Interim-Guideline

Brand Elements

Jul 20, 07

Mercedes-Benz

Our brand design has evolved over the course of our brand's continuous development. The result is self-confident and striking — and effectively reflects our brand positioning and history. "The star always shines from above" is our guiding principle which describes our aims for our design as well as the brand. The star stands for Mercedes-Benz. It shows us the way. This is why the star is always at the top in our new brand design.

This interim guideline presents the characteristic design attributes of our new brand design along with a few application examples. Minor changes or additions may be made to the document prior to the publication of the official BDS "Brand Elements" guideline in November 2007.
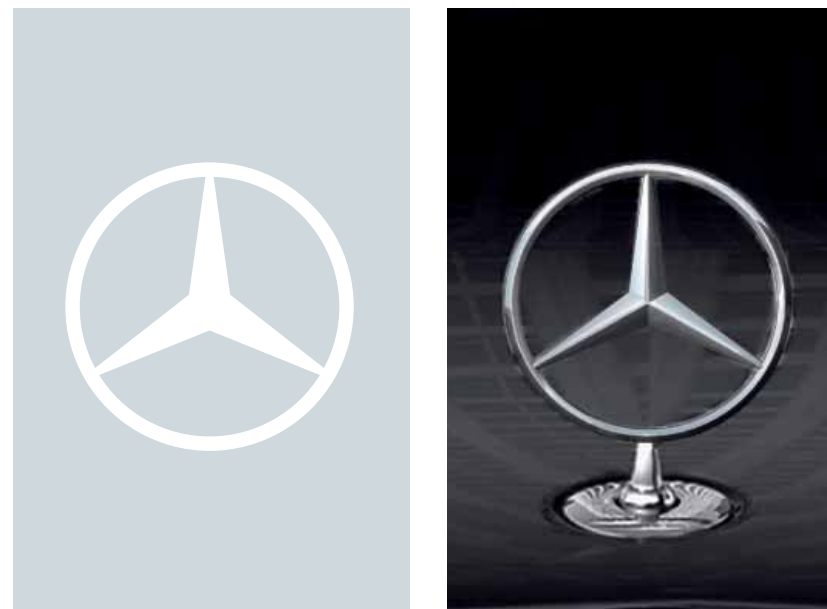
Brand elements

Design principles

The star always shines from above.
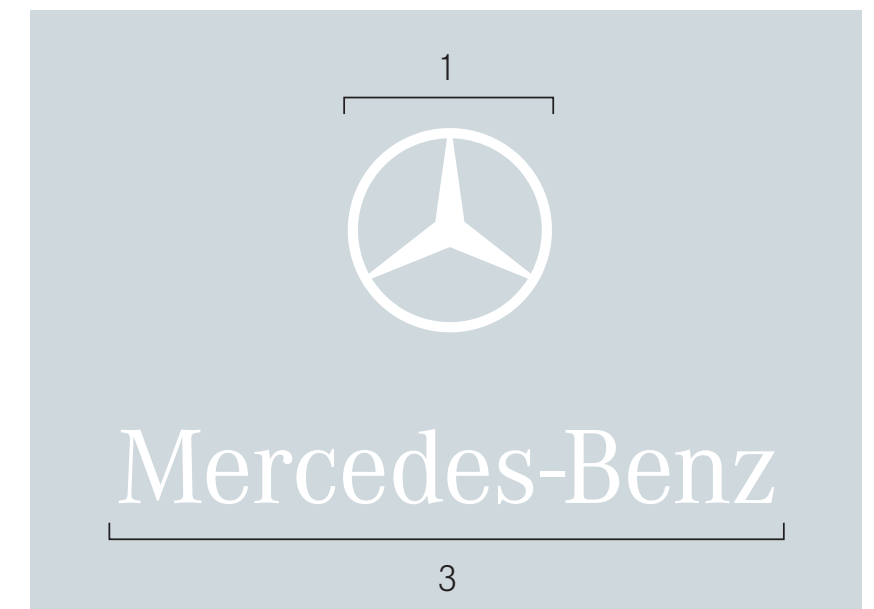# The guiding principle of our new brand design.

The brand mark is the focal point
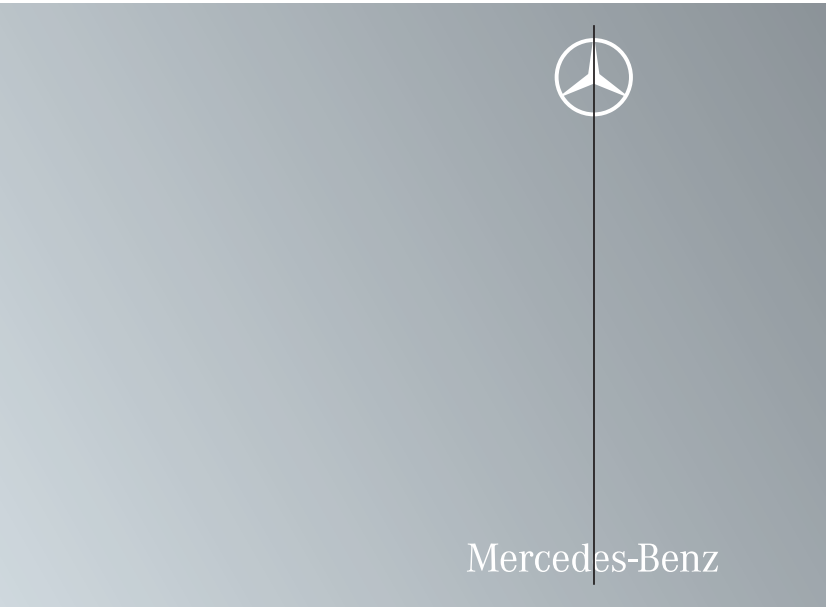# of our new brand design.

1.
The star always shines from above.

2.
The 2D star is used for reproductions.
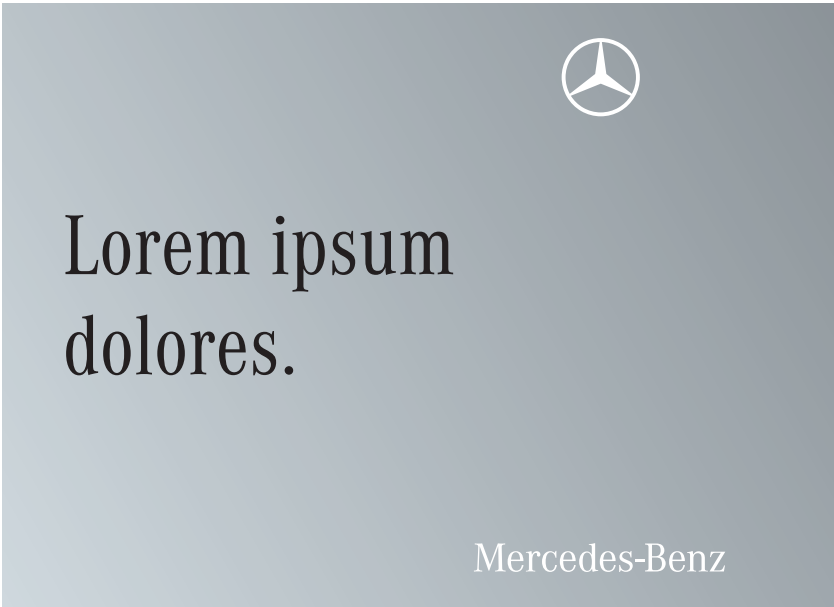The 3D star is used for physical applications.

3.
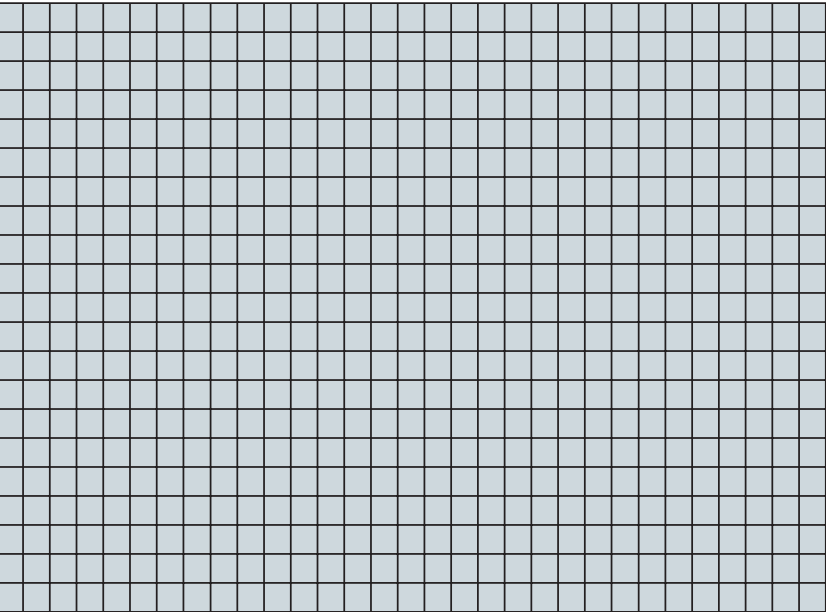The proportions of the star and word mark are always 1 to 3.
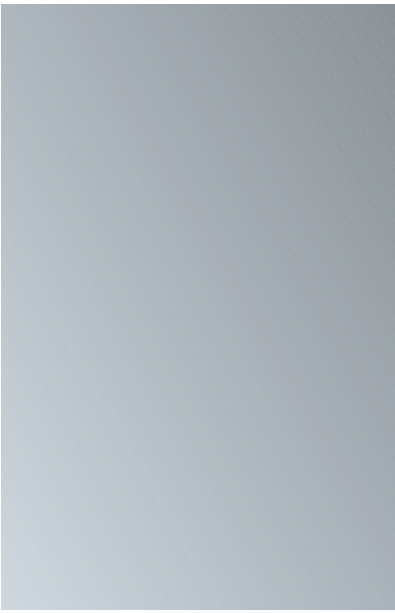
4.
The star is centred above the word mark.

5.
The star and word mark can be positioned a variable distance from each other in the same area, either on an image or an Arrowsilver background.

Lorem ipsum dolores.

Mercedes-Benz

6.
The story is always told between the star and word mark.

7.
The square grid determines the position of each individual design element.

8.
Arrowsilver is the primary colour used in communication.

9.
Midnightblue is the primary colour used at the Point of Sale.

Headlines
Body copy
Functional

10.
Corporate A is our primary typeface.
Corporate S is reserved for more functional purposes.

Brand elements

Brand mark

The 2D brand mark is used in our communication. The standard proportions defined for all 3D applications provide the basis for this brand mark.

The 3-D brand mark is used for physical applications. Its construction is based on standard proportions. This ensures that the proportions of the star are accurate for every application size.

