Corporate design compact guidelines

design version 2.0   2022–08

Contents

Brand positioning and personality

The new positioning articulates our purpose & ambition and guides brand and people forward

smart is a **new-premium, intelligent and all-electric** auto brand. People love us for our premium products that offer futuristic design and advanced technology that make them the perfect, **uncompromising companion** for urban life.

We're fearlessly first to take on new ideas with future tech and engineer new mobility solutions, business models and services for an **intelligent,** human-centric **future** in the brave new age of intelligent e-mobility.

smart stands out through its unique personality: a combination of energetic **future-optimism** and bold sophistication. We are **inspiring creators,** excited to invite a **diverse community** of co-creators that embrace friction to grow and design a smarter future together with us.

smart will always be characterized by **iconic design.** Moving forward this will be expressed in a more sophisticated manner that matches our new, more grown-up personality.

We attract **avant-garde trendsetters.** They're our superfans. They have a passion for art, design & technology; and the urge to not just wait for but imagine and shape the future.

They're early adopters and co-creators, defining the Zeitgeist of their generation. They collaborate with brands to **express** themselves and bring new ideas to the table that help create a better tomorrow.

Brand Purpose: Why does smart exist?

To design a smarter future together

Brand mission: What does smart want to achieve?

To transform mobility into meaningful experiences

Brand Archetype: How do you know it's smart?

Inspiring creator

Superfans: Who are the people who believe in smart & influence others

Avant–garde trendsetters

Brand personality

smart's brand personality provides a set of core characteristics to ensure consistent communication across all touchpoints. It's a guidance for all regions, countries and languages. The brand personality reflects who we are as a brand and what we stand for: An **inspiring creator** who takes on the mobility of the future with a fresh perspective to become an uncompromising urban companion for the avant–garde spirited.

Driven

Goal–oriented and forever committed — we are driven by the purpose to design a smarter future together.

Inspirational

Passionate and future–optimistic — we use our imagination and energy to inspire others to co–create together.

Inclusive

Diverse but always inviting — in our community, we embrace friction and unleash the energy of diversity that sparks innovation.
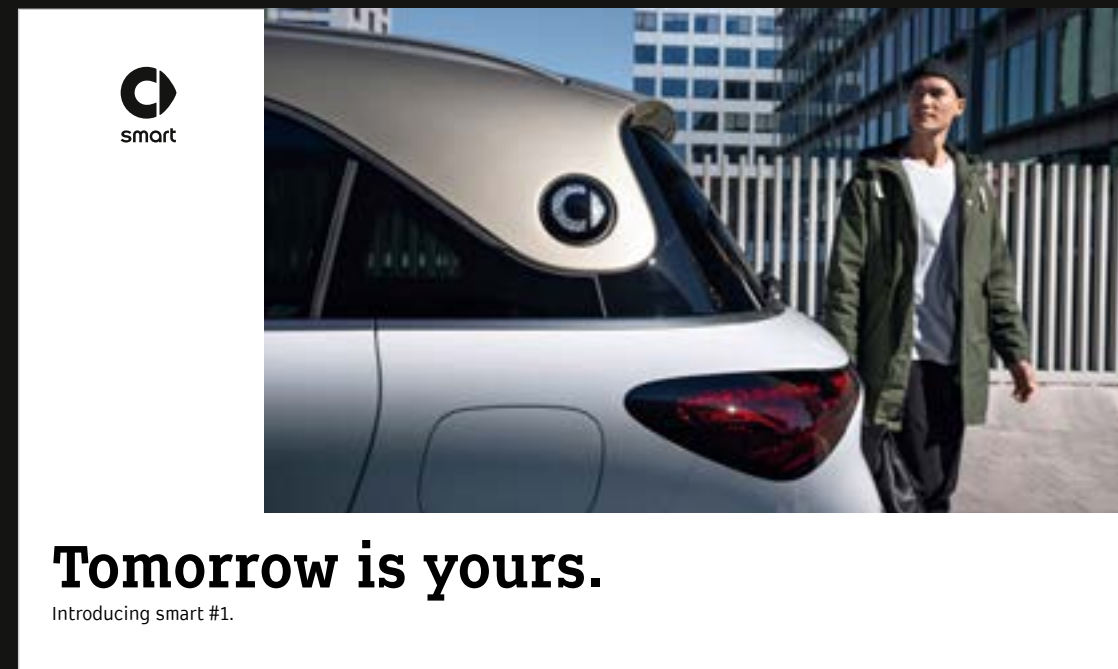
Brand design
elements
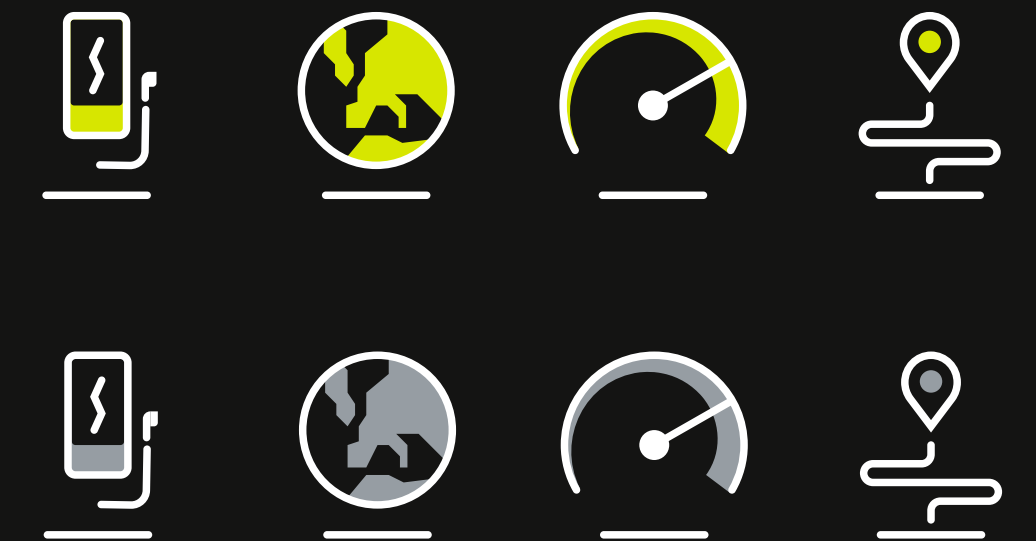
Brand design elements

Logo

Layout principles

Color

Brand icons

Our font FOR smart Next
is a **key brand identifier.**

Our typography is the **style–defining** tool for
all communication media. We have 2 types of
fonts — FOR smart Sans and Next.

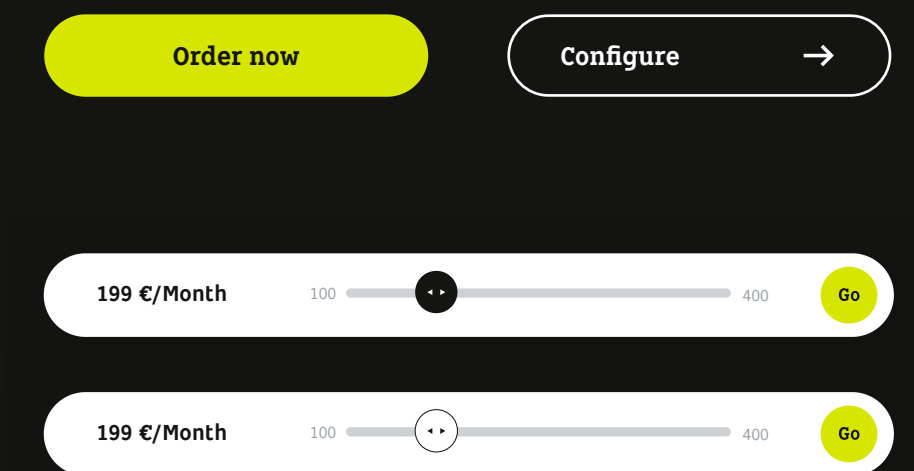**创造一个更创新**、更互联、更时尚、更可持续、
更乐观、更简单、更智能的未来。

Typography

Supergraphic

Imagery

Animation

UI elements

Logo

Versions

2D Logo (flat)

The standard logo version is used on all major media. (Print and online)

3D logo as emblem

Based on the 2D logo, there is a revised 3D version. This logo is only used on the car.

Logo positive

Logo negative

ℹ️ Further information and rules can be found at: Brand design elements — Logo | Application

Rationale for 2D logo

The new smart logo is familiar and yet new. We have adapted the logo to the new requirements of digitalization and the associated changes in corporate design and communication. The flat design allows us to be more modern and flexible, ensuring consistent visibility across all channels and hence strengthening our recognizability. Our logo conveys the clear and under–standable message of our positioning and it equally convinces with design and functionality. The new logo is the central element of the re–designed brand identity of smart. Formally it consists of two partial elements: the figurative mark and the word mark. Derived from the design idea, brand promise and values as well as positioning, the new logo symbolises the self–image of smart.
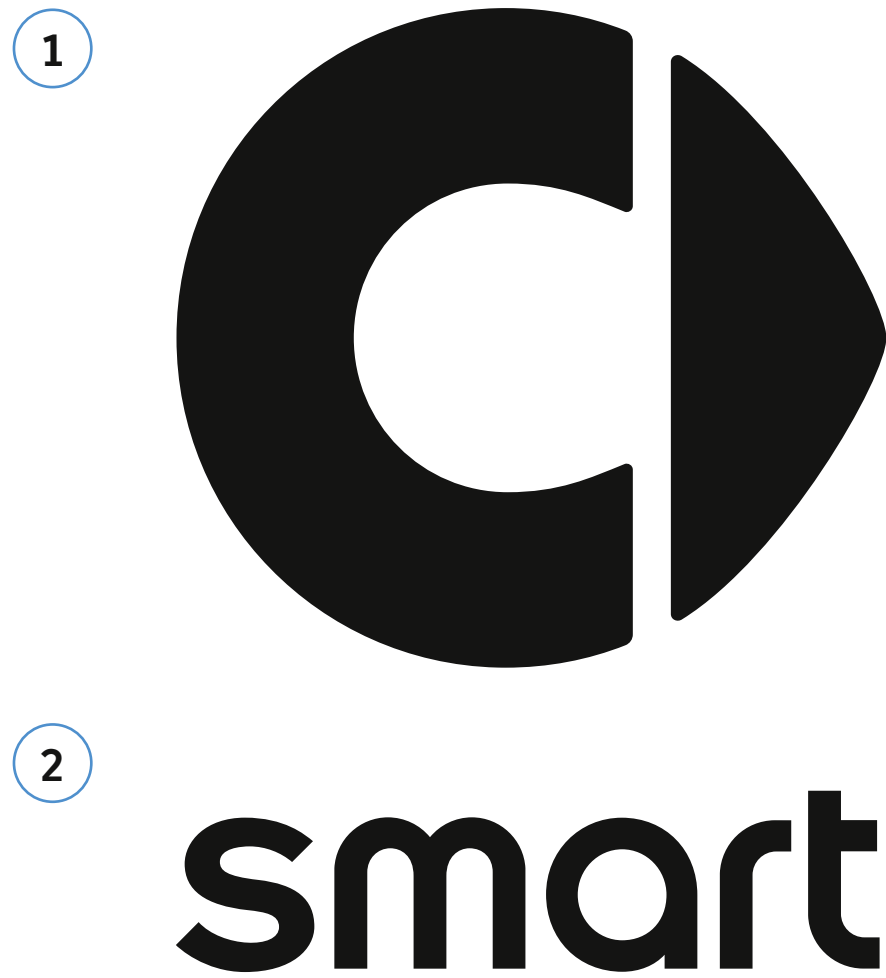
(1) **Figurative mark**

— Iconic
— Simplified but not boring
— Cool and fashionable
— Interconnected
— Tailored to your lifestyle
— Avantgarde tech but subtle

(2) **Word mark**

— Strengthens the figurative mark
— High identity factor and individuality
— Minimalist font supports the vision
  of smart (Radical, simple and liberating)

Application and size

Standard logo version (vertical)
The standard logo version is used on all major media.

— Minimum size in print: 15 mm width
— Minimum size in digital use:
  Image mark: 16px × 16px
  Combination: 28px width

Alternative logo version (horizontal)
The horizontal version is only to be used in exceptional cases when there is not enough space for the vertical version (e.g. co–branding, online banners, advertising material and give–aways).

— Minimum size in print: 30 mm width
— Minimum size in digital use: 56px width

i All versions follow a clear coding and can be found in the logo database.

Detached logo

The logo can be used as a detached version only in digital applications where space is limited or as a phyiscal application on the car. Using the detached logo always is an exception to the defined logo usage rules. The word mark can be used on its own without showing the figurative mark. The figurative mark can only be used in a detached version, if the word mark is also visible in the same context and both can therefore be associated.

Rules

The same rules apply for the placement and use of the detached logo as for the standard version.

The rules can be found at:
Brand design elements — Minimum distances
Brand design elements — Liquid logo
Brand design elements — Logo | Don'ts

If the word and the figurative mark are used separately on one page, not size relation rules apply to both elements.

Application areas

— Digital: including but not limited to website (sticky header), APPs, in car UI/UX, social media, banner, etc.
— PowerPoint
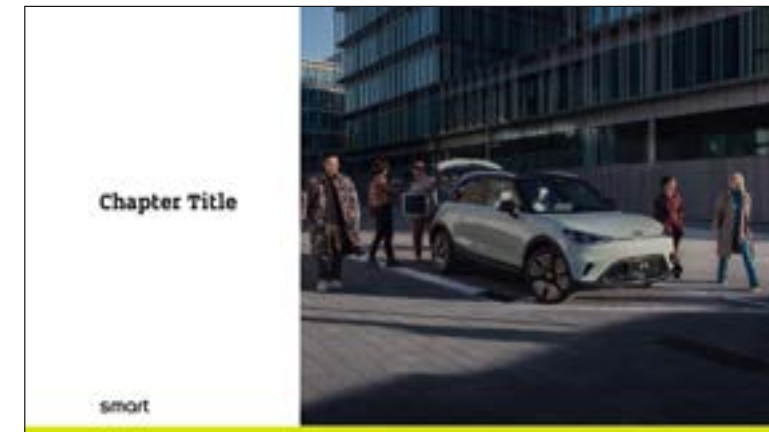
Liquid logo

The logo offers maximum creativity and freedom within its form and can be filled with a wide variety of content. A liquid version of the logo can be applied wherever the brand wants to stand out from its environment and differentiate itself more distinctively. This includes digital applications and physical applications (e.g. trade fairs, events, sponsoring).

Rules

Figurative and word mark are used as a combination for the liquid version by default. This can be used in digital and non–digital media. When used as a liquid version, the logo must always be placed with the best possible contrast to the background.

If the figurative mark is used separately from the word mark in digital applications, the rules for the detached logo version apply.

The rules can be found at:
Brand design elements — Minimum distances
Brand design elements — Detached logo
Brand design elements — Logo | Don'ts

Possible contents

The logo can be filled in the digital
or physical with:

— Videos
— Animations
— Images
— Colors and patterns
— Materials and surfaces
   (for example metal, wood, velvet or plants)

Minimum distances

The logo is located in a protection zone, in which no other element may be placed. This zone also indicates the minimum distance between the brand and the format edges. The protection zone is defined by the outer edges of the logo plus 2 X, where X is the height of the word mark. All dimensions, proportions and minimum distances of the logo must always be considered. If the logo is separated and only the word mark or figurative mark is used, the protection zone of 2 X remains for both elements.
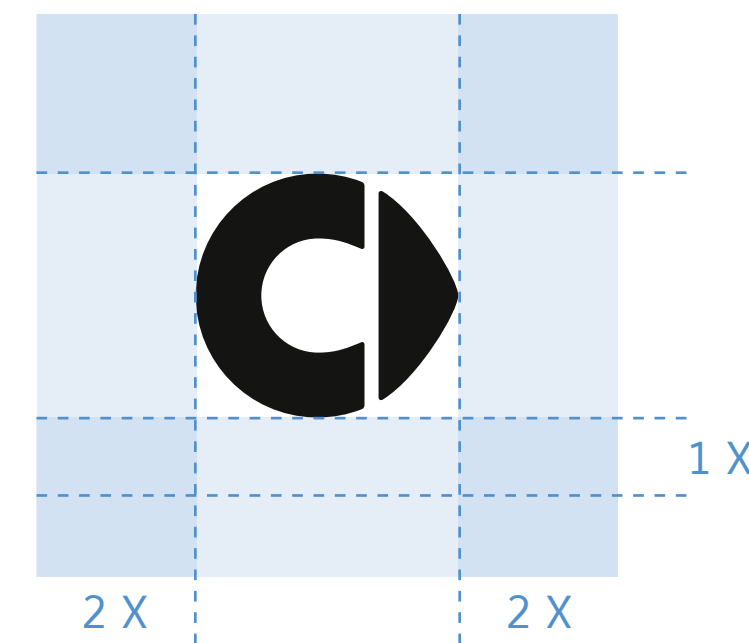
Standard logo vertical

1 X

2 X   2 X

Logo horizontal

1 X

2 X   2 X

Figurative mark

1 X

2 X   2 X

Word mark

1 X

2 X   2 X
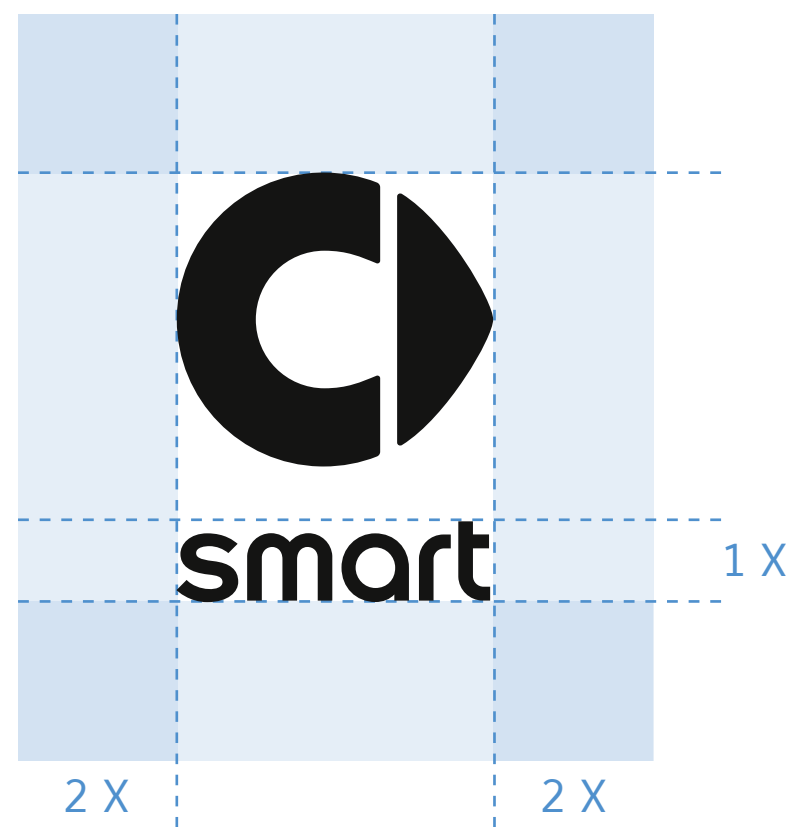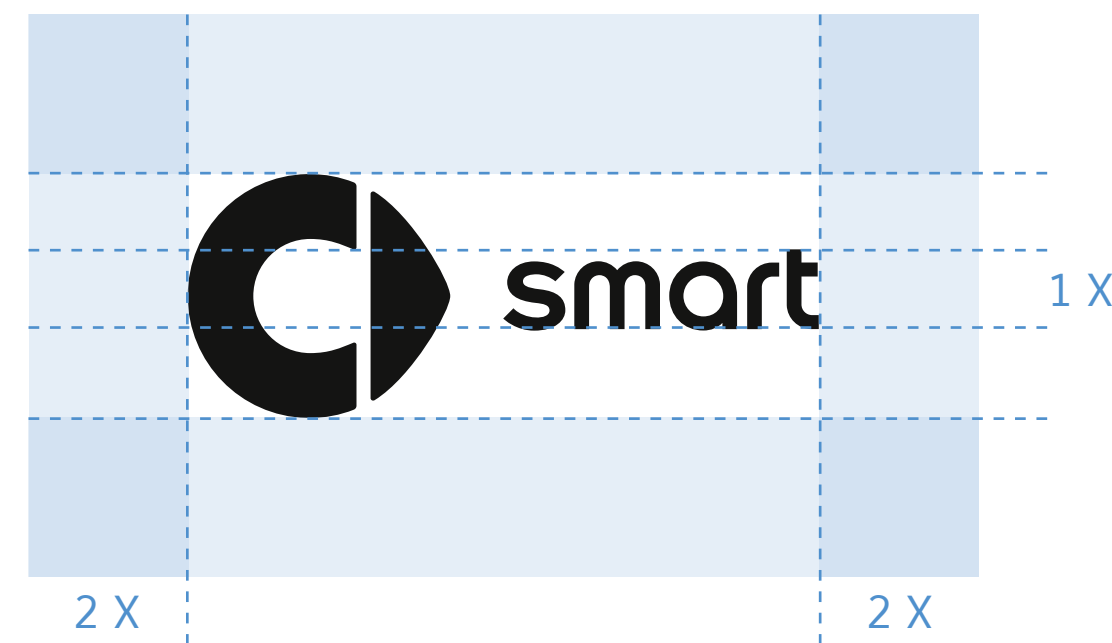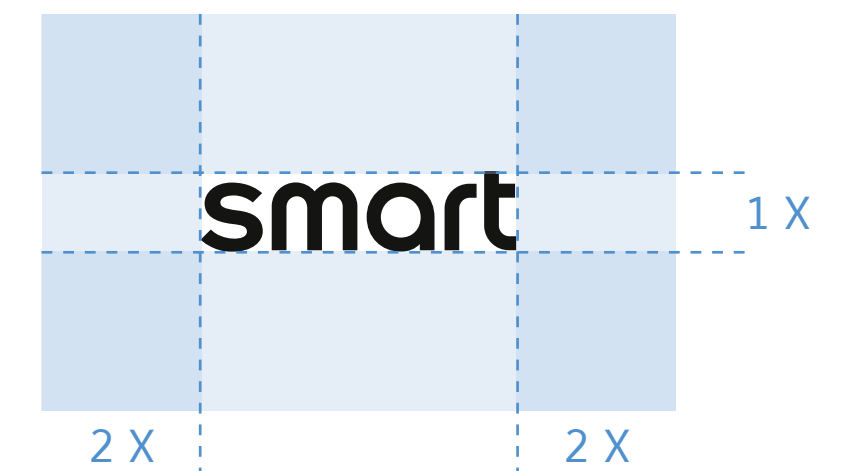
smart ⎮ **X = height of the word mark**
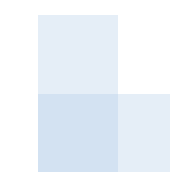
Protection zone of the logo

Co-Branding

If other brands are presented in association with smart the positioning is clearly defined. The partner logo is always based on the height of the smart logo. There is a minimum distance of 4 X between the two logos. This is emphasized by a dividing line after 2 X. The dividing line always corresponds to the height of the smart logo. The standard vertical or horizontal version is used wherever possible. When applied vertically and smart is the primary sender, smart is always above the third-party logo. The horizontal logo should be applied when the media and spacing doesn't allow a vertical placement.

Vertical (Standard logo)

Horizontal (Standard logo)

Horizontal (Special case)

third party logo

1 X

2 X

2 X

third party logo

1 X

2 X   2 X   2 X   2 X

third party logo

1 X

2 X   2 X   2 X
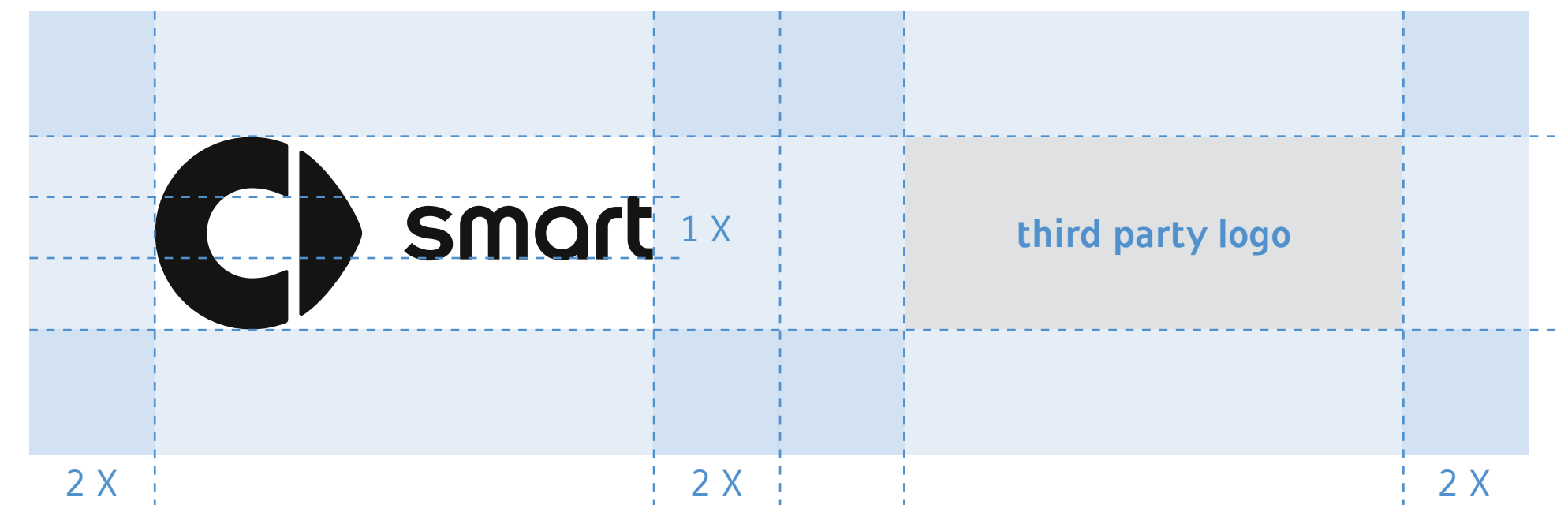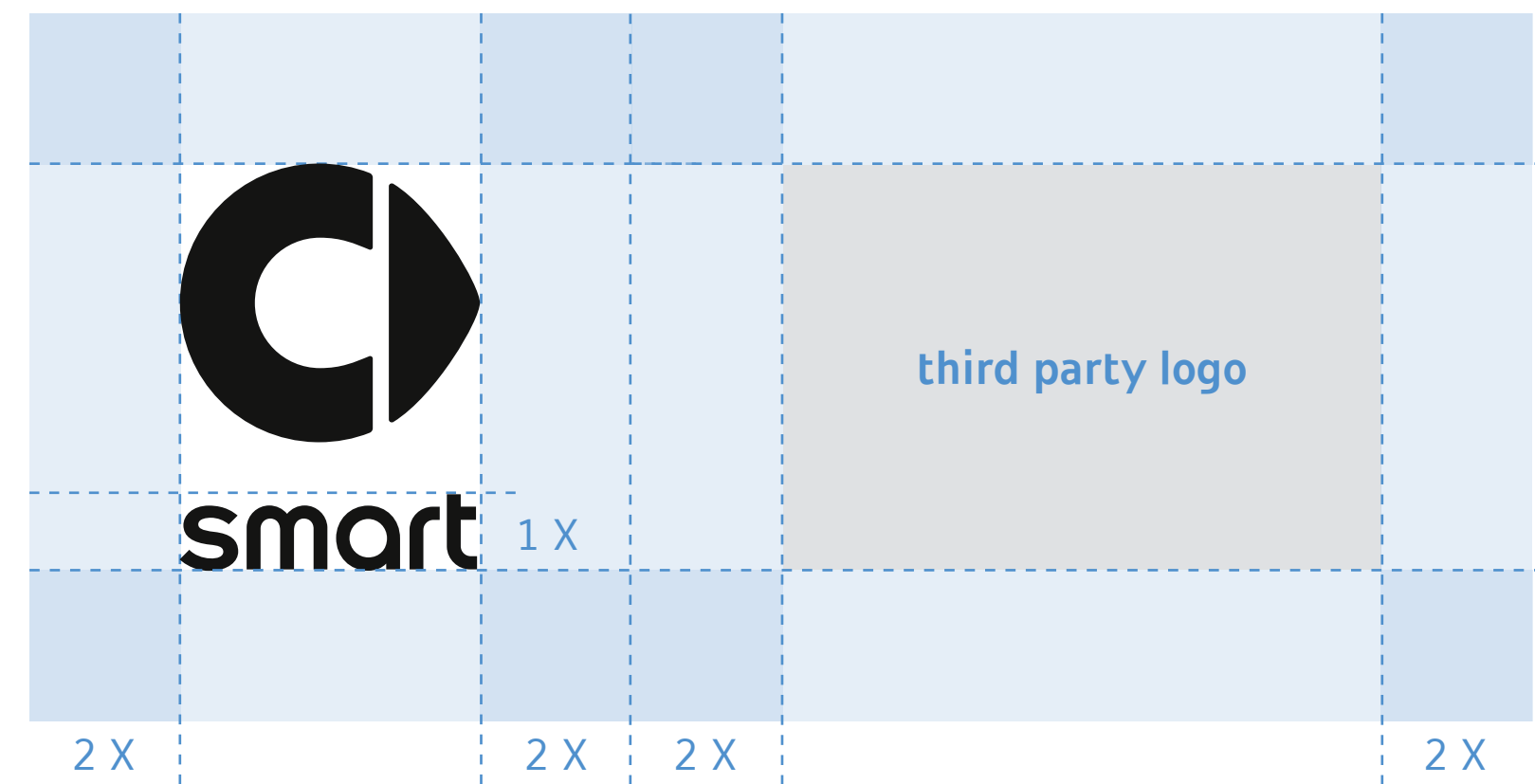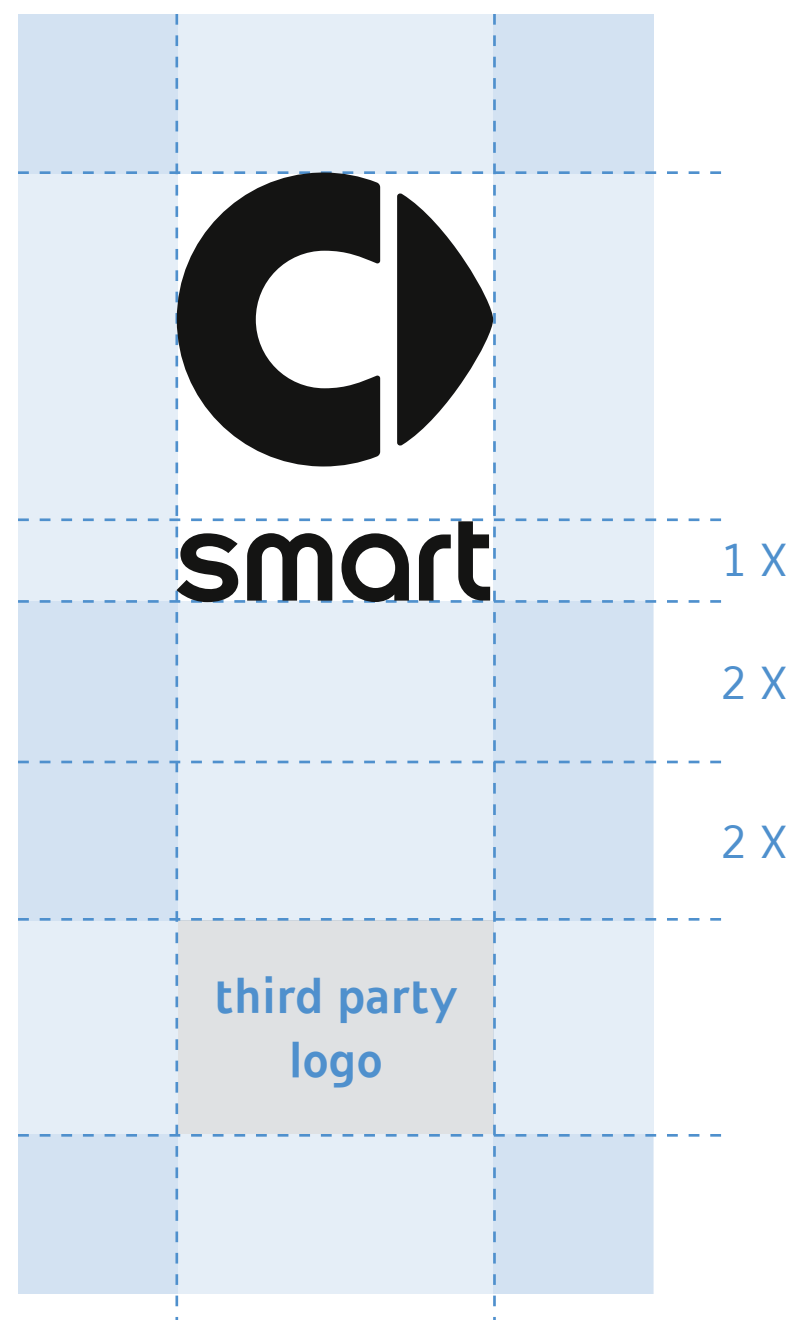
The examples above only display the case when smart is the primary sender of the co-branding. As the primary sender the smart logo is always left-aligned. If smart is the secondary sender, the rules of the primary sender apply to the placement.

Examples of use

# Logo positioning without imagery

The logo is always placed on a centered axis on the top of the media. For minimal distancing around the logo the predefined logo protection zone applies to the positioning. Exact logo sizes and placement details for standard for‑ mats are specified and documented in the respective guidelines. For horizontal formats, the logo is placed on the central axis on the left–hand edge of the format. There are some exceptions, special formats such as interior signage, social media, PowerPoint templates and merchandise, the logo can be placed differently.

Vertical format
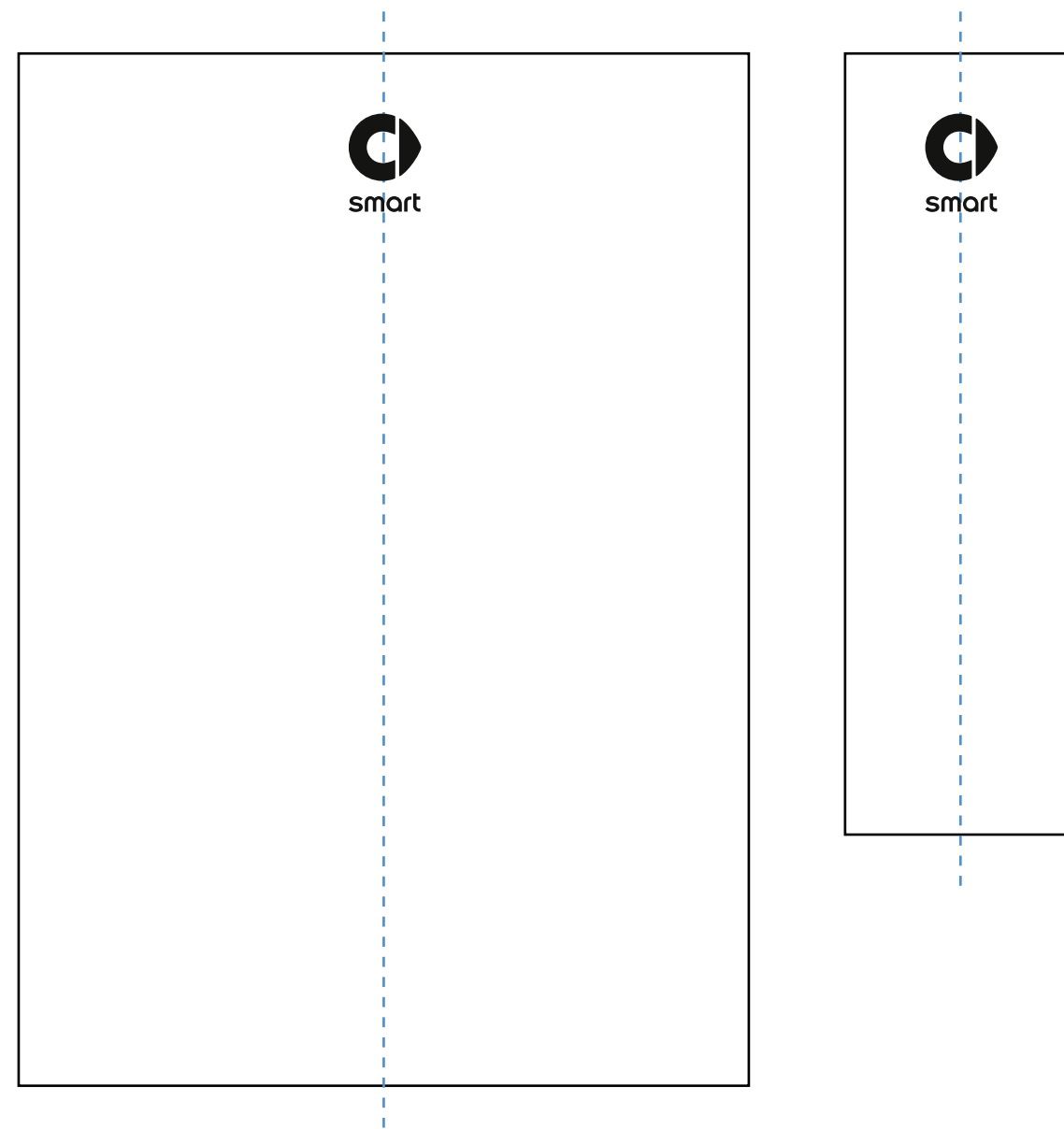
Horizontal format
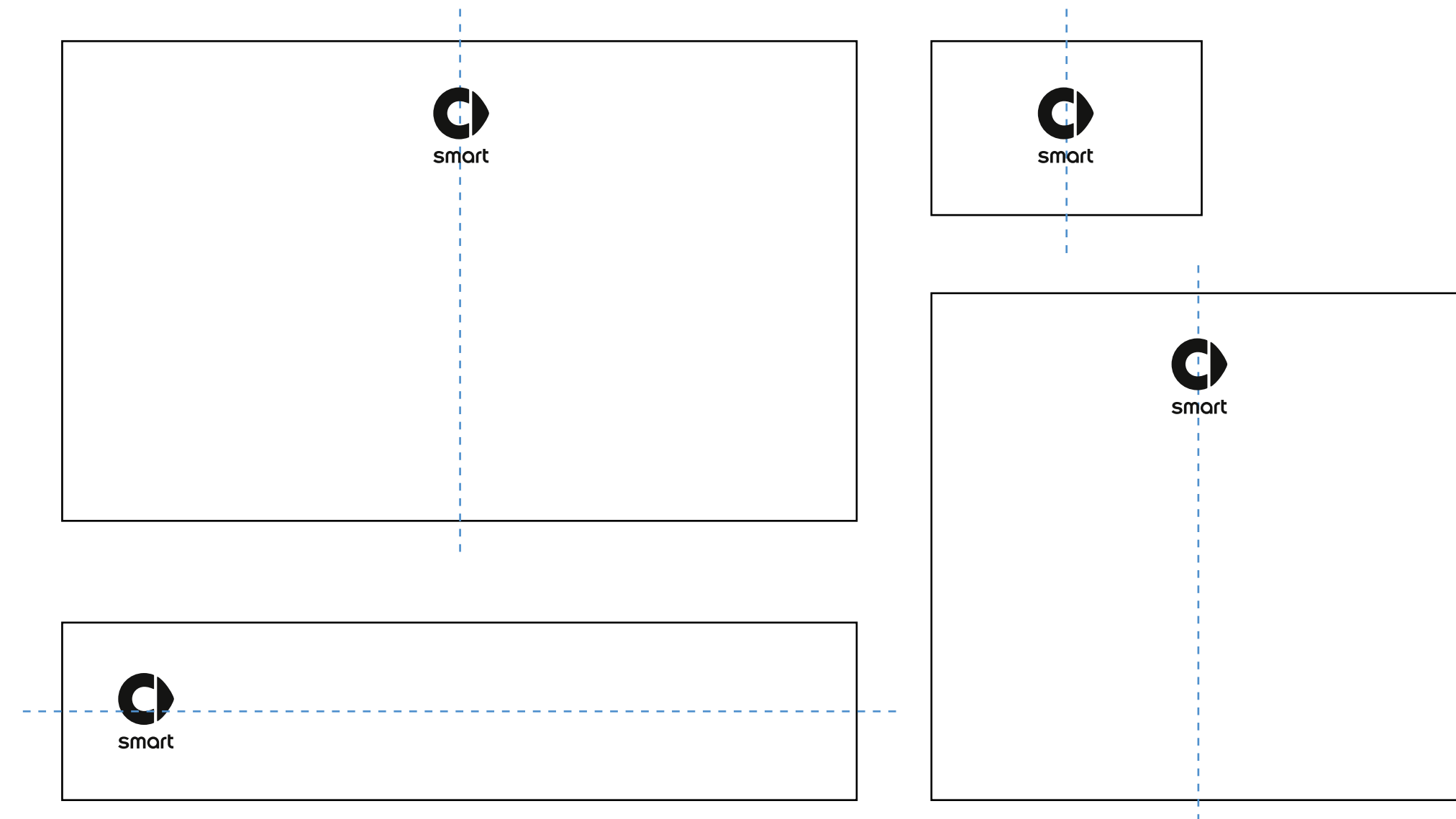
Further information on formats, exact logo sizes and placement details can be found in the chapters Brand Design Experience.

# Logo positioning with imagery

For vertical formats, the logo is always placed on a centered axis on the top of the media. For minimal distancing around the logo the predefined logo protection zone applies to the positioning. Exact logo sizes and placement details for standard formats are specified and documented in the respective guidelines. For horizontal formats, the logo is placed on the central axis on the left-hand edge of the format. Alternatively, the logo can also be middle-aligned to the height of the image.

Vertical format

Horizontal format

Square format

middle-aligned
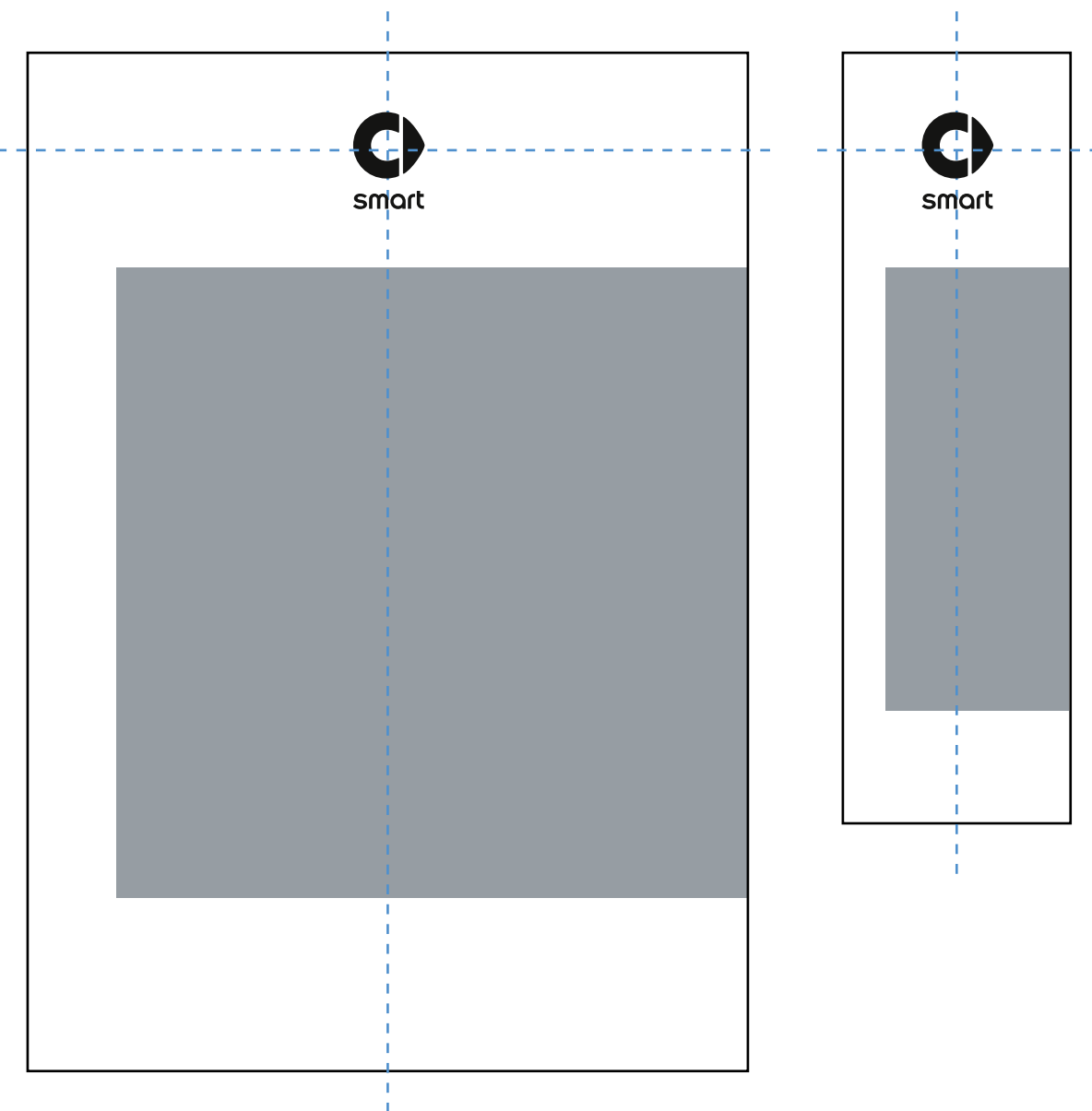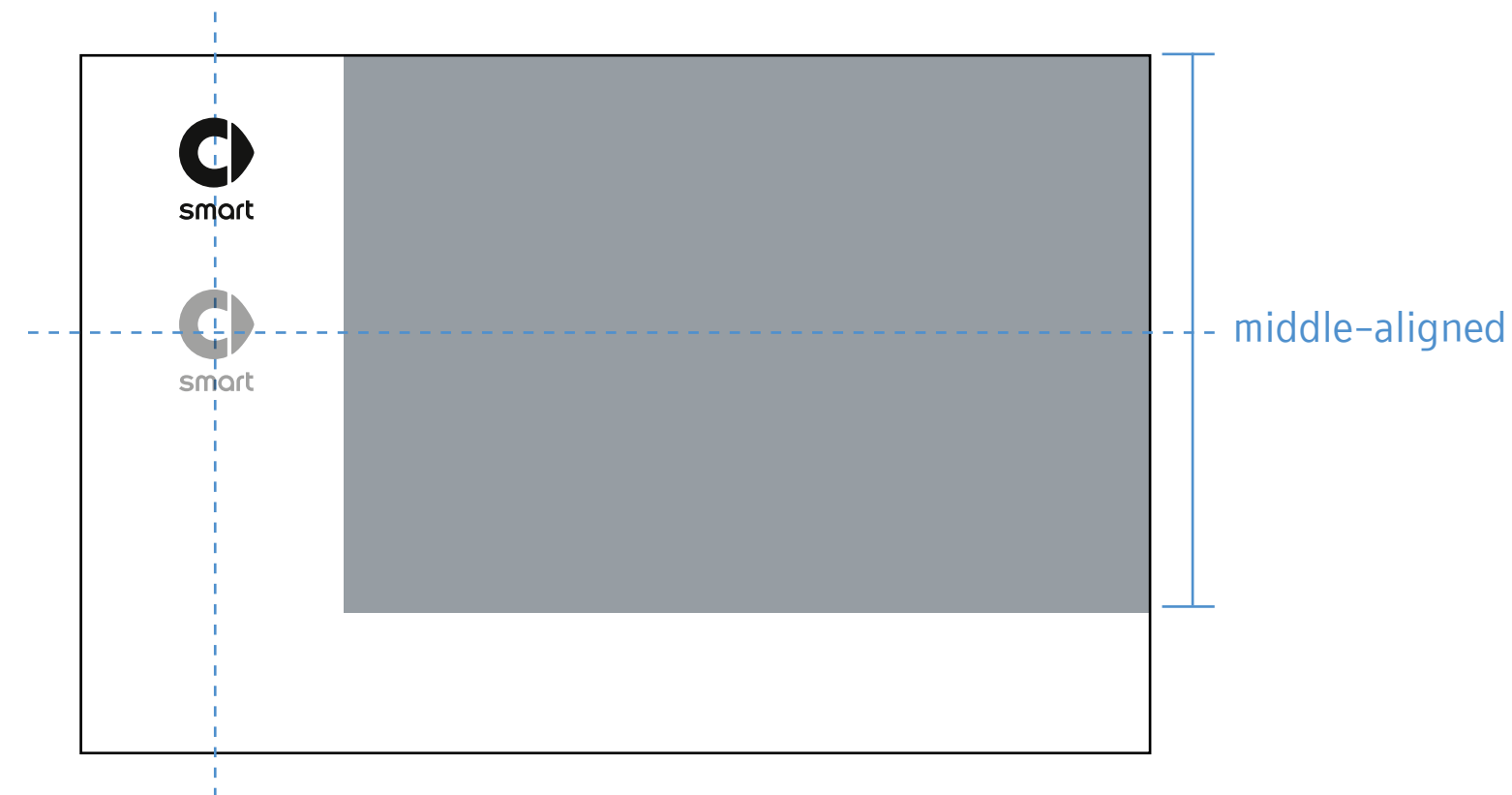
Horizontal banner ratio 1:4 and above
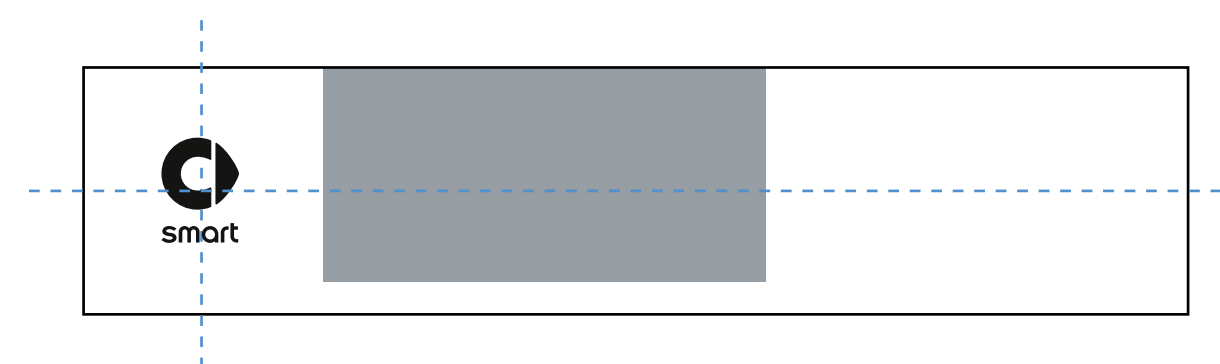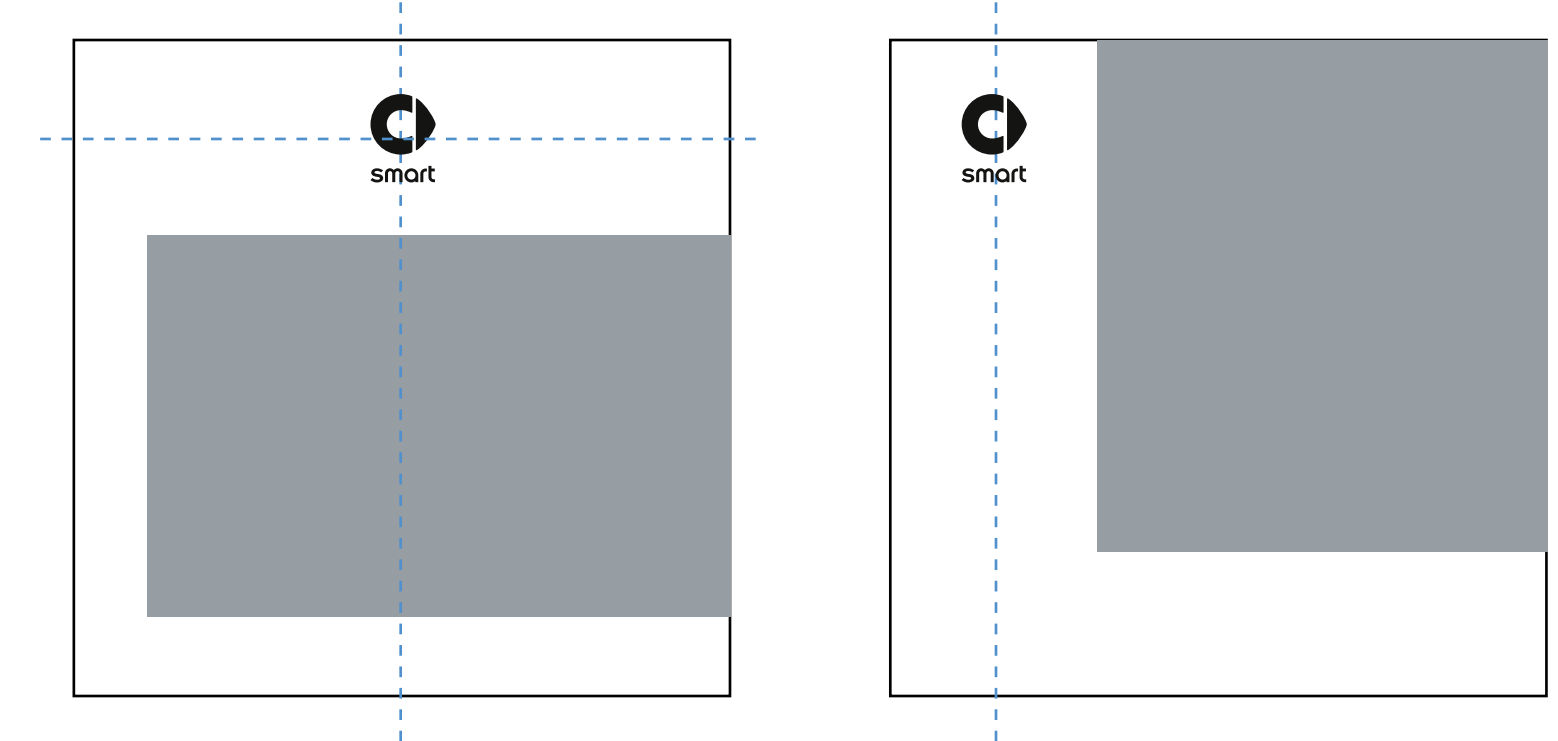
Further information on formats, exact logo sizes and placement details can be found in the chapters Brand Design Experience.

