



Aim higher, move forward.

Brand Guidelines

01 — 2021



RISE —

A brand identity that inspires people to pursue a future with Mercedes-Benz.



Brand Guidelines

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Logo Basics



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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).



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Logo Basics



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.



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Logo Basics



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.



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Logo Basics



BRANDING

Format Guidelines



Brand Guidelines



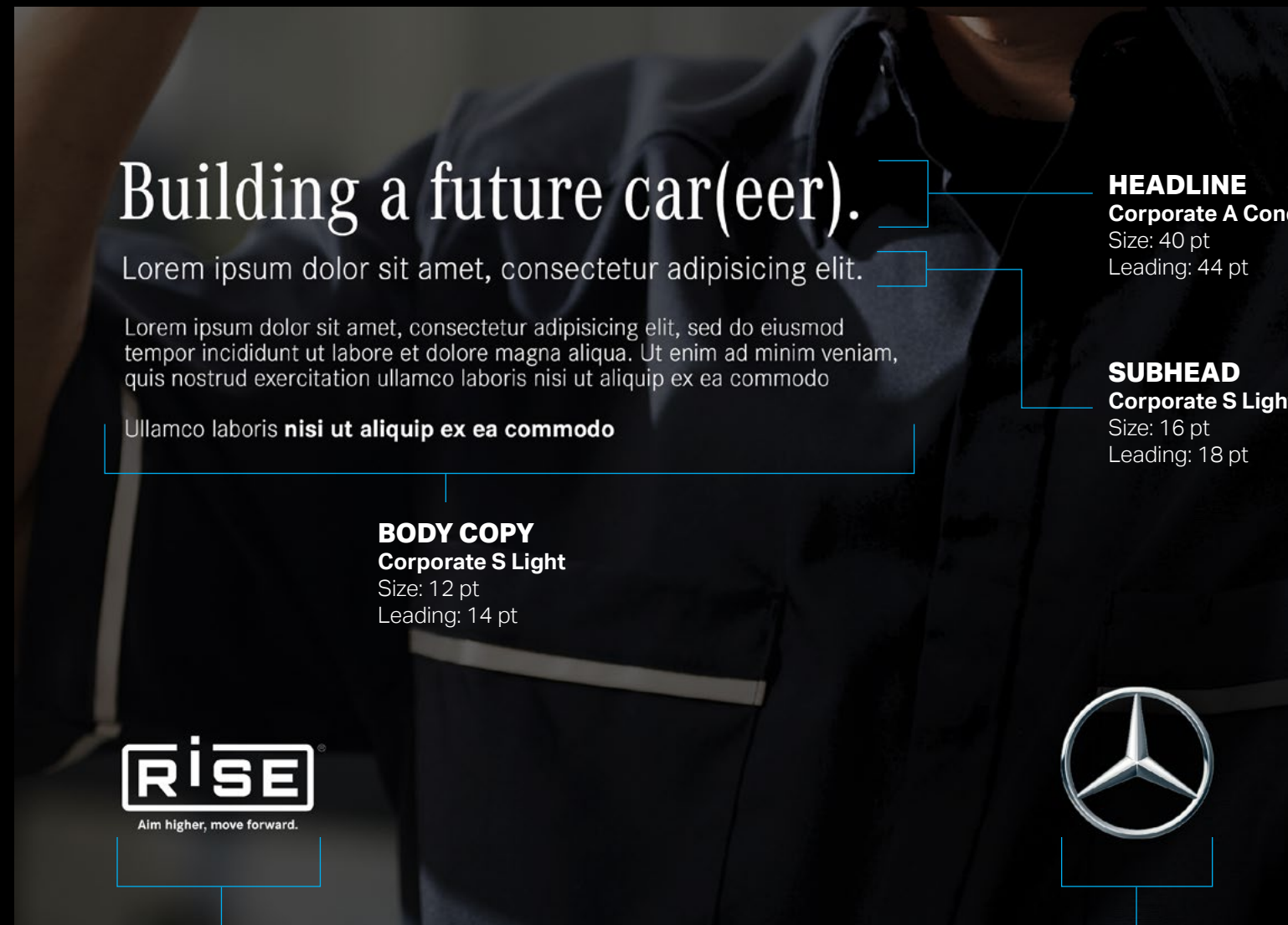
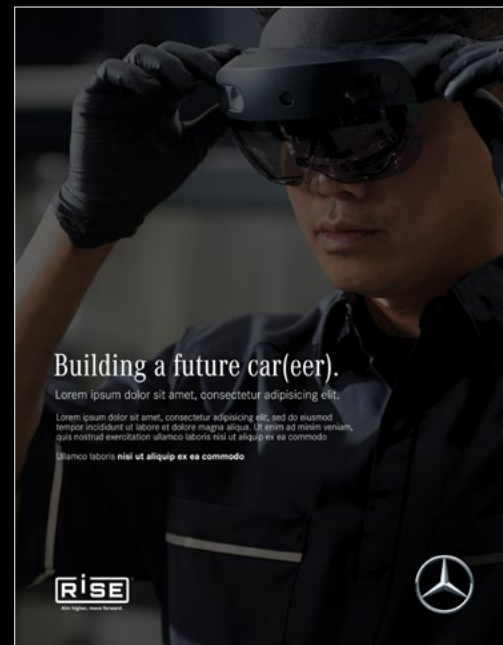
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Print