White brand mark on Arrowsilver background (Pantone 877)

White brand mark on Arrowsilver background (CMYK gradient)

White brand mark on Midnightblue background (Pantone 282 or RAL)

The white brand mark is primarily placed on a solid Arrowsilver background in our communication.

If it is not possible to print in Pantone, a colour gradient should be created in Arrowsilver.

The white brand mark is featured on a Midnightblue background at the Point of Sale.

* The examples shown here apply to both the star and word mark.

White brand mark on dark-coloured image

White brand mark on light-coloured image

The white brand mark may also be featured on an image background in our communication.
It is important to select a section of the image which is not cluttered and provides sufficient
contrast with the brand mark (at least 35%).

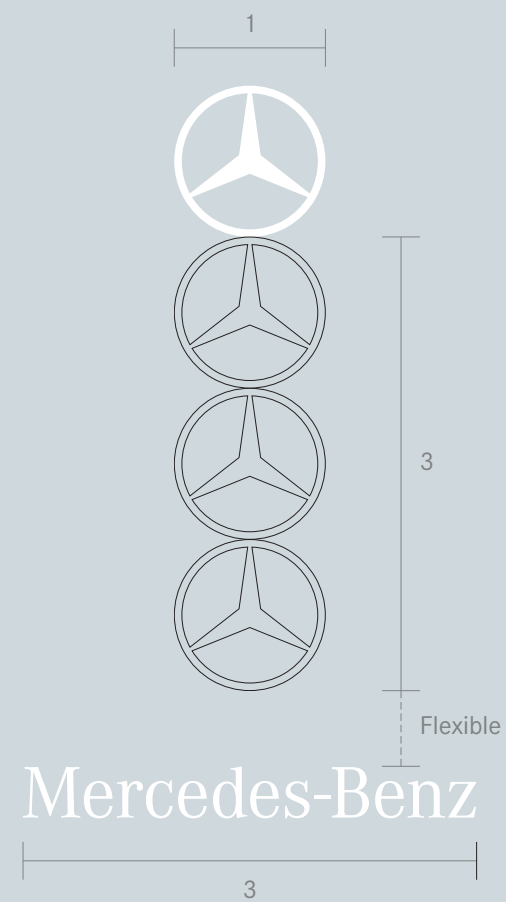* The examples shown here apply to both the star and word mark.

Arrowsilver (Pantone 877) brand mark on white background
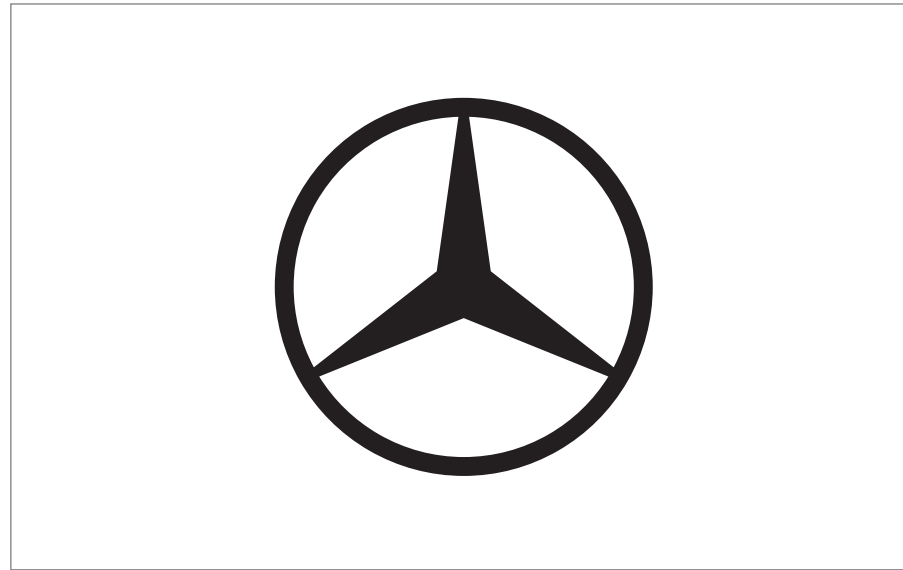
Black brand mark on a white background (one-colour print media, e.g. fax)

The brand mark may appear in Arrowsilver or black on a white background for our business stationery and forms.

* The examples shown here apply to both the star and word mark.

Centred brand mark, flexible spacing

A minimum of 3 star diameters must be maintained between the star and word mark. This version is used in communication, e.g. in advertisements, posters and brochures.
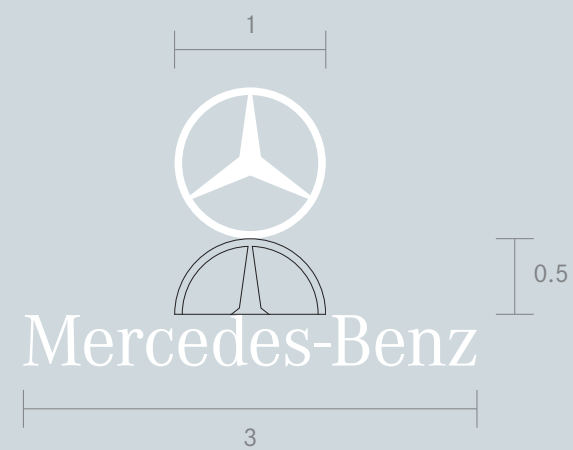
Centred brand mark, fixed spacing

