

**BMW
GROUP**



BMW CLUBS.

CI STANDARDS FOR DESIGN GUIDELINES FOR THE APPEARANCE OF BMW CLUBS.

Corporate and Brand Identity BMW Group
November 2015



WHAT YOU WILL LEARN.

What lies in store for you.

At a glance.

Basics.

BMW Club logo.

BMW symbol.

BMW Club wordmark and designations.

BMW Club signet.

Visual world.

Guideline.

Construction of the BMW Club logo.

Application of the BMW Club logo.

Application of the BMW Club identifier.

BMW Club structure.

3 Communication applications.

4 Print media.

Internet.

5 Merchandising articles.

6 Badges and pins.

7 Membership card.

9

10 Institutional applications.

11 Correspondence.

12 Contact partner.

13

17 Further information.

20

22

23

24

25

28

29

30

31

32

34

35

WHAT LIES IN STORE FOR YOU.

BMW Club members identify strongly with the BMW brand and associate BMW products with their own values. As ambassadors and multipliers of the BMW brand and its products, however, they also bear responsibility for representing BMW in a way that is characteristic of the brand.

After all, the BMW brand is highly valuable, and such value must be protected. On the one hand this means adhering to certain shared basic rules, but it also means preserving individuality and setting oneself apart from other BMW Clubs.

The BMW Club appearance should be based on the premium aspirations of the BMW brand. The club must always be clearly recognisable as the sender.

These design guidelines have been developed in close collaboration with the BMW Club & Community Management. They outline the new appearance using examples for all the relevant media applications, are mandatory worldwide and apply without restriction to all communication and correspondence materials.

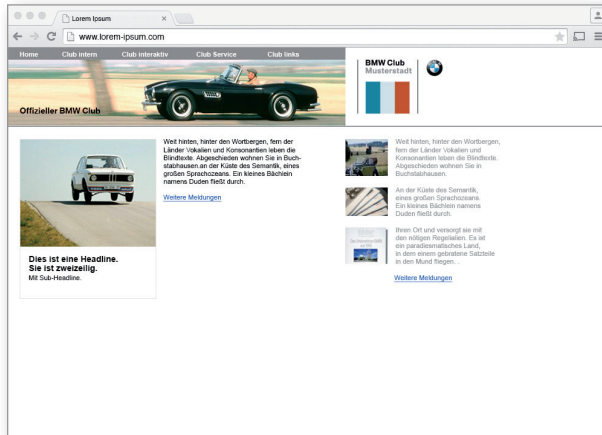
AT A GLANCE.

- 1** The communication and design of BMW Clubs are geared towards the premium aspirations of the BMW brand.
- 2** The individual BMW Club logo ensures recognition of a BMW Club and is designed according to binding guidelines.
- 3** Every official BMW Club has an identifier which serves as seal of quality.
- 4** The wordmark and symbol are subject to worldwide copyright protection and may only be used in connection with the club logo. Any use of the wordmark and symbol outside the approved club logo is in breach of trademark law.
- 5** The symbol never performs a utilitarian function and is never placed in positions or on objects which impact negatively on image.
- 6** Visuals must be of high quality in both content and appearance. Symbols with negative associations are to be avoided.

THE BMW CLUB APPEARANCE. CONTEMPORARY, POWERFUL, FLEXIBLE.

The appearance of the BMW Group is contemporary and striking. It is essentially uniform but offers clubs scope for differentiation.

There are clear rules so as to ensure compliance with the BMW brand's premium aspirations. The rules set out here help create an individual BMW Club appearance.



Internet



Club jacket



Advertisement



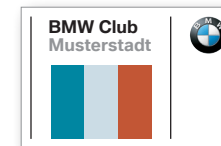
Club cap



Flyer



Membership card



Pin

BMW CLUB LOGO. THE OFFICIAL EMBLEM OF A BMW CLUB.

This page presents a schematic overview of all elements of the BMW Club logo. The logo always appears against a white background. If this is not possible, a white badge is used (for exact details see page 19).

The BMW Club logo appears in the typeface BMW Type Bold.

As a supplement to the BMW Club logo, a so-called identifier can appear in selected applications which indicates an officially certified BMW Club. Only official members are permitted to use the BMW Club identifier.

BMW Club logo

The term "BMW Club" always appears at the top and indicates that the club is an official BMW Club. In some cases the designation can be supplemented or adapted to the language in question (specifications on naming are provided in the guidelines section from page 12).

The exact designation of the club (= club name) runs to a maximum of two lines.

BMW Club
Designation – line 1
Designation – line 2



The BMW symbol is a promise of quality and stands for mobility at premium level.

The BMW Club signet appears in a prominent position, directly below the club name. Where possible it is adapted to the length of the line.

BMW Club identifier

Official BMW Club

The BMW Club identifier is a fixed term and identifies the club as an official BMW Club.

BMW SYMBOL. VALUABLE OBJECTS MUST BE PROTECTED.

The BMW symbol is available as a digital template on the web page “BMW Clubs – International Council” (www.bmw-clubs-international.com).

The symbol represents the BMW brand and thereby forms the core of the BMW Brand Identity. Careful use of this element guarantees uniformity of appearance as well as a high degree of recognisability.










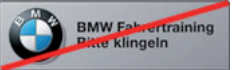



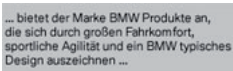

The BMW symbol is subject to worldwide copyright and may only be used by BMW AG and its authorised contractual partners, including the official BMW Clubs. It must always be applied with the greatest of care, since it is a seal of quality for the products and services of the brand.

The BMW symbol always appears in three-dimensional form, in colour and positioned against a white background. The BMW symbol is never altered in any way, i. e. simplified or combined with graphic shapes. Any falsification damages the BMW symbol and therefore the brand in general. For this reason only original digital templates of the BMW symbol may be used.



BMW SYMBOL. CLEAR RULES FOR A DISTINGUISHED BRAND.

The following rules apply to the application of the symbol:

	Do's	Don'ts
<p>The symbol is subject to clearly defined design guidelines, which enable a high degree of recognisability. It is never altered, simplified or combined with graphic shapes.</p>		  
<p>The symbol never performs a practical function and is never placed in positions or on objects which might have a negative impact in terms of image. It is never dyed and must never be used in an inflationary manner. The symbol or its component parts may not be used as functional design elements such as bell buttons, snap fasteners, floor mats, etc.</p>	 	   
<p>The symbol may not be used against colourful, restless or photographic backgrounds. In exceptional cases, for example in the field of sponsoring, the symbol can also be applied against coloured backgrounds or placed on photographs of one or more colours.</p>		 
<p>The symbol is never used in body copy or as a substitute for the wordmark.</p>		

BMW CLUB WORDMARK AND DESIGNATIONS. CLEAR AND UNMISTAKABLE.

BMW Club is a fixed term which cannot be altered. As a representative of BMW products and services it is to be used with the greatest of care. The wordmark and symbol are subject to worldwide copyright protection and may only be used as a sender by official BMW Clubs.

	Do's	Don'ts
The BMW wordmark always appears in uppercase letters within the term BMW Club, too.	BMW	BmW
The term BMW Club unmistakably indicates that the club is an official BMW Club. The brand "BMW" always appears first, followed by the name of the club.	BMW Club BMW Clubs BMW Motorcycle Club BMW Klubben BMW Car Club BMW Owners Club	BMW-Club BMWClub Club Moto Club BMW Club BMW BMW Club BMW Club B M W C l u b
In some cases, the term BMW Club can be expanded or linguistically adapted.		
The term BMW Club always appears in 100 % black. The use of other colours or hyphens is not permitted.		
If the term BMW Club is used as a communicative sender, it appears in the typeface BMW Type Bold. – Italic type weights and underscoring are not permitted. – The character spacing of the typeface may not be altered.		