MAGAZINE AD

8.5 in x 11 in
CMYK



Building a future car(eer).

HEADLINE
Corporate A Condensed Regular
Size: 40 pt
Leading: 44 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

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

Ullamco laboris nisi ut aliquip ex ea commodo

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



Brand Guidelines

Format Guidelines



Print

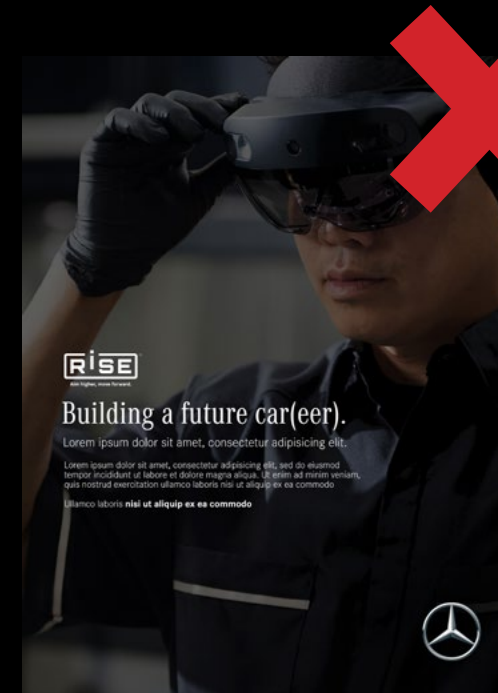
MAGAZINE AD

8.5 in x 11 in
CMYK

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.



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Format Guidelines



Digital

SOCIAL

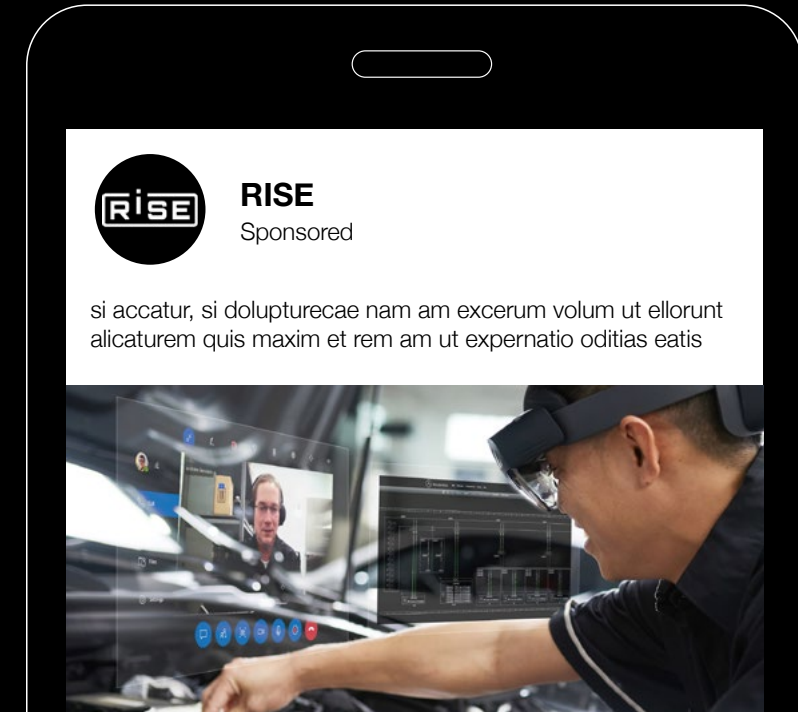


INSTAGRAM

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.



