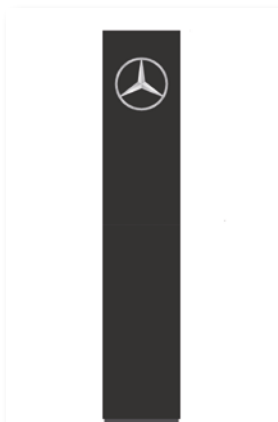


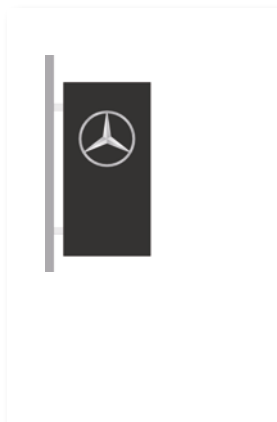
6.1 Brand Signage – Exterior

Dealership identification

Pylon (LOS 10)



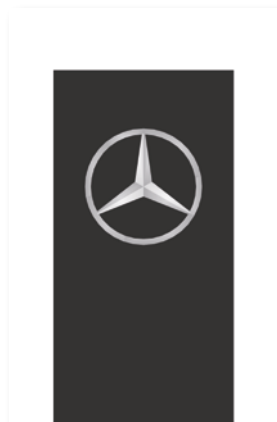
Star Sign Element (LOS 20)



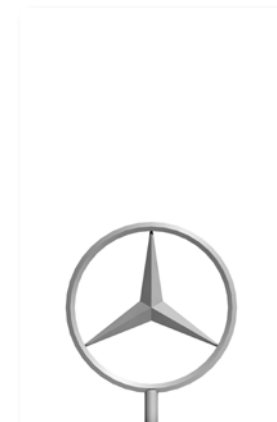
Brand Flag (LOS 30)



Wall Star, exterior (LOS 40)



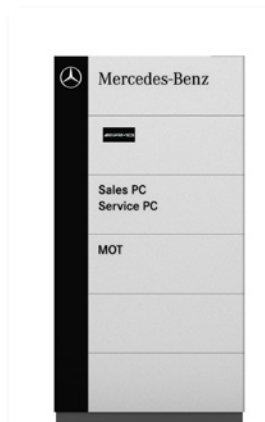
Floor Star (LOS 50)



Lettering (LOS 60/70/80)

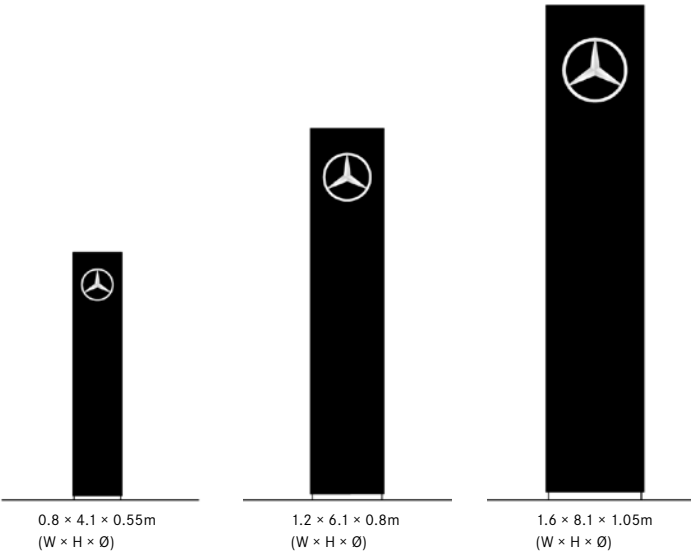


Gateway Sign (LOS 90)



6.1 Pylon

LOS 10



Criteria

- The dealership is an authorised Mercedes-Benz Sales and After-Sales partner
- No special requirements with regard to the architecture
- Sufficient open space on the dealership site
- Planning permission may be required
- The PYLON must be visible along the main line of sight
- Other pylons or signage should not obscure the Mercedes-Benz PYLON

Dimensions

The PYLON is available in three sizes:

Width	Height	Star diameter
0.80m	4.10m	0.55m
1.20m	6.10m	0.80m
1.60m	8.10m	1.05m

The following criteria determine which size is selected:

- Height of the dealership building:
Height of PYLON $\leq 1.5 \times$ height of dealership building
- Surrounding buildings
- Topography and general visibility

Design Variants

The PYLON is only available in one design variant and should always be free-standing. With its black surface it provides the ideal background for displaying the Mercedes star in accordance with the brand principles. The star appears on both sides of the PYLON. The Mercedes star and the PYLON pilaster strip are illuminated from within. The lighting has been designed in such a way that the star is always more brightly lit than the side strips.

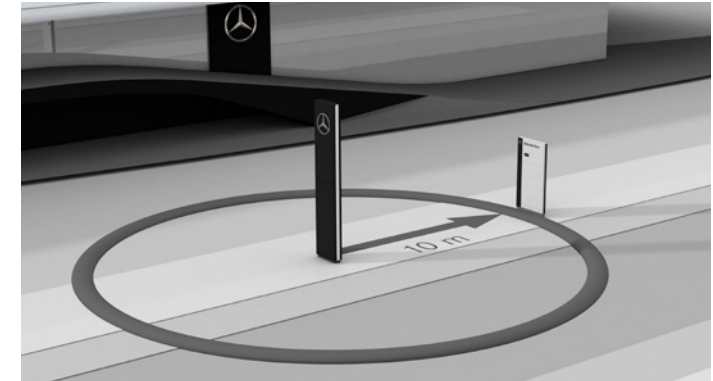
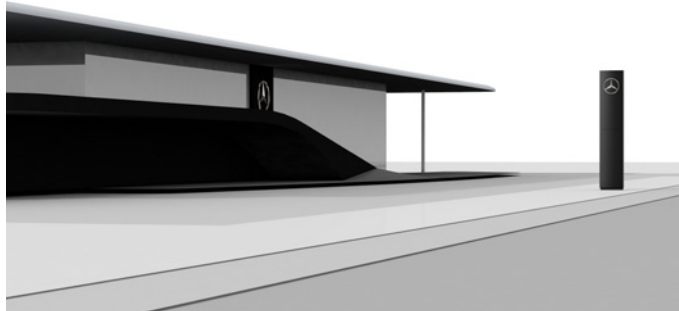
6.1 Pylon

LOS 10

Positioning and combination options

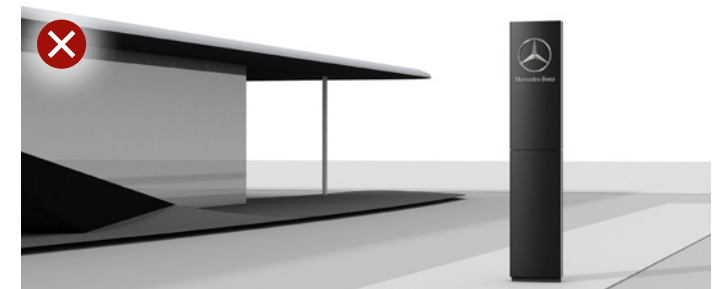
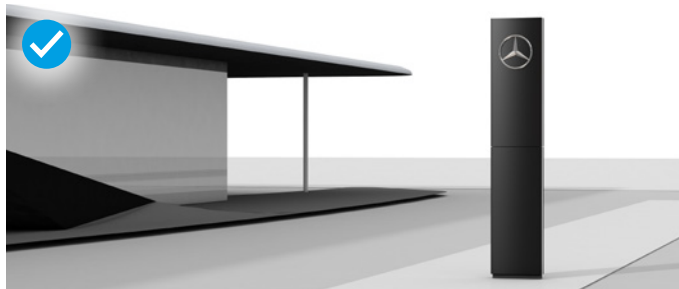
The following principles should be applied when positioning the PYLON:

- The PYLON should always be at a right angle to the main line of sight
- The PYLON should not be in a secondary position, i.e. it should not be obscured by surrounding buildings or other elements
- The PYLON should have at least 10m of clearance to other elements
- The PYLON should never be installed on the roof of a building

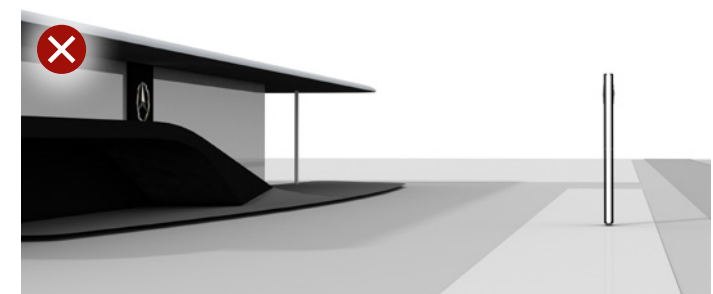
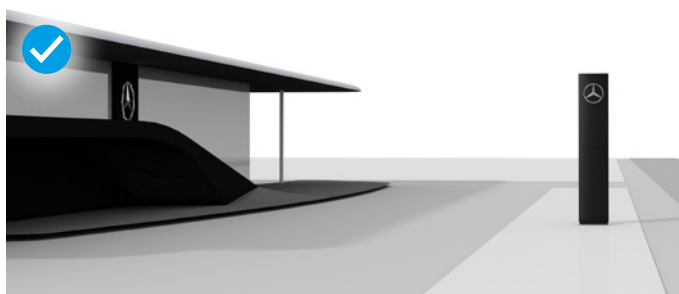


Do's and don'ts

The PYLON features only the Mercedes star and no lettering.



The PYLON should always be at a right angle to the main line of sight.

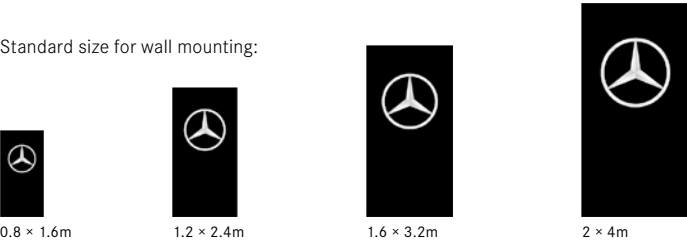


6.1 Star Module

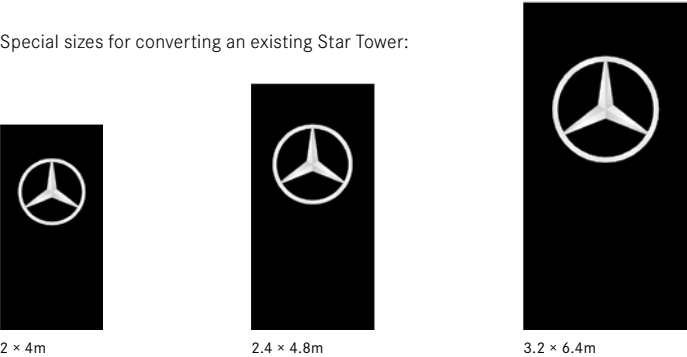
LOS 20



Standard size for wall mounting:



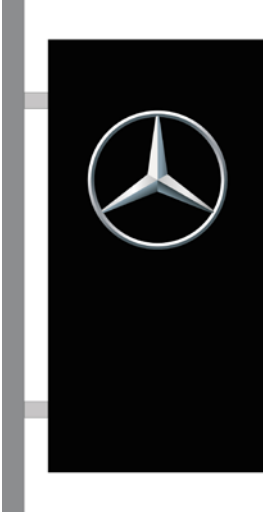
Special sizes for converting an existing Star Tower:



1



2



Criteria

- The STAR MODULE provides an alternative solution when it is not possible to use a WALL STAR, EXTERIOR (LOS 40) or PYLON (LOS 10) (e.g. in city-centre dealerships)
- If an old STAR MODULE is present, this can be removed and replaced with a new one
- The STAR MODULE can also be used as a replacement for the old roof-mounted STAR MODULE
- If, at a multibrand dealership, a facade displays different brand modules, the STAR MODULE can be used as a Mercedes-Benz brand signage element
- Further information on the use of the STAR MODULE is available in ‘Brand Signage Retail – special rules’

Dimensions

The STAR MODULE is available in six sizes: four standard wall-mounted versions plus three special executions for converting an existing STAR TOWER (LDS 10). The height of the dealership building determines which size is selected.

Width	Height	Star diameter
0.80m	1.60m	0.55m
1.20m	2.40m	0.80m
1.60m	3.20m	1.05m
2.00m	4.01m	1.30m
2.40m	4.81m	1.60m
3.20m	6.41m	2.15m

Design Variants

The STAR MODULE displays the Mercedes star. The star is illuminated from within.