The word mark is positioned 0.5 star diameters below the star. This version is used in specific media and formats in the areas of sponsoring and merchandising.
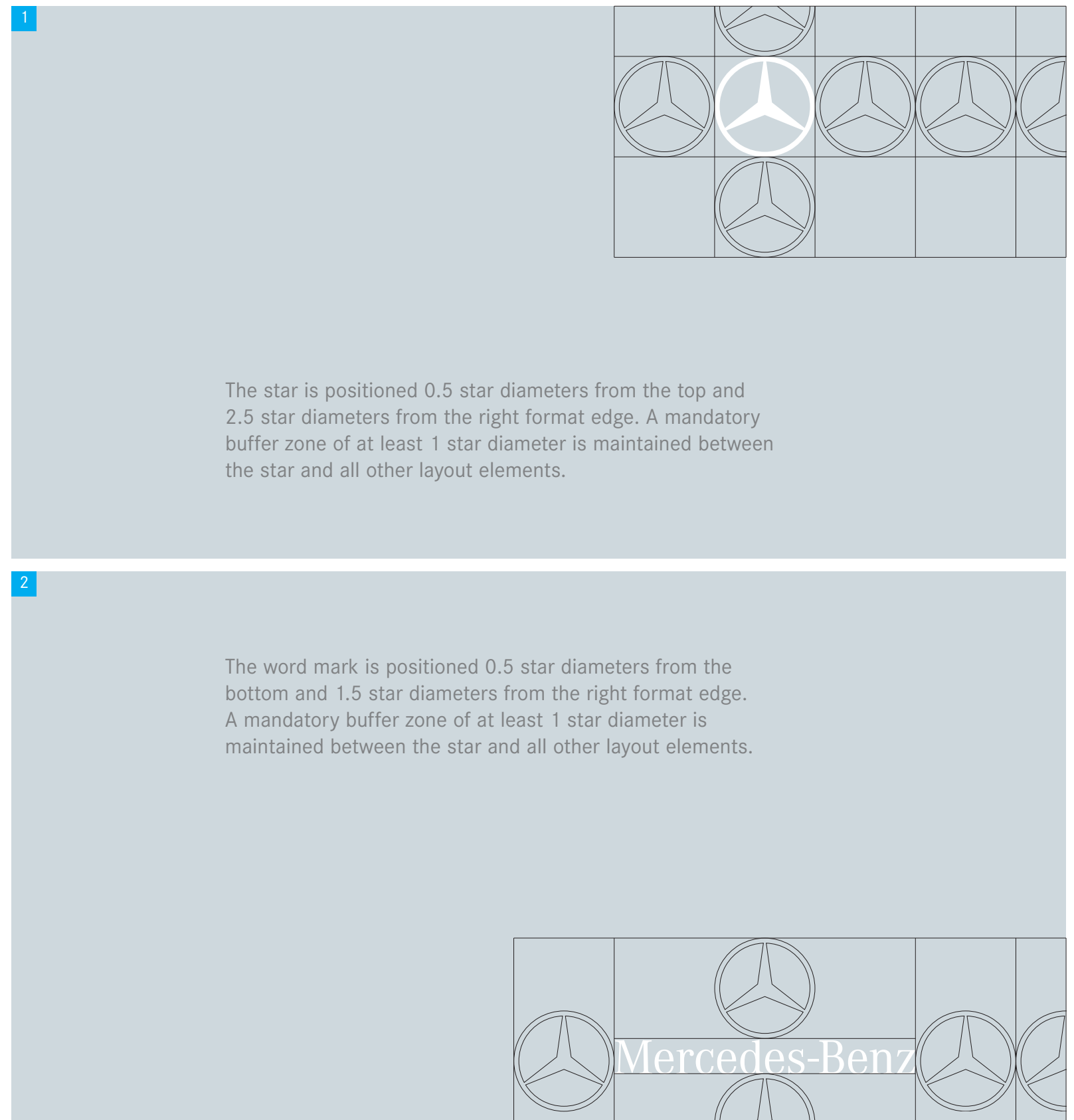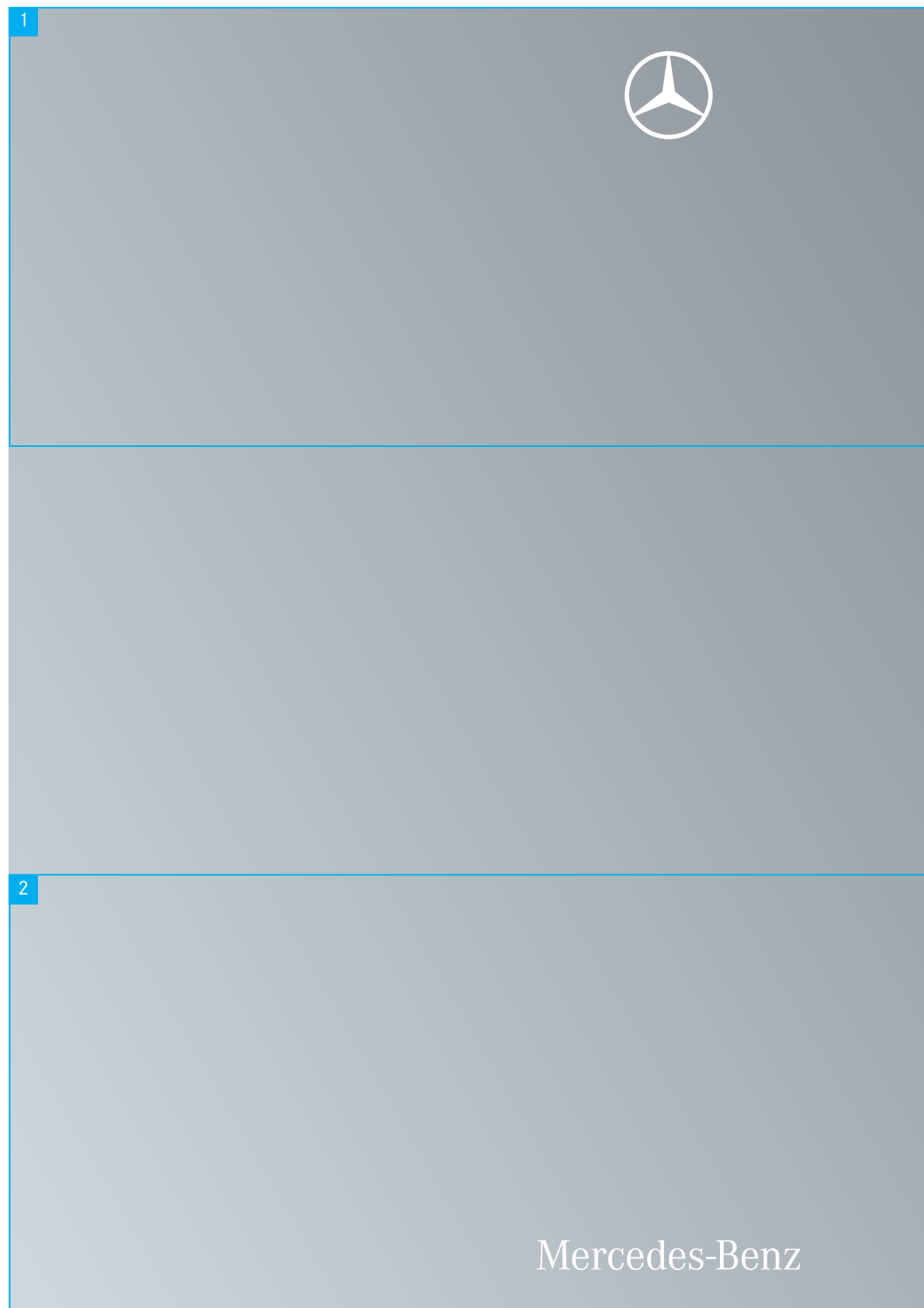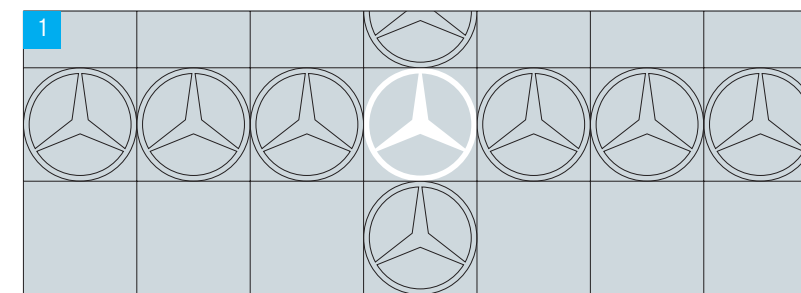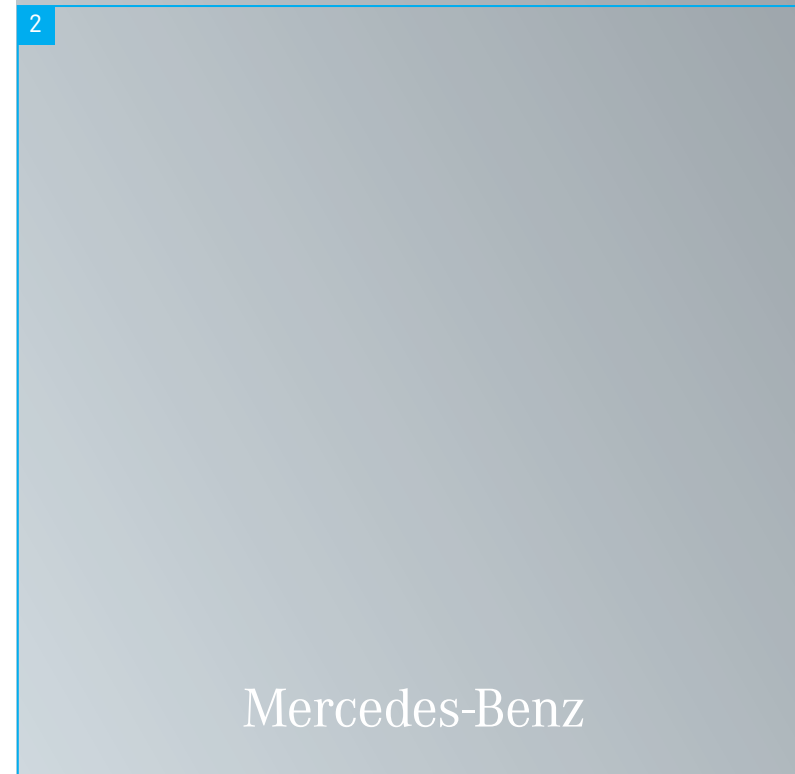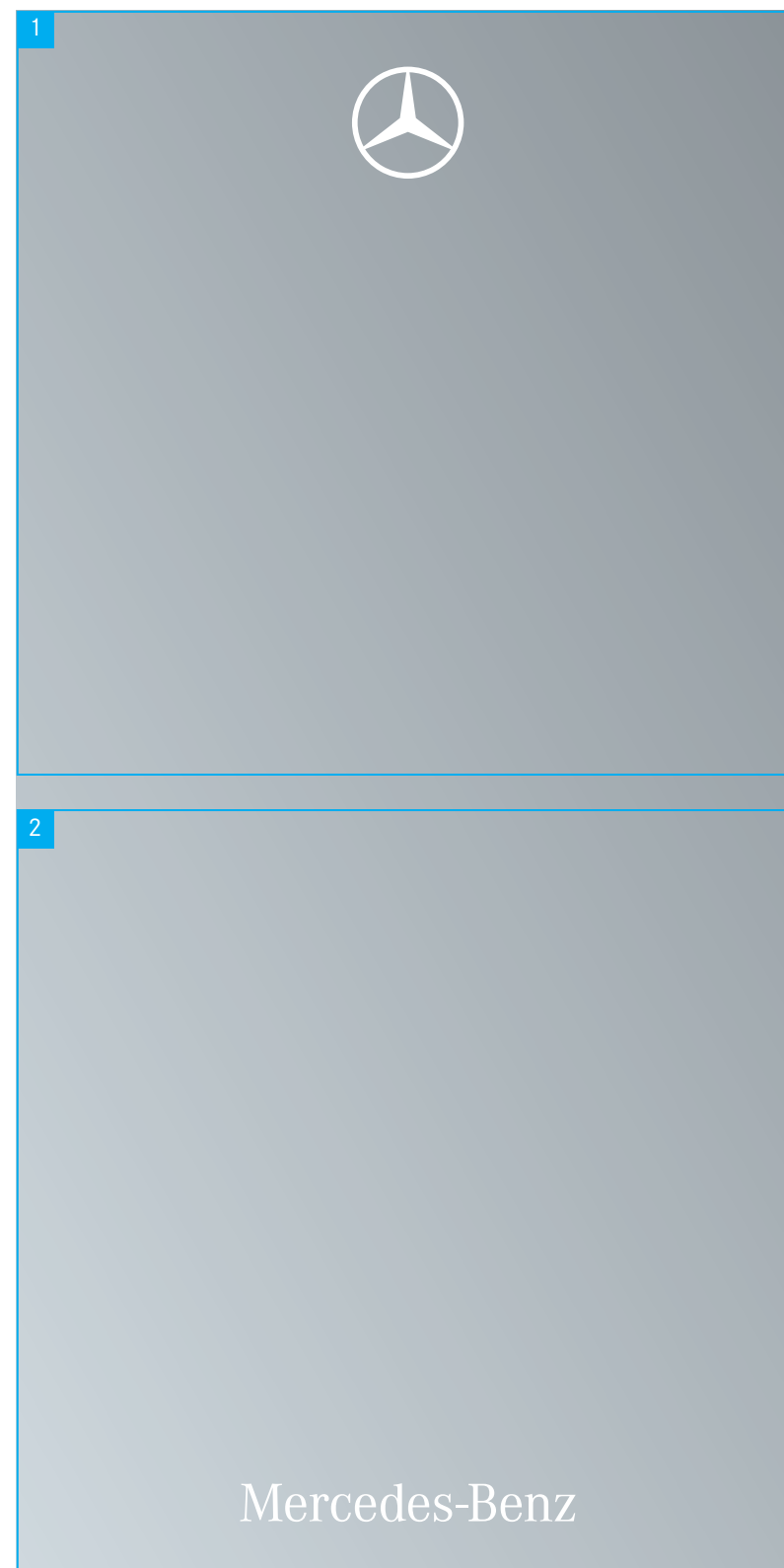
Asymmetrical brand mark, fixed spacing

The word mark is positioned 0.5 star diameters to the right of the star. This version is used in specific media and formats in the areas of sponsoring, merchandising and signage.

The proportions of the centred brand mark are always 1 to 3.

The star and word mark may not be displayed in any other combinations than shown here.

The star is positioned 0.5 star diameters from the top and 2.5 star diameters from the right format edge. A mandatory buffer zone of at least 1 star diameter is maintained between the star and all other layout elements.

The word mark is positioned 0.5 star diameters from the bottom and 1.5 star diameters from the right format edge. A mandatory buffer zone of at least 1 star diameter is maintained between the star and all other layout elements.

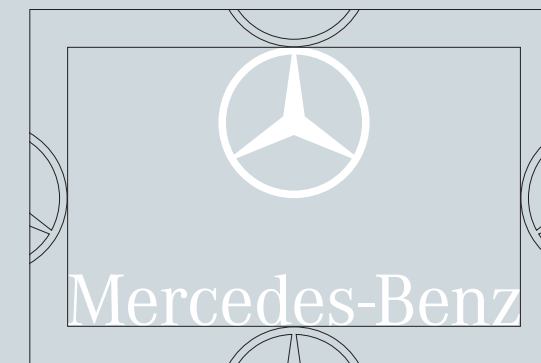Application example based on A4 portrait format
Star diameter: 20 mm

If the format is 7 star diameters or less in width, the brand mark is centred. The distance to the upper and lower format edges is 0.5 star diameters.
A mandatory buffer zone of at least 1 star diameter is maintained between the brand mark and all other layout elements.