BMW CLUB SIGNET. A STRONG BMW CLUB HAS A STRONG SYMBOL.

Rules regarding the BMW brand elements

Recommendations for the design of a signet

BMW Brand Identity elements are a fundamental component of BMW brand communication and may therefore not be used in the BMW Club signet or in communication.

For example, vehicle signage, Identity Modules or BMW symbols (including BMW M and BMW i) may not be used.

The signet may not be similar in design to the BMW symbol in its shape and colour.

Do's

Don'ts

X5

Power

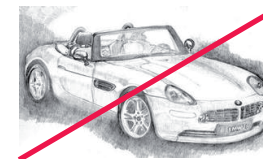
Masters

X5



Notes on reproducibility

No use of elaborate signets or photographs which do not guarantee high-quality reproduction (e.g. on merchandising articles).



Heraldic figures

No use of political, racist or sexist symbols.



VISUAL WORLD. DOING JUSTICE TO PREMIUM ASPIRATIONS.

The imagery reflects the premium aspirations of the BMW brand. It is real, powerful and vibrant.

Negative messages such as accidents and breakdowns are to be avoided. Images with political, racist or sexist content are not permitted.

All images are of high quality, thereby guaranteeing high-grade reproduction.

Do's





GUIDELINE.

The following section describes various elements in detail based on concrete examples.

A detailed explanation is provided of the construction of the logo, the correct naming of a club, the identifier and structure so as to ensure a consistent appearance of the organisation as a whole.

Guideline

CONSTRUCTION OF THE BMW CLUB LOGO. CLEAR RULES FOR CREATING A NAME.

The following naming rules are to be observed:

– The term BMW Club clearly identifies the club as a member of the official BMW Club Organisation. It always appears in the top line.

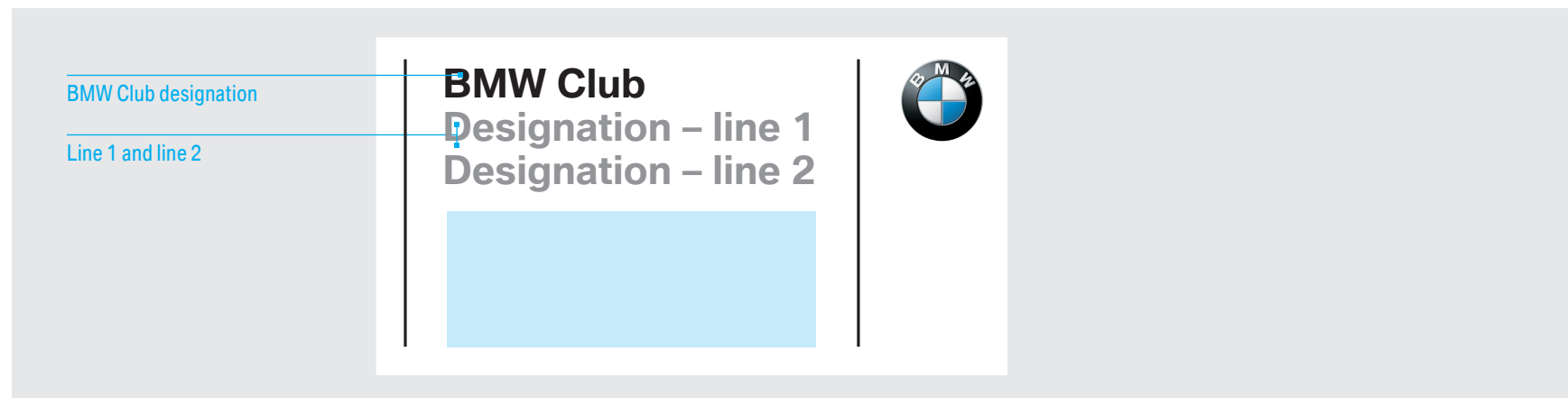
– In some cases the term BMW Club can be extended or linguistically adapted so as to avoid duplications in the name: e.g. BMW Motorcycle Club, BMW Klubben, BMW Car Club, BMW Owners Club.

– Line 1 and line 2 contain the club name and location.

The BMW Club logo appears in the typeface BMW Type Bold.

1. Check club name and adapt if necessary
2. Construct the logo from the BMW symbol, BMW Club term, club name and BMW Club signet (see page 14 and page 15)
3. Adapt the club signet in height and width (see page 15)

Schematic depiction



CONSTRUCTION OF THE BMW CLUB LOGO.

THE DIVERSITY OF CLUB NAMES REQUIRES A RANGE OF SOLUTIONS.

	Official designation	Adaptation	Correct naming according to the new nomenclature	Examples of incorrect naming
With the term BMW Club or BMW Clubs	BMW Club Düsseldorf 1928 e. V.	Name already complies with guidelines	BMW Club Düsseldorf 1928 e. V.	Club Düsseldorf 1928 e. V.
With terms such as auto, motorcycle, car, etc.	BMW Auto Club Italia	Adapt the term BMW Club to the name of the club so as to avoid duplication	BMW Auto Club Italia	BMW Club BMW Auto Club Italia
Club designation does not appear until the 2nd or 3rd line	The Trillium Chapter of the BMW Club of Canada	The term BMW Club is placed in the first line	BMW Clubs Canada Trillium Chapter	Trillium Chapter BMW Clubs Canada
With translations	BMW Motoros Túráklub Magyarország	Replace term with translation into foreign language	BMW Motoros Túráklub Magyarország	BMW Club BMW Motoros Túráklub Magyarország
With abbreviations	Choo-Choo Bimmers BMW CCA	– Abbreviations such as CCA (Car Club of America) and MC (Motorclub) are written out in full – Avoid duplication of the word “Club”	BMW Car Club of America Choo-Choo Bimmers	BMW Club Choo-Choo Bimmers Car Club of America
Without the terms BMW, Club or both	Isetta Club e. V. Boxer Motorrad Club Morelia A. C.	Add the terms BMW and Club so as to ensure identification of the club as the sender and a member of the official BMW Club Organisation	BMW Isetta Club e.V. BMW Boxer Motorrad Club Morelia A.C.	Isetta Club e.V. Boxer Motorrad Club Morelia A.C.

CONSTRUCTION OF THE BMW CLUB LOGO. STRICT DIMENSIONS ENSURE PRECISE IDENTIFICATION OF THE SENDER.