Brand Guidelines

Format Guidelines



BRANDING

Example Placements



Brand Guidelines



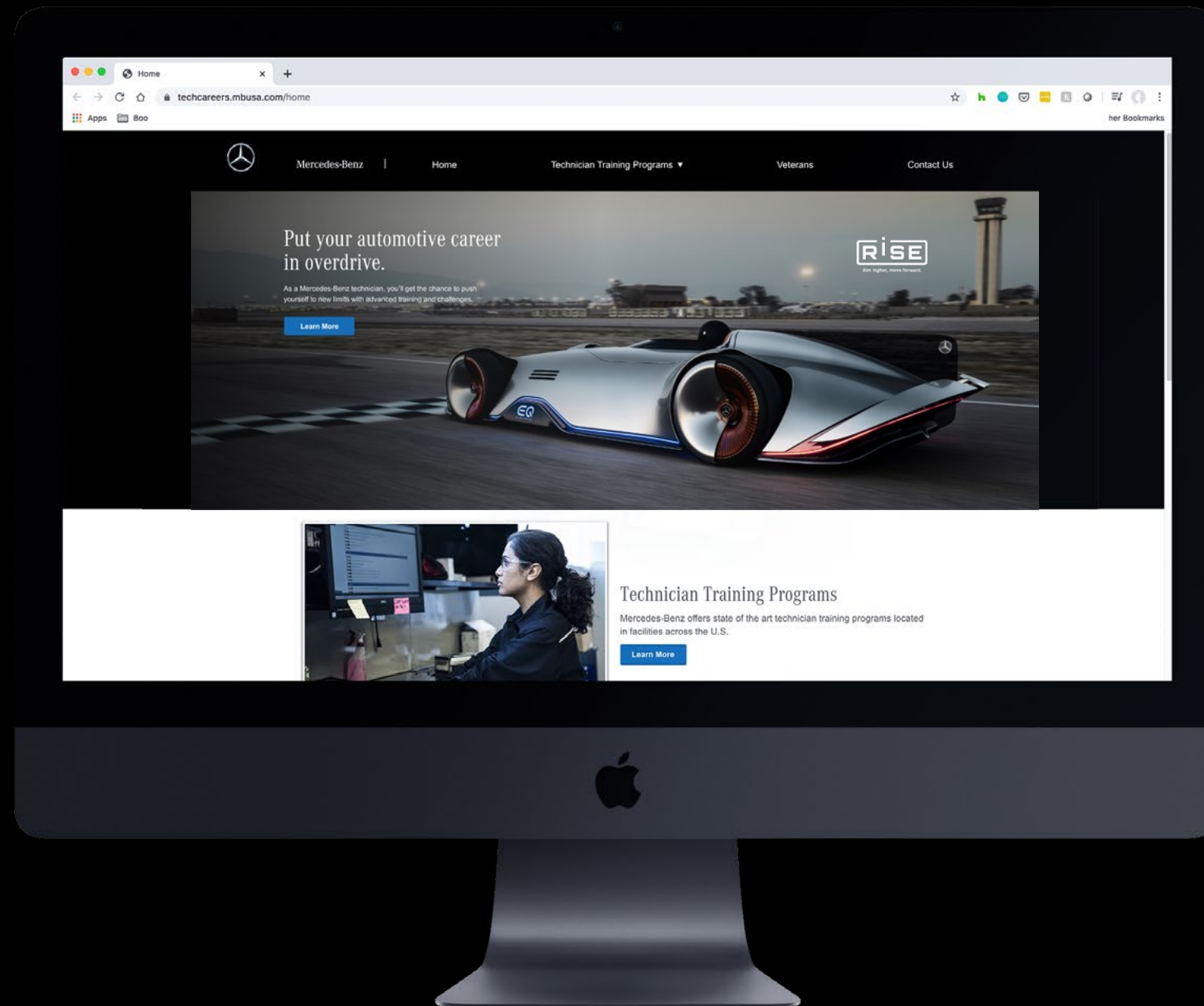
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EXAMPLE

