

# DAIMLER TRUCK

February 20, 2024

## Brand Mark



The OMNIPius and OMNIPius ON brand marks are composed of the word components “OMNI” and “plus” as well as the supplement “ON”. It is not permitted to reproduce the brand marks from the brand typeface and its font styles or from any other font.

## Usage

On front covers of brochures, both brand marks are always placed on the right at the bottom of the page margin. The size and positioning correspond to the layout format. The brand marks may not be used with any other than the defined claim. Both original graphics are not applied to continuous texts or headlines.

The superior character and the significance of the brand marks prohibit its use on trivial objects. Each brand mark may only be used on high-quality materials without any signs of wear. For this reason: no brand mark on foodstuffs, towels or other items which can

be consumed or worn out. Any inflationary use must be avoided. The decorative use of the brand marks as a background, ornament or sample component is not permitted. In the case of digital printing, care must be taken to ensure that the specified color value is matched.

## Spelling of the Brand Name

The brand name OMNIplus is always written without a space and a hyphen in the brand typeface Daimler CS. This spelling is also applicable to the brand name of OMNIplus ON. The word component “OMNI” and the supplement “ON” are always set to uppercase while the word component “plus” is written in lowercase letters. Both brand names are never written in italic letters. If the brand name is used in “third-party” texts (e.g. product brand brochures, press information, etc.), it must be ensured that the spelling is the same as in the Daimler Buses own publications, but in the typeface of the respective medium. The use cases for the OMNIplus and OMNIplus ON brand marks in both internal and external communications are exactly specified.

## Color Variants

There are four color variants of the brand marks:

- White/light background: Color design in Deep Blue and Pure Blue
- Dark background: color design in white and Pure Blue
- Color design in black and grayscale
- Path-only implementation in black (e.g. for engravings)

Special exceptions must be agreed with Daimler Buses Corporate Marketing.

The creation of new brand mark variants or quality symbols in connection with OMNIplus or OMNIplus ON is not permissible. The OMNIplus and OMNIplus ON brand marks have been custom designed as graphic artworks, which are converted into paths and may not be altered, replicated, or modified in any way. Both brand marks are copyright protected and may only be reproduced from the original graphic files, which, in addition to the variants for DTP programs, are also available for download in suitable file formats for cross-platform or cross-device use.

In order not to affect the visual impact and individuality of the brand mark, the

combination of various brand marks and/or corporate logos as well as other symbols is not permissible. In exceptional cases, the Daimler Buses Corporate Marketing team provides further assistance.



Color design on a white or light background (general case)



Color design on a dark background



**OMNIplus**



**OMNIplus ON**

Color design in black and grayscale



**OMNIplus**



**OMNIplus ON**

Path-only implementation in black

## Brand Claim

The combination of brand mark and claim is used on all brand-positioning media. The claim is generally presented in a fixed size ratio and at a predefined distance to the

brand mark.

The claim “Your performance plus.” is adopted in unchanged contextual way not only with the OMNIplus brand mark but also with the OMNIplus ON brand mark. In exceptional cases, the brand claim may also be used separately in a visually consistent arrangement with one of the brand marks. Exception: If required, the claim can also stand “solitarily” in the body text.

The OMNIplus claim is used exclusively in English with a closing period. Country-specific legislation may have to be observed in this respect. If a translation is necessary, as in the case of France, this is indicated by an asterisk. Should any other uses be needed, these exceptions must be priorly clarified with the team of Daimler Buses Corporate Marketing.

The size of the claim is based on the width of the OMNIplus brand mark. The claim is set using the Daimler CS Regular brand typeface and to suit the design principles of the respective application (e.g. advertisements, posters, brochures, flyers, etc.). It can be positioned below the brand mark or aligned to the left or right from the baseline of the brand mark with a distance at the height of the letter “l”.

