



# smart certified

Design Guideline

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Brand & Communication  
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A man and a woman are standing next to a red sports car in a desert landscape. The woman is in the foreground, wearing a blue halter-neck dress, looking directly at the camera. The man is standing behind her, looking off to the side. The car is a bright red, and the background shows a dry, hilly landscape under a clear blue sky.

#01

# Brand personality

## 01.1\_ Tone of voice

From the brand positioning the message is that 'smart' is here to change things, and **smart certified** is here to take this change forward into the future. When we speak, we bring a warm, human, and emotional touch to the conversation.

### PEOPLE

- We use the fewest, clearest words to say what we mean.
- We address the user directly, writing from one person to a person.
- We address what the user needs to know, not just what we want to tell them.

### TOMORROW

- We focus on the future and highlight benefits and positive outcomes wherever we can.
- We use conversational, contemporary yet professional language.
- We don't just write about what we do, but how we feel and what we think.

### FUTURE OPTIMISM

- We use active, positive language wherever possible.
- We write with energy, mixing different-length sentences, and breaking copy up with headings, bullet points, and soundbites where possible.

Both, the functional and the emotional brand benefits are centered around individual consumer behavior and psychology ("What's in it for me?" and "How does this make me feel?"). All **smart certified** communication should confidently embrace and build on the smart brand house.



## 01.2\_ Tone of voice

When it comes to communicating through headlines and body copies, smart certified will link the “embracing the near future” attitude from the master brand with a more direct way of talking and writing, more suitable for sales-oriented spaces and moments (ads, banners, SEM text, email marketing, point-of-sale, etc):

Guaranteed: smart certified  
are 100% pre-loved vehicles.

Less impact on the environment.  
More impact on your life.

Take it for a spin today.  
You'll thank us tomorrow.



## 01.3\_ Customer promise

smart certified offers a wide variety of advantages to customers, smart, and the agent network.



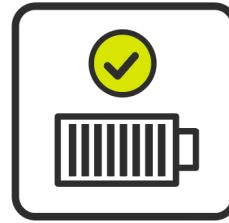
### WARRANTY

Certified  
pre-owned  
warranty



### UP TO 8 YEARS AND 160K KM HIGH- VOLTAGE WARRANTY

Warranty on all  
high-voltage  
components, incl.  
batteries engine



### BATTERY HEALTH CERTIFICATE

State-of-health  
check of lithium-ion  
vehicle battery



### VEHICLE RESIST

State-of-health  
Vehicle reset to original  
setting, complete  
inspection and  
maintenance up-to-date



A man in a grey suit is leaning over a highly reflective surface, possibly a car hood, in a desert landscape. His arms are crossed, and he is looking directly at the camera. The surface reflects his face and the surrounding environment. In the background, there are dry, yellowish-brown fields and a range of mountains under a clear blue sky. A thin red line is visible on the reflective surface, extending from the man's arm towards the right.

#02

# Brand Design



## 02.1\_ Logo\_Design

The **smart certified logo compact** is a combination of the iconic standard logo of smart and the word mark certified.

The clean and reduced style fits perfectly into the brand family and its subbrands.

The standard logo version is used on all major media.



Logo compact

## 02.2\_ Logo\_Design

Use the compact  
Version of the logo  
as standard.

In case you have an  
extreme horizontal  
format, you can use  
the **horizontal logo  
version**.



Logo horizontal



## 02.3\_ Logo\_Protection Zone

The logo has to be placed respecting its **protection zone**, in which no other element may be placed.

This zone indicates the minimum distance between other layout elements and the format edges.

The protection zone is defined by the outer edges of the central wordmark plus 1 X.