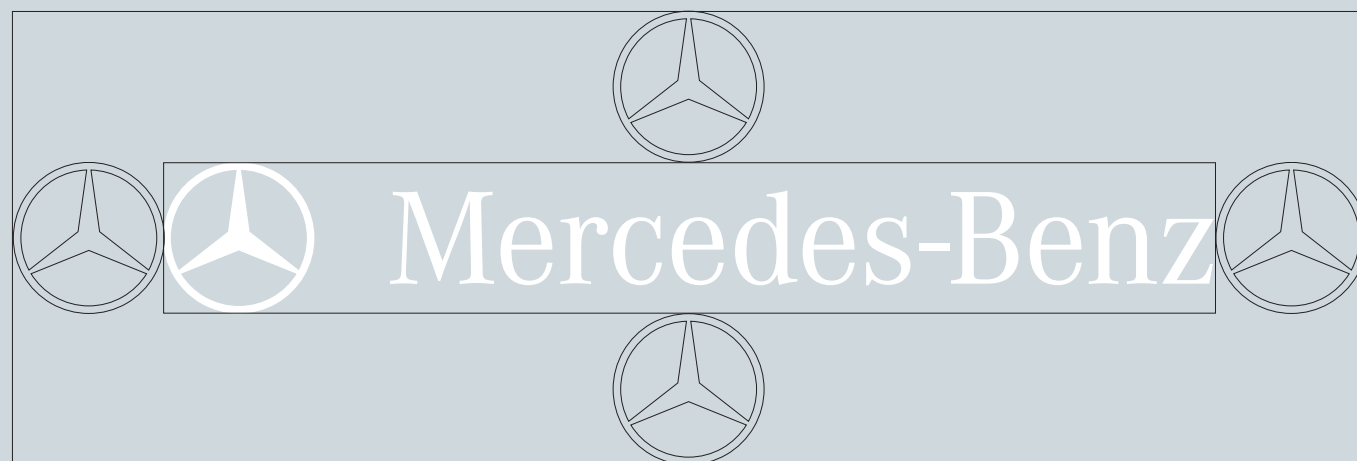Application example based on DL format
Star diameter: 15 mm
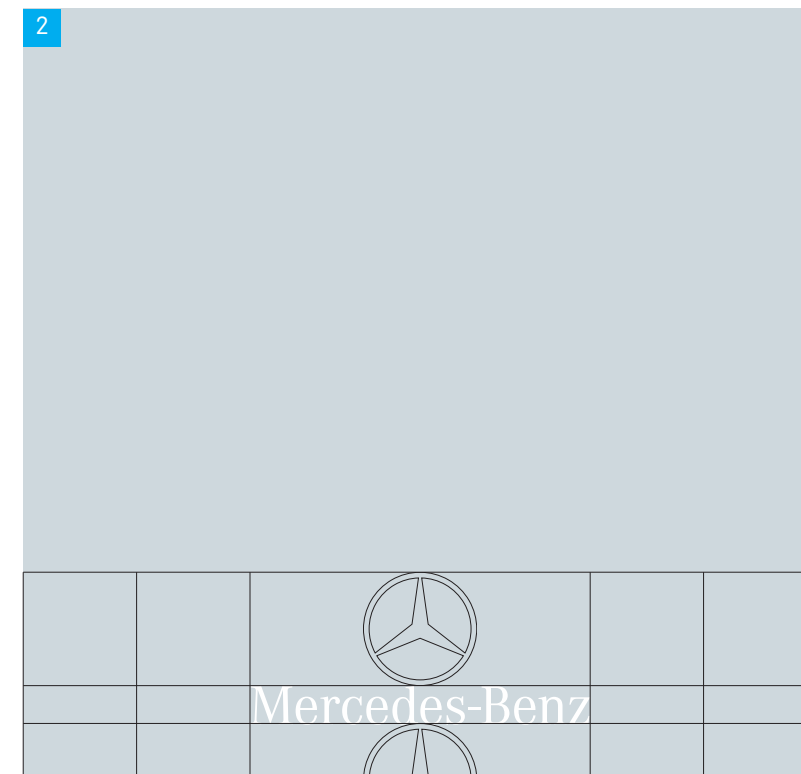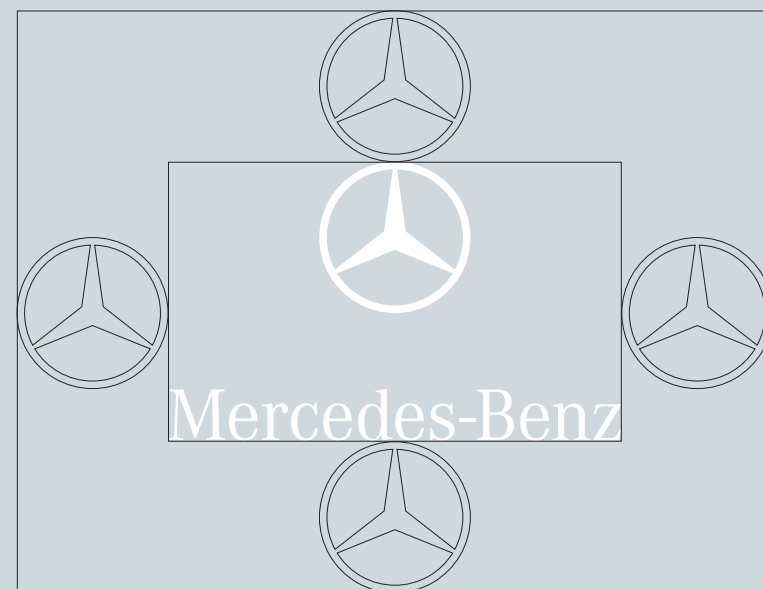
A mandatory buffer zone of at least 1 star diameter is maintained between the brand mark and all other layout elements or the format edges.


If this amount of available space cannot be guaranteed for specific media or formats, a minimum distance of 0.25 star diameters must separate the brand mark elements from any other graphic elements and the respective format edges.

Application examples based on a sponsoring backdrop

If this amount of available space cannot be guaranteed for specific media or formats, a minimum distance of 0.25 star diameters must separate the brand mark elements from any other graphic elements and the respective format edges.
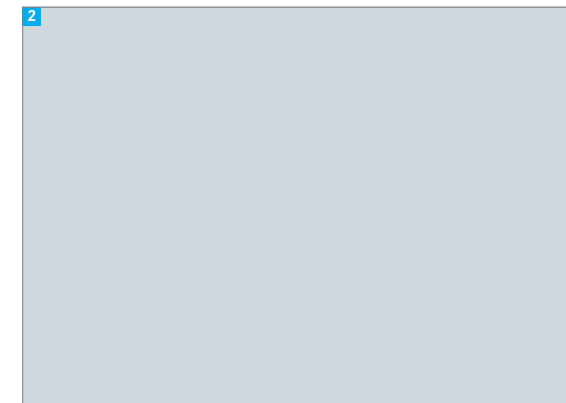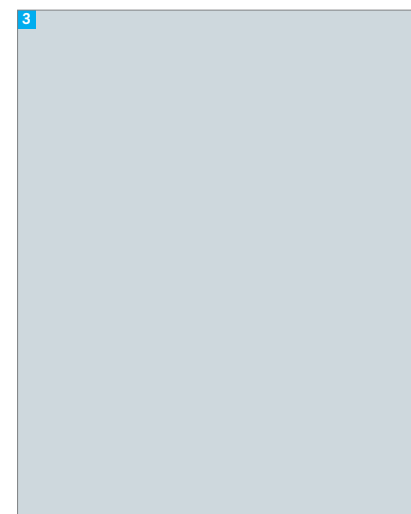
A mandatory buffer zone of at least 1 star diameter is maintained between the brand mark and all other layout elements or the format edges.