Don'ts

Vertical format
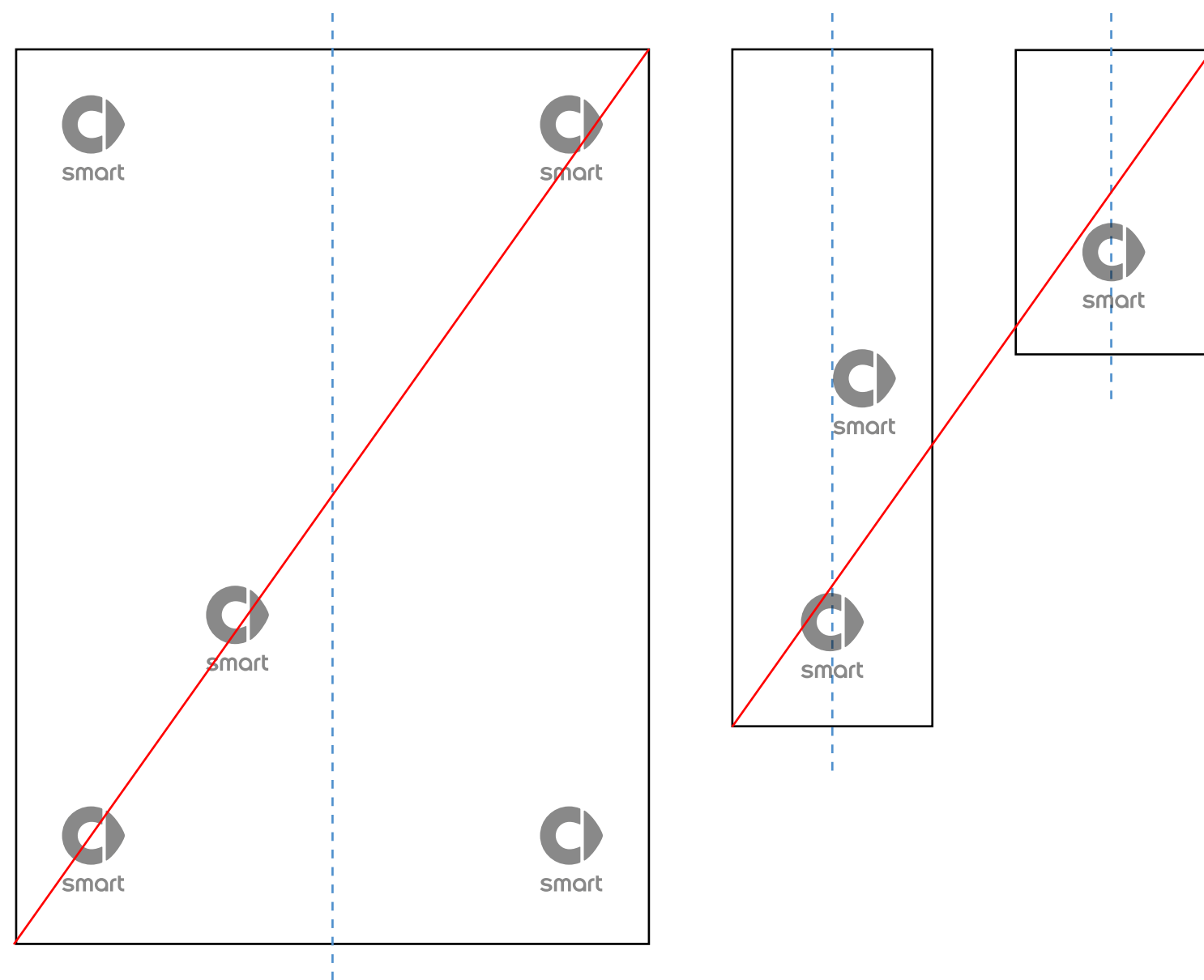
Horizontal format
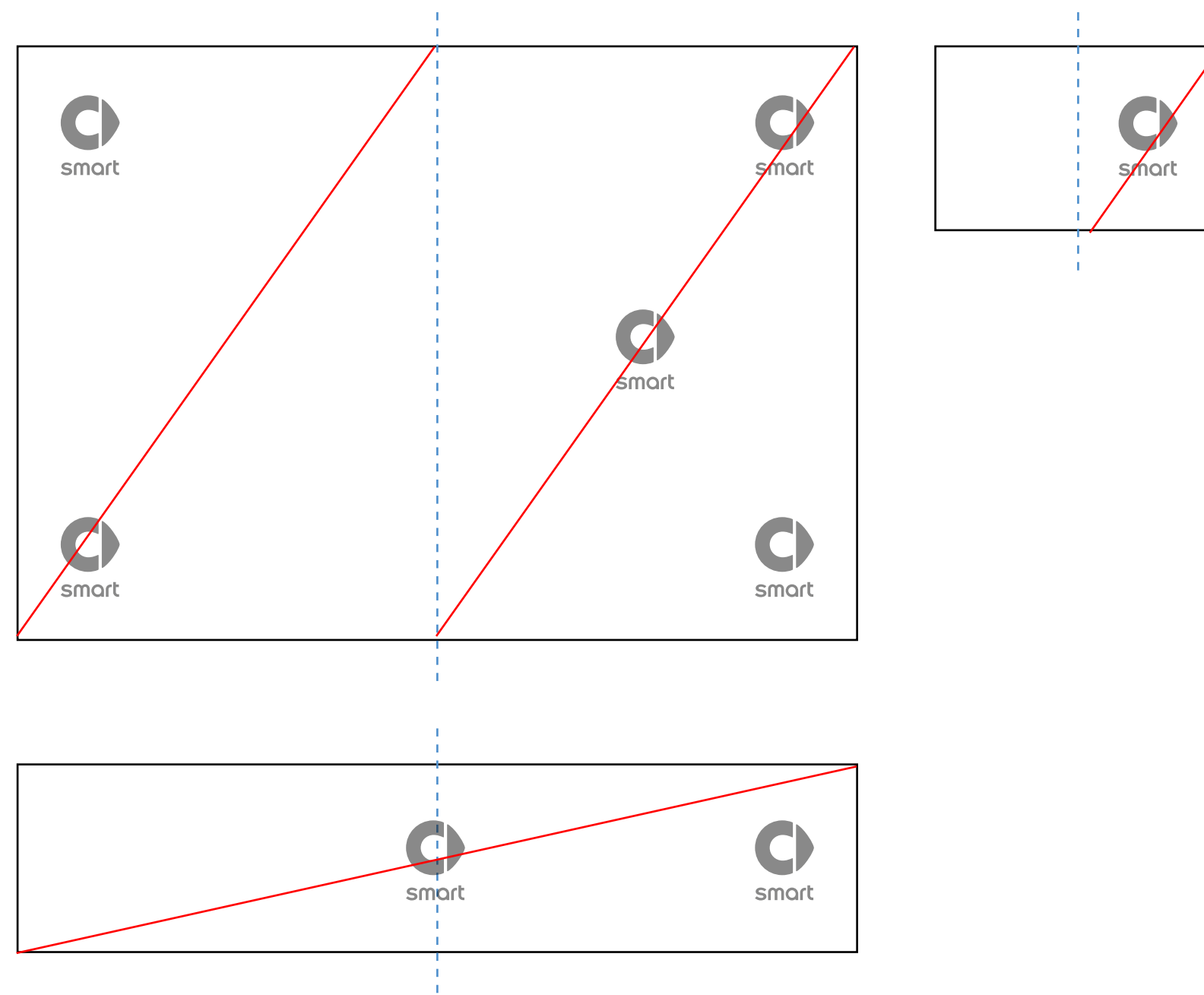
Website
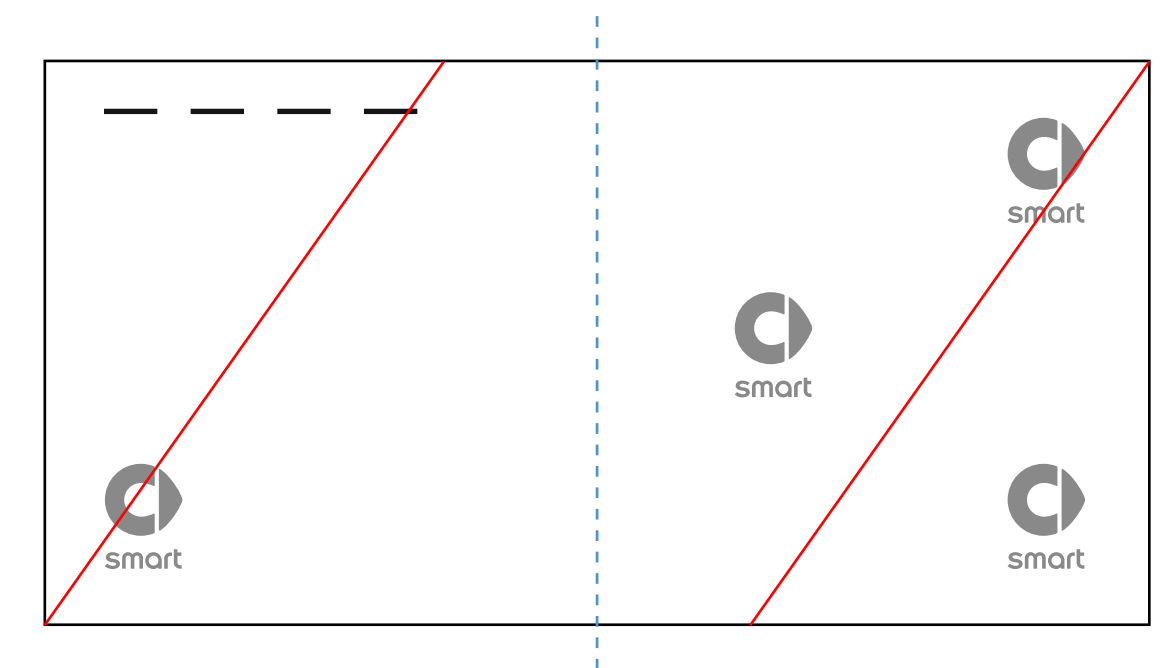
Placement on surfaces and backgrounds

Logo positive

Placement on color
Consider light–dark contrast
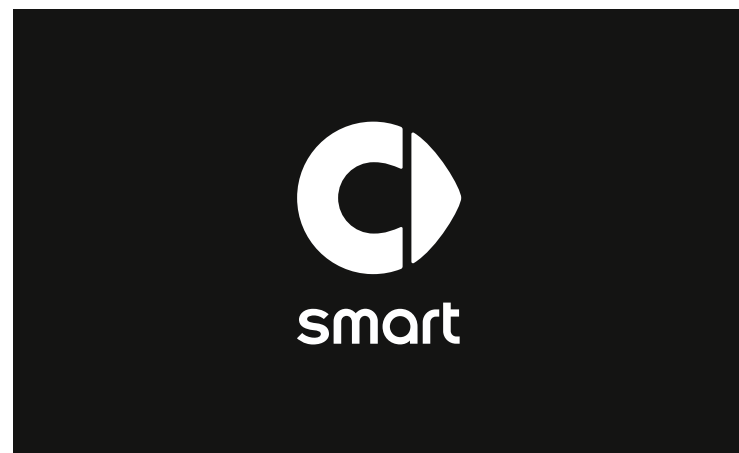(All secondary colors can be used)

Placement on image
Consider light–dark contrast

Transparent logo on image
Maximum transparency of 65%

Logo liquid
Consider light–dark contrast

Logo negative

Logo negative on color
Consider light–dark contrast
(All secondary colors can be used)

Placement on image
Consider light–dark contrast

Transparent logo on image
Maximum transparency of 65%
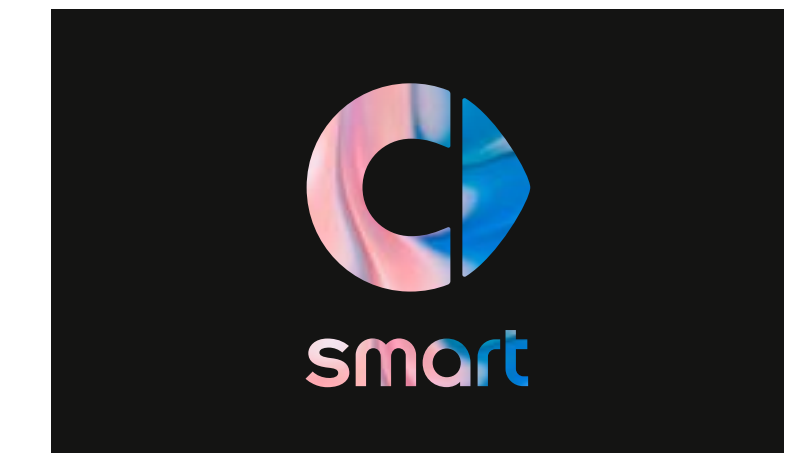
Logo liquid
Consider light–dark contrast

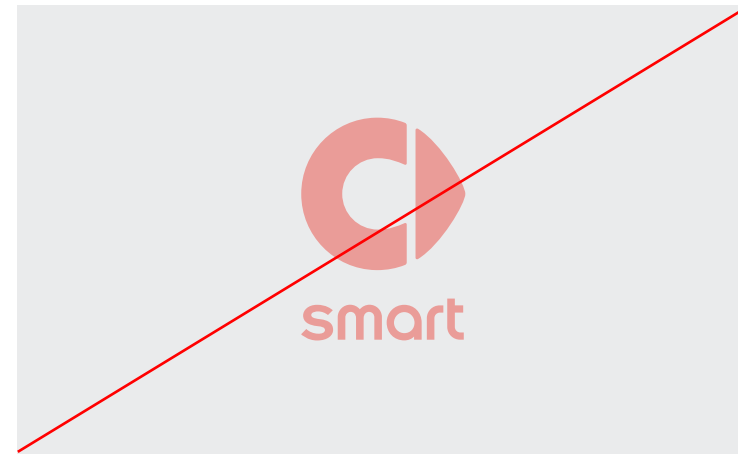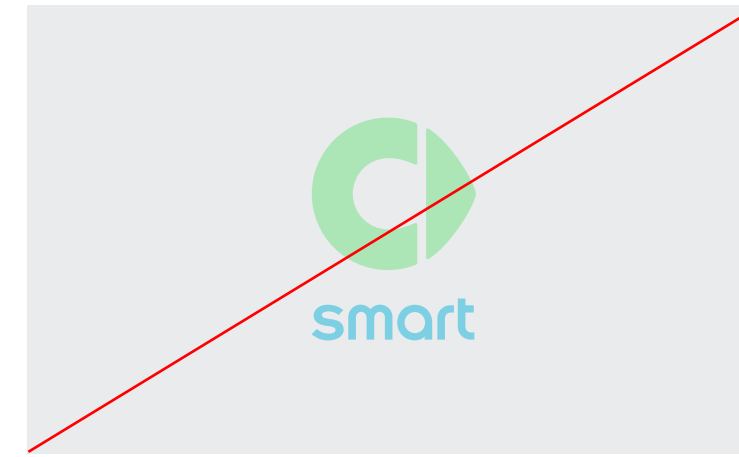All rules likewise apply to the placement of a detached logo.
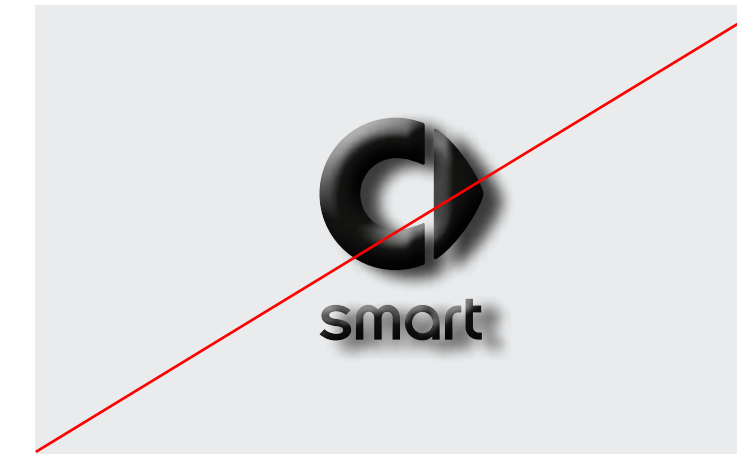
Don'ts
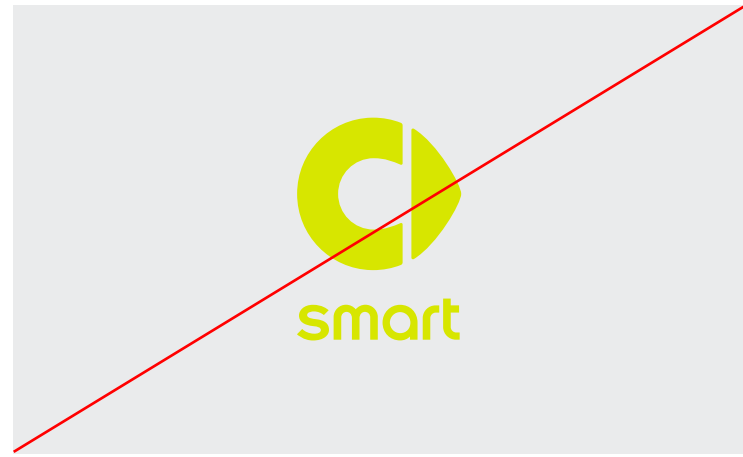
No logo in the signature color
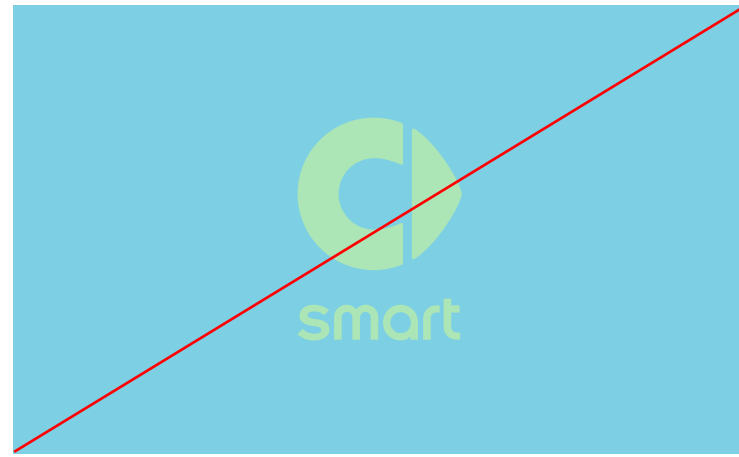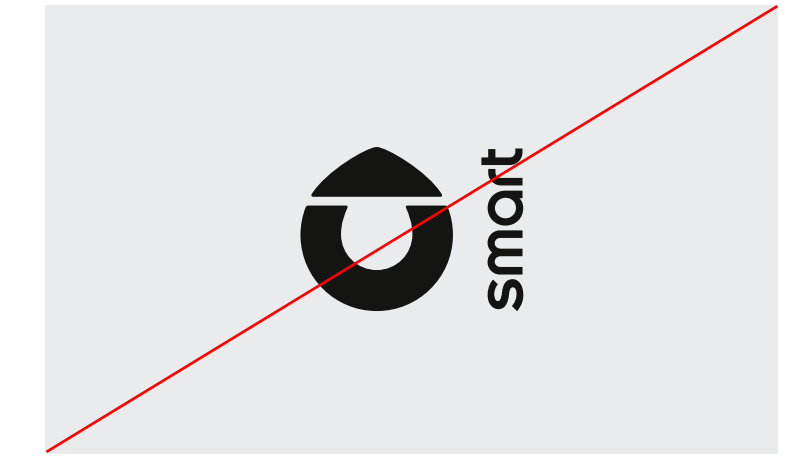
No colored logo on colored surface
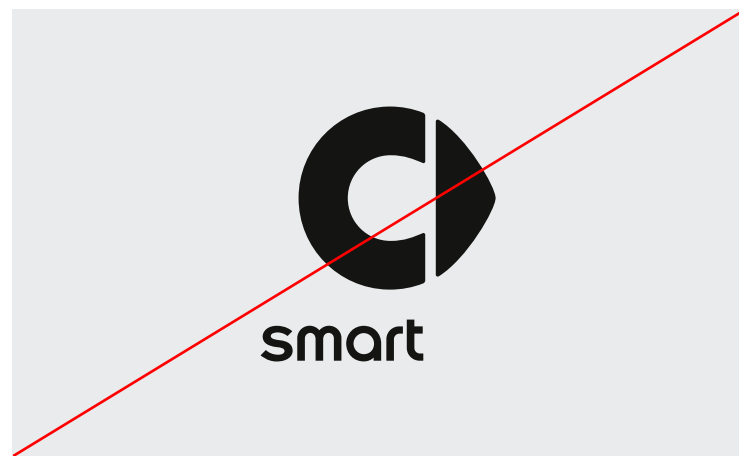
No colored logo

No two-tone coloring

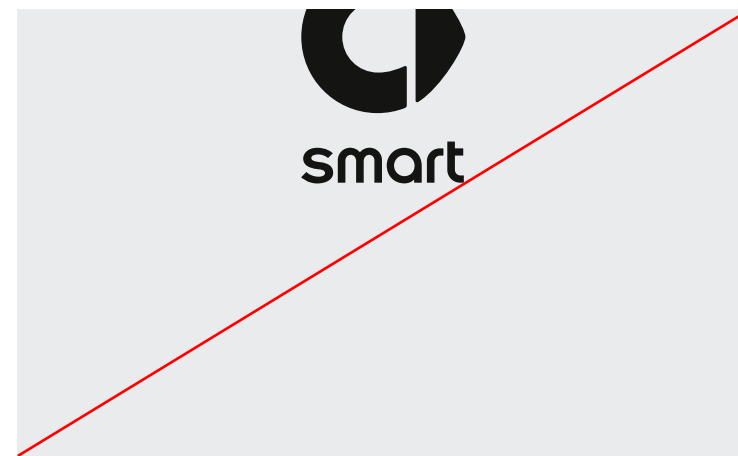**No 3D effects and no shadows**
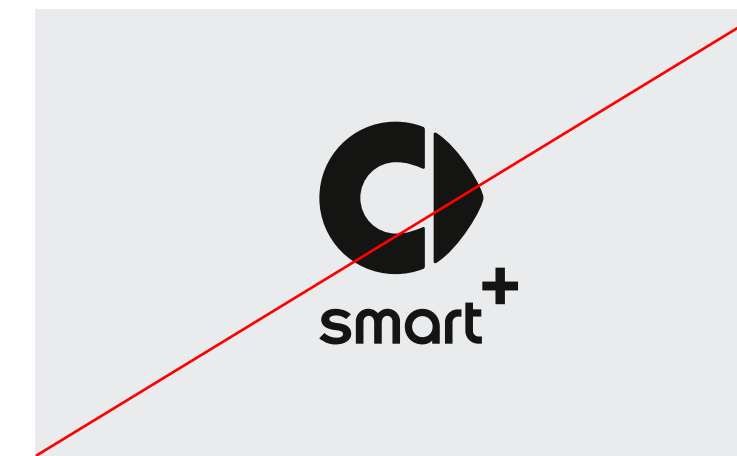
No rotation
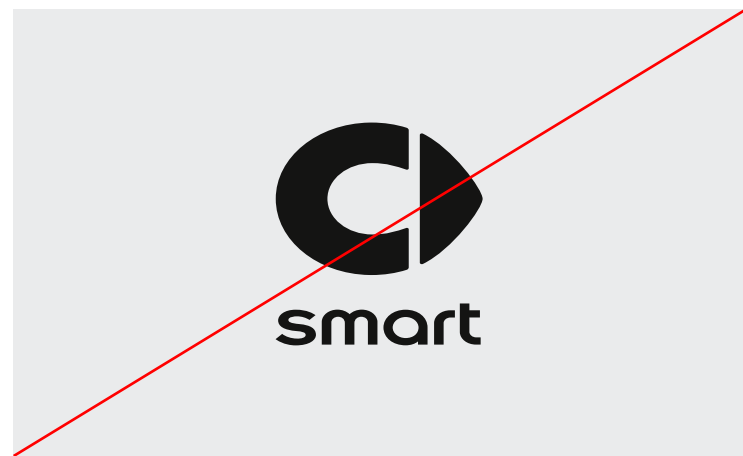
No distortion

No new proportions or arrangements

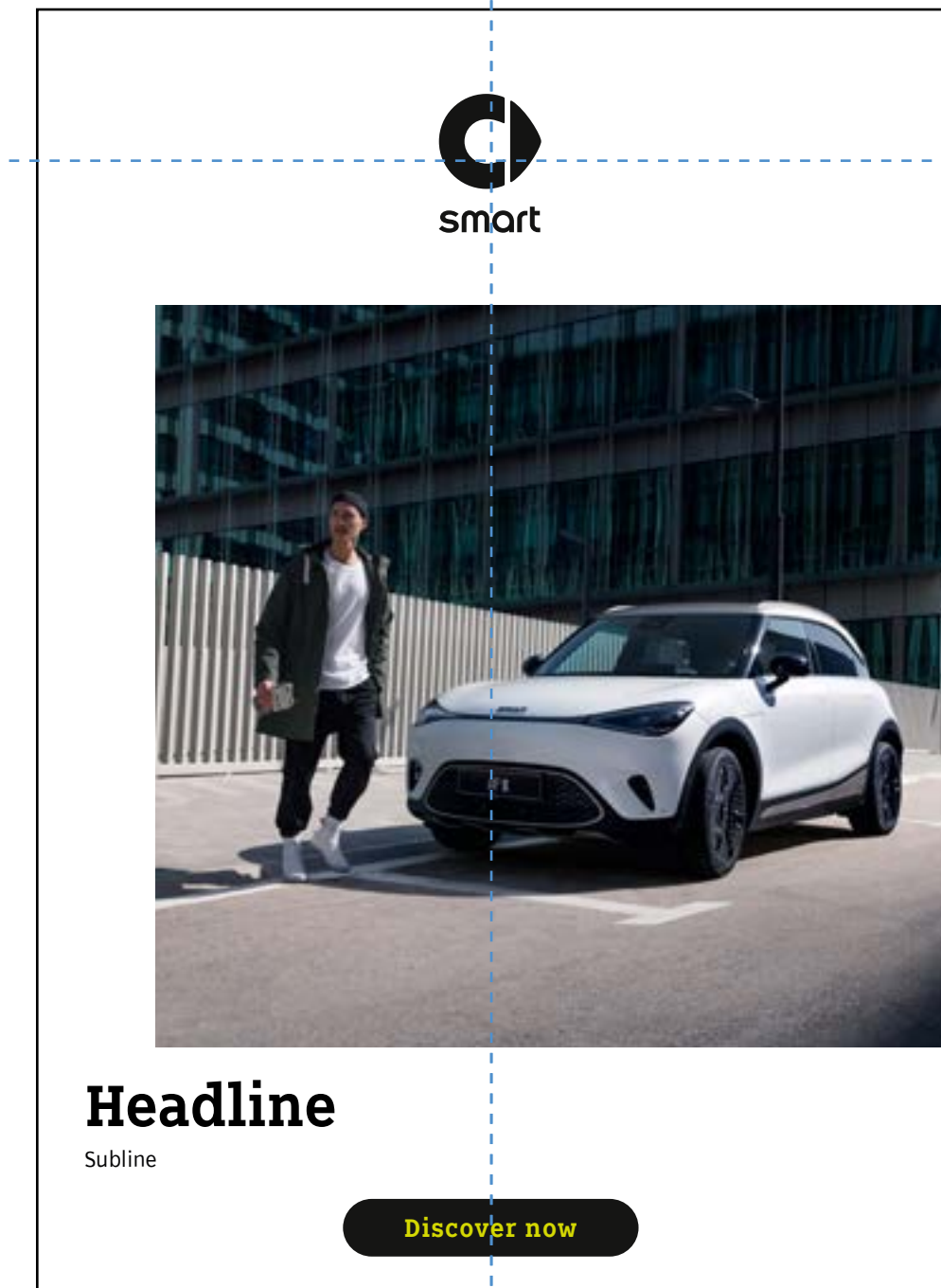**Not cut or incomplete**

No turbulent backgrounds

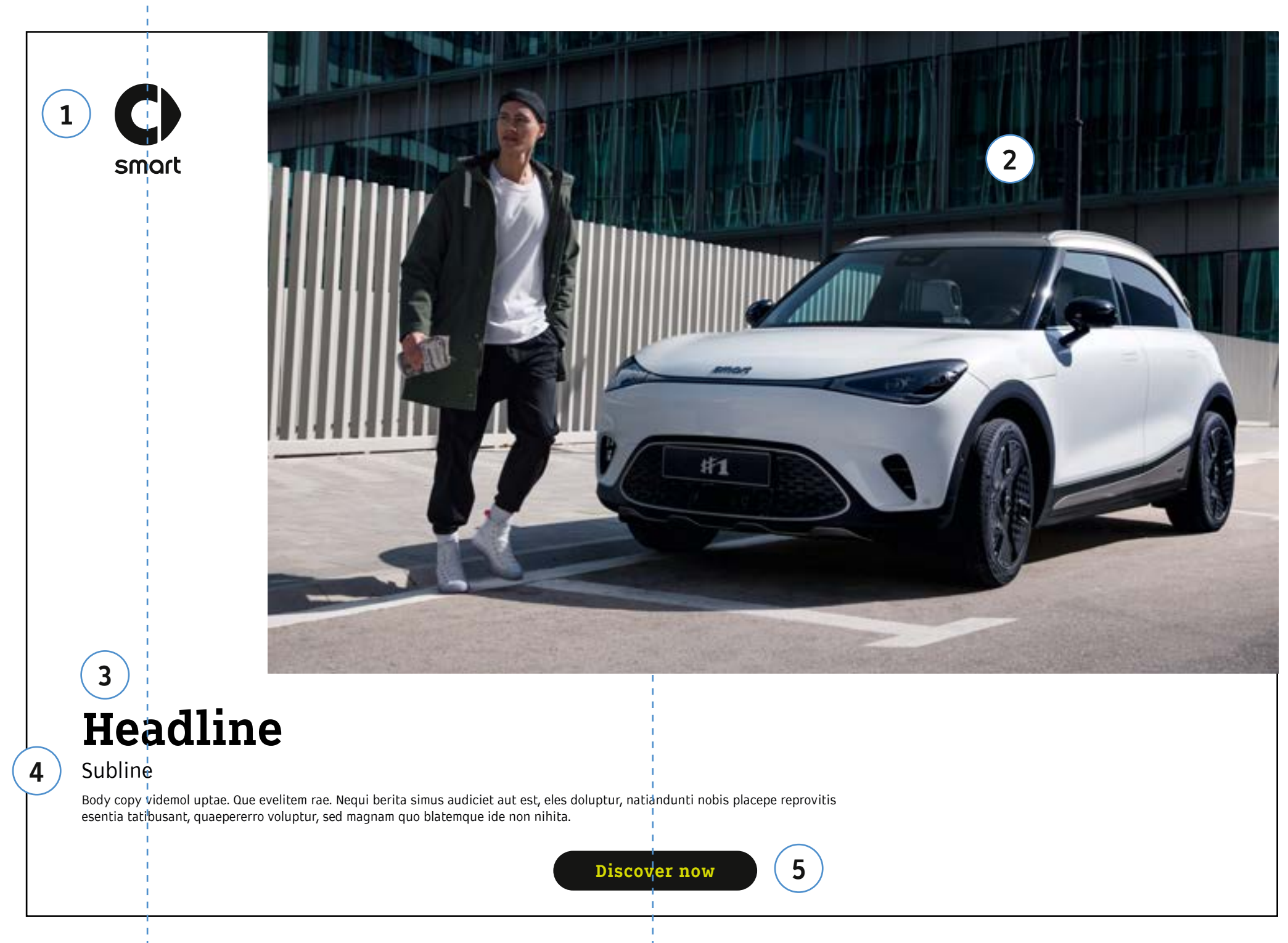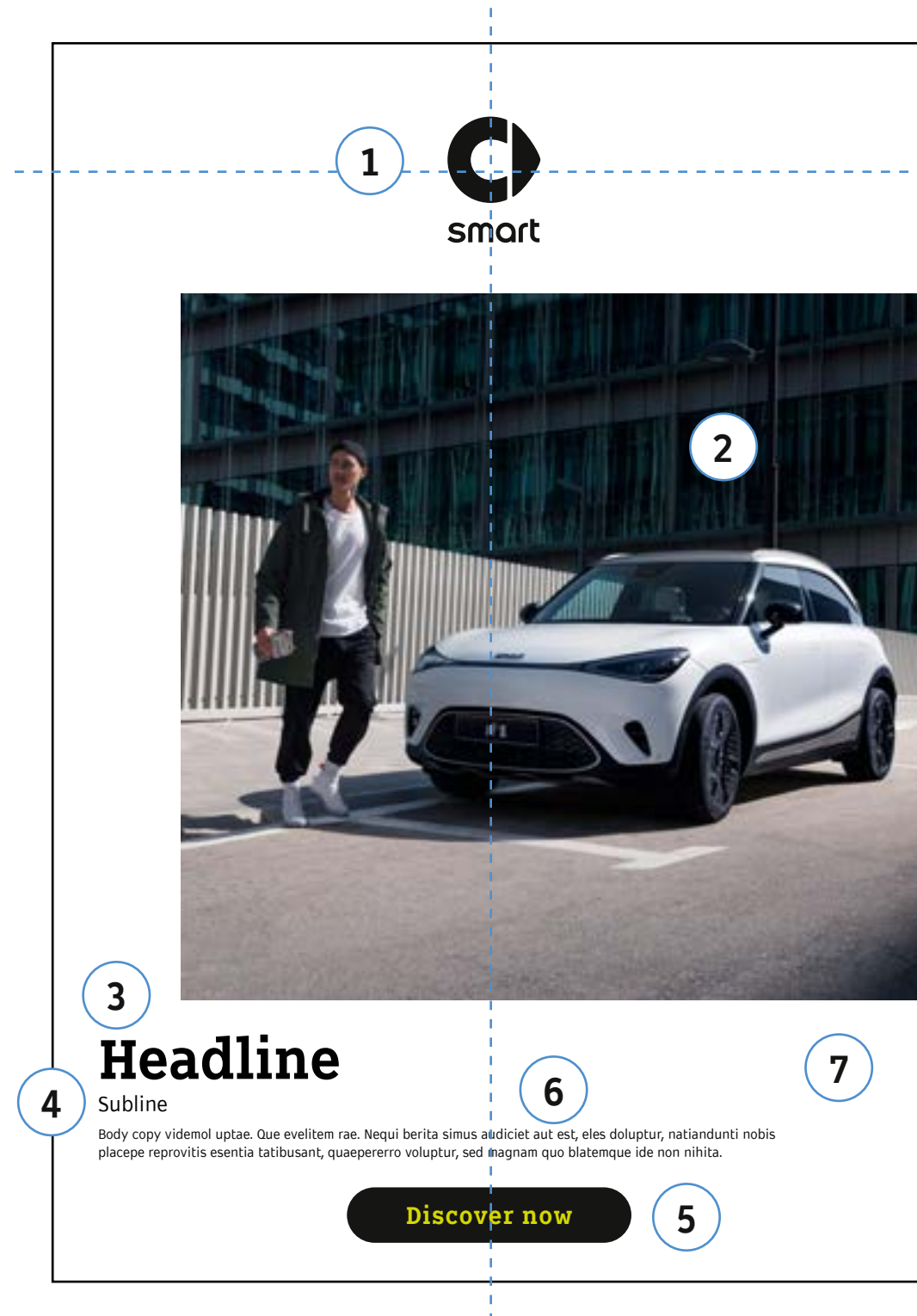**No additional elements**

No random placement

Layout principles
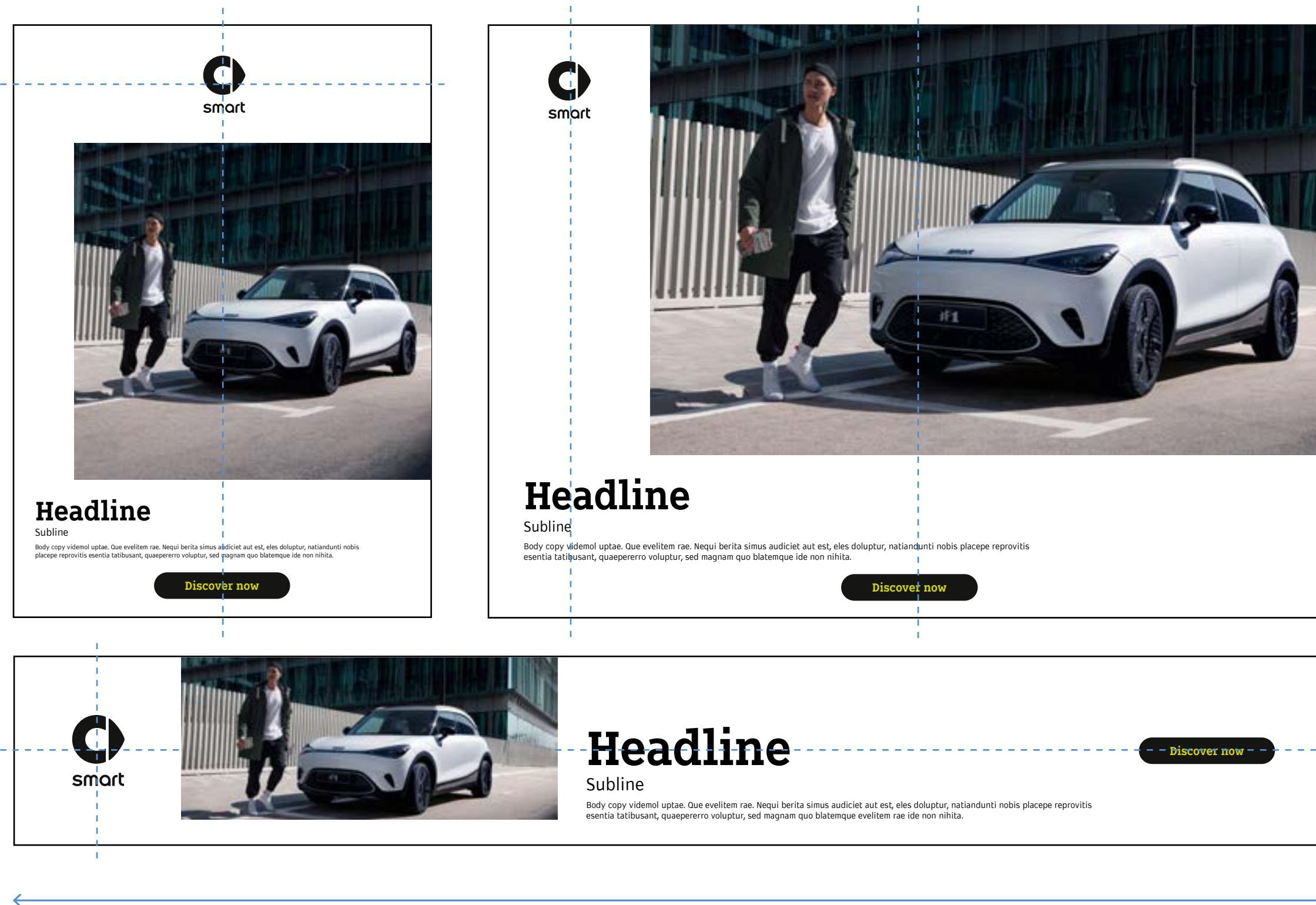
Key elements

1 **Logo**
Centered on background width

2 **Car / Image**
As much focus as possible

3 **Headline**
Left–aligned

4 **Subline**
Left–aligned

5 **Call to Action** (Optional)
Centered (vertical/horizontal center axis)

6 **Body text**
Left–aligned

7 **Background area**
Primary colour only

1

smart

2

3

Headline
Subline

6

Body copy videmol uptae. Que evelitem rae. Nequi berita simus audiciet aut est, eles doluptur, natiandunti nobis placepe reprovitis esentia tatibusant, quaepererro voluptur, sed magnam quo blatemque ide non nihita.

4

7

Discover now **5**

1

smart

2

3

Headline
Subline

4

Body copy videmol uptae. Que evelitem rae. Nequi berita simus audiciet aut est, eles doluptur, natiandunti nobis placepe reprovitis esentia tatibusant, quaepererro voluptur, sed magnam quo blatemque ide non nihita.

Discover now **5**

ℹ Detailed information on sizes and grids can be found in the Brand Design Experience.

Headline placement

The layout rules are based on the defined basic principles and brand design elements. The headline is always placed on the white background area. The focus of communication is always the message and the product (car). To maintain the look of smart's design, the placement of headline and logo should always be consistent.

The size of the headline can vary in proportion to the image, depending on the weight and size.

Headline placement

The two key elements logo and call-to-action (if required) are always centered on the white background area. The placement of the headline is always positioned left-aligned.

Headline left-aligned
In general, for all horizontal and vertical communication formats, the headline, subline and body copy are placed on the bottom left.

When applying a headline on an extreme horizontal format, the headline, subline and body copy are positioned left-aligned after car / image.

In both cases, headline, subline and body copy – are always positioned left-aligned.

Examples of use

OoH, print and banner

Tomorrow is yours.

Introducing smart #1.

One great thing about tomorrow: it's up to you. That's why the all-new smart #1 genuinely supports whatever you're up to with innovative technology, intuitive connectivity and an avantgarde design language. In short: Tomorrow is here — ready for your next move. Find out more at www.smart.com

Tomorrow is yours.

Introducing smart #1.

Tomorrow is yours

Introducing smart #1.

Discover now

Tomorrow is yours.

Introducing smart #1.

Igent occus cum que pore, exces dunt volupta nonseni volore inus, vid moluptatur? Ficid maximoluptas rem que sitini optaeris conseq adis eos di qui con et.

Discover now

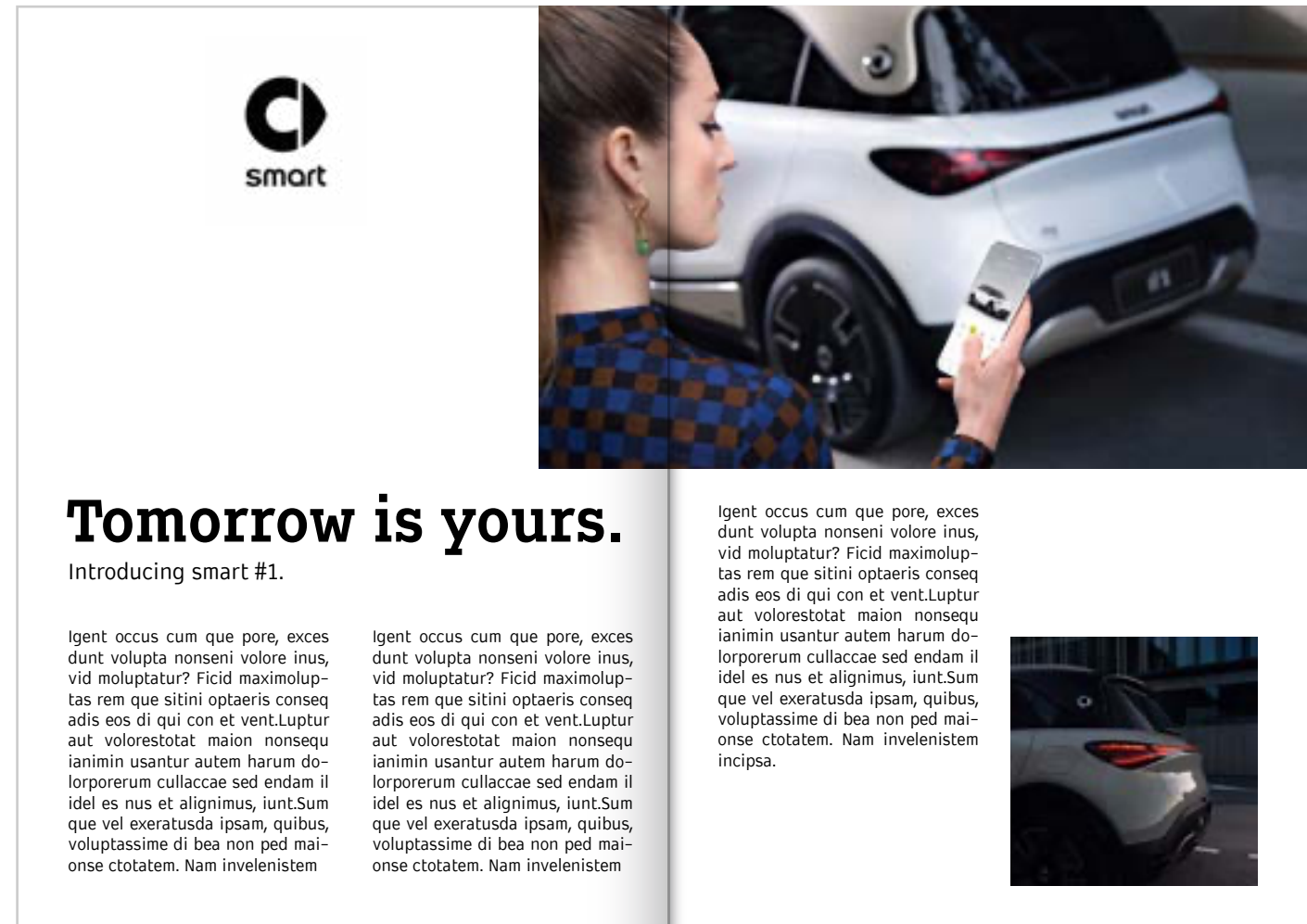# Tomorrow is yours.

Introducing smart #1.

Discover now

Tomorrow is yours.

Introducing smart #1.

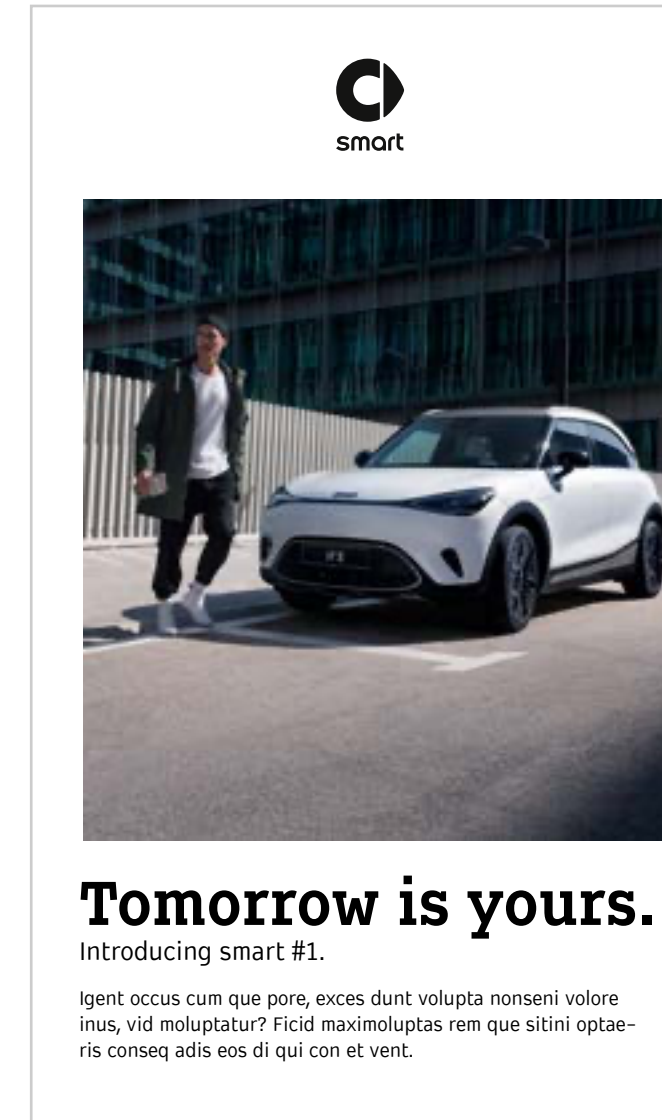**Discover now**

Examples of use

Editorials and minisite
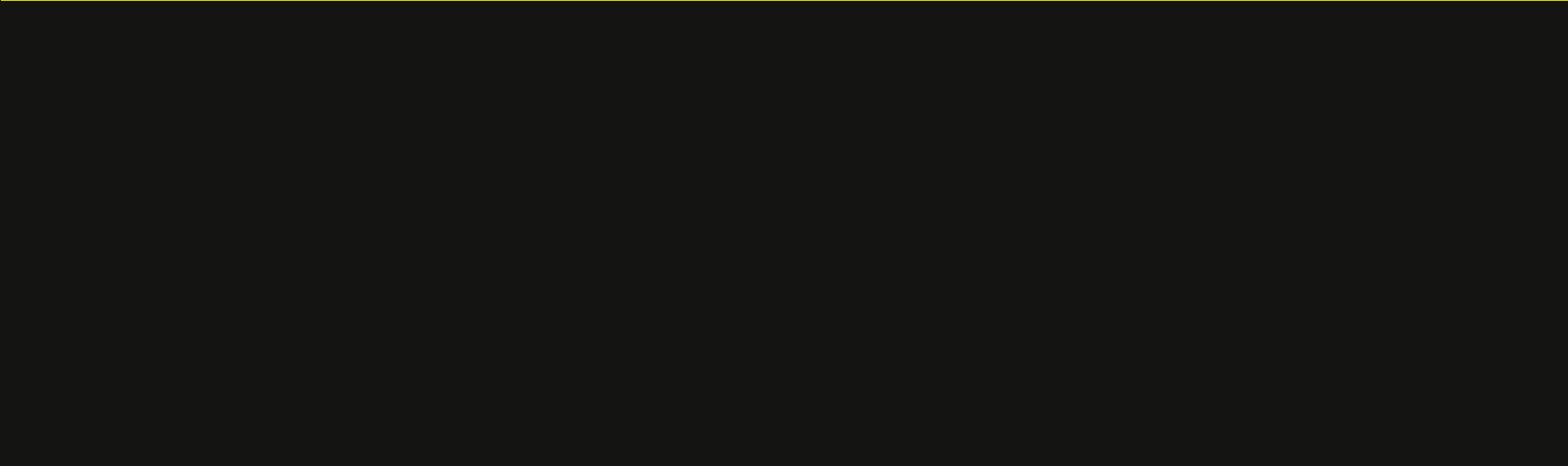
Color

Rationale

Primary color spectrum
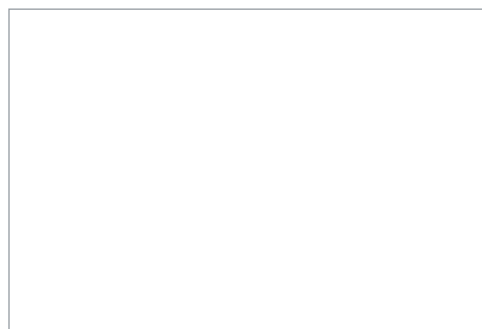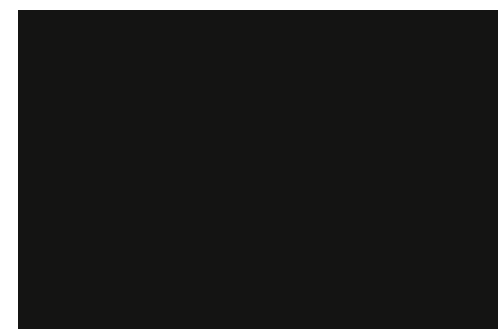
The primary colors of smart are based on the positioning and design vision.

The brand signature color is electrifying lime. With this color, the brand will have an individual color tone in the future that has many facets. It is a bright yet striking color. It is natural and technical at the same time. It is fresh, optimistic and energetic.

Regarding the usage, please ONLY apply the electrifying lime in a subtle way instead of in a large scale.

The rest of the primary colors are more subtle, and are all about new premiumness and profes–sionalism.

Secondary color spectrum

The secondary colors are muted.They pick up on the current trend in BEV communication and develop it further. In addition, the muted colors underline the sophisticated character smart wants to achieve as a brand.

The color selection is deliberately unisex, maximally variable and flexible. Electric driving will become the new normal. Our factory design supports electrifying lime and at the same time can highlight themes such as sustainability and sportiness and ecological efficiency.

Primary color spectrum

Signature color
for accentuated (CTA, Activation)

Primary color
for logo, backgrounds, texts and elements.

Primary color
for logo, backgrounds, texts and elements.

Primary color
for icons, backgrounds and elements.

Primary color
for backgrounds and elements.

smart electrifying lime	smart black	smart white	smart silver	smart grey
RGB 215.230.0	RGB 20.20.19	RGB 255.255.255	RGB 150.157.163	RGB 89.89.89
HEX #d7e600	HEX #141413	HEX #ffffff	HEX #969da3	HEX #595959
CMYK 20.0.100.0.	CMYK 0.0.0.95.	CMYK 0.0.0.0.	CMYK 0.0.0.45.	CMYK 0.0.0.65.
Special Colors	Special Colors	Special Colors	Special Colors	Special Colors
Pantone 389 C	Pantone 419 C	Pantone –	Pantone 877 C	Pantone Cool Gray 10 C
HKS 69	HKS 88	HKS –	HKS 99 K	HKS 92 K

ℹ Elements can be surfaces, shapes, lines and layers. In principle, all conceivable design elements can be used in the primary colors as long as the color harmony is aligned with the color combination principles and there is sufficient contrast.