1 X around the logo is the protection zone



2 X is the height of the wordmark in the compact logo

1 X around the logo is the protection zone



1 X is the height of the wordmark in the horizontal logo

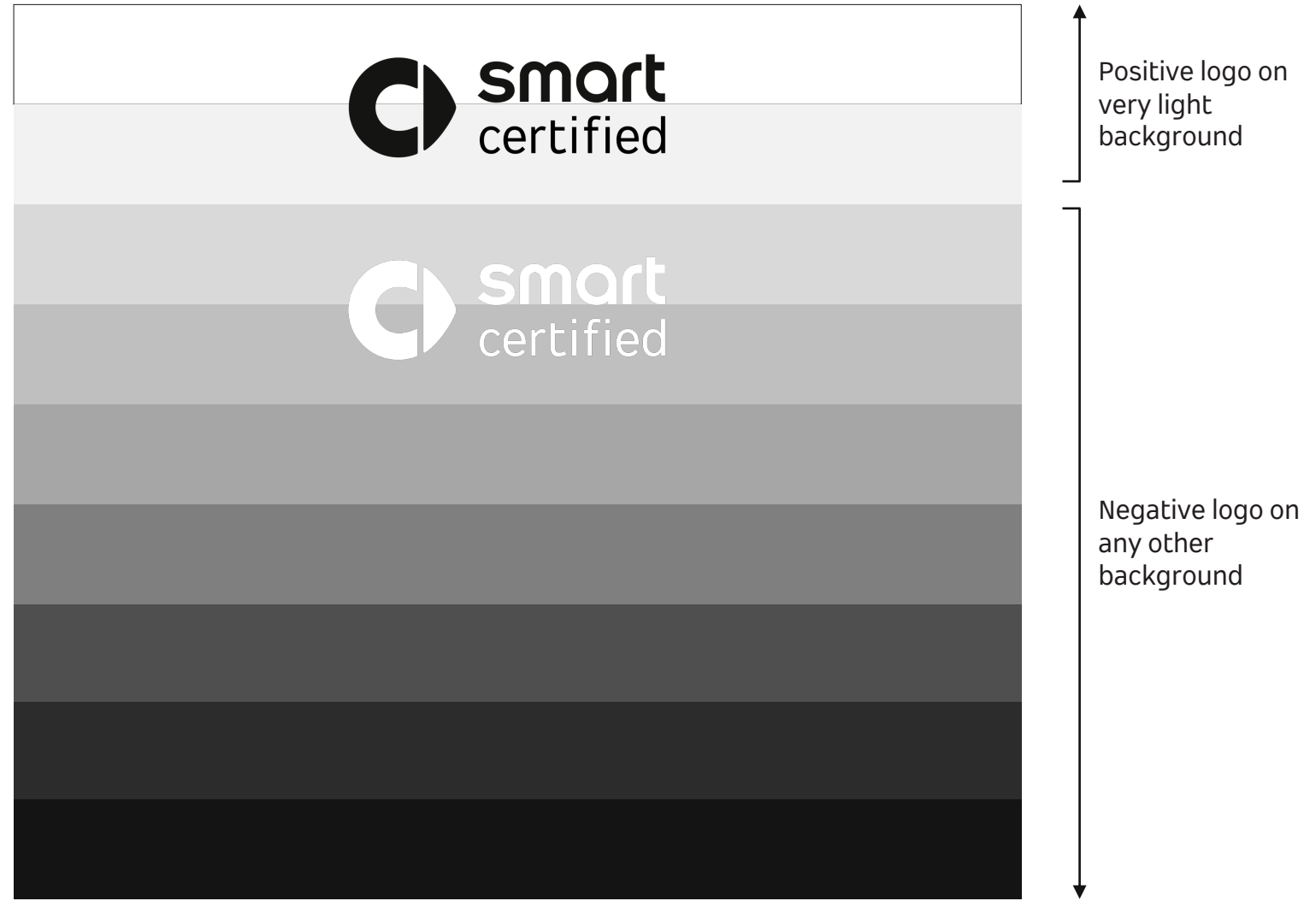
## 02.4\_ Logo\_Size & Color

Use the negative (white) logo as standard, unless the background is too light for it to contrast.

If the background is too light, use the positive (black) logo.

Take the smart symbol for scaling:

- Minimum size in print: 15 mm width
- Minimum size in digital use: Image mark 16px × 16px