Use of the Claim

Depending on the application, the OMNIplus and OMNIplus ON brand marks are used with or without the claim “Your performance plus”:

Application	OMNIplus brand mark with claim	OMNIplus brand mark without claim	OMNIplus ON brand mark with claim	OMNIplus ON brand mark without claim
Posters	•		•	
Advertisements	•		•	
Exterior signage <sup>1</sup>		•		
Interior signage <sup>1</sup>	•			
Films/animations (video ending)	•		•	
Internet/online banners	•		•	
Internet (vehicle brands)		•		•

Internet (mobile), newsletters	•	•	
Custom magazines (brand-specific)		•	•
Trade fairs/exhibitions	•	•	
Presentations (multi-brand)		•	•
Title slides in presentations	•	•	
Inner slides in presentations		•	•
Printed media	•	•	
Printed media (vehicle brands)		•	•
Stationery <sup>1</sup>	•		
Backdrop <sup>1</sup> (roadshow set)	•		
Brand roll-up <sup>1</sup> (roadshow set)		•	
Product roll-up (roadshow set)		•	•
Service vehicles <sup>1</sup>	•		
Give-aways	•	• <sup>2</sup>	• <sup>2</sup>
YouTube thumbnail		•	•

<sup>1</sup> Not applicable to OMNIplus ON

<sup>2</sup> Only if the minimum size is not reached.

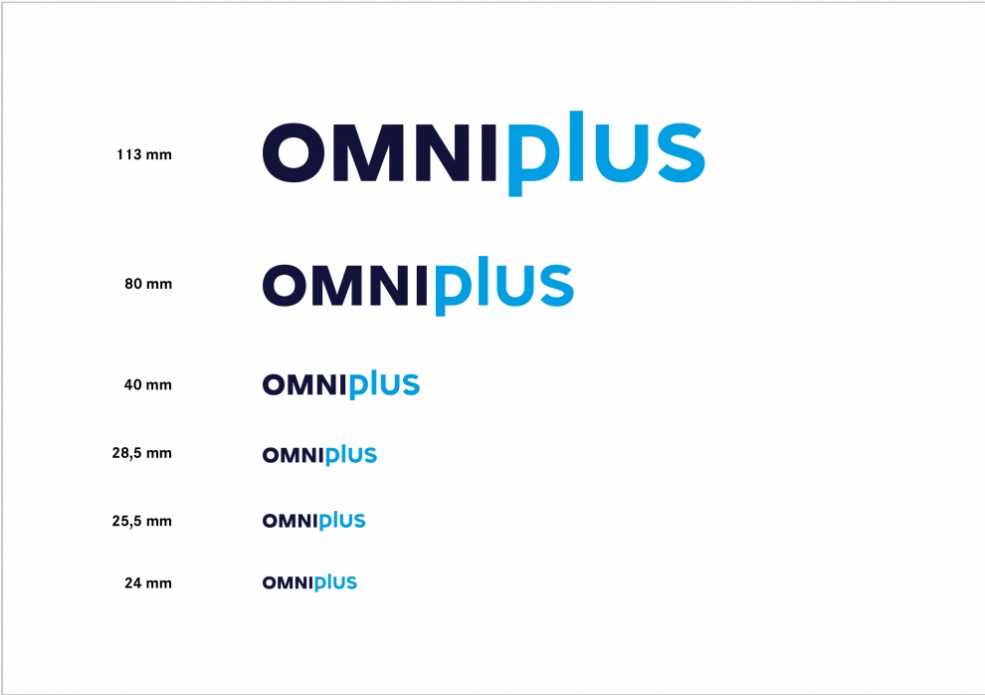
In general, the OMNIplus ON brand mark is not used in exterior and interior signage, on stationery, in the design of backdrops and brand roll-ups, or in vehicle labeling.