Color combinations

Signature color smart electrifying lime
Additional color as background

Primary color smart black
Additional color as background
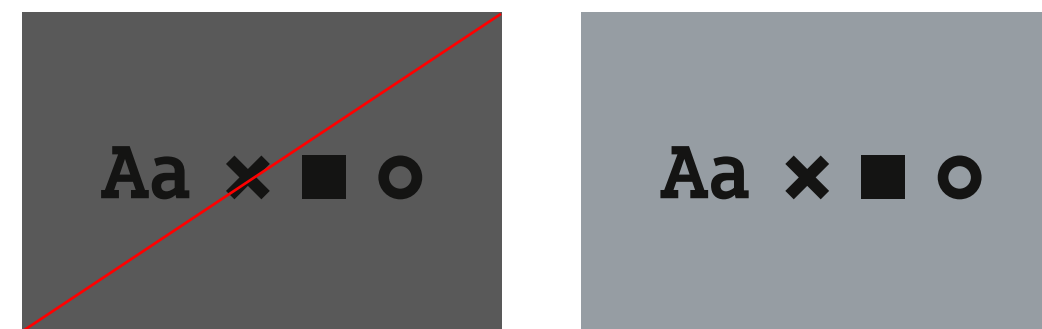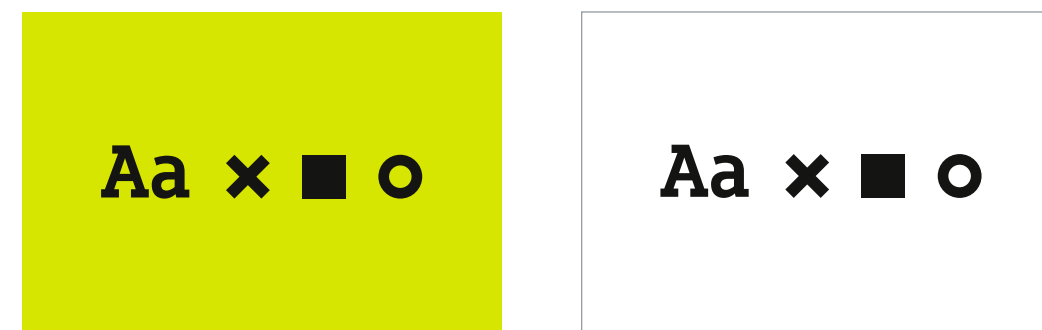
Primary color smart white
Additional color as background
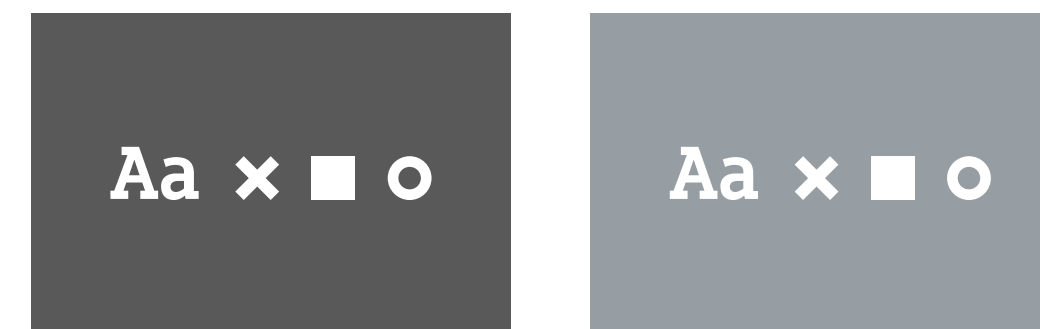
Primary color smart silver
Additional color as background
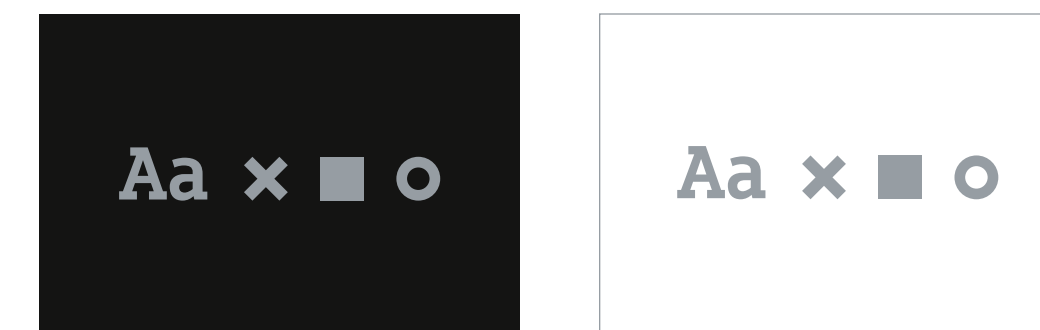
Primary color smart grey
Additional color as background
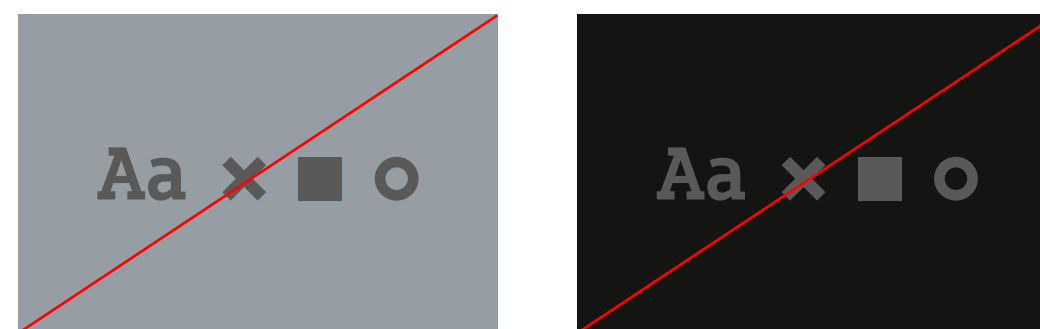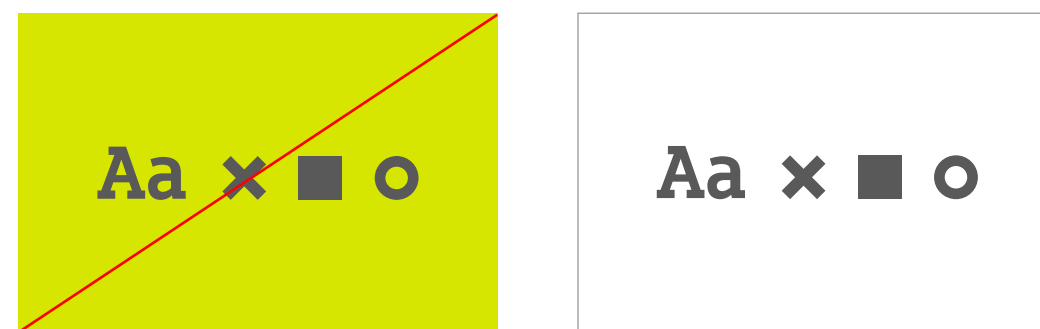
Aa ✕ ■ ○

ⓘ Stands for font or geometric shapes placed on the background area in the specified color. The color combinations shown here symbolize which colors may be combined and what should be avoided due to lack of contrast.

Secondary color spectrum

Accent color	Accent color	Accent color	Accent color
smart light green RGB 172.230.183 HEX #ace6b7 CMYK 25.0.20.10.	**smart light blue** RGB 125.207.227 HEX #7dcfe3 CMYK 45.9.0.11.	**smart light red** RGB 234.156.152 HEX #ea9c98 CMYK 0.33.35.8.	**smart light orange** RGB 247.191.49 HEX #f7bf31 CMYK 0.23.80.3.
80 %	80 %	80 %	80 %
60 %	60 %	60 %	60 %
40 %	40 %	40 %	40 %
20 %	20 %	20 %	20 %

The secondary colors are generally used in solid color (100%). Where color gradation is necessary (e.g. for information graphics and diagrams) downgrading can be used as an exception.

Color combinations

Secondary colors are used wherever the spectrum of primary colors is no longer sufficient. They are used in pictures, as background color, in boxes, in graphics, in illustrations or online elements. The gradations of the secondary colors may only be used in exceptional cases within graphics, illustrations and online elements. Secondary colors should not be used in combination with each other and should not overlap. When using colors in general, sufficient contrast must always be considered.

Secondary colors
Elements in white or black on secondary colors.
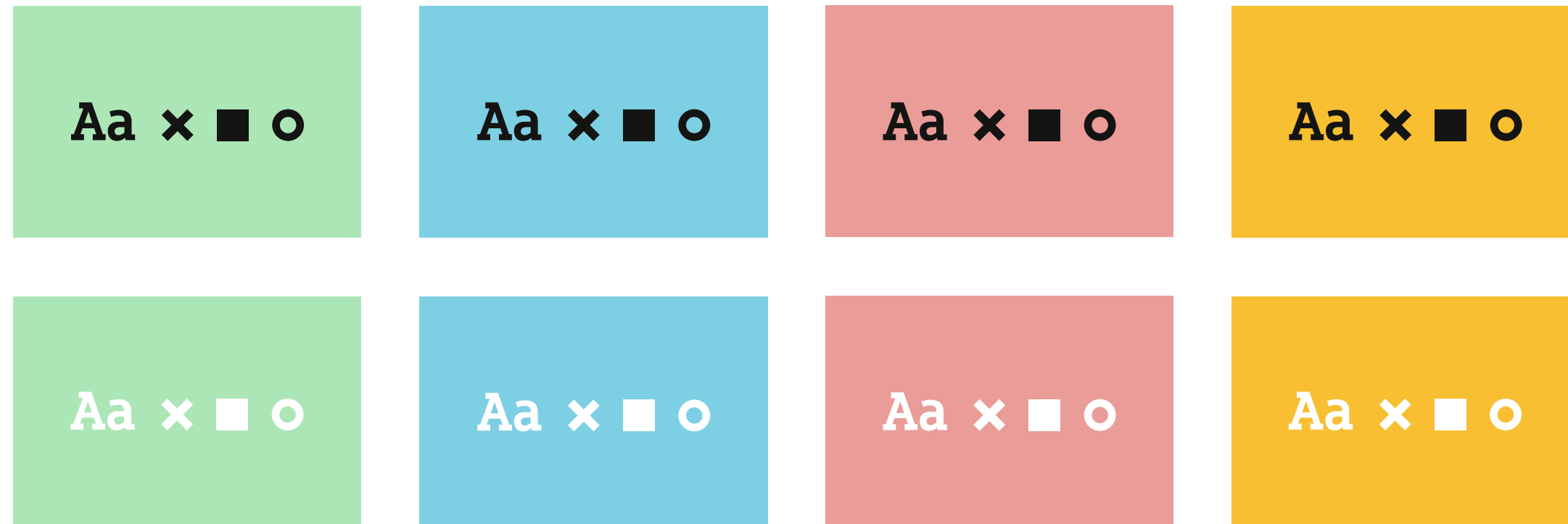
Secondary colors
Signature color smart electrifying lime as an accent.
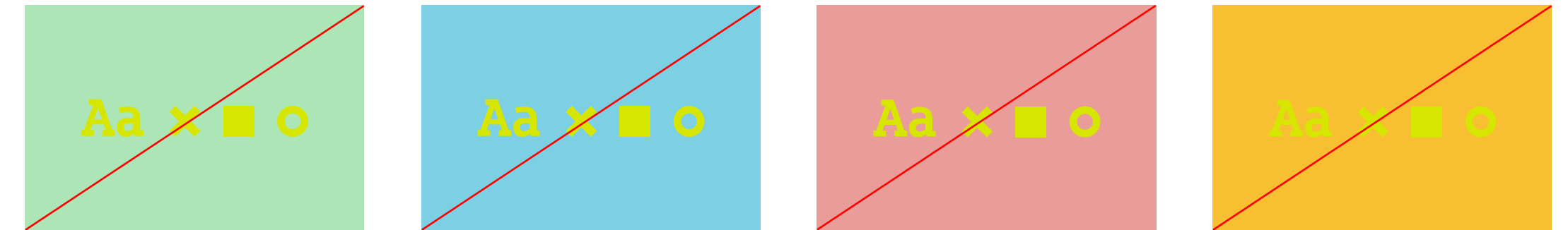
Secondary colors
in combination with other secondary colors.
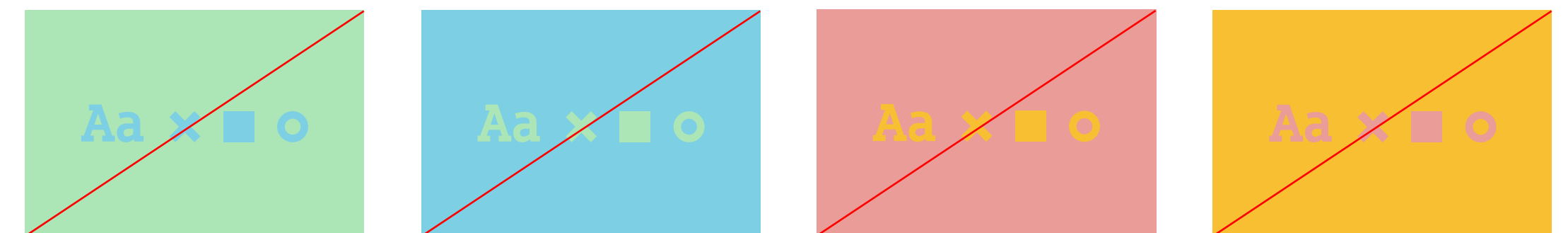
Aa ✕ ■ ○

Stands for font or geometric shapes placed on the background area in the specified color. The color combinations shown here symbolize which colors may be combined and what should be avoided due to lack of contrast.

Examples of use
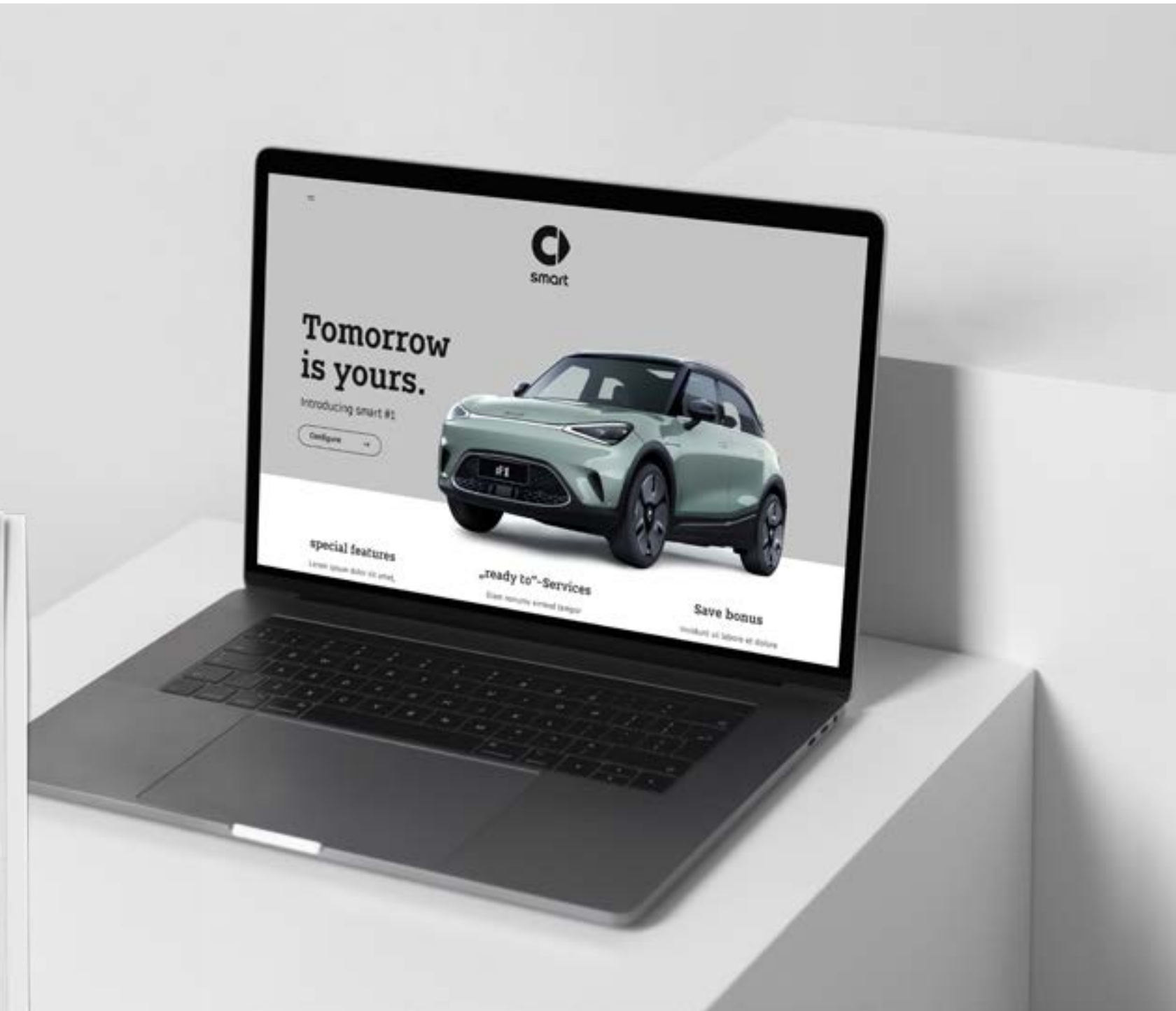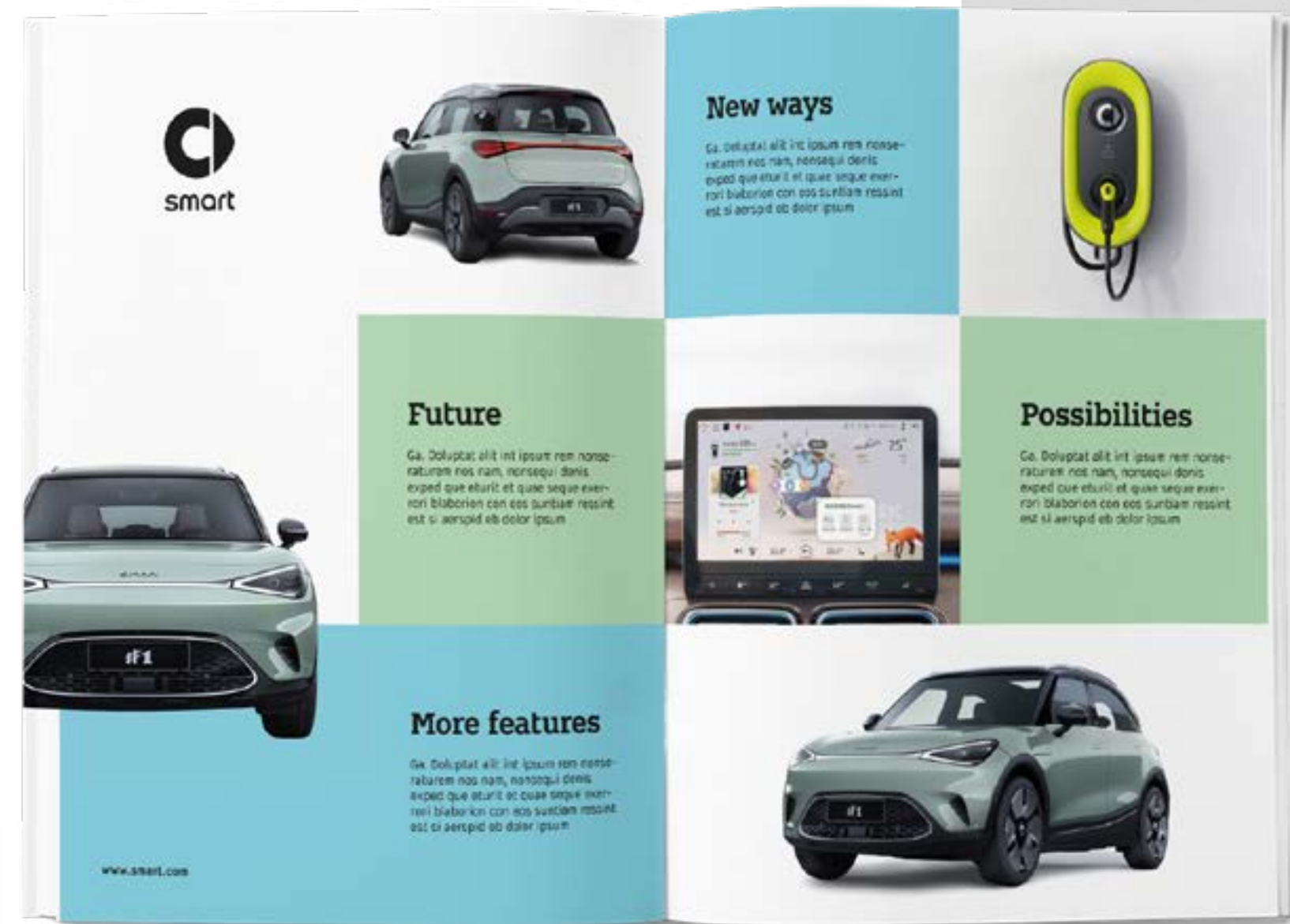
Icons
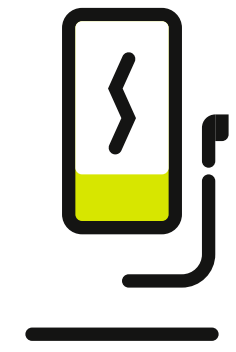
Design and construction

Icons and pictograms are brand elements that characterize and compliment the general appearance of the brand and add guidance and understanding for the customer. All icons must be self–explanatory, usable in minimal sizes and should follow the formal guidelines. The icons shown serve as a direction for new to be developed icon sets. Further brand elements and informative icons can be found in the chapter UI elements.
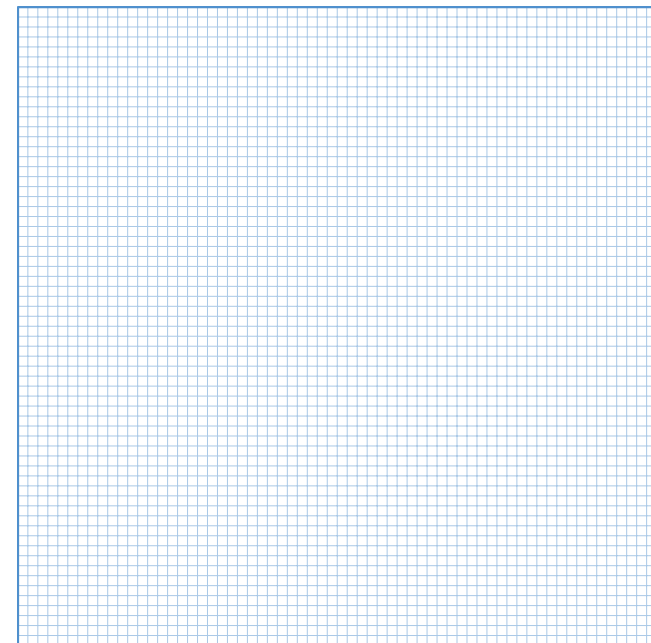
Square basic grid
Based on 128px × 128px.
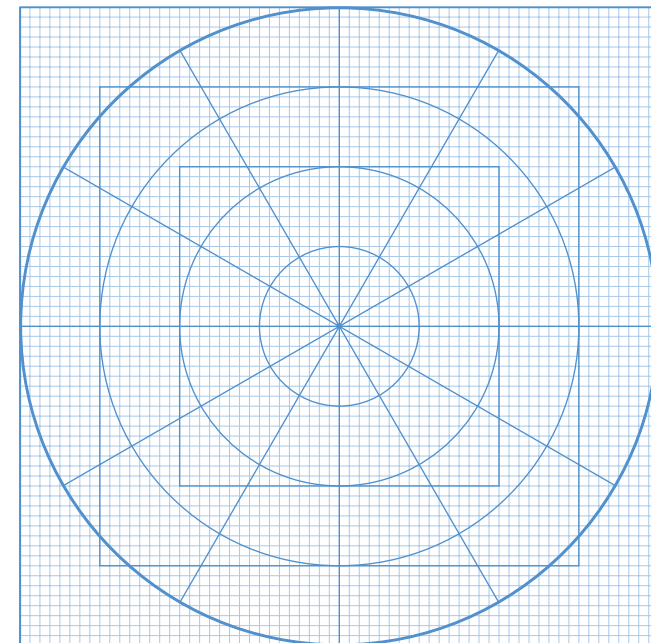
Circle–based grid
for basic shapes and construction.
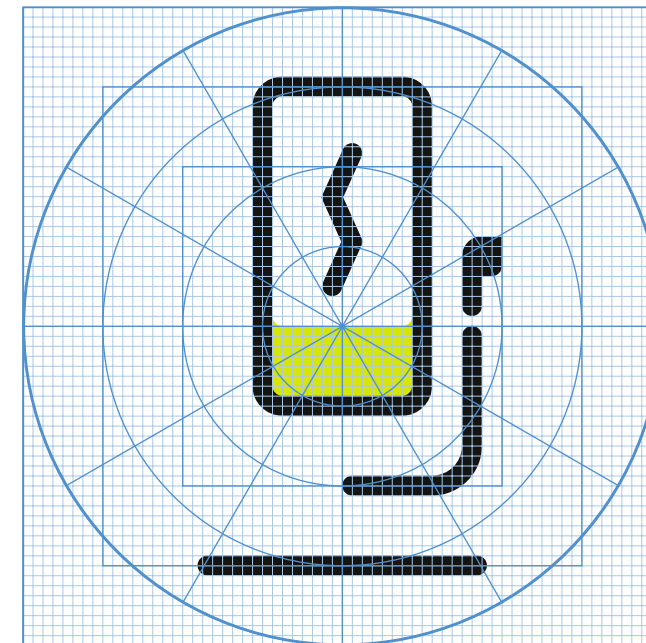
Icon
based on geometric lines and shapes.
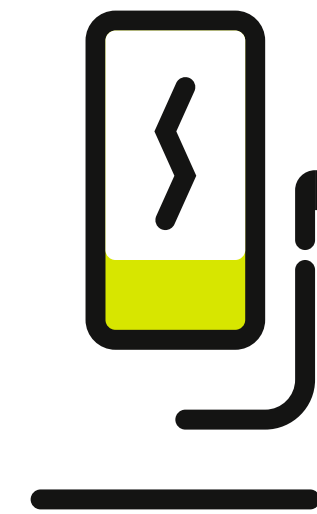
Icon without grid

Construction
Key lines keep the icon compact and consistent.

Consistency
Less illustrative, more symbolic helps the visibility and support usage for the digital interface, UX design.

Narrative
Keep it simple. More solid, positive surface than negative. Subtle rounded corner accent for more agile look. Small cut out gap as used in the logo.

Variants

The icons are available in two versions. Positive and negative. In both versions the signature color can be used to create a more striking variant. Alternatively the smart silver can be used as accentuating color. No further color variations are allowed. The icons are only to be used on either white or black background, always considering the best possible legibility and contrast.

Icons positive

Icons negative

signature color lime

secondary color silver
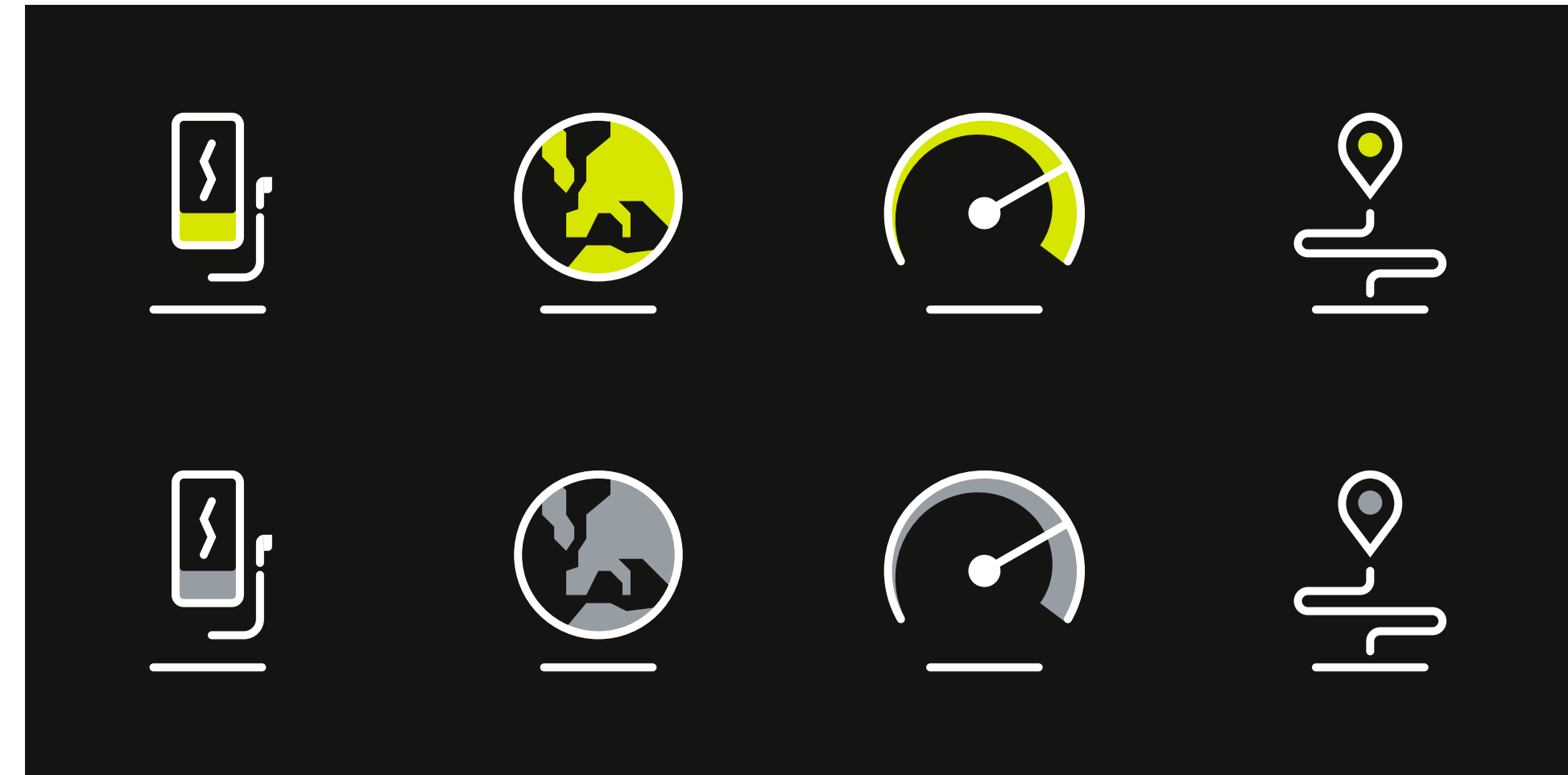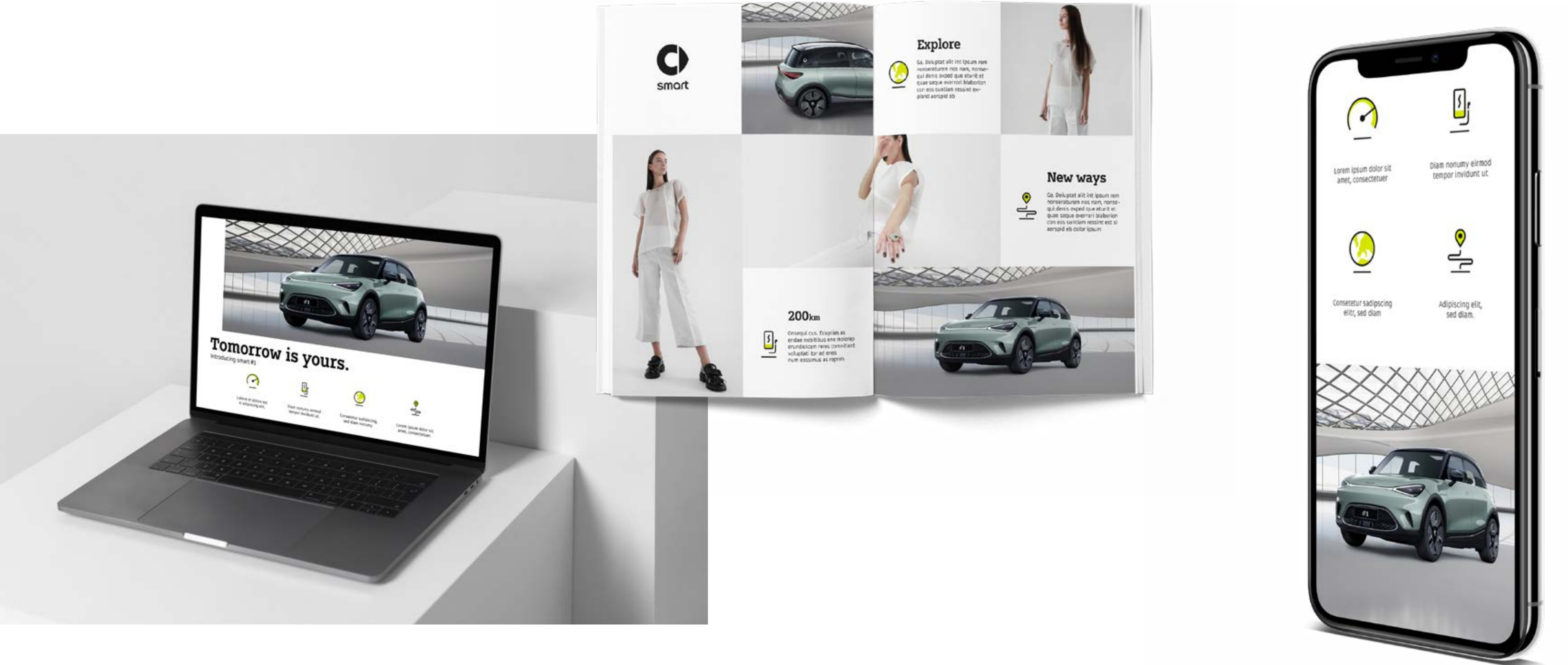
Examples of use

Our font FOR smart Next
is a **key brand identifier.**

Our typography is the **style-defining** tool
for all communication media. We have 2 types
of fonts — FOR smart Sans and Next.

创造一个更创新、更互联、更时尚、更可持
续、更乐观、更简单、更智能的未来。

Typography

Basic rules

Our font FOR smart Next is our key brand identifier. Our typography is the style–defining tool for all communication media. With the typeface tailored to our needs, we stand out from other car brands and underline our claim to a more designed and recognizable brand appearance in order to convey our brand values in all communications.

FOR smart Next Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 %&()/@€?!#

FOR smart Next Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 %&()/@€?!#

FOR smart Sans Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 %&()/@€?!#

FOR smart Sans Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 %&()/@€?!#

Typeface	File type print	File type digital	Fallback font (Web)
For smart Sans Regular	*.otf	*.eot, *.svg, *.ttf, *.woff, *.woff2	SF Compact Text Regular
For smart Sans Bold	*.otf	*.eot, *.svg, *.ttf, *.woff, *.woff2	SF Compact Text Bold
For smart Next Regular	*.otf	*.eot, *.svg, *.ttf, *.woff, *.woff2	Arial Regular
For smart Next Bold	*.otf	*.eot, *.svg, *.ttf, *.woff, *.woff2	Arial Bold
TsangerYunHei	*.otf	*.eot, *.svg, *.ttf, *.woff, *.woff2	YouYuan

ⓘ For smart Next is fully developed for use in Cyrillic, Greek, and Latin. The font has been edited to perfectly fit the font size, letter spacing, and line spacing of such fallback fonts as Arial and SF.

Basic rules

Tomorrow is yours.

Creating a future that is smart and more innovative.

Headline
Headlines use a bold typeface in order to appear concise and meaningful.

Subline
Sublines use a lighter typeface and thus support the headline.

Creating a future that is more innovative, more **connected**, more stylish, more sustainable, **optimistic** and simply, smarter.

drive smart

Body text
Body text uses light font style for continuous text.

Highlights / CTA
CTA uses a bold typeface

Description	Typeface (lat.)	Typeface (zho.)	Line spacing	Alignment	Spacing
Headline	FOR smart Next Bold	TsangerYunHei W04	110%	Left–aligned, Centered	10–20
Subline	FOR smart Sans Regular	TsangerYunHei W04	110%	Left–aligned, Centered	10
Body text	FOR smart Sans Regular	TsangerYunHei W03	120%	Left–aligned	0
Highlighting in body text	FOR smart Next Bold	TsangerYunHei W04	120%	Left–aligned	0
Highlights / CTA	FOR smart Next Bold	TsangerYunHei W04	110%	Centered	10–20

Color
The font is always used in the primary colors smart black or white. Light–dark contrast should always be considered. When specific parts in continuous texts have to be highlighted (e.g. a new feature) alternatively signature color or accent colors can be used.

Font size details
Precise definitions of font sizes can be found in the brand design experience section for the respective areas of application.

Hierarchy (Latin)

Positive typeface

Tomorrow is yours.

Introducing smart #1

Creating a future that is more
innovative, more connected, more stylish,
more sustainable, more optimistic and
simply, smarter.

drive smart

Negative typeface

Tomorrow is yours.

Introducing smart #1

Creating a future that is more
innovative, more connected, more stylish,
more sustainable, more optimistic and
simply, smarter.

drive smart

Headline:
FOR smart Next Bold

Subline:
FOR smart Sans Regular

Body text:
FOR smart Sans Regular

(Digital) CTA:
FOR smart Next Bold

1   **Centered**

Creating a future that is more
innovative, more connected, more stylish,
more sustainable, more optimistic and
simply, smarter.

2   **Left-aligned**

Creating a future that is more
innovative, more connected, more stylish,
more sustainable, more optimistic and
simply, smarter.

3   **Right-aligned**

Creating a future that is more
innovative, more connected, more stylish,
more sustainable, more optimistic and
simply, smarter.

Hierarchy (Chinese)

Positive typeface

Negative typeface

源自热爱，未被定义

全新smart #1 Tomorrow is yours.

创造一个更创新、更互联、更时尚、
更可持续、更乐观、更简单、
更智能的未来。

启动 **smart**

源自热爱，未被定义 -------- **Headline:**
TsangerYunHei W04

全新smart #1 Tomorrow is yours. -------- **Subline:**
TsangerYunHei W04
(Latin) FOR smart Sans Regular

创造一个更创新、更互联、更时尚、
更可持续、更乐观、更简单、
更智能的未来。 -------- **Body text:**
TsangerYunHei W03

启动 **smart** -------- **(Digital) CTA:**
TsangerYunHei W04

① **Centered**

创造一个更创新、更互联、更时尚、
更可持续、更乐观、更简单、
更智能的未来。

② **Left-aligned**

创造一个更创新、更互联、更时尚、
更可持续、更乐观、更简单、
更智能的未来。

③ **Right-aligned**

创造一个更创新、更互联、更时尚、
更可持续、更乐观、更简单、
更智能的未来。

Don'ts

Tomorrow is yours.
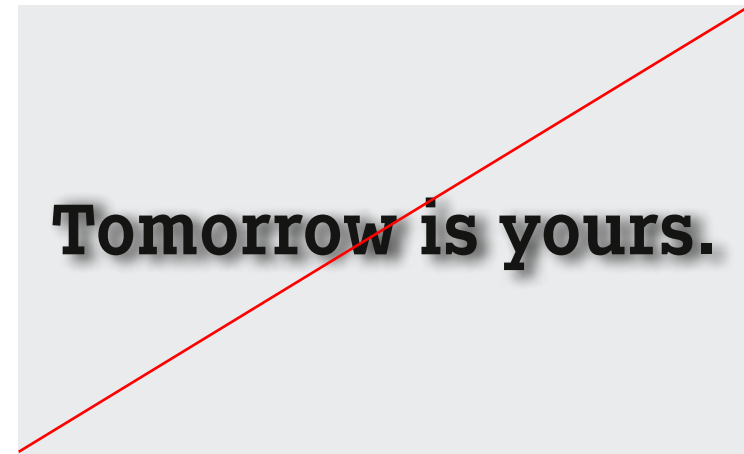
No drop shadows

Tomorrow is yours.
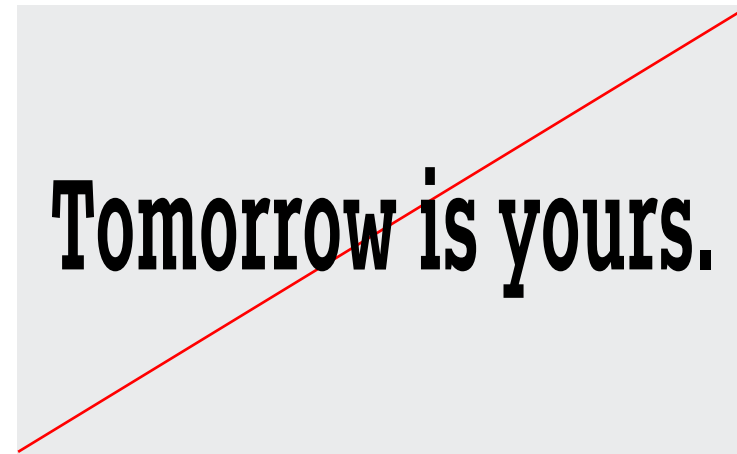
No screwing with the font horizontally or vertically
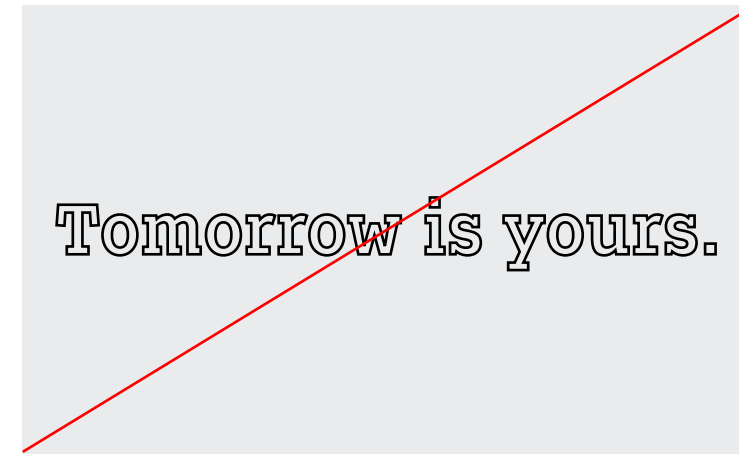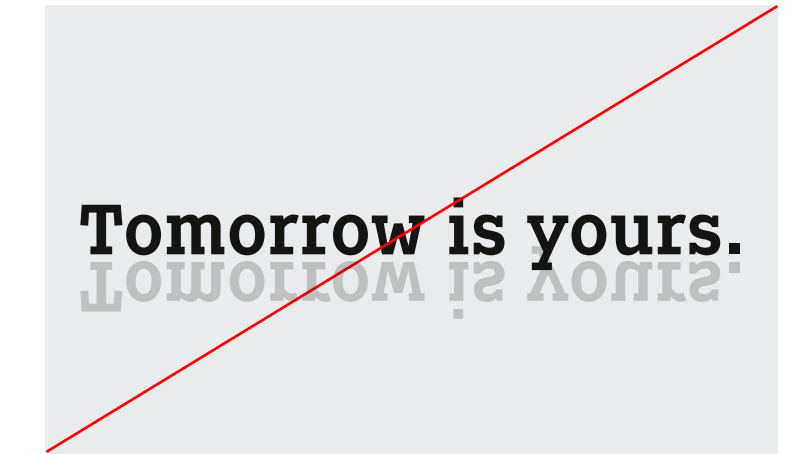
Tomorrow is yours.

No outline

Tomorrow is yours.

No italics

Tomorrow is yours.

No mirroring

Tomorrow is yours.

No reflection

Tomorrow is yours.

No multicolors

Tomorrow is yours.

No 3D effects

Tomorrow is yours.

Not cut or incomplete

Tomorrow is yours.
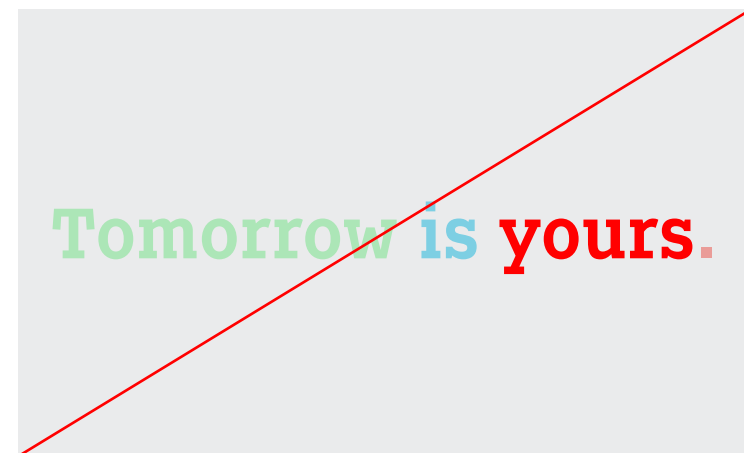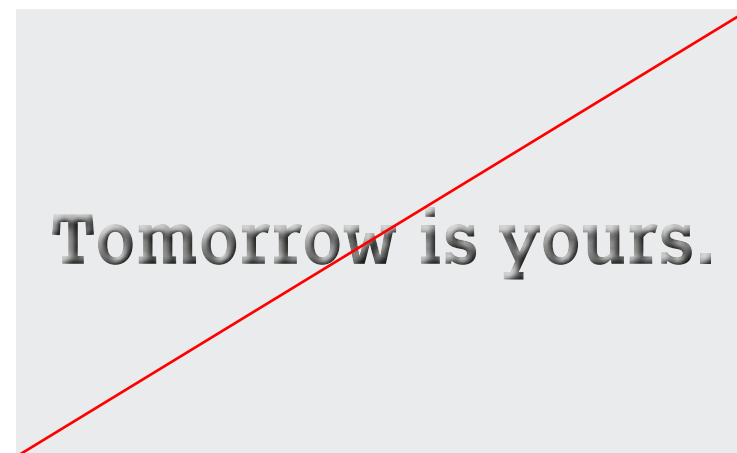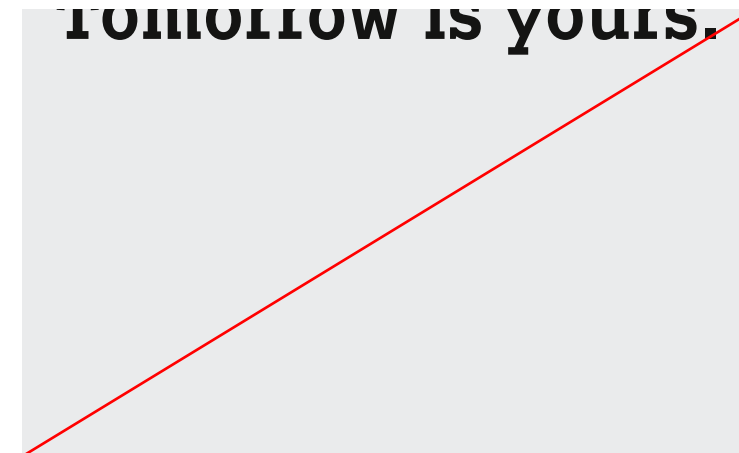
No new proportions or arrangements

Examples of use

Supergraphic

Supergraphic — Futuremark

The **smart Futuremark** is a supergraphic that derives from the iconic figurative mark of the smart logo. However, it's very important to understand that the Futuremark is NOT a logo nor used like a logo. And it is for usage of marketing departments only. It is an iconic design element that helps us make a bold statement through our smart moments.

Rules

— Use only in signature color
— Always use with cropping
— Never use together with smart logo in the same layout

Detailed information and rules can be found at:
Supergraphic — Limited usage

Color code

	Color	RGB	HEX	CMYK
	smart electrifying lime	215.230.0	#d7e600	20.0.100.0.

smart Futuremark
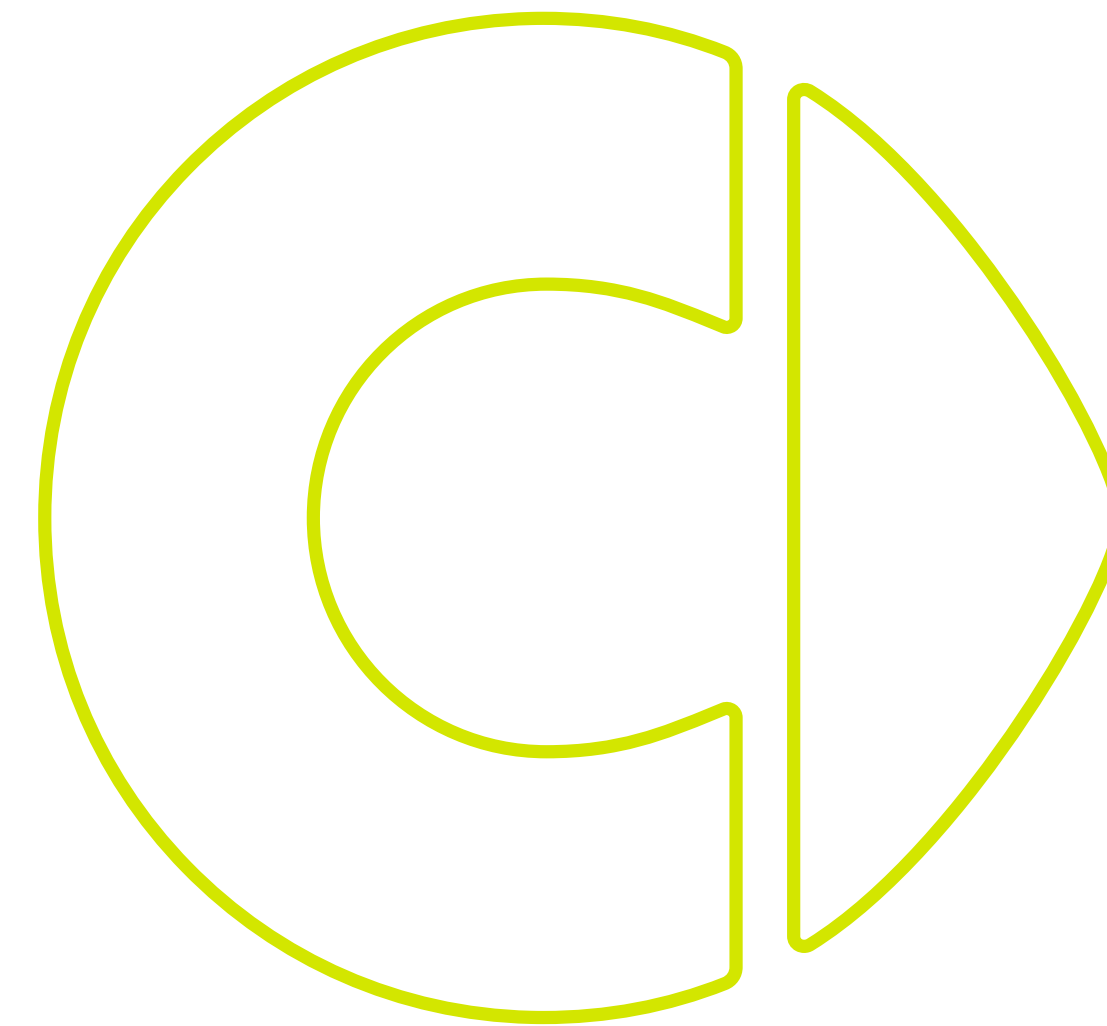
smart logo   smart Futuremark

Limited usage

There are specific, limited application areas for the Futuremark. The Futuremark is designed to create a degree of freedom and flexibility to increase the overall dynamism of smart's social media channels and corporate design assets. It should be applied carefully.

Application areas

The Futuremark is **strictly set to be used by smart marketing department** only and only in the following channels/asset formats:

— smart's official social media platforms
— Merchandise
— Promotional usage, e.g. event goodie bag, gift package, printed calendar, etc

Rules

The following basic rules should be considered when using the Futuremark:

— Don't use the Futuremark uncropped, always crop at least on one side
— Don't use together with smart logo in the same layout

Detailed information and rules can be found at:
Supergraphic — Size
Supergraphic — Cropping
Supergraphic — Placement on backgrounds
Supergraphic — Don't
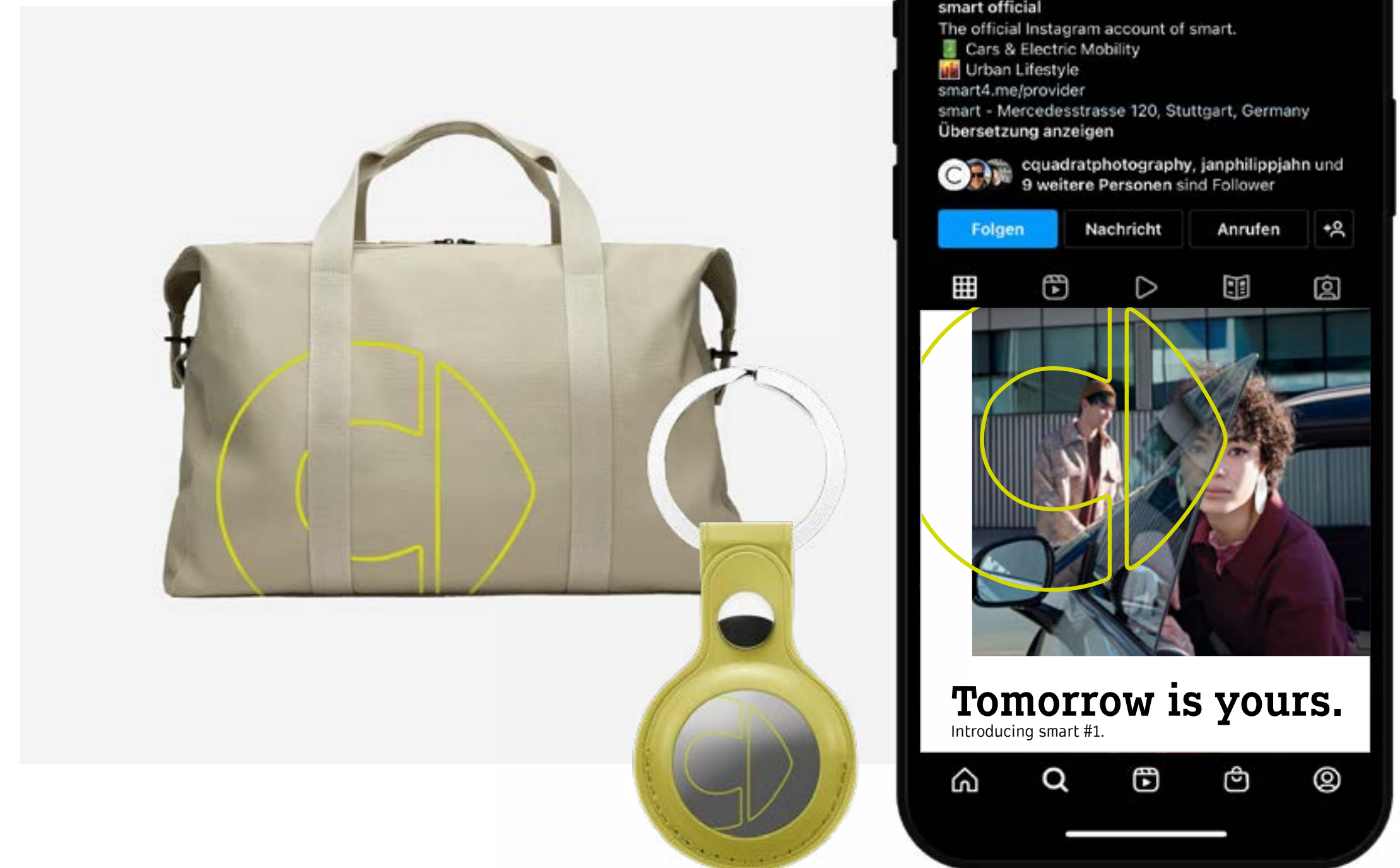
Size

The Futuremark must always be scaled proportionately. Its thickness is not to be changed or altered in any other way (e.g. by adding extra strokes or an outline). To ensure visibility, the Futuremark should never be smaller than 15mm in height (60px in height for digital application). Since the goal of the Futuremark is to increase visual impact of a layout, it should cover at least 5% of the overall layout area.