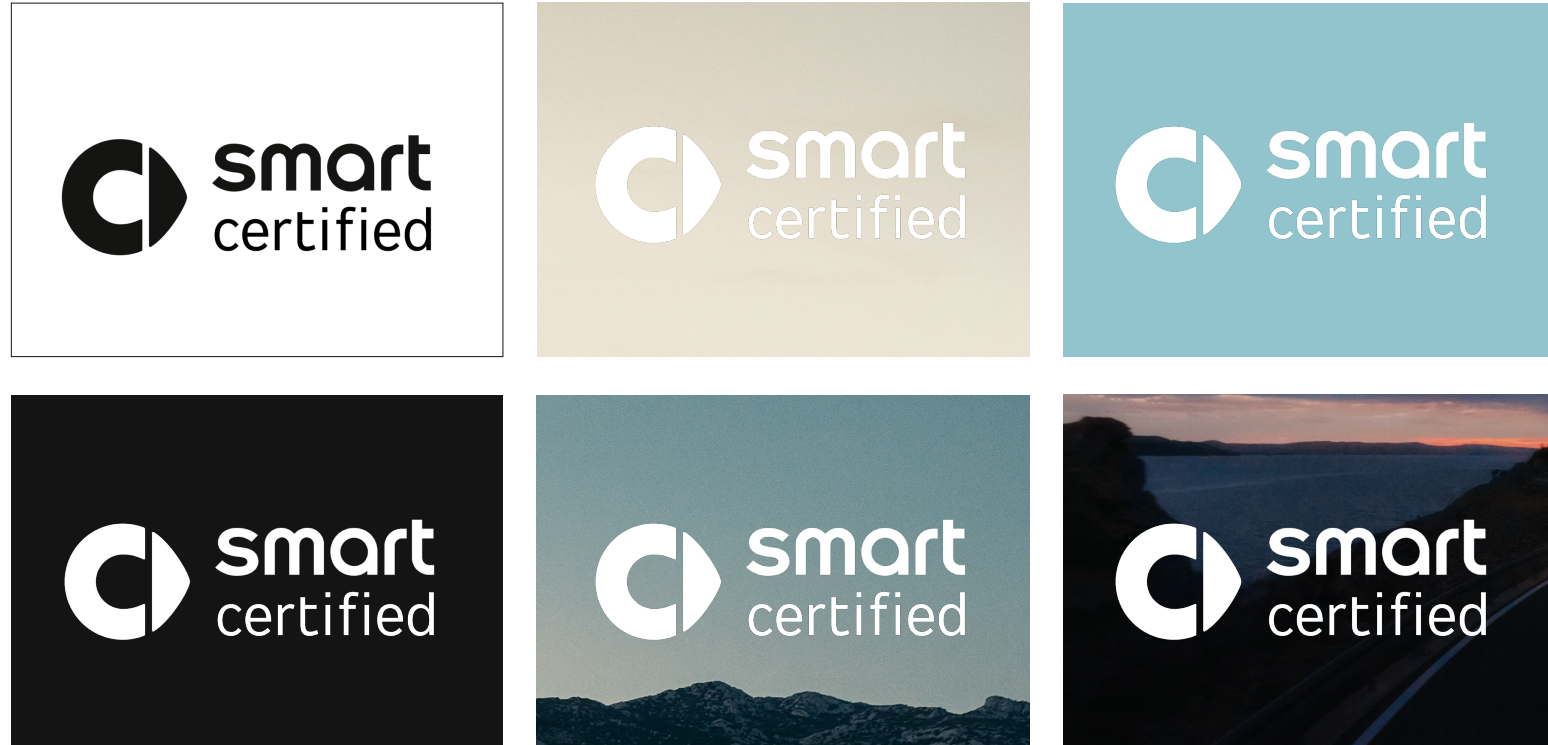




## 02.5\_ Logo\_on backgrounds

Only consider plain backgrounds or not too busy images for the logo placement.

The legibility must always be guaranteed.



Good background options

## 02.6\_ Logo\_Don'ts

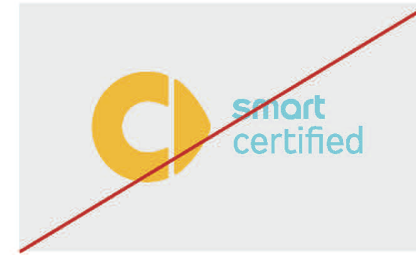
Only use the provided versions of the logo and don't change proportions, color or design to support a consistent brand appearance.



Don't change the color of the logo



Don't change the color of the logo



Don't change the color of the logo



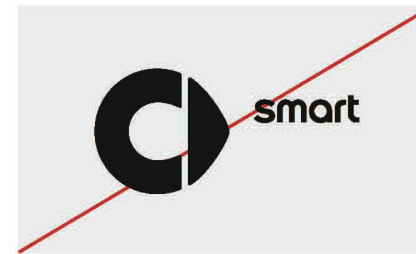
Don't use 3D effects or shadows on logo



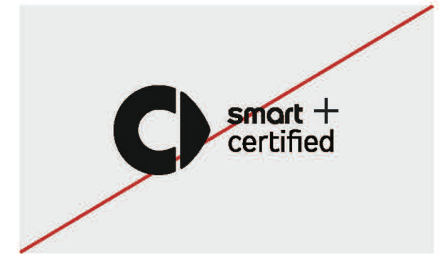
Don't rotate the logo



Don't distort the logo



Don't cut of parts of the logo



Don't add any elements to the logo



## 02.7\_ Colors

Staying within smart's color range, the smart black and white will build the base for clean and straight-forward design.

smart lime green can be decently used to set highlights, for example within the icons.