## Sizes

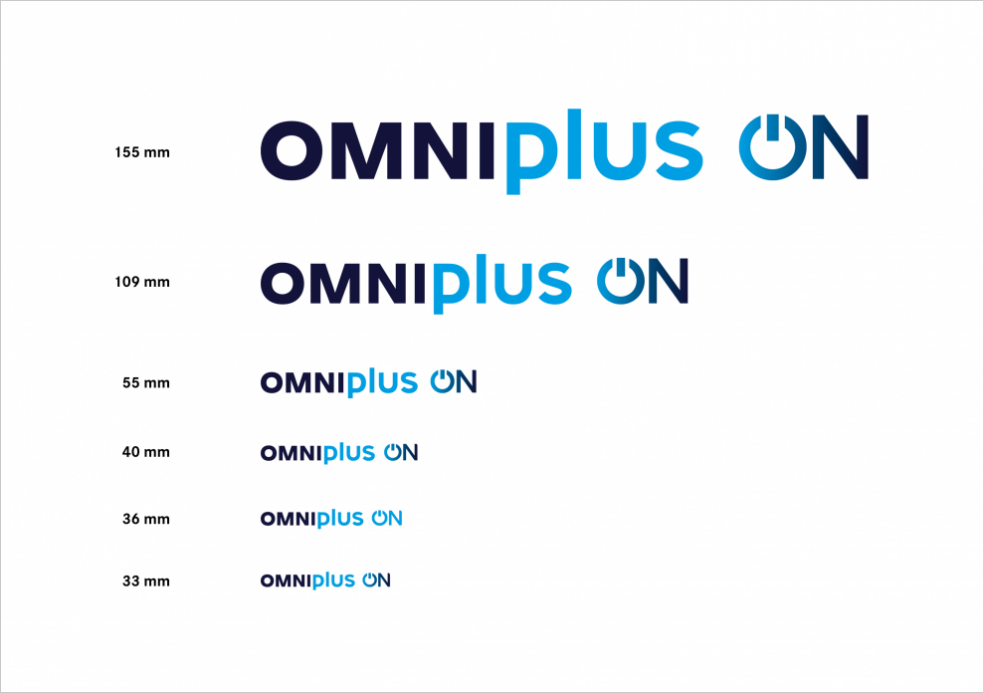
In the most common size (ISO A4 format), the OMNIplus brand mark has a width of 40 mm and the brand mark with supplement “ON” is used with a width of 55 mm. The width of the OMNIplus brand mark must not be less than 24 mm and the OMNIplus ON brand mark must not be scaled smaller than 33 mm in width.

### Sizes of the brand marks without claim

Format	OMNIplus brand mark width	OMNIplus ON brand mark width
DIN A1 portrait	113 mm	155 mm
DIN A1 landscape	80 mm	109 mm
DIN A4	40 mm	55 mm
DIN A5	28.5 mm	40 mm
DIN lang (DL)	25.5 mm	36 mm



**Sizes of the OMNIplus brand mark without claim**



Sizes of the OMNIplus ON brand mark without claim

Sizes of the Brand Marks with Claim

Format	OMNIplus brand mark width with claim	OMNIplus ON brand mark width with claim
DIN A1 portrait	113 mm	155 mm
DIN A1 landscape	80 mm	109 mm
DIN A4	40 mm	55 mm
DIN A5	28.5 mm	40 mm
DIN lang (DL)	25.5 mm	36 mm



113 mm	<b>OMNIplus</b>	Your performance plus.
80 mm	<b>OMNIplus</b>	Your performance plus.
40 mm	<b>OMNIplus</b>	Your performance plus.
28,5 mm	<b>OMNIplus</b>	Your performance plus.
25,5 mm	<b>OMNIplus</b>	Your performance plus.
24 mm	<b>OMNIplus</b>	Your performance plus.