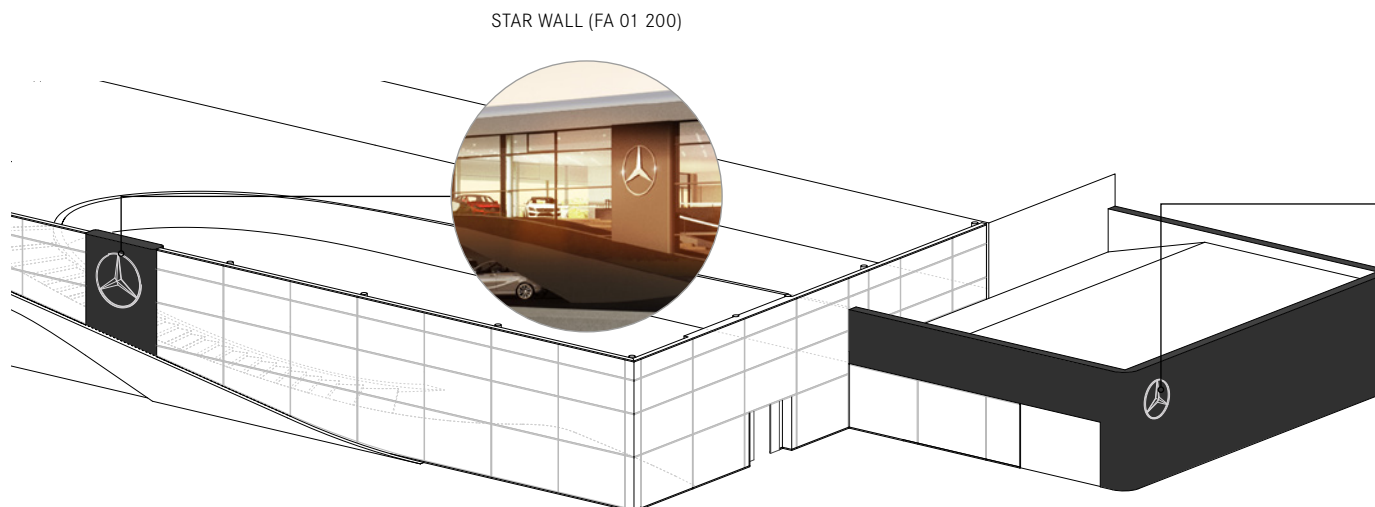
The STAR MODULE is available in two designs:

1. Wall-mounted
2. Cantilevered

The cantilevered variant consists of a frame and a choice of two STAR MODULES.

6.1 Wall Star, exterior

LOS 40



STAR WALL (FA 01 200)

CLOSED FACADE SHOWROOM AREAS (BLACK) (FA 03 100)



As backdrop for Wall Star, exterior

Basics

The WALL STAR, EXTERIOR is designed as a prominent feature: its size and prominent position on the facade, emphasize the exclusivity of the Mercedes-Benz brand at each location. The WALL STAR, EXTERIOR is mounted to a dark backdrop, either an anthracite facade element or a deep black STAR WALL (FA 01 200), as an integral part of the GLASS FACADE (FA 01 100). The WALL STAR, EXTERIOR has a silver appearance during the day, whilst during the night the 3D effect is intensified by illumination. Different sizes are available, which are selected according to structural considerations and building heights.

Criteria

- Mounted prominently on main facade
- Directly visible upon approaching the entrance
- One wall mounted WALL STAR, EXTERIOR per visual axis
- No visual axis with ROOF-MOUNTED STAR (LDS 20)
- Buildings with Mercedes-Benz brand architecture

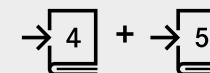
Assemblage

- STAR WALL COLOUR EXTERIOR BLACK (WE 03)
 - FACADE COLOUR ANTHRACITE (WE 01)
- See also:
- STAR WALL (FA 01 200)
 - CLOSED FACADE SHOWROOM AREAS (BLACK) (FA 03 100)

Required Connections

Electricity supply for illumination

For detailed information see



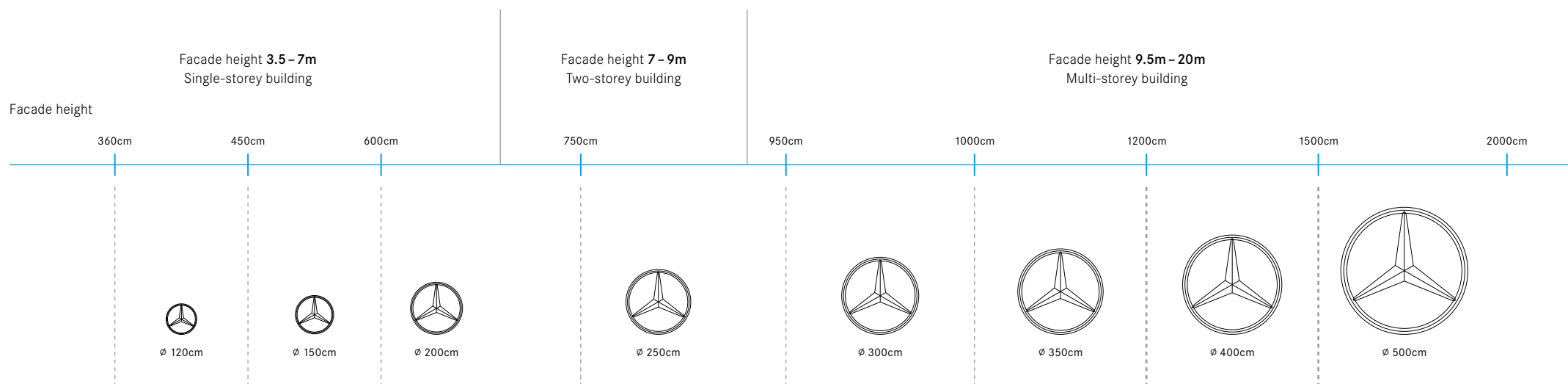
- Catalogue element

6.1 Wall Star, exterior

LOS 40

Dimensions

WALL STAR, EXTERIOR is available in eight different sizes.
The correct size is dependent upon the height of the facade.



6.1 Wall Star, exterior

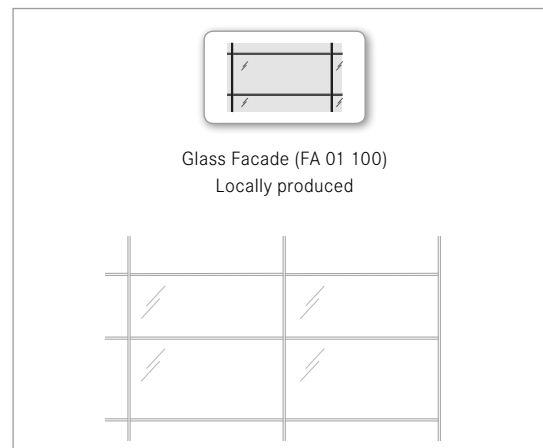
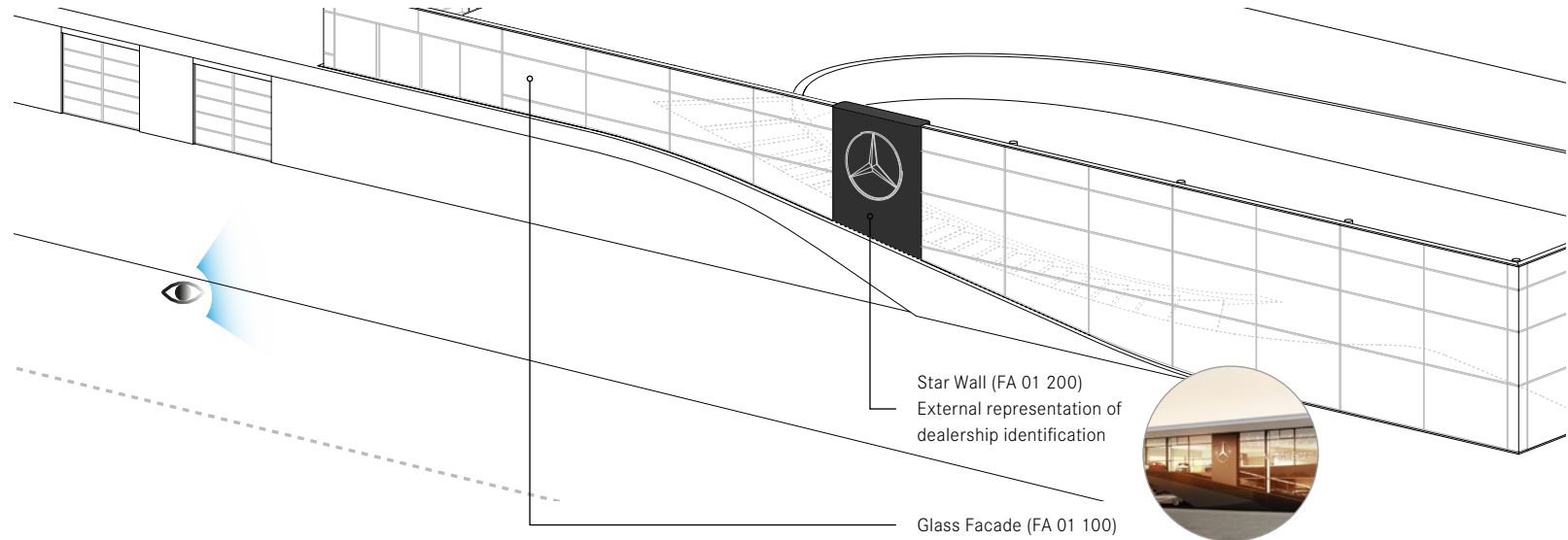
LOS 40

Overall composition

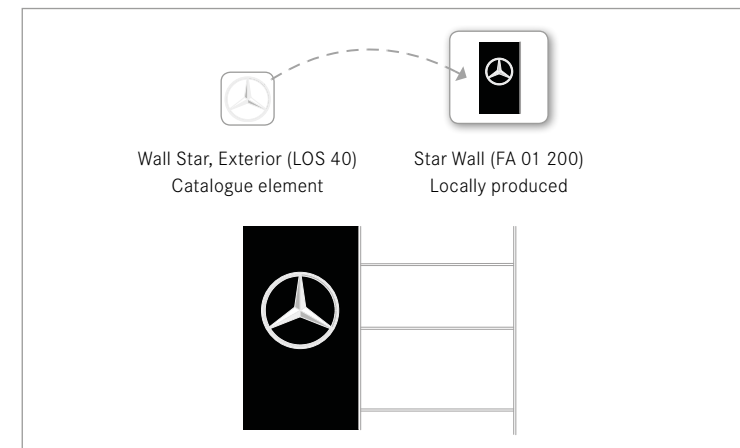
The STAR WALL (FA 01 200) is a prominent architectural element as part of the GLASS FACADE (FA 01 100). It has the same height as the facade and is located in the most prominent position on the main facade. The STAR WALL (FA 01 200) has a slightly glossy appearance with deep black colouring (STAR WALL COLOUR EXTERIOR BLACK (WE 03)).

The STAR WALL (FA 01 200) is a self-supporting wall slab with rounded corners onto which a WALL STAR, EXTERIOR is mounted. The WALL STAR, EXTERIOR is orderable as a catalogue element in various sizes. The Star Wall is locally produced as part of the facade.

The WALL STAR, EXTERIOR is ideally aligned with the horizontal transoms of the GLASS FACADE (AI 01 100).



+

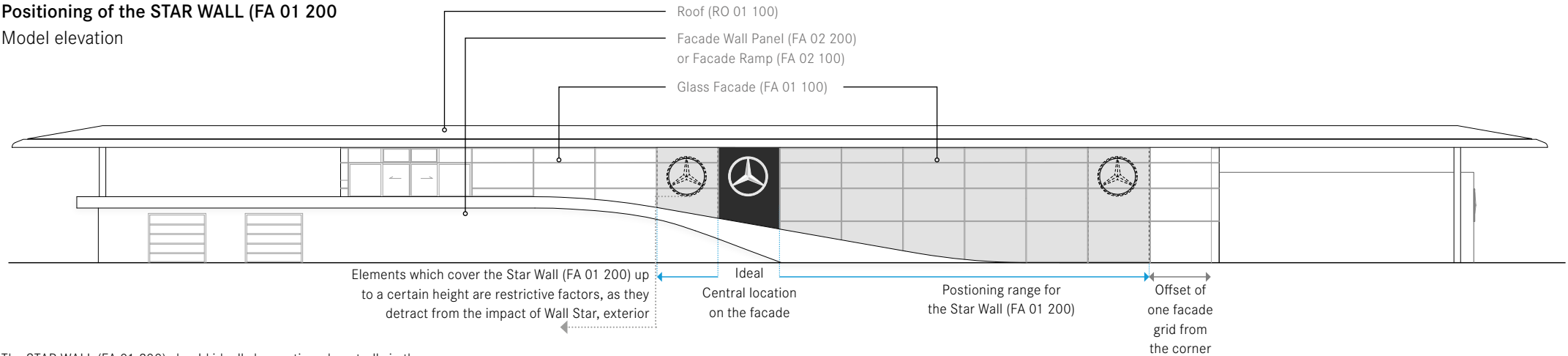


6.1 Wall Star, exterior

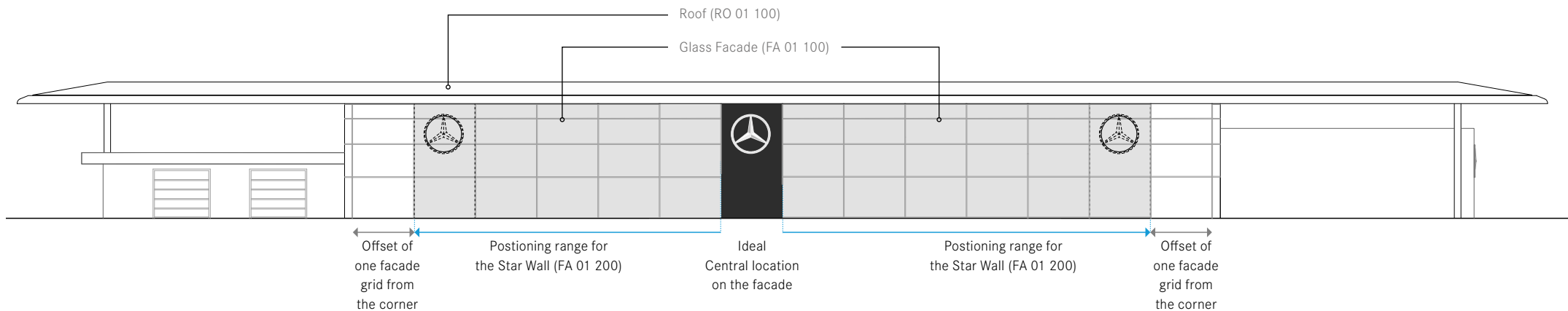
LOS 40

Positioning of the STAR WALL (FA 01 200)

Model elevation



The STAR WALL (FA 01 200) should ideally be positioned centrally in the main GLASS FACADE (FA 01 100).