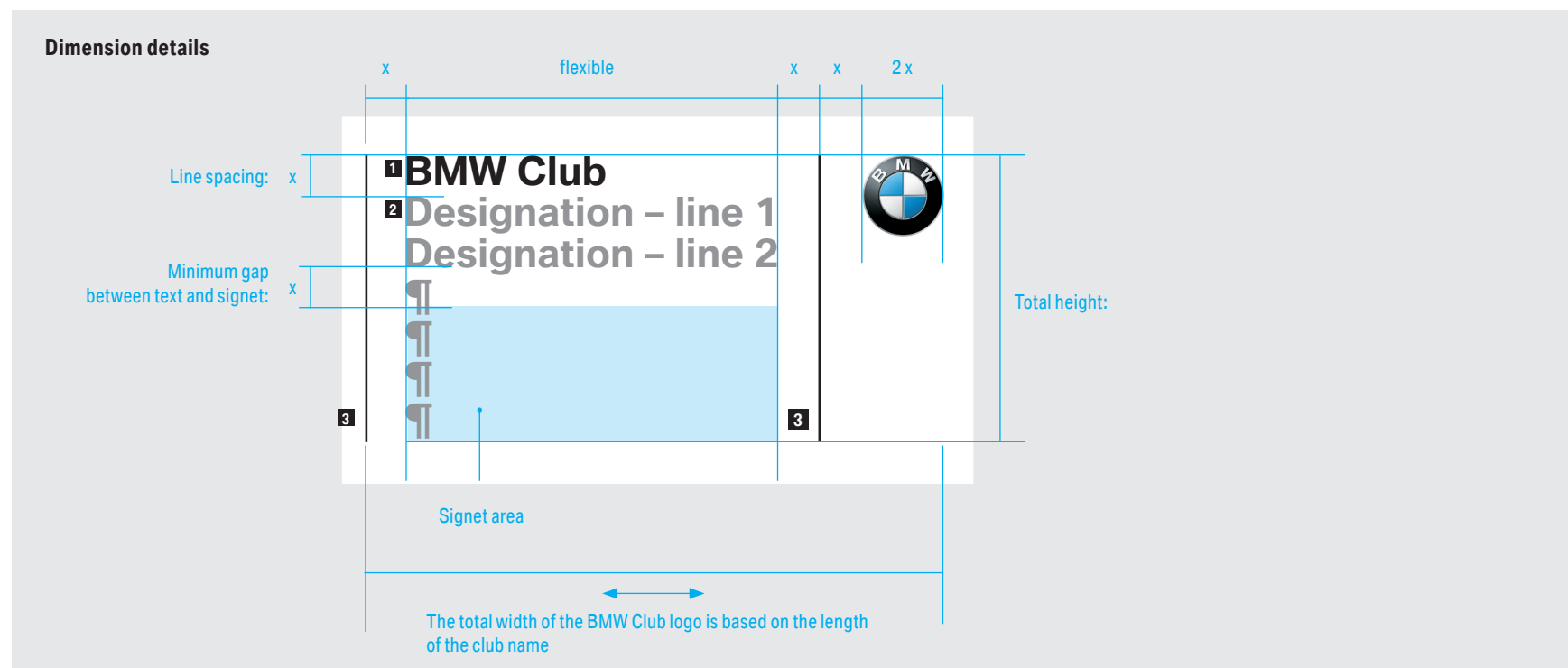
Only original digital masters of the BMW symbol may be used for the reproduction of this logo.

1 Type weight:
BMW Type Global Pro Bold
Character spacing 0
Type colour: black

2 Type weight:
BMW Type Global Pro Bold
Character spacing 0
Type colour: 50 % black

3 Line thickness:
3 pt / 1.06 mm,
total logo height: 100 mm
Line colour: black

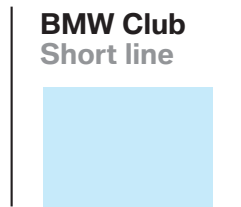
The BMW symbol is available as a digital template on the web page "BMW Clubs – International Council" (www.bmw-clubs-international.com).



CONSTRUCTION OF THE BMW CLUB LOGO. LOTS OF SCOPE FOR A VARIETY OF CLUB NAMES.

The BMW Club logo varies in width depending on the length of the name. It may run over no more than three lines.

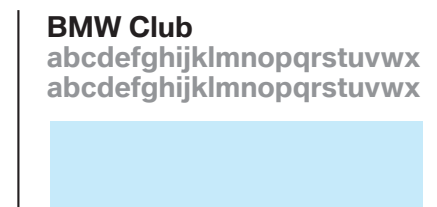
Schematic depiction



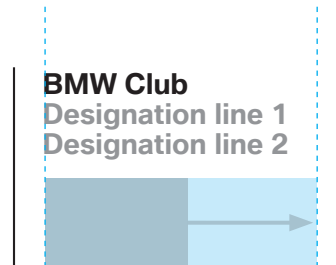
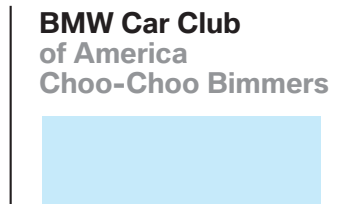
The logo width depends on the length of the name.



The club name can run across two lines.



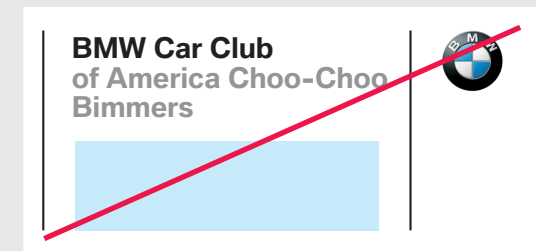
The maximum number of characters of 24 per line may not be exceeded.



The existing signet should be adapted to the length of the name (for details see p. 20).



Don't

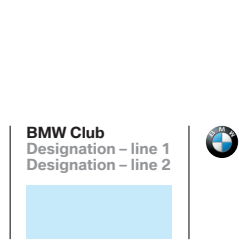


However, the line break made so as to fit the club name and not simply take up the maximum number of characters.

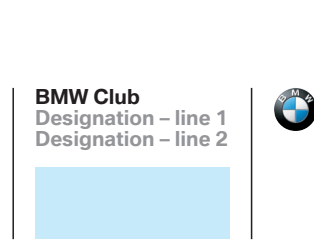
APPLICATION OF THE BMW CLUB LOGO. THE RIGHT SIZE FOR EVERY APPLICATION.

Rules are defined for application sizes according to specific media. The logo sizes shown are recommended for standard formats. Additional sizes may only be generated for special applications in exceptional cases by reducing or enlarging the nearest standard size, depending on the technique being used.

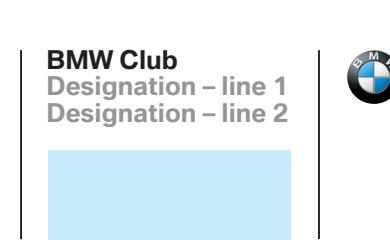
The BMW symbol is available as a digital template on the web page "BMW Clubs – International Council" (www.bmw-clubs-international.com).



Logo height: 15 mm
Application: business card, membership card with motif, give-aways



Logo height: 20 mm
Application: A4 letterhead, DL flyer, US letter



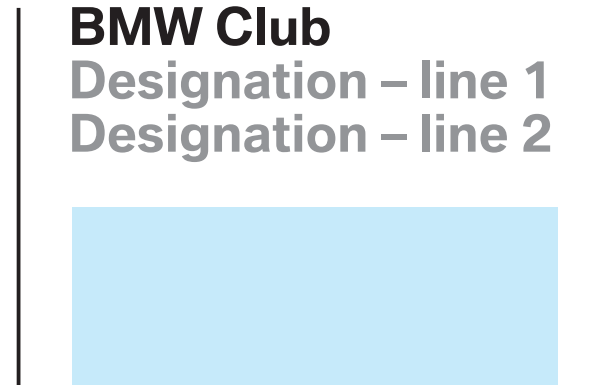
Logo height: 25 mm
Application: A4 brochure, caps, club badge, membership card without motif



Logo height: 30 mm
Application: A3 poster, T-shirt



Logo height: 40 mm
Application: A2 poster

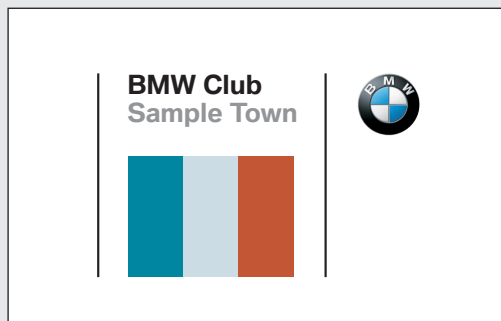


Logo height: 50 mm
Application: A1 poster

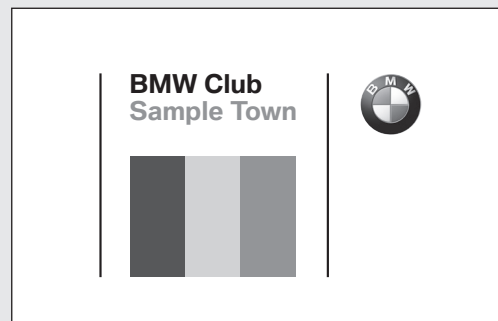
APPLICATION OF THE BMW CLUB LOGO. THE RIGHT REPRODUCTION TECHNIQUE FOR EVERY APPLICATION.