Application examples based on banner
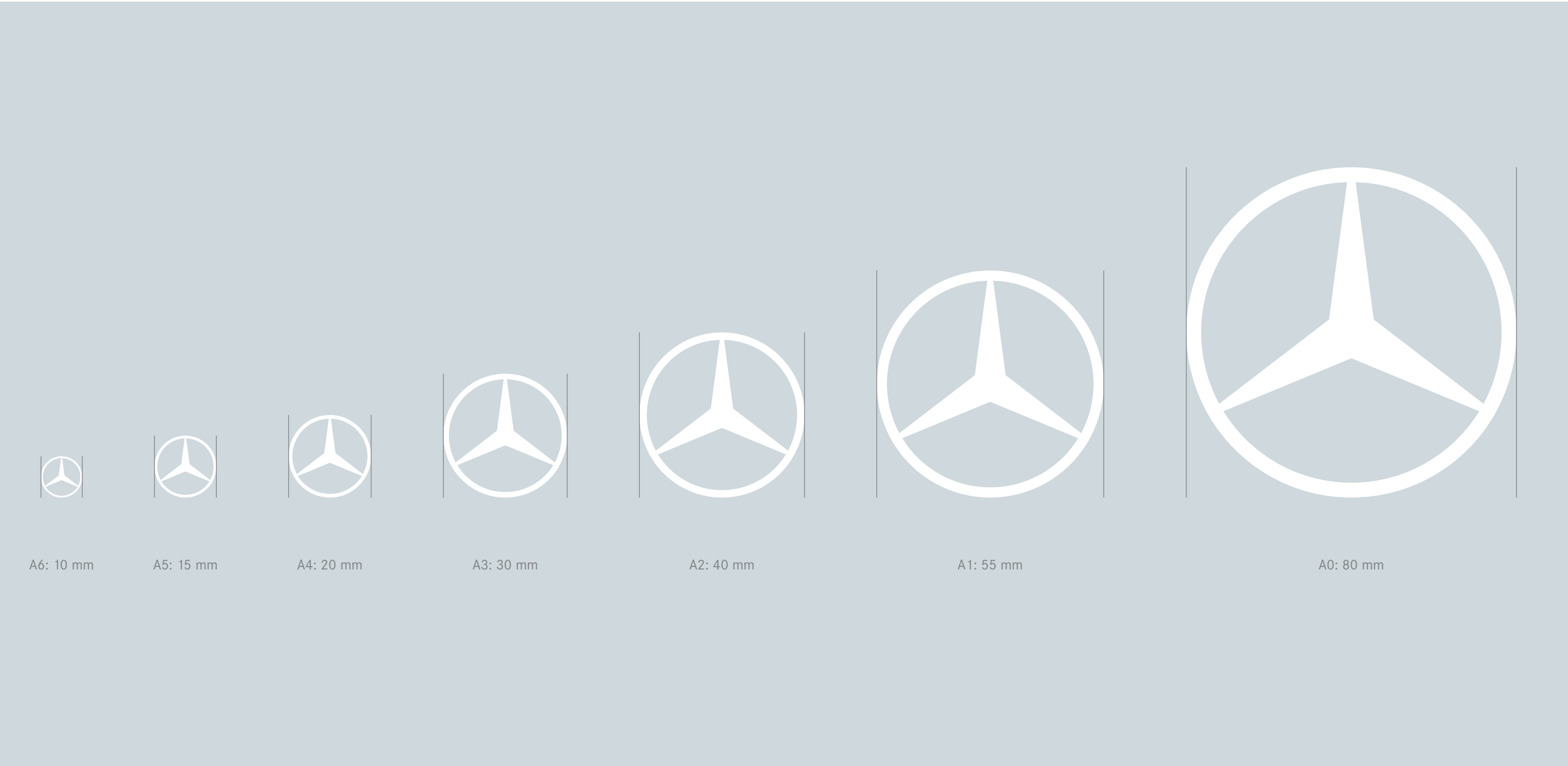
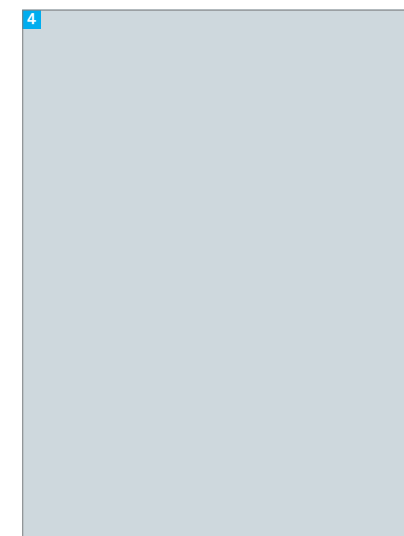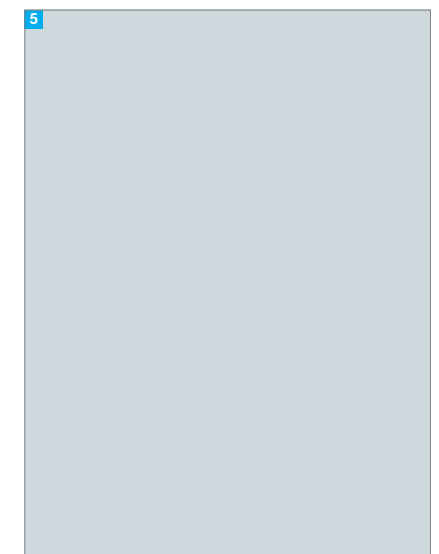| Format	A6	A5	A4	A3	A2	A1	A0
Star (diameter)	10 mm	15 mm	20 mm	30 mm	40 mm	55 mm	80 mm
Word mark (width)	30 mm	45 mm	60 mm	90 mm	120 mm	165 mm	240 mm
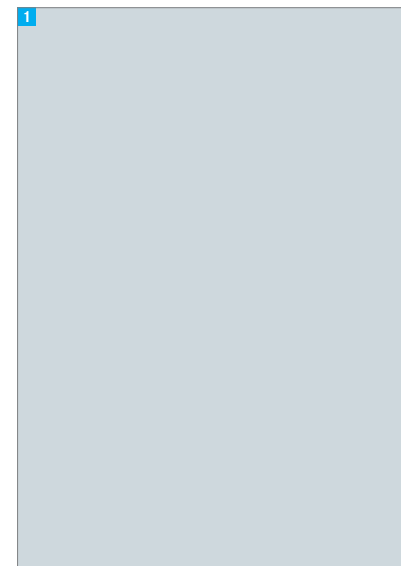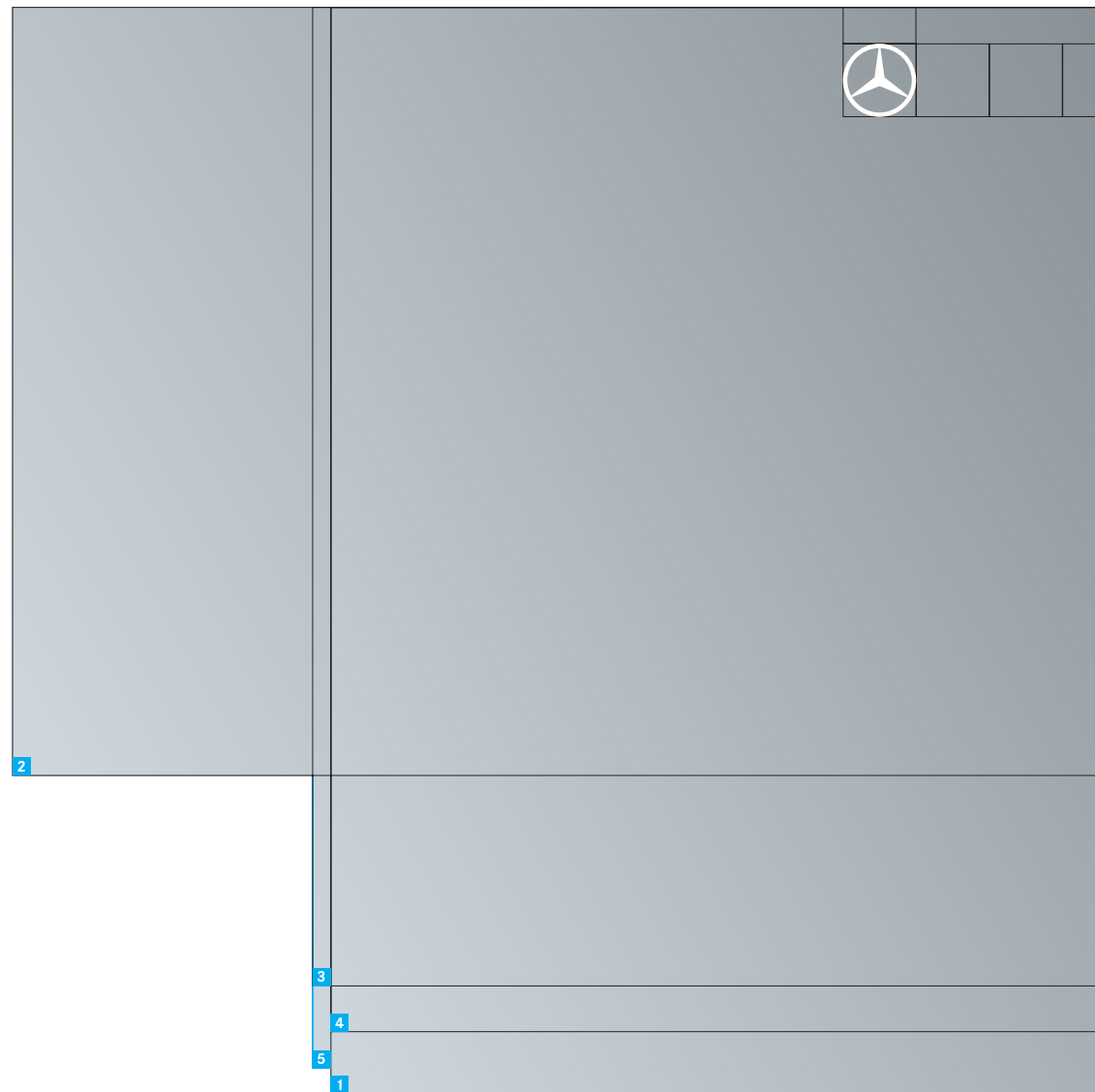
A4 portrait format

A4 landscape format

"Focus" magazine format 215 x 267.5 mm

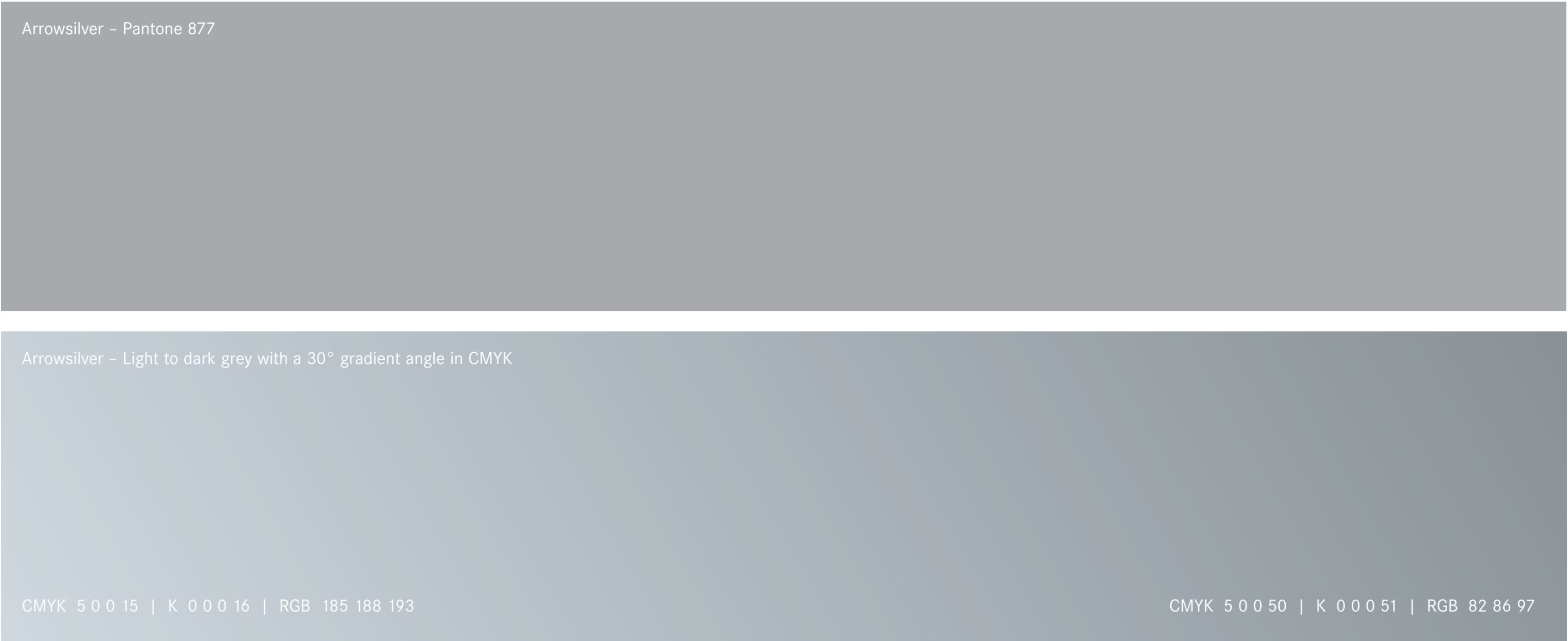"Spiegel" magazine format 210 x 280 mm

"Stern" magazine format 215 x 290 mm

Specific sizes of the star have been defined for DIN formats. If a non-DIN format is used, select the star size defined for the next closest format (provided the size difference between formats is within 10%).