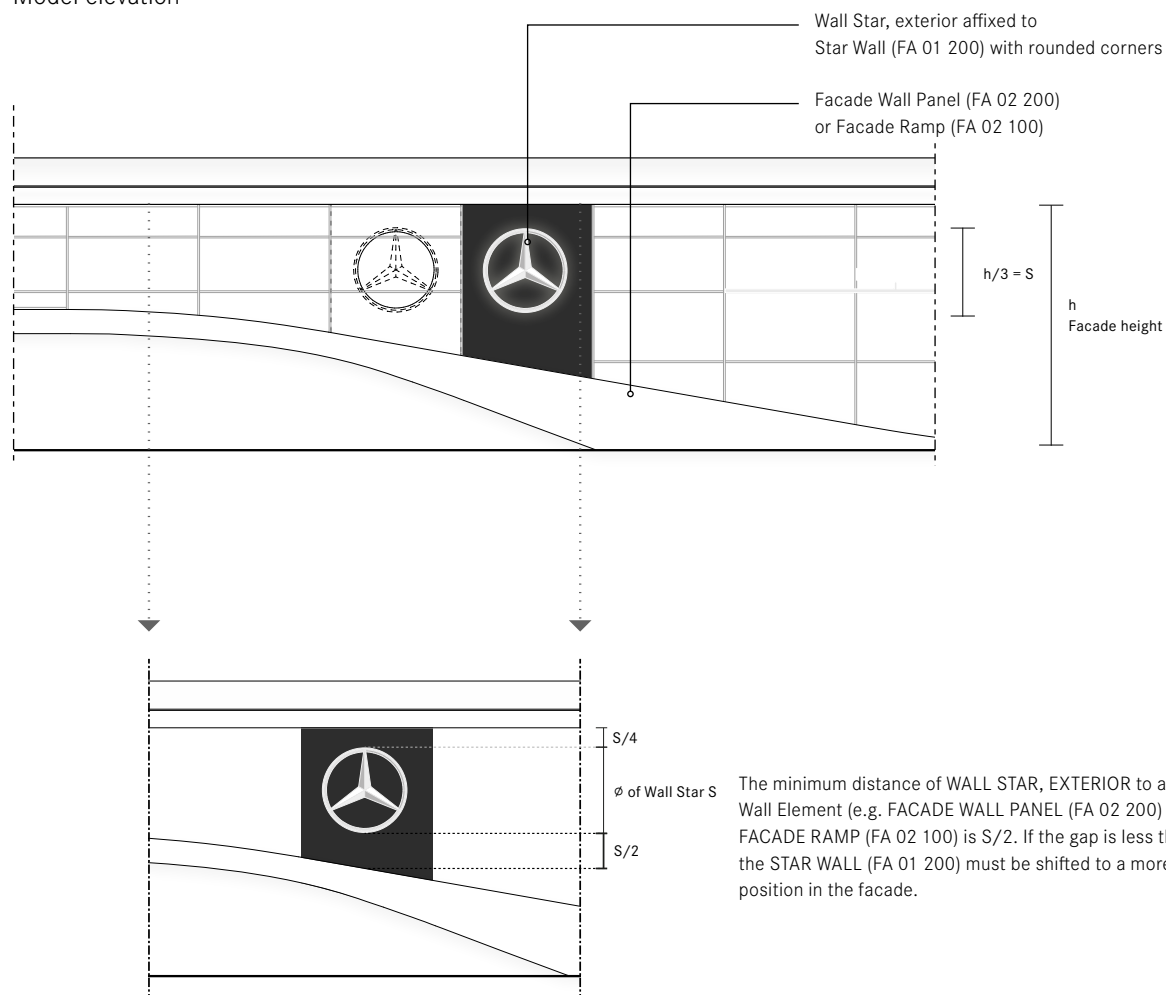
In the absence of any covering elements, the STAR WALL (FA 01 200) may be positioned freely on the main facade of the building

6.1 Wall Star, exterior

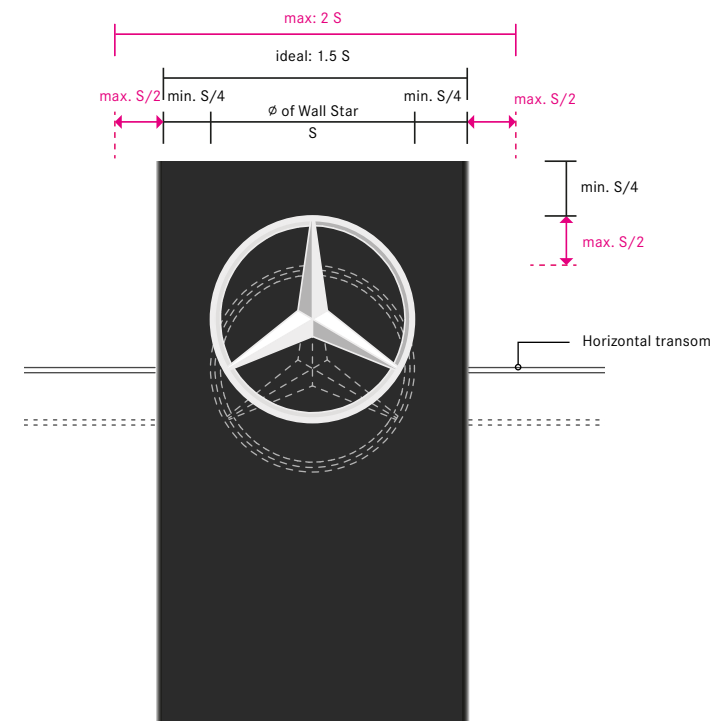
LOS 40

WALL STAR, EXTERIOR on STAR WALL (FA 01 200)

Model elevation



Positioning of WALL STAR, EXTERIOR



The WALL STAR, EXTERIOR is positioned in the centre of the STAR WALL (FA 01 200). Ideally, a clearance distance measuring one quarter of the WALL STAR, EXTERIOR diameter should be provided between the edge of the STAR WALL (FA 01 200) and the top and sides of the WALL STAR, EXTERIOR. The WALL STAR, EXTERIOR should be positioned so that its lower points align with a horizontal transom, but no lower than a distance measuring half its diameter from the top of the STAR WALL (FA 01 200).

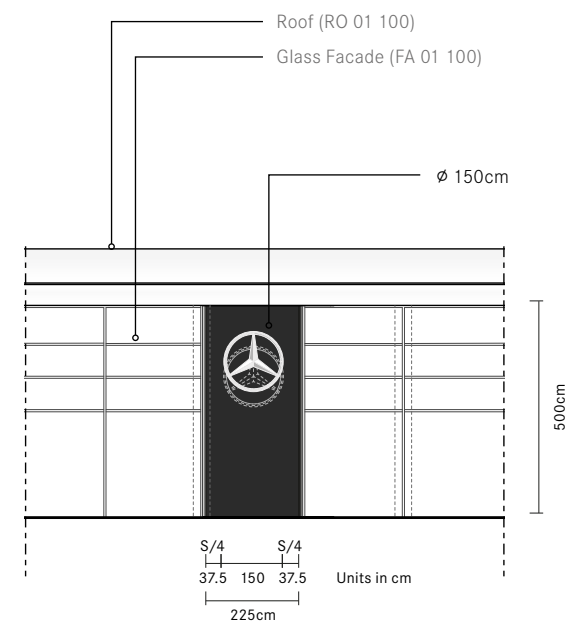
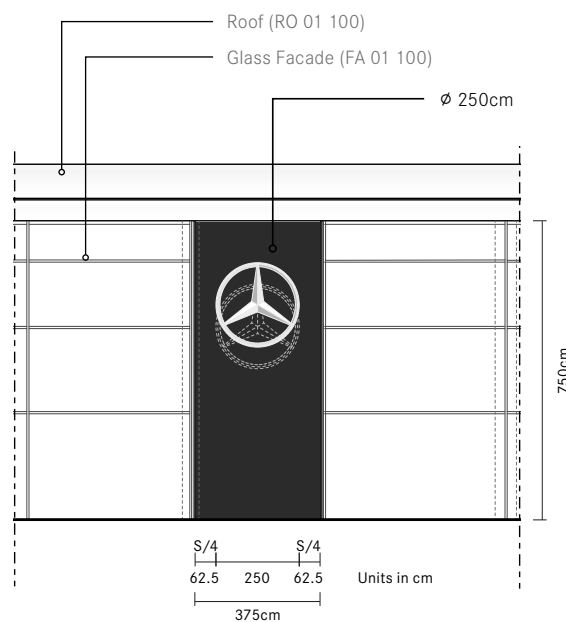
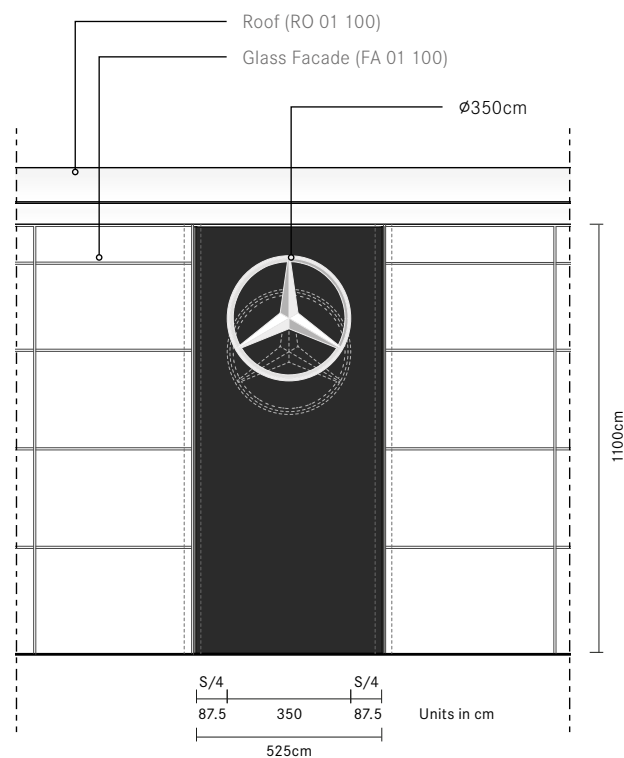
The size of the WALL STAR, EXTERIOR increases relative to the height of the relevant main facade. The diameter of the WALL STAR, EXTERIOR is based on the height of the facade with a ratio of 1:3.