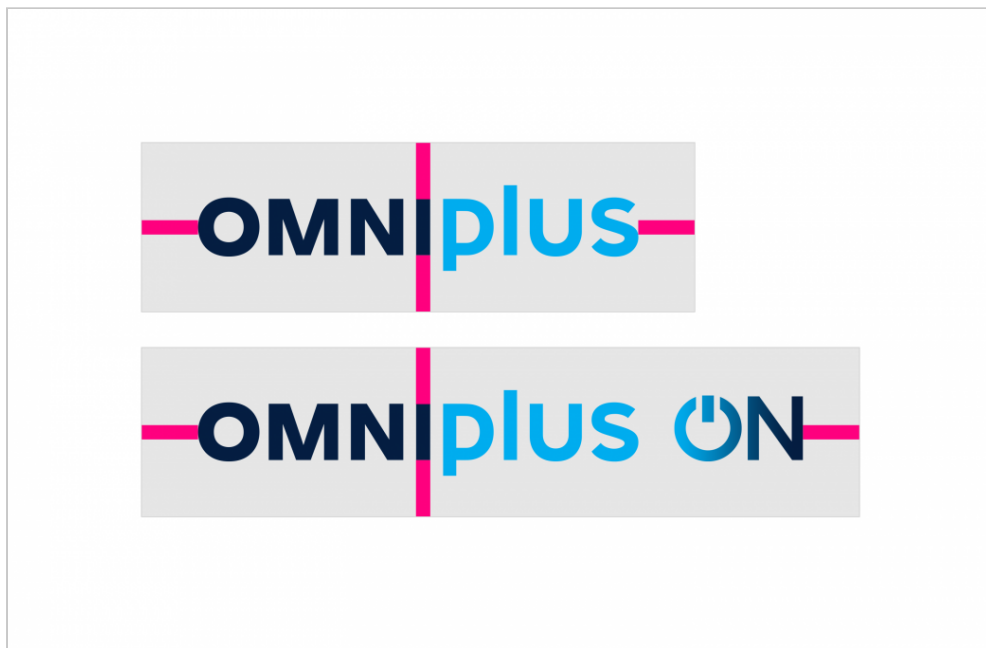
Sizes of the OMNIplus brand mark with claim

155 mm	<b>OMNIplus ON</b>	Your performance plus.
109 mm	<b>OMNIplus ON</b>	Your performance plus.
55 mm	<b>OMNIplus ON</b>	Your performance plus.
40 mm	<b>OMNIplus ON</b>	Your performance plus.
36 mm	<b>OMNIplus ON</b>	Your performance plus.
33 mm	<b>OMNIplus ON</b>	Your performance plus.

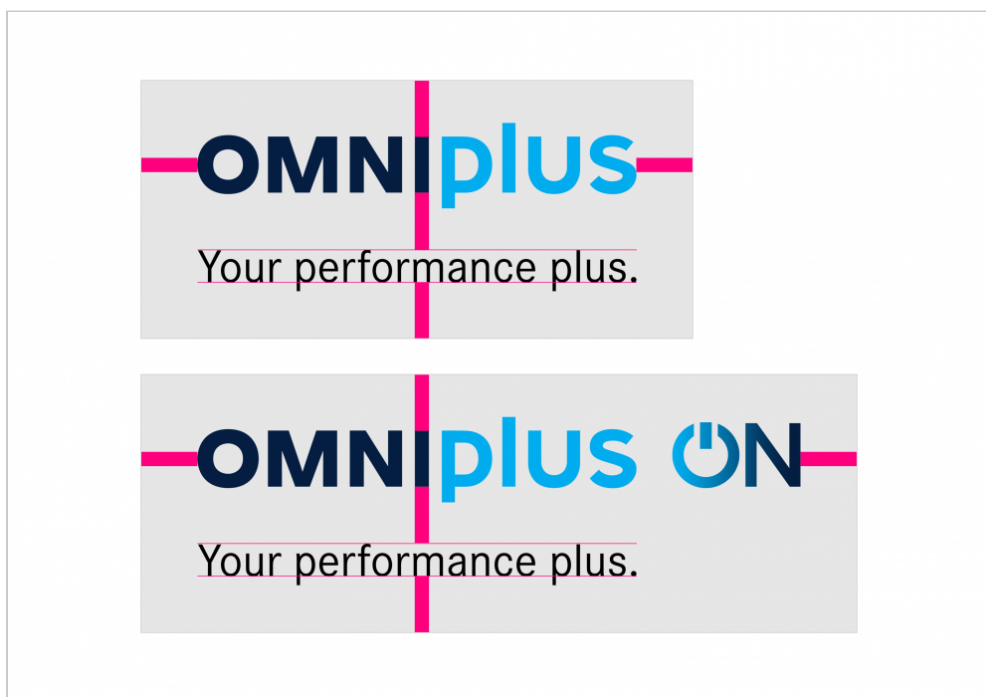
Sizes of the OMNIplus ON brand mark with claim