Brand elements

Colours

Arrowsilver – Pantone 877

Arrowsilver – Light to dark grey with a 30° gradient angle in CMYK

CMYK 5 0 0 15 | K 0 0 0 16 | RGB 185 188 193   CMYK 5 0 0 50 | K 0 0 0 51 | RGB 82 86 97
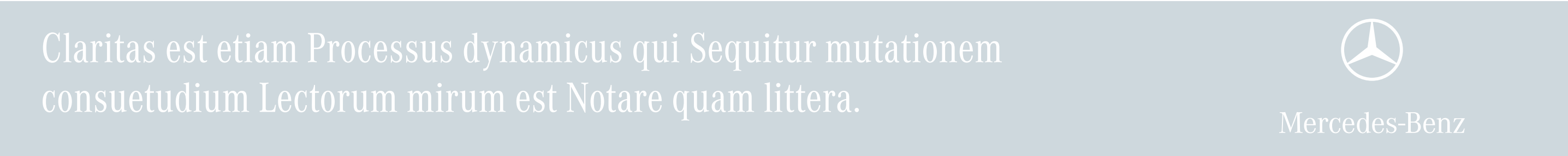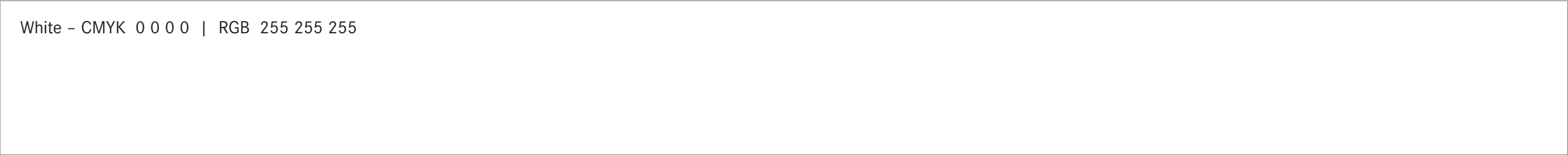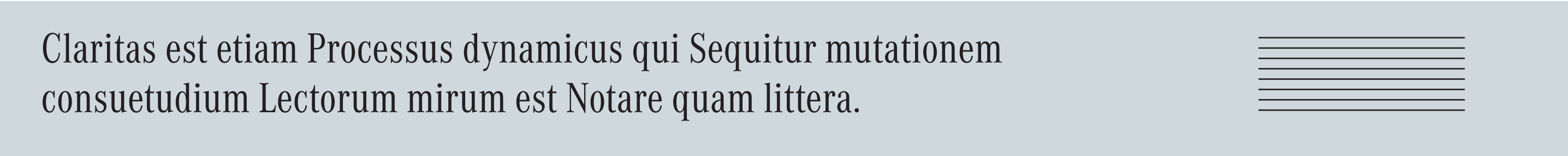
The primary colour Arrowsilver is generally used as a solid colour (Pantone 877) in our print media. If it is not possible to print in Pantone, a colour gradient is created in CMYK instead. Arrowsilver can also be used for the brand mark (forms, business materials) as well as typography.

Midnightblue – Pantone 282 | CMYK   100 65 0 80 | RGB   15 31 77

The primary brand colour Midnightblue is used at the Point of Sale.
It is generally not used in gradients.

Black – CMYK 0 0 0 100 | RGB 0 0 0

Claritas est etiam Processus dynamicus qui Sequitur mutationem consuetudium Lectorum mirum est Notare quam littera.

White – CMYK 0 0 0 0 | RGB 255 255 255

Claritas est etiam Processus dynamicus qui Sequitur mutationem consuetudium Lectorum mirum est Notare quam littera.

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White is the preferred colour for use in the brand mark. The brand mark may only appear in black in one-colour applications. The colours black and white may also be used for typography. When selecting the colour for the brand mark or typography, it is essential to ensure that it creates a sufficient contrast with its background, at least 35%. Black is not used as a background colour.*

*Exception: black is used for background areas for the AMG and SLR sub-brands. For exact colour specifications, see the AMG or SLR guidelines.

Brand elements

Typography

Corporate A Condensed

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

e.g. headlines, subheadlines

Corporate A Light

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

e.g. body copy for special cases

Corporate A Regular

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

e.g. body copy

Corporate A Demi

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

e.g. highlighting, emphasis

Corporate A is our primary typeface and a characteristic, familiar element of the Mercedes-Benz visual identity. It is available in a range of different typestyles shown here which are mandatory for use in our communication. Other typestyles are also possible, including italics for quotations, for example.

Corporate S Light

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

e.g. introductory texts (literature)

Corporate S Regular

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

e.g. page numbers, table info (literature)

Corporate S Demi

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

e.g. side notes (literature), first line of text, URL (advertisements)

Corporate S is our secondary typeface. It is used for more functional purposes.
The Corporate S typestyles shown here are mandatory for use in our communication.
Other typestyles are also possible, including italics for footnotes, for example.

Headline (25 pt / 10 mm)
Lorem ipsum dolor sit duis autem
vel eum iriure dolor hendrerit.

Headline (37.5 pt / 15 mm)
Lorem ipsum dolor sit duis autem
vel eum iriure dolor hendrerit.

Headline (50 pt / 20 mm)
Lorem ipsum dolor sit duis autem
vel eum iriure dolor hendrerit.

Lorem ipsum Dolor sit Duis Autem Veleum iriure dolor Hendrerit.

Headline: Corporate A Condensed Regular | 25 pt | LS 10 mm | TR 0

Lorem ipsum dolor sit amet consetetur sadipscing elit sed diam nonumy eirmodas tempor invidunt ut labore et dolore Magna alquam Lorem ipsum erat sed diam sol volupas volturem. At vero eos et accusam et justo dolores et ea rebum.

Introductory text: Corporate S Light | 12.5 pt | LS 6 mm | TR 0

Tabore etido magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, sea takimatar san ctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor site ad amet Consetetur sadiscing elitar. Lorem ipsum dolor sit amet sed diam isai Nonumy eirmod Tempor invid unt ut labore dolor Magna is Aliquyam erat, etiam diam voluptua. At vero eos accusam deus justo duo dolores etti ea rebum. Stet cons kasdase Gubergren, no sea takimata Sanctus estaer Lorem ipsum dolor Amet consetetur sadisciges elitar. Lorem ipsum Dolor sit amet Diam nonumy eirmod Tempor Invidunt is ut Labore dolore Magna aliquyam erat, sed Diam voluptua. At vero eos Accusam wet Justo duo dolores et ea Rebum Stet clita et Gubergren, non sea Takimata sanctus. Lorem ipsum dolor sit amet. Claritas est etiam processus Dynamicus claritas.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore feugiat eum nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum il delenit augue duis dolore te feugait nulla facilisi.
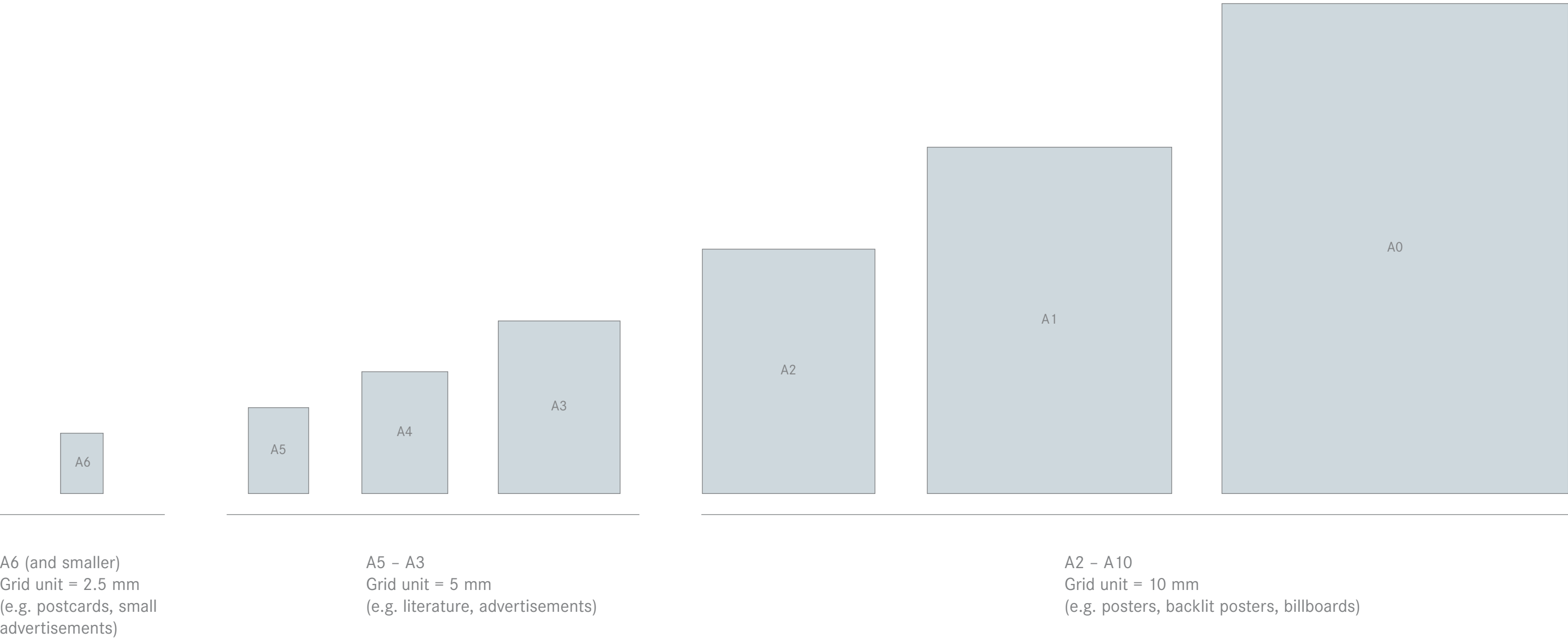
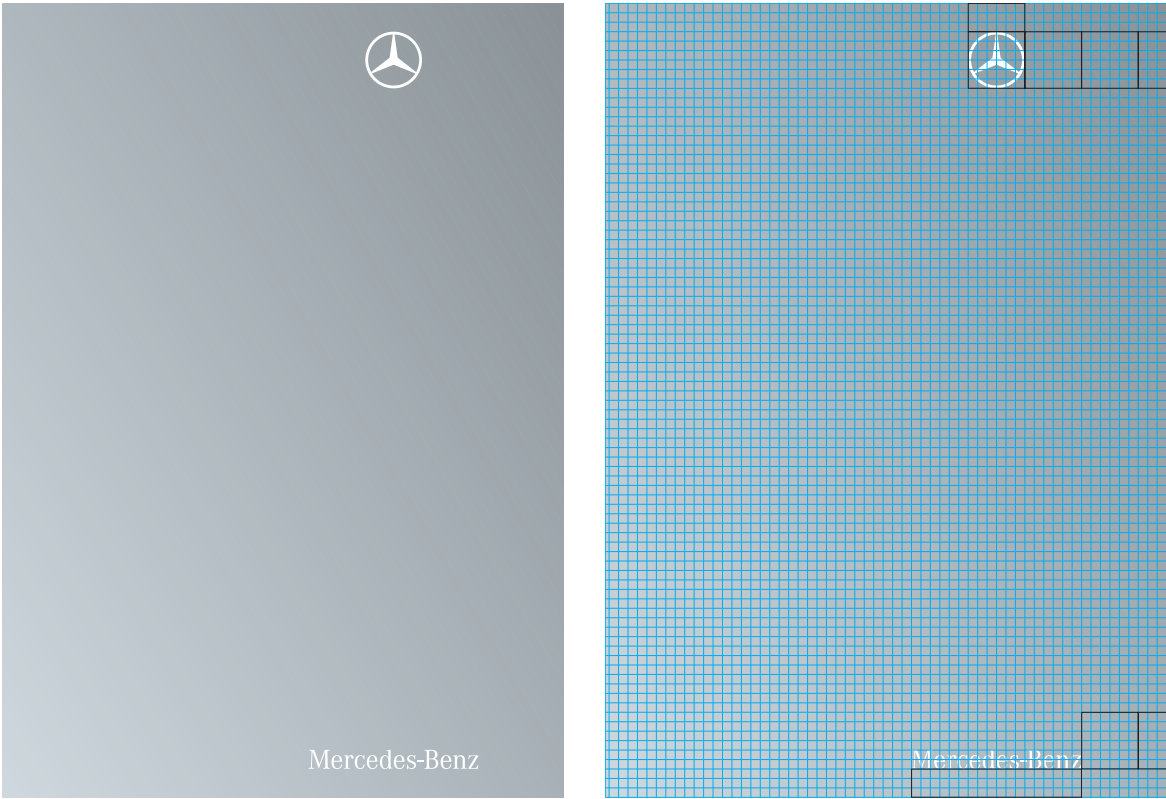Side note: Corporate S Demi | 7.5 pt | LS 4 mm | TR 0