6.1 Wall Star, exterior

LOS 40

Recommended ratio: WALL STAR, EXTERIOR to STAR WALL (FA 01 200)

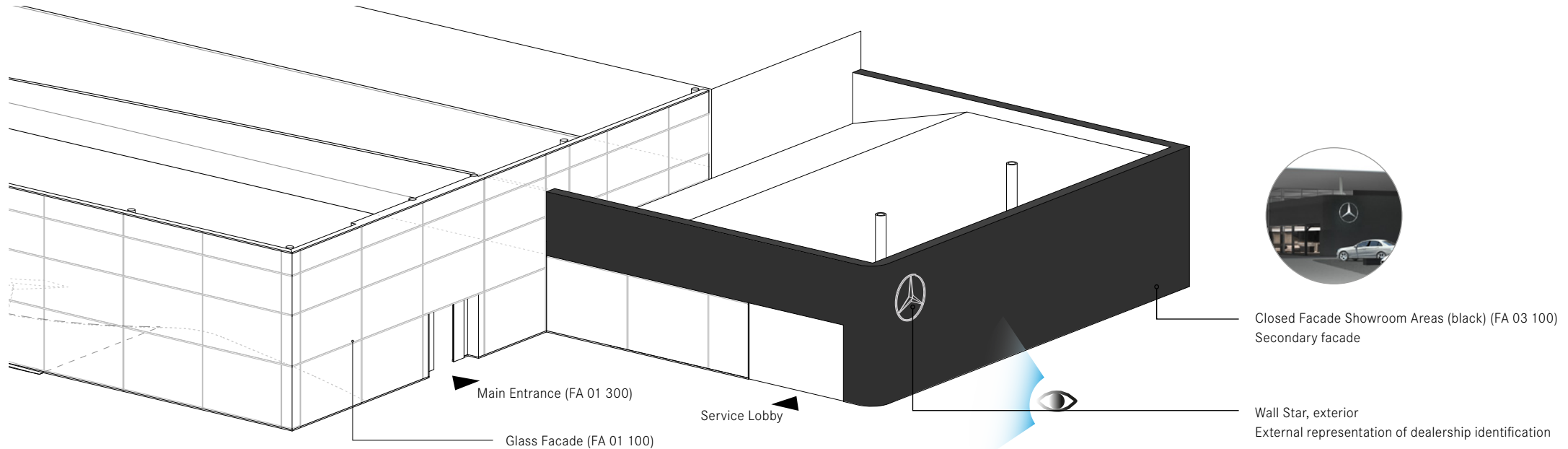
The lower star points ideally align with the horizontal transoms.



6.1 Wall Star, exterior

LOS 40 – installation on a secondary facade

Overall composition



Aside from as the STAR WALL (FA 01 200), other facade surfaces in FACADE COLOUR ANTHRACITE (WE 01) may also serve as a back-drop for WALL STAR, EXTERIOR, for example the CLOSED FACADE SHOWROOM AREAS (BLACK) (FA 03 100) of the Service Lobby. In this case the WALL STAR, EXTERIOR is fitted to guide the visitor towards the MAIN ENTRANCE (FA 01 300) and to highlight the Service Lobby as a customer access point.



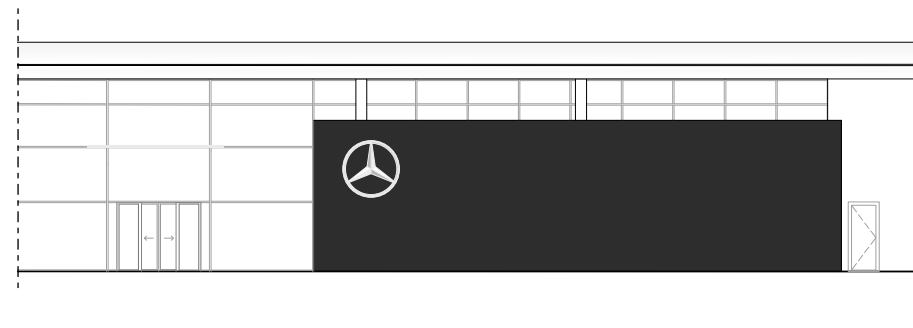
6.1 Wall Star, exterior

LOS 40 – installation on a secondary facade

Model elevation

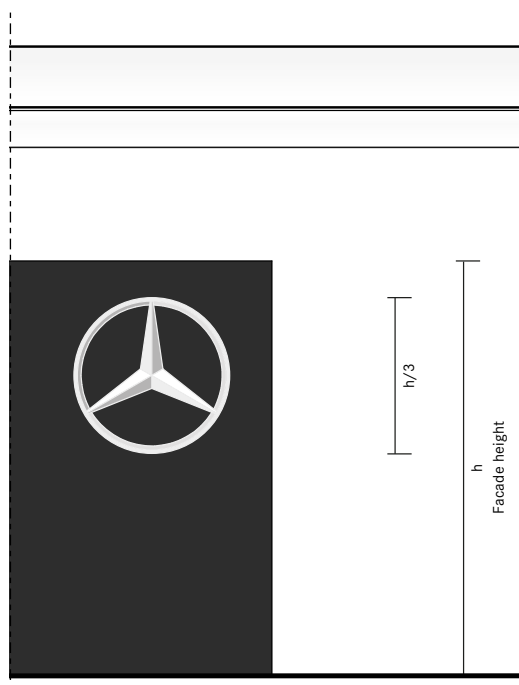
- The WALL STAR, EXTERIOR is mounted onto a secondary facade (e.g Service Lobby)
- Functions as close range signage to indicate an entrance or a particular building with a certain function

The secondary WALL STAR, EXTERIOR, which is located in the upper third of the secondary facade, must not necessarily be aligned with the Lettering or the other WALL STAR, EXTERIOR mounted on the STAR WALL (FA 01 200)



Rules

WALL STAR, EXTERIOR is mounted on the upper third of the facade. As for the main facade, the diameter of the WALL STAR, EXTERIOR is based on the facade height at a ratio of 1:3



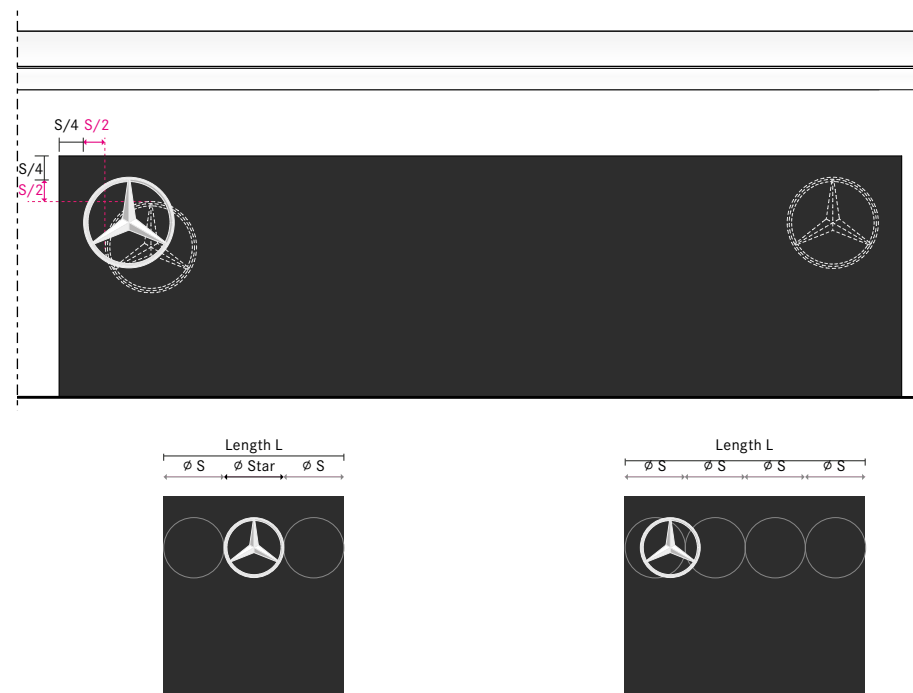
WALL STAR, EXTERIOR is positioned either on the left or on the right. Two stars are never allowed.

Rules applicable to the WALL STAR, EXTERIOR fitted on a STAR WALL (FA 01 200) are valid also for any secondary WALL STAR, EXTERIOR mounted on the FACADE WALL PANEL (FA 02 200).

WALL STAR, EXTERIOR is positioned in the centre of the wall, when:

$$L \leq 3 \times \varnothing \text{Star}$$

Otherwise the WALL STAR, EXTERIOR must be positioned on the left or the right of the WALL ELEMENT (AI 01 XXX)



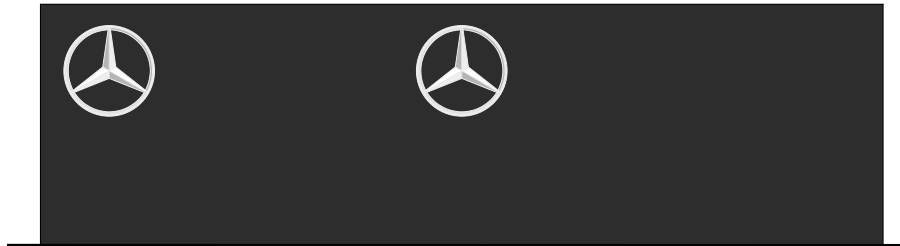
6.1 Wall Star, exterior

LOS 40

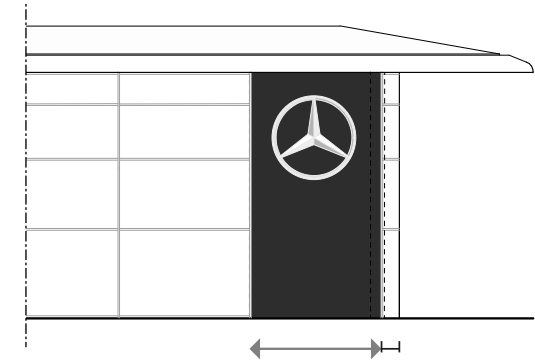
Do's and don'ts



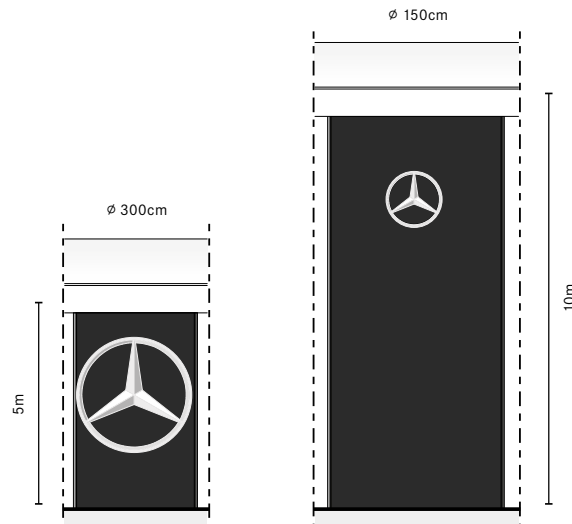
A wall of this size (greater than $L \leq 3 \times \varnothing \text{Star}$) may contain no more than one WALL STAR, EXTERIOR on the same facade and the Star must never be positioned in the centre.



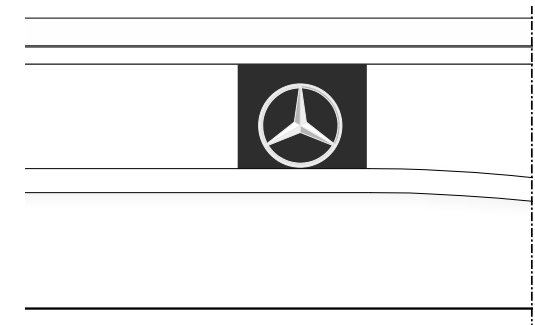
The STAR WALL (FA 01 200) must have an offset of at least one facade grid from the corner



The sizes of WALL STAR, EXTERIOR and the STAR WALL (FA 01 200) are proportional to each other. Exclusivity is detracted from the WALL STAR, EXTERIOR by placing it on a STAR WALL (FA 01 200) which is either too small or too large in relation to its own size. This also applies when mounted on a black WALL ELEMENT (AI 01 XXX) (e.g. Service Lobby).



The distance from the lower edge of the WALL STAR, EXTERIOR to the upper edge of the FACADE RAMP (FA 02 100) should measure at least half of the diameter of the WALL STAR, EXTERIOR. This diagram shows an incorrectly-positioned WALL STAR, EXTERIOR.