Rules

The following basic rules should be considered when resizing the Futuremark:

— Minimum size in print: 15 mm height
— Minimum size in digital use: 60 px height
— No distortion or rotation
— No additional stroke or outline

Detailed information and rules can be found at:
Supergraphic — Don't

minimal size
15mm
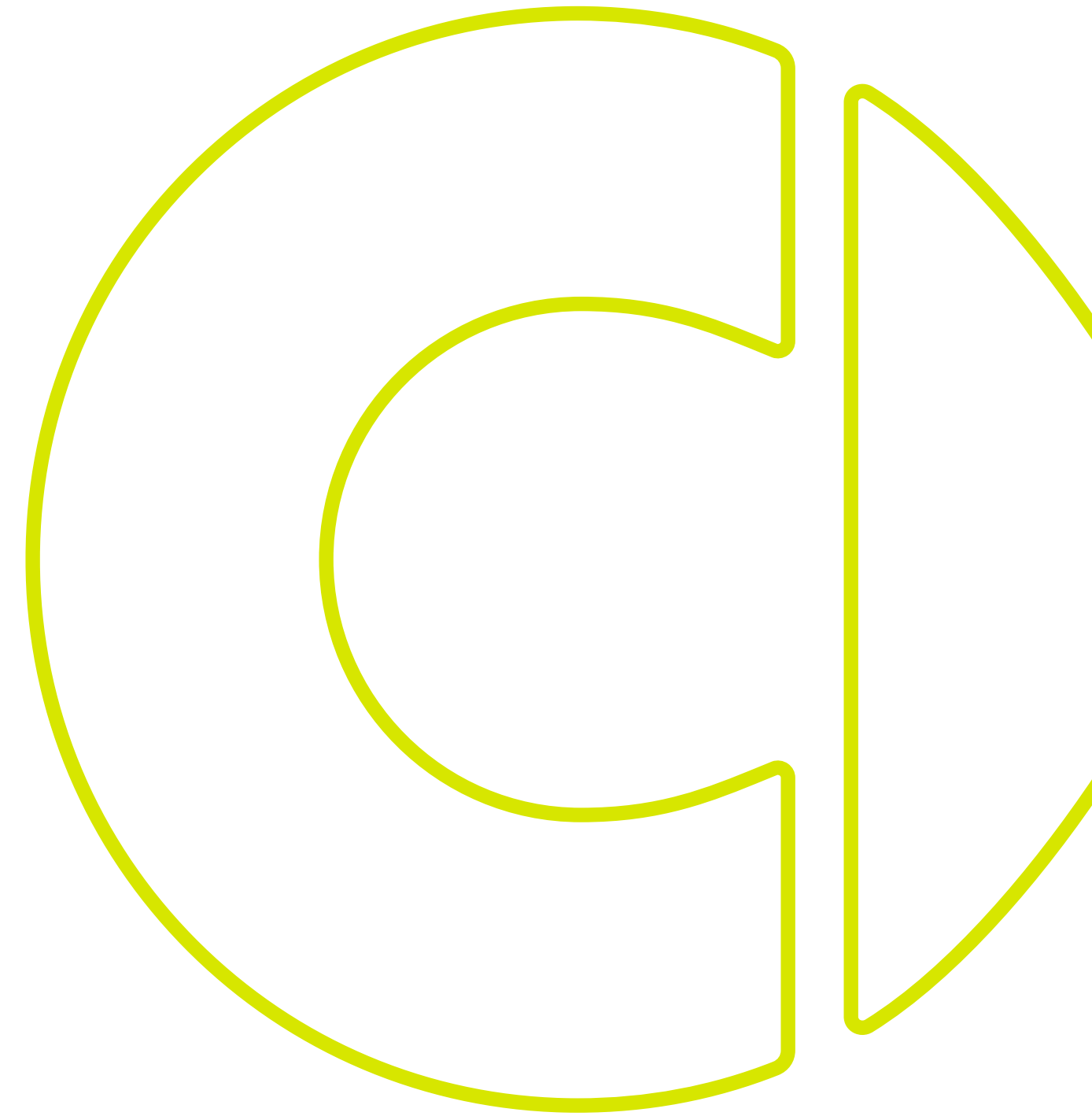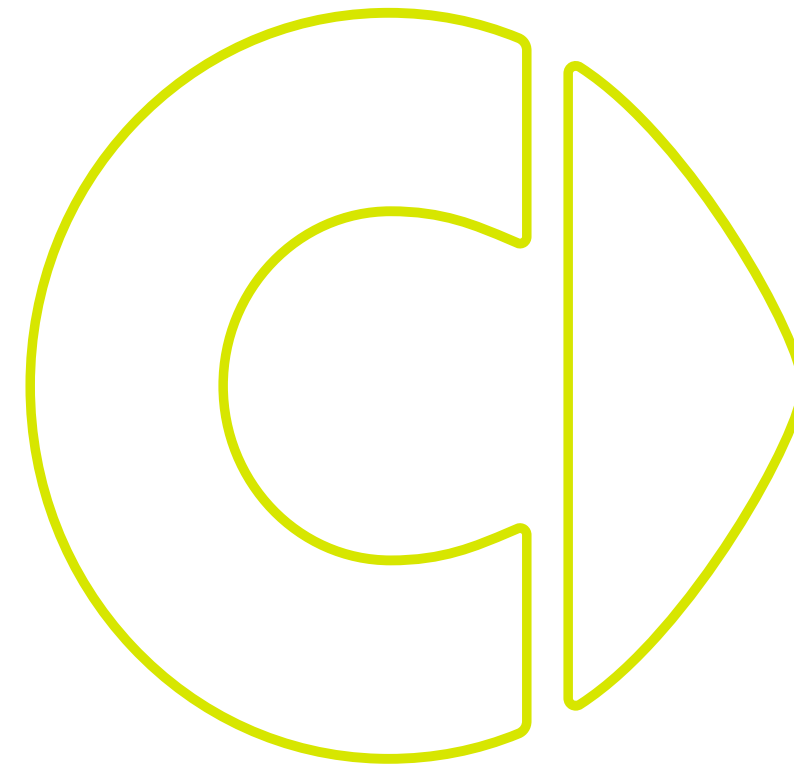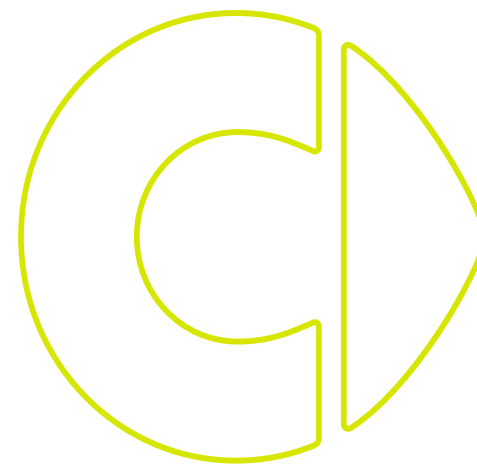
The size of the Futuremark can vary when applying on layout, depending on the purpose of communcation.

Cropping

The Futuremark must always be used with cropping on all communication formats. There are **3 ways to apply the Futuremark:** crop only 1 side, crop any 2 sides or crop any 3 sides. The goal is always to increase the visual impact of a layout. It should, however, never be cropped to a point where it becomes unrecognizable.

1 **Crop only 1 side**
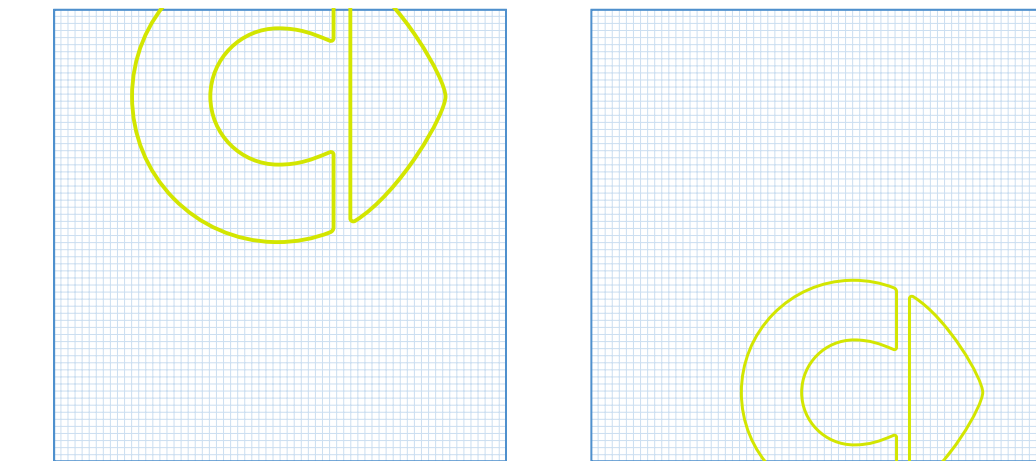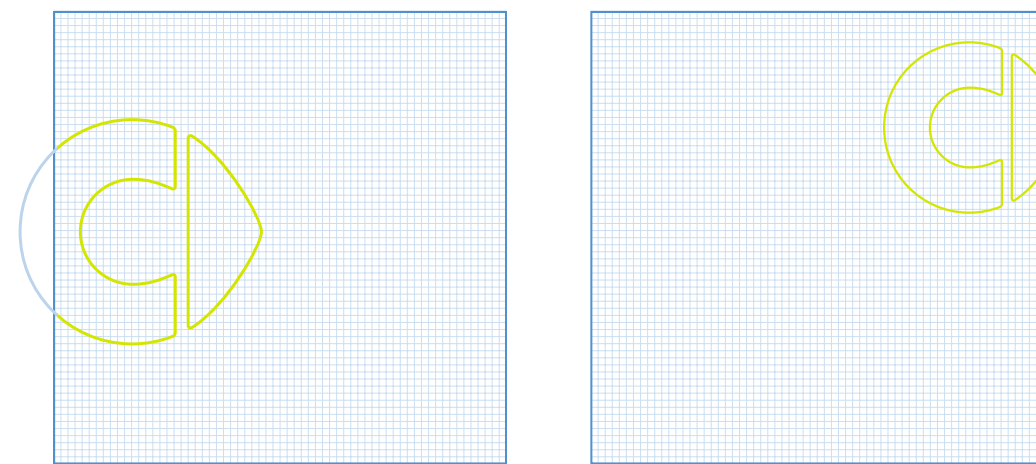
2 **Crop any 2 sides**
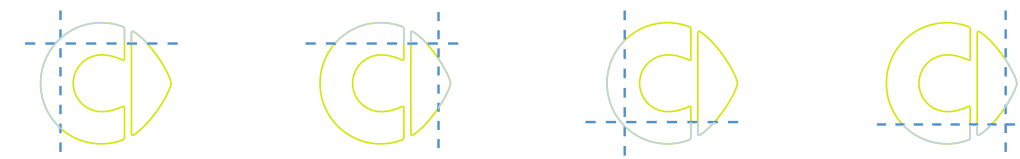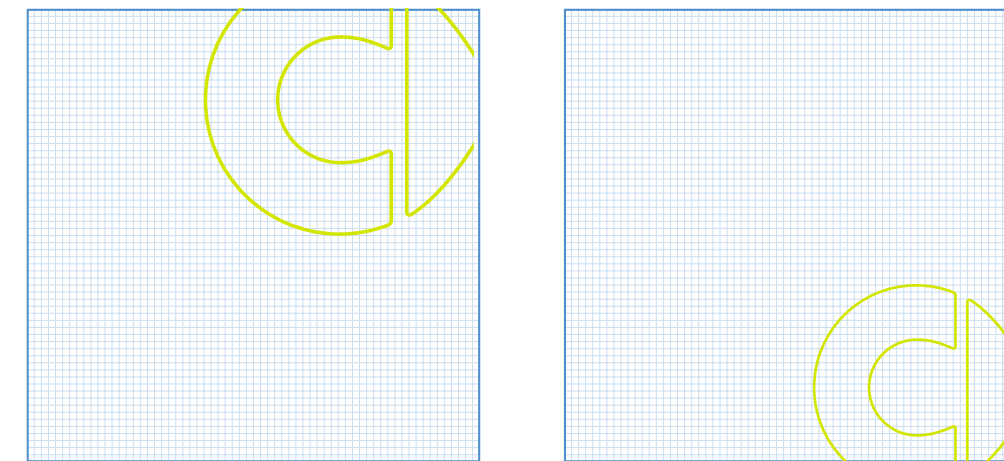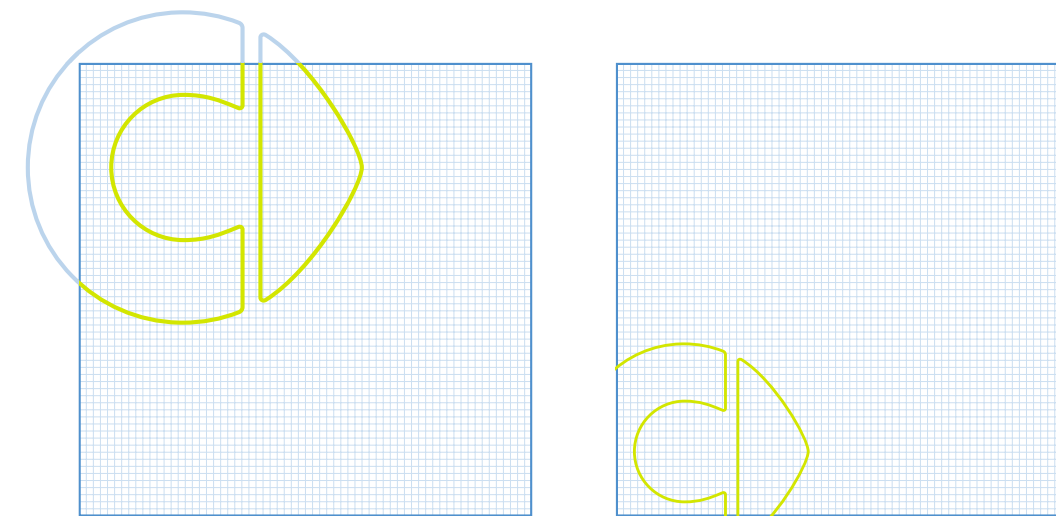
3 **Crop any 3 sides**
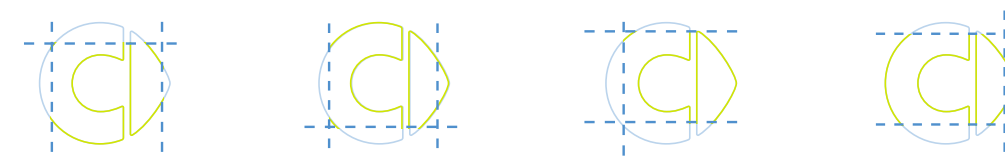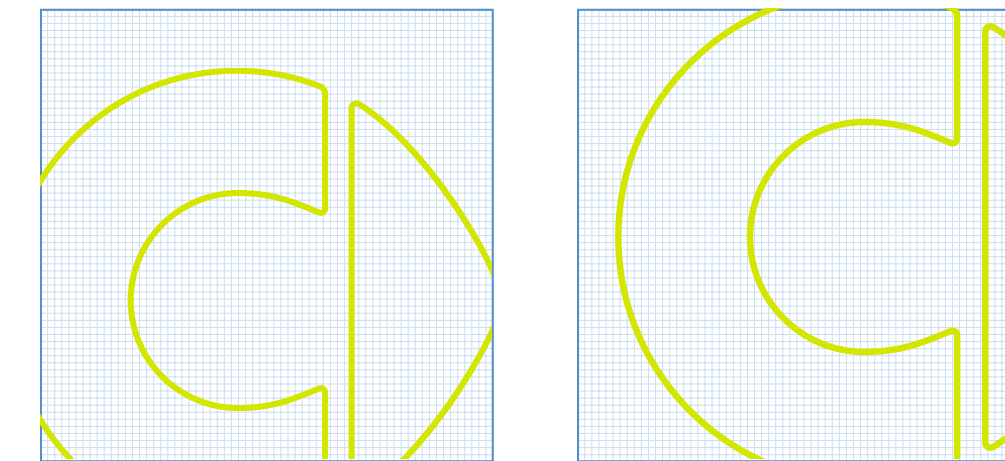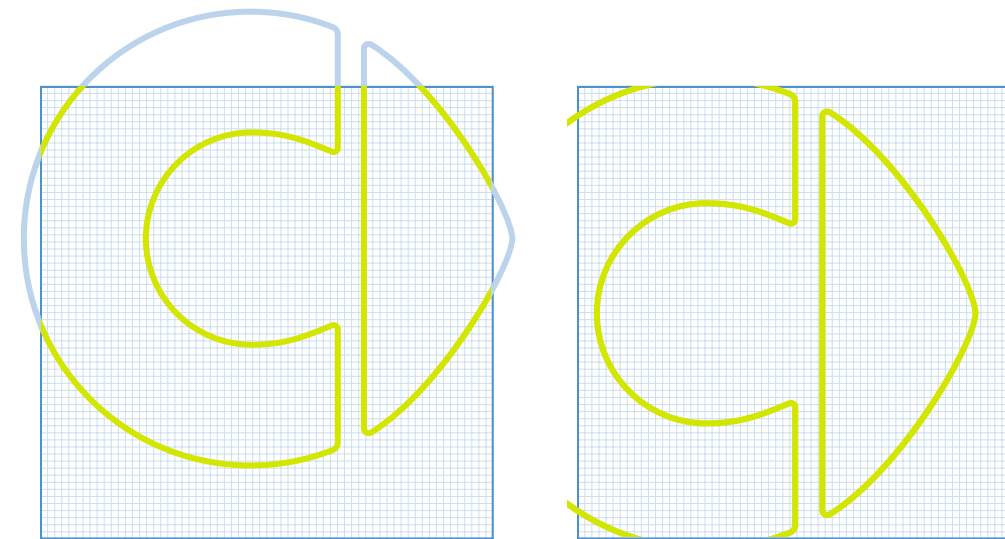
Rules & Don'ts

Detailed information and rules can be found at:
Supergraphic — Size
Supergraphic — Don't

Examples of cropping

Tomorrow is yours.

Introducing smart #1.

Tomorrow is yours.

Introducing smart #1.
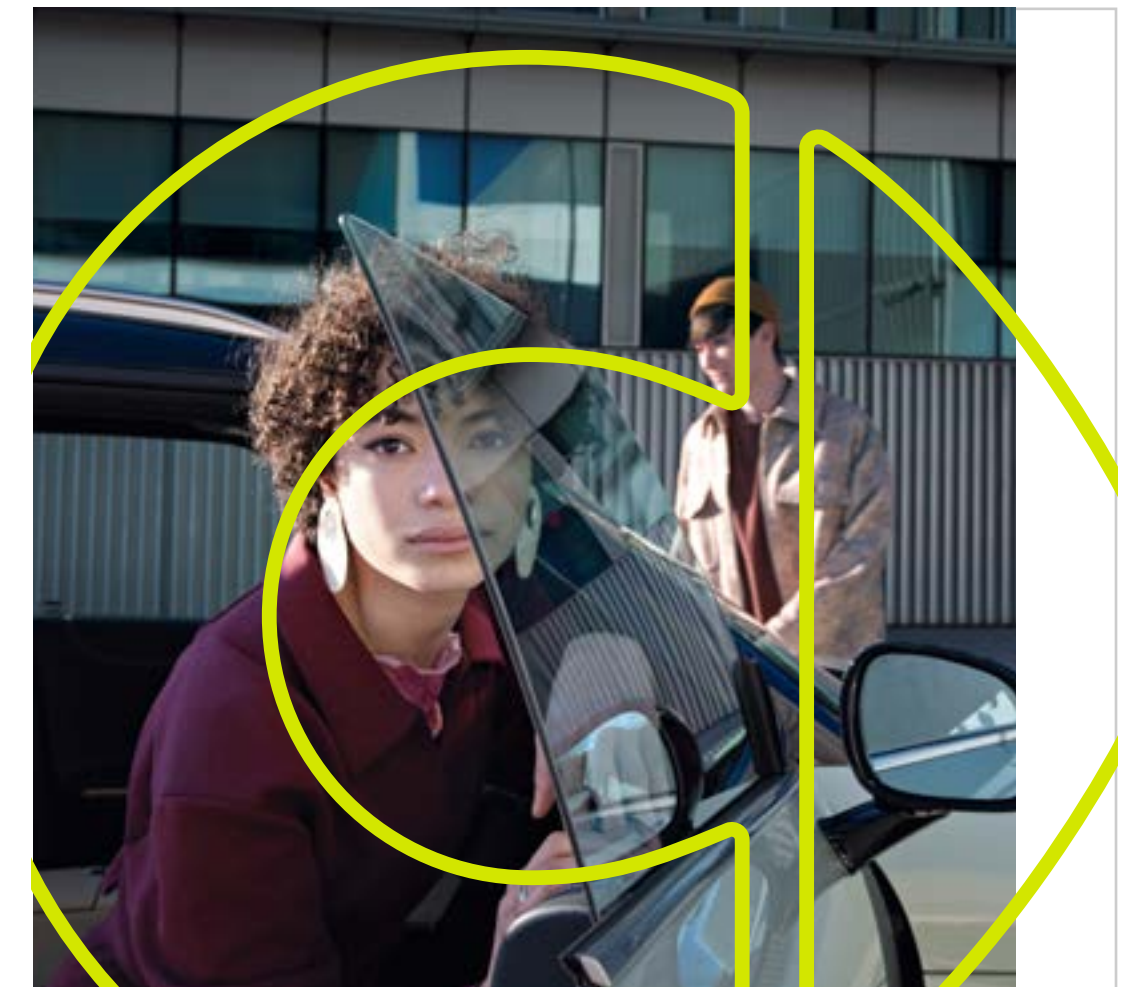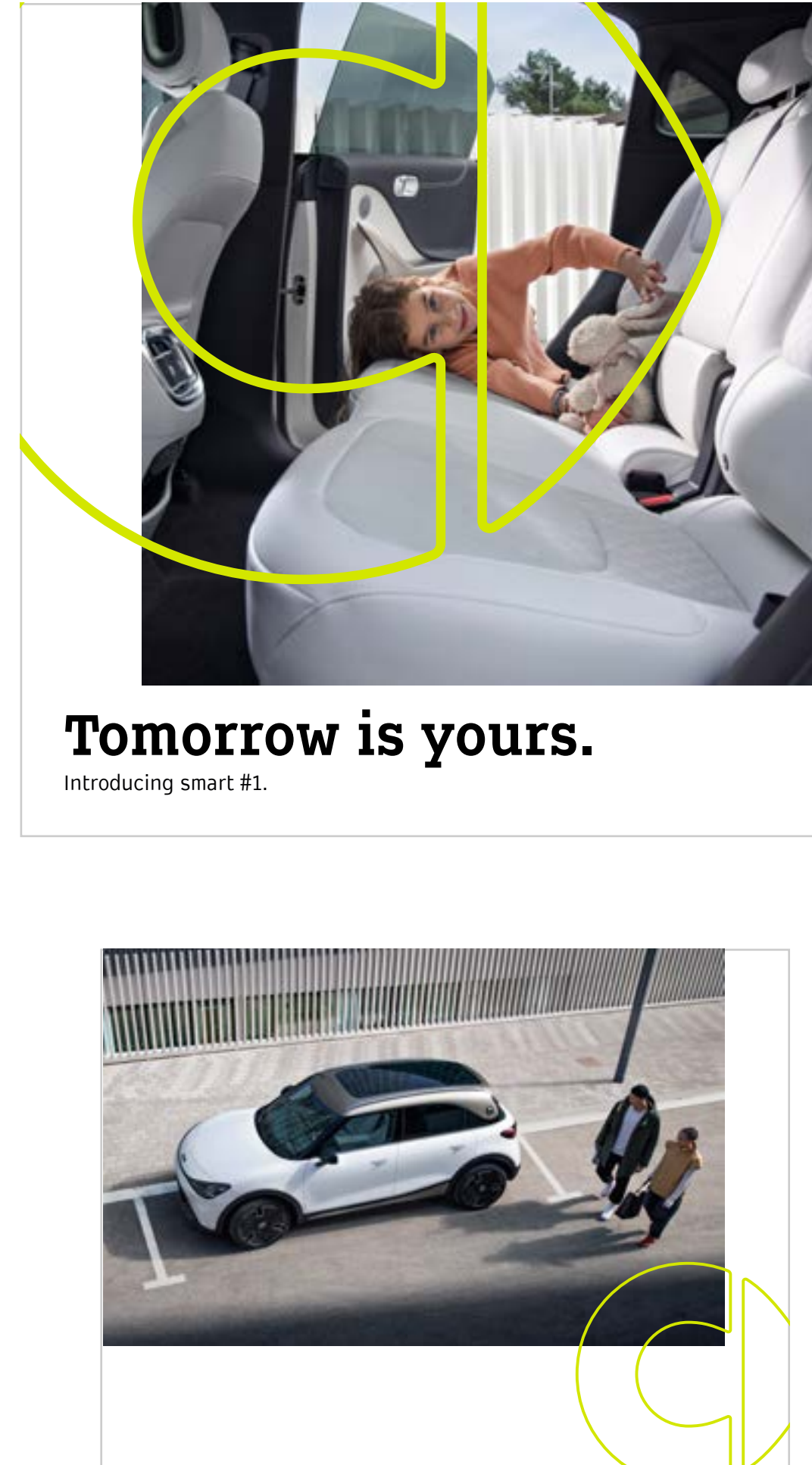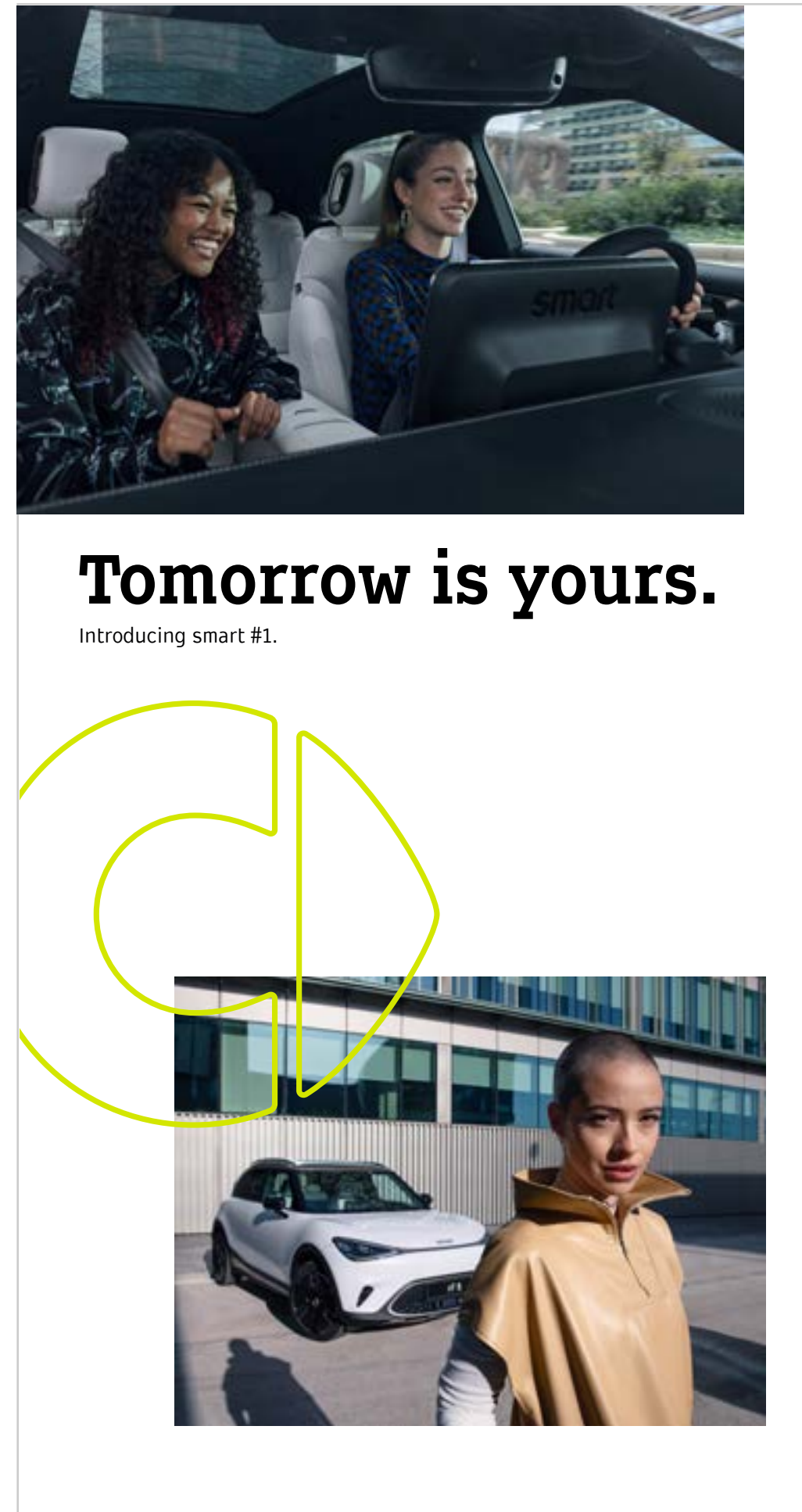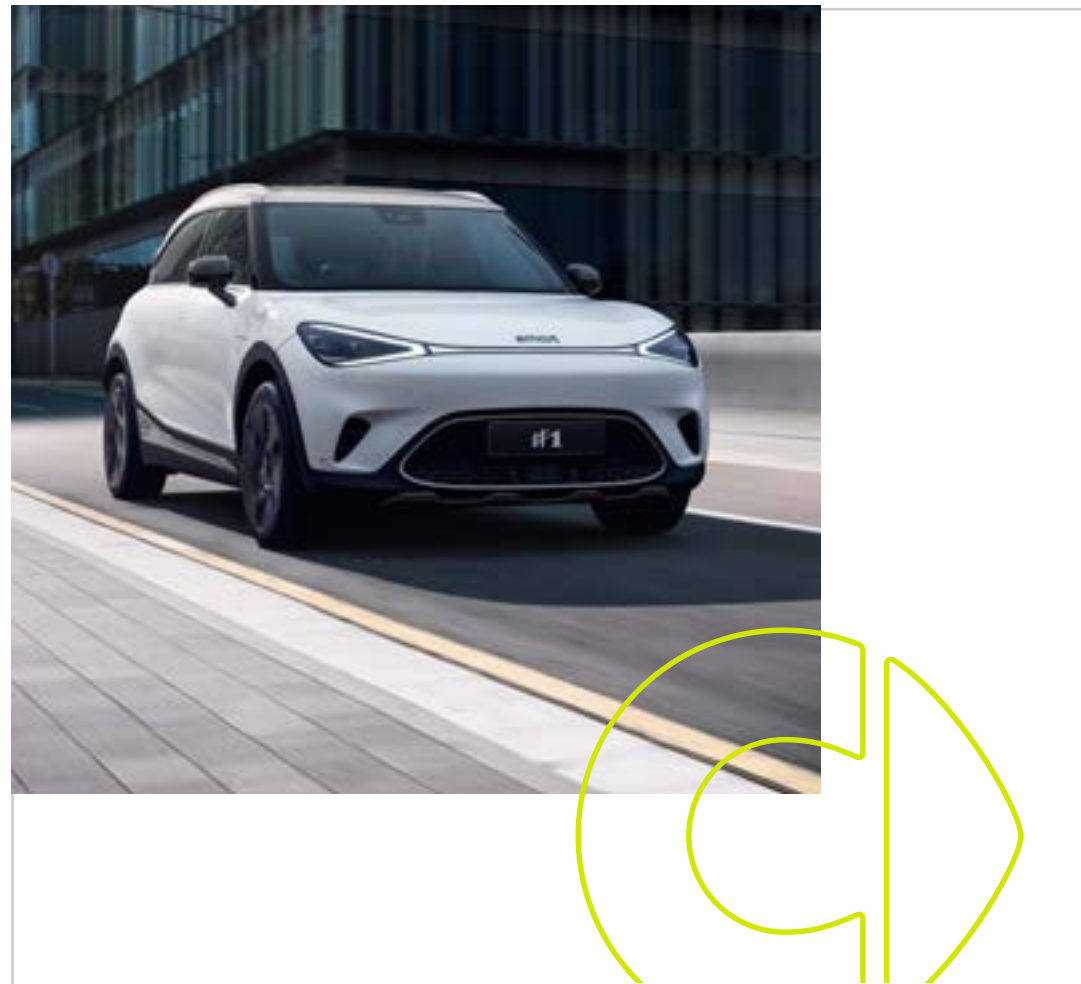
Placement on backgrounds

The cropped Futuremark is always positioned at the edge and must have a bold presence within the layout. Regardless of format, it can be used alone on merchandise, or be placed on imagery, e.g. on promotional materials, Instagram and other social media posts. Never overlay the Futuremark above car and / or text.

Position around edges of layout
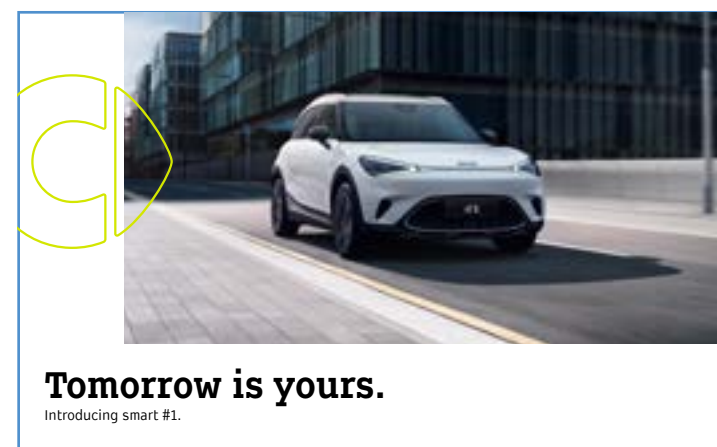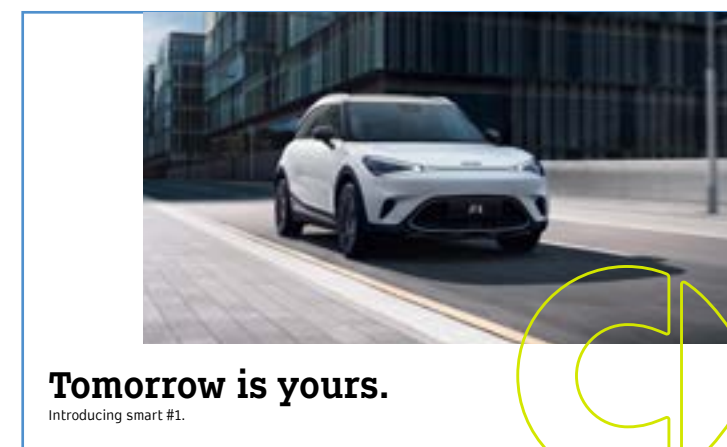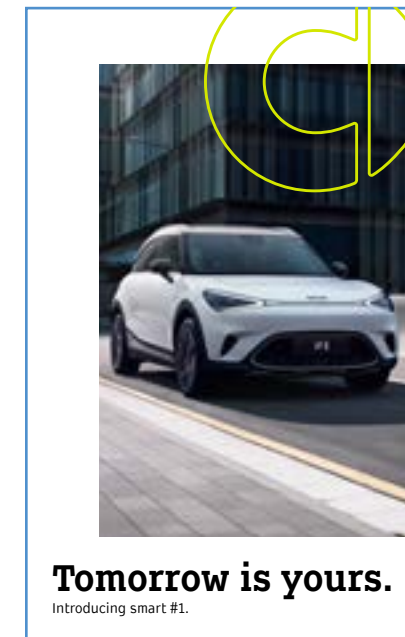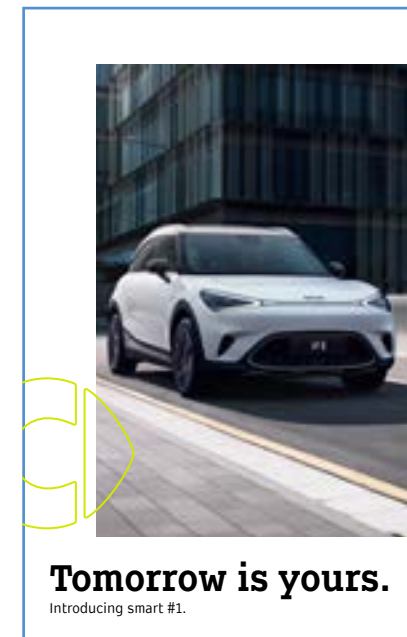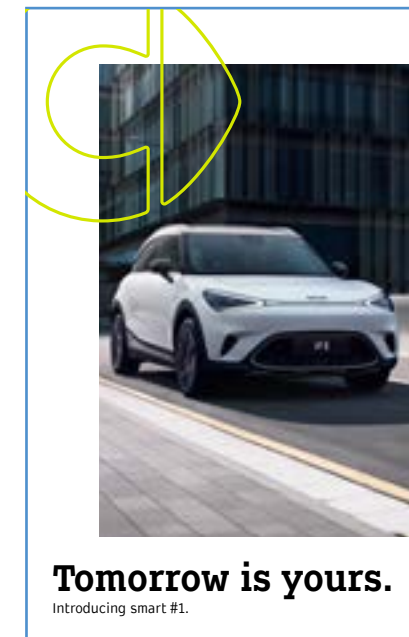
Never placed above car

Never placed on text

Rules & Don'ts

The following basic rules should be considered when handling the Futuremark:

— No overlaying on text
— No overlaying on car in visuals that feature its whole exterior
— Futuremark must always be used with cropping on all communication formats

Detailed information and rules can be found at:
<u>Supergraphic — Don't</u>

Tomorrow is yours.
Introducing smart #1.

Tomorrow is yours.
Introducing smart #1.

Tomorrow is yours.
Introducing smart #1.

Tomorrow is yours.
Introducing smart #1.

Tomorrow is yours.
Introducing smart #1.

Tomorrow is yours.
Introducing smart #1.

Tomorrow is yours.
Introducing smart #1.
Even if you cannot predict tomorrow, you can still shape it according to your own ideas. That's why the all-new smart #1 not only strikes with technical innovation but turns heads through elegant lines and avantgarde aesthetics. In short: Tomorrow is here — ready for your next move. Find out more at www.smart.com

Don'ts

No colour other than electrifying lime
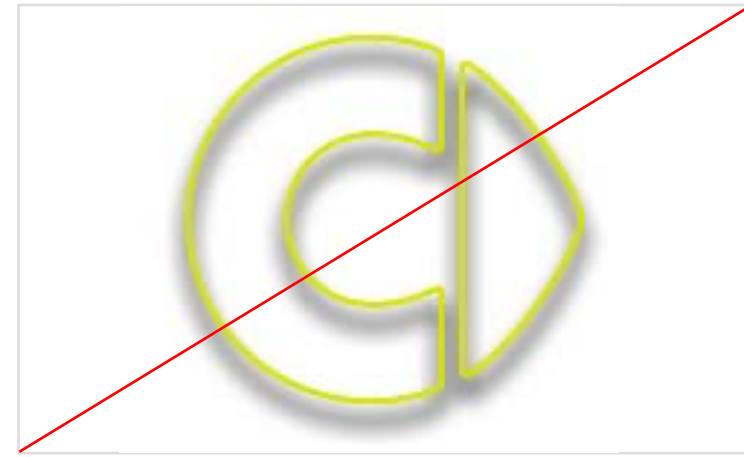
No 3D effect and no shadow
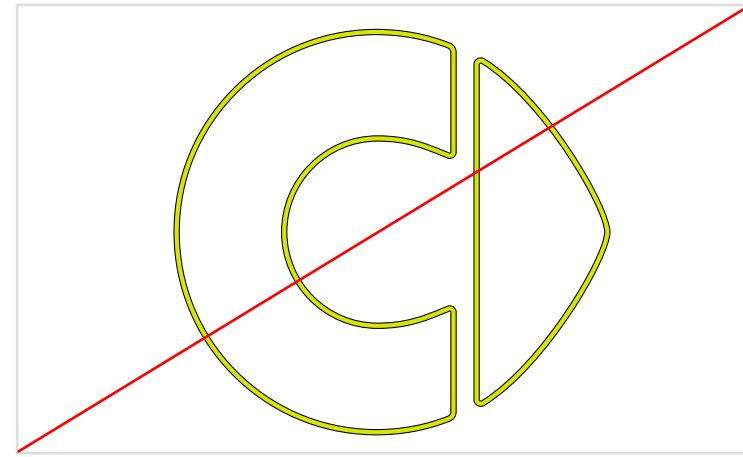
No additional stroke or outline
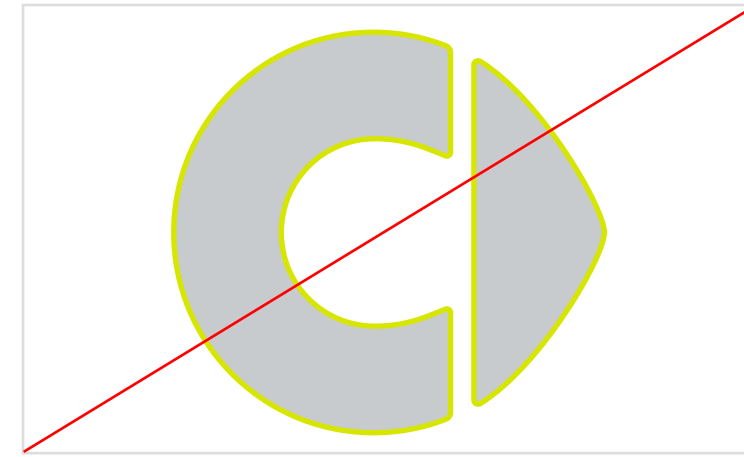
No fill in colour
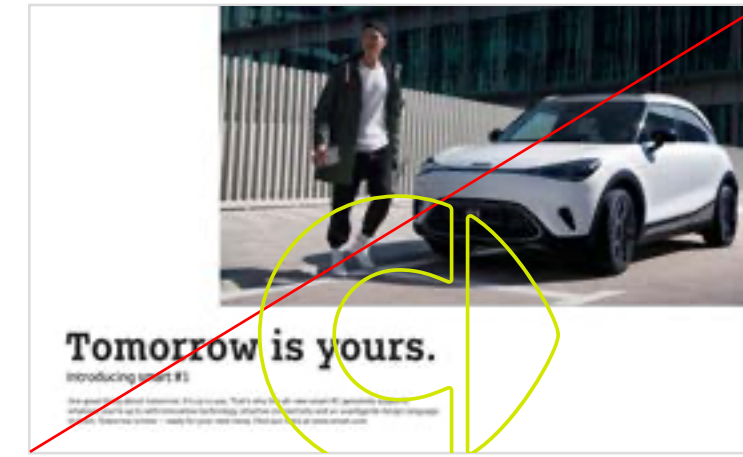
No overlaying on car and body text
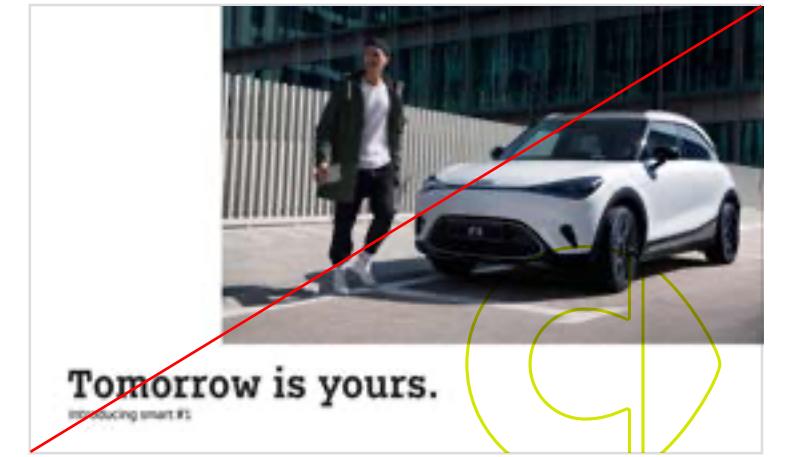
No transparency and no multiply effect
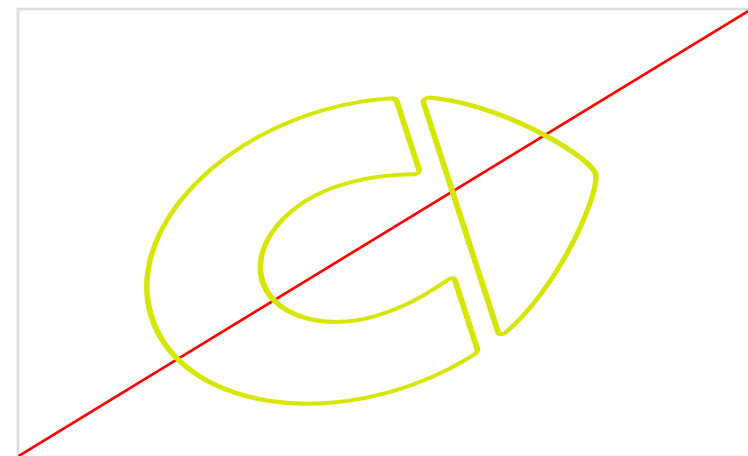
No distortion or rotation
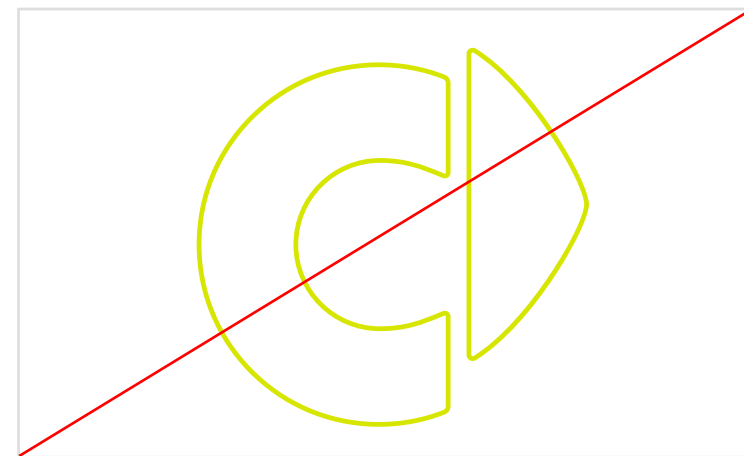
No new proportions or arrangements
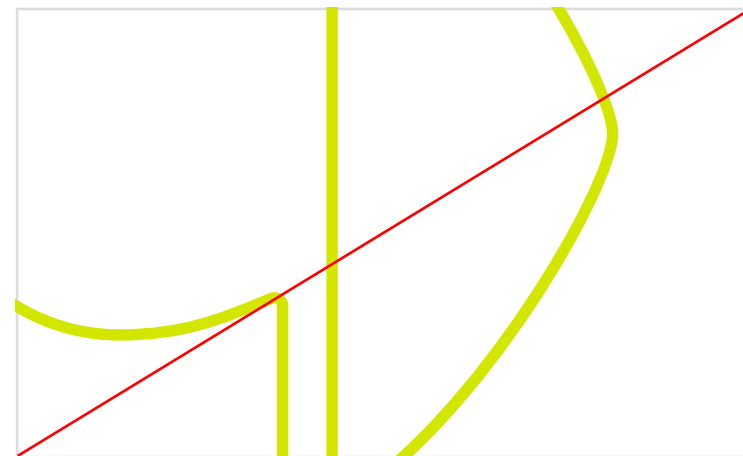
No unrecognisable cropping
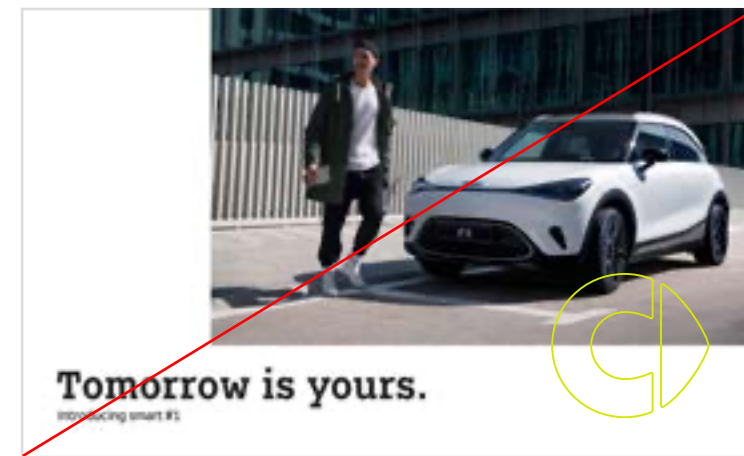
No floating in full form
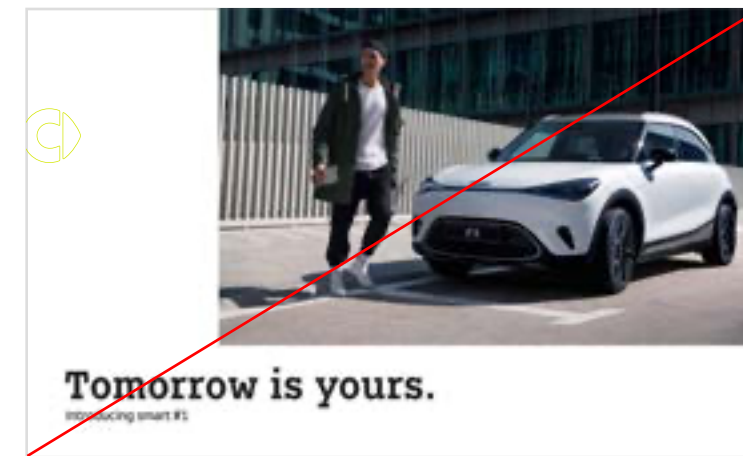
Not to be used in very small size
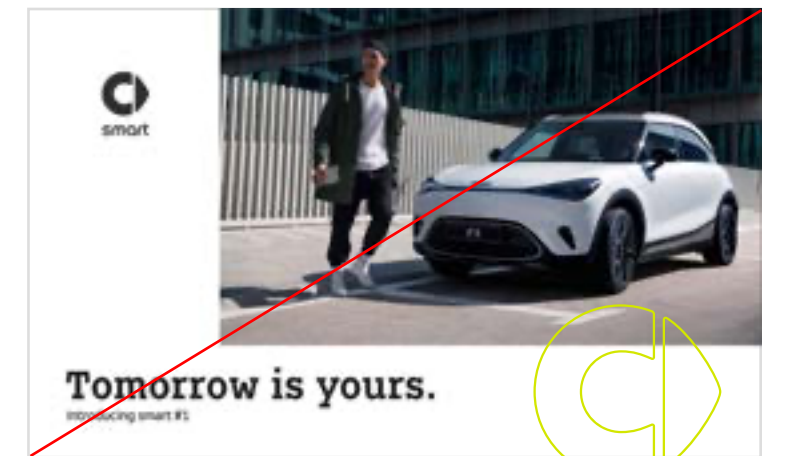
Not to appear together with smart logo in the same layout

Examples of use

Official social platform, merchandise and promotional usage

Merchandise — T-shirt
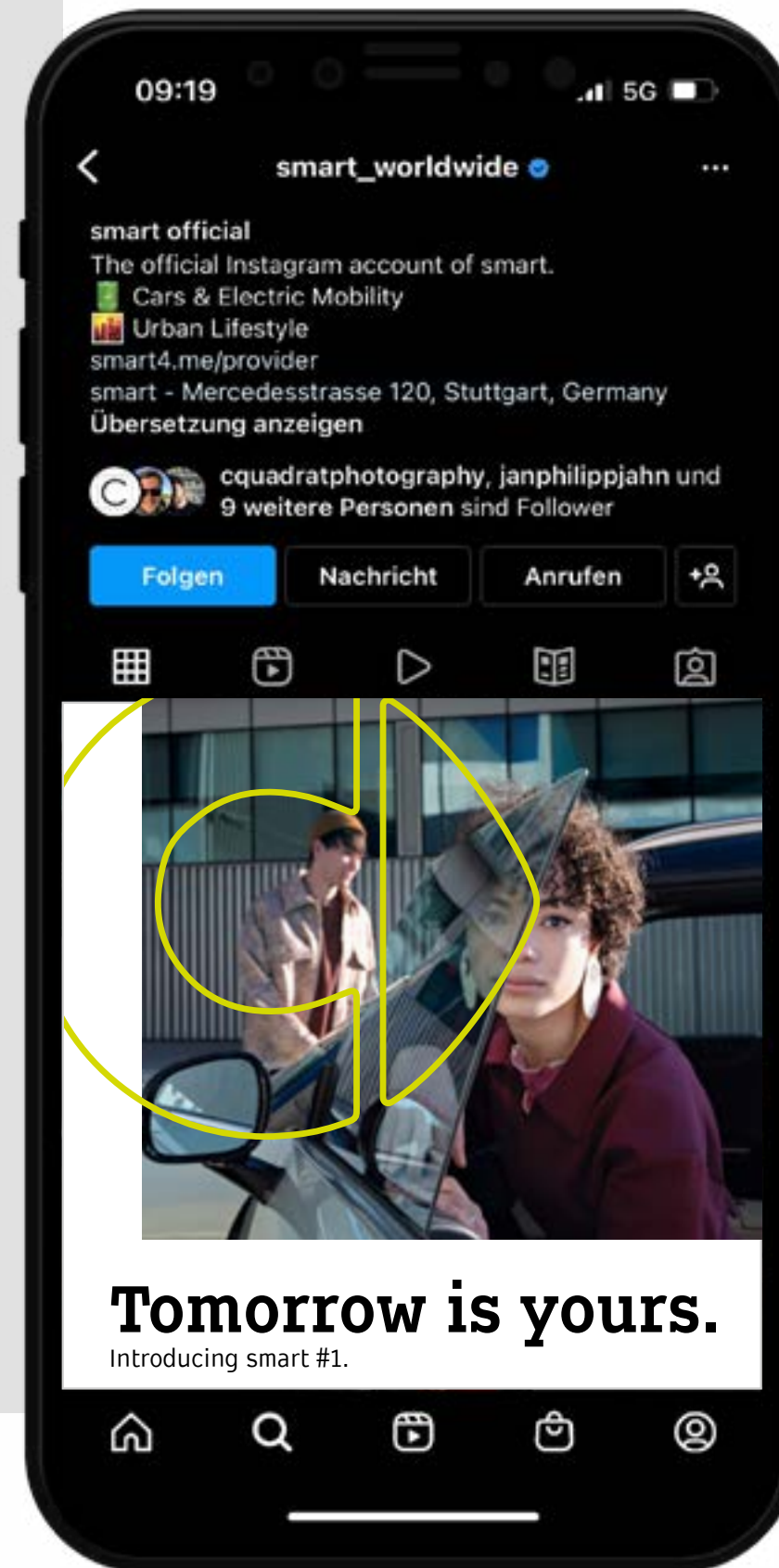
Official social platform — Instagram

Internal poster

Imagery

Imagery

Our approach to creating images is truly unique. We create **smart moments** to establish our premium brand image and naturally elegant look & feel as well as communicate our unique **future–optimistic** attitude. Diverse, non–linear moments in our world, smart moments are peeks into someone's life and journey with smart. Always **observed** and **authentic,** never staged or contrived, they tell individual stories that allow people to find themselves in our world. That's how we build a **genuine relationship** between smart and our **diverse global audiences.**

Every smart moment is a combination of 3 core contentual elements:
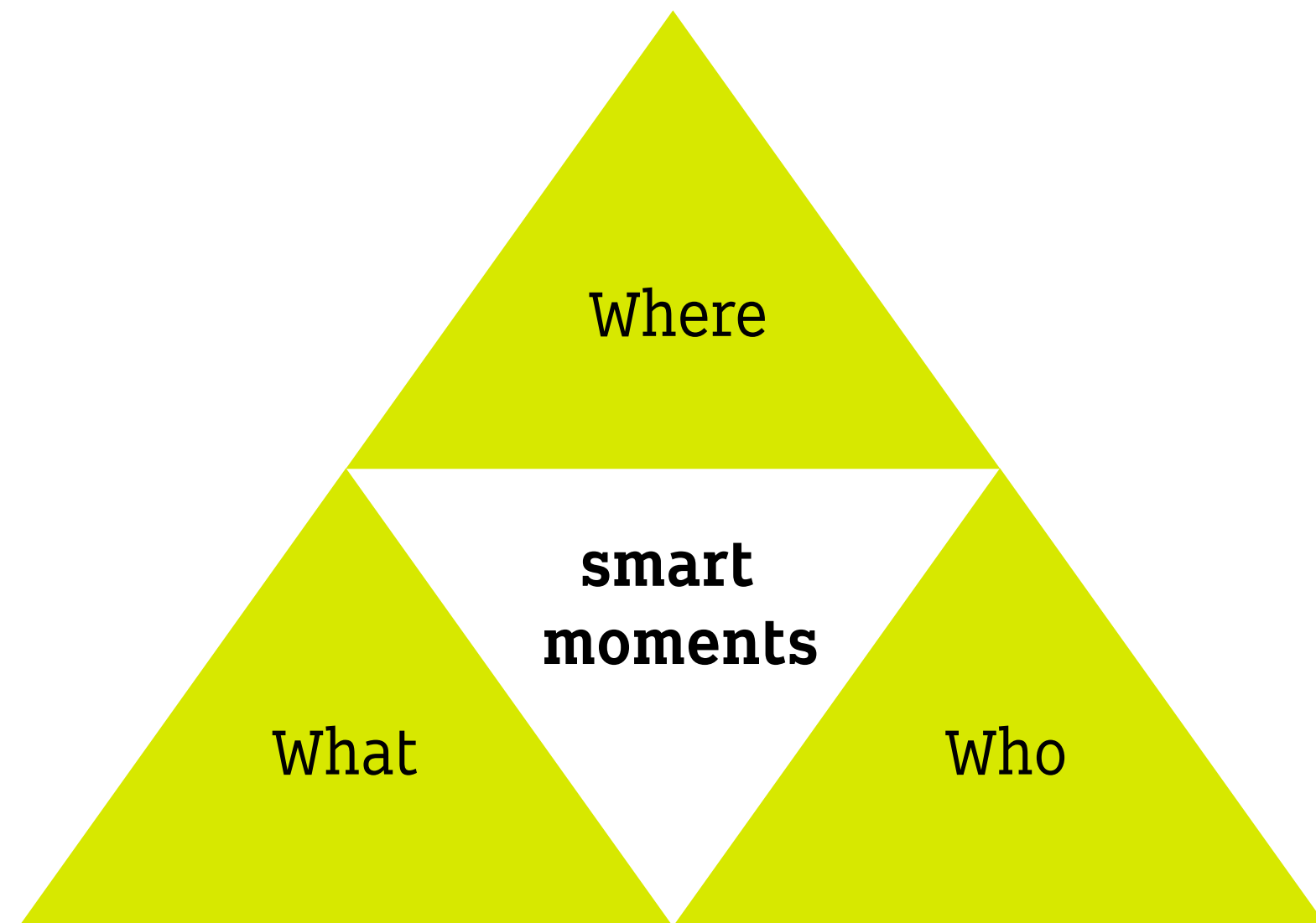
Reasoning

Where
smart moments happen in and are seamlessly integrated into our world of **premium urbanity.**

Who
smart moments tell stories about **diverse global citizens.**

What
smart moments are **authentic** slices of life that convey vivid **positivity** and smart's unique **future–optimistic** attitude. In addition, elements of **surprise** create an intriguing feeling of slight, effortless edginess.