The examples are simulations and can only approximate the actual effect.

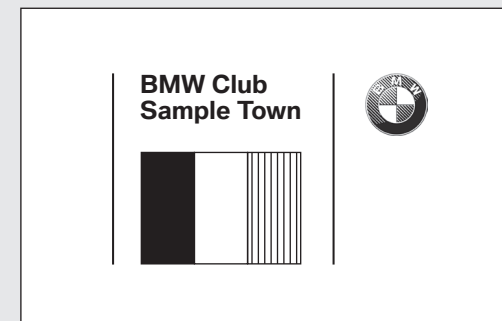
The reproduction-specific BMW symbols are available as a digital template on the web page “BMW Clubs – International Council” (www.bmw-clubs-international.com).



Reproduction technique: offset print, 4-colour
Application: print media



Reproduction technique: 1-colour grey scale
Application: b/w laser printer



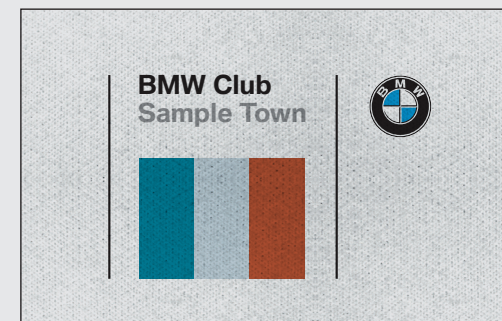
Reproduction technique: 1-colour black
Application: fax



Reproduction technique: blind stamp
Application: print media
Minimum size: logo height 25 mm



Reproduction technique: etching in metal
Application: club badge
Minimum size: logo height 25 mm



Reproduction technique: screen printing without grid
Application: T-shirts, caps
Minimum size: logo height 25 mm

Guideline

APPLICATION OF THE BMW CLUB LOGO. PLACEMENT ALWAYS IN A CORNER AND AGAINST A WHITE BACKGROUND.

1. Positioning

The BMW Club logo is to be placed in the corners of the format in question. Media-specific applications are to be found in the section on communication applications from page 23.

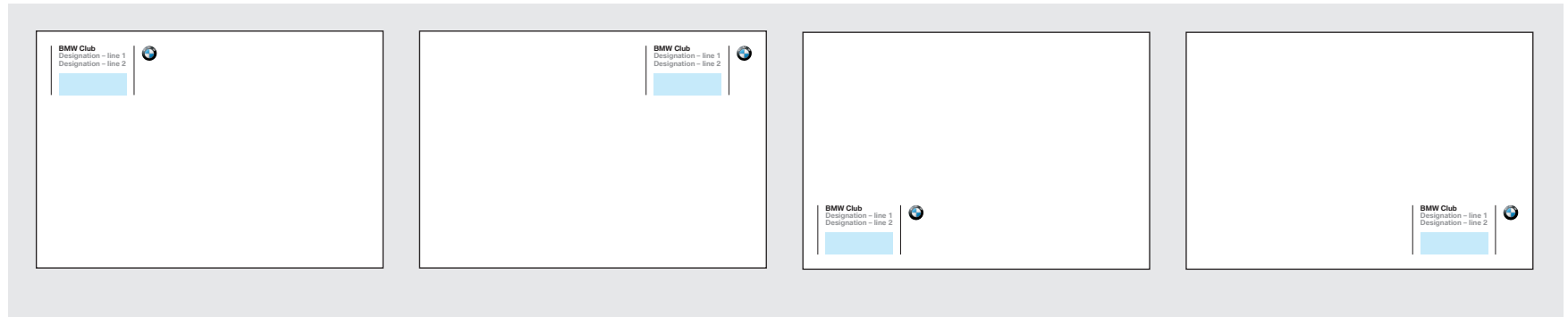
2. Free space

The optimum effect of the BMW Club logo will depend on the white space surrounding it. For this reason a minimum spacing of one symbol diameter (2 x) is to be observed around the logo from other design elements such as photographs.

3. Background

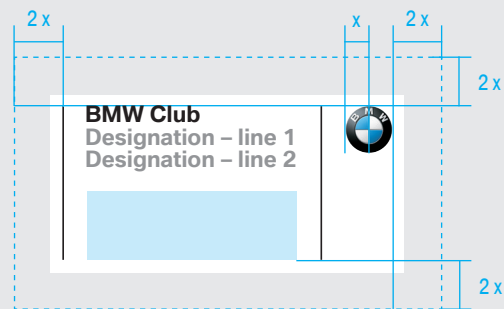
The BMW Club logo always appears against a white background. In some exceptional cases, the background can have a different colour (e.g. on merchandising articles). Here the logo is applied as a white badge. The latter is to be created as shown in the illustration.

Placement



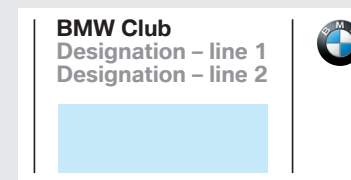
Free space

Block zone for adjacent elements

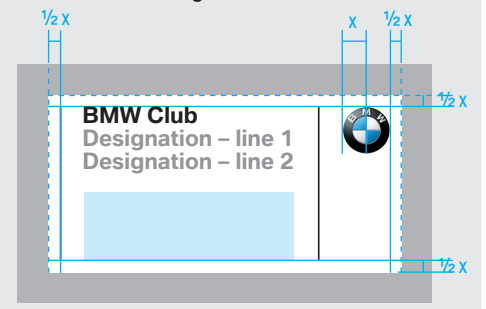


Background

Application against a white background



Application against a colour background with white badge



APPLICATION OF THE BMW CLUB IDENTIFIER. IDENTIFICATION AS AN OFFICIAL BMW CLUB.

The identifier shows a club to be an official BMW Club. The use of the identifier is optional.

Language

The identifier can be used in English or German.

LANGUAGE

German	Offizieller BMW Club
English	Official BMW Club

Use

The identifier is only used in certain media. Application examples are to be found in the sections on communicative and institutional applications from p. 23.

MEDIA

Print media	✓
Internet	✓
Membership card	✓
Correspondence	✓
Merchandising and lifestyle articles	✗
Give-aways	✗
Badges and pins	✗
Flags	✗

Typeface and colour



The type size of the identifier must be no larger than that of the BMW Club wordmark. The type weight is BMW Type bold. The identifier should preferably be printed in black. Alternatively, the colours grey and white are permitted, for example on photographs.