Subheadline: Corporate S Demi | 10 pt | LS 5 mm | TR 0

Body copy: Corporate A Regular | 10 pt | LS 5 mm | TR 0
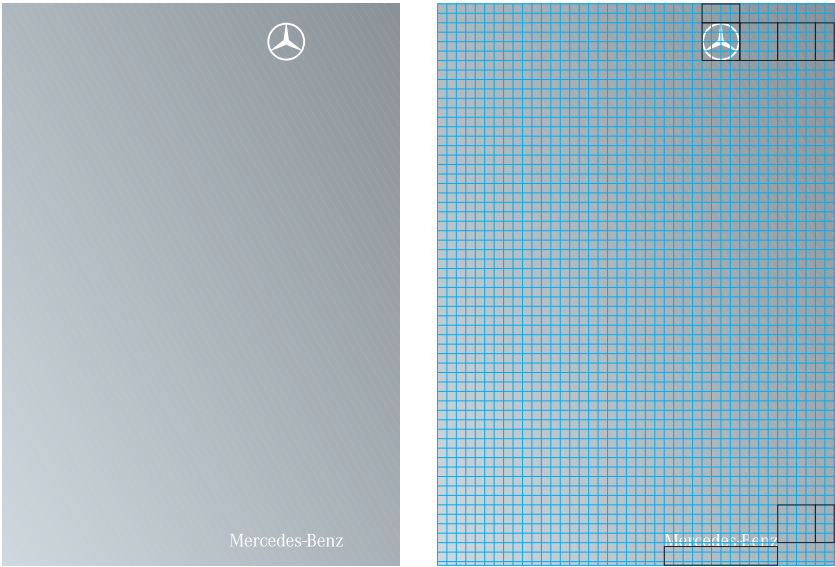

Brand elements

Grid
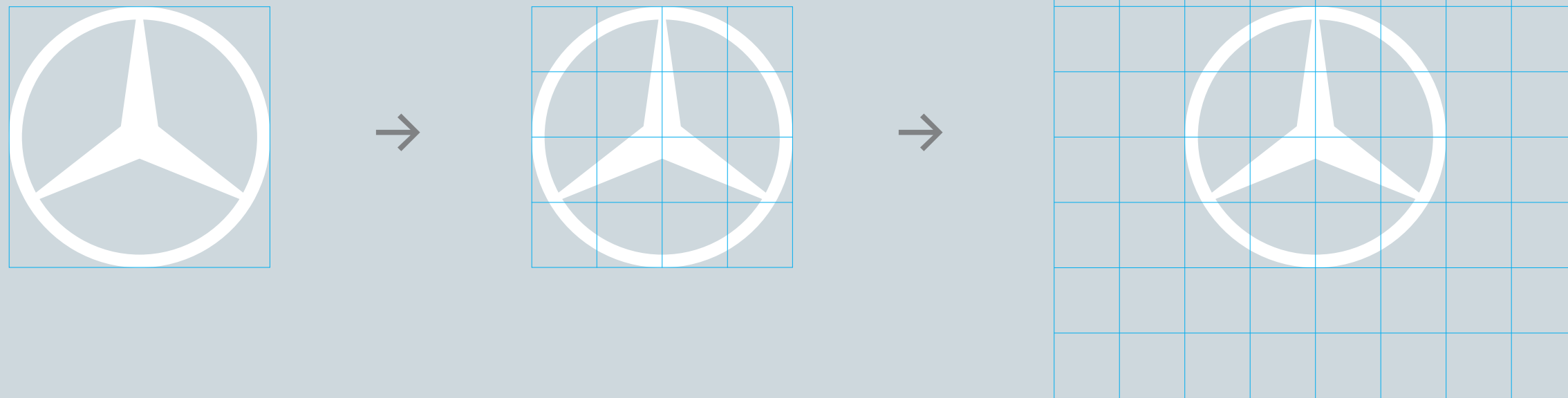
The square grid used for our layouts was derived from the geometric proportions of the star. It provides the flexibility necessary to create unique designs which effectively reflect the Mercedes-Benz brand identity.
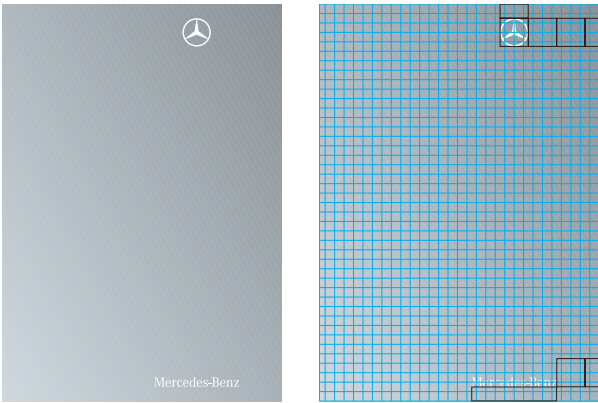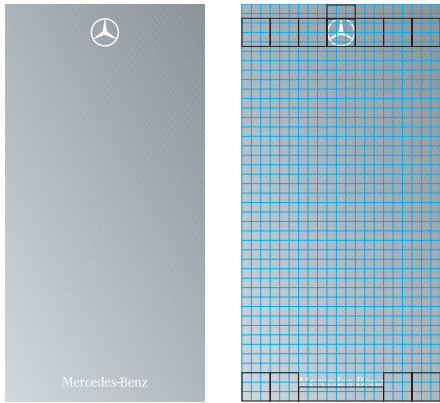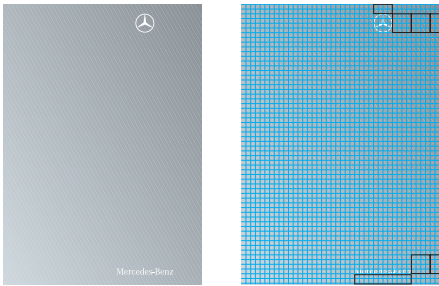
A6

A5

A4

A3

A2

A1

A0

A6 (and smaller)
Grid unit = 2.5 mm
(e.g. postcards, small
advertisements)

A5 – A3
Grid unit = 5 mm
(e.g. literature, advertisements)

A2 – A10
Grid unit = 10 mm
(e.g. posters, backlit posters, billboards)