MB ACADEMY HOMEPAGE

[https://
techcareers.mbusa.com/home](https://techcareers.mbusa.com/home)



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Example Placements



EXAMPLE

PRINT

SHOWN:
Full Page magazine ad
8.5 in x 11 in



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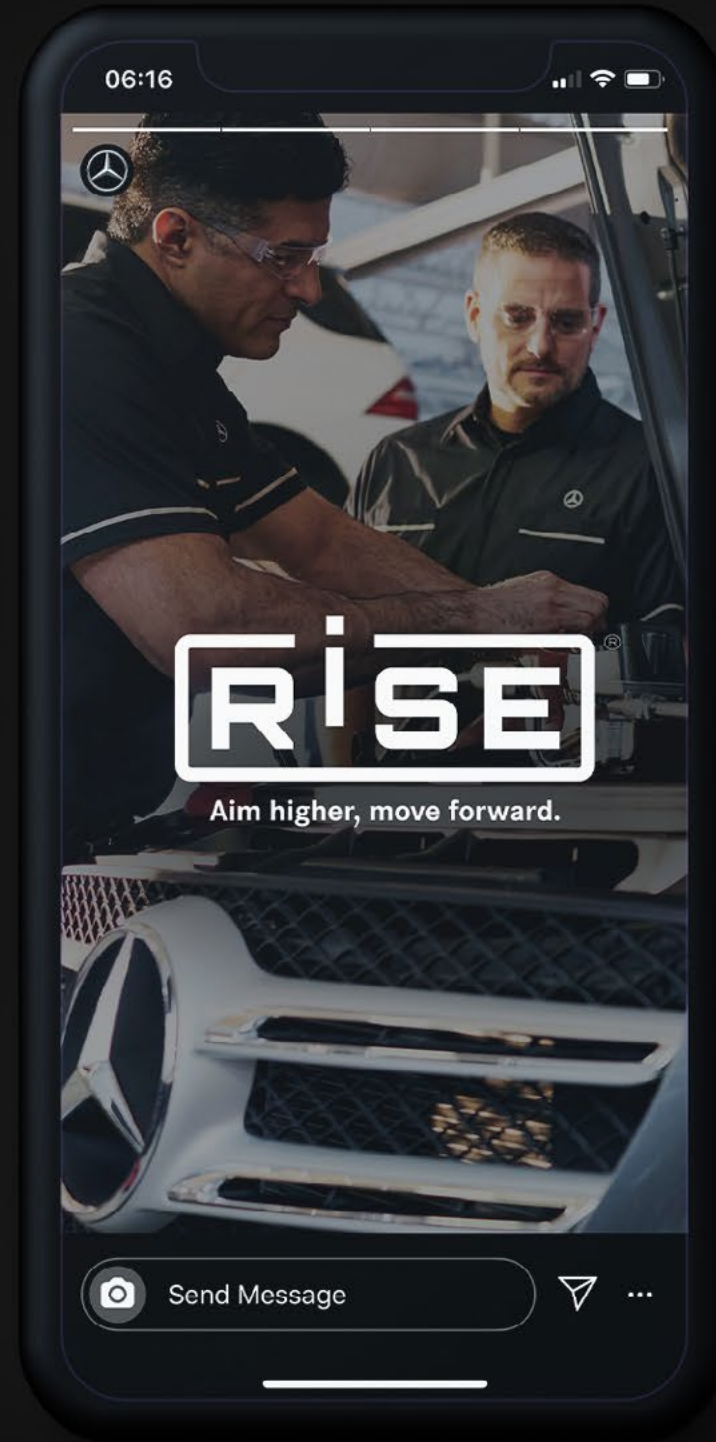
Example Placements



EXAMPLE

SOCIAL POST

Instagram story shown.



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Example Placements



EXAMPLE

TV END-SLATE



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Example Placements



BRANDING

Sub-Brands



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Mercedes-Benz
DRIVE



Brand Guidelines



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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.



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Sub-Brands



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.



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Sub-Brands



EXAMPLE

PRINT

SHOWN:
Full-page magazine ad
8.5 in x 11 in



Lorem ipsum dolor sit amet.
 Lorem ipsum dolor sit amet, consectetur adipisicing elit.
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo
 Ullamco laboris nisi ut aliquip ex ea commodo

Mercedes-Benz
DRIVE



Lorem ipsum dolor sit amet.
 Lorem ipsum dolor sit amet, consectetur adipisicing elit.
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo
 Ullamco laboris nisi ut aliquip ex ea commodo

MBStarConnect
 Discover what drives you.