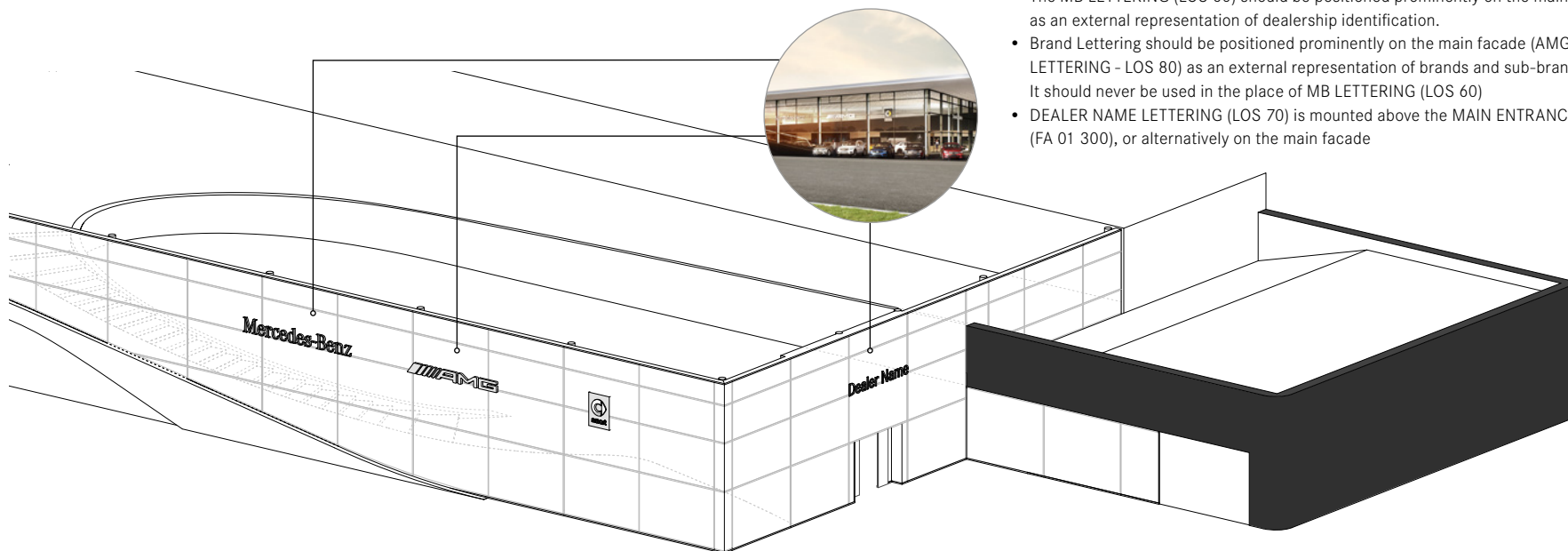
6.1 Lettering

LOS 60, LOS 70, LOS 80

Mercedes-Benz

Dealer Name

AMG



- The MB LETTERING (LOS 60) should be positioned prominently on the main facade as an external representation of dealership identification.
- Brand Lettering should be positioned prominently on the main facade (AMG LETTERING - LOS 80) as an external representation of brands and sub-brands. It should never be used in the place of MB LETTERING (LOS 60)
- DEALER NAME LETTERING (LOS 70) is mounted above the MAIN ENTRANCE (FA 01 300), or alternatively on the main facade

Brand or dealership Lettering is principally affixed to the main and side facades, as an external representation of close-range brand and dealership identity. Secondary facades may host corporate vehicle or label brands and Lettering. The same Lettering may only be applied once on each side of the facade. The lettering is illuminated.

Criteria

- Mounted on main or side facade
- Directly visible from both sides upon approach to the MAIN ENTRANCE (FA 01 300)
- Close-range identification

Assemblage

- GLASS FACADE (FA 01 100)
- WALL STAR, EXTERIOR (LOS 40)

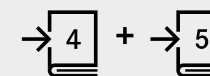
Required Connections

Electricity supply for illumination

Material

- Acrylic surface
- Flat (not prismatic)
- White, silver

For detailed information see



- Catalogue element

6.1 Lettering

LOS 60, LOS 70, LOS 80

Position of Lettering

MB LETTERING (LOS 60) is available in eight different sizes

Basics

MB LETTERING (LOS 60), DEALER NAME LETTERING (LOS 70) and AMG LETTERING (LOS 80) are all catalogue elements and are orderable in the sizes illustrated below. All types of Lettering have an acrylic surface with a stainless steel frame and can be illuminated at night.

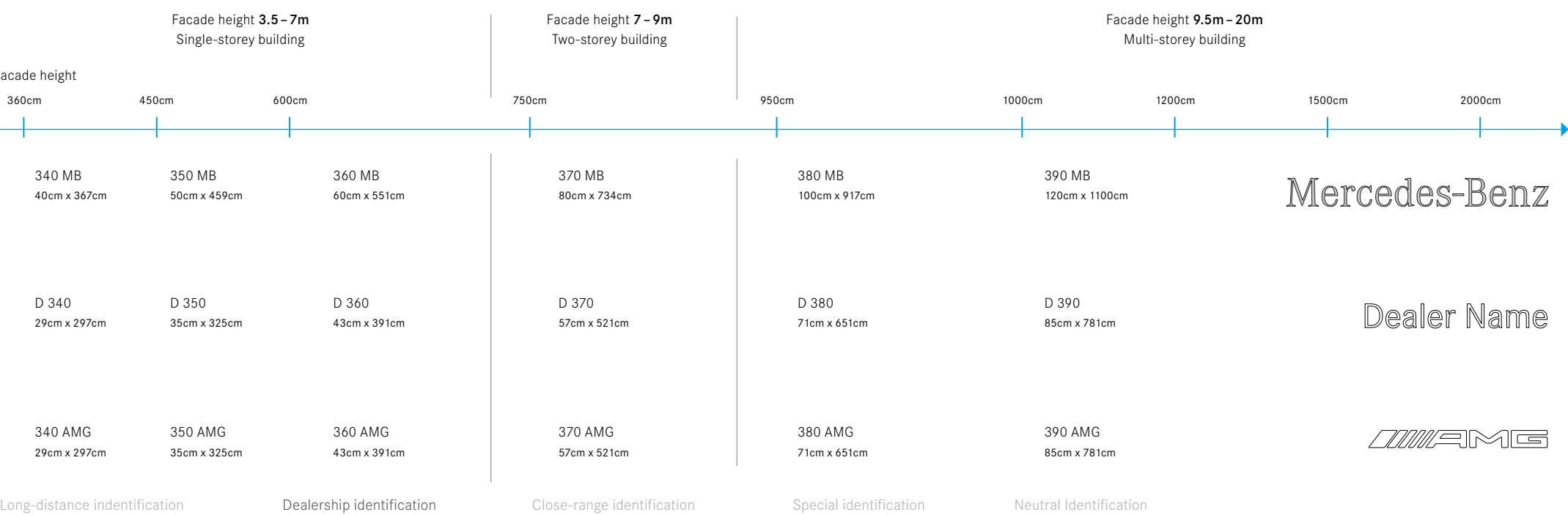
Ideally, MB LETTERING (LOS 60) should be affixed to the left-hand side of the main facade, followed closely by the AMG LETTERING (LOS 80). The DEALER NAME LETTERING (LOS 70) is

affixed above the MAIN ENTRANCE (FA 01 300). It is imperative that MB LETTERING (LOS 60) is displayed on one of the facades. The different heights reflect the priority and visibility levels of the various types of Lettering:

1. MB LETTERING (LOS 60)
2. DEALER NAME LETTERING (LOS 70)
3. AMG LETTERING (LOS 80)
4. Other car brands

If the DEALER NAME LETTERING (LOS 70) cannot be fastened above the MAIN ENTRANCE (FA 01 300), it must be placed between the other Lettering elements.

Brands may be featured on the GATEWAY SIGN (LOS 90) if representation is not possible on one of the facades.



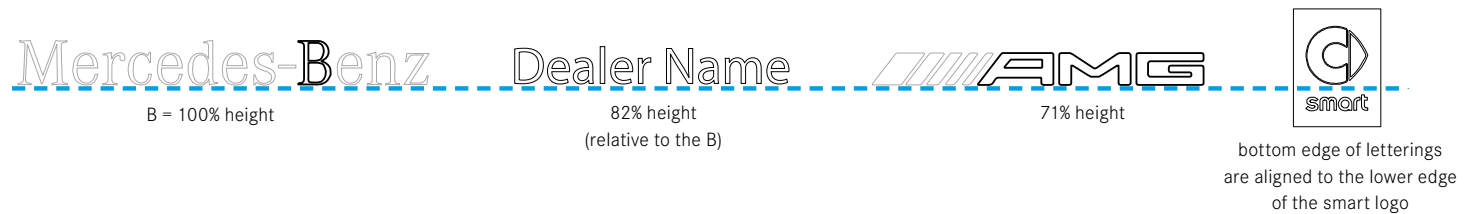
6.1 Lettering

LOS 60, LOS 70, LOS 80

Proportions between Lettering elements

The B of the MB LETTERING (LOS 60) is the base measurement for the height of all other Lettering. The height of the letter B always corresponds to 100%. The AMG LETTERING (LOS 80) always measures 71% of the height of the B.

The varied height of the Lettering ensures a harmonious image of the different font types.

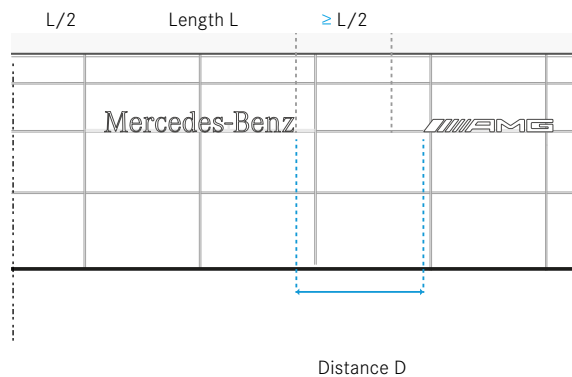


Distribution logic

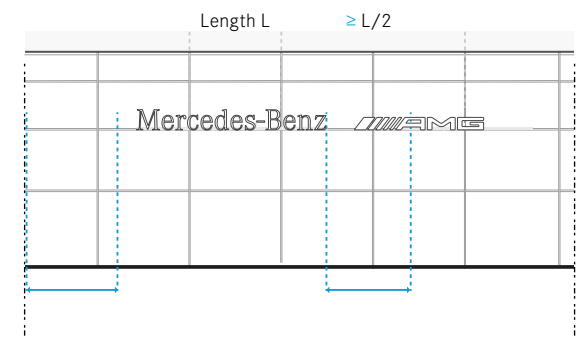
Example of distance between mullions
= 375cm

MB LETTERING (LOS 60) should ideally be fastened between two mullions and/or between facade fields. The distance of the AMG LETTERING (LOS 80) from the MB LETTERING should measure a minimum of $L/2$, but should not exceed the length L . Lettering should never be affixed asymmetrically.

Distance rule between Lettering
 $L > D \geq L/2$
for to the best visual appearance.



Lettering must not be affixed closer than $L/2$ to each other.



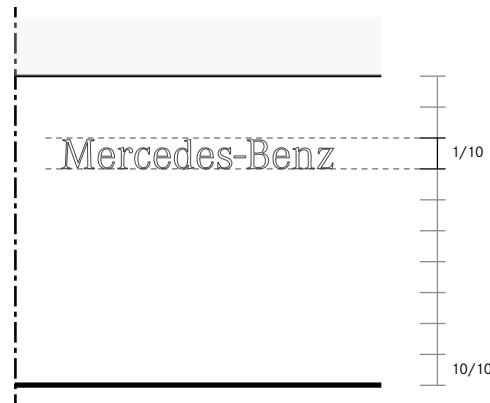
6.1 Lettering

LOS 60

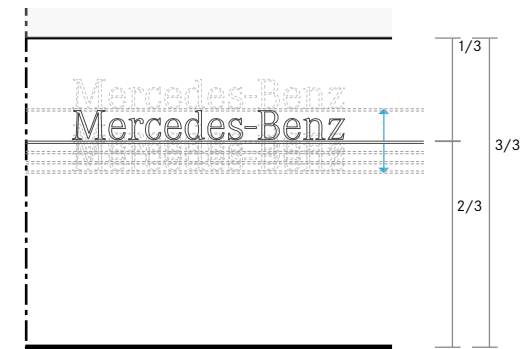
Lettering height

Without WALL STAR, EXTERIOR (LOS 40)

As a general rule, MB LETTERING (LOS 60) should measure 1/10th of the height of the whole facade.



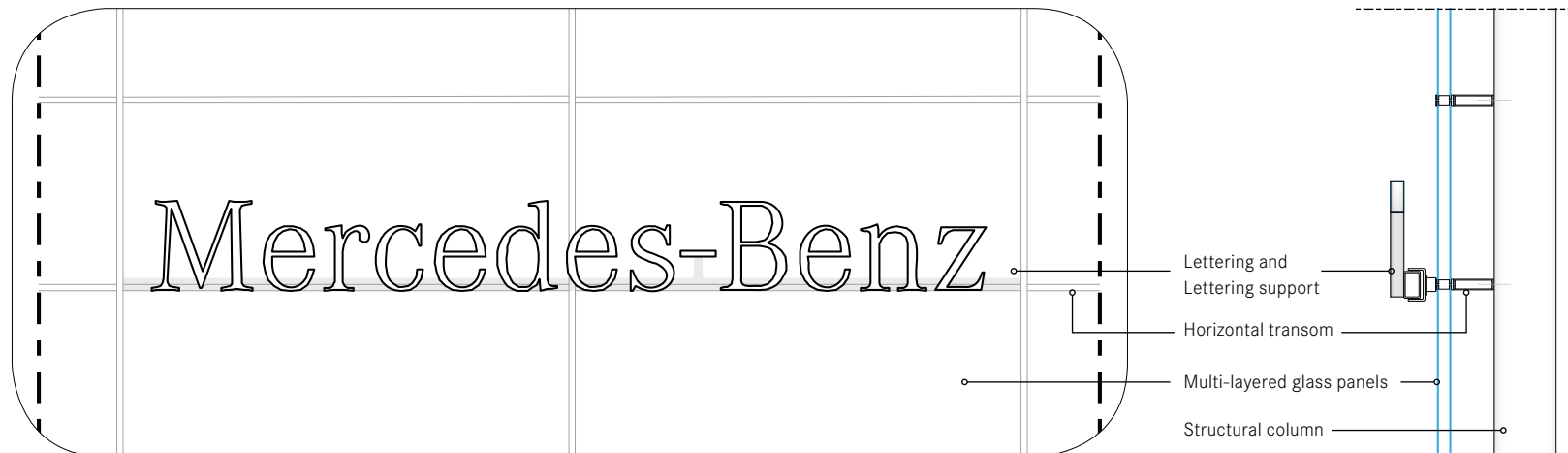
The lower edge of the MB LETTERING (LOS 60) should be positioned 1/3 of the way down the building. The position may be adjusted to meet a horizontal transom by shifting the Lettering up or down its own vertical axis.