Guideline

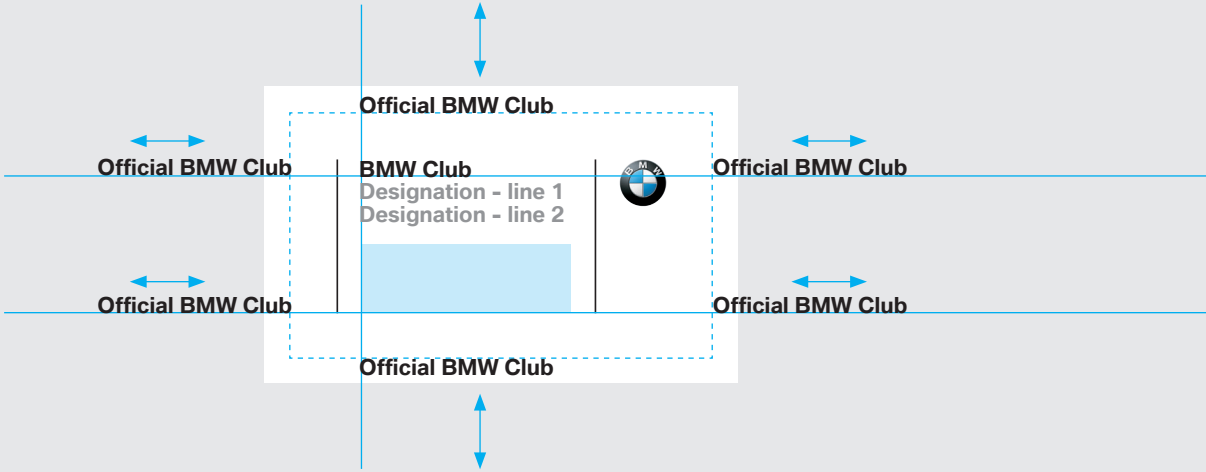
APPLICATION OF THE BMW CLUB IDENTIFIER. ALWAYS IN RELATION TO THE BMW CLUB LOGO.

Positioning

The identifier is always positioned relative to the BMW Club logo. A protective spacing of one symbol diameter (2 x) must always be observed from the BMW Club logo. The identifier should preferably be placed as far as possible from the BMW symbol.


The BMW Club logo and the identifier may never be placed diagonally opposite one another.

The identifier and the BMW Club logo appear in the type-face BMW Type Bold.



The identifier is applied on the axes shown. Placement is flexible, but the protective space around the logo (dotted line) must always be preserved.















Positioning example



Don't

The identifier and logo may not be placed diagonally opposite one another.

BMW CLUB STRUCTURE. A CONSISTENT APPEARANCE FOR THE ENTIRE ORGANISATION.

Organisation	Name	Example
Umbrella organisation	International Council of BMW Clubs	 
Continents, regions	BMW Club Europa e.V. BMW Car Club of America BMW Clubs Africa BMW Clubs Australia	   
Countries and states	BMW Club Deutschland e.V. BMW Owners Club of Hong Kong BMW Club of Japan BMW Club Quebec	   
Classic and types	BMW Z1 Club e.V. BMW Veteranen-Club Deutschland e.V.	   

COMMUNICATION APPLICATIONS.

The following section explains the communicative application of the basic elements so as to ensure a consistent sender designation and a premium-based appearance.

This includes application in print media and on the internet as well as on merchandising articles, badges, pins and the membership card.

Offizieller BMW Club



34. Musterstadt Rennen. Melden Sie sich jetzt an.

Für weitere Informationen: www.BMWClubxy.de



34. Musterstadt Rennen. Melden Sie sich jetzt an.

34. Musterstadt Rennen. Melden Sie sich jetzt an.

Weit hinten, hinter den Wortbergen, fern der Länder Vokalien und Konsonantien leben die Blindtexte. Abgeschieden wohnen Sie in Buchstabenhäusern. An der Küste des Semantik, eines großen Sprachozeans. Ein kleines Bächlein namens Duden fließt durch. Ihren Ort und versorgt sie mit den nötigen Regellilien. Es ist ein paradiesmatisches Land, in dem einem gebratene Satzleile in den Mund fliegen.



Offizieller BMW Club



PRINT MEDIA. PRINTED MATERIAL IN HIGH-QUALITY FORMAT.

The posters and flyers are available as an InDesign template on the web page “BMW Clubs – International Council” (www.bmw-clubs-international.com).

Application examples and design suggestions



A3 poster



A4 advertisement



DL flyer

Communication applications

INTERNET. CLEAR APPEARANCE WITH A WIDESPREAD IMPACT.

The background of web pages is always white.

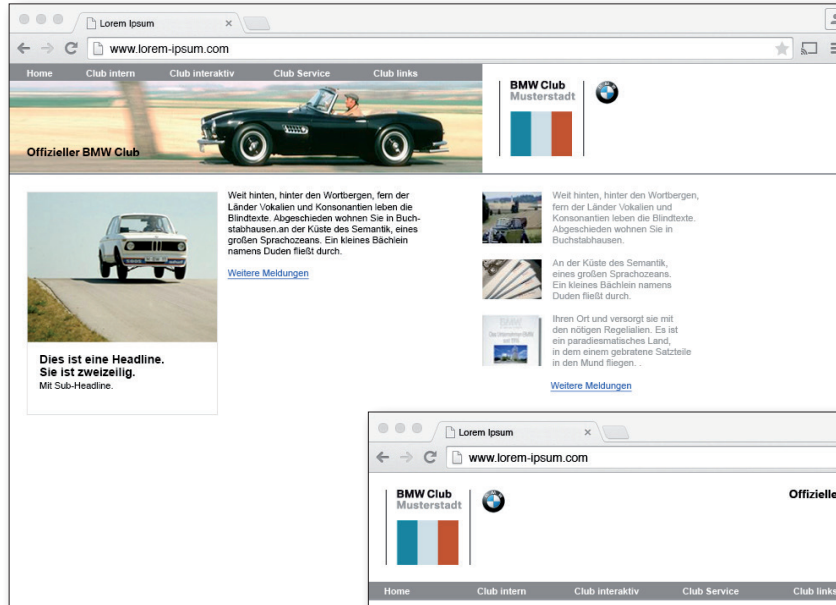
The colour defined for the navigation bar is BMW Grey 6 (R142 G142 B142, #8e8e8e). Navigation items in the navigation bar appear in BMW Type Bold in the colour white (R255 G255 B255, #ffffff). The mouseover and active status of navigation links appear in BMW Blue 2 (R6 G83 B182, #0653b6).

Arial is the recommended type-face.

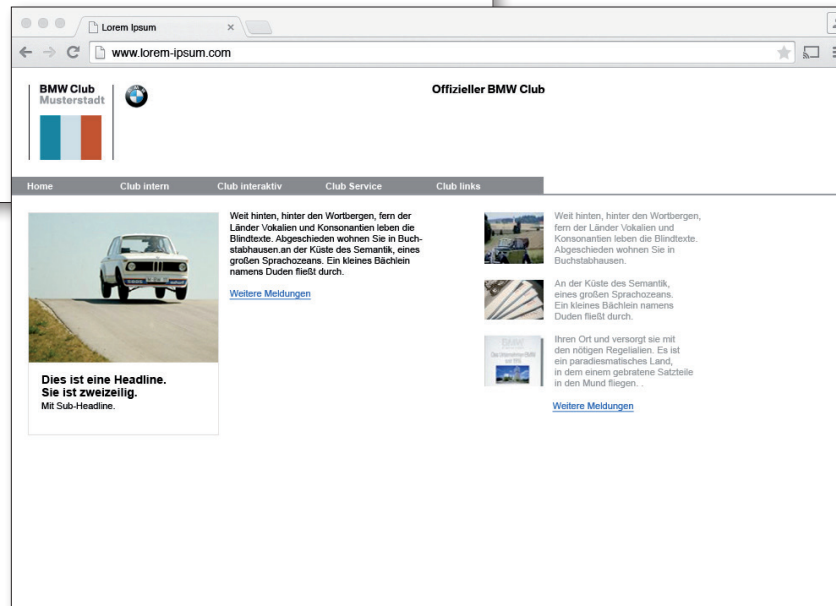
Text links appear in the colour BMW Blue 1 (R28 G105 B212, #1c69d4). The mouseover and active status of text links appear in BMW Blue 2 (R6 G83 B182, #0653b6).

A frame of 1 px thickness in the colour BMW Grey 1 (R230 G230 B230, #e6e6e6) appears around visuals and graphics.