Image selections

smart moments define a consistent visual language that becomes the basis for image selection.

Since smart moments are always **observed in our world of premium urbanity, natural authenticity** of images is of utmost importance. Natural authenticity is the foundation of creating an **inspiring and aspirational world** that people can identify with and find themselves in.

Please refer to the following pages for a more detailed explanation of how to create smart moments.

Moodboard

Where

Premium urbanity

As the uncompromising urban companion, smart moments happen in a world of **premium urbanity.** They are created by always being seamlessly integrated into **premium, modern urban lifestyles** and **environments** that are minimalistic and structured but also dynamic as well as **natural** and **bright.** The overall feeling is **energetic and positive.**

Moodboard

Who

Diverse global citizens
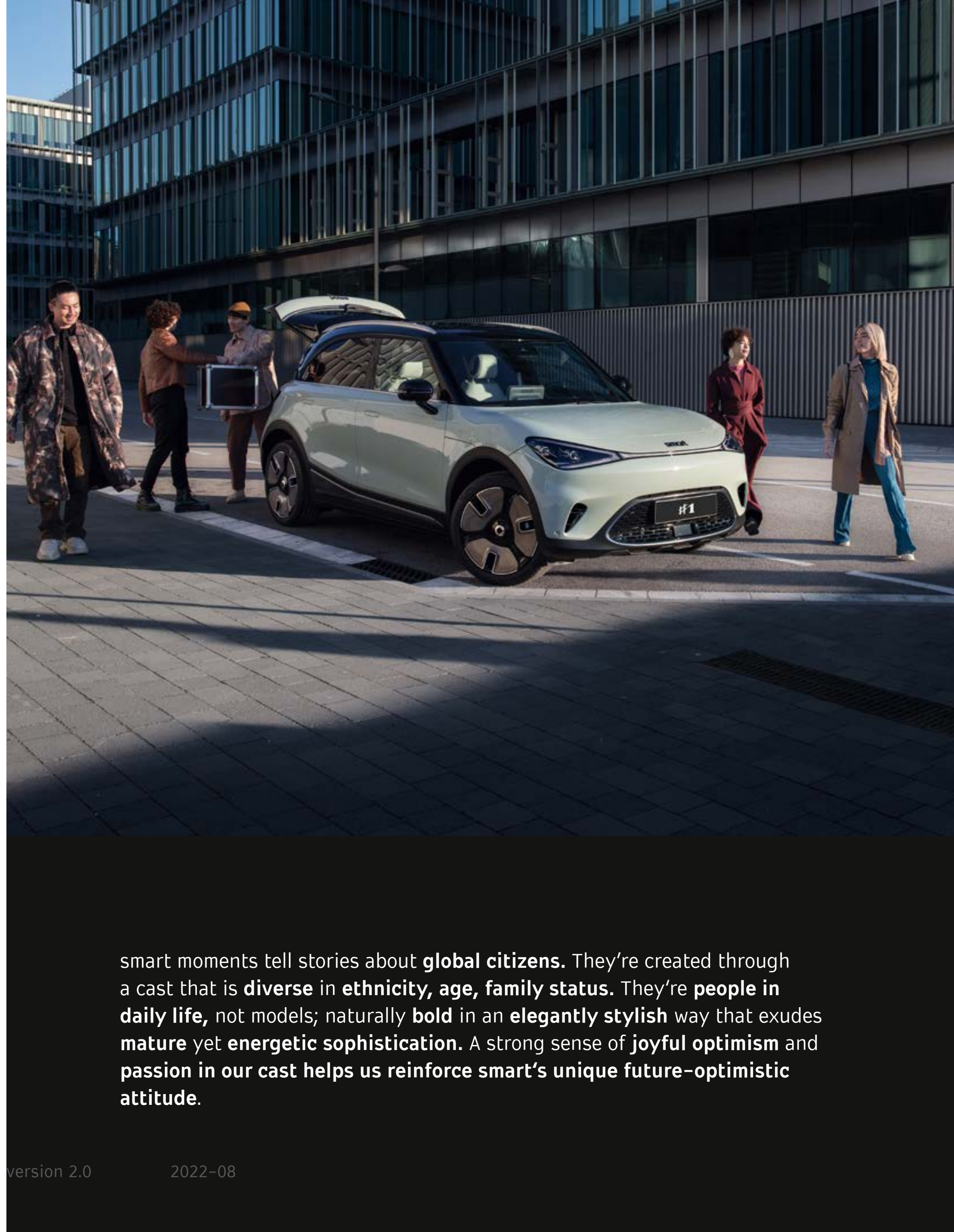
smart moments tell stories about **global citizens.** They're created through a cast that is **diverse** in **ethnicity, age, family status.** They're **people in daily life,** not models; naturally **bold** in an **elegantly stylish** way that exudes **mature** yet **energetic sophistication.** A strong sense of **joyful optimism** and **passion in our cast helps us reinforce smart's unique future–optimistic attitude**.

Moodboard

What
Authentic, positive slices
of life with an intriguing,
effortless edginess

smart moments are **authentic** slices of life that convey vivid **positivity** and smart's unique **future–optimistic** attitude with elements of surprise to bring about an intriguing feeling of slight, **effortless edginess.** They're created by feeling **natural** and **observed**, using **special angles** and **unexpected twists** that engage and intrigue the consumer.

Imagery moodboard
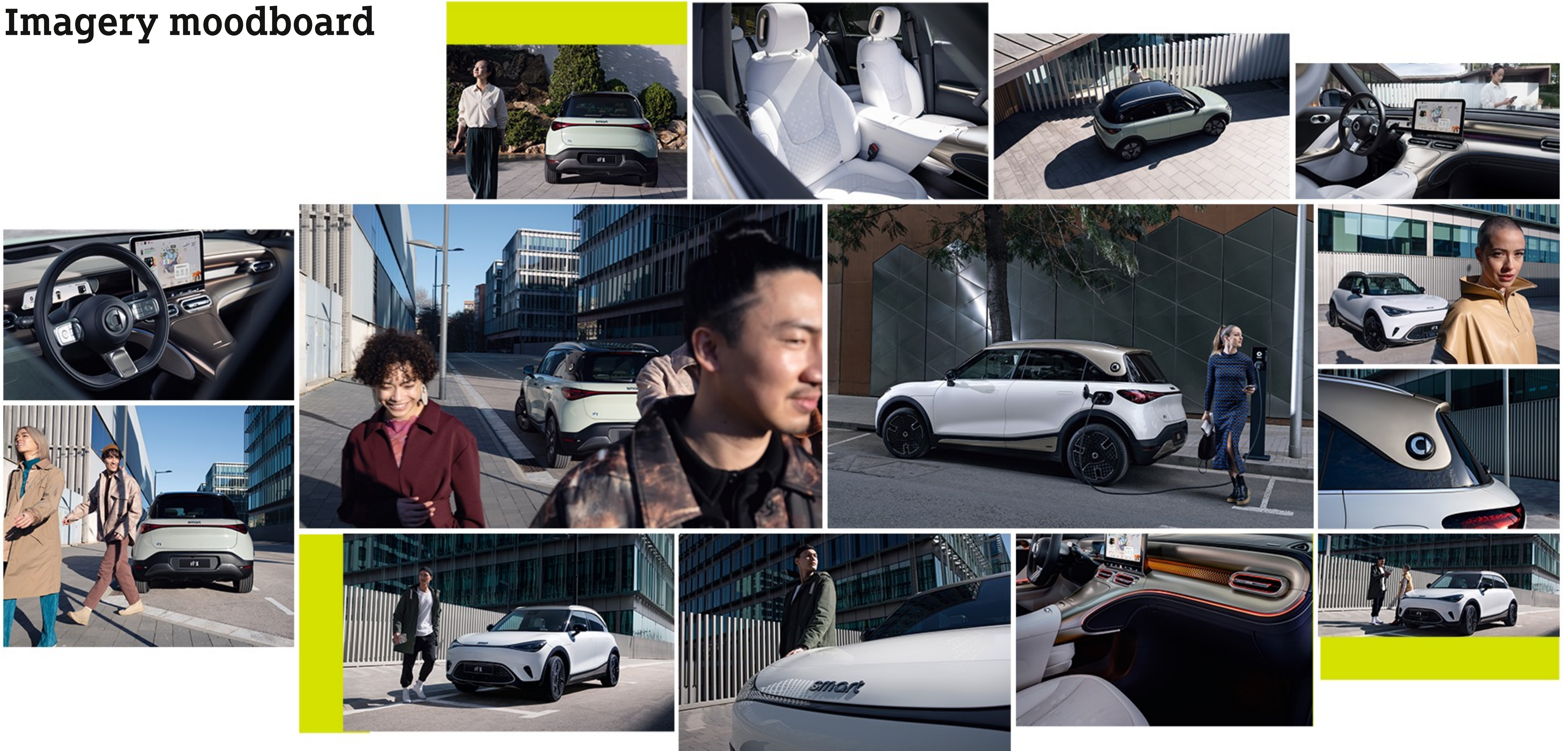
Animation

Basics

Rationale

smart is a vibrant and dynamic brand. We set trends and lead the way and are the partner in everyday life and traffic as soon as you sit in the cock-pit. This positive mood of departure and start is reflected in the new brand animation for smart. Through the visual impulse, we signify movement, energy and progression.

Fundamental

Brand animation can be used either starting or ending sequence of promotional or communicative moving images. The animation emphasizes the message and highlights the sender. Various formats and resolutions are available for download in the smart digital portal.

Basic rules

The most important rules are summarized below:

— Animation must not be changed.
— The animation must always be shown in its entirety.
— The transition between footage and brand animation can be done by cross–fades and soft overlaps or by a hard cut.
— The speed of the animation must not be changed. A short version (4 seconds) and a long version (8 seconds) are available. The use depends on the total length of the video.
— The animation sequence can take place on the smart black or be used transparently on the footage. Sufficient contrast and image expression must be considered.

Animation sequence
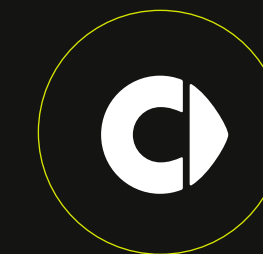
Animation sequence (Motion)

Animation in 4 seconds. (Short version)

Animation in 8 seconds. (Long version)

The elements in this chapter are recommendations. Deviations and adjustments due to trends and technical feasibility are possible.

Order now

Configure →

Order now

Configure →

199 €/Month   100   400   Go

UI elements
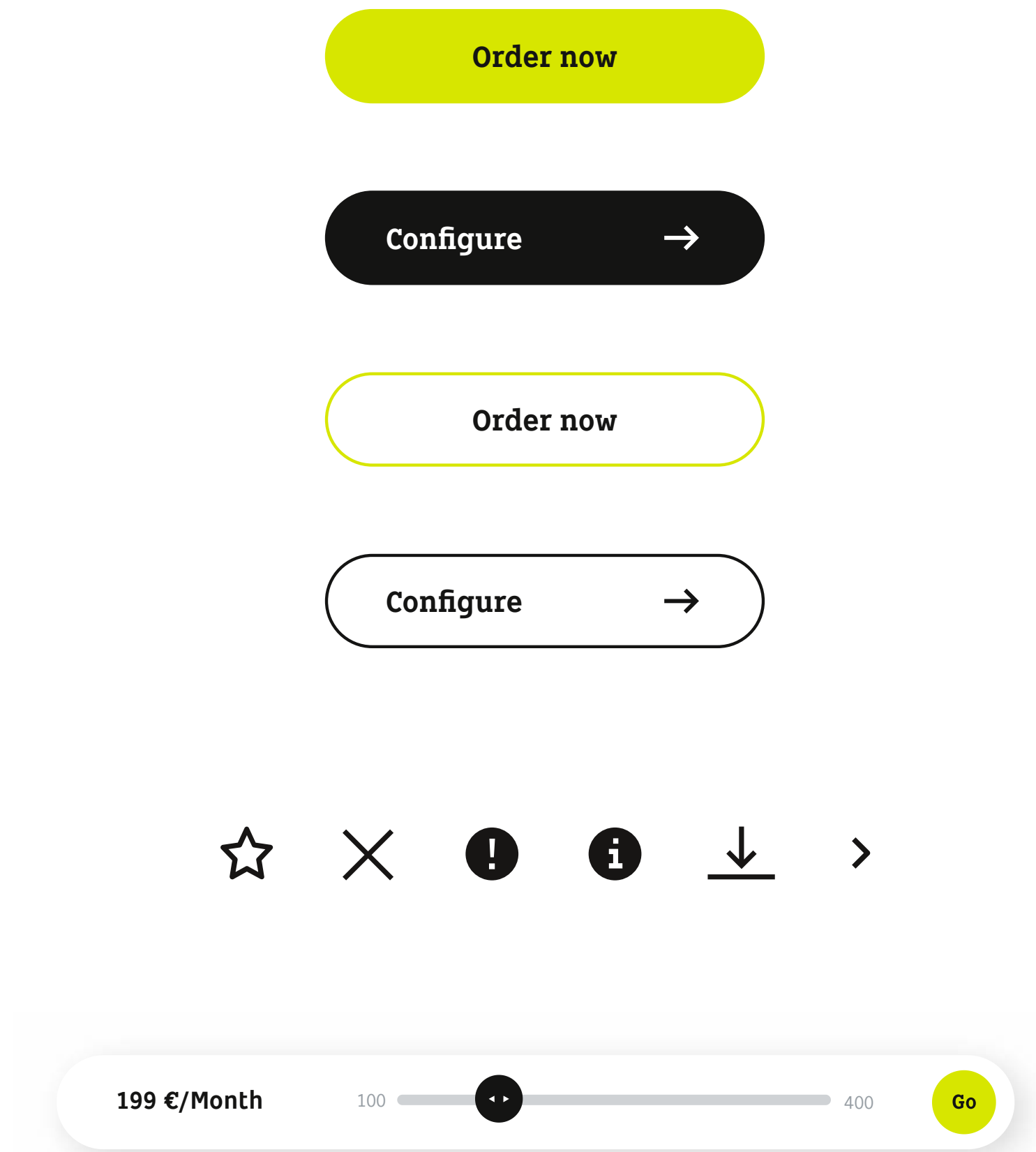
Color
Signature color for highlights. Surfaces in silver and grey. Font black or white.

Functional Icons
Basic navigation and information icons for website (desktop and mobile) and apps.

Brand icons
Exemplary for communication about performance, functions and car.

Interactive buttons and input fields
Interactive elements for precise information presentation.

199 €/Month   100   400   Go

199 €/Month   100   400   Go

Buttons
Primary and secondary buttons. Color highlighted, with outline or integrated icons.

Order now   Order now

Configure →   Configure →
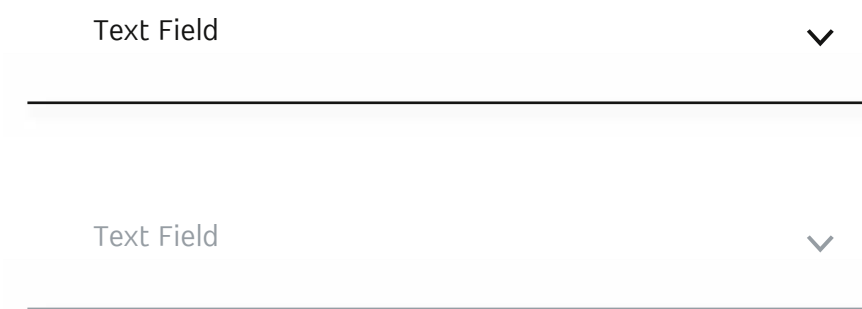
Input interface forms
Drop-down fields for text input.

Text Field

Text Field
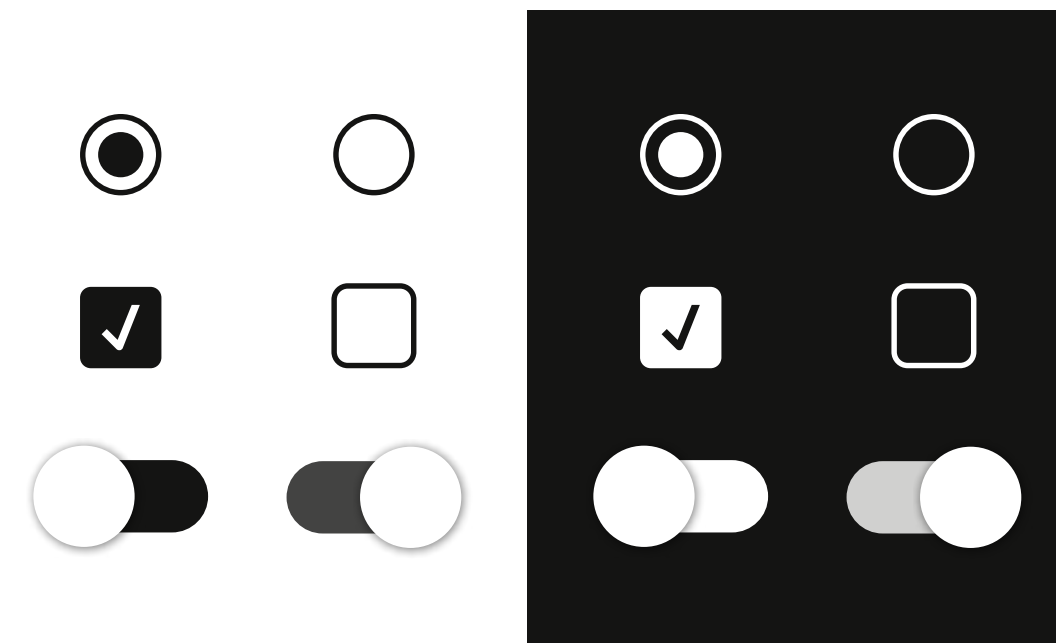
Selection Controls
Basic icons for website. (desktop and mobile)
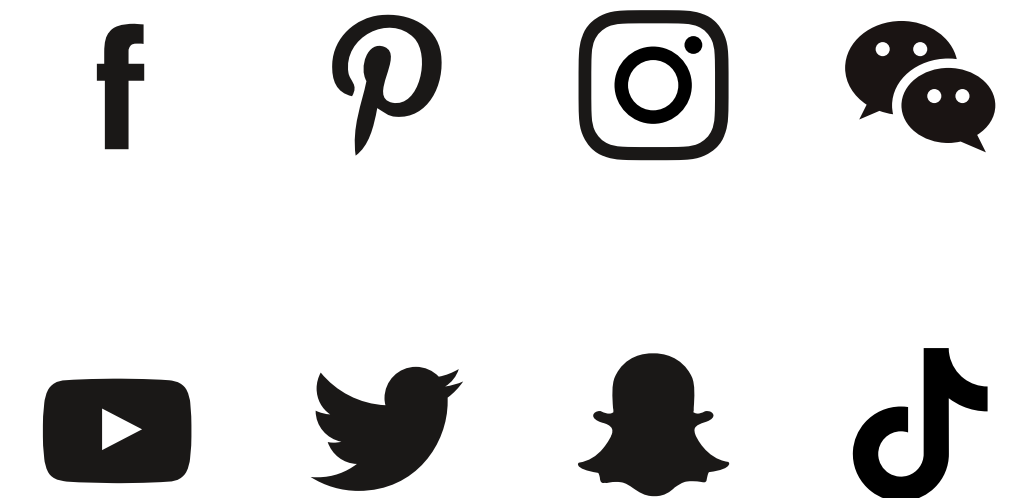
Social Media Icons
Icons used may differ from country to country.

Examples of use
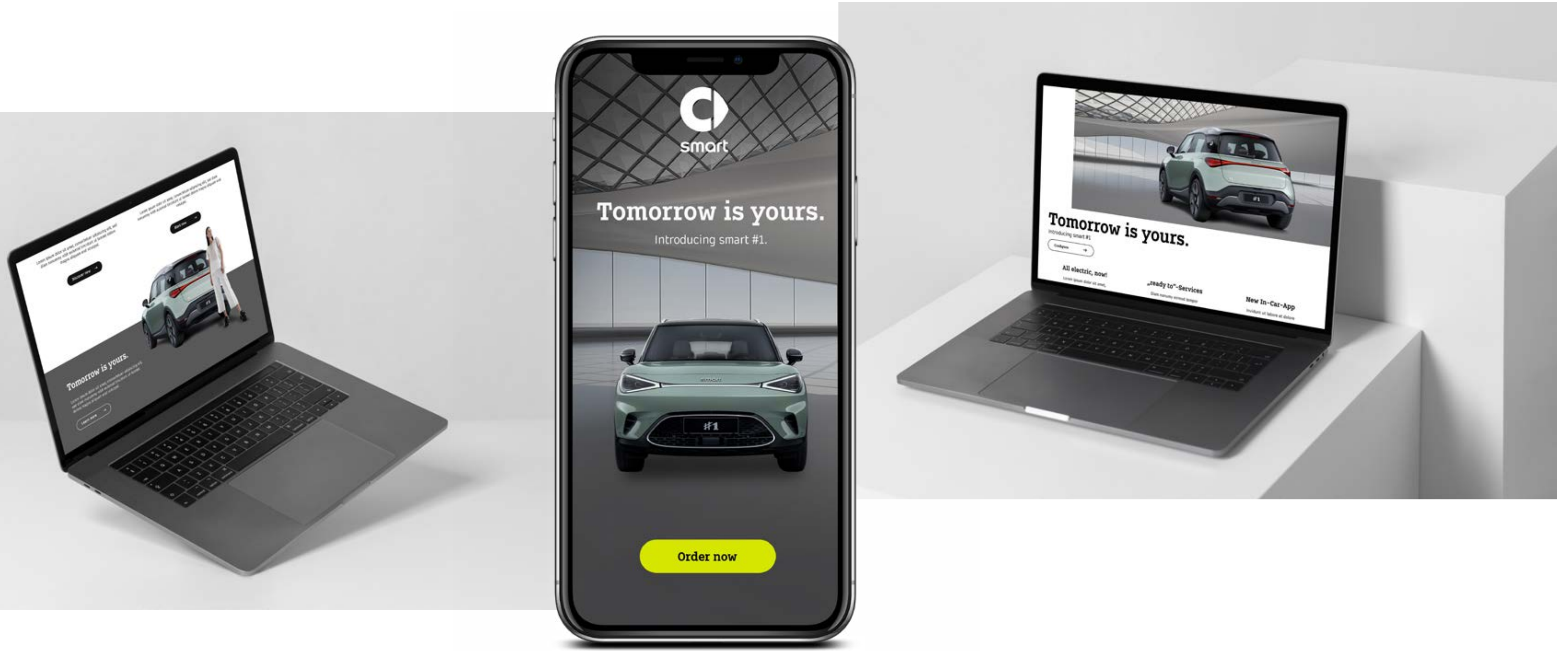
Brand design experience

Brand design experience I

The elements in this chapter are recommendations.
Deviations and adjustments due to trends and
technical feasibility are possible.

Digital

Accessibility

In general

By providing an accessible website, smart ensures that all users, including people with disabilities, have a good user experience and can easily access information. This should always be considered in the design. The following links and recommendations are intended to provide guidance. Web accessibility includes all disabilities that affect access to the web, including:

— auditory
— cognitive
— neurological
— physical
— speech
— visual
— age–related impairments

Further information

— W3C Web Accessibility Initiative WAI
— Access for all (Independent authority
  for the certification of accessible websites)
— Accessibility Developer Guide
— Accessibility checklist

Testing tools

The following tools can help with the design and programming of accessible content:

— NVDA Screen Reader Software
— NVDA Focus tool
— Structured Contents Bookmarklet
— Web Developer Toolbar
— WAVE Chrome Extension
— Color Contrast Analyser (CCA)
— headingsMap (Chrome)
— headingsMap (Firefox)
— WCAG Contrast checker (Chrome)
— WCAG Contrast checker (Firefox)

Colors

When used in a digital context the color palette of smart is divided into primary, support, interactive and accent colors: White takes precedence over all other colors. Besides white, lime and black are the primary colors. They characterize the entire brand identity. The supporting colors grey and silver are restrained and unobtrusive. They are mainly used to structure the design and for the background areas of the typography, graphics and images. The interaction colors are restrained to ensure a consistent treatment of the interactive elements. They help distinguish between static and interactive content on the page without relying on hover states. These colors are ba–sed on the primary colors and are rasterized. The accent colors are intended for information graphics and for setting small highlights.

Primary colors
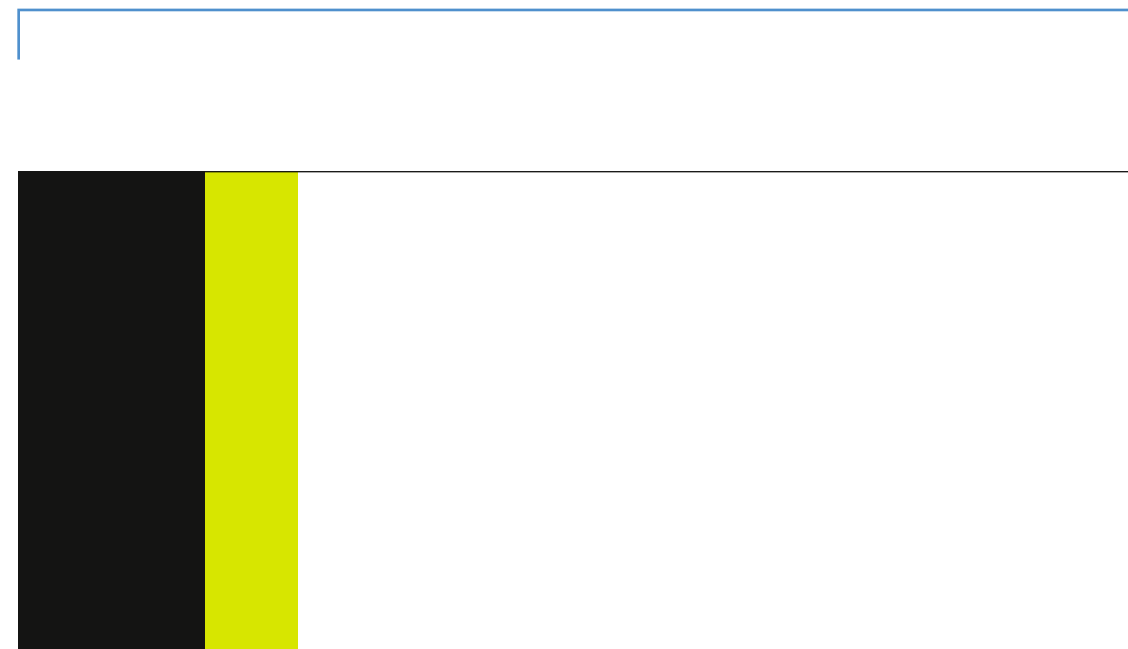
Interaction colors
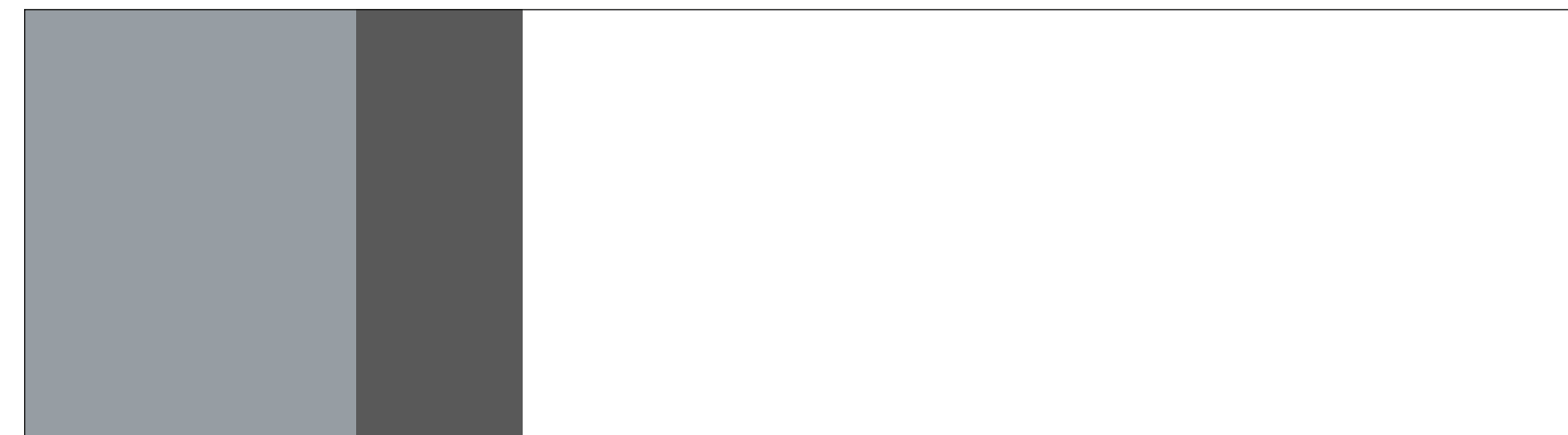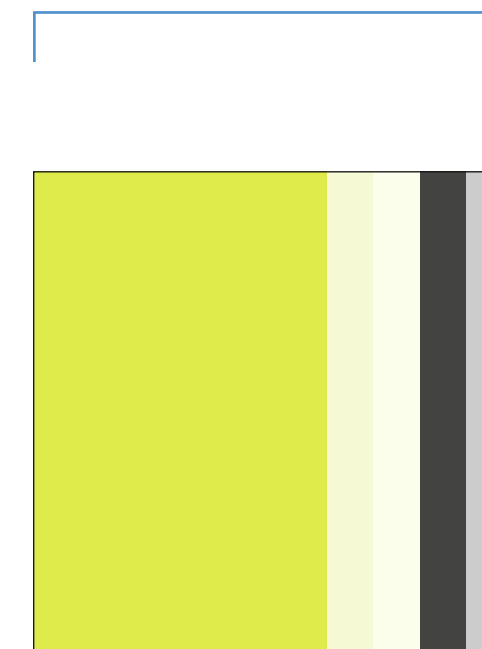
Support colors (Part of the primary colors)
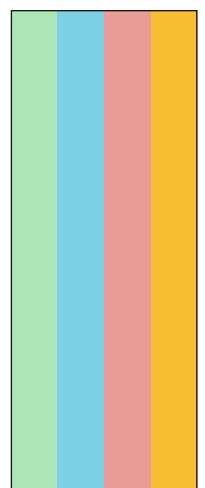
Accent colors

Color — Values

Primary colors

Color	RGB	HEX
Black	20.20.19	#141413
Lime	215.230.0	#d7e600
White	255.255.255	#ffffff

Interaction colors

Color (Grading)	RGB	HEX
Lime	215.230.0	#d7e600
Silver	150.157.163	#969da3
Grey	89.89.89	#595959

Interaction colors are designed to maintain a consistent treatment for interactive elements. They help to differentiate between static and interactive content in page, without relying on hover states. This means both touch and mouse users are able to intuitively navigate content and services. The colors are based on the primary colors. These are used as a base layer and can be used in lighter and darker gradations.

Tool for color separation

Support colors

Color	RGB	HEX
Silver	150.157.163	#969da3
Grey	89.89.89	#595959
White	255.255.255	#ffffff

Accent colors

Color	RGB	HEX
green	172.230.183	#ace6b7
blue	125.207.227	#7dcfe3
red	234.156.152	#ea9c98
orange	247.191.49	#f7bf31

Accent colors are used to help enriching content and experiences while serving a functional purpose. They help to create visual links between different content and can act as signifiers of themes throughout services. They're generally used within illustration and when displaying data in graphs and charts. The colors are based on the secondary colors. These are used as a base layer and can be used in lighter and darker gradations.

Tool for color separation

Color — In use

Headline only in smart black.

Subline also in black.

Ximi, nessiti isquiam isquae net la simoluptatur rem etur res eatiass undenis aut vellautem qui bla issit acculpa–ria dicium apiti tendebitatum aliciis voloremquid quis qui omnis ut re velique rectate nderum faccus, comnim ad quidigent aut vent re, conem quae. Udae pa cusciet u

Headline only in smart white.

Subline also in white.

Ximi, nessiti isquiam isquae net la simoluptatur rem etur res eatiass undenis aut vellautem qui bla issit acculpa–ria dicium apiti tendebitatum aliciis voloremquid quis qui omnis ut re velique rectate nderum faccus, comnim ad quidigent aut vent re, conem quae. Udae pa cusciet u

Headline only in smart white.

Subline also in white.

Learn more →

Order now

Discover →

Learn more →

25%
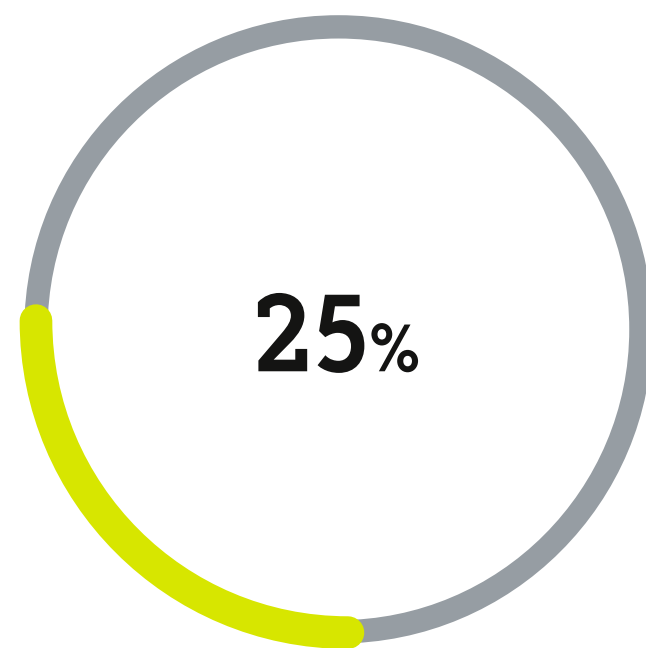
Infographic with signature color as the highlight element.

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Infographic with accent colors as main elements.

Icons — Informative and social media

There are three types of areas where different icons are used: information, communication and social media. Informative icons are designed to help the user navigate more intuitively within digital applications and easily recognize relevant information. The social media icons are used in an informative context to refer and forward to the social media platforms.

Scaling

24px × 24px
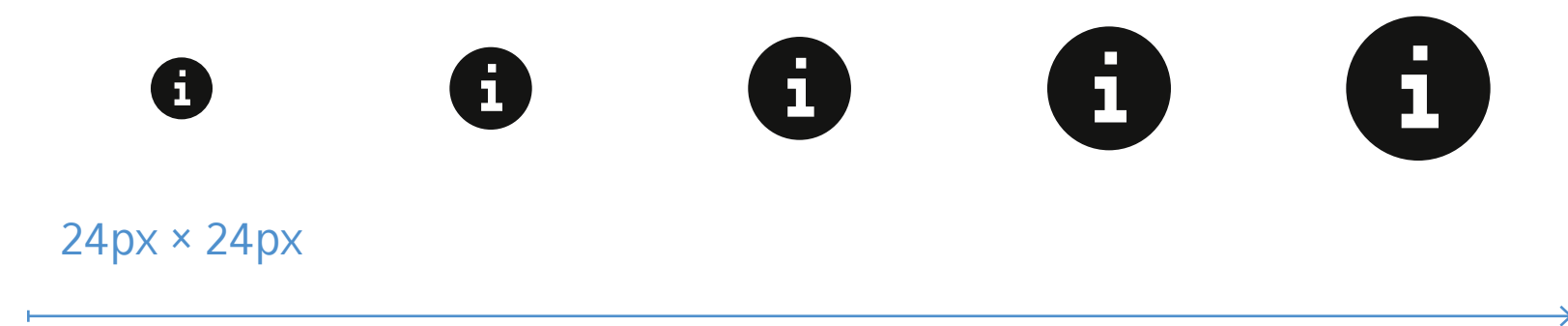
Icons must have a minimum size of 24px. Due to fluid websites and responsive design, further scaling is infinite and without restrictions.

Social Media

56px × 56px

Icons that refer to social networks always have a minimum height of 56px.

Minimum size

Discover →

24px

Sizes in use
Icons have a minimum size of 24px.

Using color
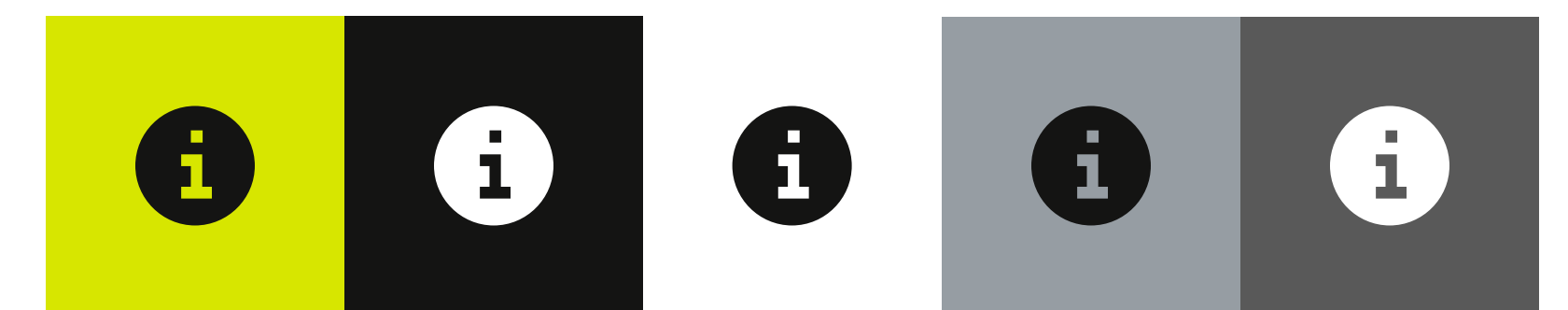
The icon color should reflect the importance of the icons action in order to help guiding the user. They can only be colored with the primary color palette and support colors.
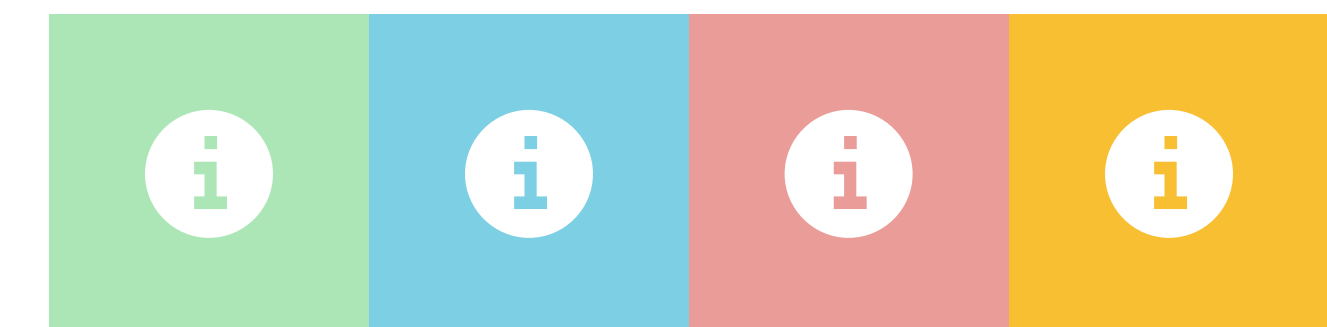
For accent colors, the icons are always used in white.

Icons — Communication

Icons used for communication on the subject of cars are intended to visually support services, benefits or product features. The signature color is used to create a visual connection to the buttons and to clearly differentiate from the functional icons with the two colors.

Variants

Available sizes

64px × 64px
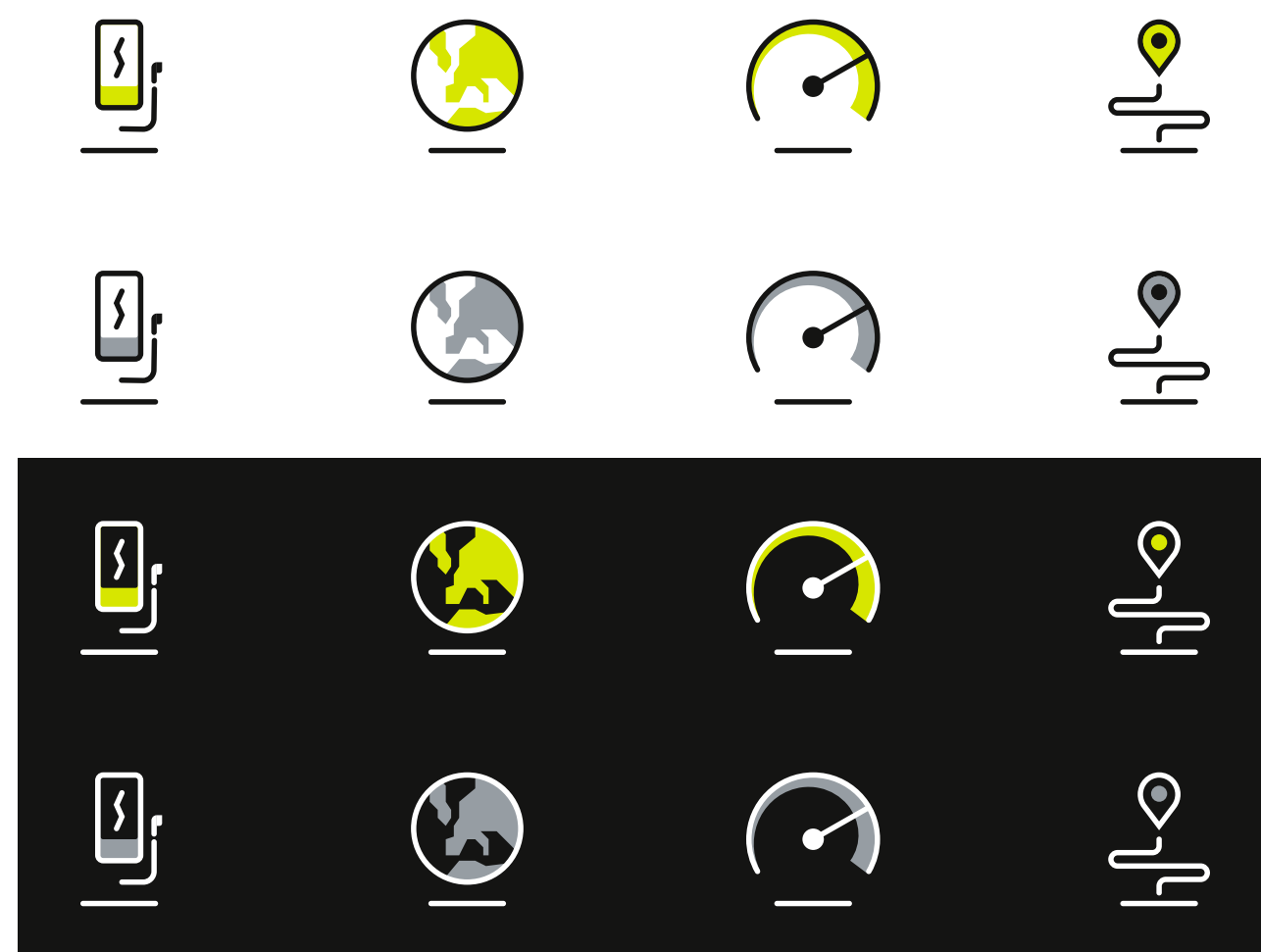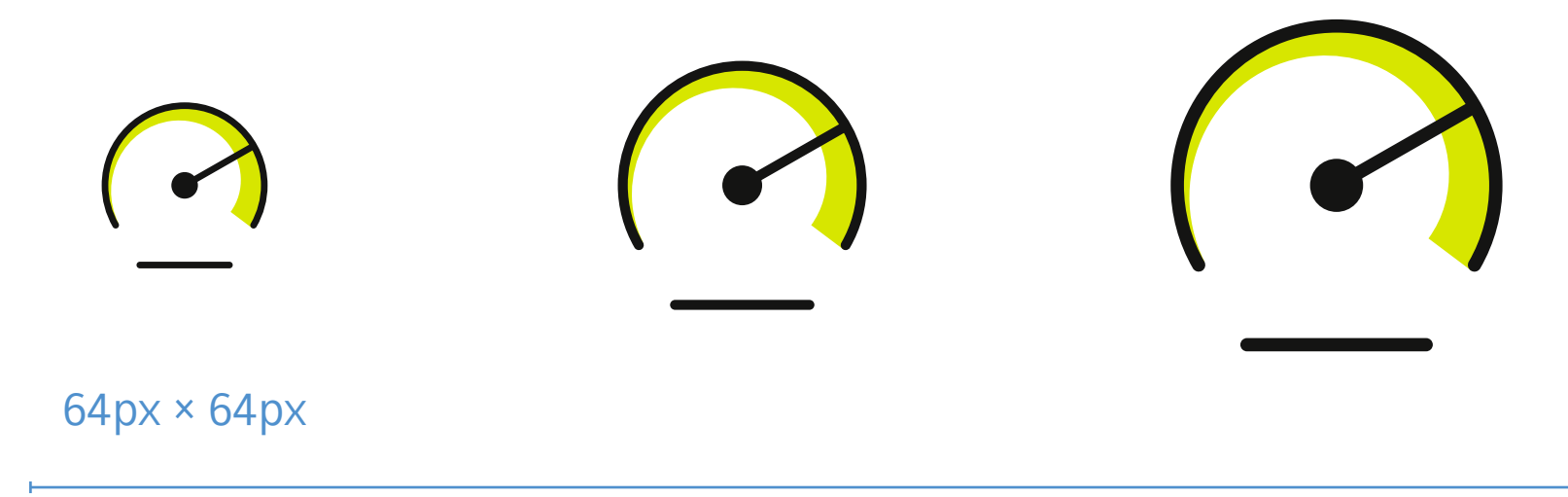
Scaling
Icons must have a minimum size of 64px. Due to fluid websites and responsive design, further scaling is infinite and without restrictions.

Rules & Don'ts

The following basic rules should be considered when handling the icons:

— Icons must not be used in the accent colors
— When placing on images, consider sufficient contrast and legibility
— No placement on accent colors or color areas
— No use in combination with buttons
— No drop shadows
— No distorting or deforming
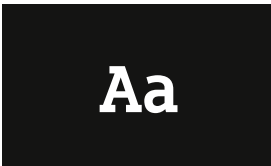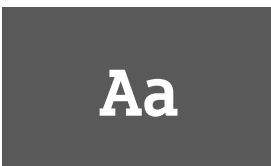
The icons shown here serve as a basis for developing a new icon set and icon language. More information on the topic of structure and composition can be found in the chapter underline brand design elements.

Typography

Our font FOR smart Next and FOR smart Sans are key brand identifiers. Our typography is the style–defining tool for all communication media. With the typeface tailored to our needs, we stand out from other car brands and underline our claim to design and go ahead to inspire others.

Using color and typography

When using color backgrounds, only black and white must be used as font color. The color matrix demonstrates the accessibility of typefaces across the entire color palette in all specified sizes.

Hierarchy and size

There are defined font sizes for the digital area. These are recommendations and may deviate in exceptional cases. The best possible user experience, accessibility and application must always be considered. Otherwise the defined rules for brand design elements also apply to the digital area.

Color	RGB	HEX
Black	20.20.19	#141413
White	255.255.255	#ffffff

Description	Typeface (lat.)	Typeface (zho.)	Alignment
Headline	FOR smart Next Bold	TsangerYunHei W04	Left–aligned, centered
Subline	FOR smart Sans Regular	TsangerYunHei W04	Left–aligned, centered
Body text	FOR smart Sans Regular	TsangerYunHei W03	Left–aligned, centered
Highlighting in body text	FOR smart Sans Bold	TsangerYunHei W04	Left–aligned, centered
Highlights / CTA	FOR smart Next Bold	TsangerYunHei W04	centered

Buttons — Basics

Buttons are graphical control elements that provide users a triggered event. They must contain a clear actionable text and additionally may contain icons. Buttons are more visually dominant than text links. They either guide user through the content as a visual highlight and/or act as a "call to action".

Primary Buttons

Primary buttons are used when a direct purchase impulse should be triggered with a direct reference to the car. The version with icons is used when an item is added to the shopping basket or a purchase is completed.

Primary buttons always use the signature color, either fully colored or as an outline only depending on the background – considering the requirements for sufficient contrast.

Order now   **Add to cart** 🛒

Secondary Buttons

Secondary buttons are used when no direct purchase impulse is desired. These buttons lead through the digital application and mark normal command and control elements. Icons can be used to clarify or emphasize the function.

Secondary buttons only use black or white, either fully colored or as an outline only depending on the background – considering the requirements for sufficient contrast.

Discover   **Discover** →

Learn more   **Learn more** →
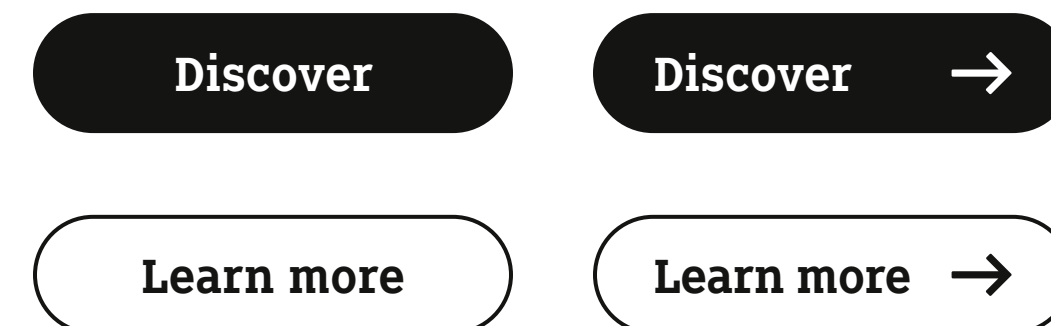
Buttons on image backgrounds

Primary buttons

Order now   **Order now**

Add to cart 🛒   **Add to cart** 🛒

Secondary buttons

Discover   **Discover** →

Learn more   **Learn more** →

ℹ The elements and dimensions shown here are examples and not guidelines. Due to responsive design, elements must be flexible and adaptable and variations are possible.

Buttons — Structure

Minimal width: 240px | Space between buttons: 30px | Minimal width: 240px | Space between buttons: 30px

Opacity 40%

Primary | **Hover** | **Unselectable**

Add to cart 🛒 | Add to cart 🛒 | Add to cart 🛒

Opacity 40% | Opacity 40%

Padding

Secondary | **Hover** | **Unselectable**

Discover → | **Discover** → | **Discover** →

30px | 30px

Opacity 40% | 30px | 30px | Opacity 40%

Position

Secondary | **Hover** | **Unselectable**

Learn more → | **Learn more** → | **Learn more** →

Opacity 40%

20px

Centered

Space between:
word and icon

Primary
Default	#d7e600
Hover	#dfeb4b
Text	#141413

Primary Outline
Default	#f6fad4
Hover	#fbfdea
Text	#141413

Font
FOR smart Next Bold
Size: 25 Pt

Secondary
Default	#141413
Hover	#434342
Text	#FFFFFF

Secondary Outline
Default	#FFFFFF
Hover	#cccccc
Text	#141413

ⓘ The elements and dimensions shown here are examples and not guidelines. Due to responsive design, elements must be flexible and adaptable and variations are possible.

Interfunctional elements

These elements serve as design tools and summarize various functions and elements. They can include buttons, input fields, links and more. The user can interact directly with these elements and make adjust settings conveniently. The interactive buttons and input fields are distinguished by their soft shadows and slight three–dimensionality. More information, use and design options are available in the UI kit.
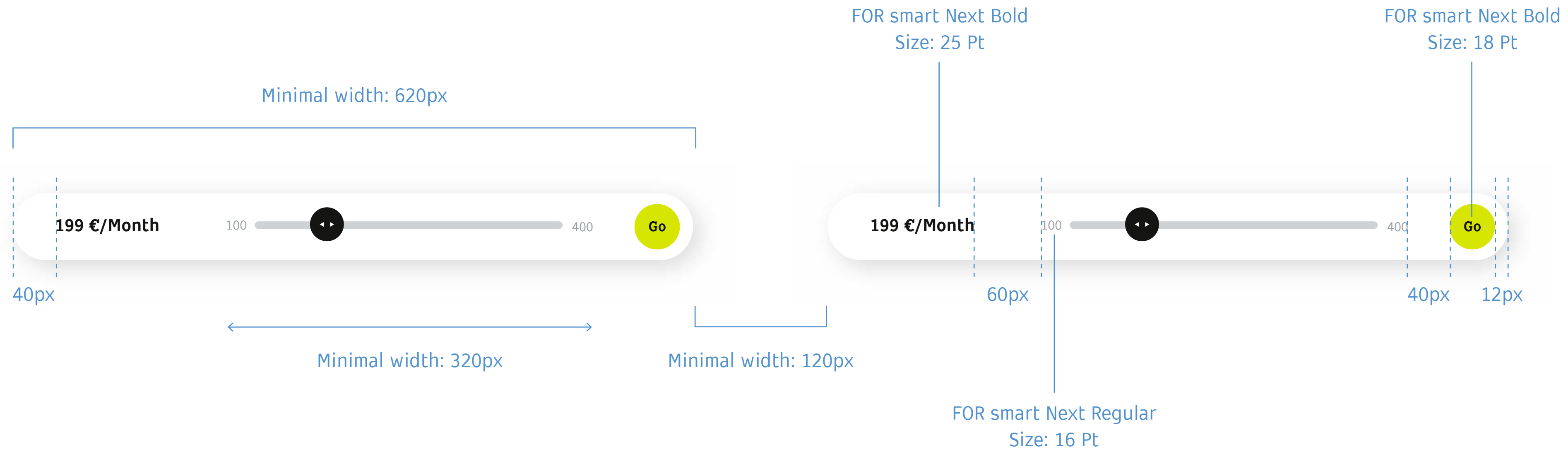
Minimal width: 620px

199 €/Month   100   400   Go

40px

Minimal width: 320px   Minimal width: 120px

FOR smart Next Bold
Size: 25 Pt

FOR smart Next Bold
Size: 18 Pt

199 €/Month   100   400   Go

60px   40px   12px

FOR smart Next Regular
Size: 16 Pt

ⓘ The elements and dimensions shown here are examples and not guidelines. Due to responsive design, elements must be flexible and adaptable and variations are possible.