Integration into the Glass Facade (FA 01 100)

The Lettering is fastened by a support beam to the structural transoms of the GLASS FACADE (FA 01 100). Alignments can be achieved through vertical adjustment but the letters must remain at the same height.

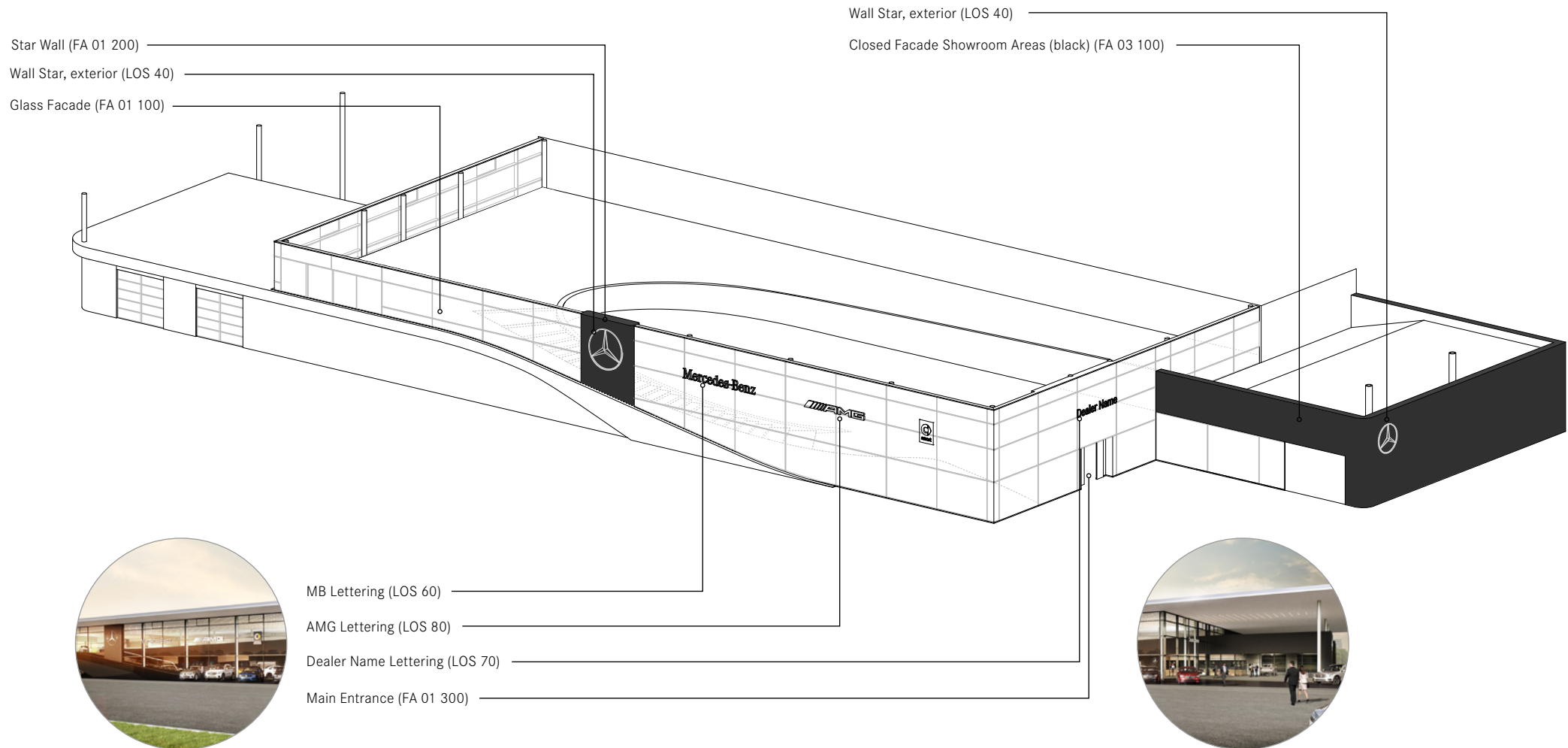
The support beam always has the same length as the Lettering.



6.1 Lettering

LOS 60, LOS 70, LOS 80 (Facade-based relationships)

Combining WALL STAR, EXTERIOR (LOS 40) and Lettering elements



6.1 Lettering

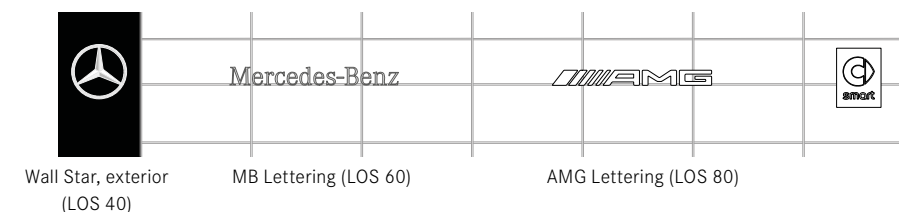
LOS 60, LOS 70, LOS 80 (Facade-based relationships)

Final assemblage of all elements

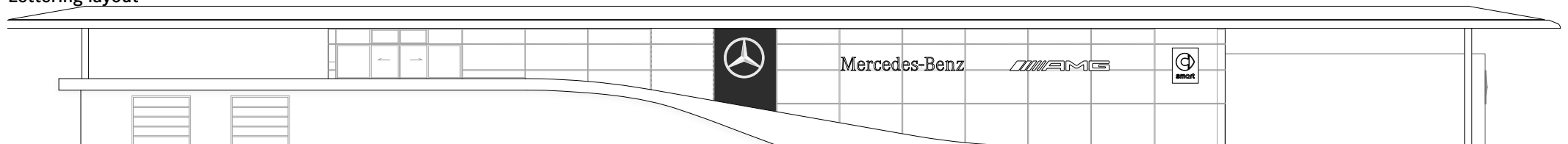
The STAR WALL (FA 01 200) is produced locally in accordance to structural requirements. The WALL STAR, EXTERIOR (LOS 40) is orderable as a catalogue element in eight different sizes. Lettering, which is also orderable as a catalogue element, is usually affixed next to the STAR WALL (FA 01 200) onto the transoms of the GLASS FACADE (FA 01 100).

Star Wall (FA 01 200)

Glass Facade (FA 01 100)



Lettering layout



For aesthetical reasons the Lettering must be distributed as evenly as possible along the GLASS FACADE (FA 01 100), following the facade grid. The Lettering should not be distributed along the whole length of the facade. The ideal position is to the right of the STAR WALL (FA 01 200)

Distribution logic in relation to STAR WALL (FA 01 200) and Lettering

Minimum distance between all elements is half the length of the MB LETTERING (LOS 60). Deviation is permitted to allow for centering of the Lettering and adjustment to the facade fields and transoms in the GLASS FACADE (FA 01 100), (to be coordinated by facade planner).

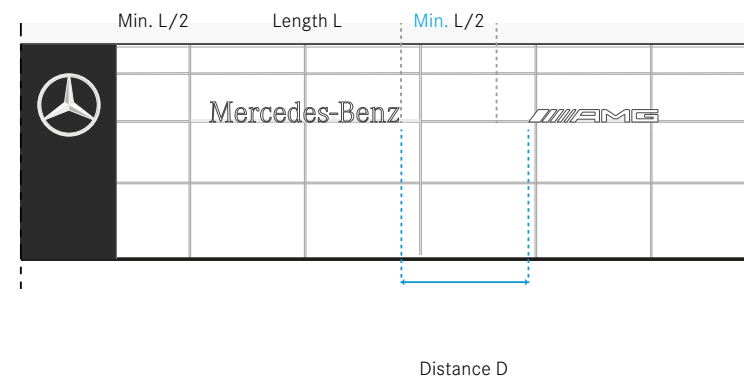
Application example

For best visual impact, MB LETTERING (LOS 60) should be fastened in front of a transom centered between two facade fields, with a distance of $L/2$ from the STAR WALL (FA 01 200). AMG LETTERING (LOS 80) should be centered in a facade field with a distance of $>L/2$.

Rule to calculate required distance between all types of Lettering

$$L > D \geq L/2$$
























This achieves the best visual appearance.



6.1 Lettering

LOS 60, LOS 70, LOS 80 (Facade-based relationships)

Height dependency

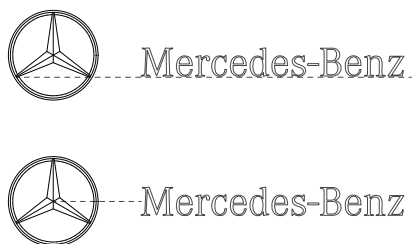
837 ø 500cm		390	Mercedes-Benz	100%: 120cm x 1100cm	390 D	Dealer Name	82%: 98cm x variable length	390 AMG		71%: 85cm x 781cm	390 SM	
836 ø 400cm					390 D	Dealer Name	82%: 98cm x variable length	390 AMG		71%: 85cm x 781cm	390 SM	
835 ø 350cm		380	Mercedes-Benz	100%: 100cm x 917cm	380 D	Dealer Name	82%: 82cm x variable length	380 AMG		71%: 71cm x 651cm	380 SM	
834 ø 300cm					380 D	Dealer Name	82%: 82cm x variable length	380 AMG		71%: 71cm x 651cm	380 SM	
833 ø 250cm		370	Mercedes-Benz	100%: 80cm x 734cm	370 D	Dealer Name	82%: 65cm x variable length	370 AMG		71%: 57cm x 521cm	370 SM	
832 ø 200cm		360	Mercedes-Benz	100%: 60cm x 551cm	360 D	Dealer Name	82%: 49cm x variable length	360 AMG		71%: 43cm x 391cm	360 SM	
831 ø 150cm		350	Mercedes-Benz	100%: 50cm x 459cm	350 D	Dealer Name	82%: 41cm x variable length	350 AMG		71%: 35cm x 325cm	350 SM	
830 ø 120cm		340	Mercedes-Benz	100%: 40cm x 367cm	340 D	Dealer Name	82%: 33cm x variable length	340 AMG		71%: 29cm x 297cm		

6.1 Lettering

LOS 60, LOS 70, LOS 80 (Facade-based relationships)

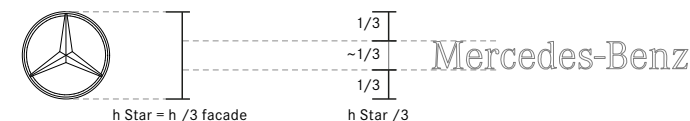
Alignment of WALL STAR, EXTERIOR (LOS 40) with Lettering

The lower edge of the MB LETTERING (LOS 60) is aligned with the lower points of WALL STAR, EXTERIOR (LOS 40). Alternatively, the central axis of the MB LETTERING (LOS 60) can be aligned with the centre of the WALL STAR, EXTERIOR (LOS 40). This flexibility makes it possible to fasten the support structure to the transoms. The position of the MB LETTERING (LOS 60) determines the alignment of subsequent Lettering.



Height ratio between WALL STAR, EXTERIOR (LOS 40) and Lettering

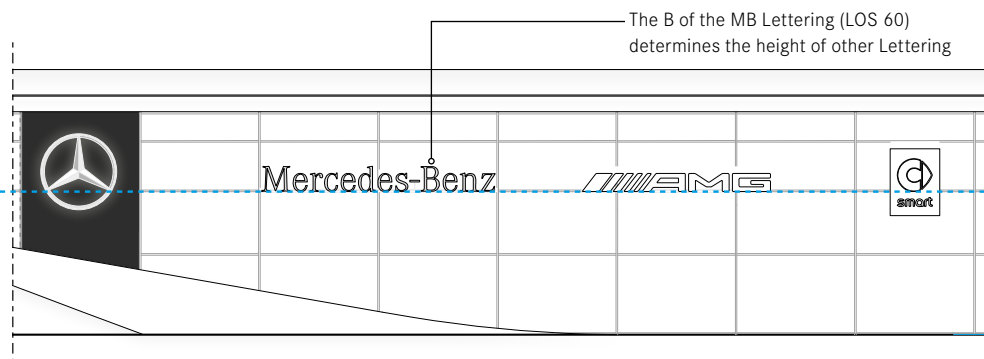
WALL STAR, EXTERIOR (LOS 40) has a diameter of one third of the facade height. The height of the MB LETTERING (LOS 60) is approximately one third of the WALL STAR, EXTERIOR (LOS 40) diameter.