Application examples and design suggestions



Internet page with motif in header

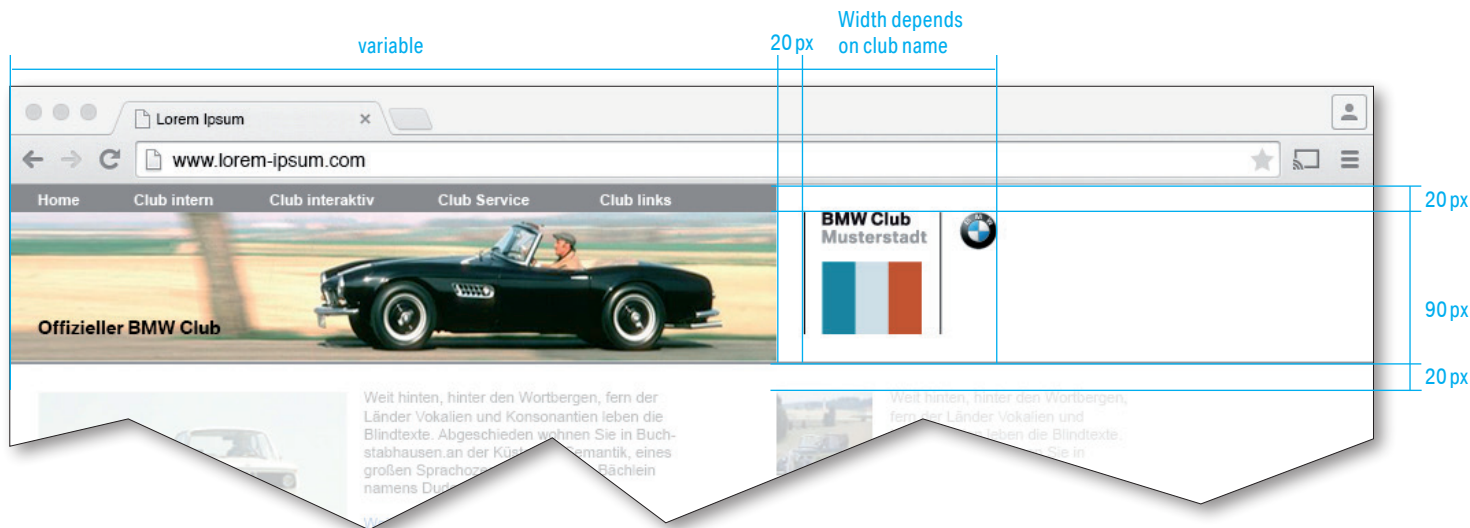


Internet page without motif in header

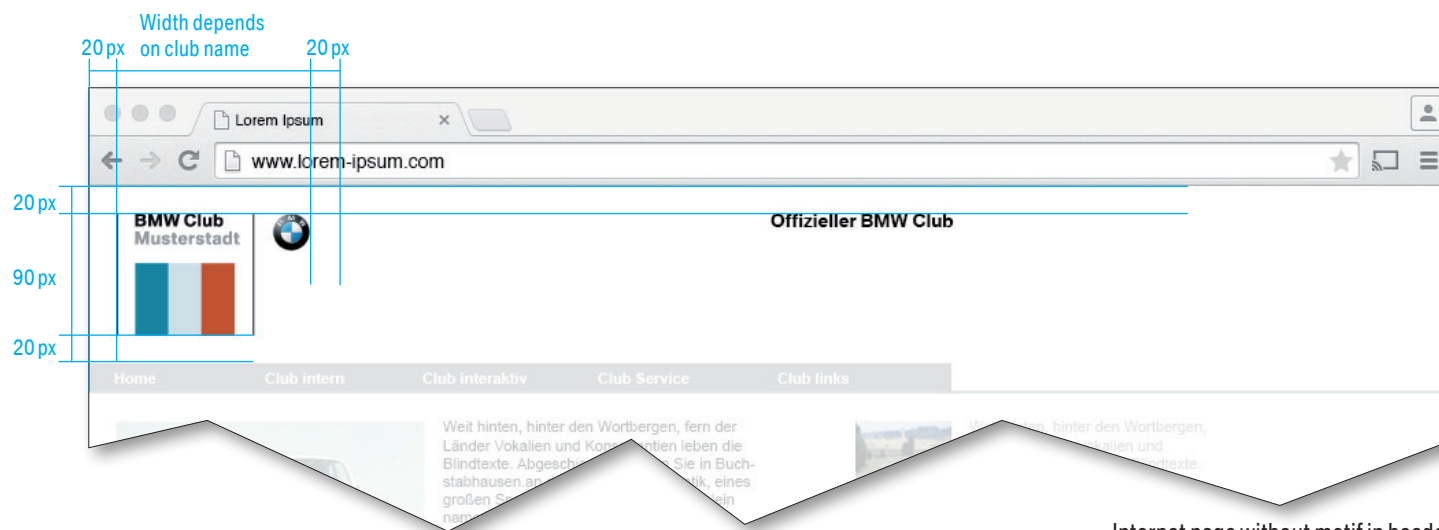
INTERNET. CLEAR APPEARANCE WITH A WIDESPREAD IMPACT.

The BMW Club logo is always 90 px high on the web.

Dimensions



Internet page with motif in header



Internet page without motif in header

The creation of domains for BMW Club websites is based on the nomenclature rules defined as follows:

Top-level domains with country abbreviations

Do's

Don'ts

When using country-specific or general top-level domains the BMW nomenclature rules apply. This applies to all top-level domains and is shown here with the examples of .de and .com.

www.bmw-club-sample.de
www.bmw-club-sample.com
www.bmw-sample-club.de

Generic Top-Level-Domains (gTLDs)

The introduction of the so-called Generic Top-Level-Domains (gTLDs) allows the sender or a thematic context to be emphasised. The gTLD “.club” also exists. BMW Clubs are permitted to use the gTLD “.club”.

BMW Clubs are recommended to continue using the country-specific top-level domains (e.g. .de, .at and .fr).

The following applies when using the gTLD .club:

The terms BMW and Club must appear in the domain as shown in the positive example.

www.bmw-club-sample.club
www.bmw-sample-club.club

~~www.bmw-sample.club~~
~~www.bmw.club~~
~~www.sample.club~~

MERCHANDISING ARTICLES. A COLLECTION WITH STYLE.

When reproducing the BMW Club logo and the identifier on merchandising articles, care must be taken to ensure a high-quality finish. The symbol is at its most effective when applied in the correct size, not the largest possible size. If several sizes might be considered for a given application, the smaller size is given preference. If there is a choice of differing reproduction techniques, the technique which provides the most high-quality reproduction of the symbol is used wherever possible.

Application examples for club articles and event accessories



Event shirt



Club jacket



Club jacket with logo badge



Club cap

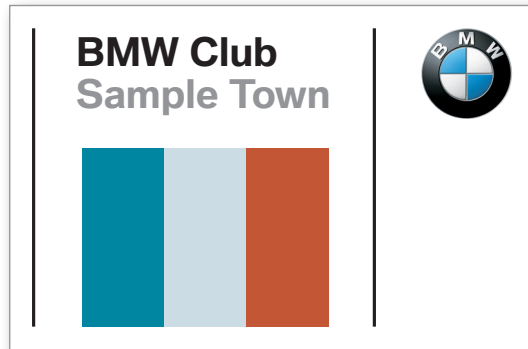


Key ring

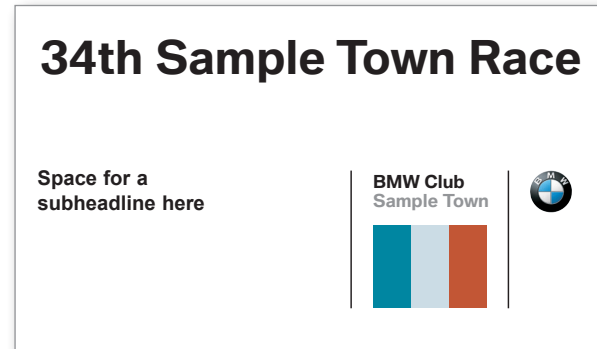
BADGES AND PINS. SMALL SIZE, BIG EFFECT.

