

Social Media Style Guide



April 2018

Mercedes-Benz
The best or nothing.



Introduction

The following guidelines are intended to ensure the uniform presentation of social media contents on the Mercedes-Benz social media channels.

The guidelines define correct practices with graphic elements, colours, fonts, naming and explain their use within the various areas. This document is intended to help create an efficient and stylistically confident design and should also be considered as a binding specification for all designers.

You can find more information about the brand design and use in the Brand Design System (BDS) under: **<https://bds.mercedes-benz.com>**.

Since the requirements for social media channels constantly evolve, this guideline is an agile document and will be constantly adapted. Please have a look at the BDS to get the latest version.

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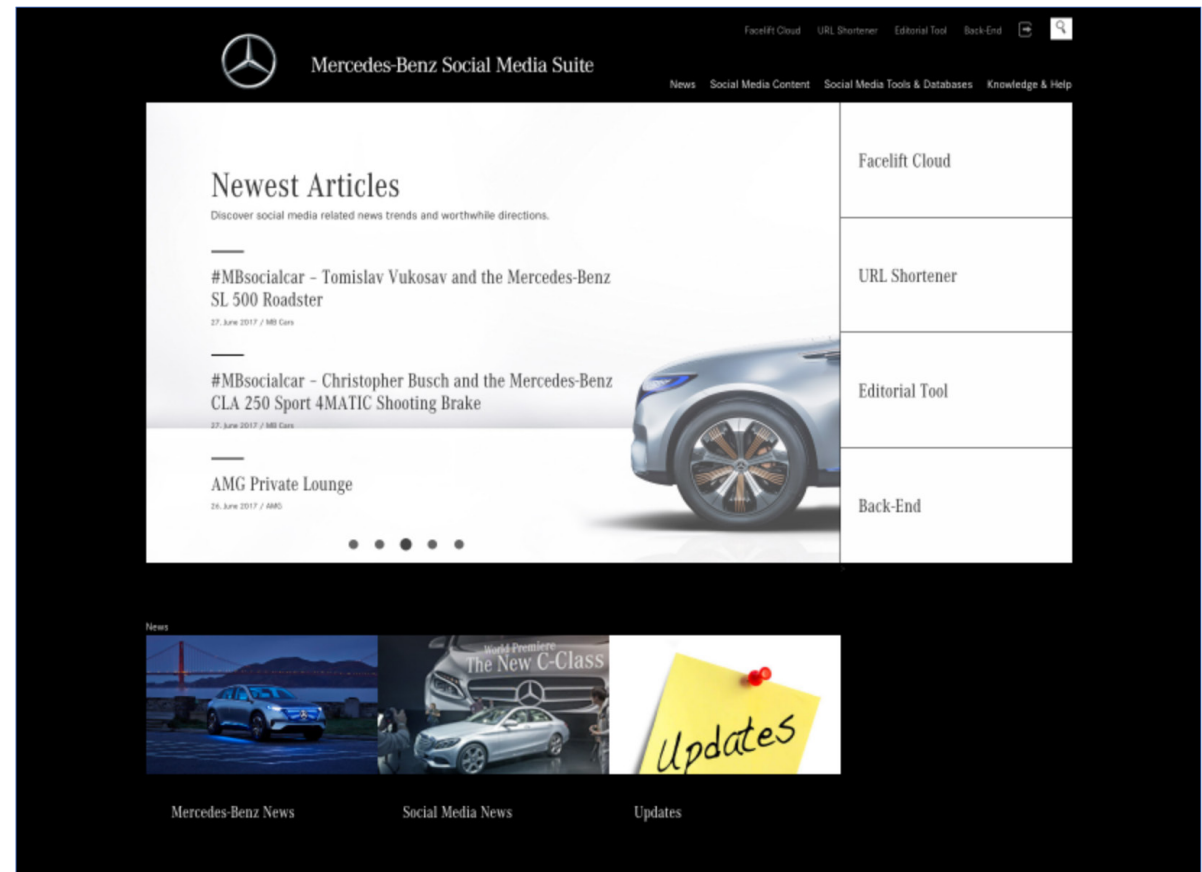
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Content and Tools

To discover news of Mercedes-Benz world and social related trends. Find content inspirations, a collection of databases and tools for your daily social publishing.

<https://socialsuite.smss.mercedes-benz.com>.

If you don't have access to the social suite please contact **Daimler@elbkind.de**.



1 General Information

Social Media Style Guide

1.1 Use of Corporate A and Corporate S

Typography is an essential part of the brand design. It is important to ensure that the online media share the same characteristic look as other applications. At the same time, webspecific requirements regarding legibility and loading times need to be considered.

Corporate A Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,-?!@

Corporate S Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,-?!@

Corporate S Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,-?!@

Corporate S Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,-?!@

Corporate A

Corporate A is the primary typeface and a striking, familiar element of the Mercedes-Benz visual identity. Corporate A is available in a range of different styles that are mandatory for use in social media.

Corporate A Condensed Regular

Corporate A Condensed is used for headlines

Corporate S

Corporate S is the secondary typeface. It is used for applications where a sans serif typeface would be more appropriate, such as signage, stationary and diagrams. The Corporate S styles are primarily used in communication.

Corporate S Demi

Corporate S Demi is a lettering style used for sublines.

Corporate S Light

Corporate S Light is used for explanatory information, e.g. regular copy.

Corporate S Regular

Corporate S Regular is used for media-specific requirements (e.g. mobile).

1.2 Use of Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,-?!@

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,-?!@

Arial

Arial is a sans serif typeface used to meet web requirements for regular text.

Arial is aliased and often used in small font sizes to ensure legibility. The typeface is HTML compatible. This makes it easy to maintain in content management systems and keeps loading times to a minimum.


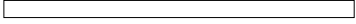
Arial Regular

Arial Regular is used for navigation, running text and buttons.

Arial Bold

Arial Bold is used for highlighting.








1.3 Text colours

	„Inactive Grey 1“	RGB: 209 / 209 / 209	HEX #D1D1D1
	„Inactive Grey 2“	RGB: 175 / 175 / 175	HEX #AFAFAF
	„Grey“	RGB: 153 / 153 / 153	HEX #999999
	„Dark Grey“	RGB: 102 / 102 / 102	HEX #666666
	„Anthracite“	RGB: 51 / 51 / 51	HEX #333333
	„White“	RGB: 255 / 255 / 255	HEX #FFFFFF
	„Cyan“	RGB: 0 / 173 / 239	HEX #00ADEF

Text colours

- “Inactive Grey 1” (HEX #D1D1D1) for inactive text in the configurator-PCN;
- “Inactive Grey 2” (HEX #AFAFAF) for inactive text in the tab navigation, form fields and tables;
- “Grey” (HEX #999999) for highlighting text (PCN), foot notes;
- “Dark Grey” (HEX #666666) for continuous text, subheadlines, Corporate A;
- “Anthracite” (HEX #333333) for highlighting text;
- “White” (HEX #FFFFFF) for text in the PCN, subnavigation, buttons and text on pictures;
- “Cyan” (HEX #00ADEF) as active and mouseover colour;