Brand Guidelines

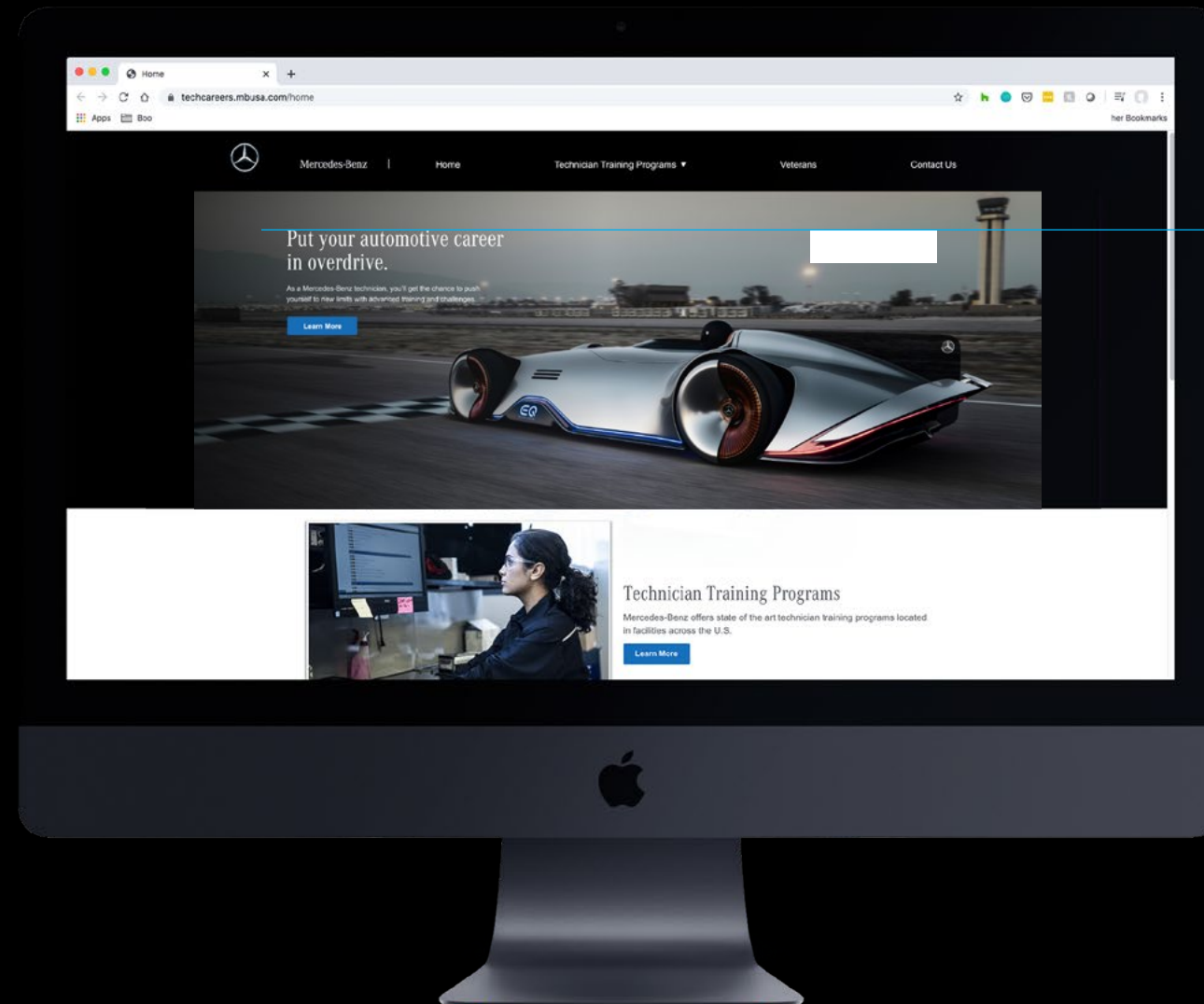
Sub-Brands



EXAMPLE

DIGITAL

SHOWN:
MB CAMPUS HOMEPAGE



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.



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Sub-Brands



CONTACT —

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



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