The design of the badge and pin follows the guidelines for badges (see page 17).

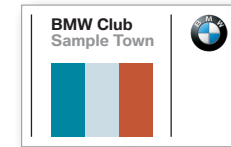
Application examples



Club badge



Badge with topic reference

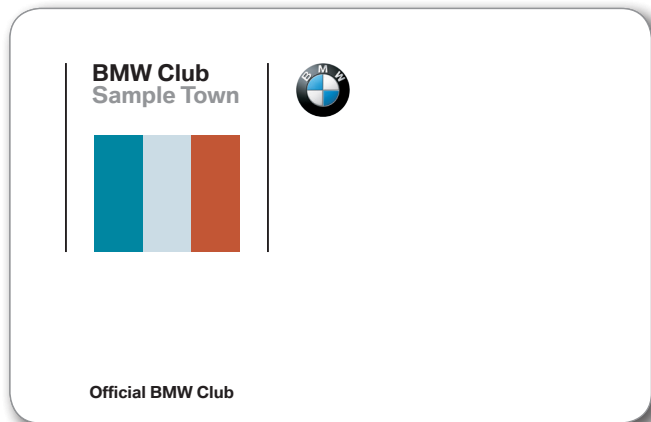


Pin

MEMBERSHIP CARD. PROOF OF A POWERFUL IDENTITY.

The membership card is available as an InDesign template on the web page "BMW Clubs – International Council" (www.bmw-clubs-international.com).

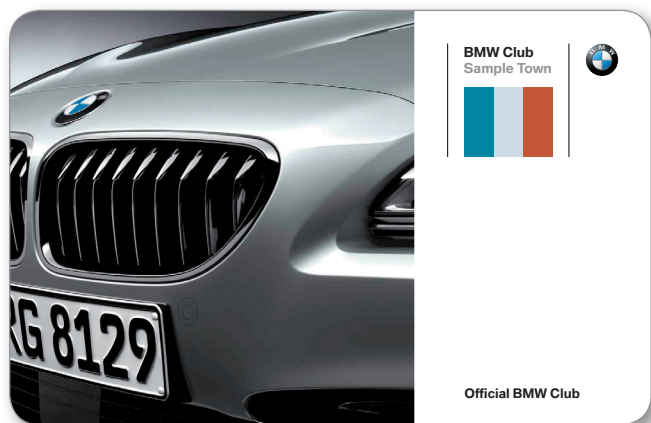
Application examples and design suggestions



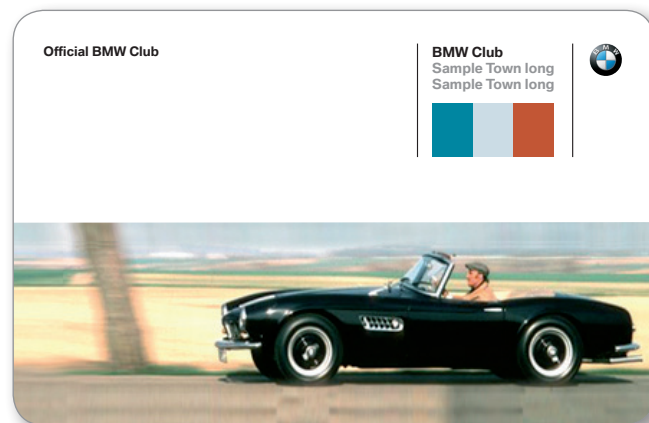
Front, without motif



Back



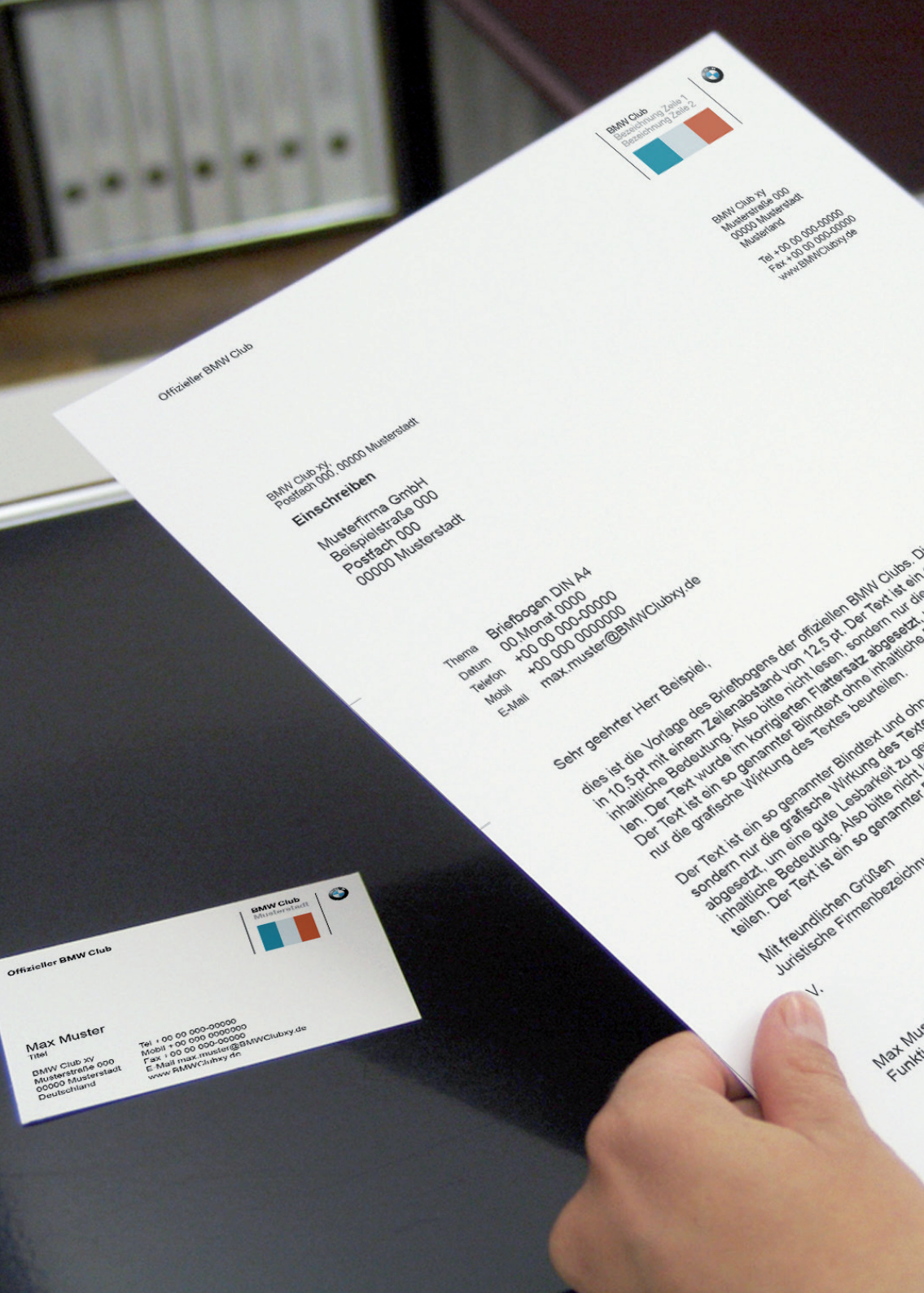
Front, with motif



Front, with motif

INSTITUTIONAL APPLICATIONS.