1.4 Surface area colours

	„Dark Grey 2“	RGB: 118 / 125 / 134	HEX #676D75
	„Light Grey 2“	RGB: 239 / 241 / 243	HEX #EFF1F3
	„Line Grey“	RGB: 221 / 221 / 221	HEX #DDDDDD
	„Layer Grey“	RGB: 236 / 236 / 236	HEX #ECECEC
	„Light Grey“	RGB: 248 / 248 / 248	HEX #F8F8F8
	„Consulting Blue“	RGB: 159 / 172 / 184	HEX #9FACB8
	„Consulting Light Grey“	RGB: 234 / 236 / 238	HEX #EAECEE
	„Consulting Dark Grey“	RGB: 207 / 213 / 219	HEX #CFD5DB
	„Black“	RGB: 0 / 0 / 0	HEX #000000
	„Grey Button Gradient“	RGB: 102 / 102 / 102 95 / 95 / 95	HEX #666666 - #5F5F5F
	„Anthracite“	RGB: 51 / 51 / 51	HEX #333333
	„Blue Gradient 1“	RGB: 4 / 154 / 214 8 / 136 / 191	HEX #049AD6 - #0888BF
	„Blue Gradient 2“	RGB: 16 / 176 / 238 6 / 149 / 205	HEX #10B0BEE - #0695CD

Surface area colours

“Dark Grey 2” (HEX #676D75) and “Light Grey 2” (HEX #EFF1F3); also for use in teaser backgrounds

“Line Grey” (HEX #DDDDDD) for quicklink teaser, in tables and tab navigations;

“Layer Grey” (HEX #ECECEC) and “Light Grey” (HEX #F8F8F8) for colour difference on the surface areas (e.g. tables);

“Consulting Blue” (HEX #9FACB8) is only used for recommendations (flyout);

“Consulting Light Grey” (HEX #EAECEE) is only used for recommendations and model comparison;

“Consulting Dark Grey” (HEX #CFD5DB) is only used for dealer teaser;

“Black” (HEX #000000) is used with different transparencies e.g. layer-background and movie-subtitles;

“Grey Button Gradient” (HEX #666666 top - #5F5F5F down) and “Anthracite” (HEX #333333) in the inactive standard button and mouse-over;

“Blue Gradient 1” (HEX #049AD6 top - #0888BF down) and “Blue Gradient 2” (HEX #10B0BEE top - #0695CD down) in the inactive highlight button and mouse-over.

1.5 Profile images



Your profile picture serves as the face of your new social media presence – additional cover images will make your channel look even more professional.

The Brand Design System (BDS) provides several standard logos for your social media use.

(<https://bds.mercedes-benz.com>)

Please have a look at the channels for the individual format of the profile pictures.

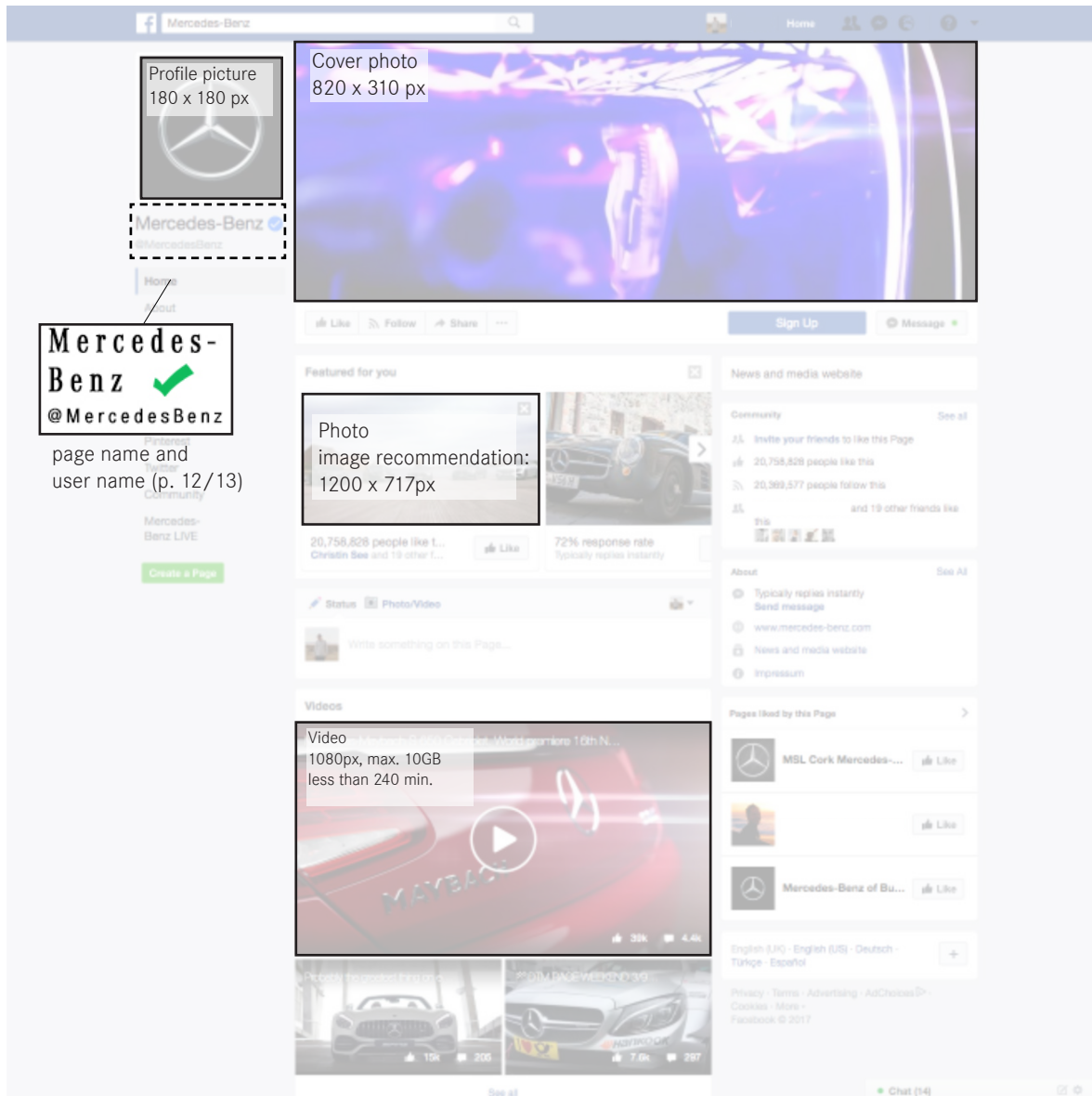
To ensure consistency, please incorporate distinguishing features and designs across your social media platforms. For example, the cover image of one channel could reappear on other platforms as a banner or background image.

To gain a better position within Google, we recommend: Before uploading your profile or cover image, give it a distinctive name that reflects your company's focus and name, e. g. "Mercedes-Benz-YourName-logo".

2 Facebook

Social Media Style Guide

2.1 Overview



The following chapter will tell you everything you need to know about how to create, select and format your future Facebook page. The image besides gives you an overview of a typical Facebook page, its relevant elements and areas – and their featured chapters.

Furthermore, the Brand Design System (BDS) provides all sample elements and images for your social media use.

<https://bds.mercedes-benz.com>

Image Guidelines

Shared Image: 1,200 x 630 pixels

Will appear in feed at a max. width of 470 pixels (will scale to a max. of 1:1).

Will appear on page at a max. width of 504 pixels (will scale to a max. of 1:1).

Shared Link: 1,200 x 627 pixels

Recommended upload size of 1,200 x 627 pixels.