## Free Space

The free space on all sides around the brand marks must measure at least the height of the letter “I” and this may not be dropped below the minimum value. In the free space area must not be anything else – any other graphics or brand marks and texts shall be avoided thereby.

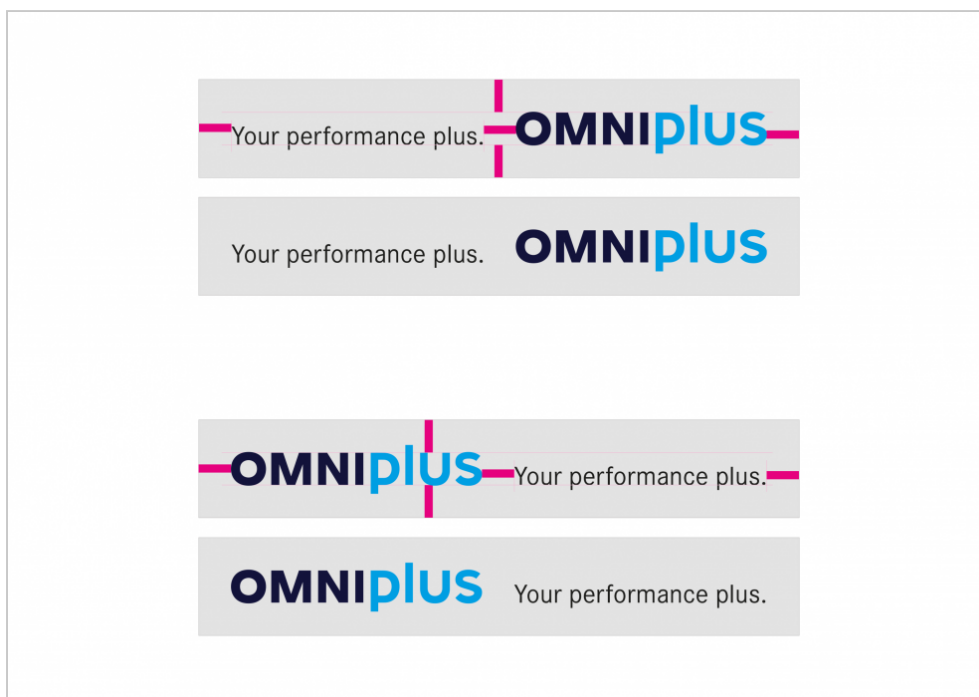


Minimum free space for brand marks without claim

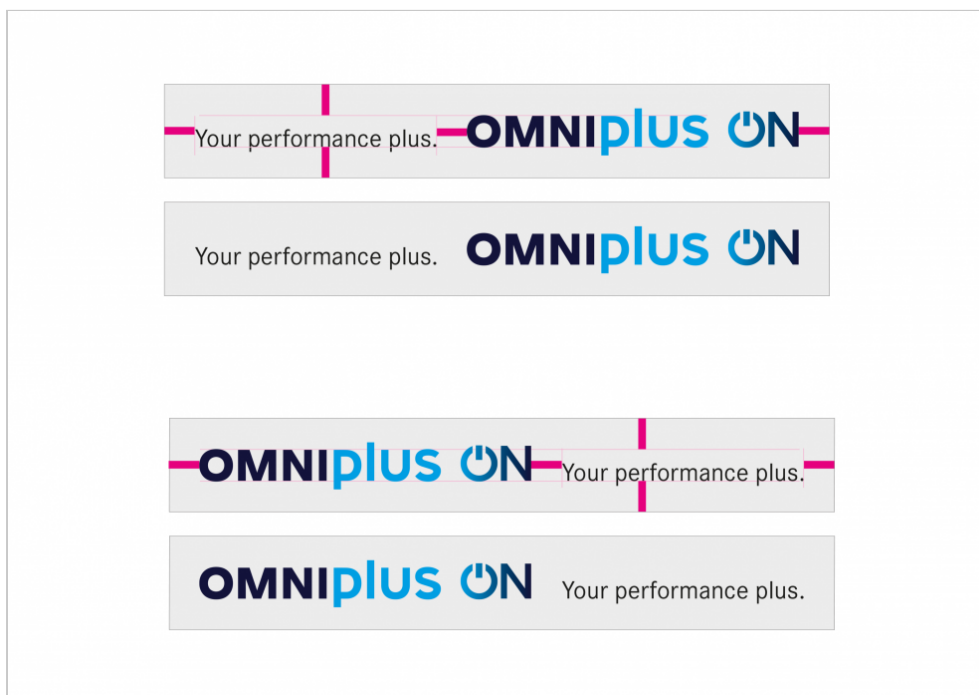


## Minimum free space for brand marks with claim

Exceptions that fit the design specifications:



## Alignment to the left or right from the baseline of the OMNIplus brand mark



## Alignment to the left or right from the baseline of the OMNIplus ON brand mark

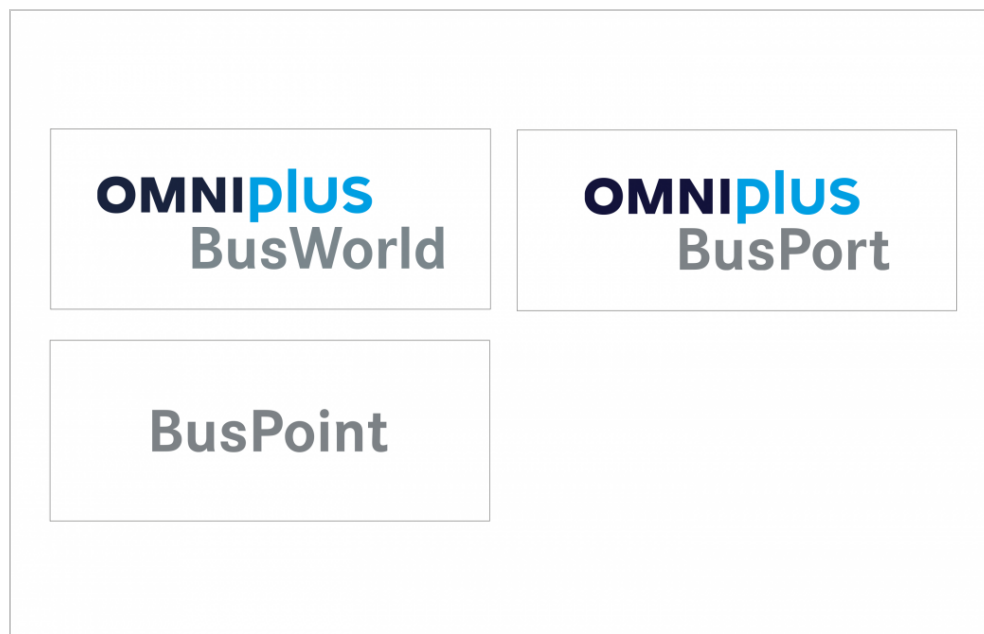


## Layout of an image advertisement with the OMNIplus and OMNIplus ON brand marks



## Signets OMNIplus BusWorld, OMNIplus BusPort and BusPoint

Daimler Buses GmbH's service partners with the distinction "OMNIplus BusWorld"/"OMNIplus BusPort" are allowed to use the OMNIplus BusWorld signet/OMNIplus BusPort signet for their own communication initiatives considering the design specifications mentioned below.