The design of letter paper and business cards is defined in the following section so as to ensure a consistent appearance of the BMW Club.



CORRESPONDENCE. STATIONERY IN HIGH-QUALITY FORMAT.

This template is to be regarded as a model which is to be adapted in detail to the restrictions of the various countries.

A minimum spacing of 3 x must always be observed from the right-hand, bottom and upper edges.

The variables 1 a and 2 a depend on postal restrictions, e.g. Germany:
1 a = 24 mm
2 a = 50 mm

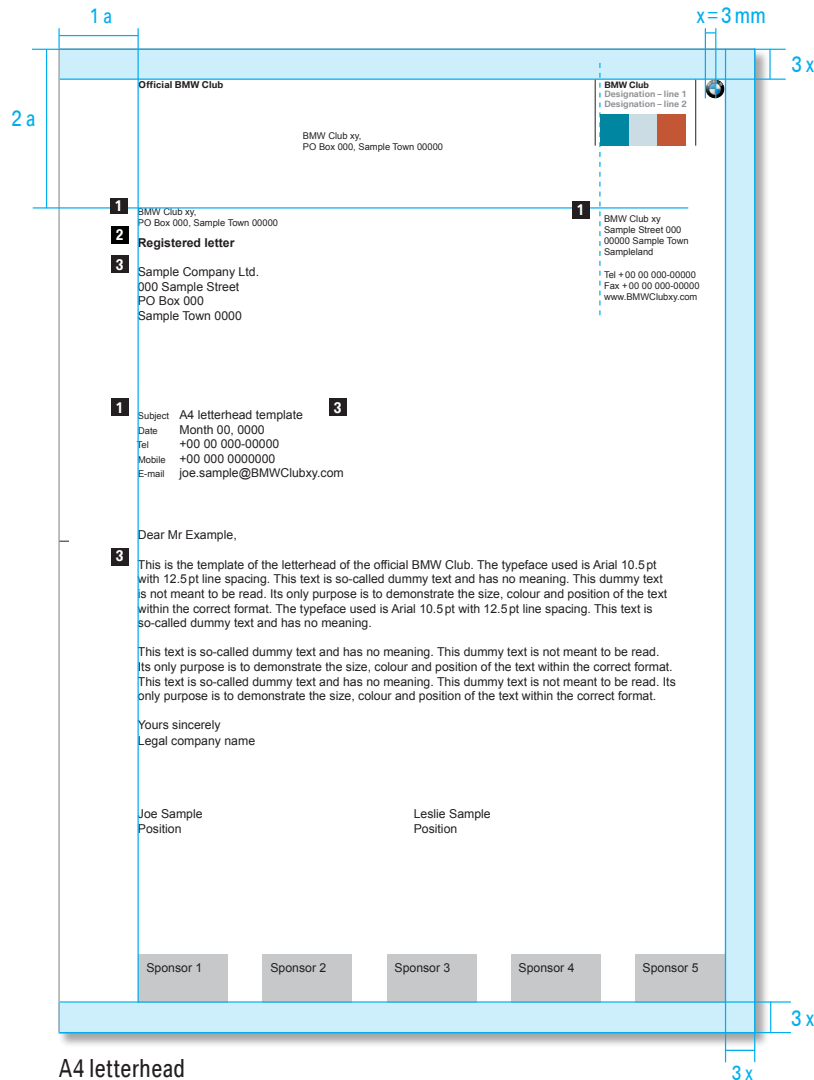
1 Type weight:
Typeface: Arial regular
Size: 8 pt
Line spacing: 10 pt
Character spacing 0
Colour: black

2 Type weight:
Typeface: Arial bold
Type size: 10 pt
Line spacing: 12.5 pt
Character spacing 0
Type colour: black

3 Type weight:
Typeface: Arial regular
Type size: 10 pt
Line spacing: 12.5 pt
Character spacing 0
Type colour: black

The letter paper is available as an InDesign template on the web page "BMW Clubs – International Council" (www.bmw-clubs-international.com).

Application example and design suggestion



CORRESPONDENCE. STATIONERY IN HIGH-QUALITY FORMAT.

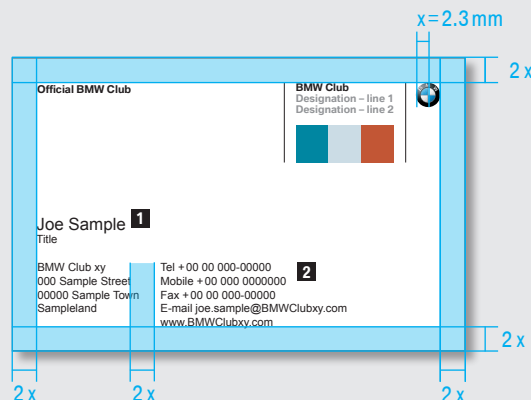
A minimum spacing of 2 x must always be observed from the edges.

1 Type weight:
Typeface: Arial regular
Size: 9 pt
Line spacing: 7.3 pt
Character spacing 0
Colour: black

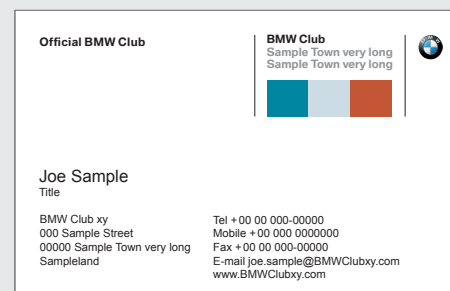
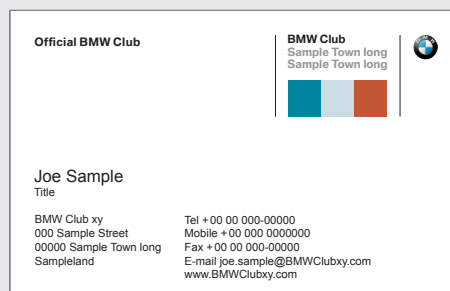
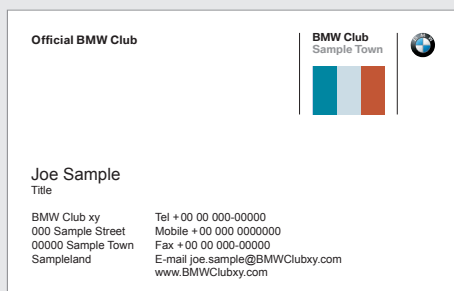
2 Type weight:
Typeface: Arial regular
Type size: 6 pt
Line spacing: 7.3 pt
Character spacing 0
Type colour: black

The business card is available as an InDesign template on the web page “BMW Clubs – International Council” (www.bmw-clubs-international.com).

Application example and design suggestion



Size W x H: 85 mm x 55 mm



CONTACT PARTNER.

These design guidelines apply to the communicative and institutional image of the official BMW Clubs. They replace all previously applicable guidelines.

If you have questions regarding the appearance of the BMW Clubs, please contact:

BMW Club & Community Management

BCCM (Michael Kortenhaus)

E-mail: Michael.Kortenhaus@partner.bmw.de

Disclaimer

The visuals, headlines, key visuals, etc. shown in the examples are provided solely to illustrate the applications and reflect the current status of Brand Identity, Brand Design and communication at the time of creation. For this reason it is not possible to guarantee that all the examples of communication materials shown are up to date.



What defines the value of the BMW Group and its brands? How does brand management work? Why are customer orientation and Brand Behaviour key success factors? The Brand and Customer Institute provides you with the answers to these questions. After all: powerful brands create values. However, it is you that brings them to life. For more details, see <http://brand-and-customer-institute.bmwgroup.net>

BECOME A BRAND AMBASSADOR.



Rolls-Royce
Motor Cars Limited