<b>smart black</b> RGB 20.20.19 HEX #141413 CMYK 0.0.0.95.	<b>smart white</b> RGB 255.255.255 HEX #ffffff CMYK 0.0.0.0.	<b>smart electrifying lime</b> RGB 215.230.0 HEX #d7e600 CMYK 20.0.100.0..
95% Black for logo, backgrounds and texts	White for logo, backgrounds and texts	for CTA, activation and highlighting

## 02.8\_ Icon Styles

The icons are available in four versions. Positive and negative.

In both versions, the signature color can be used to create a more striking variant.

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.



**TRADE-IN**

STYLE I

White Icon  
negative/plain



**TRADE-IN**

STYLE II

White Icon  
negative/lime



**TRADE-IN**

STYLE III

Black Icon  
positive/plain



**TRADE-IN**

STYLE IV

Black Icon  
positive/lime



## 02.9\_ Icon Style White plain



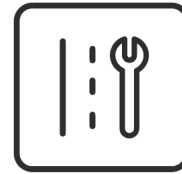
TRADE-IN



MAINTENANCE



INSPECTION



SMART ROAD  
ASSISTANCE



WARRANTY



GUARANTEED  
MILEAGE



SERVICE  
CONTRACTS



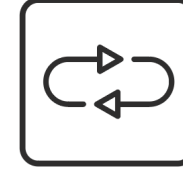
TEST DRIVE



FINANCE &  
LEASING



COURTESY  
CAR



EXCHANGE

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White Icons  
negative/plain

## 02.10\_ Icon Style White + Lime



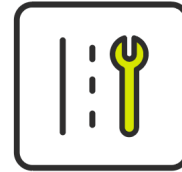
TRADE-IN



MAINTENANCE



INSPECTION



SMART ROAD  
ASSISTANCE



WARRANTY



GUARANTEED  
MILEAGE



SERVICE  
CONTRACTS



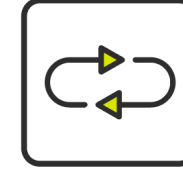
TEST DRIVE



FINANCE &  
LEASING



COURTESY  
CAR



EXCHANGE

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White Icon  
negative/lime

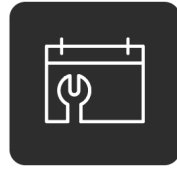
## 02.11\_ Icon Style Black plain



**TRADE-IN**



**MAINTENANCE**



**INSPECTION**



**SMART ROAD  
ASSISTANCE**



**WARRANTY**



**GUARANTEED  
MILEAGE**



**SERVICE  
CONTRACTS**



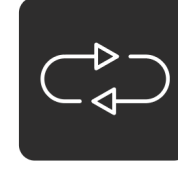
**TEST DRIVE**



**FINANCE &  
LEASING**



**COURTESY  
CAR**



**EXCHANGE**

---

Black Icon  
positive/plain



## 02.12\_ Icon Style Black + Lime



**TRADE-IN**



**MAINTENANCE**



**INSPECTION**



**SMART ROAD  
ASSISTANCE**



**WARRANTY**



**GUARANTEED  
MILEAGE**



**SERVICE  
CONTRACTS**



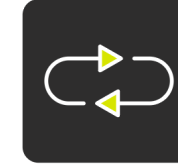
**TEST DRIVE**



**FINANCE &  
LEASING**



**COURTESY  
CAR**



**EXCHANGE**

---

Black Icon  
positive/lime

## 02.13\_ Icon Meaning



**TRADE-IN**

Option for the customer to part-exchange their existing vehicle when purchasing a smart certified car.



**SMART ROAD ASSISTANCE**

Emergency breakdown and recovery assistance.



**SERVICE CONTRACTS**

Service plans offering a flexible and affordable way to service a smart certified car.



**TEST DRIVE**

Option to road test a smart certified car prior to purchase.



**MAINTENANCE**

Regular servicing and maintenance programme offered using smart genuine parts.



**WARRANTY**

Competitive warrant cover that includes smart original parts.



**COURTESY CAR**

Expense cover for car hire in the event of an accident or vehicle breakdown.



**FINANCE & LEASING**

Comprehensive suite of finance and leasing plans offered catering to varying customer needs and budgets.



