Aim higher, move forward.

Brand Guidelines

01 — 2021
RISE —

A brand identity that inspires people to pursue a future with Mercedes-Benz.
# Table of Contents

<table>
<thead>
<tr>
<th>Logo Basics</th>
<th>P / 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo</td>
<td>P / 5</td>
</tr>
<tr>
<td>Color</td>
<td>P / 6</td>
</tr>
<tr>
<td>Scale</td>
<td>P / 7</td>
</tr>
<tr>
<td>Format Guidelines</td>
<td>P / 8</td>
</tr>
<tr>
<td>Print</td>
<td>P / 9</td>
</tr>
<tr>
<td>Digital</td>
<td>P / 11</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Example Placements</th>
<th>P / 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>P / 13</td>
</tr>
<tr>
<td>Print</td>
<td>P / 14</td>
</tr>
<tr>
<td>Social Post</td>
<td>P / 15</td>
</tr>
<tr>
<td>TV End-Slate</td>
<td>P / 16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sub-Brands</th>
<th>P / 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logos</td>
<td>P / 18</td>
</tr>
<tr>
<td>Rule of Thumb</td>
<td>P / 19</td>
</tr>
<tr>
<td>Color, Scale, Safety</td>
<td>P / 20</td>
</tr>
<tr>
<td>Print</td>
<td>P / 21</td>
</tr>
<tr>
<td>Digital</td>
<td>P / 22</td>
</tr>
</tbody>
</table>

| Contact              | P / 23|

RISE
Brand Guidelines
P / 3
BRANDING

Logo Basics
Logo

All of the elements – name, logo, and tagline – will always appear together. There are only a couple of exceptions, where the tagline will not be used. Please see the following pages. No other element, i.e., text, other logo, should be placed within the safe zone (indicated in blue).
Color

Logo should be white on darker backgrounds and black on lighter backgrounds. The logo can be placed over image, or be solid black or white. It is important for the logo to have as much contrast/separation as possible. See examples of placement on the following pages.
Scale

The smallest size for the logo with tagline should be 200 px wide for digital applications. Depending on the format, the logo can scale up to whatever size is needed.
BRANDING

Format Guidelines
Building a future car(eer).

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Ullamco laboris nisi ut aliquip ex ea commodo

HEADLINE
Corporate A Condensed Regular
Size: 48 pt
Leading: 44 pt

SUBHEAD
Corporate S Light
Size: 16 pt
Leading: 18 pt

BODY COPY
Corporate S Light
Size: 12 pt
Leading: 14 pt

RISE LOGO
H: 190 px
W: 400 px

MB STAR
H: 300 px
W: 300 px
Incorrect Usage of RISE Logo

RISE logo should not appear larger than the Star.

RISE logo should not be placed in the middle of the page.

RISE logo should always left align with the copy on the page.
Digital

SOCIAL

INSTAGRAM
RISE LOGO
H: 180 px
W: 180 px
Note:
No tagline is used here.

FACEBOOK
RISE LOGO
H: 180 px
W: 180 px
Note:
No tagline is used here.
Example Placements
EXAMPLE

MB ACADEMY HOMEPAGE

https://techcareers.mbusa.com/home

Example Placements
EXAMPLE
PRINT
SHOWN:
Full Page magazine ad
8.5 in x 11 in

Building a future car that
is more than just a car.
It's a new kind of driving
experience. The MBUX
Superbly
 luxurious
technology.

Example Placements
EXAMPLE SOCIAL POST

Instagram story shown.

Example Placements

Aim higher, move forward.
Sub-Brands
Mercedes-Benz

DRIVE

Sub-Brands
Rule of Thumb

These Sub-Brand/Program logos should follow the same general rules as the RISE logo in regard to placement within the given format.
Safety

All of the elements – name, logo, and tagline – will always appear together. There are only a couple of exceptions, where the tagline will not be used. Please see the following pages. No other element, i.e., text, other logo, should be placed within the safe zone (indicated in blue).

Color

Logo should be white on darker backgrounds and black on lighter backgrounds. The logo can be placed over image, or be solid black or white. It is important for the logo to have as much contrast/separation as possible. See examples of placement on the following pages.

Scale

The smallest size for the logo with tagline should be 200 px wide for digital applications. Depending on the format, the logo can scale up to whatever size is needed.
EXAMPLE
PRINT
SHOWN:
Full-page magazine ad
8.5 in x 11 in

Lorem ipsum dolor sit amet.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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LOGO PLACEMENT

The top edge of the logo should be placed flush with the ascender height of the headline. The background behind the logo should create the greatest amount of contrast possible, so as to make the logo stand out.
CONTACT —

For more information and to ask any questions, please contact: jklein@merkleyandpartners.com