Square Photo: Minimum 154 x 154 pixels in feed.

Square Photo: Minimum 116 x 116 pixels on page.

Rectangular Photo: Minimum 470 x 246 pixels in feed.

Rectangular Photo: Minimum 484 x 252 pixels on page.

Highlighted Image: 1,200 x 717 pixels (Recommended)

Will appear on your page at 843 x 504 pixels.

Choose a higher resolution at that scale for better quality.

Event Image: 1920 x 1080 pixels (Recommended)

Facebook will scale down to minimum dimensions: 470 x 174 pixels.

Shows in feed: 470 x 174 pixels.

2.2 Page name

For Mercedes-Benz MPCs

Brand name + your location

Mercedes-Benz Deutschland
Mercedes-Benz Argentina
Mercedes-Benz Japan

**Mercedes-Benz
Deutschland** 

For Mercedes-Benz dealers

Brand name + location of dealership

Examples
 Unambiguous location: *Mercedes-Benz
Berlin*

Hyphenated location: *Mercedes-Benz
Villingen-Schwenningen*

Location with add-on: *Mercedes-Benz
Frankfurt am Main*

Several locations: *Mercedes-Benz
Mannheim Heidelberg Landau*

**Mercedes-Benz
Berlin** 

For authorised Mercedes-Benz service, sales and diagnostic centres*

Own dealership designation

Retailers with their own dealership designation may use this as their user name, supplemented by a country/city code or abbreviation if they run more than one location.

Beresa Osnabrück

Brand name + Service or Diagnostic Centre* + location

Retailers without their own dealership designation may use this as their user name.

Mercedes-Benz Service Centre
Meyer Villingen-Schwenningen*

Mercedes-Benz Service Centre
Meyer Frankfurt am Main*

Mercedes-Benz Service Centre
Meyer Mannheim*

*Depending on the naming in your country

Very simple — but also very complex or complicated — names can make it harder to locate your social media presence. Moreover, your fans will find it easier to locate you when your name is in your native language.

Since the platform's naming options have no restrictions in the number of characters, please include "Mercedes- Benz" as well as your country and city in full.

In order to help customers and clients find your channels and profiles online, please stick to the following name and user name recommendations.

2.3 User name and Web URL

User name

Brand name_location or abbreviation

@mercedesbenzdeutschland
@mercedesbenzargentina
@mercedesbenzjapan

Web URL

The Web URL is generated from the username

For Mercedes-Benz MPCs

<http://www.facebook.com/mercedesbenzdeutschland>

<http://www.facebook.com/mercedesbenzargentina>

<http://www.facebook.com/mercedesbenzjapan>

 <https://www.facebook.com/MercedesBenzBerlin>


Web URL for Mercedes-Benz dealers

Unambiguous location:
<http://www.facebook.com/MercedesBenzBerlin>

Hyphenated location:
<http://www.facebook.com/MercedesBenzVillingenSchwenningen>

Location with add-on:
<http://www.facebook.com/MercedesBenzFrankfurtMain>

Several locations:
<http://www.facebook.com/MercedesBenzMannheimHeidelbergLandau>

 <https://www.facebook.com/MercedesBenzBerlin>

Web URL for authorised Mercedes-Benz service, sales and diagnostic centres

Unambiguous name:
<http://www.facebook.com/Beresa>

Name with add-on:
http://www.facebook.com/ServiceCentre*Meyer

*Depending on the naming in your country

Vanity URL

Facebook allows you to pick a personal website address (vanity URL) for your own profile. The result is a combination of Facebook's general web address and your own chosen term.

3 YouTube

Social Media Style Guide

3.1 Overview



The following chapter will tell you everything you need to know about how to create, select and format your future YouTube channel. The image beside gives you an overview of a typical YouTube channel, its relevant elements and areas – and their featured chapters.

Furthermore, the Brand Design System (BDS) provides all sample elements and images for your social media use.

<https://bds.mercedes-benz.com>

Image Guidelines

Channel Profile Image: 800 x 800 pixels

Recommended 800 x 800 pixels.

Displays as 98 x 98 pixels.

Image types: JPG, GIF, BMP or PNG.

Channel Cover Photo: 2,560 x 1,440 pixels

Recommended 2560 x 1440 pixels.

Safe area for mobile and web (without text and logo cropping)

1546 x 423 pixels.

Maximum file size: 4MB.

Image types: JPG, GIF, BMP or PNG.

Video Thumbnails: 1,280 x 720 pixels

-image formats such as .JPG, .GIF, .BMP, or .PNG

-Remain under the 2MB limit

Video specifications and recommendations

Video files must meet all of the following criteria:

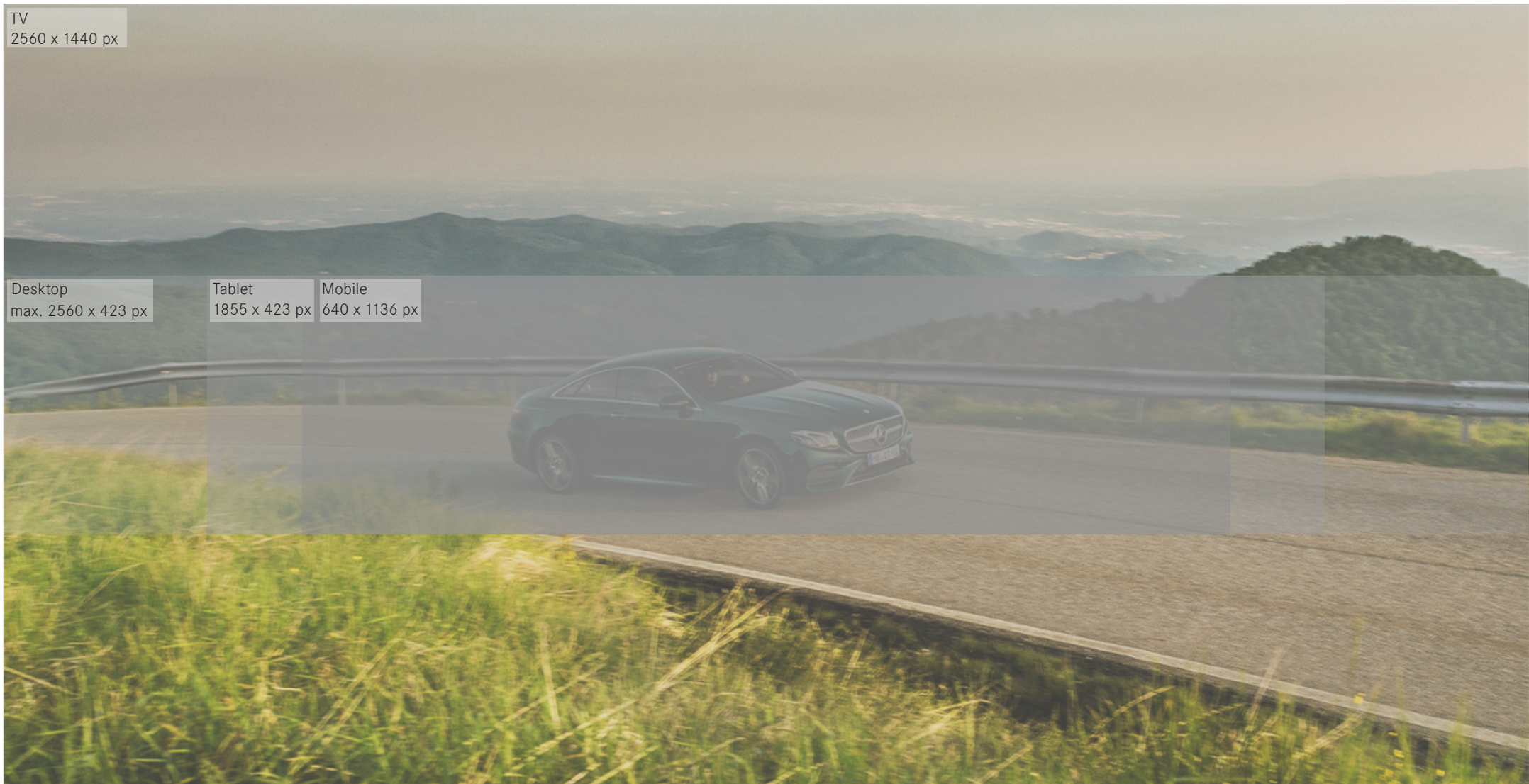
max 128GB or 12 hours

Videos must maintain a 16:9 aspect ratio.

In order to qualify as full HD, your dimensions must

be at least 1,920 x 1080 pixels.

3.2 Background characteristics



TV
2560 x 1440 px

Desktop
max. 2560 x 423 px

Tablet
1855 x 423 px

Mobile
640 x 1136 px

3.3 Channel name

For Mercedes-Benz MPCs
(up to 20 characters)

**Brand Name + your location
or abbreviation**

Mercedes-Benz Deutschland
Mercedes-Benz Argentina
Mercedes-Benz Japan

Mercedes-Benz Deutschland

For Mercedes-Benz dealers
(up to 20 characters)

a) Brand name + your location

Mercedes-Benz Berlin

Mercedes-Benz Berlin

**b) Brand initials (two characters)
+ your location**
(more than 20 characters)

Location with add-on:
(e.g. Frankfurt am Main):
MB Frankfurt

or
Several locations,
Pick just one location:
MB Mannheim

**For authorised
Mercedes-Benz service,
sales and diagnostic centres**
(up to 20 characters)

Own dealership designation

Retailers with their own dealership designation (e.g. Beresa) may use this as their user name, supplemented by a country/city code or abbreviation if they run more than one location.

Very simple — but also very complex or complicated — names can make it harder to locate your social media presence. Moreover, your fans will find it easier to locate you when your name is in your native language.

If the platform's naming options allow for a sufficient number of characters, please include "Mercedes-Benz" as well as your country and city in full.

Should character restrictions apply, please include "Mercedes-Benz" (or "MercedesBenz"), supplemented by a well-known abbreviation or your location's regional number plate designation.

User names may contain letters (a-z), numbers (0-9), dashes (-), underscores (_), and periods (.), and may not contain an equal sign (=) or brackets (<,>). They can't contain more than one period in a row.

YouTube limits user names to 20 characters.

In order to help customers and clients to find your channels and profiles online, please stick to the following name and user name recommendations.

3.4 Web URL

User defined Web URL:

[youtube.com/yourexampleurl](https://www.youtube.com/yourexampleurl)

or [youtube.com/c/yourexampleurl](https://www.youtube.com/c/yourexampleurl)

For Mercedes-Benz MPCs

[http://www.youtube.com/c/
MercedesBenzDeutschland](http://www.youtube.com/c/MercedesBenzDeutschland)

[http://www.youtube.com/c/
MercedesBenzArgentina](http://www.youtube.com/c/MercedesBenzArgentina)

[http://www.youtube.com/c/
MercedesBenzJapan](http://www.youtube.com/c/MercedesBenzJapan)

 <https://www.youtube.com/c/mercedesbenzjapan>

For Mercedes-Benz dealers

Unambiguous location:
[http://www.youtube.com/c/
MercedesBenzBerlin](http://www.youtube.com/c/MercedesBenzBerlin)

Hyphenated location:
[http://www.youtube.com/c/
MercedesBenzVillingenSchwenningen](http://www.youtube.com/c/MercedesBenzVillingenSchwenningen)

Location with add-on:
[http://www.youtube.com/c/
MercedesBenzFrankfurtMain](http://www.youtube.com/c/MercedesBenzFrankfurtMain)

Several locations:
[http://www.youtube.com/c/
MercedesBenzMannheimHeidelberg
Landau](http://www.youtube.com/c/MercedesBenzMannheimHeidelbergLandau)

 <https://www.youtube.com/c/mercedesbenzberlin>

For authorised Mercedes-Benz service, sales and diagnostic centres*

Unambiguous name:
[http://www.youtube.com/c/
Beresa](http://www.youtube.com/c/Beresa)

Name with add-on:
[http://www.youtube.com/c/
ServiceCentre*Meyer](http://www.youtube.com/c/ServiceCentre*Meyer)

*Depending on the naming in your country

Vanity URL

Some social media platforms, including YouTube, Foursquare and Pinterest, let you pick a personal website address (vanity URL) for your own profile. The result is invariably a combination of the platform's general and generic web address and your own chosen term.

4 Twitter

Social Media Style Guide

4.1 Overview



The following chapter will tell you everything you need to know about how to create, select und format your future Twitter channel. The image beside gives you an overview of a typical Twitter channel, its relevant elements and areas – and their featured chapters.

Furthermore, the Brand Design System (BDS) provides all sample elements and images for your social media use.

<https://bds.mercedes-benz.com>

Image Guidelines

Only accept GIF, JPEG, and PNG files

Minimum to appear expanded 440 x 220 pixels (a 2:1 ratio).

Can tweet up to 4 images at one time.

Can edit images if tweeting from Twitter iOS or Android app.

Maximum to appear expanded 1024 x 512 pixels.

Appears in stream collapsed at 506 x 253 pixels on desktop.

Maximum file size of 5 MB for photos, and 5 MB for animated GIFs on mobile and 15 MB on web.

Video specifications and recommendations

Video files must meet all of the following criteria:

Duration should be between 0.5 seconds and 30 seconds (sync) / 140 seconds (async)

Maximum file size is 512MB

Maximum video length is 2 minutes and 20 seconds.

Dimensions should be between 32x32 pixels and 1280x1024 pixels

Aspect ratios: 1:2.39 - 2.39:1 range (inclusive)

Frame rate should be 40fps or less

Video format, MP4 and MOV video formats.