Ratio Star/Lettering ~ 1/3

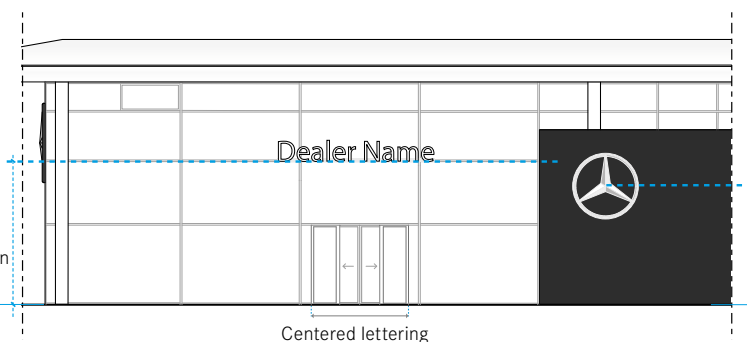
Lettering at different heights

Model elevation



- The bottom edge of the Lettering is aligned with the lower points of the WALL STAR, EXTERIOR (LOS 40) and the horizontal transom
- Only MB LETTERING (LOS 60), AMG LETTERING (LOS 80) and the DEALER NAME LETTERING (LOS 70) may be mounted beside the STAR WALL (FA 01 200)

MB Lettering (LOS 60), AMG Lettering (LOS 80), Dealer Name Lettering (LOS 70) and MB brands are aligned with the position of the lower points of Wall Star, exterior (LOS 40)



Secondary star: No alignment to Lettering or main WALL STAR, EXTERIOR (LOS 40) required

- The DEALER NAME LETTERING (LOS 70) is mounted centrally above the MAIN ENTRANCE (FA 01 300)
- Must be aligned with all other Lettering affixed around the building

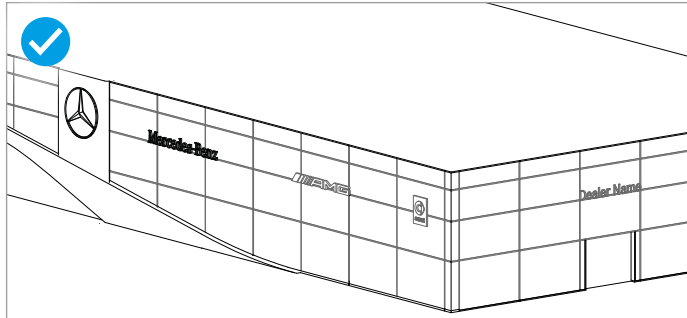
A STAR WALL (FA 01 200) as part of the facade, already represents the Mercedes-Benz brand and as such does not necessarily require the MB LETTERING (LOS 60) to be positioned next to it. In such a situation the MB LETTERING (LOS 60) may swap position with the DEALER NAME LETTERING (LOS 70) and be mounted above the MAIN ENTRANCE (FA 01 300).

6.1 Lettering

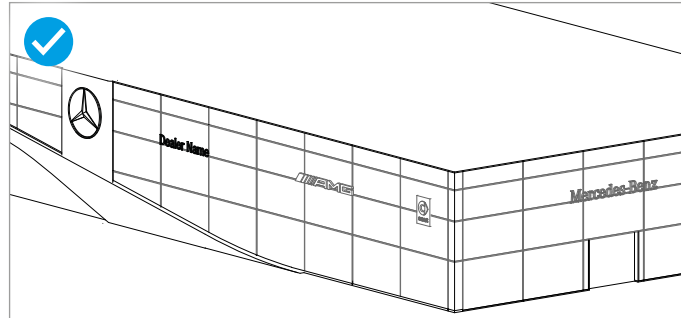
LOS 60, LOS 70, LOS 80 (Facade-based relationships)

Alternative options for Lettering on the MAIN FACADE (FA 01 100)

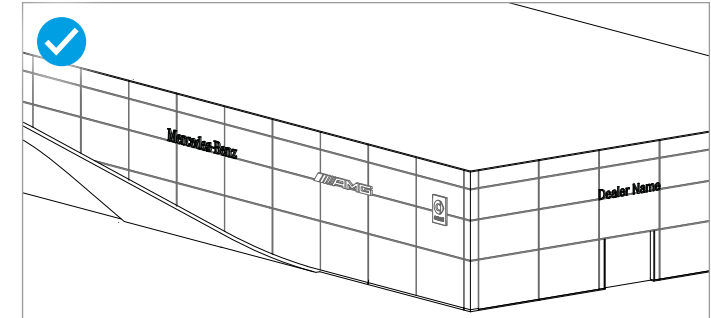
Do's and don'ts



Ideal: MB LETTERING (LOS 60) on MAIN FACADE (FA 01 100), on right of STAR WALL (FA 01 200).

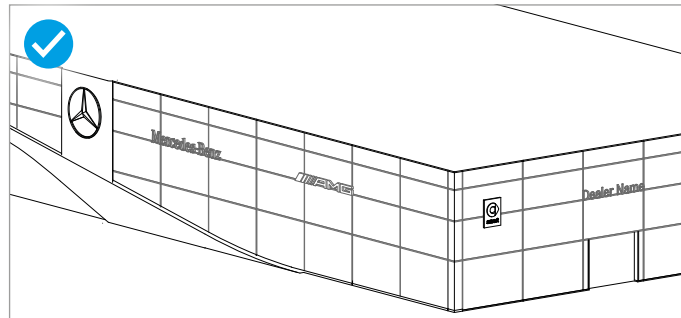


Alternative with STAR WALL (FA 01 200): DEALER NAME LETTERING (LOS 70) possible on MAIN FACADE (FA 01 100). MB LETTERING (LOS 60) moves position to above MAIN ENTRANCE (FA 01 300).

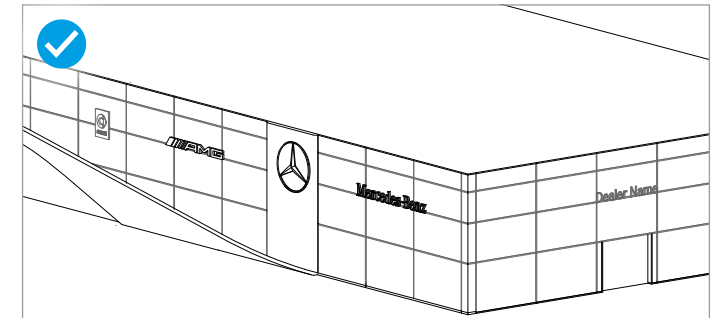


No STAR WALL (FA 01 200): MB LETTERING (LOS 60) must be on MAIN FACADE (FA 01 100). This position cannot be exchanged with the DEALER NAME LETTERING (LOS 70).

Other sub-brand Lettering cannot be positioned closer than 1.5 x L (MB LETTERING (LOS 60) distance from a STAR WALL (FA 01 200)).



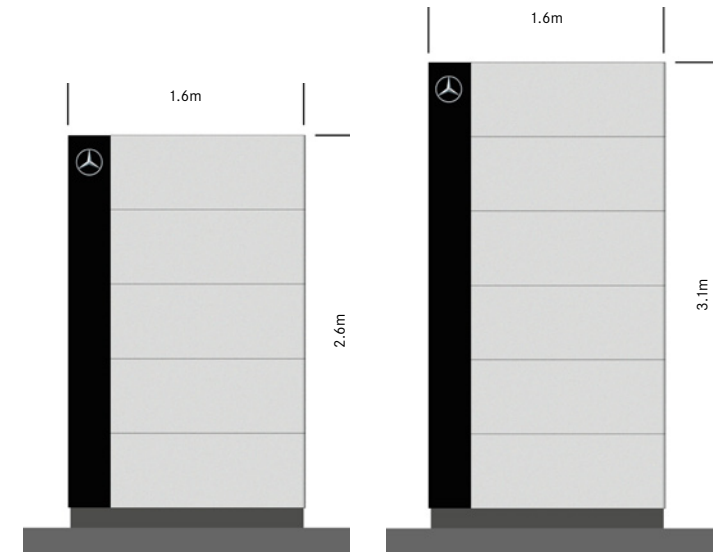
It is possible to have more than one Lettering element on the MAIN ENTRANCE (FA 01 300) facade.



Hierarchy: Sub-brand Lettering (e.g. smart) is never positioned next to the STAR WALL (FA 01 200).

6.1 Gateway Sign

LOS 90



Criteria

The GATEWAY SIGN must be present at every entrance from the road and is used by the dealership to indicate which services are available at its site. It can be used with any kind of dealership building.

Please note the following when using this brand signage element:

- Sufficient open space on the dealership site
- Planning permission may be required
- Good visibility when visitors are driving up to the dealership site
- Sufficient distance to other elements ($\geq 10\text{m}$)

Dimensions

The GATEWAY SIGN is available in the following sizes:

Free-standing:

Width (W): 1.6m

Height (H): 2.6m/3.1m

6.1 Gateway Sign

LOS 90

Design variants

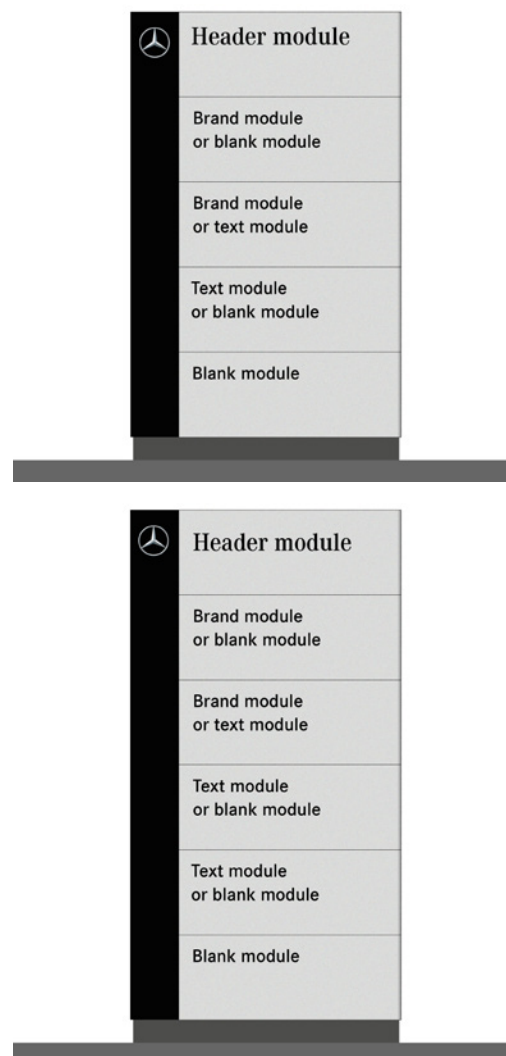
The GATEWAY SIGN is only available in a free-standing variant.

The GATEWAY SIGN is always illuminated from the inside and has a modular construction. The modules are interchangeable. The information on the individual modules is cut to shape and backed with translucent black-and-white acrylic.

The GATEWAY SIGN is divided into the following modules:

- Vertical side module: Mercedes star with no further additions (diameter of the star = 18cm)
- Header module: 'Mercedes-Benz'/'Mercedes-Benz Service' with no further additions
- Brand module: brand marks of vehicle brands only, in accordance with their specifications:
 - A maximum of six square or horizontal rectangular signs are allowed per module
 - The order of the brand marks is specified either by the MPC or the dealership operator
 - If no brand marks are required, a blank module normally appears beneath the header module
- Text module:
 - Functional information
 - If required by local law, information about the dealership's authorisation
- Blank module:
 - The lowest module is always a blank module
 - Non-required text modules are filled by blank modules

The images show possible arrangements.



The following lettering options are available:

Header module:

- Mercedes-Benz' word mark for Sales and Sales/ After-Sales dealerships
- 'Mercedes-Benz Service' word mark for After-Sales-only dealerships

Both word marks have a fixed letter height of 100mm and are written in the Corporate A typeface.

Brand module:

- Other Daimler brands, indicated using the individual brand logos, and the sub-brands AMG and Maybach

These logos are displayed in cut-out format within either a rectangular basic shape (270 × 120mm) or square basic shape (180 × 180mm).

Text module:

- Monolingual text
- Bilingual text with two equally-weighted languages
- Bilingual text with main and secondary languages

The information can be presented with or without an arrow. The permitted terms are normally defined by the MPC or the general distributor. The typeface used for the lettering is Corporate S Demi.