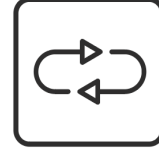
**INSPECTION**

Mechanical, interior, exterior and full road test checks conducted by a qualified smart technician.



**GUARANTEED MILEAGE**

Vehicle checked and verified for genuine mileage at the time of customer handover.



**EXCHANGE**

Customer can swap their car for an alternative if they change their mind about their original.

## 02.14\_ Typography

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 %&()/@!?!



## 02.15\_ Downloads

Please click on the link and  
downlaod logos and icons.  
Only use the original  
assets.

[smart certified Logos & Icons DOWNLOADLINK](#)

#03

# Communication Examples





## 03.1\_ Key visual

The key visual is a selection of a variety of cars or just a singular car.

The style of imagery is the same as the main brand and shows, if needed, the **smart certified** logo.

It is used for all image-supporting communications about the smart certified CPO programme.

This key visual is for illustrative purposes only and will not be available to the market.





## 03.2\_ Advertising



Guaranteed:  
smart certified  
are 100% pre-  
loved vehicles.

Find out more at [smart.com](https://smart.com)



Guaranteed: smart certified  
are 100% pre-loved vehicles.

Find out more at [smart.com](https://smart.com)

## 03.3\_ Roadside flag

Our iconic **smart certified** logo is the key design element.

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 clean aesthetic with a very prominent logo placement.



## 03.4\_ Stretch Banner

On the stretch banner the **smart certified** logo is the key element.

The background color is either smart black or smart white. The logo color accordingly vice versa.





## 03.5\_ Window Sticker

The iconic **smart certified** logo can be placed as window sticker.

Simplicity is key and the stickers will be in smart black or smart white.



## 03.6\_ 00H

Advertising will be in similar style to our brand campaigns.

We combine key visual, Headline, CTA and Logo to eyecatching and premium Citylights and Billboards.



## 03.7\_ Roll-up Banner indoor

smart black and smart white are to be used as background color for the roll-up banners.

The logo and any other information, i.e. subline or messages can be placed below the **smart certified** logo.



## 03.8\_ Document Folder

Using the logo on smart  
smart black or white  
background, the folder  
has a premium look.

Opening it surprises with a  
flap in smart electrolyzing  
lime.

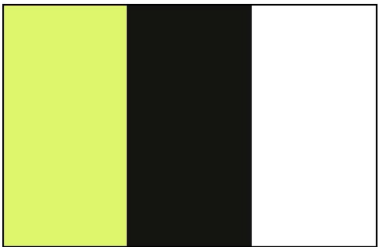
Always choose quality  
materials to support our  
premium brand  
appearance.



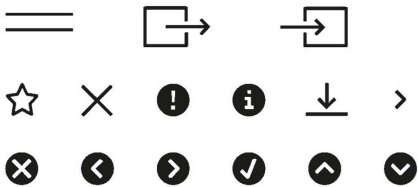
# 03.9\_ UI Elements

The displayed elements are to be used on digital assets, such as landing pages.

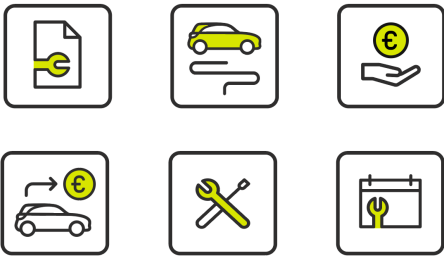
Simple and clean in style, they are iconic and identical to the main brand web appearance.



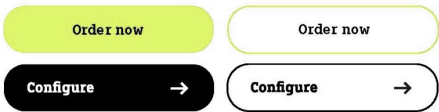
COLOR  
Font black or white.  
Signature color for highlights.



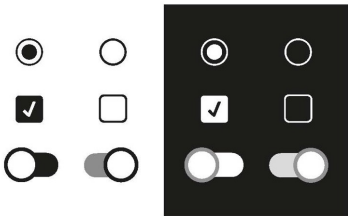
FUNCTIONAL ICONS  
Basic navigation and information icons for website (desktop and mobile) and apps.



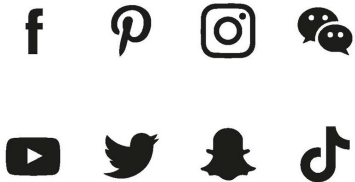
BRAND ICONS  
Exemplary for communication about performance, functions and car apps.



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



SELECTION CONTROLS  
Basic icons for website. (desktop and mobile)



SOCIAL MEDIA ICONS  
Icons used may differ from country to country.