### Signets OMNIplus BusWorld, OMNIplus BusPort and BusPoint

The OMNIplus BusWorld or OMNIplus BusPort signet has been created as a graphic artwork and may not be recreated, copied or modified in any form. The signet can be reproduced only based on the original files. The signet is always used on high-grade materials which don't show any signs of wear. The decorative use of the signet as a background, ornament or sample component is not permitted. The signet BusPoint is always used without the brand mark.

The OMNIplus brand mark may not be replaced by the OMNIplus BusWorld/OMNIplus BusPort signet. In order not to influence the visual effect and individuality of the OMNIplus brand mark and the signets, the use of the signets in combination with the

OMNIplus brand mark is not permitted, i.e. as a rule, the brand mark and signets may not be displayed next to each other or on one page. Exceptions must be agreed with Daimler Buses Corporate Marketing.

The use of the signets OMNIplus BusWorld/OMNIplus BusPort is allowed on communication media such as advertisements, promotional items, posters, brochures. The layouts for stationery (letterhead, business cards, etc.) shown in the corresponding manual may not be changed, therefore the use of the signets OMNIplus BusWorld/OMNIplus BusPort on stationery matter is not allowed in general. Instead of the printed signets a sticker of the signet can be used accordingly.

### **Color Variants**

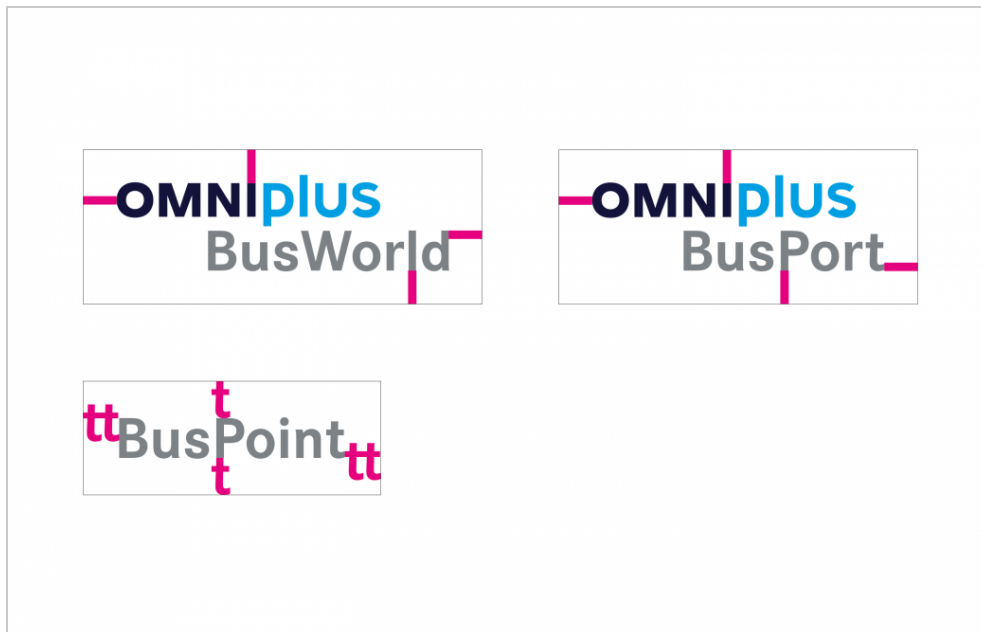
The colors of the signet are predefined as follows: blue lettering “OMNI” (Dark Blue), light blue lettering “plus (Pure Blue) and lettering “BusWorld” or “BusPort” each in dark grey. Any other color variations needed for dark backgrounds or a black/white implementation must be agreed with the Daimler Buses Corporate Marketing.

### **Minimum Sizes**

The signets must not be less than a minimum length of 30 mm in print media. The signets OMNIplus BusWorld or OMNIplus BusPort may be displayed in digital applications with a minimum size of 110 pixels. In a separate frame, the signet OMNIplus BusWorld or OMNIplus BusPort can also be used in conjunction with the OMNIplus brand mark.