6.1 Gateway Sign

LOS 90

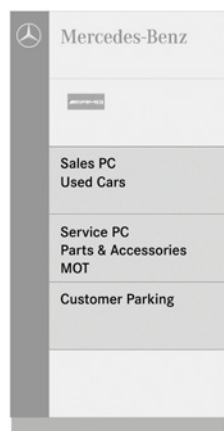
Design variants

1. Monolingual text

- Each text module can have between one and three lines of text.
- The following letter heights apply:
 - 80mm/70mm*
 - The letter height should be consistent across all text modules

The maximum length to which a line of text can run is specified by the manufacturer.

The letter heights marked * are used for adjusting the length of text. Please note that the same letter height should be used for all text on the GATEWAY SIGN. Service/service sub-brand names are allowed to appear as words, but must be written in Corporate S Demi (Latin or country-specific script).



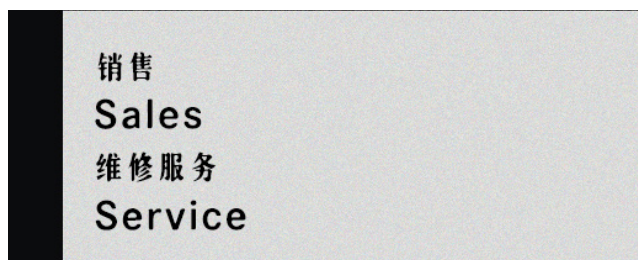
Long-distance identification

Dealership identification

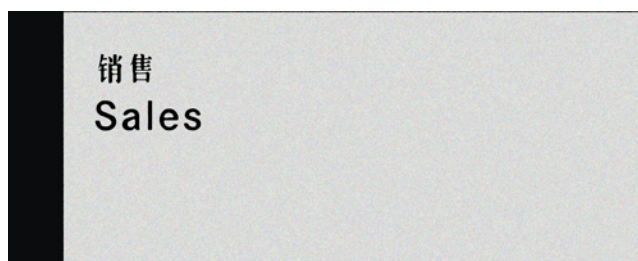
2. Bilingual text with two equally-weighted languages

- Each text module can have one or two double lines of text
- The following letter heights apply:
 - Standard: 60mm
 - Exception if maximum text field length would otherwise be exceeded: 55mm
 - The letter height should be consistent across all text modules

The maximum length to which a line of text can run is specified by the manufacturer.



Close-range identification



Special identification

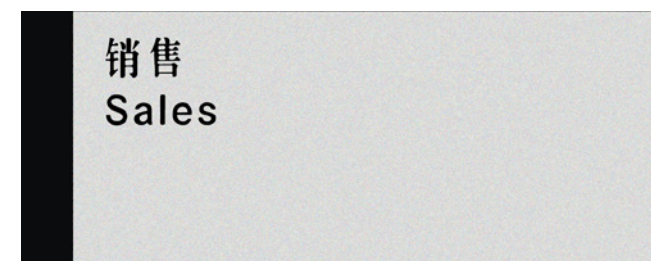
3. Bilingual text with main and secondary languages

- Each text module can have one or two double lines of text
- The following letter heights apply:
 - Main language: 80mm/secondary language: 60mm
 - Main language: 60mm/secondary language: 50mm
 - The letter height should be consistent across all text modules

The maximum length to which a line of text can run is specified by the manufacturer.



Neutral Identification



6.1 Gateway Sign

LOS 90

Positioning and combination options

There should be a clearly visible GATEWAY SIGN at every entrance from the road. To make it as easy to read as possible, the GATEWAY SIGN is positioned either at a right angle to the road or at a right angle to the entrance.

There should always be at least 10m of clearance to the brand PYLONS (LOS 10) (e.g. Mercedes-Benz, smart) and other brand signage elements.



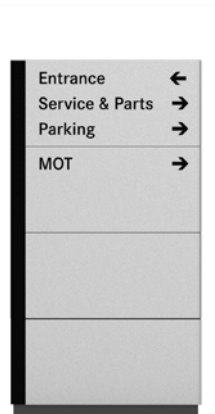
6.1 Brand Signage – Exterior

Close-range identification

Entrance Sign
(OSS 10)



Information Sign
(OSS 20)



Pictogram Sign
(OSS 30)

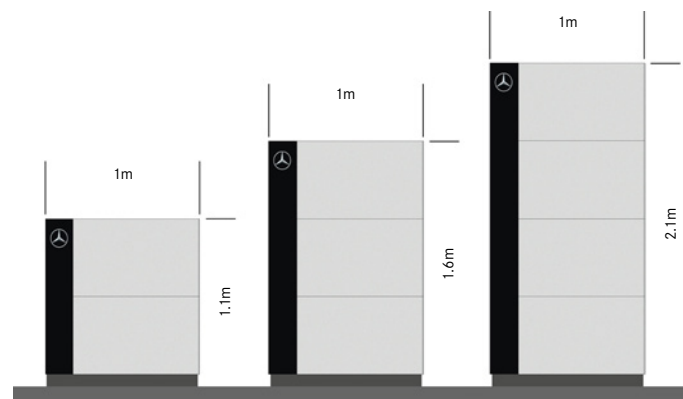


6.1 Entrance Sign

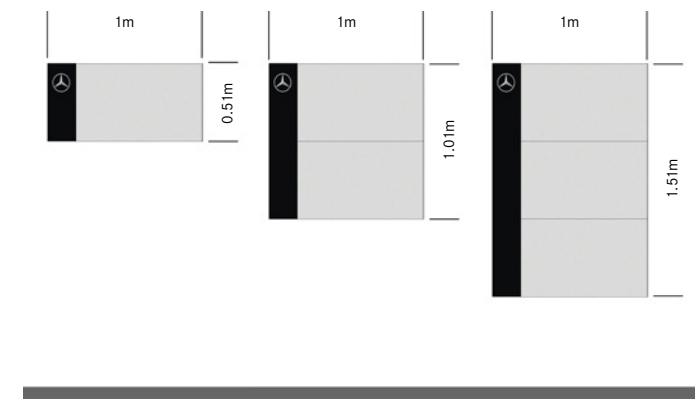
OSS 10



Height of free-standing elements:



Height of wall-mounted elements:



Criteria

- Can be used at every customer entrance
- Should be clearly visible
- Should not obstruct paths

Dimensions

The ENTRANCE SIGN is available in the following sizes:

Free-standing:

Width (W): 1m

Height (H): 1.1m/1.6m/2.1m

Wall-mounted version:

Width (W): 1m

Height (H): 0.51m/1.01m/1.51m

6.1 Entrance Sign

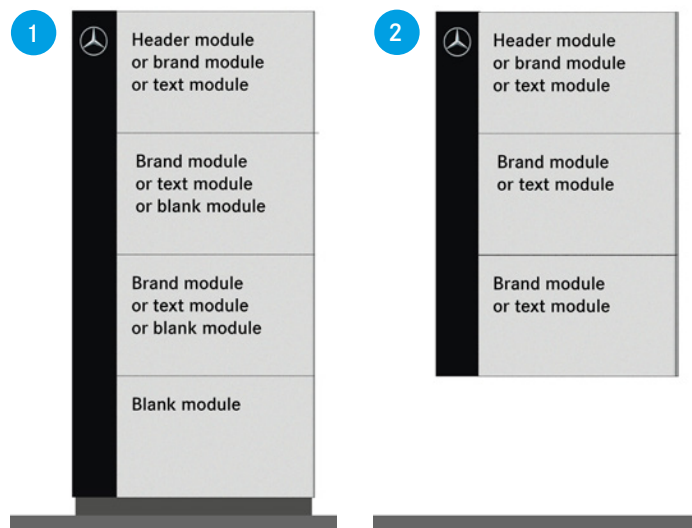
OSS 10

Design variants

The ENTRANCE SIGN is available in two variants:

1. Free-standing
2. Wall-mounted

The ENTRANCE SIGN is not normally illuminated and has a modular construction. The modules are interchangeable. The information on the individual modules is applied using adhesive foil. The exception is the header module with the 'Mercedes-Benz' brand name, the 'Mercedes-Benz Service' wording and the vehicle brands. These are cut to shape and backed with translucent black-and-white acrylic.



The pictures show possible arrangements.

The ENTRANCE SIGN is divided into the following modules:

- Vertical side module: Mercedes star without further additions (diameter of the star = 18cm)
- Header module: 'Mercedes-Benz'/'Mercedes-Benz Service', alternatively the dealership address can also be displayed here
- Brand module: other vehicle brand marks (Daimler brands only):
 - A maximum of six square or horizontal rectangular signs are allowed per module
 - The brand module can also be used in place of the header module as the top module of the ENTRANCE SIGN
- Text module:
 - Information on opening times for the dealership or on the specific services it offers (sales, service and parts/accessories for cars, commercial vehicles, etc)
 - If there is no header module or brand module, a text module is used at the top of the ENTRANCE SIGN
- Blank module (only for the free-standing variant):
 - The bottom module is always a blank module
 - Non-required text modules are filled by blank modules
 - Blank modules are not used with the wall-mounted variant

The following lettering options are available:

Header module:

- 'Mercedes-Benz' word mark for Sales and Sales/After-Sales dealerships
- 'Mercedes-Benz Service' word mark for After-Sales-only dealerships

Both word marks have a fixed letter height of 70mm and are written in the Corporate A typeface. If the dealership address is also provided in the header module, the specified letter height is 50mm/40mm and the typeface is Corporate S Demi.

Brand module:

- Other Daimler brands, indicated using the individual brand logos, plus the sub-brands AMG and Maybach

These logos are displayed in cut-out format either within a rectangle (180 × 80mm) or a square (120 × 120mm).

Text module:

- Monolingual text
- Bilingual text with two equally-weighted languages
- Bilingual text with main and secondary languages

The information can be presented with or without an arrow. The permitted terms are normally defined by the MPC or the general distributor. The typeface used for the lettering is Corporate S Demi.

6.1 Entrance Sign

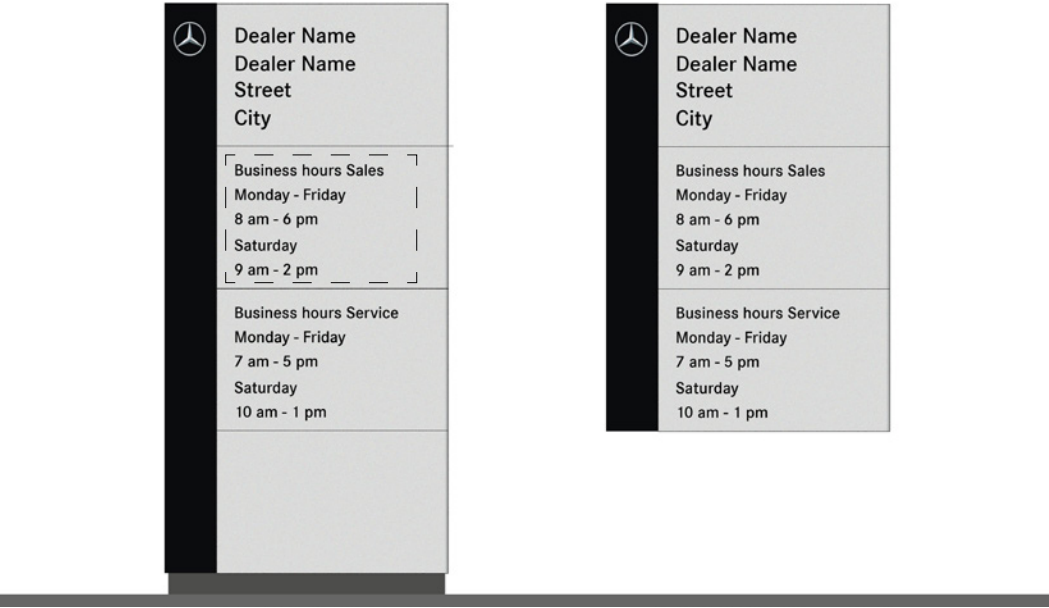
OSS 10

Design variants

- The following applies to all information that is presented as text:
- The information must fit within a text field of 680mm × 380mm
 - The following letter heights apply:
 - For addresses and wording indicating division and services: 50mm/40mm
 - For opening times: 30mm/25mm

The maximum length per line of text is specified by the manufacturer.

No more than two different letter heights can feature on an ENTRANCE SIGN. The header module is an exception. ‘Mercedes-Benz’ and ‘Mercedes-Benz Service’ have a fixed letter height of 70mm. Information in two languages can be presented side by side or with one language below the other.



Long-distance indentification

Dealership identification

Close-range identification

Positioning and combination options

The ENTRANCE SIGN must always be in a clearly visible position right by the MAIN ENTRANCE (FA 01 300). If there are other customer entrances, the ENTRANCE SIGN can be used at each one.

If there is sufficient wall space in the vicinity of the entrance, a wall-mounted ENTRANCE SIGN can be used.

In exceptional cases, the ENTRANCE SIGN can replace the GATEWAY SIGN (LOS 90) where this cannot be used because of limited space or planning restrictions. In such cases, the an ENTRANCE SIGN should feature the content designated for the GATEWAY SIGN (LOS 90).



Special identification

Neutral Identification