Must not have open GOP

Must use progressive scan

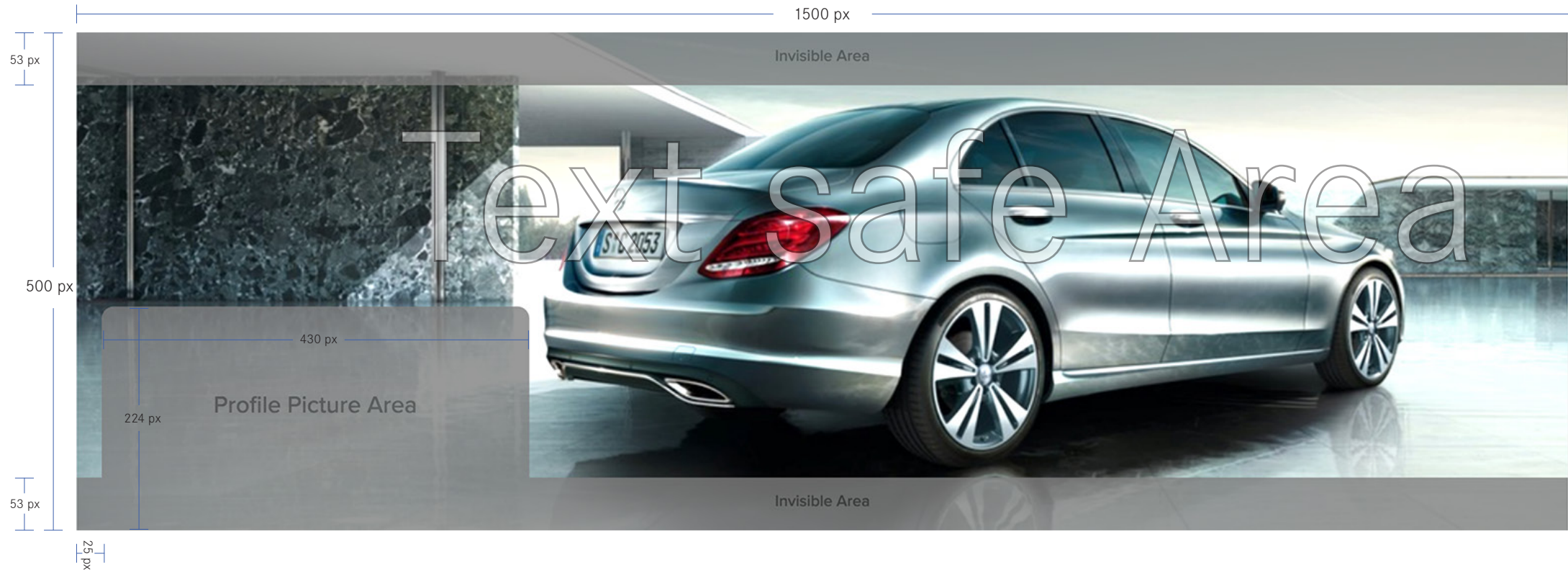
Must have 1:1 pixel aspect ratio

Only YUV 4:2:0 pixel format is supported.

Audio should be mono or stereo, not 5.1 or greater

Audio must be AAC with Low Complexity profile. High-Efficiency AAC is not supported.

3.2 Background characteristics



Visit <https://snappa.io> for optimal results.

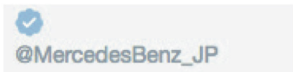
4.2 User, channel name and Web URL for MPCs

User name

(up to 15 characters)

Brand name_location
or abbreviation

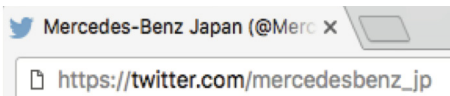
mercedesbenz_de
mercedesbenz_ar
mercedesbenz_jp



Web URL

The Web URL is generated
from the username

https://twitter.com/mercedesbenz_de
https://twitter.com/mercedesbenz_ar
https://twitter.com/mercedesbenz_jp



Channel name

(up to 20 characters)

Brand name + your location
or abbreviation

If there are more than 20 characters, you should
use *MB*.

For example
MB Japan

a) Brand name + location

Mercedes-Benz Deutschland
Mercedes-Benz Argentinien
Mercedes-Benz Japan

b) Brand name + abbreviation

Mercedes-Benz DE
Mercedes-Benz AR
Mercedes-Benz JP



Twitter also imposes naming restrictions — the service only allows up to 20 characters for your account name and even fewer for your actual Twitter channel (15 characters max.). Again, almost no special characters are permitted. While your full account name may contain hyphens (-), the Twitter user name only allows for underscores (_).

In order to help customers and clients to find your channels and profiles online, please stick to the following name and user name recommendations.

4.3 name and user name for retailers

Name

brand name + your location
or abbreviation
(up to 20 characters)

Mercedes-Benz Berlin
Mercedes-Benz FfM or *F*
Mercedes-Benz Mhm or *MA*

Mercedes-Benz Berlin

For authorised Mercedes-Benz
service, sales and diagnostic
centres:

Own dealership designation:
Beresa or *Beresa Osnabrück*

or

brandname + name
Mercedes-Benz Doe

User name

@brandinitials_location
(up to 15 characters)

@MB_Berlin
@MB_Frankfurt
@MB_Mannheim

For authorised Mercedes-Benz
service, sales and diagnostic
centres:

Own dealership designation:
@MB_beresa or
@MB_beresa_os

or

brandinitials_name
@MB_doe

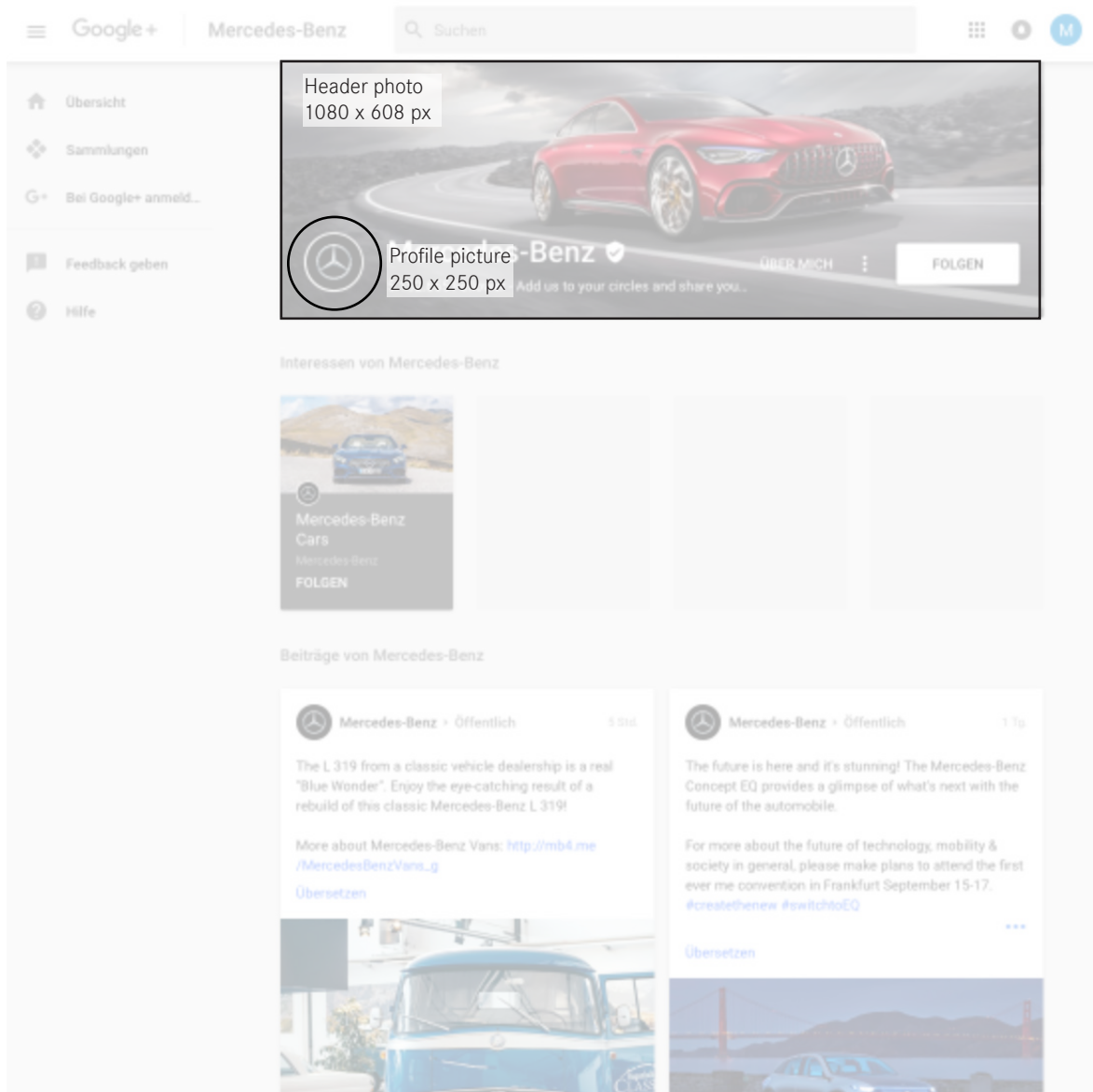
Twitter also imposes naming restrictions – the service only allows up to 20 characters for your account name and even fewer for your actual Twitter user name (15 characters max.). Again, almost no special characters are permitted. While your full account name may contain hyphens (-), the Twitter user name only allows for underscores (_).