Examples of use

Landing page
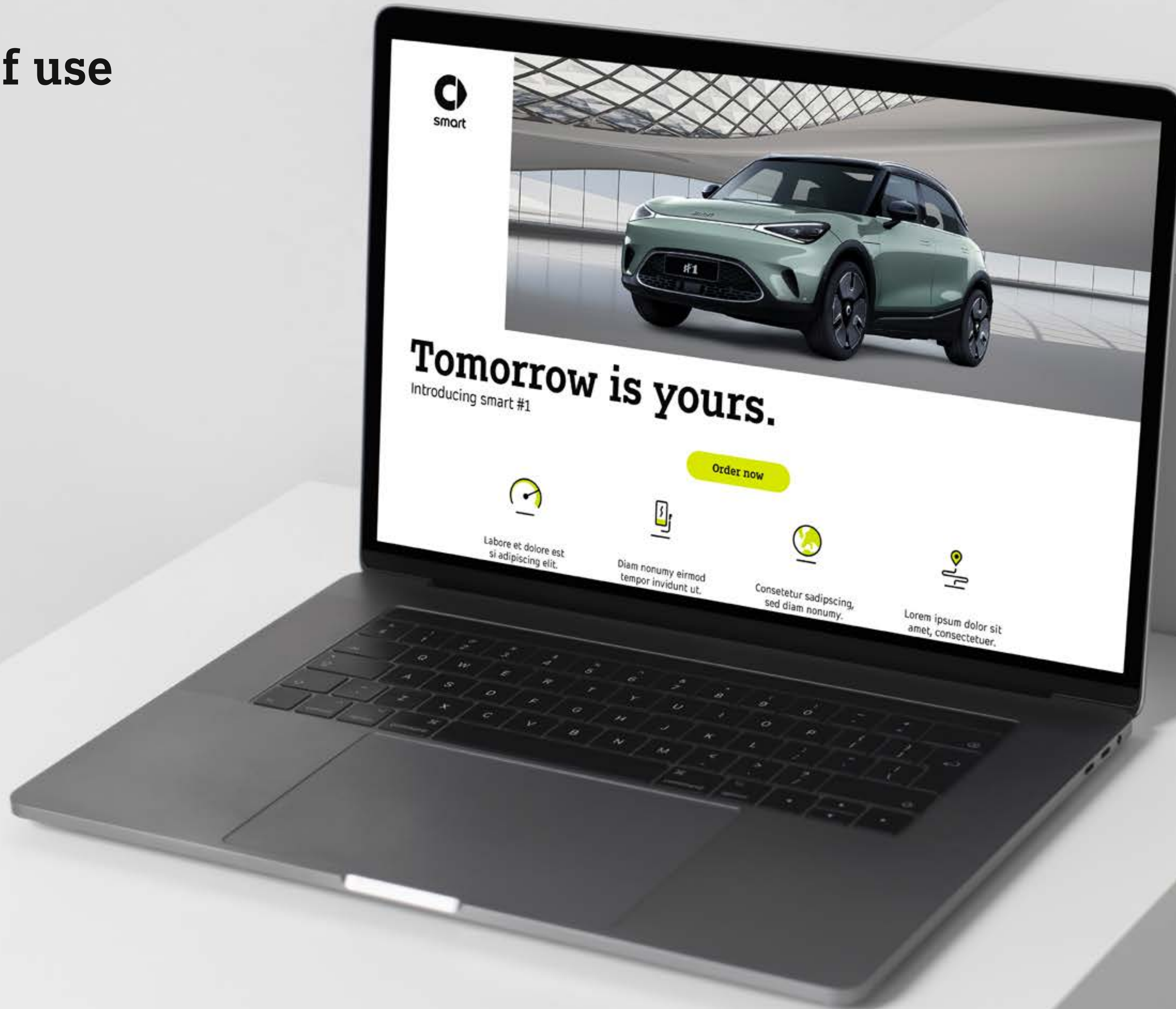
Examples of use

Subpage communication
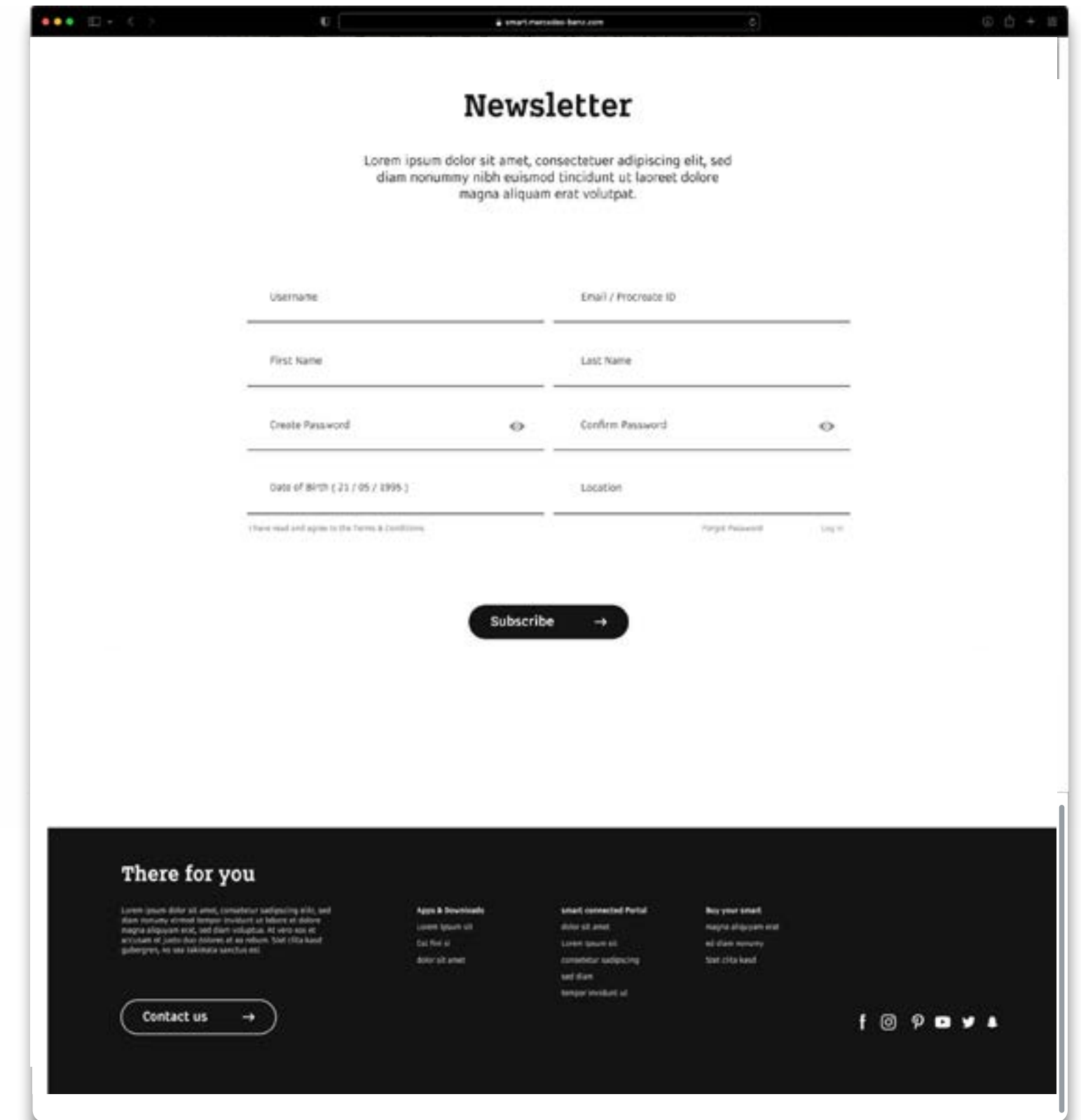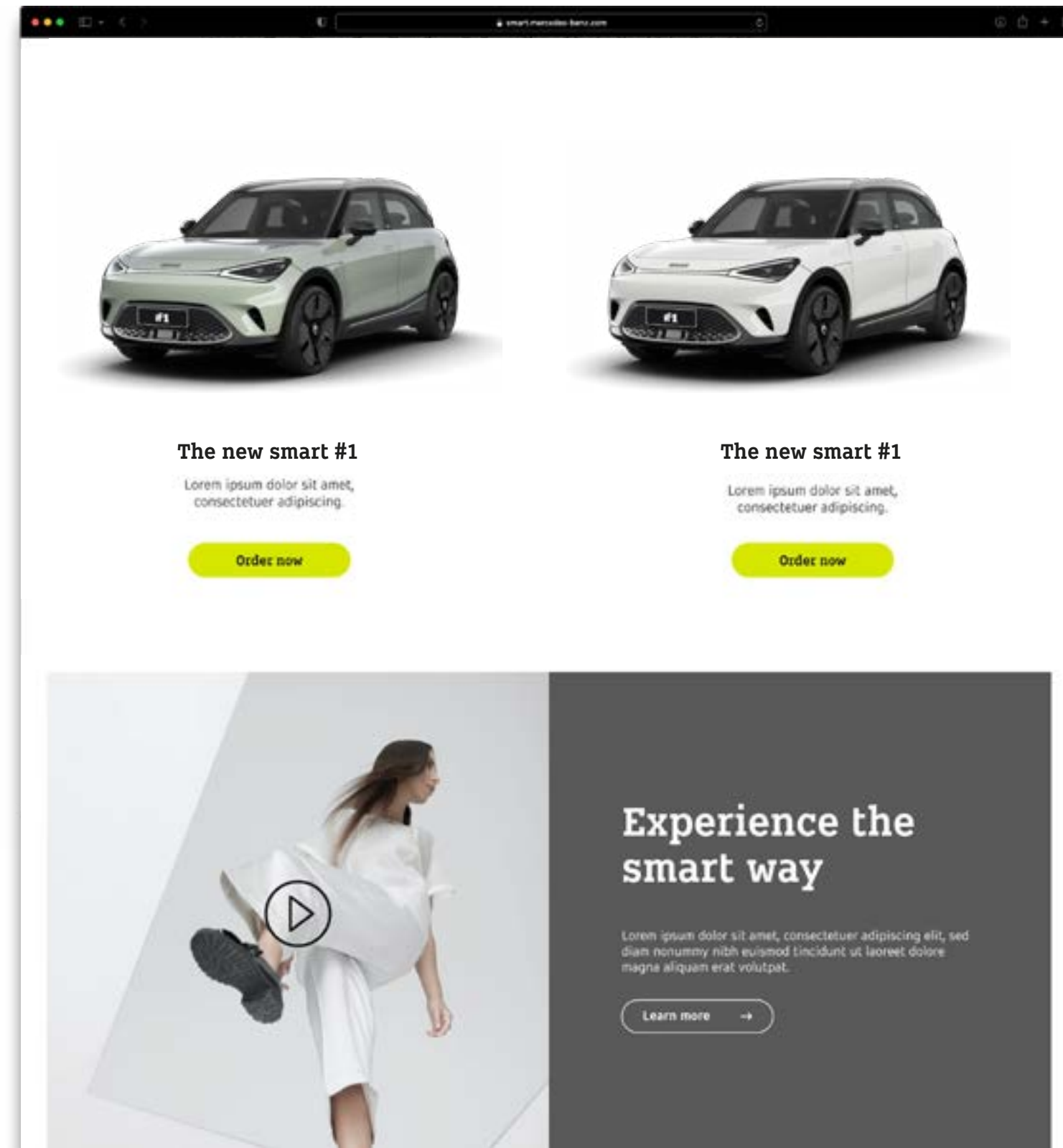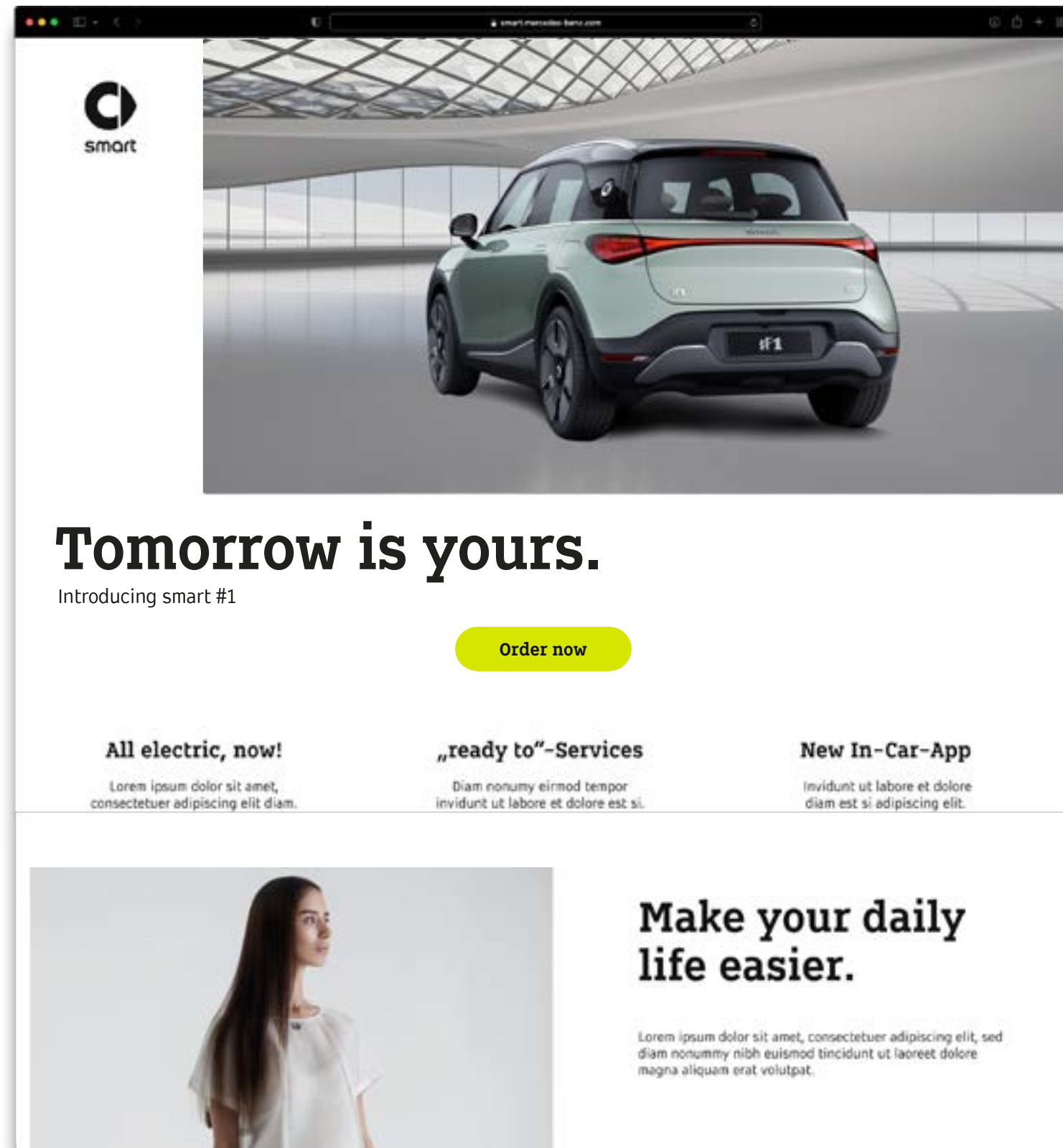
Examples of use

Subpage car
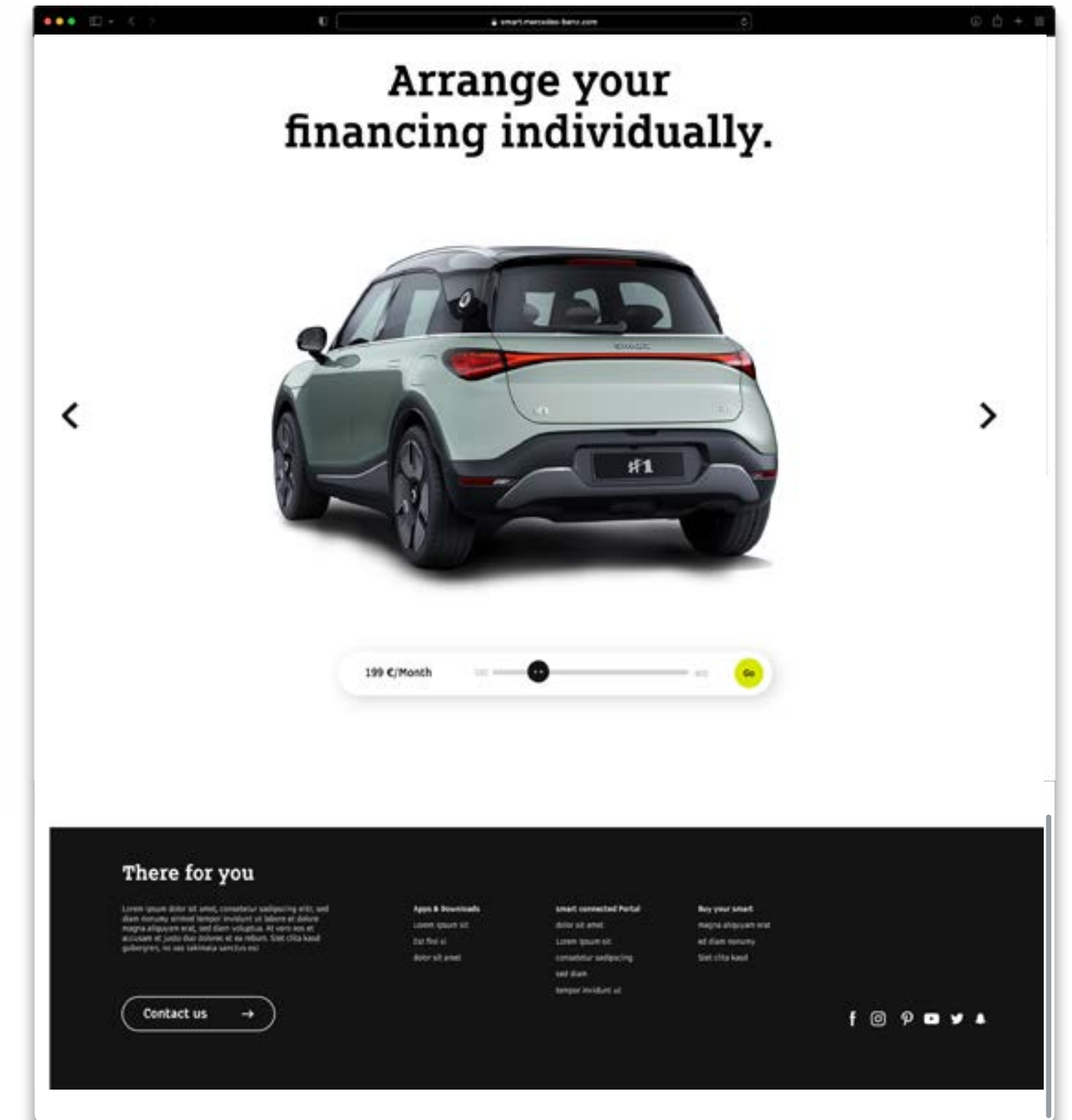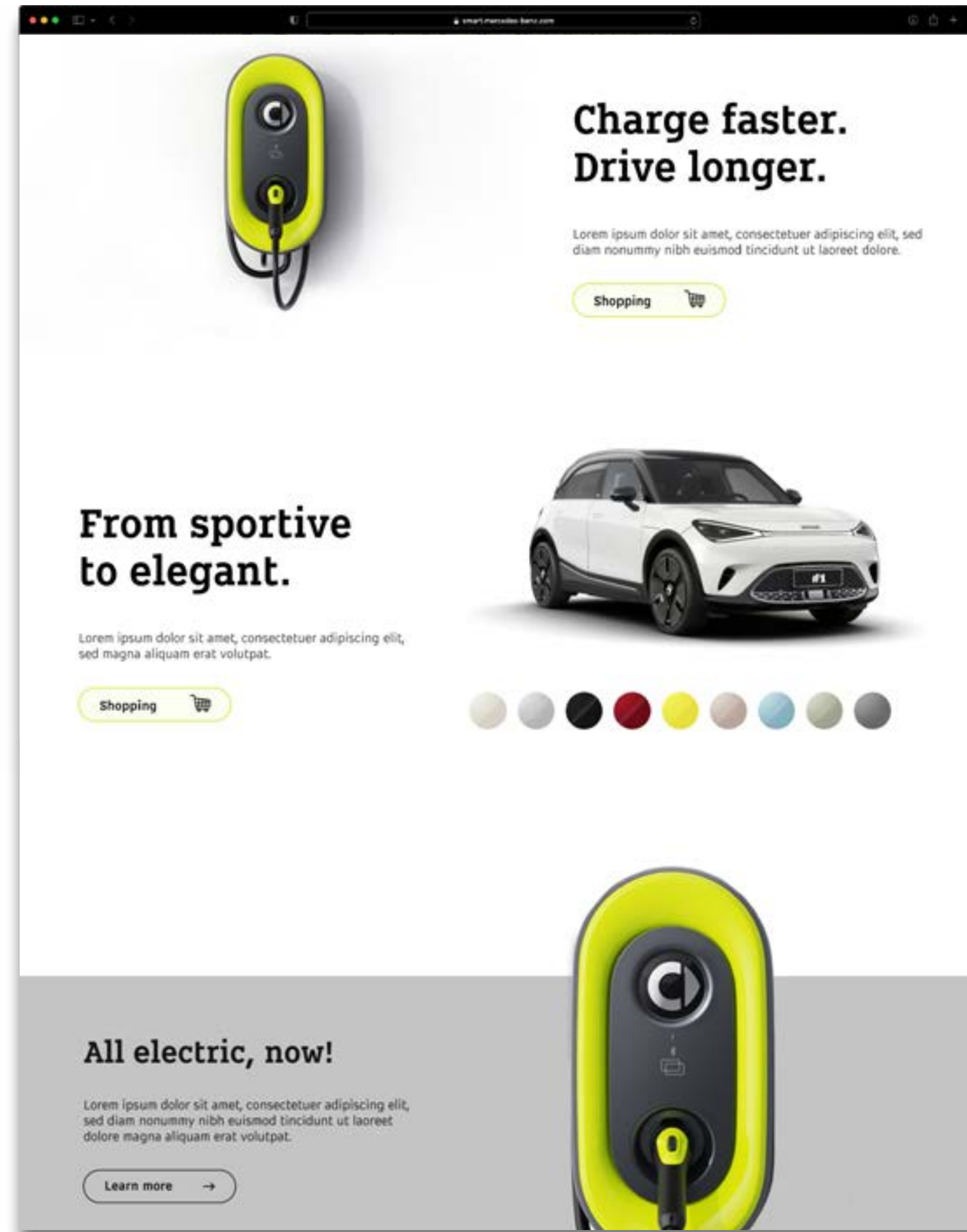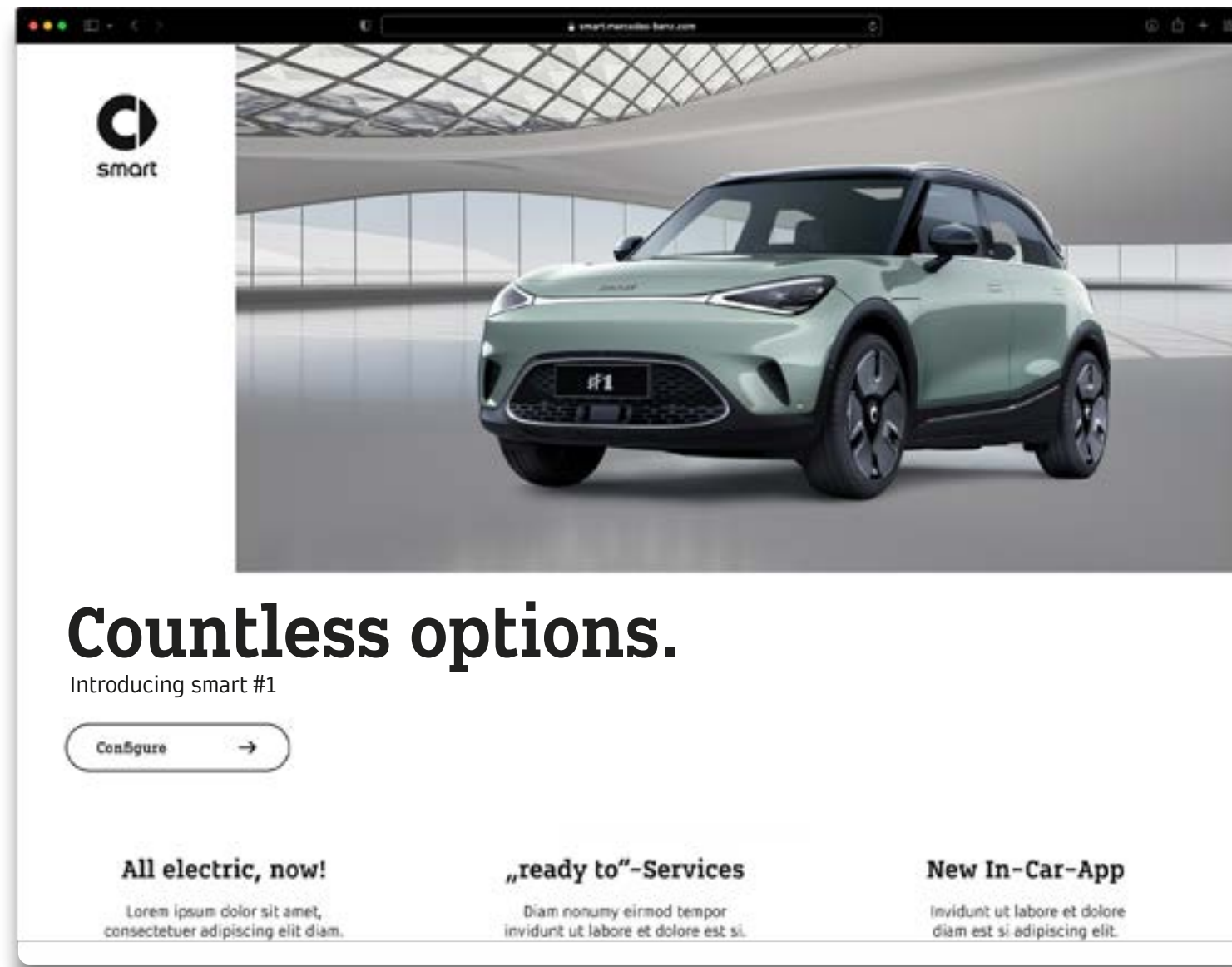
Banner

Banner

The online banners follow the same design principles as the entire smart brand design system. Where applicable the banners can be interactive and animated. These following standard formats show the variety of designs for online banners.

Grid

The banners are based on a square grid. Grid units with a side length of 10 px form the basis for the calculation. These are divided by the height and width of the final format. The distance to the format edge is at least 2 raster units.

Elements

Each standard banner contains: Logo, headline, subline, and call–to–action button as well as an image. Images can be format–filling or in the ratio 1/2, 1/3 or 1/4 to the format.

Each format has a 1 px outline in black to make the banner stand out against light backgrounds.

Design

Text is always placed on the stage area with no picture; alternatively on the image if sufficient contrast is considered. The font size is at least 10 px to ensure legibility. Only the primary buttons should be used for the banners.
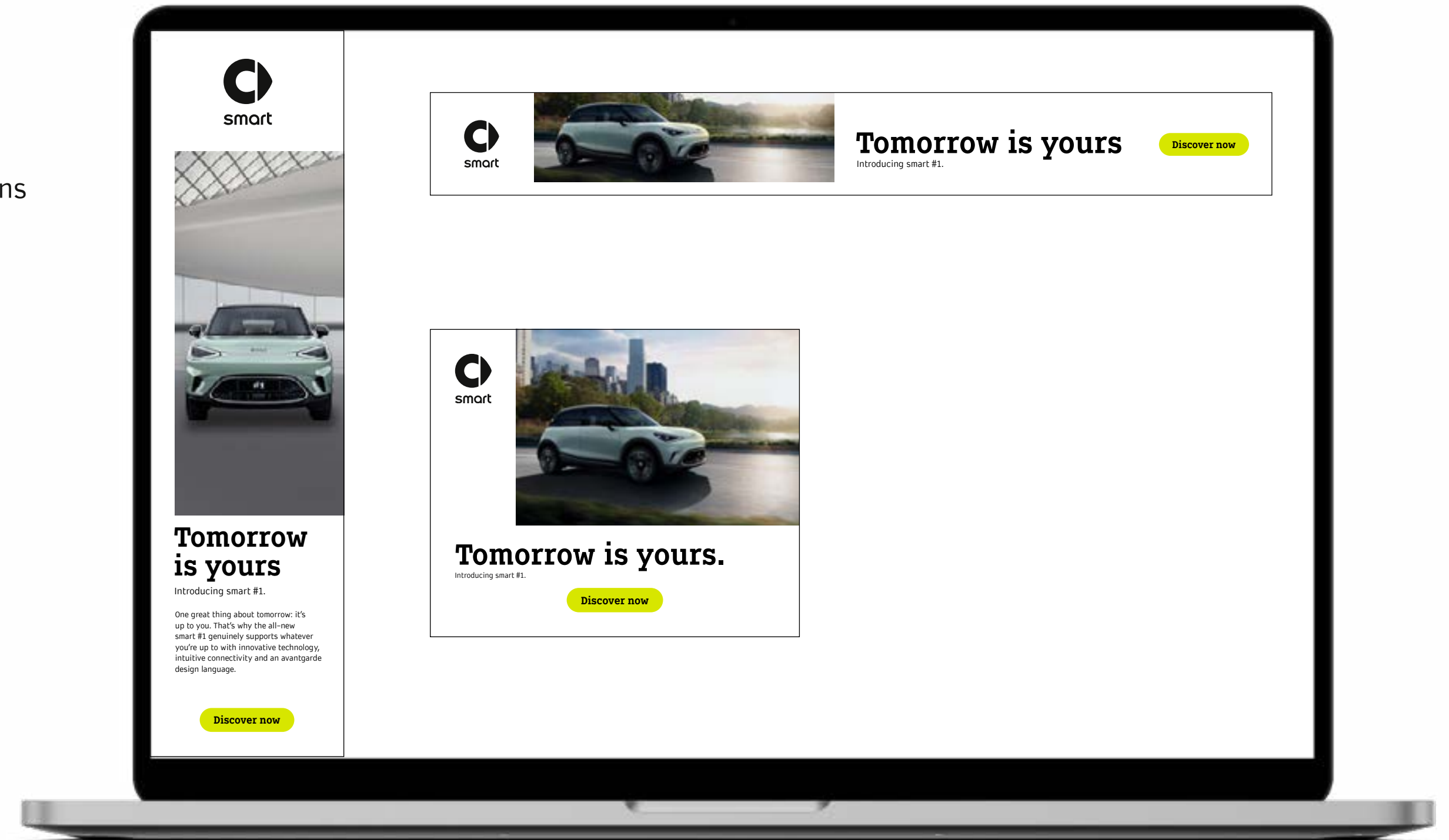
Banner

1 **Logo**
Scale only within the grid.
Note typeset space.

2 **Image**
Note the detail of the picture.
Car must be clearly recognizable.

3 **Stage**
Standard: White. Other primary colors
also possible. Note contrast with font.

4 **Headline**
FOR smart Next Bold. Line spacing
110%. Minimum text size 20px.

5 **Subline**
FOR smart Sans Regular. Line spacing
120%. Minimum text size 10px.

6 **Button**
FOR smart Next Bold. Line spacing
120%. Minimum text size 10px.

1

2

4

3 Discover now

Tomorrow is yours

Introducing smart #1.

One great thing about tomorrow: it's
up to you. That's why the all-new
smart #1 genuinely supports whatever
you're up to with innovative technology,
intuitive connectivity and an avant-
garde design language.

6

5

Tomorrow is yours

Introducing smart #1.

One great thing about tomorrow: it's
up to you. That's why introducing
smart #1 genuinely supports whatever
you're up to with innovative technology,
intuitive connectivity and an avant-
garde design language.

Discover now

Skyscraper

Tomorrow is yours
Introducing smart #1.   Discover now

Leaderboard

Tomorrow is yours
Introducing smart #1.   Discover now

Tomorrow is yours.
Introducing smart #1.
Discover now

Tomorrow is yours.
Introducing smart #1.
Discover now

Medium rectangle

Banner with QR code

1 **Logo**
Scale only within the grid.
Note typeset space.

2 **Image**
Note the detail of the picture.
Car must be clearly recognizable.

3 **Stage**
Standard: White. Other primary colors
also possible. Note contrast with font.

4 **Headline**
FOR smart Next Bold. Line spacing
110%. Minimum text size 20px.

5 **Subline**
FOR smart Sans Regular. Line spacing
120%. Minimum text size 10px.

6 **QR code**
Minimum size 40px × 40px.
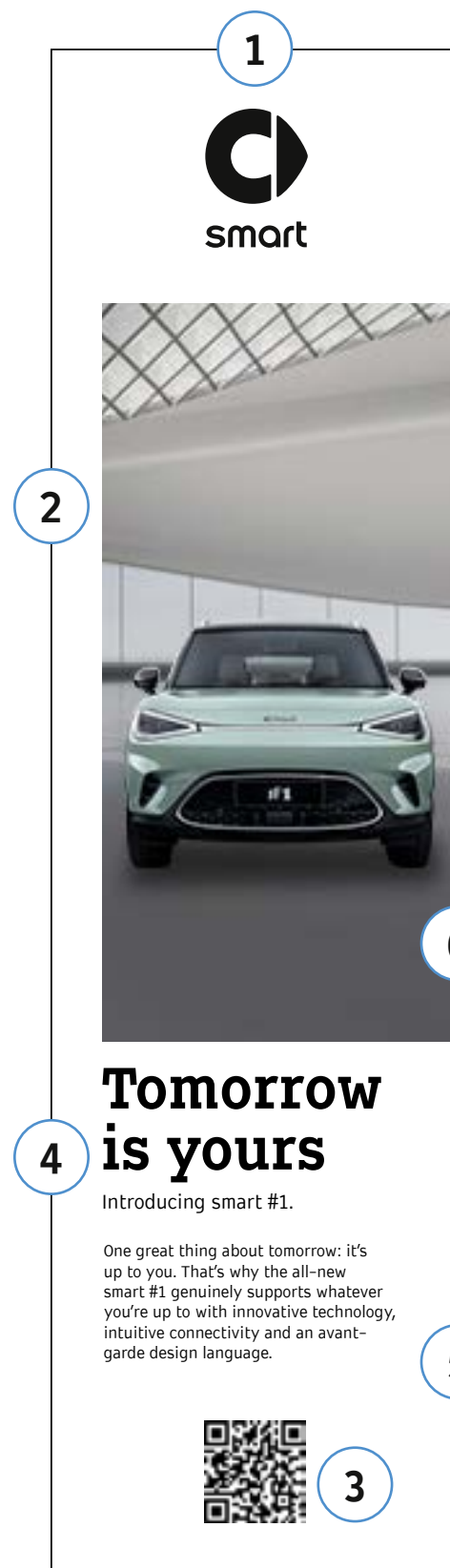
Skyscraper
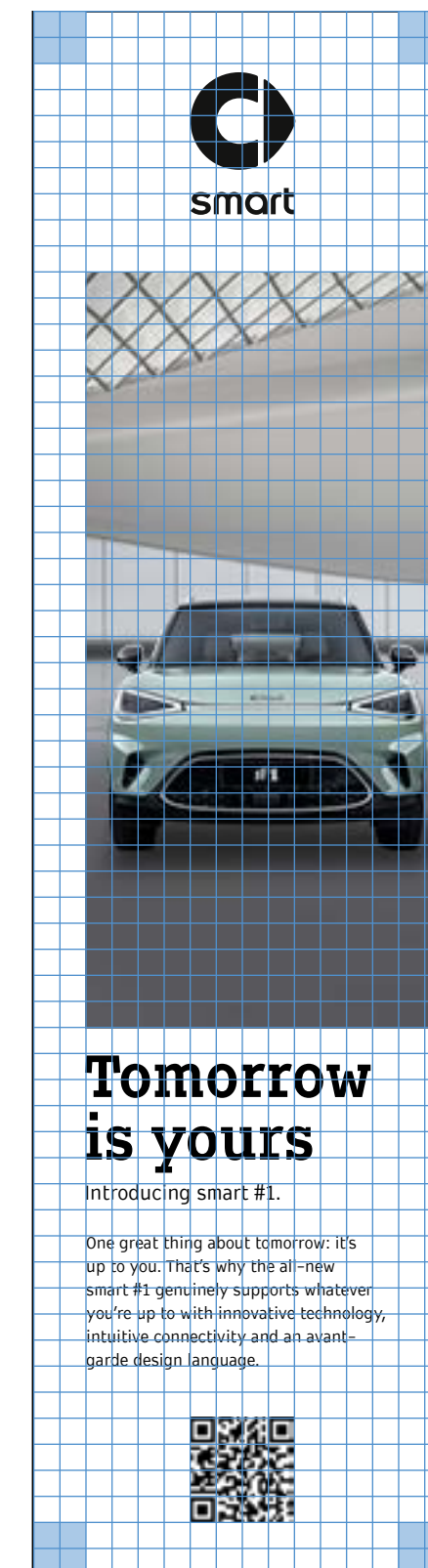
Leaderboard
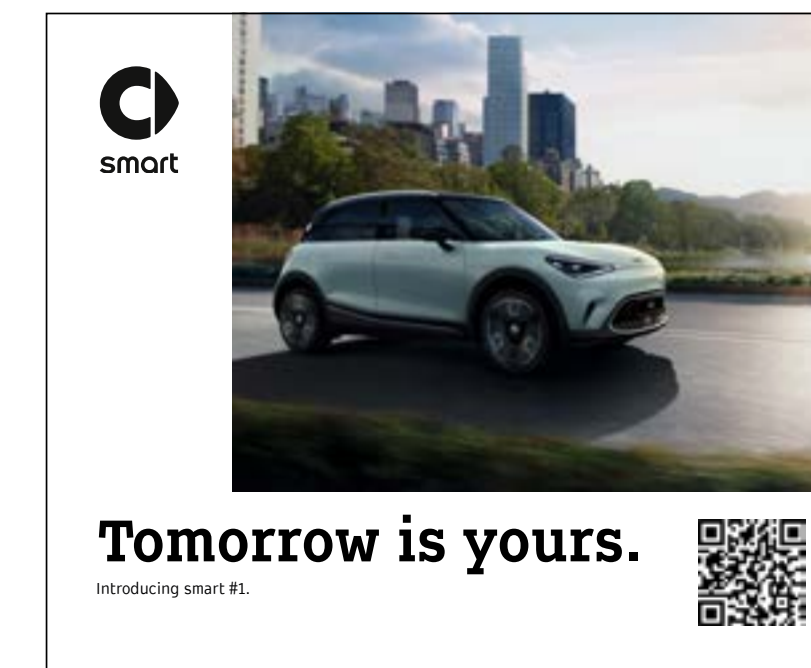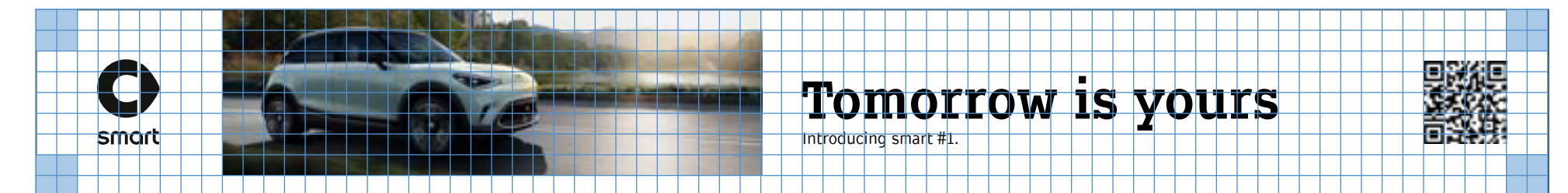
Medium rectangle

Social media
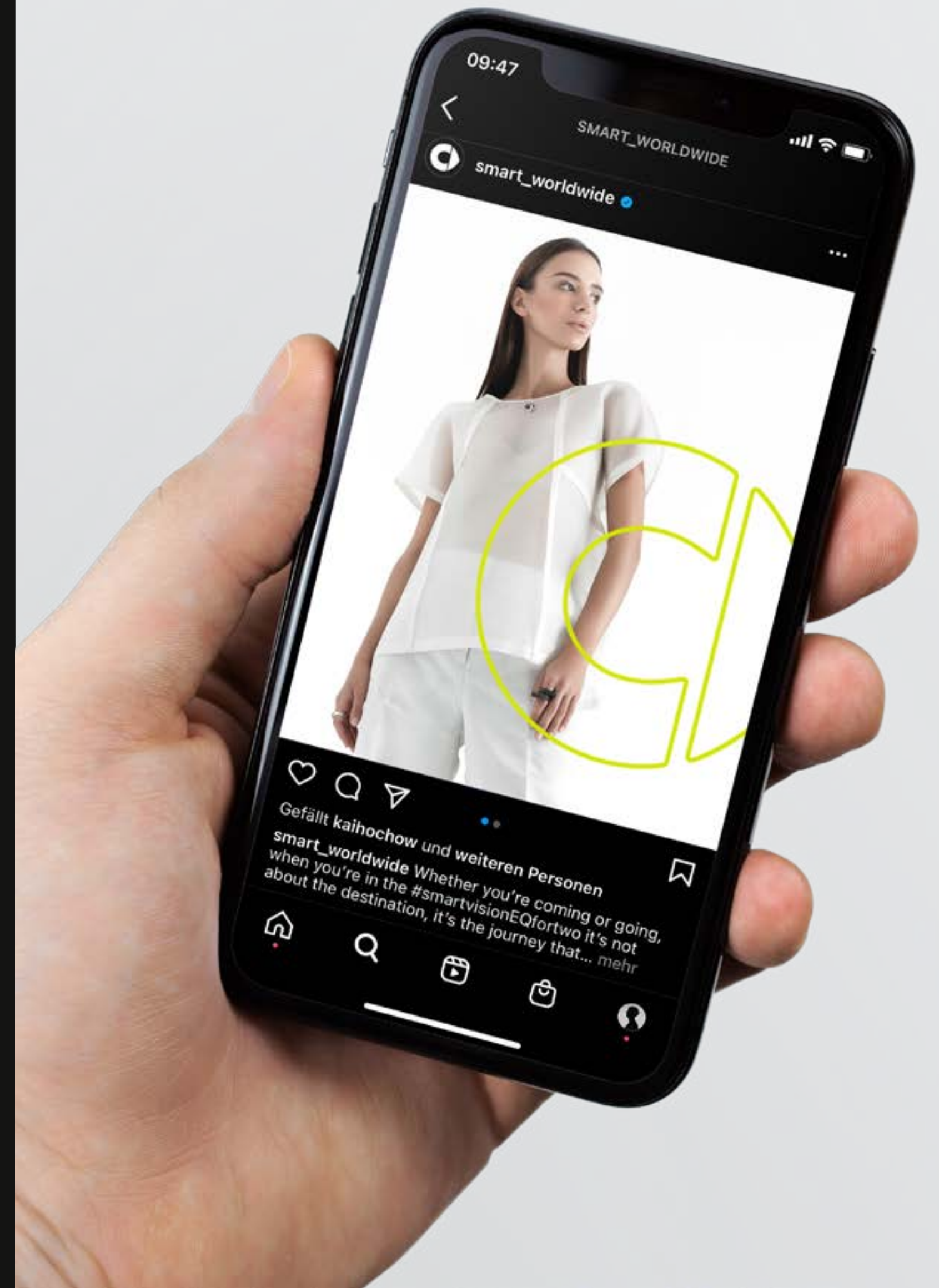
Social media

Content played out in the social networks should be oriented towards the positioning of smart and be suitable for the target group. smart shares content that inspires and interests users. We are avant–garde trendsetters — fashionable, influential role models with a passion for art & design.

General aesthetics

1 Inspiring people
We prefer images that show authentic, inspiring people in motion and that fit our image world. The people can interact with our products.

2 Focus on car
The second priority is pure shots of cars, staged according to our positioning. Here, the product speaks for itself as the sender. No additional logo is needed.

3 Futuremark
Where product is shown partially or no brand/logo is clearly recognizable, we can use the cropped Futuremark together with the image to resonate the dynamism of the smart brand.

4 Message
If required, a headline can be added to the picture.
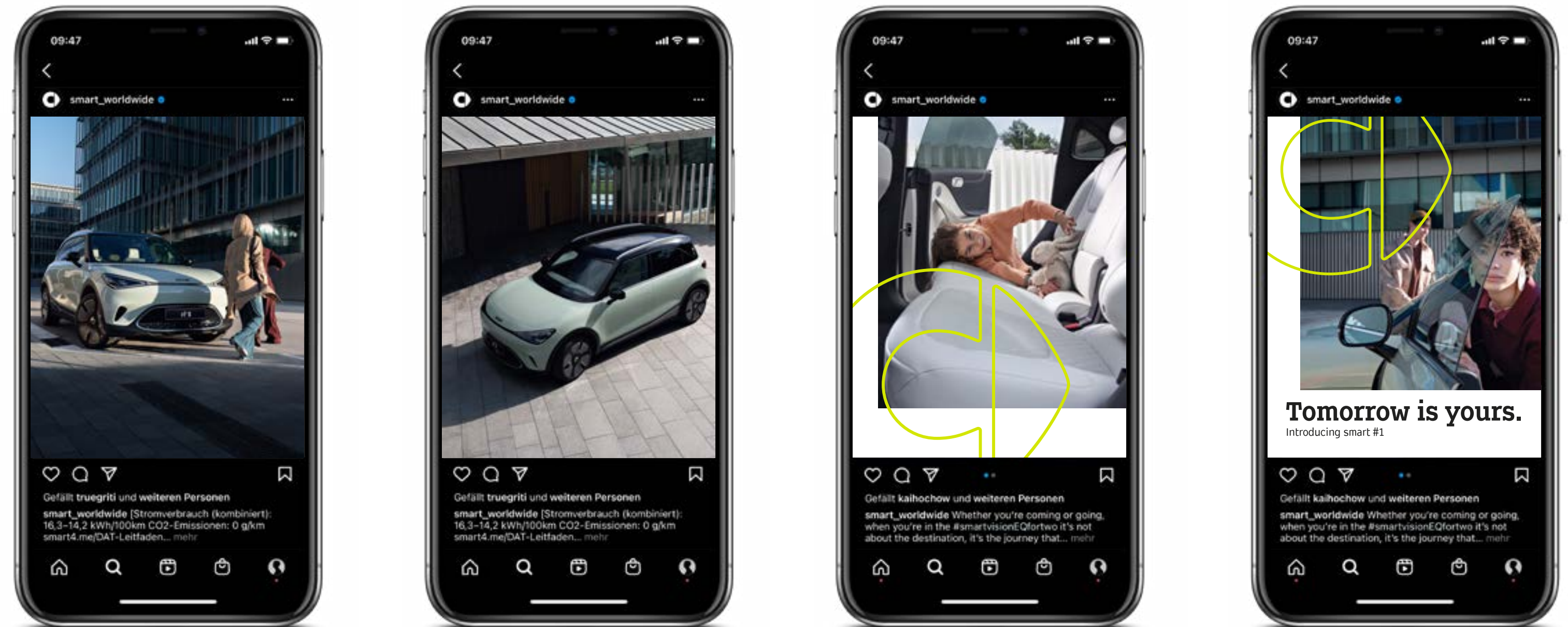
Social media

1 Futuremark
The Futuremark can be scaled freely and must be cropped at least 1 edge.

2 Safety margin
No elements may be placed in this area.

3 Picture
The core message of the image must be clear.

4 Headline
FOR smart Next Bold. Line spacing 110%. Font size depending on format.

5 Subline
FOR smart Sans Regular. Line spacing 120%. Font size depending on format.

09:47

smart_worldwide

1

3

4

Tomorrow is yours.
Introducing smart #1

2

5

Gefällt **kaihochow** und **weiteren Personen**
smart_worldwide Whether you're coming or going, when you're in the #smartvisionEQfortwo it's not about the destination, it's the journey that... mehr
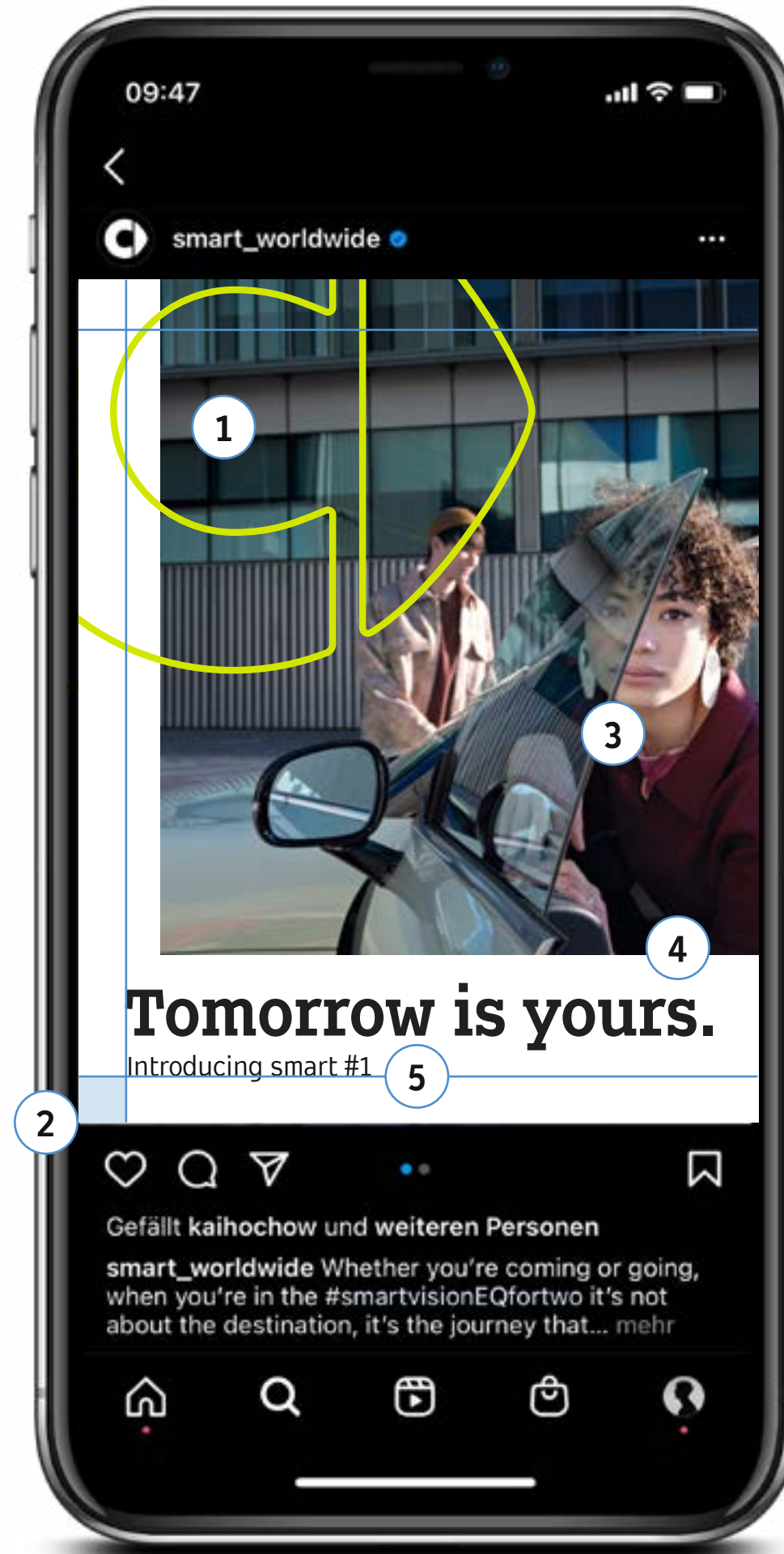
Placement of Futuremark

The guidelines for the Futuremark application on Social Media are deliberately defined as a loose framework rather than strict regulations to allow for the flexibility necessary to create dynamic visuals and engaging content.

Since smart uses the official brand logo as its profile picture on all social media channels, we avoid using the logo in our posts in order to avoid visual duplication.

The placement of the Futuremark on a visual asset can be chosen freely, as long as it is in line with the rules. Detailed information and rules can be found at:
Supergraphic — Size
Supergraphic — Cropping
Supergraphic — Placement on backgrounds
Supergraphic — Do not

These rules apply to all standard posts in social media feeds and stories (e.g IG stories, weibo).

Grid

Due to the diverse formats and platforms, there are no rigid grids but only one type area. Elements may not be placed beyond this. Images are always placed to fill the format. Make sure that no important elements are covered and that the motif is clearly recognizable. The type area must always be 60px from the edge of the format.
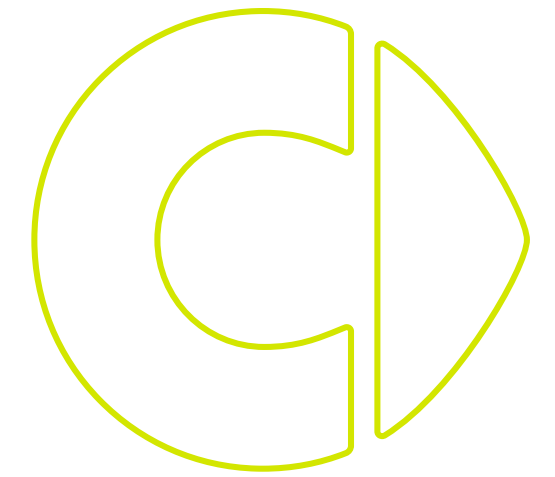
smart Futuremark

QR code on long poster

1 **QR code**
Minimum size 100px × 100px.
Place all QR codes at the end of long poster.

2 **Frame** (Optionary)
Standard: White. Other primary colors
also possible. Note contrast with QR code.

3 **Call to Action**
Latin: FOR smart Sans Regular
Chinese: TsangerYunHei W03
Font size depending on format.

4 **Spacing**
Minimum spacing between QR codes
60px

5 **Safety margin**
No elements may be placed
in this area.

Place QR code at the
end of long poster

center-aligned

100px

60px

Minimum spacing:
60px

Video ending frame

Tomorrow is yours.
Introducing smart #1

Video ending frame (Latin)

Horizontal format
Static 1080 px (H) × 1920 px (W)

Description	Typeface	Font size	Tracking
Headline	FOR smart Next Bold	150 pt	−30
Subline	FOR smart Sans Regular	65 pt	0
Disclaimer	FOR smart Sans Regular	16 pt	0

418 px

60 px

368 px

75 px

1080 px

Tomorrow is yours.