A3 portrait format
Grid unit = 5 mm

A4 portrait format
Grid unit = 5 mm

A5 portrait format
Grid unit = 5 mm

DL portrait format
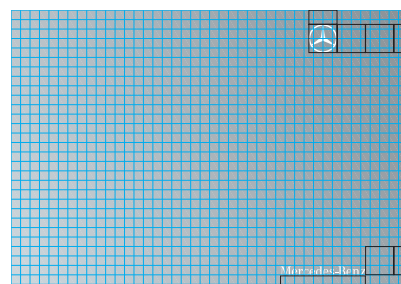Grid unit = 5 mm

A6 portrait format
Grid unit = 2.5 mm

A3 landscape format
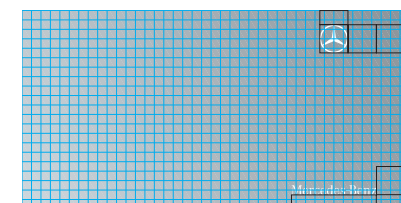Grid unit = 5 mm
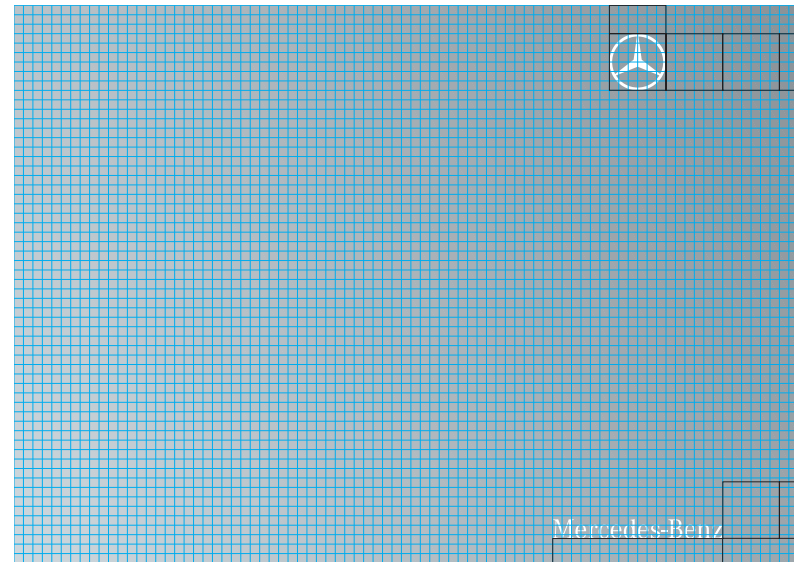
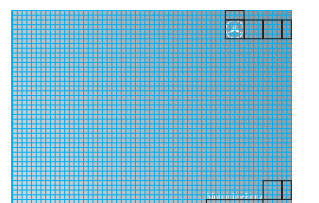A4 landscape format
Grid unit = 5 mm
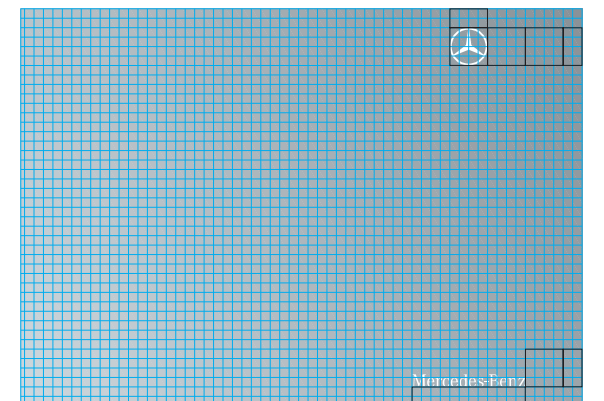
A5 landscape format
Grid unit = 5 mm

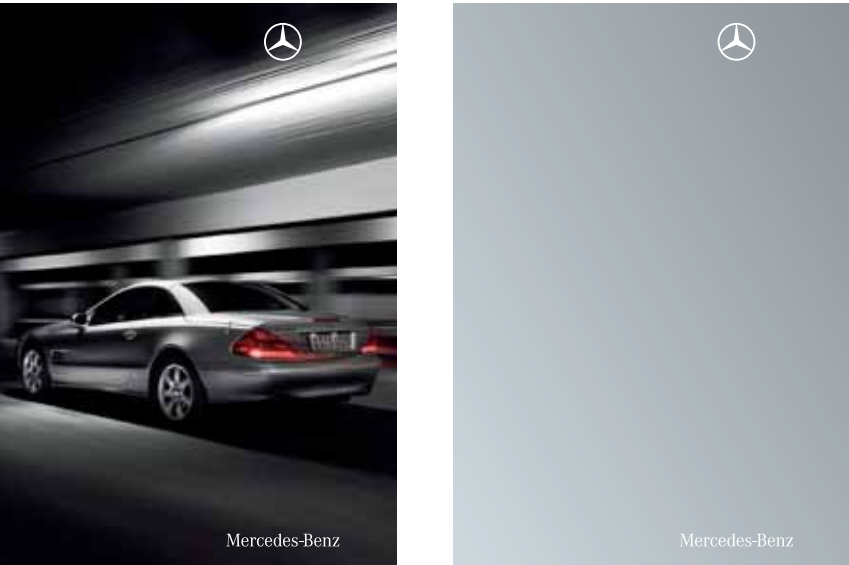DL landscape format
Grid unit = 5 mm
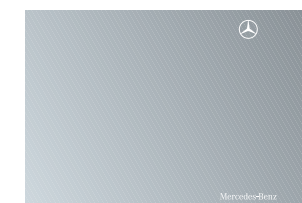
A6 landscape format
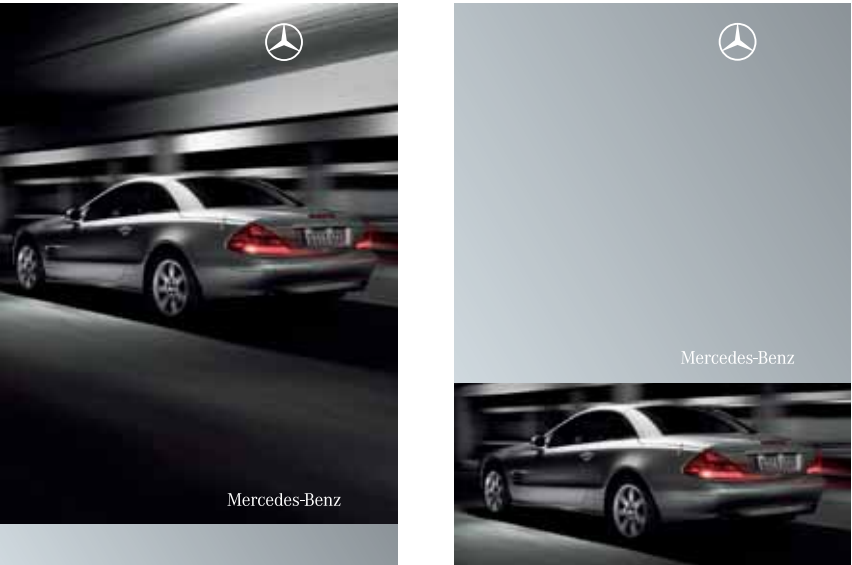Grid unit = 2.5 mm

Brand elements

Layout system

Placement of brand mark

The star and word mark are separated from each other in the layout.
The star is placed at the top and the word mark at the bottom
of the format. The proportions between the two are always 1 to 3.
Both elements are placed on the right-hand side of the format.

The brand mark on various backgrounds

The star and word mark always appear in the same area, whether
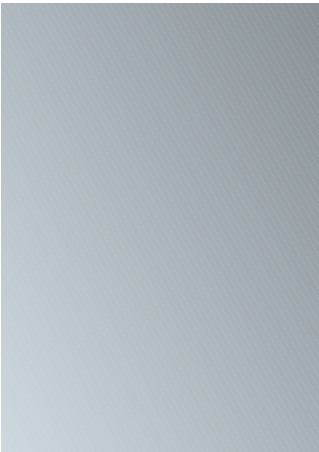on an Arrowsilver background or an image.

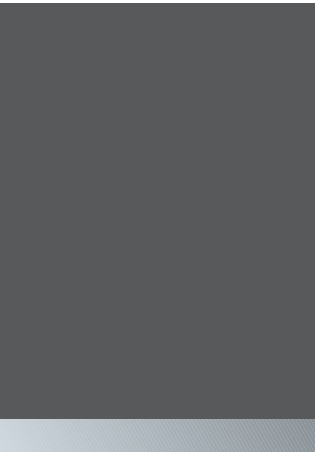## Flexible communication

The flexible design makes it possible to create communication
which focuses on either text or images.

Full-format image

Full-format brand colour

Layout division: min. 4 grid units

Layout division: 2 to 1

Layout division: 1 to 1

Layout division: 1 to 2

Layout division: 2 to 1

Layout division: 1 to 1

Layout division: 1 to 2

The options for dividing up the layout shown here are recommendations. Other possible layout divisions are defined in the respective media-specific guidelines.

Full-format image

Full-format brand colour

Layout division: min. 4 grid units

Layout division: 2 to 1

Layout division: 1 to 1

Layout division: 1 to 2

Layout division: 2 to 1

Layout division: 1 to 1

Layout division: 1 to 2

Layout division: 2 to 1

Layout division: 1 to 1

Layout division: 1 to 2

Layout division: 2 to 1

Layout division: 1 to 1

Layout division: 1 to 2

The options for dividing up the layout shown here are recommendations. Other possible layout divisions are defined in the respective media-specific guidelines.

Brand elements

Imagery

Imagery plays a major role in shaping how the Mercedes-Benz brand communicates. The photo-
graphs we use effectively reflect the personality and history of our brand. The use of consistent
imagery throughout our applications enhances the strength and reputation of our brand.

The wide variety of designs, fields and subjects requires a common understanding of the image
themes we use. Only in this way is it possible to ensure that our premium brand has a consistent
visual identity at all times and in all applications around the world.

The photos need to represent the outstanding features of our brand. They feature a number of
different subjects, such as vehicles, people, architecture, landscape and technology. Depending
on the target group of each application, distinctive local characteristics can be incorporated into
the images as well.

Our imagery emphasises the leading position Mercedes-Benz has as a brand through its high
quality. The photos feature a generous composition and ideal lighting. Cluttered scenes or
spontaneous snapshots are not appropriate. Unusual settings and perspectives make for exciting
photographs.

Varying levels of focus are used to explore interesting details and space. Our images always
feature natural colours, ranging from cool, neutral hues to bold, powerful shades. Pastel or loud
colours do not express the self-confidence and strength of our brand.

Our images feature credible and convincing arrangements which do not appear exaggerated or
unrealistic. The message of each picture is conveyed in a clever, clear and direct fashion. The
photographs express a dynamic sense of vitality and present positive, pleasant and personal
moments.

Brand history

Perfect design
Perfect functionality
Technical excellence

Heritage

Legendary "Silver Arrow"
Automobile legends
Premium brand
Omnipresence
Uniqueness
The brand of the automobile's inventor

Brand positioning

Passenger cars: appreciation

Authenticity
Elegance
Fascination
High quality
Leadership
Respect

Vans: truly professional partners

Versatility
Authenticity
Reliability
Economy
Partner
Leadership

Trucks: reliable partners

Quality
Reliability
Economy
Versatility
Design
Safety
Comfort
Functionality
Environmental protection

Idea

The star always shines from above.

Consolidation of image requirements

Translation into photographic criteria

Y **Quality (formal criteria)**

fascinating	Y	extraordinary perspectives, exciting arrangements
premium	Y	high-quality photography (no snapshots), expansive scenes (not fragmented), generous composition, precise, authentic (no unnatural retouching)
sophisticated	Y	focused, perfect lighting, colourful, not loud
demanding	Y	elegant, powerful, high-contrast

Y **Spirit (thematic criteria)**

authentic	Y	real (not exaggerated, not unrealistic)
personal	Y	positive, accessible, likeable
vital	Y	dynamic, powerful, visionary
meaningful	Y	clear, direct, positioning (no trivial motifs)

Vehicle (example: passenger car)

defined, dynamic, exciting, modern, elegant, emotional, generous

Architecture

exciting, unusual, leading, authentic, generous, high-contrast

Scenery

generous, dynamic, meaningful, visionary, emotional, positive

*Images for layout purposes only

People

elegant, competent, positive, unusual, likeable, personal, accessible

Technology

precise, exclusive, exciting, high-contrast, focused, defined

No fragmentation, no busy backgrounds

No snapshots, no loud colours

No unrealistic scenes or unnatural retouching

Brand elements

Applications