Retailers with their own dealership designation (e.g. Beresa) may use this as their user name, supplemented by a country/city code or abbreviation if they run more than one location.

5 Google+

Social Media Style Guide

5.1 Overview



The following chapter will tell you everything you need to know about how to create, select and format your future Google+ page. The image beside gives you an overview of a typical Google+ page, its relevant elements and areas – and their featured chapters.

Furthermore, the Brand Design System (BDS) provides all sample elements and images for your social media use.

<https://bds.mercedes-benz.com>

Image Guidelines

Shared Image: 497 x 373 pixels (displays as)

Minimum width of 497 pixels (will scale the height for you).

Maximum upload 2,048 x 2,048 pixels.

Shared Link – 150 x 150 pixels (thumbnail).

Cover Image: 1,080 x 608

Recommended 1,080 x 608 pixels.

Minimum 480 x 270 pixels.

Maximum 2,120 x 1,192 pixels.

Video specifications and recommendations

Video files must meet all of the following criteria:

Duration should be between 0.5 seconds and 30 seconds

(sync) / 140 seconds (async)

File size should not exceed 15 mb (sync) / 512 mb (async)

Dimensions should be between 32x32 pixels and

1280x1024 pixels

Aspect ratio should be between 1:3 and 3:1

5.2 Page name

For Mercedes-Benz MPCs

Brand name + location

Mercedes-Benz Deutschland
Mercedes-Benz Argentina
Mercedes-Benz Japan

For Mercedes-Benz dealers

Brand name + location of dealership

a) up to 20 characters:

Unambiguous location:
Mercedes-Benz Berlin

Brand initials + location of dealership

b) more than 20 characters:

Hyphenated location:
Mercedes-Benz
Villingen-Schwenningen

Location with add-on:
Mercedes-Benz Frankfurt
am Main

Several locations:
Mercedes-Benz
Mannheim Heidelberg Landau

For authorised Mercedes-Benz service, sales and diagnostic centres

Brand name + company name + location

Hyphenated name:

Mercedes-Benz Service Centre Meyer*
Villingen-Schwenningen

Location with add-on:

Mercedes-Benz Service Centre Meyer*
Frankfurt am Main

Several locations:

Mercedes-Benz Service Centre Meyer*
Mannheim

*Depending on the naming in your country

Own dealership designation

Beresa
 or *Beresa Osnabrück*

Very simple — but also very complex or complicated — names can make it harder to locate your social media presence. Moreover, your fans will find it easier to locate you when your name is in your native language.

Since the platform's naming options have no restrictions in the number of characters, please include "Mercedes-Benz" as well as your country and city in full.

In order to help customers and clients to find your channels and profiles online, please stick to the following name and user name recommendations.

After you created or changed you (user) name, you might have to wait up to three months before you can edit it. The time span depends on the time passed since the creation or last adjustment of your user profile or name.

5.3 Web URL

For Mercedes-Benz MPCs

*http://plus.google.com/
MercedesBenzDeutschland
or
http://plus.google.com/
MBDeutschland*

*http://plus.google.com/
MercedesBenzArgentina
or
http://plus.google.com/
MBArgentina*

*http://plus.google.com/
MercedesBenzJapan
or
http://plus.google.com/
MBJapan*

For Mercedes-Benz dealers

Unambiguous location:
*https://plus.google.com/
MercedesBenzBerlin
or
https://plus.google.com/
MBBerlin*

Hyphenated location:
*https://plus.google.com/
MercedesBenzVillingenSchwenningen
or
https://plus.google.com/
MBVillingenSchwenningen*

Location with add-on:
*https://plus.google.com/
MercedesBenzFrankfurtMain
or
https://plus.google.com/
MBFrankfurtMain*

Several locations:
*http://plus.google.com/
MercedesBenzMannheimHeidelberg
Landau
or
http://plus.google.com/
MBMannheimHeidelberg
Landau*

For authorised Mercedes-Benz service, sales and diagnostic centres

Retailers with their own dealership designation may use this as their user name, supplemented by a country/city code or abbreviation if they run more than one location.

Unambiguous name:
*https://plus.google.com/
Beresa
or
https://plus.google.com/
BeresaOsnabrueck*

Name with add-on:
*https://plus.google.com/
ServiceCentre*Meyer*

*Depending on the naming in your country

Vanity URL

Some social media platforms, including Google+, let you pick a personal website address (vanity URL) for your own profile. The result is invariably a combination of the platform's general and generic web address and your own chosen term.

6 Pinterest

Social Media Style Guide

6.1 Overview

Mercedes-Benz – The best or nothing

32,296 168
Follower folge ich
www.mercedes-ben...
/ Impressum
Stuttgart, Germany /
The official Mercedes-
Benz Pinterest
channel!

Profile picture
165 x 165 px



All about the Details
150 Pins

Pinnwände Pins ausprobiert

Board Display
222 x 150 px



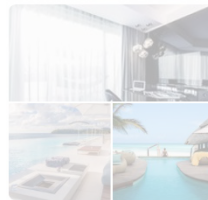
Modern Luxury
176 Pins



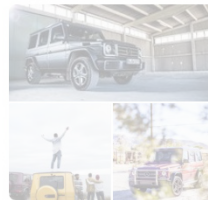
Taste for Adventure
224 Pins



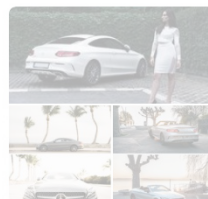
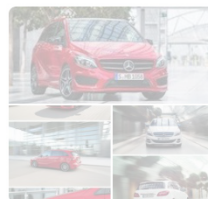
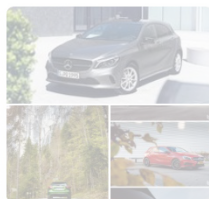
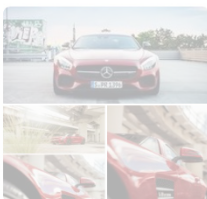
All about the Details
130 Pins



Luxury Living
142 Pins



G-Class
315 Pins



The following chapter will tell you everything you need to know about how to create, select and format your future Pinterest profile. The image beside gives you an overview of a typical Pinterest profile, its relevant elements and areas – and their featured chapters.