Introducing smart #1

The vehicle is in the EU jhomologation preocedure and the homologation is expected to be completed in July 2022 . smart will publish the official values as soon as the homologation process is finalized. smart will publish the values through its usual channels. Shown vehicle may contain optional equipment and features which might eventually not be applicable to all markets. Further information on the official fuel consumption and the official specific CO® emissions of new passenger cars can be found in the 'Guide to fuel consumption, CO2 Emissions and Electricity Consumption of New Passenger Cars', which is available free of charge at all sales outlets, frin Deutsche Automobil Treuhand GmbH (DAT) Hellmuth-Hirth-Str.1,73760 Ostfildern Scharnhausen, and at httos:/www.dat.de/co2/.

1920 px

Video ending frame (Latin)

Vertical format
Static 1920 px (H) × 1080 px (W)

Description	Typeface	Font size	Tracking
Headline	FOR smart Next Bold	120 pt	−30
Subline (smart #1)	FOR smart Sans Regular	65 pt	0
Disclaimer	FOR smart Sans Regular	16 pt	0

533 px

50 px

50 px

915 px

75 px

1920 px

1080 px

Tomorrow is yours.

Introducing smart #1

The vehicle is in the EU homologation procedure and the homologation is expected to be completed in July 2022 . smart will publish the official values as soon as the homologation process is finalized. smart will publish the values through its usual channels. Shown vehicle may contain optional equipment and features which might eventually not be applicable to all markets. Further information on the official fuel consumption and the official specific CO₂ emissions of new passenger cars can be found in the 'Guide to fuel consumption, CO2 Emissions and Electricity Consumption of New Passenger Cars', which is available free of charge at all sales outlets, frin Deutsche Automobil Treuhand GmbH (DAT) Hellmuth–Hirth–Str.1,73760 Ostfildern Scharnhausen, and at https://www.dat.de/co2/.

Video ending frame (Chinese)

Horizontal format
Static 1080 px (H) × 1920 px (W)

Description	Typeface	Font size	Tracking
Headline	TsangerYunHei (W04)	99 pt	80
Subline (zho.)	TsangerYunHei (W04)	55 pt	0
Subline (smart #1)	FOR smart Sans Regular	60 pt	0
Subline (Tomorrow is yours.)	FOR smart Sans Bold	60 pt	0
Disclaimer	TsangerYunHei (W04)	16 pt	0

440 px

50 px

365 px

75 px

1080 px

源自热爱，未被定义

全新 smart #1　**Tomorrow is yours.**

安全出行，请遵守交通法规
展示产品配置仅供参考，实际配置信息以中国上市产品为准

1920 px

Video ending frame (Chinese)

Vertical format
Static 1920 px (H) × 1080 px (W)

Description	Typeface	Font size	Tracking
Headline	TsangerYunHei (W04)	120 pt	60
Subline (zho.)	TsangerYunHei (W04)	50 pt	0
Subline (smart #1)	FOR smart Sans Regular	55 pt	0
Subline (Tomorrow is yours.)	FOR smart Sans Bold	55 pt	0
Disclaimer	TsangerYunHei (W04)	16 pt	0

633 px

40 px

45 px

30 px

780 px

75 px

1920 px

1080 px

源自热爱
未被定义

全新 smart #1
Tomorrow is yours.

安全出行，请遵守交通法规
展示产品配置仅供参考，实际配置信息以中国上市产品为准

Brand design experience

Brand design experience II

OoH & Print

Overview OoH

Overview ads

Overview print

For examples:
leaflet, sales prochure, editorial

Key elements

(1) Logo
Centered on background width

(2) Car / Keyvisual
As much focus as possible

(3) Headline
Left–aligned (Ooh / Ad)
Left–aligned / center (Print)

(4) Subline
Left–aligned (Ooh / Ad)
Left–aligned / center (Print)

(5) Body text
Left–aligned

(6) Background area
Primary colour only

(7) QR code (Optional)
Right–aligned, minimum size 20 x 20 mm

Tomorrow is yours.
Introducing smart #1.
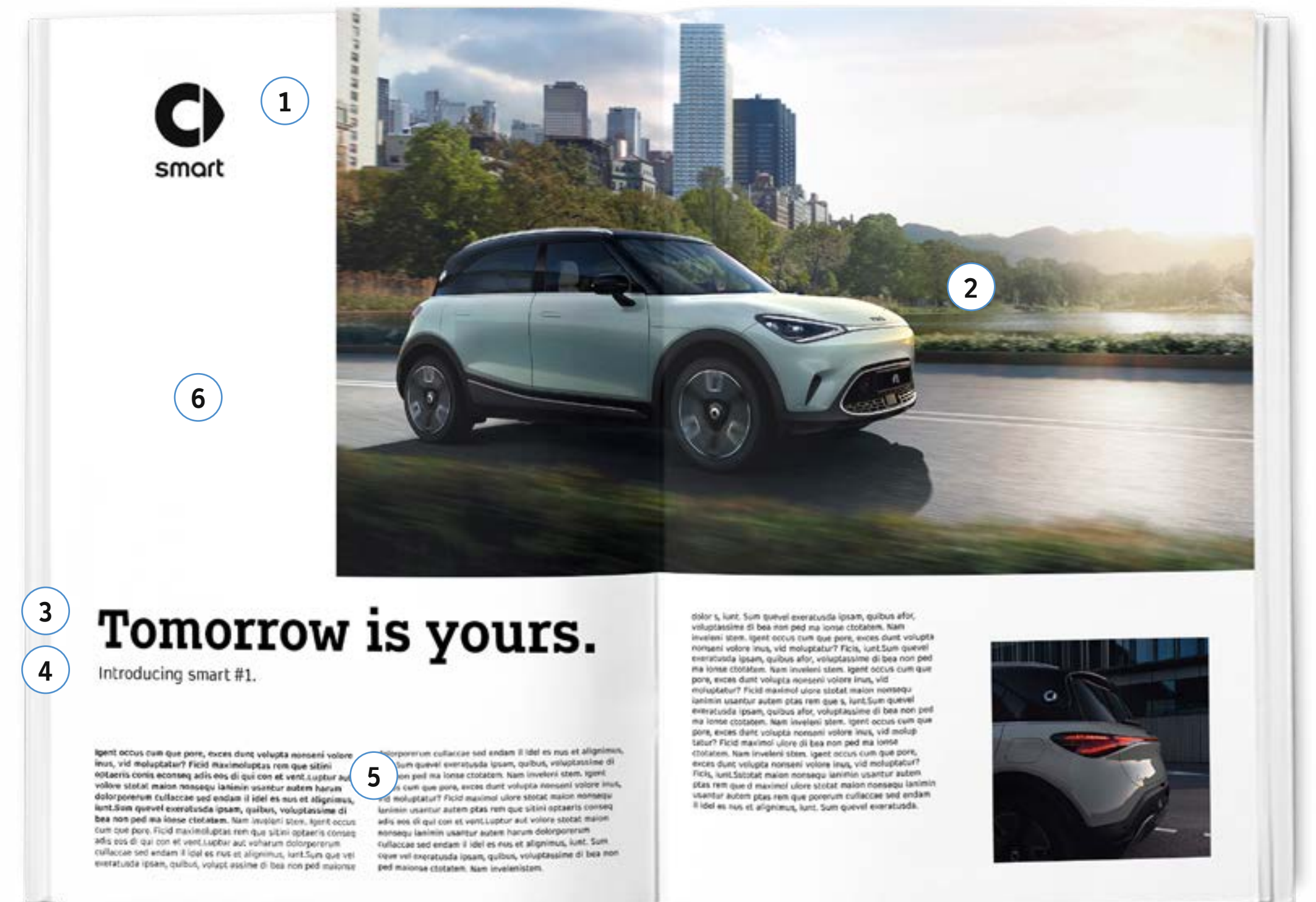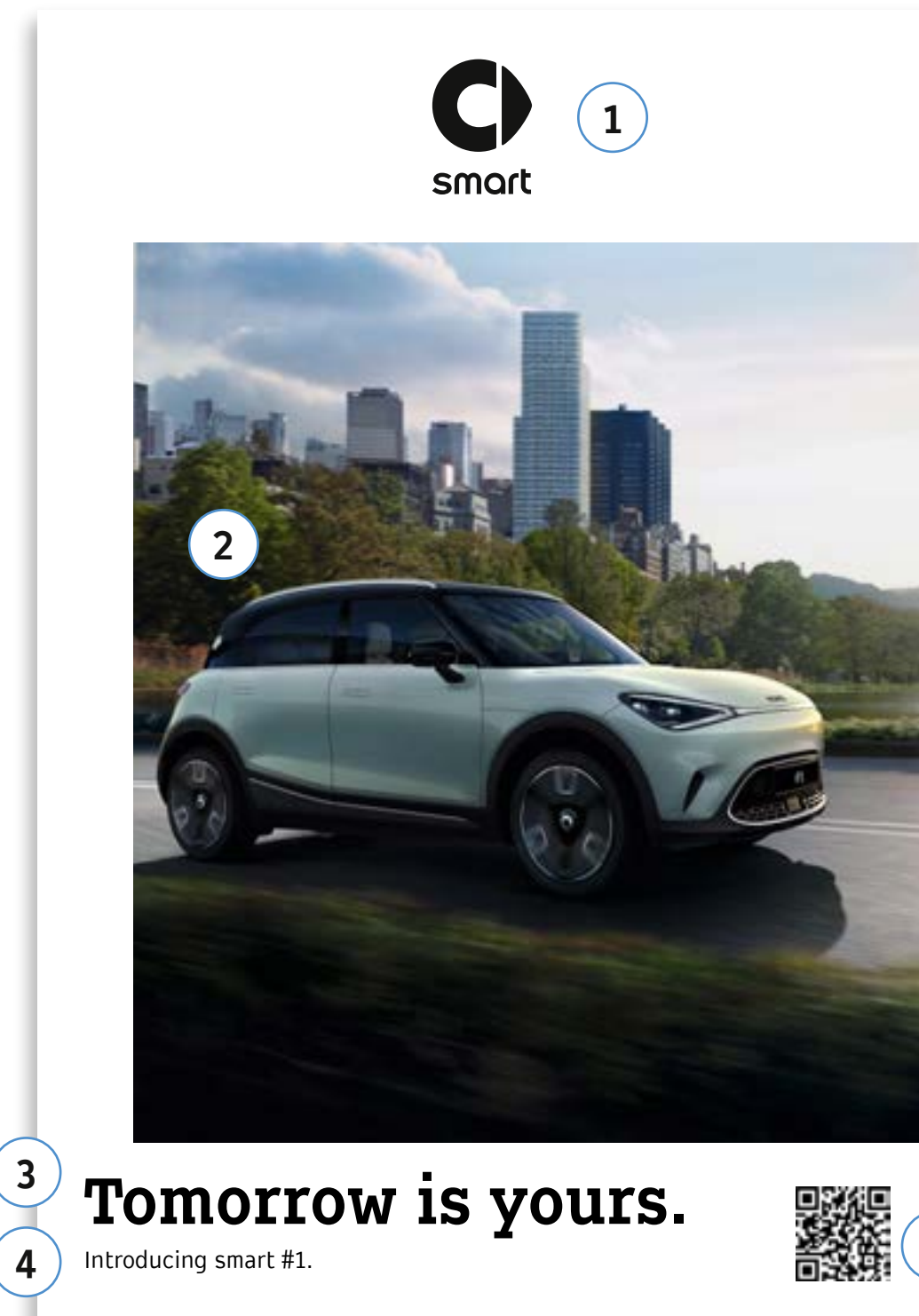
Basic information

The rules in this section are only basics and ensure the correct handling of the brand elements. Further rules and structure for individual campaigns are subject to the creative agency and service providers and are based on specific requirements. The examples shown in the overview are for illustrative purposes and do not constitute a campaign.

Grid

All formats have a simple basic grid, which can be extended and changed as required. For formats outside the DIN standard, we recommend using the grid of the closest DIN format.

Format	Grid
A5–A3	13 Columns
OoH (Citylight)	9 Columns
OoH (18/1)	16 Columns

Logo

The size of the logo is calculated using a formula. This calculation serves as a guide. The size of the logo can still be adjusted optically depending on the close–up and long–distance effect. In this con–text, the protection zone must always be considered.

Logo size formula:

$$\frac{\text{Formats width (FW)}}{\text{Column count}}$$

= X

X × 1 = Logo width (LW) **Ooh**

X × 1,5 = Logo width (LW) **Ad & print**

Typography

The rules and recommendations of the style guide apply to the font. The font sizes can be determined individually depending on the purpose, campaign idea and long–distance effect. Legal texts should not fall below a font size of 6 pt.

Further information and rules can be found in the chapter Brand Design Elements — Typography

Grid construction for OoH — citylights (CLP)

Logo size formula:

$$\frac{\text{Formats width (FW)}}{9}$$

= X

X = Logo width (LW)

Agenda:
(FW) = format width
(LW) = logo width
(LH) = logo height

Logo distance from page top:
1/2 (LW)
Distance from left border:
1/2 (LW)
Distance from page bottom:
1/2 (LW)
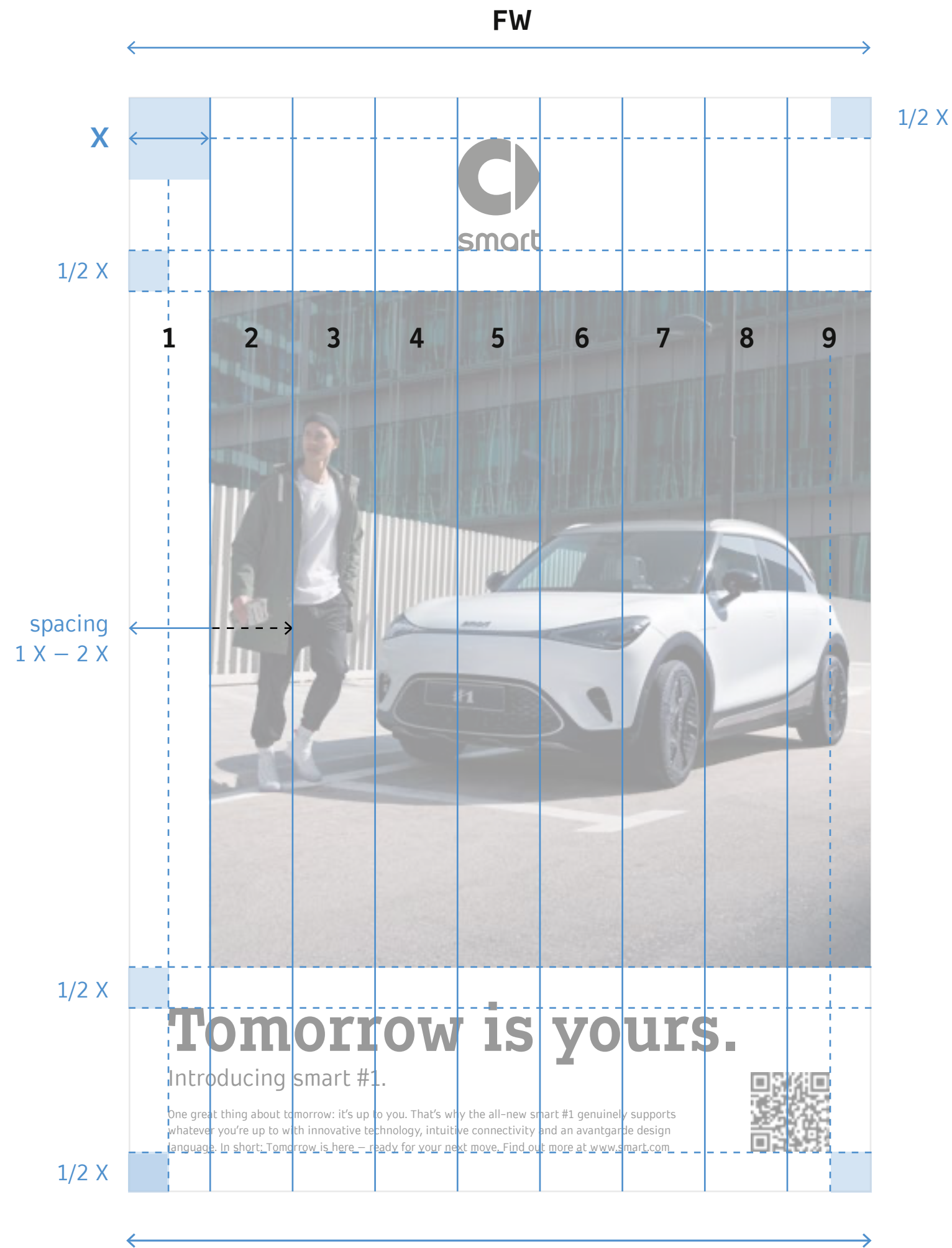
FW

X

1/2 X

1/2 X

1 2 3 4 5 6 7 8 9

spacing
1 X — 2 X

1/2 X

1/2 X

Tomorrow is yours.
Introducing smart #1.

One great thing about tomorrow: it's up to you. That's why the all-new smart #1 genuinely supports whatever you're up to with innovative technology, intuitive connectivity and an avantgarde design language. In short: Tomorrow is there — ready for your next move. Find out more at www.smart.com

The size of the headline can vary in proportion to the image, depending on the weight and size.

Grid construction for OoH (18/1)

Logo size formula:

$$\frac{\text{Formats width (FW)}}{16} = X$$

X = Logo width (LW)

Agenda:
(FW) = format width
(LW) = logo width
(LH) = logo height

Logo distance from border:
1 (LW)
Distance from left border:
1/2 (LW)
Distance from page bottom:
1/2 (LW)

FW

X

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

spacing
3 X − 5 X

1/2 X

1/2 X

Tomorrow is yours.
Introducing smart #1.

One great thing about tomorrow: it's up to you. That's why the all-new smart #1 genuinely supports
whatever you're up to with innovative technology, intuitive connectivity and an avantgarde design language.
In short: Tomorrow is here – ready for your next move. Find out more at www.smart.com
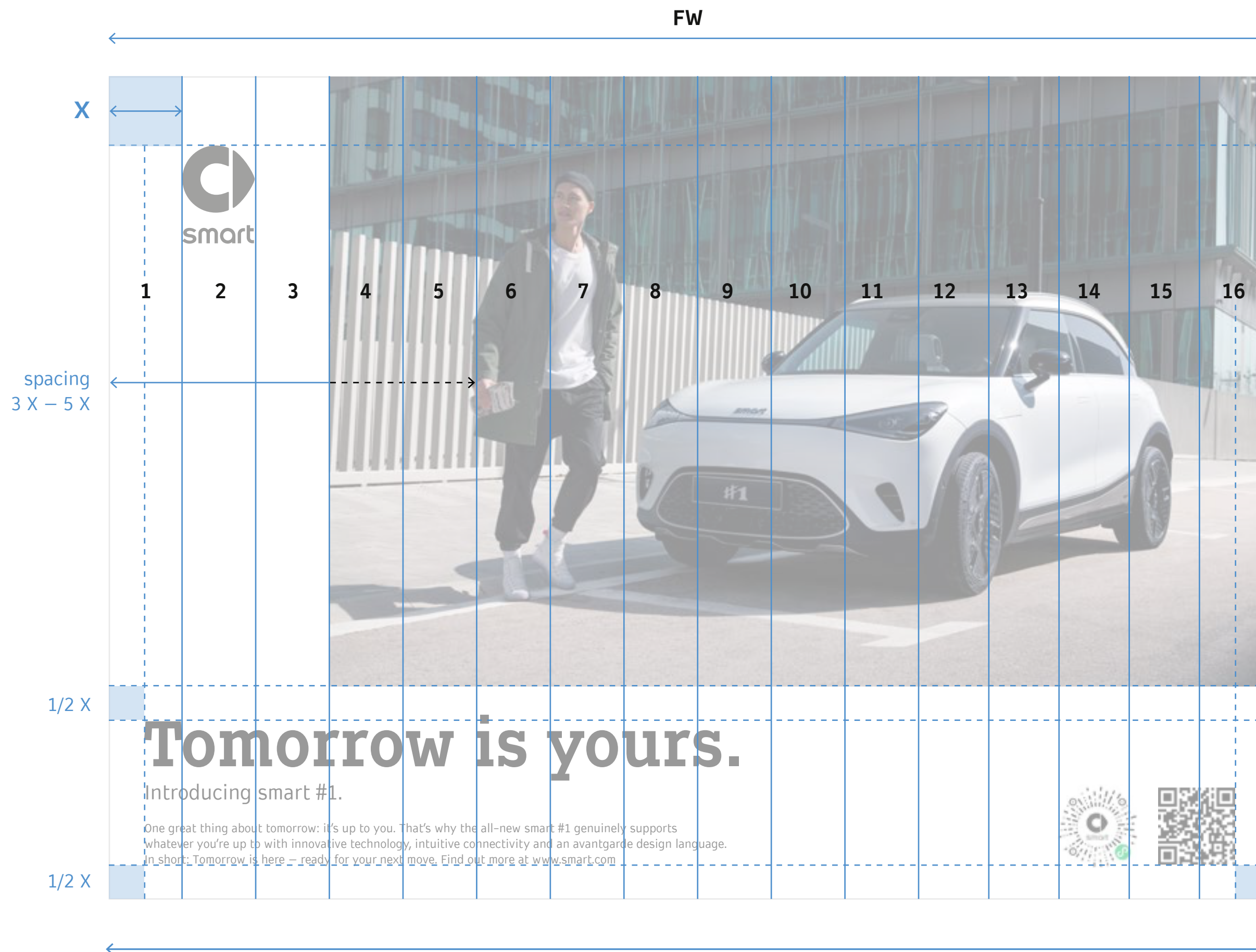
The size of the headline can vary in proportion to the image, depending on the weight and size.

Grid construction for OoH (9:16)

Logo size formula:

$$\frac{\text{Formats width (FW)}}{16} = X$$

X = Logo width (LW)

Agenda:
(FW) = format width
(LW) = logo width
(LH) = logo height

Logo distance from border:
1 (LW)
Distance from left border:
1/2 (LW)
Distance from page bottom:
1/2 (LW)

FW

X

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

1/2 X

Tomorrow is yours.

Introducing smart #1.

One great thing about tomorrow: it's up to you. That's why the all-new smart #1 genuinely supports whatever you're up to with innovative technology, intuitive connectivity and an avantgarde design language. In short: Tomorrow is here – ready for your next move. Find out more at www.smart.com

1/2 X
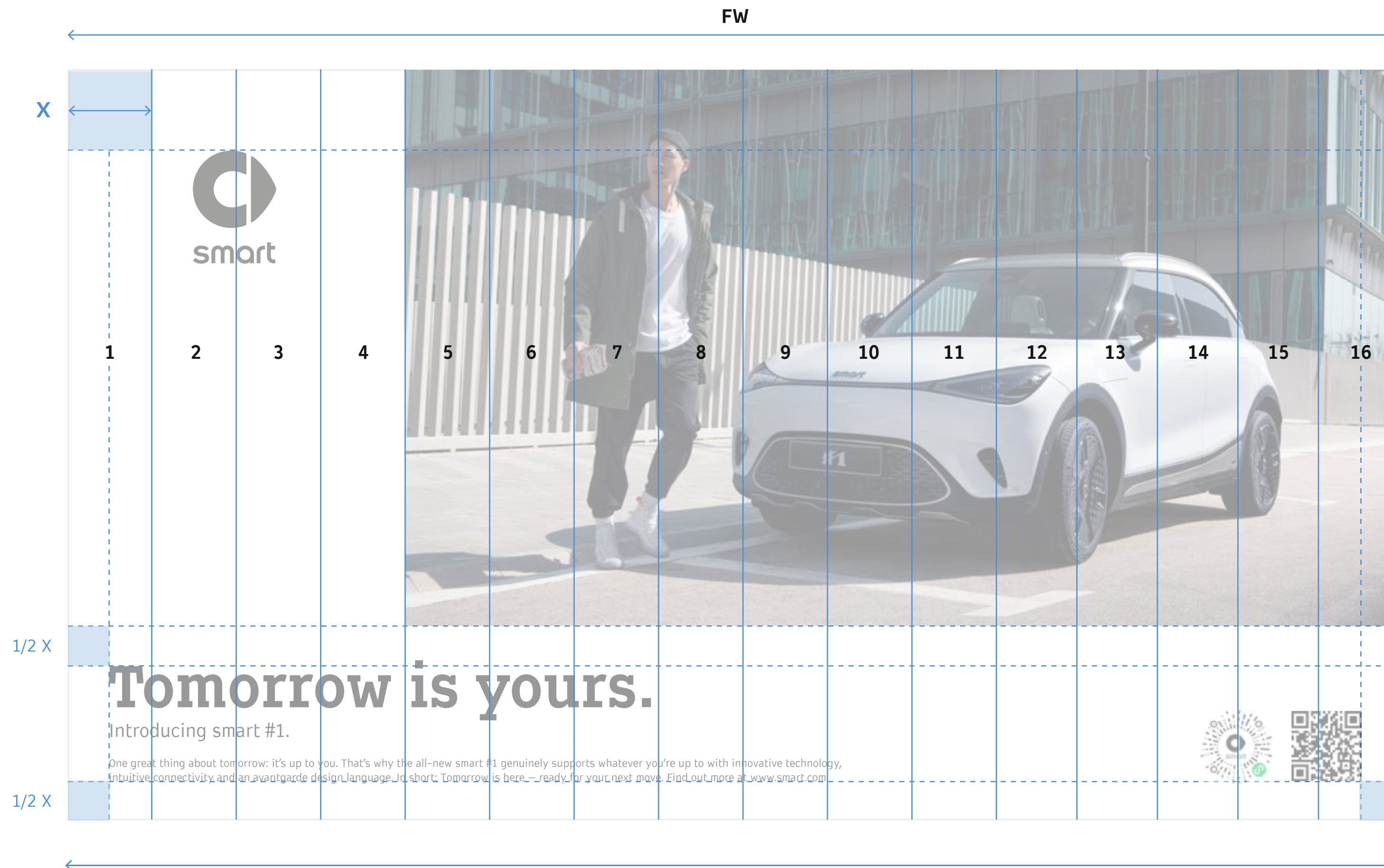
The size of the headline can vary in proportion to the image, depending on the weight and size.

Grid construction for ads

Grid construction:
Page format width (FW)
divided into 13 columns,
= X

Logo size formula:

$$\frac{\text{Formats width (FW)}}{13}$$

= X

X × 1,5 = Logo width (LW)

Agenda:
(FW) = format width
(LW) = logo width

Distance from border:
1 X
Distance from page bottom:
1 X

FW

X

X | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13
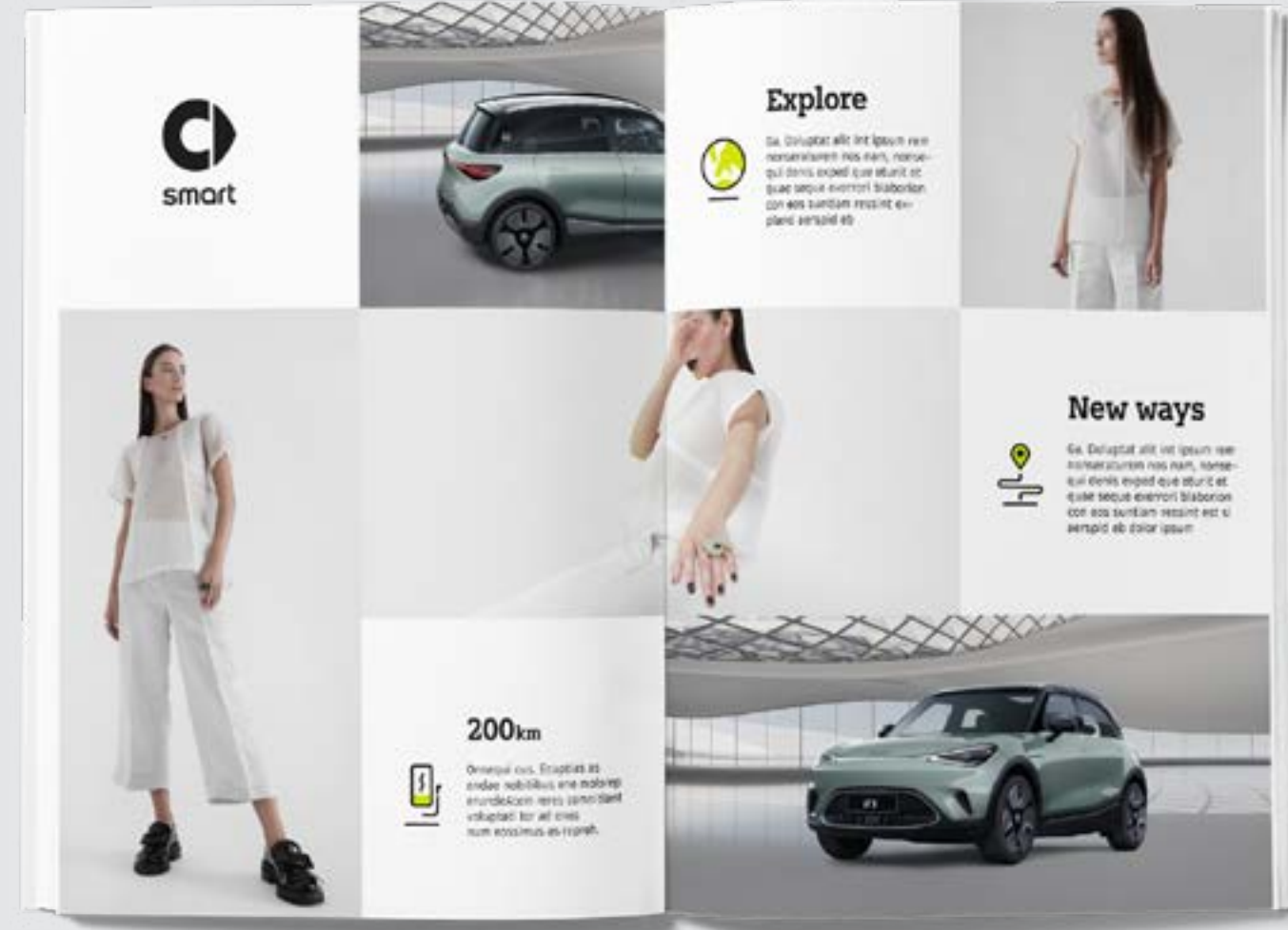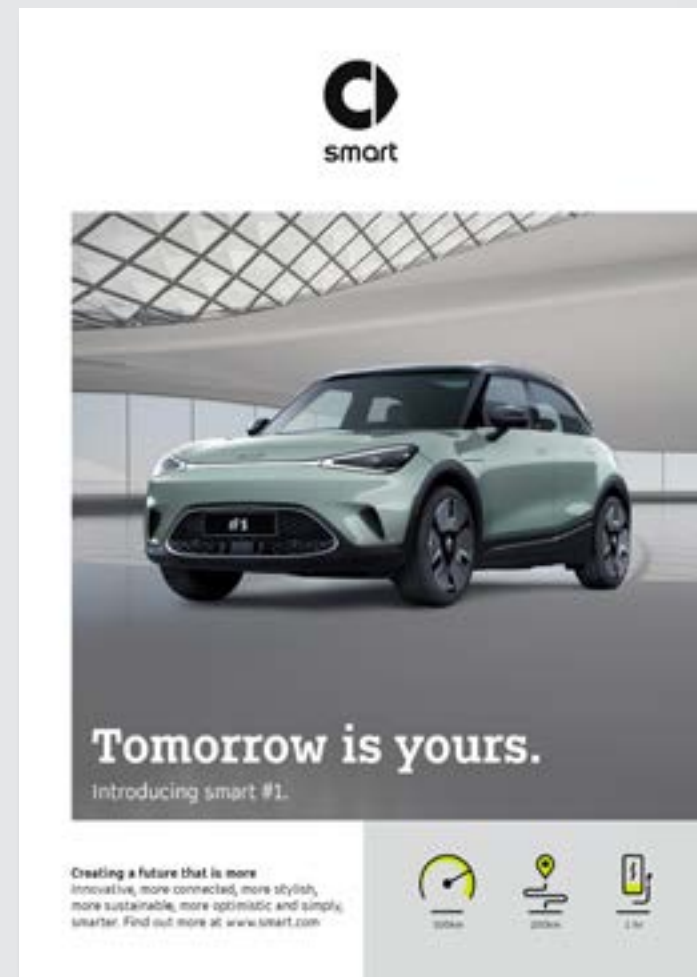
spacing
1 X — 3X

1/2 X

Tomorrow is yours.

Introducing smart #1.

One great thing about tomorrow: it's up to you. That's why the all-new smart #1 genuinely supports whatever you're up to with innovative technology, intuitive connectivity and an avantgarde design language. In short: Tomorrow is here — ready for your next move. Find out more at www.smart.com

X

FW

Tomorrow is yours.

Introducing smart #1.

One great thing about tomorrow: it's up to you. That's why the all-new smart #1 genuinely supports whatever you're up to with innovative technology, intuitive connectivity and an avantgarde design language. In short: Tomorrow is here — ready for your next move. Find out more at www.smart.com

Protection zone.
Try not to use this space.

The size of the headline can vary in proportion to the image, depending on the weight and size.

Grid construction for ads

Feel free to set up the Layout on your own. Please use at least eight columns to set the brand slogan.

FW

FW

Protection zone.
Try not to use this space.

2X

spacing
5 X – 8 X

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |

X

Tomorrow is yours.

Introducing smart #1.

One great thing about tomorrow: it's up to you. That's why the all-new smart #1 genuinely supports whatever you're up to with innovative technology, intuitive connectivity and an avantgarde design language. In short: Tomorrow is here – ready for your next move. Find out more at www.smart.com

X

X

Tomorrow is yours.

Introducing smart #1.

One great thing about tomorrow: it's up to you. That's why the all-new smart #1 genuinely supports whatever you're up to with innovative technology, intuitive connectivity and an avantgarde design language. In short: Tomorrow is here – ready for your next move. Find out more at www.smart.com

The size of the headline can vary in proportion to the image, depending on the weight and size.

Grid construction for print

Feel free to set up the Layout on your own. Please refer to the rules of logo placement, layout principles and typography.

Grid construction:
Page format width (FW)
divided into 13 columns,
= X

Logo size formula:

$$\frac{\text{Formats width (FW)}}{13}$$

= X

X × 1,5 = Logo width (LW)

Agenda:
(FW) = format width
(LW) = logo width

Distance from border:
1 X
Distance from page bottom:
1 X

FW

X

1 2 3 4 5 6 7 8 9 10 11 12 13

spacing
1 X − 3X

Tomorrow is yours.
Introducing smart #1.

Creating a future that is more
Innovative, more connected, more stylish,
more sustainable, more optimistic and simply,
smarter. Find out more at www.smart.com

X

FW

Tomorrow is yours.
Introducing smart #1.

Creating a future that is more
Innovative, more connected, more stylish,
more sustainable, more optimistic and simply,
smarter. Find out more at www.smart.com

Protection zone.
Try not to use
this space.

The size and placement of the headline can vary in proportion to the image, depending on the weight and size.

Grid construction for print

Feel free to set up the Layout on your own. Please refer to the rules of logo placement, layout principles and typography.
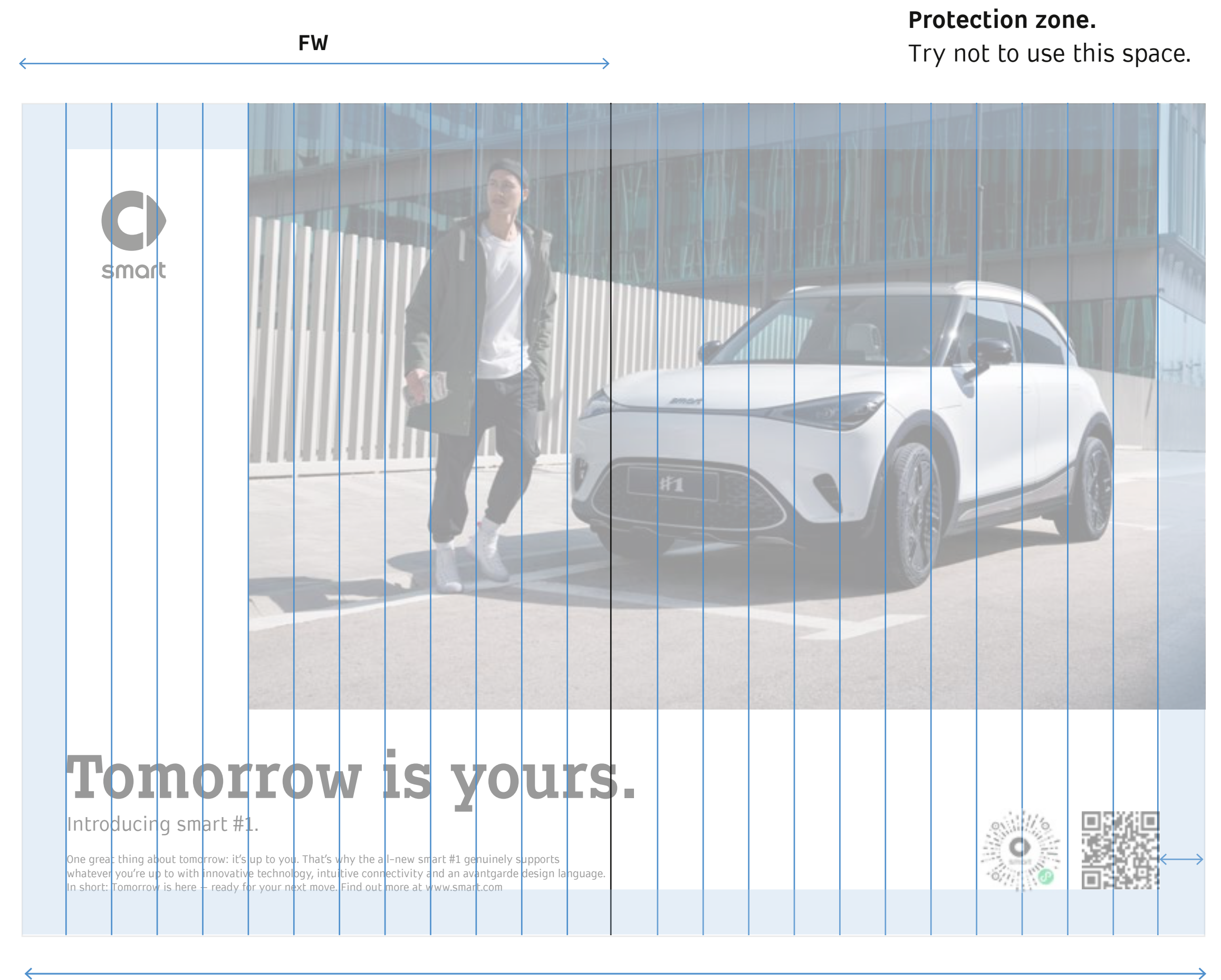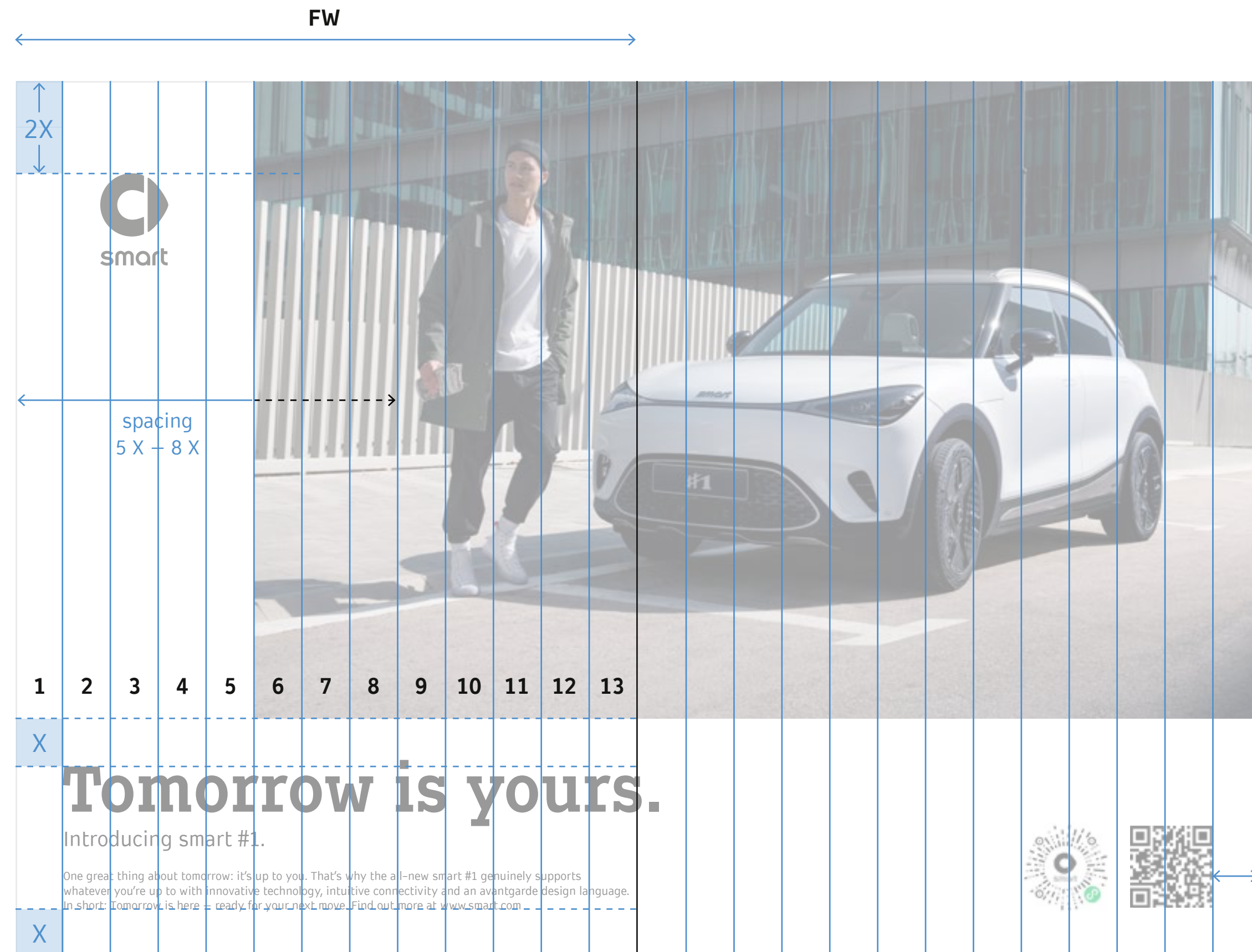
FW

FW

Protection zone.
Try not to use this space.
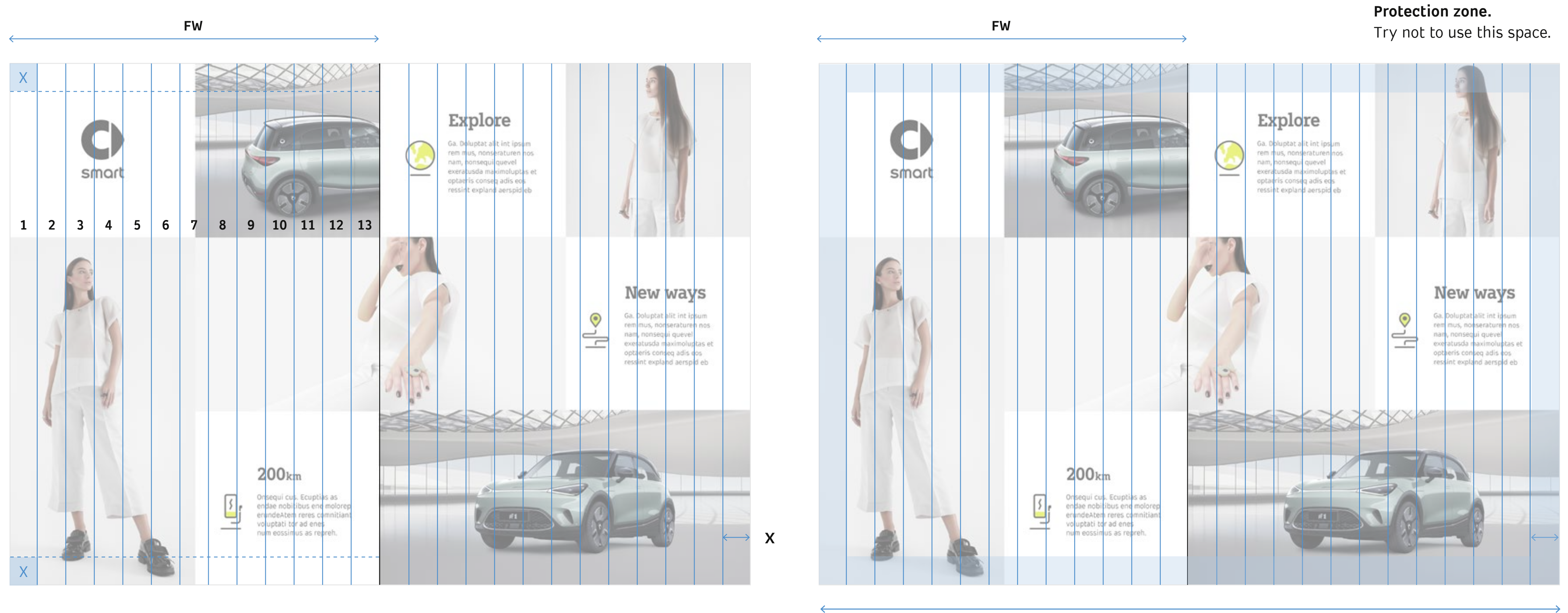
The size of the fonts can vary in proportion to the image, depending on the weight and size.

Model name

Model name

Model name icon

The #1 model name icon is available for usage in all major media (Print and online). The electrifying lime color is only for digital application

3D icon as emblem on car

The 3D version of model name icon is only used on the car.
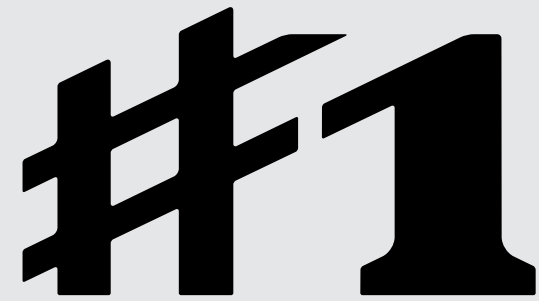
Model name positive

Model name positive

Model name in electrifying lime
(For digital only)

Minimum distances

The #1 model name icon is located in a protection zone, in which no other element may be placed. The protection zone is defined by the outer edges of the icon, where X is the height of the #1 model name icon, the minimum distances between the brand and all the format edges is 1/2 X.

#1 Model name icon

1 X

1/2 X   1/2 X

1 X

1/2 X   1/2 X

1 X

1/2 X   1/2 X
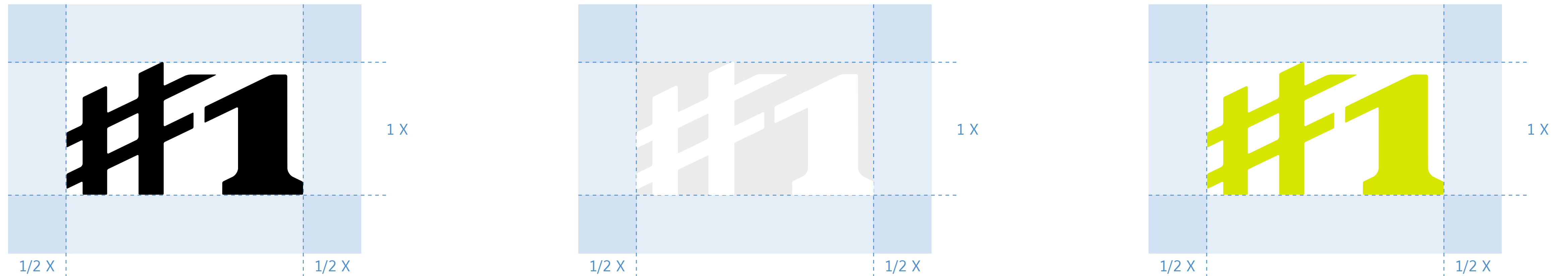
#1 | X = height of model name icon
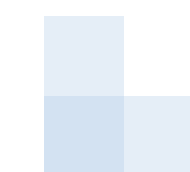
Protection zone of the logo

Model name in typography

The model name icon #1 can be inserted in headline and call–to–action only. Alternately, use smart model name as text in an article, always follow the typesetting style of the content. In principle, the typography rules must be applied to all marketing materials. For examples, "Introducing the new smart #1 ", "smart #1 User Manual", etc.

Rules

Always leave a typing spacing between "smart" and "#1", and all letters should be used in small case:

smart #1

Typography

The rules and recommendations of the style guide apply to the font. The font sizes can be determined individually depending on the purpose, campaign idea and long–distance effect.

