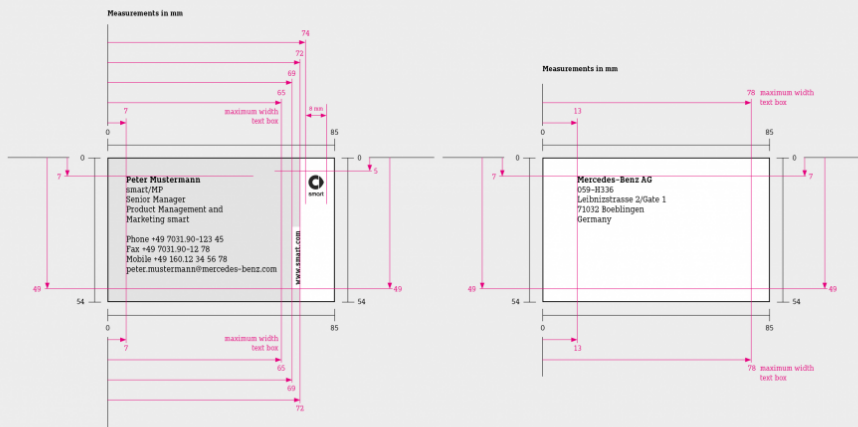
Always keep in mind that there are textual placeholders.

Please pay attention to the different phrasing. Please use the phrases and terms that suit your purpose.



Files on smart Brand Navigator.

>> Business card HQ/MPC: measurements.



>> smart own retail letterhead.

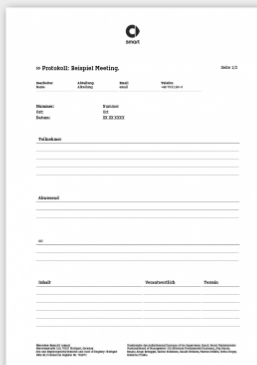


smart own retail letterhead.



smart own retail letterhead continuation page.

>> Our stationery: minutes.



smart minutes.



smart minutes continuation page.

We have prepared templates for smart minutes.

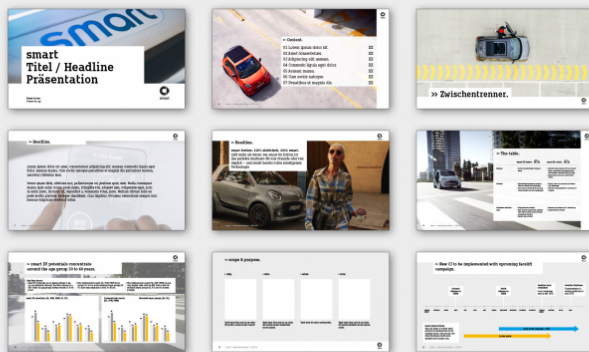
Always keep in mind that there are textual placeholders.

Please pay attention to the different phrasing and always check the specific terms for your purpose.



Files on smart Brand Navigator.

>> Our stationery: PowerPoint.



We have prepared templates for smart PowerPoint presentations.

Always keep in mind that there are textual and graphic placeholders.



>> Important information.

Download guidelines to see all pages of this chapter.

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

Download here the full guidelines:

Brand design guide

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