Furthermore, the Brand Design System (BDS) provides all sample elements and images for your social media use.

<https://bds.mercedes-benz.com>

If you want to set up a new Pinterest account, please use the following link and follow the instructions to create a business account:

<https://pinterest.com/business/create/>

Image Guidelines

Pin Sizes: 236 pixels (height is scaled).

Expanded pins have a minimum width 600 pixels (height is scaled).

It's recommended to use an image aspect ratio of 2:3 to 1:3.5

Board Display: 222 x 150

222 x 150 pixels (large thumbnail)

55 x 55 pixels (smaller thumbnail)

Video specifications and recommendations

Video files must meet all of the following criteria:

Duration should be between 0.5 seconds and 30 min. (sync) / 140 seconds (async)

File size should not exceed 2 GB (sync) / 512 mb (async)

Dimensions should be between 32x32 pixels and 1280x1024 pixels

Correct ratio:

Square (1:1) – 600 x 600 px

Vertical – 600 x 900 px

Format: .mp4 or .mov

6.2 Profile name

For Mercedes-Benz MPCs

Brand name + location

a) up to 30 characters:

Mercedes-Benz Deutschland
Mercedes-Benz Argentina
Mercedes-Benz Japan

b) more than 30 characters:

Brand initials + location of dealership

For Mercedes-Benz dealers

Brand name + location of dealership

a) up to 30 characters:

Unambiguous location:
Mercedes-Benz Berlin

Location with add-on:
Mercedes-Benz
Frankfurt am Main

Brand initials + location of dealership

b) more than 30 characters:

Hyphenated location:
Mercedes-Benz
Villingen-Schwenningen

Several locations:
Mercedes-Benz
Mannheim Heidelberg Landau

For authorised Mercedes-Benz service, sales and diagnostic centres

Brand name + kind of centre + location

Hyphenated name:

*Mercedes-Benz Service Centre * Meyer*
Villingen-Schwenningen

Location with add-on:

*Mercedes-Benz Service Centre * Meyer*
Frankfurt am Main

Several locations (Pick just one location):

*Mercedes-Benz Service Centre * Meyer*
Mannheim

Own dealership designation

*Depending on the naming in your country

Retailers with their own dealership (e.g. Beresa) may use this as their user name, supplemented by a country/city code or abbreviation if they run more than one location.

Mercedes-Benz Beresa or
Mercedes-Benz Beresa Osnabrück

Very simple — but also very complex or complicated — names can make it harder to locate your social media presence. Moreover, your fans will find it easier to locate you when your name is in your native language.

Pinterest also imposes naming restrictions — the service only allows up to 30 characters for your account. No special characters are permitted. Please include “Mercedes-Benz” as well as your country and city in full.

In order to help customers and clients to find your channels and profiles online, please stick to the following name and user name recommendations.

In case your name is too long for Pinterest you can try the following short versions.

1. Abbreviation of Mercedes-Benz possible (MB)
 Example: mb_frankfurt (instead of mb_frankfurt/offenbach)
2. Abbreviation of cities possible (for example usage of licence tag: mb_mahldd (Mannheim-Heidelberg-Landau)

Usually 30 characters should be possible when using the abbreviation of MB.

6.3 User name and Web URL

User name

Brand name_location
or abbreviation

mercedesbenzdeutschland
mercedesbenzargentina
mercedesbenzjapan

Web URL for Mercedes-Benz dealers

Unambiguous location:
*http://www.pinterest.com/
MercedesBenzBerlin*

Hyphenated location:
*http://www.pinterest.com/
MercedesBenzVillingenSchwenningen*

Location with add-on:
*http://www.pinterest.com/
MercedesBenzFrankfurtMain*

Several locations:
*http://www.pinterest.com/
MercedesBenzMannheimHeidelberg
Landau*