Further information and rules can be found in the chapter Brand Design Elements — Typography

#1 model name icon in text

Explore the
limited smart #1
launch edition

Headline

Order smart #1

Highlights / CTA

#1 model name as text

Select your smart #1

Subline
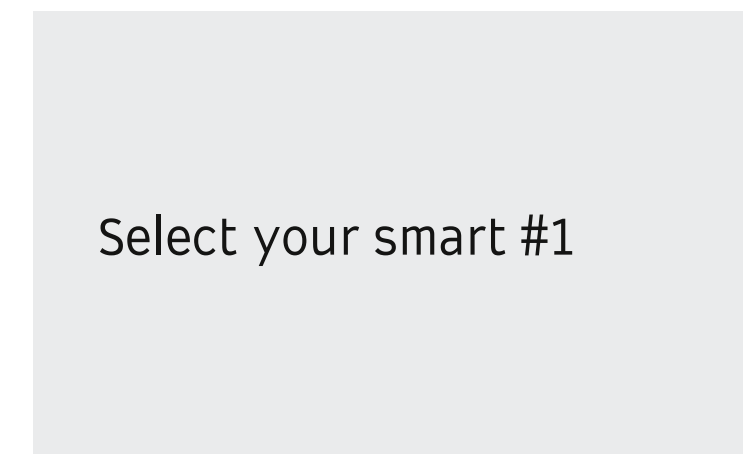
With only one thousand made across Europe, the smart #1 Launch Edition includes additional features for an even more special driving experience.
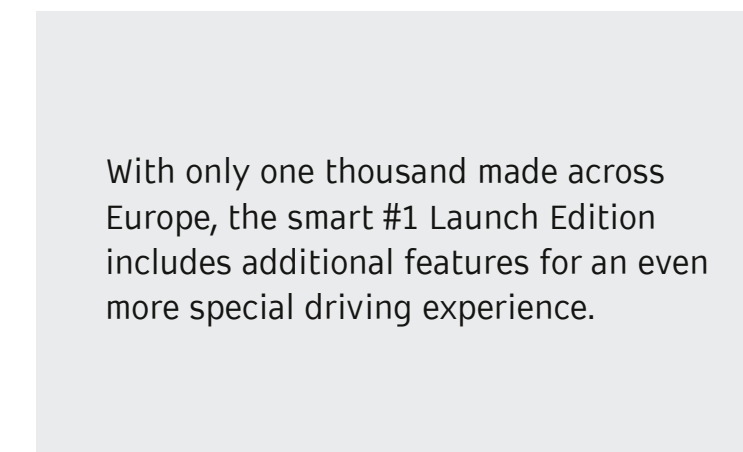
Body text

Examples of use

Don'ts
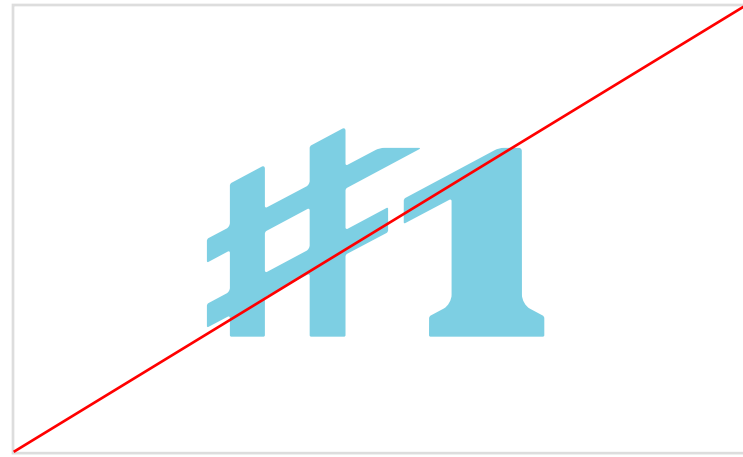
No new colour
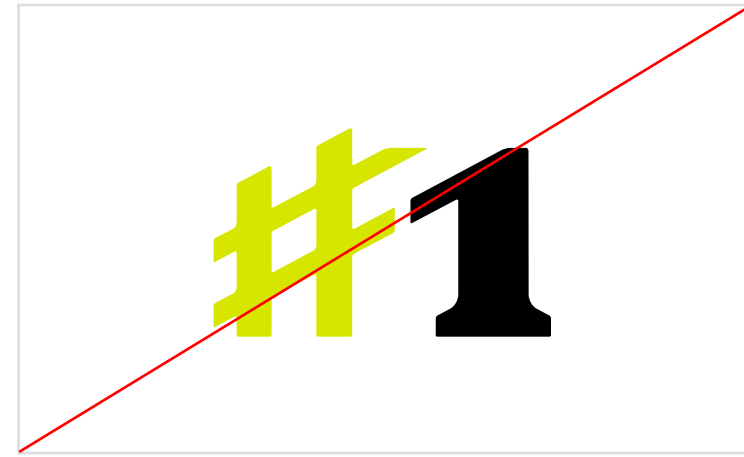
No colour combination
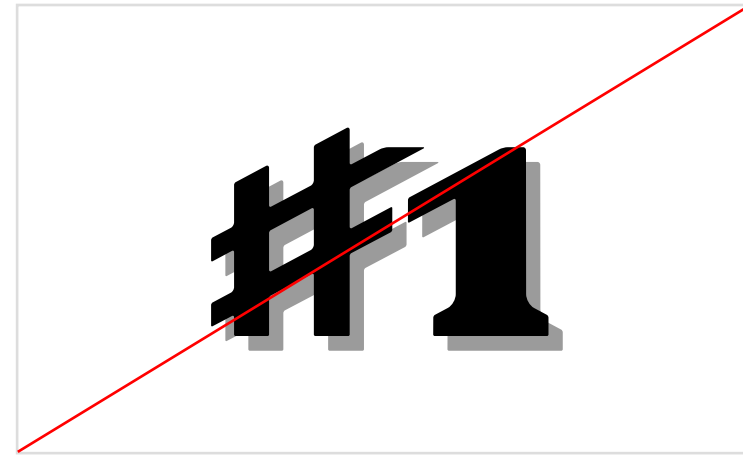
No shadow
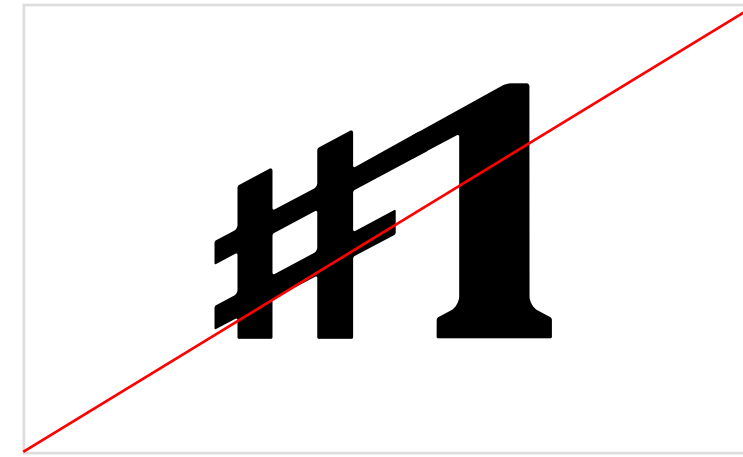
No new proportions or new arrangements
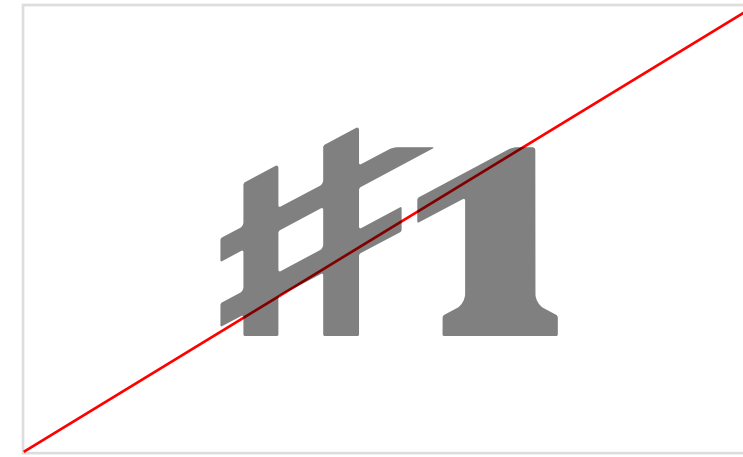
No transparency and no multiply effect
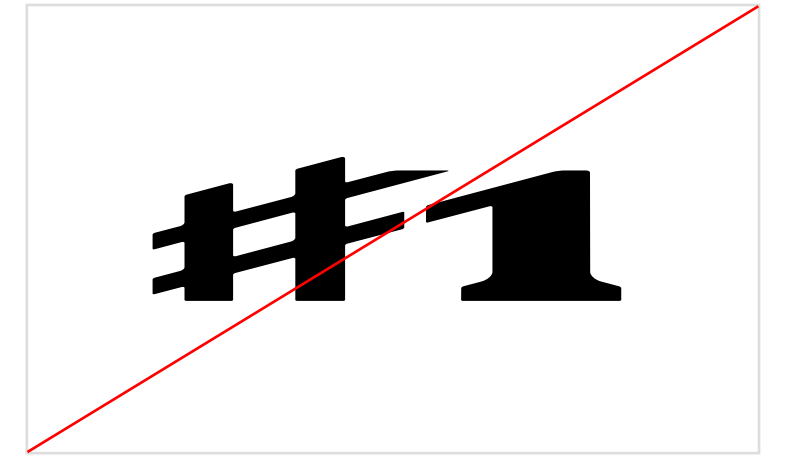
No distortion
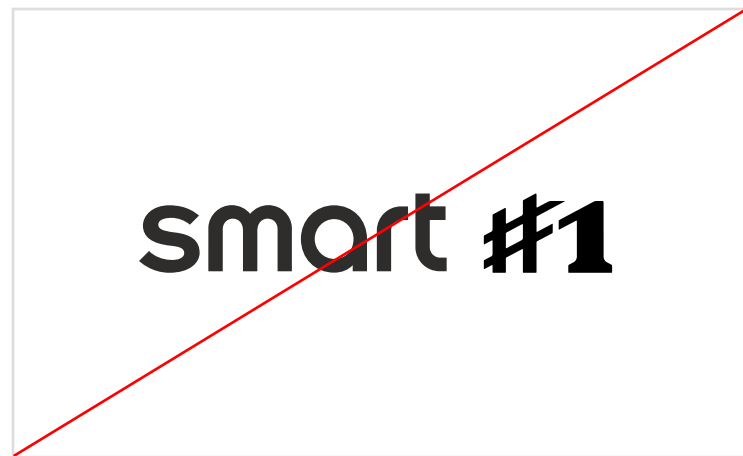
Do not create new combination with the smart logo
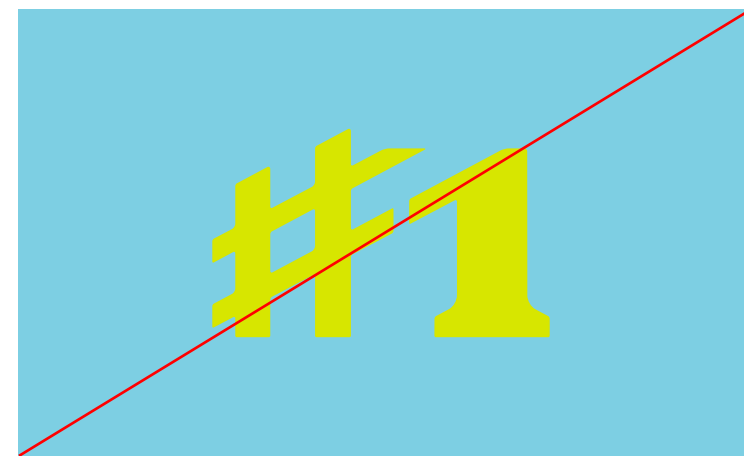
No colored logo on colored surface

No turbulent backgrounds

Model
license plate

Model license plate

1   **Logo size formula:**

$$\frac{\text{Formats height (FH)}}{2}$$

= X

X = Logo height (LH)

2   **Material**

Black acrylic

3   **Car plate size (Both front and back)**

140 mm (H) × 480 mm (W)

4   **Safety margin**

1/2 X

5   **Model name Icon colour**

White on black car plate

6   **Position**

Centered (vertical centre axis)

Agenda:
(FH) = format height
(FW) = format width
(LH) = logo height
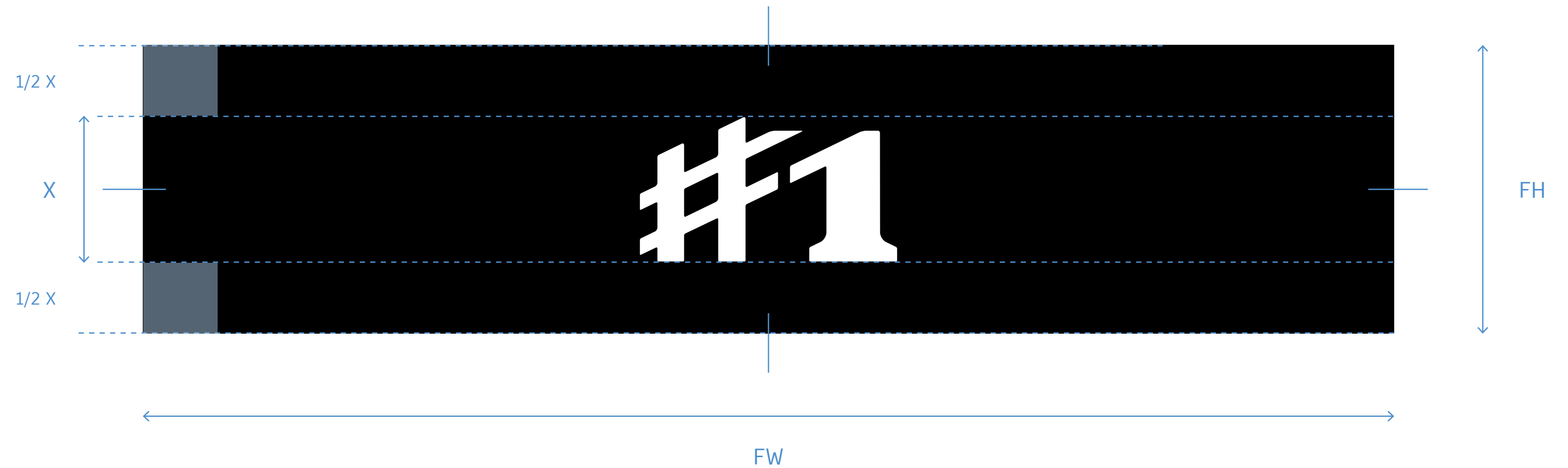
Model license plate

CN car plate

This model license plate ratio is only used on CN model.

1/2 X

X

1/2 X

140 mm

480 mm
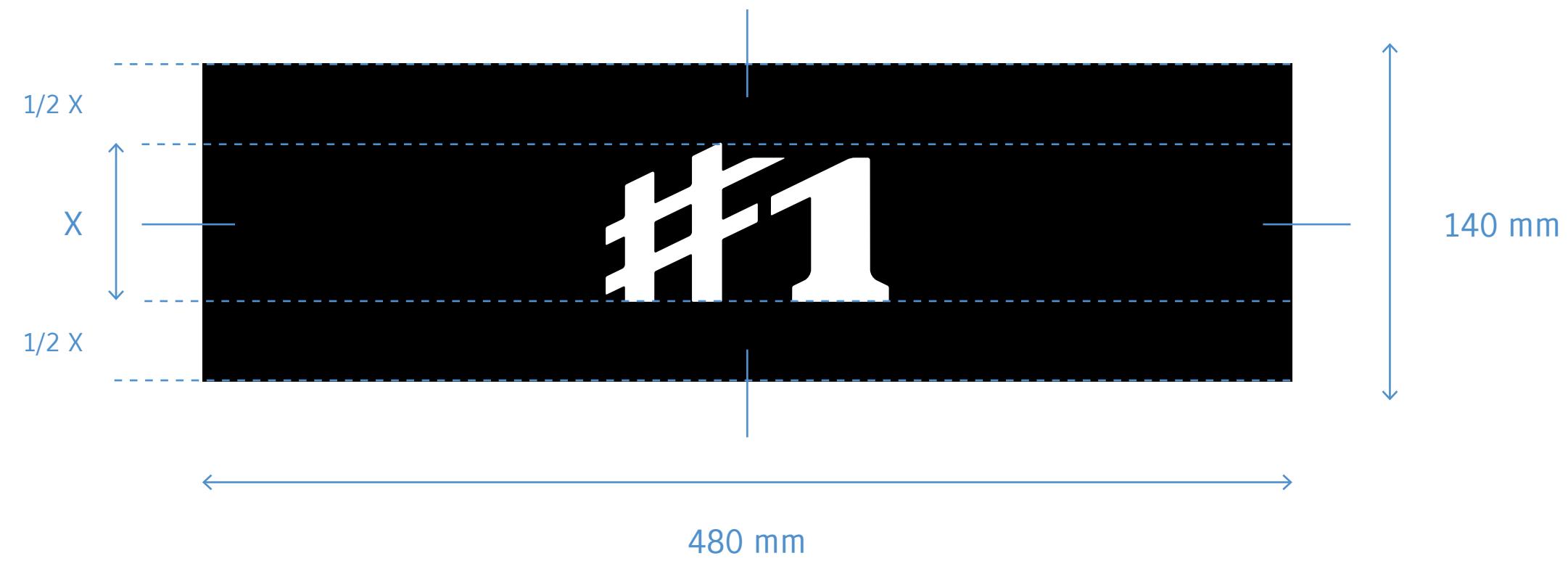
EU car plate

This model license plate ratio is only used on EU model.

1/2 X

X

1/2 X

120 mm

520 mm
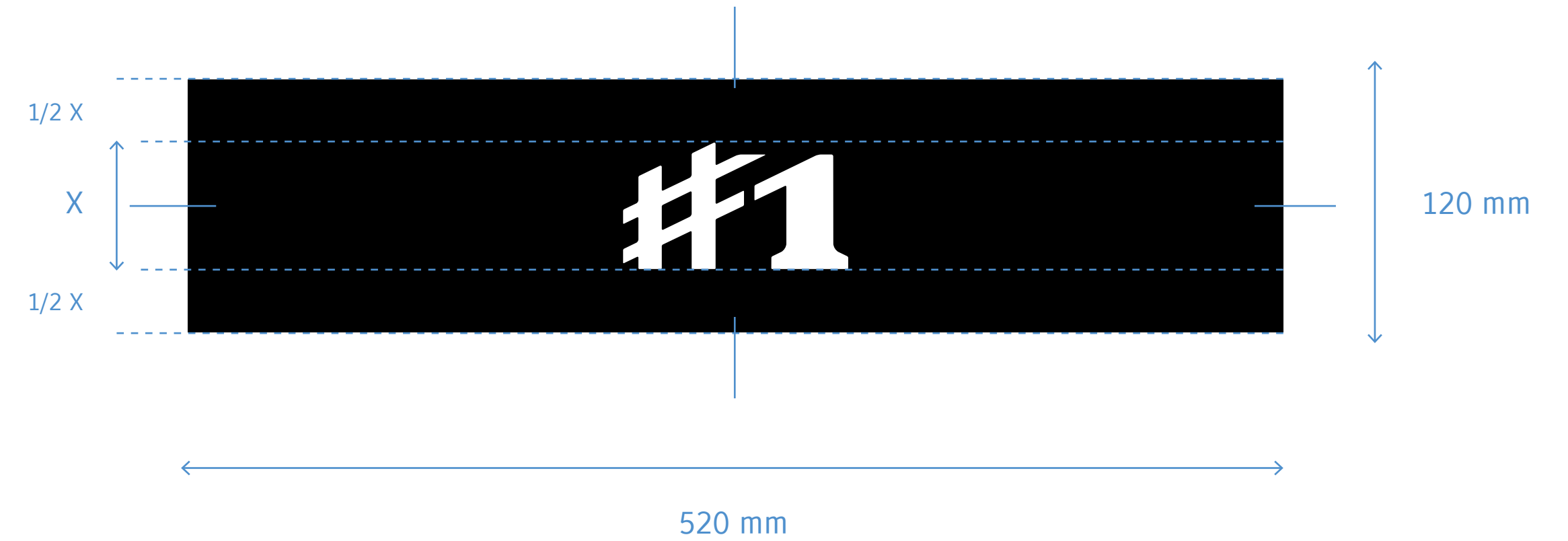
Dealer communications
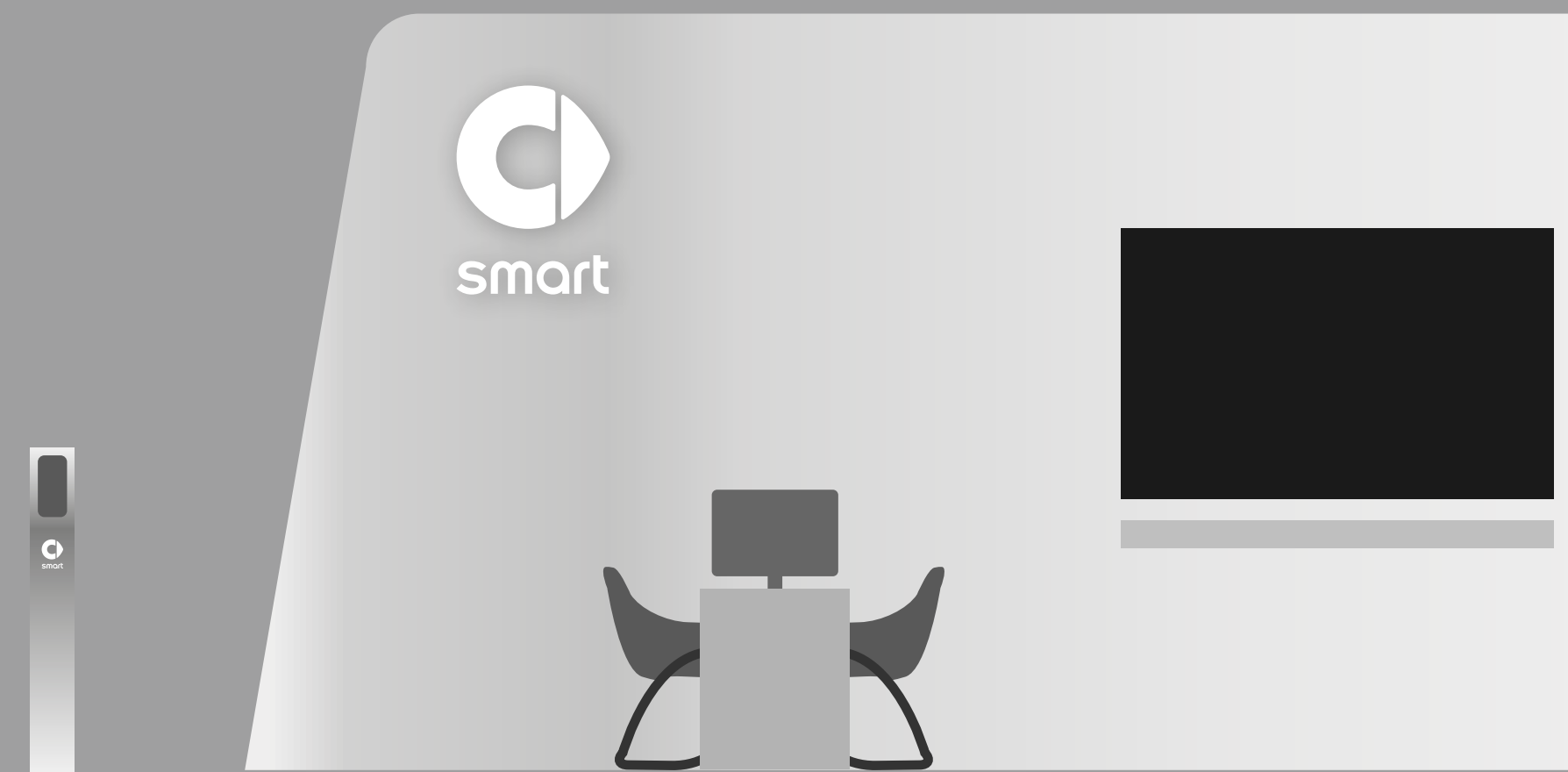
Exterior signage

At the dealership, our logo is primarily displayed in white and is always illuminated (exception: only if technically not possible). For both — pylons and flags – black is the preferred background color. If the smart black cannot be used for any reason, smart grey is the secondary background color. The signature color "smart electrifying lime" is only to be used in | an accentuated manner, e.g. on edges.

1 **Exterior signage**
For outdoor labelling, the illuminated logo is primarily used in a centered position. The appropriate background contrast always has to be considered.

2 **Pylon**
There are two predefined options for the pylon:
Primary (preferred): Pylon in smart black with centered logo (illuminated) for the pylon in the upper third of the marking surface.
Alternative: Pylon in smart grey with centered logo (illuminated) as an alternative.

3 **Flag**
Same as the pylon, the flags primarily use black as the preferred background color. On the lower horizontal edge, the flags use the "smart electrifying lime".
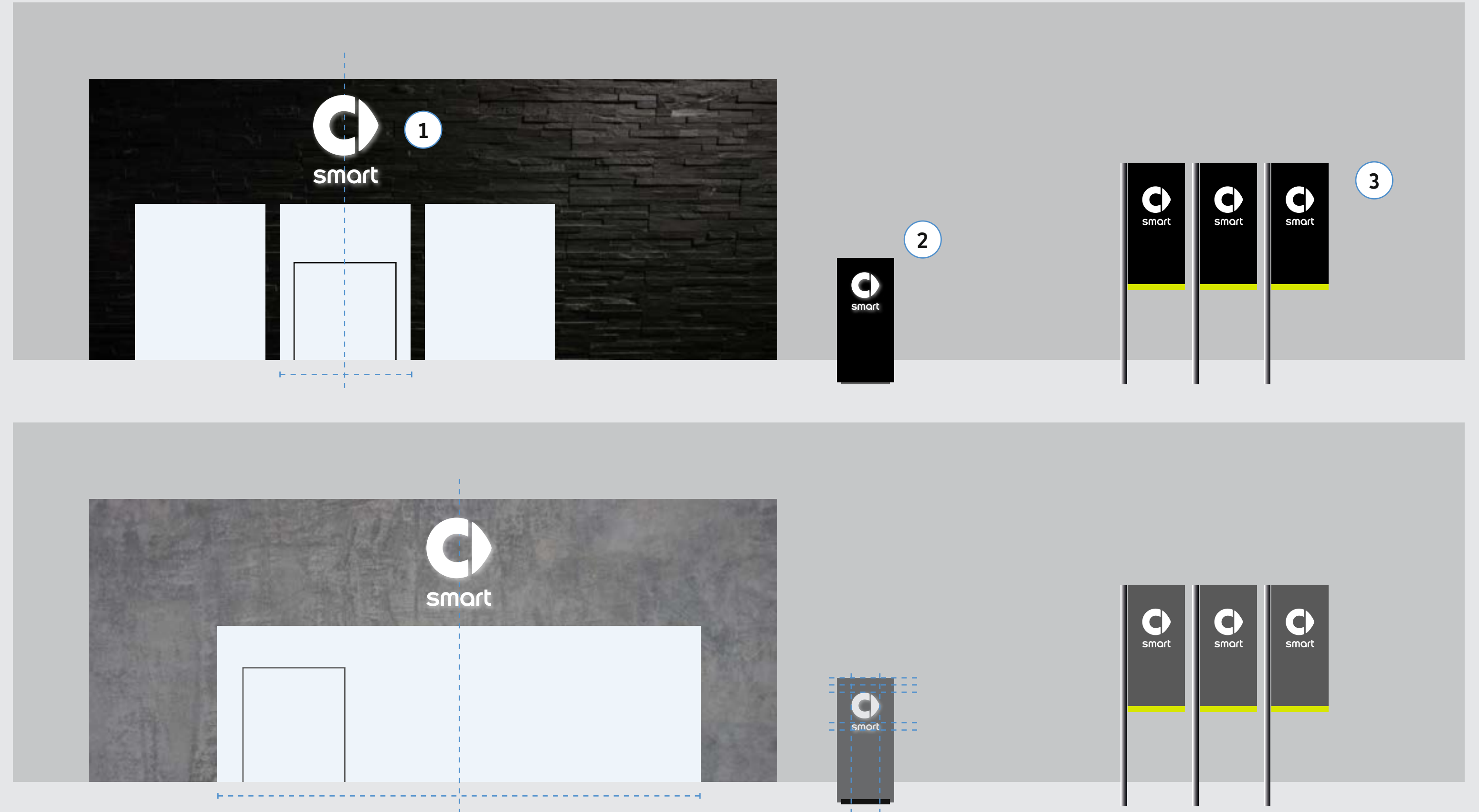
For glass facades, it must be checked individually whether the logo should be used in white or black. Depending on contrast and long–distance visibility.

Examples of use

Delivery Center (DC)

Point of Sales (POS)

Roadside flag

The materials and elements shown are exemplary visualizations. These can be realized in this or a similar way by smart or external service providers if required. In principle, the rules laid down in the guideline must be applied to all retail and BTL materials.

Rules

Detailed information and rules can be found at:

Brand design elements – Logo
Brand design elements — Color
Brand design elements — Typography

Welcome door

The materials and elements shown are exemplary visualizations. These can be realized in this or a similar way by smart or external service providers if required. In principle, the rules laid down in the guideline must be applied to all retail and BTL materials.

Rules

Detailed information and rules can be found at:

Brand design elements – Logo
Brand design elements — Color
Brand design elements — Typography

Backdrop

The materials and elements shown are exemplary visualizations. These can be realized in this or a similar way by smart or external service providers if required. In principle, the rules laid down in the guideline must be applied to all retail and BTL materials.

Rules

Detailed information and rules can be found at:

Brand design elements – Logo
Brand design elements — Color
Brand design elements — Typography

Interior signage

In the inside, the overall brand perception is rather light and is determined by soft and futuristic-looking surfaces. Depending on the background color, the logo should always be illuminated to create sufficient contrast. If the background is too bright to ensure the contrast to the logo and illumination is not applicable to create sufficient contrast, then the logo should be applied in smart black.

1 **Communication wall, Logo placement**
As an exception to the basic principles and rules of logo placement the logo is placed at the top left of the modular wall and is aligned with the central communication monitor.

2 **Pylon**
The pylon is used in smart grey with centered logo (illuminated) in the upper third of the marking surface.

3 **Color**
smart electrifying lime is only used to accentuate (e.g. as a subtle light element on the floor or to highlight an individual element).
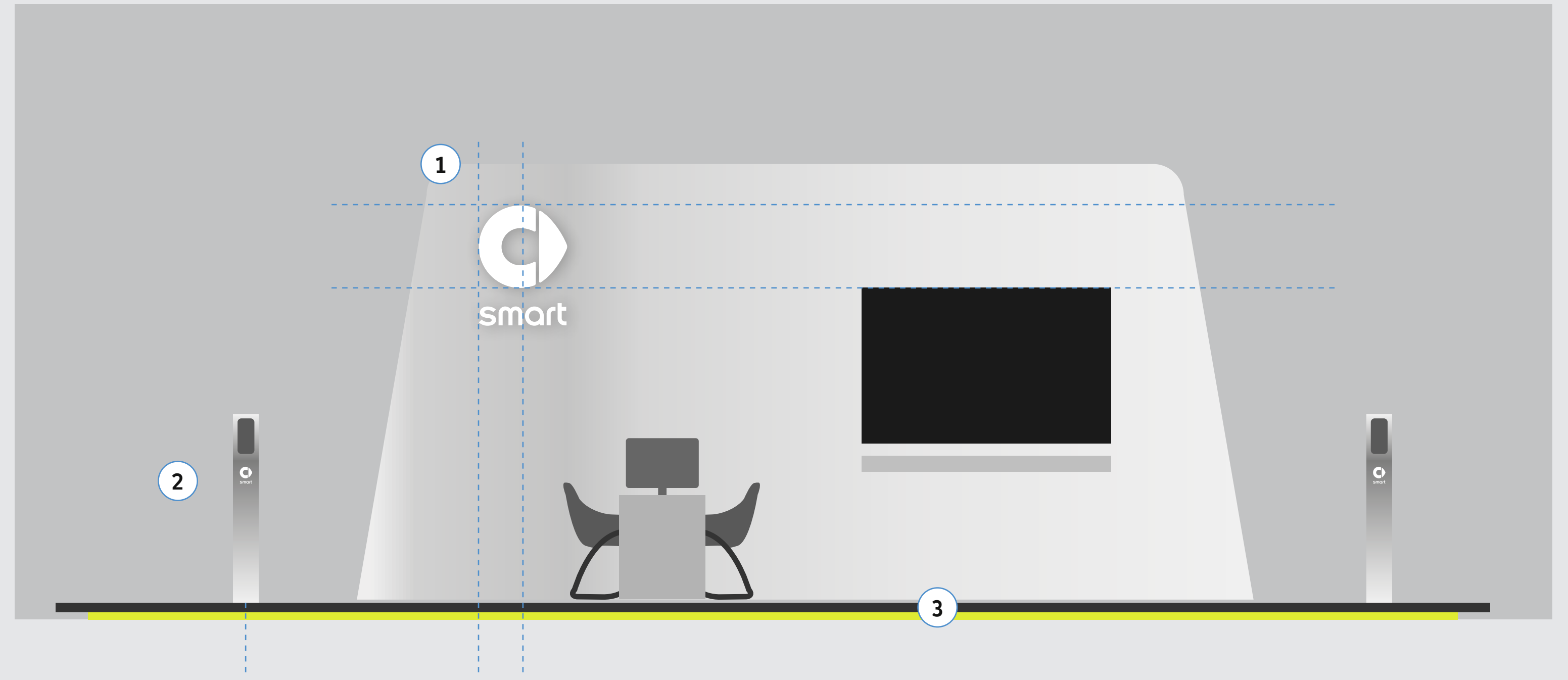
Stationery

Overview

The visualizations shown below are illustrative examples and may differ in implementation due to country–specific features and requirements. The business stationery is uncomplicated and informative. The focus is on the simple exchange of information. smart as a brand is always clearly recognizable as the sender.

Rules

Stationery items can be adapted considering the rules for brand elements. The measurements on the following pages are only recommendations. The signature color can be used as a creative twist and emphasize the value of the materials where required.

Detailed information and rules can be found at:
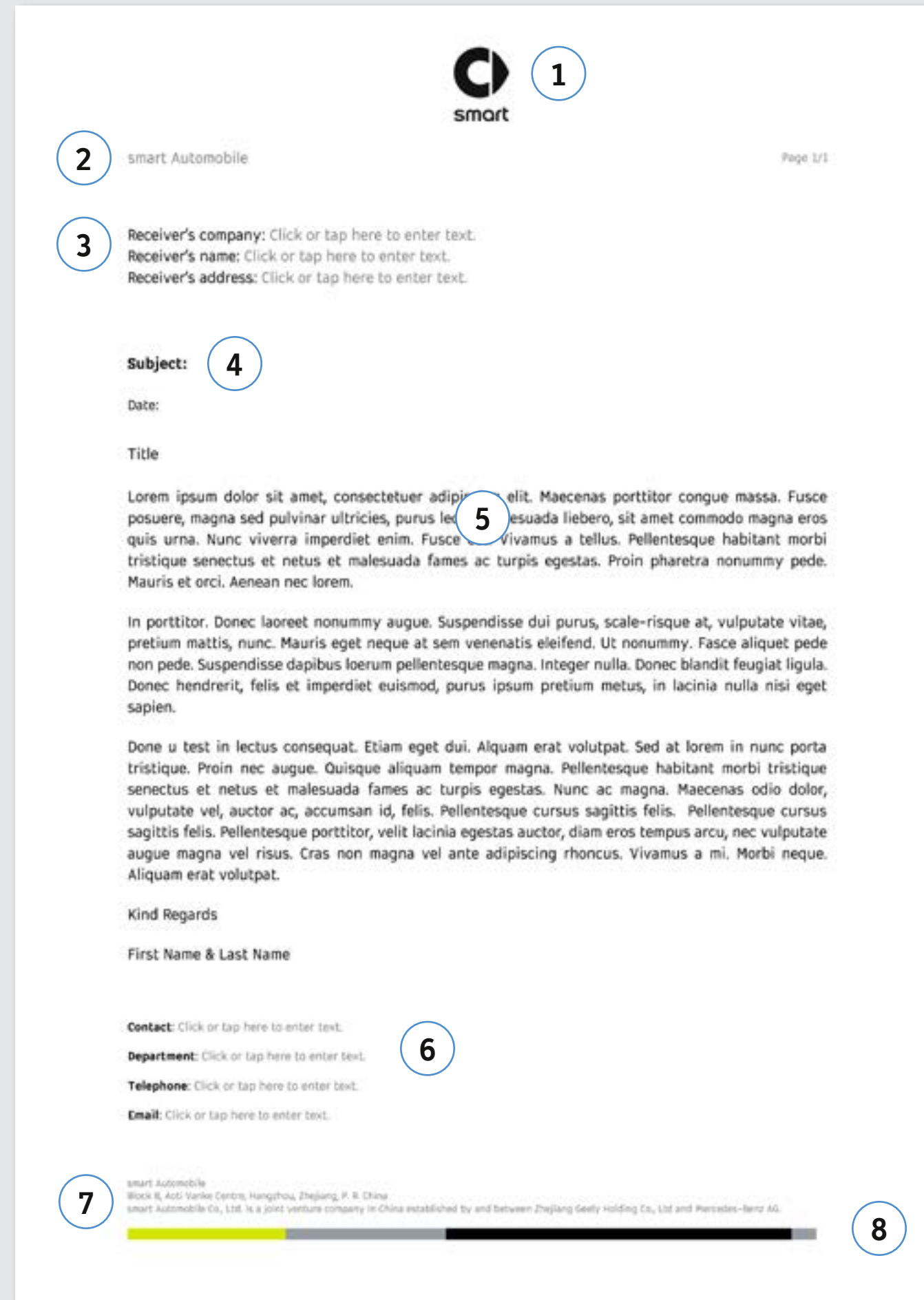
Brand design elements – Logo
Brand design elements — Color
Brand design elements — Typography

Letterhead

The letterhead is exemplary. Further variants are possible depending on country-specific conditions or legal form. An editable template and further information are available for download on the brand portal.

Logo
Minimum size of 12.5 mm width

Sender details
Department: For smart Sans Regular 10 Pt.
Page number: For smart Sans Regular 8 Pt.

Receiver details / Address
For smart Sans Regular 10 Pt.
Line spacing 120%

Subject
FOR smart Next Bold 10 Pt.

Note / Continuous text
For smart Sans Regular 10 Pt.
Line spacing 120%

Contact details
Highlights: FOR smart Next Bold 8 Pt.
Text: For smart Sans Regular 8 Pt.

Company law information
For smart Sans Regular 6,5 Pt.
Line spacing 110%

Colour bar
Primary colours only

Envelopes
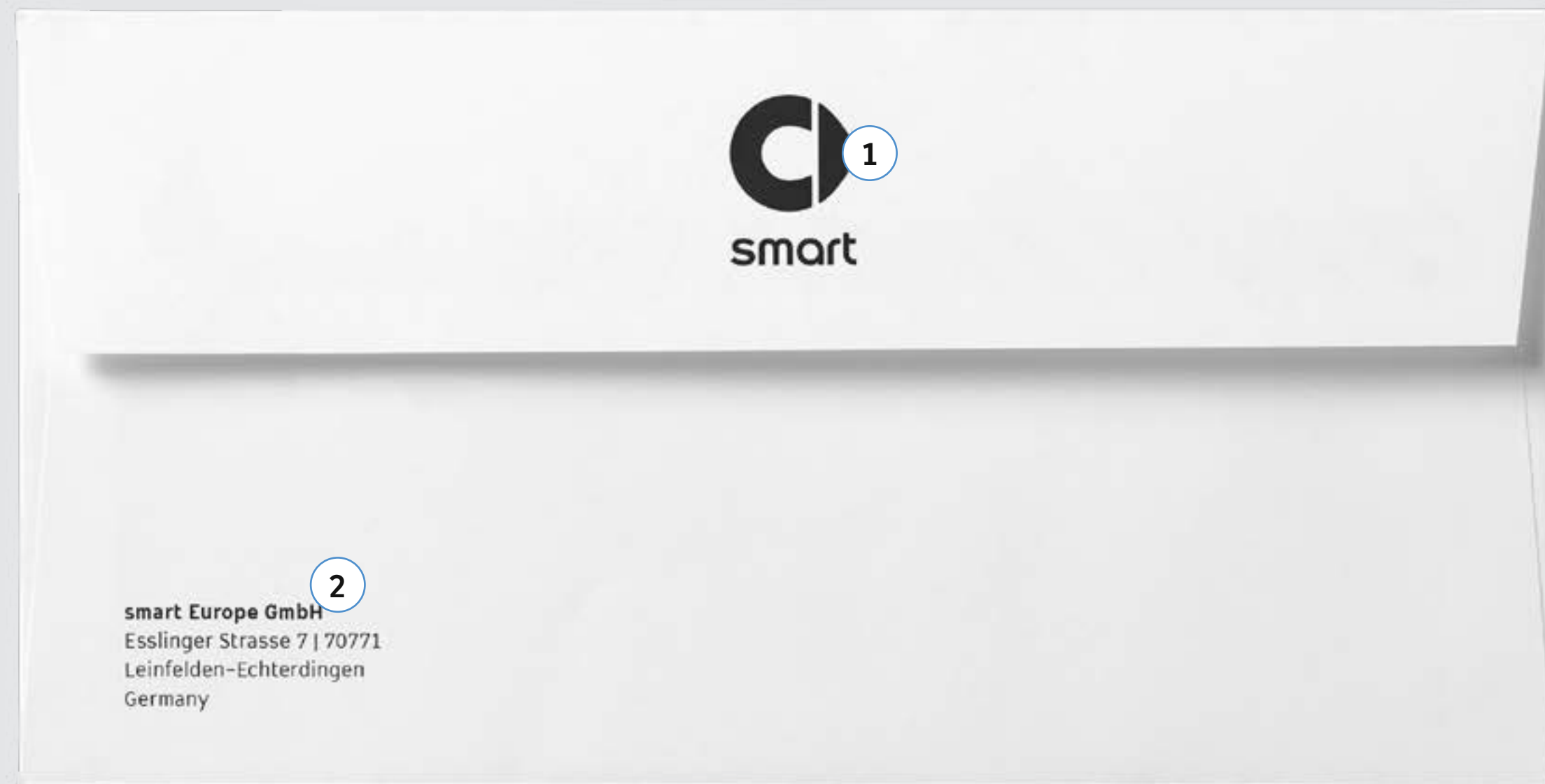
1 **Logo**
Minimum size of 15 mm width

2 **Sender**
Highlights: FOR smart Next Bold 8 Pt.
Text: For smart Sans Regular 8 Pt.

1

2
smart Europe GmbH
Esslinger Strasse 7 | 70771
Leinfelden-Echterdingen
Germany

PowerPoint

PowerPoint

PowerPoint is used to present information in a visually easy–to–understand, exciting and targeted way.
To ensure a uniform brand presence and recognition, the PowerPoint template is always used. This already contains prefabricated slides and rules. These are based on the corporate design. All elements that can be edited in the template are marked and clearly labelled.

Basic rules

At a glance, the most important rules for working with the PowerPoint template:

— The template must not be deleted or changed
— The template is the basis - Old templates are no longer valid and must be replaced
— The same basic rules apply in the use and handling of the brand elements as laid down in the corporate design
— Do not open the template in other applications than PowerPoint
— No removal or addition of components should be made in the template

Structure

The template contains various design variants and slides on the following topics.

— Cover page
— Agenda
— Break page / Next chapter
— Content page
— Infographics
— End chart

Overview
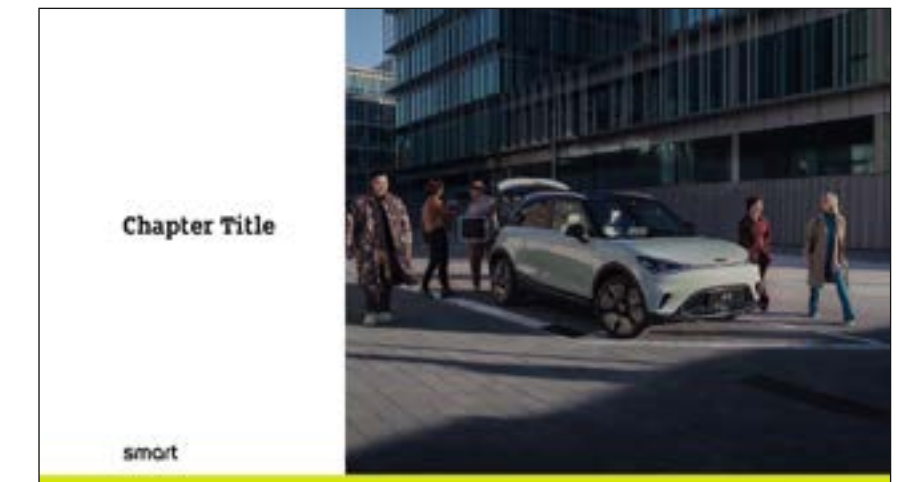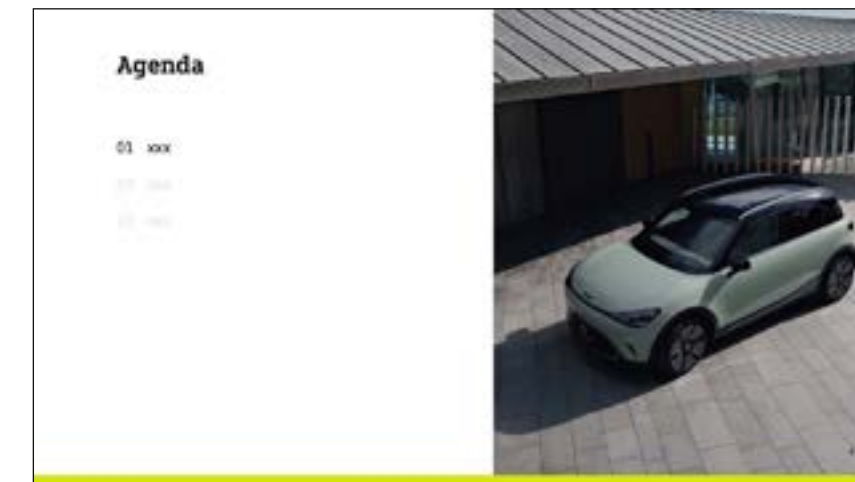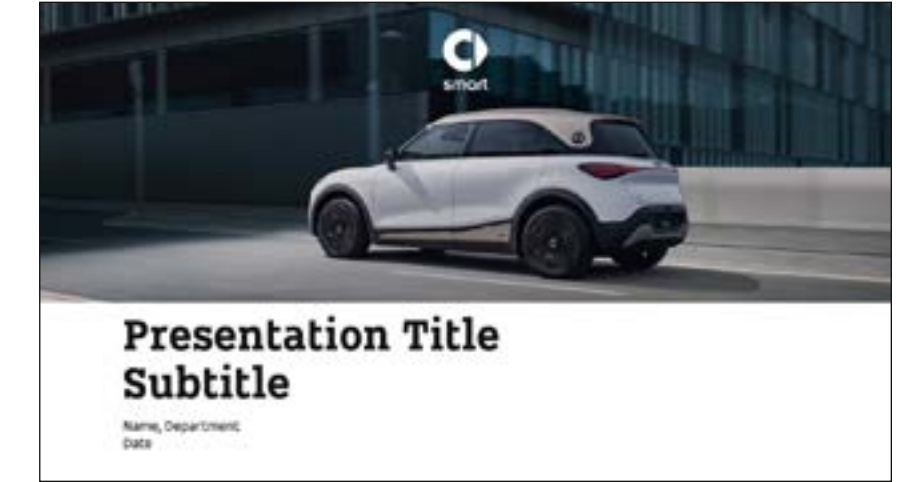
Infographics

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Infographics
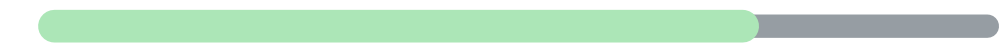
Infographics explain topics with a low level of complexity. They can use icons, lines, typography, and CGI to support the desired communication objective. The style of smart infographics is linear, clear, bold and informal. Our infographics match the smart iconography. Colors, shapes, and the number of elements are limited to provide a clean and modern look. They can use icons, lines, typography, and CGI to get the information across.

Colors

The infographics mainly use primary colors. In ex–ceptional cases, such as PowerPoint and in extremely complex graphics, the secondary colors can also be used. The use of colors can be related to the adaptation of UI elements and should therefore be understood as a recommendation. Deviations are possible.

32 km/day

FOR smart next
Text inforgraphics

32 km/day average distance

FOR smart sans
Legends for inforgraphics

Typography

Clear typography is necessary to convey information easily. FOR smart next is used in all infographics that require text. Legends, labels and other information that are not visual design elements are used in the FOR smart sans.

Imagery

CGI motifs of smart cars and elements of our iconography can be used for infographics. CGI cars and icons can be combined, if necessary.

Grid and structure

Our infographics use bold strokes for framing or conveying information. The line weight is defined by using a linear grid. The grid is divided into 56 units vertically. The vertical position of objects shown in the infographics is flexible.
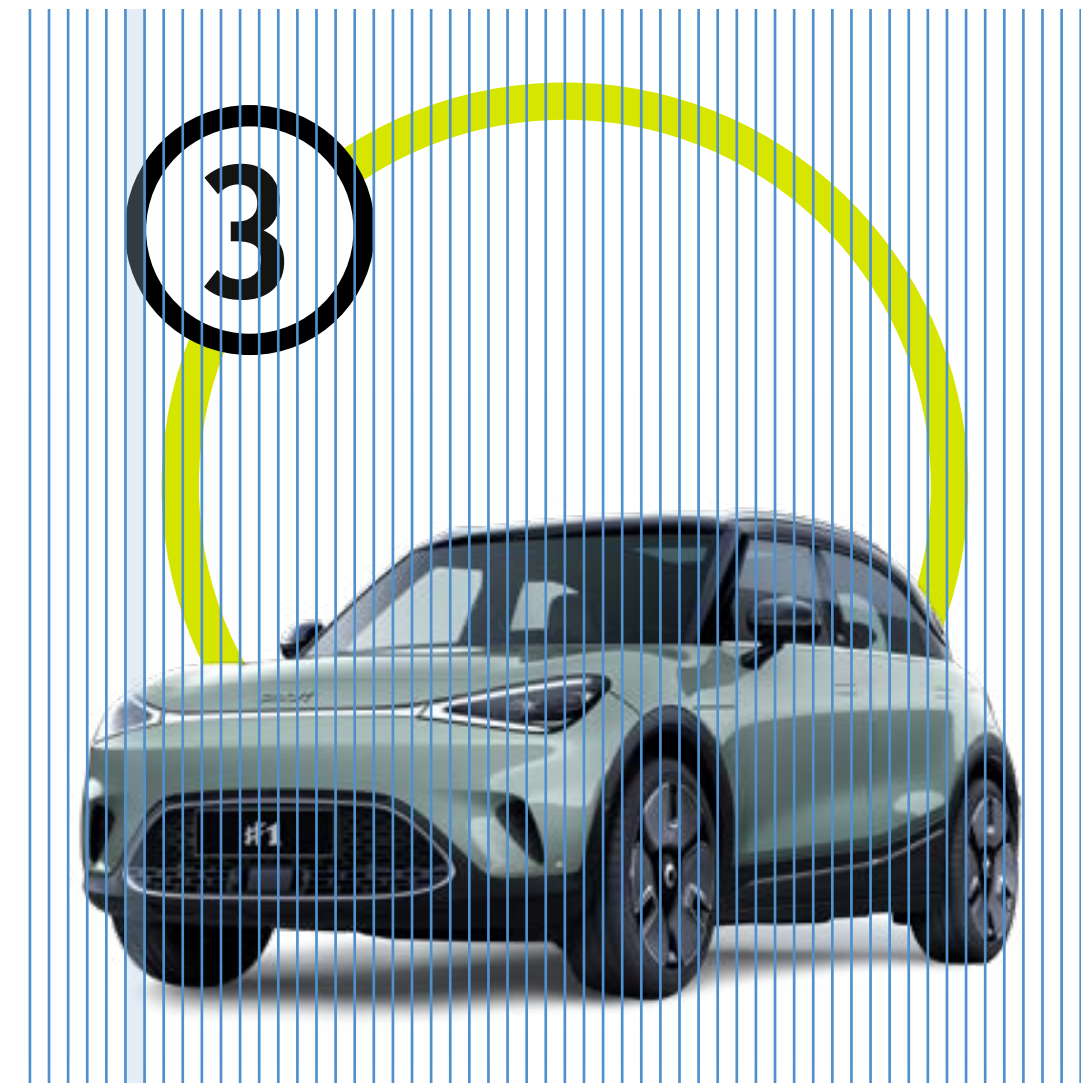
Three different line weights based on a graphic width of 60 mm:

Standard line strengths:

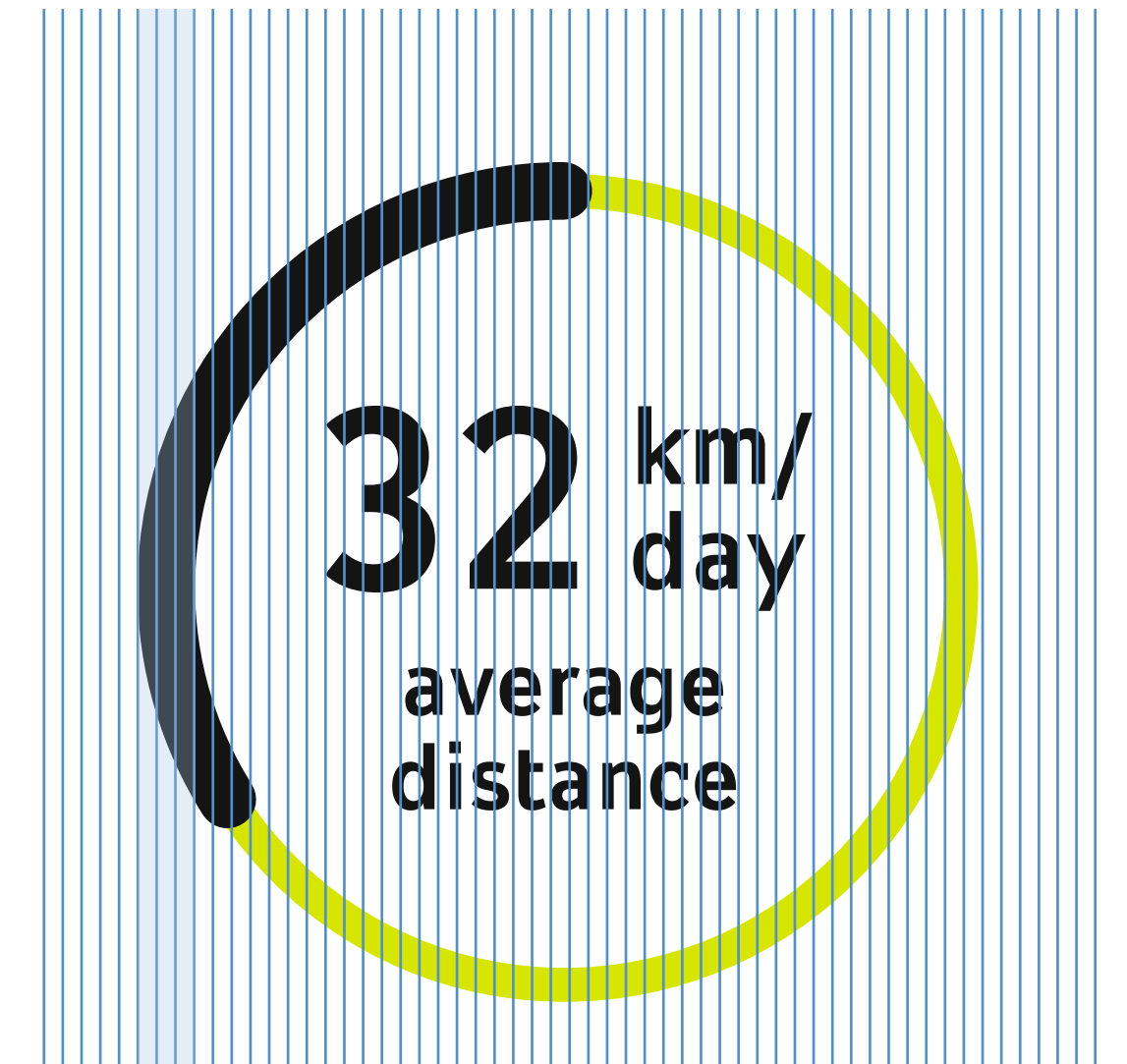**Additional line strengths:**
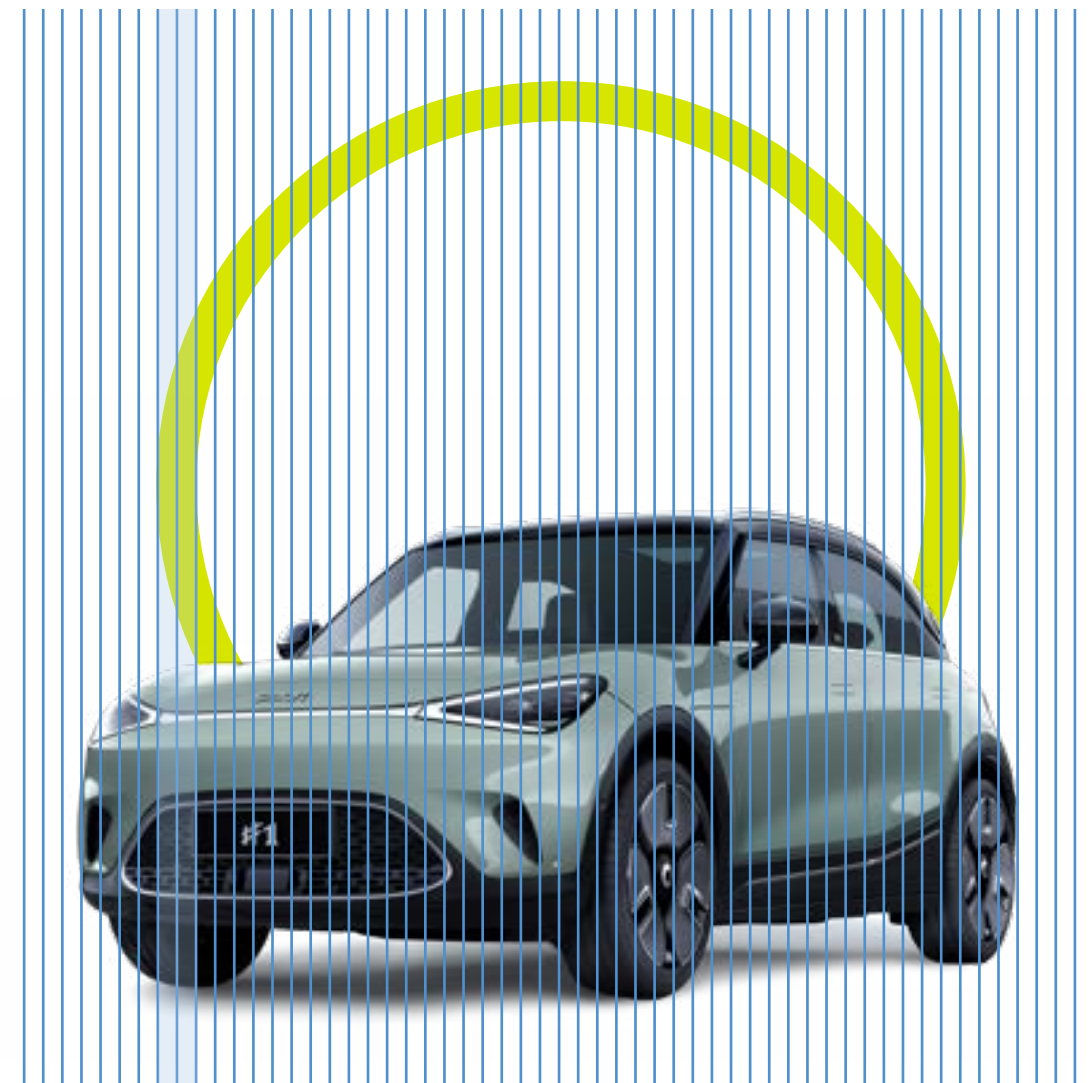
Standard elements: medium lines.
2 units = 2.14 mm (6.075 pt ≈ 6 pt)

Amending elements: thin lines.
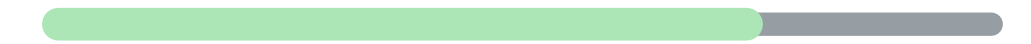1 unit = 1.071 mm (3.036 pt ≈ 3 pt)

Highlighting elements: bold lines.
3 units = 3.214 mm (9.111 pt ≈ 9 pt)

Overview

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Deviating graphics and image styles are possible in PowerPoint or presentation programmes with fixed templates.

Merchandise

Merchandise

Overview

The materials and elements shown are exemplary visualizations. These can be realized in this or a similar way by smart or external service providers if required. In principle, the rules laid down in the guideline must be applied to all below–the–line materials.

Rules

— The smart logo is applied for all official merchandises.
— The smart logo is preferably placed at central.
— Small elements such as zip closures etc. can be accentuated with signature color as long as they have a function.
— The signature color is never used in a decorative context – it always has to have a function (e.g. the grip of the umbrella).

Detailed information and rules can be found at:

Brand design elements – Logo
Brand design elements — Color
Brand design elements — Typography

Examples of official merchandise

Examples of official merchandise

Legal notice

Publisher

smart Automobile Co. Ltd

Concept and realization

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www.jvm–bi.de

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