### **Free Space**

The minimum free space (“l”) for the signets with the OMNIplus brand mark corresponds to the height of the uppercase letter “l”. For the signet BusPoint the minimum free space is defined by the letter “t”. Nothing else may be placed within the free space area on all sides around the brand mark – any graphics or other marks and texts shall be avoided thereby.

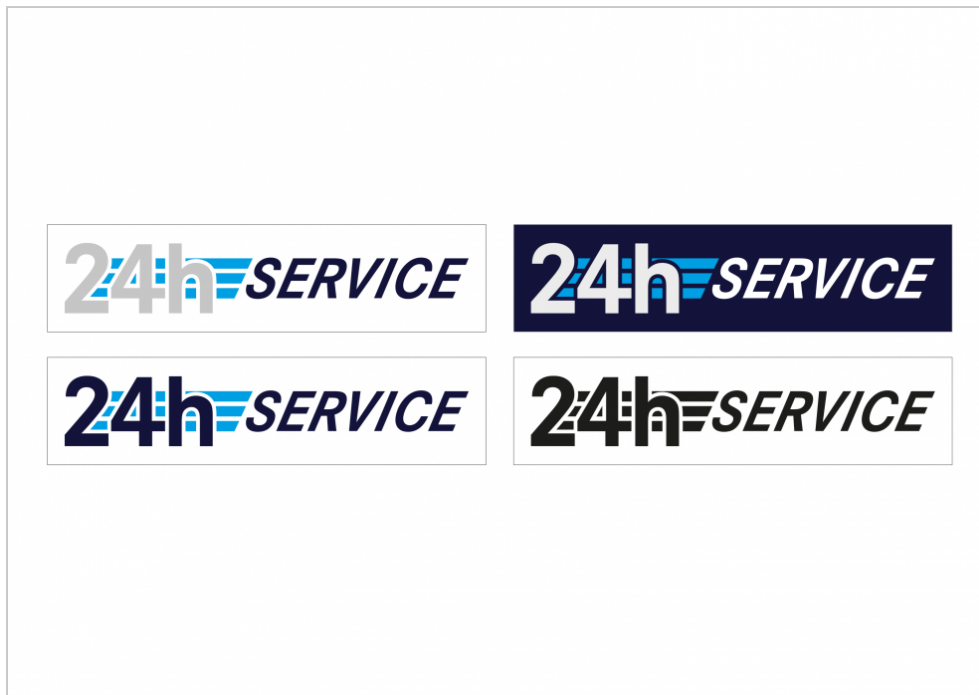


**Minimum free space surrounding the OMNIplus BusWorld, OMNIplus BusPort and BusPoint signets**

## OMNIplus 24h Service Signet

The OMNIplus signet 24h Service has been specially designed as a conversion to outlines and may be not recreated, copied or modified in any form. The signet may only be reproduced based on the original files. It is always applied to materials that do not show any signs of wear. The signet is not used as a decorative element or sample component within a background surface.





**OMNIplus signet 24h Service**

### Color Variants

The colors of the signets are predefined as follows:

- Standard color variant on white/bright background: gray lettering “24h” (Daimler Light Grey +30K), blue lettering “Service” (OMNIplus Deep Blue) and light blue “stripes” (Pure Blue)
- Standard color variant on dark background: gray lettering “24h” (Daimler Light Grey), white lettering “Service” and light blue “stripes” (Pure Blue)
- 24h vehicle color variant on white/bright background: blue lettering “24h” and “Service” (OMNIplus Deep Blue) and light blue “stripes” (Pure Blue)
- A pure black-white implementation (e.g. mask version for engravings)

Any special exceptions must be agreed with the Daimler Buses Corporate Marketing.

### Minimum Size

The signets must not be less than 30 mm in length.

### Free Space

The minimum free space (“l”) may not be less than the height of the uppercase letter



“I”. Nothing else may be placed within the free space area on all sides around the brand mark – any graphics or other marks and texts shall be avoided thereby.



**Minimum free space**