Web URL

The Web URL is generated
from the username

For Mercedes-Benz MPCs

*http://www.pinterest.com/
MercedesBenzDeutschland*

*http://www.pinterest.com/
MercedesBenzArgentina*

*http://www.pinterest.com/
MercedesBenzJapan*

 <https://www.pinterest.com/MercedesBenzDeutschland>

Web URL for authorised Mercedes-Benz service, sales and diagnostic centres

Unambiguous name:
http://www.pinterest.com/Beresa

Name with add-on:
*http://www.pinterest.com/
ServiceCentre*Meyer*

*Depending on the naming in your country

 <https://www.pinterest.com/Beresa>

 <https://www.pinterest.com/MercedesBenzBerlin>

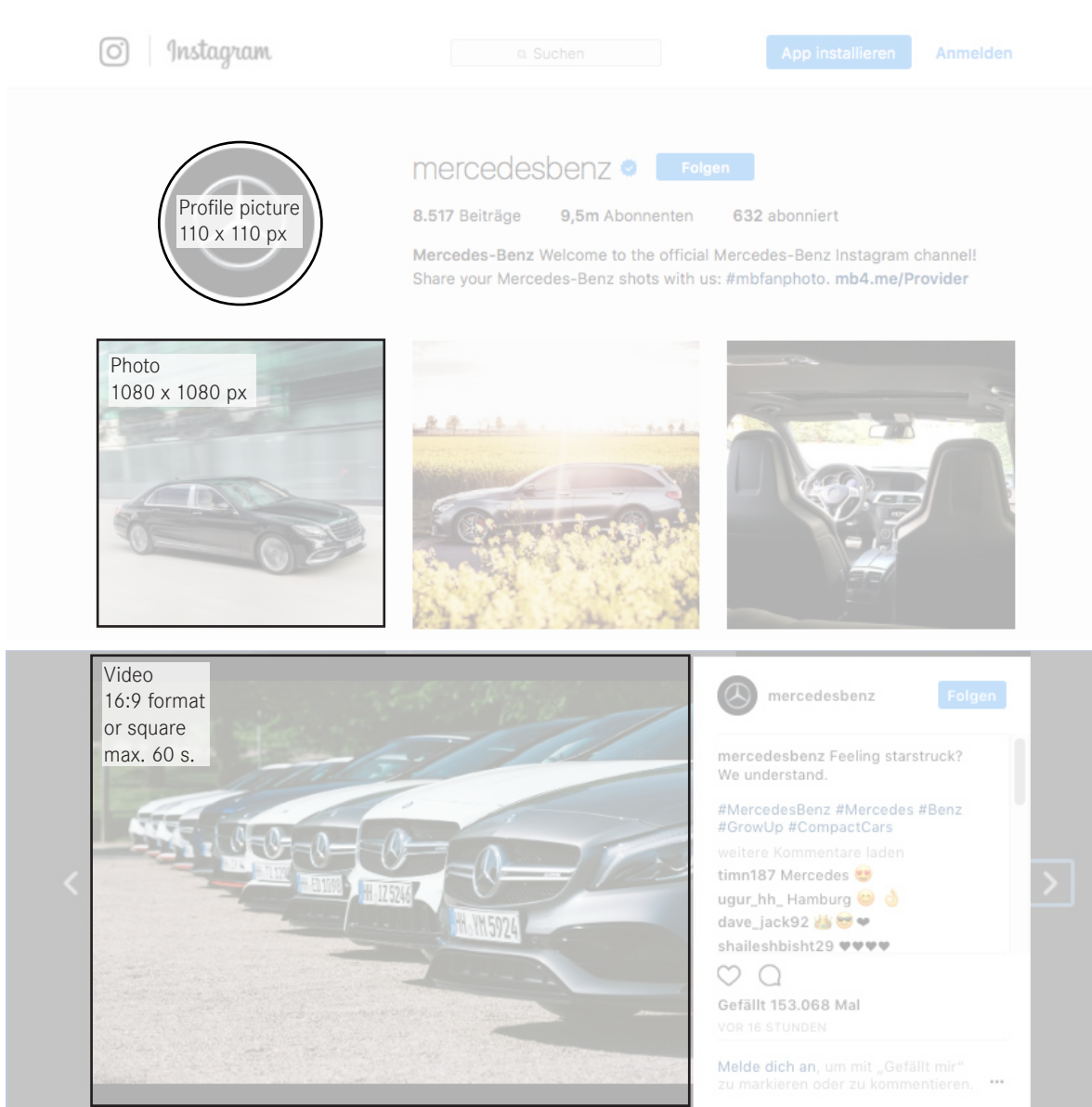
Vanity URL

Some social media platforms, including Pinterest, let you pick a personal website address (vanity URL) for your own profile. The result is invariably a combination of the platform's general and generic web address and your own chosen term.

7 Instagram

Social Media Style Guide

7.1 Overview



The following chapter will tell you everything you need to know on how to create, select and format your future Instagram profile.

Instagram is a free photo sharing app for mobile iOS and Android devices that allows you to take photos, change these pictures via a choice of filters and then share the results with your fans and followers online.

You can access Instagram via your mobile app or a web profile, yet please note that – to date – image upload has to take place via the mobile app.

Image Guidelines

Photo Sizes: 1080x1080 pixels.

has been increased to 1080 x 1080 pixels.

Instagram still scales these photos down to 612 x 612 pixels.

Appear in feed at 510 x 510 pixels.

Square or rectangle photos: make sure to maintain an aspect ratio between 1.91:1 and 4:5 ratio.

Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.

Profile Picture: 110 x 110 pixels.

Appear on your profile at 110 x 110 pixels.

Square photo: make sure to maintain an aspect ratio of 1:1.

Video specifications and recommendations

Video files must meet all of the following criteria:

Duration should be between 0.5 seconds and 30 seconds (sync) / 140 seconds (async)

File size should not exceed 15 mb (sync) / 512 mb (async)

Dimensions should be between 32x32 pixels and 1280x1024 pixels

Aspect ratio should be between 1:3 and 3:1

7.2 Profile name

For Mercedes-Benz MPCs

Brand Name + location

(up to 30 characters)

Mercedes-Benz Deutschland
Mercedes-Benz Argentina
Mercedes-Benz Japan

For Mercedes-Benz dealers

Brand name + location of dealership

(up to 30 characters)

Unambiguous location:
Mercedes-Benz Berlin

Location with add-on:
Mercedes-Benz Frankfurt Main
 or
Mercedes-Benz F

Several locations (Pick just one):
Mercedes-Benz Mannheim or
Mercedes-Benz MA or
Mercedes-Benz Mhm

For authorised Mercedes-Benz service, sales and diagnostic centres

Brand name + kind of centre + location

(up to 30 characters)

Hyphenated name:
Mercedes-Benz Service Centre Meyer*

Location with add-on:
Mercedes-Benz Service Centre ffm*
 or
Mercedes-Benz Service Centre f*

Several locations (Pick just one):
Mercedes-Benz Service Centre MA*
 or
Mercedes-Benz Service Centre Mhm*

*Depending on the naming in your country

Own dealership designation

Retailers with their own dealership designation may use this as their profile name, supplemented by a country/city code or abbreviation if they run more than one location.

Beresa or
Beresa Osnabrück

Very simple – but also very complex or complicated – names can make it harder to locate your social media presence. Moreover, your fans will find it easier to locate you when your name is in your native language.

If the platform's naming options allow for a sufficient number of characters, please include "Mercedes-Benz" as well as your country and city in full.

Should character restrictions apply, please include "Mercedes-Benz" (or "Mercedes-Benz"), supplemented by a well-known abbreviation or your location's regional number plate designation.

In order to help customers and clients to find your channels and profiles online, please stick to the following name and user name recommendations.

7.3 Name and user name

Name

For Mercedes-Benz MPCs

Brand Name + location
(up to 30 characters)

Mercedes-Benz_Deutschland
Mercedes-Benz_Argentina
Mercedes-Benz_Japan

For Mercedes-Benz dealers

Brand name + location of dealership
(up to 30 characters)

Unambiguous location:
Mercedes-Benz_Berlin

Location with add-on:
Mercedes-Benz_Frankfurt_Main
or
Mercedes-Benz_F

Several locations (Pick just one):
Mercedes-Benz_Mannheim or
Mercedes-Benz_MA or
Mercedes-Benz_Mhm

For authorised Mercedes-Benz service, sales and diagnostic centres

Brand name + kind of centre + location
(up to 30 characters)

Hyphenated name:
*Mercedes-Benz_Service_Centre*_Meyer*

Location with add-on:
*Mercedes-Benz_Service_Centre*_ffm*
or
*Mercedes-Benz_Service_Centre*_f*

Several locations (Pick just one):
*Mercedes-Benz_Service_Centre*_MA*
or
*Mercedes-Benz_Service_Centre*_Mhm*

*Depending on the naming in your country

Own dealership designation

Retailers with their own dealership designation may use this as their profile name, supplemented by a country/city code or abbreviation if they run more than one location.

Example:
Beresa or
Beresa_Osnabrück

User name

Brand name_location or abbreviation

mercedesbenzdeutschland
mercedesbenzargentina
mercedesbenzjapan

Beyond a profile name, the app requires a user name for communication – it also displays any time you interact with the app via image upload, likes or comments, for example.

For both profile and user name, (potential) fans will find it easier to locate you if your name is in your native language. If the platform's naming options allow for a sufficient number of characters, please include „MercedesBenz“ as well as your country and city in full.

Should character restrictions apply, please include „MercedesBenz“, supplemented by a well-known abbreviation or your location's regional number plate designation.

7.4 Web URL

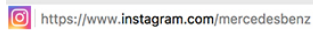
The Web URL is generated from the username

For Mercedes-Benz MPCs

<http://www.instagram.com/mercedesbenzdeutschland>

<http://www.instagram.com/mercedesbenzargentina>

<http://www.instagram.com/mercedesbenzjapan>



For Mercedes-Benz dealers

Unambiguous location:
<http://www.instagram.com/mercedesbenzberlin>

Hyphenated location:
<http://www.instagram.com/mercedesbenzvillingenschwenningen>

Location with add-on:
<http://www.instagram.com/mercedesbenzfrankfurtmain>

Several locations:
<http://www.instagram.com/mercedesbenzmannheimheidelberglandau>



For authorised Mercedes-Benz service, sales and diagnostic centres

Unambiguous name:
<http://www.instagram.com/beresa>

Name with add-on:
*http://www.instagram.com/servicecentre*meyer*

*Depending on the naming in your country

Vanity URL

Some social media platforms, including Pinterest, let you pick a personal website address (vanity URL) for your own profile. The result is invariably a combination of the platform's general and generic web address and your own chosen term.